

Maxim Analysis of Luke Podcast on Youtube

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Abstract

Communication needs to be delivered smoothly to make it understandable. A communication which fulfils the conversational maxims is a good quality of communication. The speaker speaks directly with a right amount of information, truthful, in order, and exactly what he means. (Zhou, 2009:42). This research aims to find out: 1) the types of conversational maxims 2) the category of the conversational maxims,.3) the function of conversational maxims used in the Luke Podcast Episode 5,6,7 from YouTube. The researchers use qualitative study method. This research was conducted to find out the maxims issue in Luke Podcast Episode 5,6,7 from YouTube's script using documents analysis. The results of research show that all types of conversational maxims are four maxims; maxim of quantity, maxim of quality, maxim of relation and maxim of manner. The conclusion of research show that all types of conversational maxims are four maxims; maxim of quantity, maxim of quality, maxim of relation and maxim of manner.

Keywords: pragmatics, communication, conversational maxims, Luke podcast

Introduction

Language has an important role in human social interaction as a main tool of communication. The language used may indicate the intention of someone through communicating a message. A speaker will produce some messages from language that encodes the message as its meaning; the message will be identified and composed by hearer. The communication may be successfully delivered when the hearer decodes the same message that the speaker encodes. It means the hearer has to recognize appropriately the speaker's message. The phenomena existing in the conversation may be elaborated deeply in pragmatics; a term that comprehends why the speaker uses the language in particular ways and what the meaning actually beyond the utterance. Pragmatics plays an important role in studying language as a tool of human interaction, i.e., the interaction between the speaker and the hearer. Book as cited in Nofrien (2016), communication is a process of conveying the information through verbal and nonverbal symbols to be interpreted by the receiver so that produce an action. This system of inference drawing is a kind of side effect of the maxims; maxims whose primary reason for being is regulate conversation. It means that maxims can be the rules to know whether the speaker can be cooperative or not while he contributes the information in conversation.

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Communication among people can only happen if there are two sides respectively play as speakers and listeners. In the process of communication itself, both sides should observe rules in the communication in order that communication runs well and agrees with the expectation of both sides. Moreover, speaker and listener should cooperate in order that the message that is conveyed can be understood by them. However, communication does not always work well as expected, because sometimes there is one of sides flouts the rules in the communication. The cooperation that happens between both sides is called cooperative principle. Cooperative principle is one part of pragmatics. Pragmatics is the social language skills that people use in daily interactions with others. Pragmatics includes what people say, how people say, what our body language means and whether it is appropriate to the given situation. Pragmatics studies the meaning of a word or a speech relative to speaker's situation or condition, because people use different expressions to express their condition.

This cooperative principle relates to the situation or condition of speaker and listener. Therefore, situation and condition influence the meaning that is conveyed by the speaker or listener. The cooperative principle is very important in communication, because it determines whether the communication is successful or not. Grice says that there are partly assumptions which is including and governing activity conversation, the assumptions appear from rational judgment that underlay and may be formulated as orientation to use language in accordance with efficient and effective in conversation direction cooperative (Grice in Huang, 2007: 25). Then, in the cooperative principle there are rules, usually is called the maxim. Maxim is the principle linguistic in the lingual interaction; the principles arrange utterances of people, the use of language, and interpretations toward action and utterance the listener. Moreover, Grice divided maxims of conversation into four categories that is quantity, quality, relation and manner (Grice in Agusmita, C. M., & Marlina, L. 2018: 23). In the maxim, speaker and listener are sometimes observe the maxim, both sides can violate a maxim or can opt out of a maxim. It all can be happens based on situation and condition of participants. Therefore, in the analysis of maxim, context is very important to know reason that cause the maxim, for example, to know reason there are violation of maxim in the conversation. There are several researches on the same topic. Suciati (2006) analyzed kinds of maxims and explains maxim violations that happen in the novel, but in the study, she only analyzes violation maxim of quality and quantity. Another study also had been done by Prasetya (2014). Grice wanted to emphasize the fact that unlike grammatical rules, a person can choose not to adhere to the maxims. Obviously, one could also choose to throw grammatical rules out of the window but it would make one's speech next to impossible to understand. When the maxims are not being observed something interesting happens. His theory is based on the assumption that people are inherently cooperative in conversations. His proposed maxims are supposed not only to govern our production of messages but also our ability of interpretation (Brumark 2006:1210). Implicatures arise when there is additional meaning conveyed beyond the semantic meaning of the words uttered. In many cases in everyday conversations, inferences arise that give further meaning to utterances. It is these kinds of inferences that are called implicatures that the maxims in scripted speech or paper.

In this research, the writer uses Luke Podcast in YouTube as object, because those who use the Luke Podcast Episode 5,6,7 in YouTube as the object still limited in the analyzing on maxim, most researchers use object such as talk show and interview. Furthermore, the writer chooses Luke Podcast in YouTube because the Podcast in English Department is common and used in literature courses. Besides that, the writer uses Luke Podcast in YouTube, because in

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the Podcast there are many maxims analysis in conversation that happen between characters in the Podcast. Therefore, the writer will analyze maxims in Luke Podcast in YouTube.

Literature Review

Communication clearly depends on not only recognizing the meaning of words in an utterance, but recognizing what speakers mean by their utterances. The study of what speakers mean, or “speaker meaning,” is called pragmatics (Yule, 2010). In the late 1960s, two elderly American tourists who had been touring Scotland reported that, in their travels, they had come to a Scottish town in which there was a great ruined cathedral. As they stood in the ruins, they saw a small boy and they asked him when the cathedral had been so badly damaged. He replied in the war. Their immediate interpretation, in the 1960s, was that he must be referring to the Second World War which had ended only twenty years earlier. But then they thought that the ruins looked as if they had been in their dilapidated state for much longer than that, so they asked the boy which war he meant. He replied the war with the English, which, they eventually discovered, had formally ended in 1745. (Brown 1998 in Yule, 2010: 127) The story above about American tourists who had been touring in Scotland, how misunderstanding between the boy and the tourists in when he said war happened because they were has different reference. The boy referred the war to the war with English in other hand the tourists referred to the Second World War. It is a picture how communication can easily be misunderstood. Pragmatics studies what speakers mean when they are uttering. Speakers meaning depends on how the situation directing the meaning to. A word can be different meaning in many situations, speaker says okay is not only that he is agreeing with the matter but it goes depend on the situation of the speaker when he is angry it could have a meaning that he has no any other option but accepting.

Pragmatics

Pragmatics is the study that connects the language and its users, namely speakers and hearers (Yule, 2016). By means of this definition, Yule states that pragmatics is the study in language that connects the communicated meaning by the speaker. This study is directing the hearer to express the intended meaning behind the speaker’s utterances which depends on the context of the utterances that are being said. This study also considers the distance between the speaker and the hearer is in a conversation. Therefore, by studying pragmatics, people can use language better because the speaker and the hearer need to express each other’s utterances and spot at the implicit meaning behind those utterances. In 1930s, it was the initial period of Pragmatics as a field of linguistics. Morris, Carnap, and Peirce were the initiator of it. In those times, “syntax addressed the formal relations of signs to one another, semantics the relation of signs to what they denote, and pragmatics the relation of signs to their users and interpreters” (Morris 1938, cited in Horn & Ward, 2006). In introduction to the Handbook of Pragmatics, Ward and Horn (2006) defined Pragmatics as the study of meaning which is depended on the context.

Cooperative Principle

Languages have developed in the long history of human race based on what it is needed to communicate each other. People involved themselves in conversations aim to deliver their messages. They communicate each other not to isolate their sentences so the other would not get what they mean but they organize the sentences to put a base to make up their messages. (Grice in Karim, S., A. 2016: 39). Our talk exchanges do not normally consist of a succession of disconnected remarks, and would not be rational if they did. They are characteristically, to

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some degree at least, cooperative efforts; and each participant recognizes in them, to some extent, a common purpose or set of purposes, or at least a mutually accepted direction. (Grice, 2002: 28) A normal communication process, speaker tries to utter his utterance by means to deliver their message to make a good communication with their communication partner and expects the partner would understand what is delivered. Therefore, the speaker will deliver his utterance relevantly, clearly and understandably, concisely and straightforwardly, so that the communication will run well. Cooperative principle was introduced by Grice (2002: 26) which cover with the apprehending of the utterance meaning. He explained how a success conversation needs to follow cooperative principle, it refers to make your conversational contribution to as far as it is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged; to make a smooth conversation, speakers and listeners has to cooperate each other. In other words, speakers give a required contribution to the conversation, a productive contribution to the conversation and the listeners are giving the thing they require to do too. It can be assumed that the speakers and listeners is trying to cooperate each other.

Conversational Maxims

In order to make the conversation is successful between the speaker and the interlocutor, people need to comply with the rules of the cooperative principle. The cooperative principle was found by Grice. The cooperative principle is to make your conversational contribution such as is required at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged. Grice stated (Megah & Wahyuni, 2018) both the speaker and interlocutor intend to be cooperative when they have conversation so that it will not make ambiguous responses. The cooperative principles consist of four maxims; maxim of quantity, maxim of quality, maxim of relation and maxim of manner. Grice (2002: 26) divides conversational maxims into four basic maxims which yield results in accordance with the Cooperative Principle.

The Categories of Maxims

The Maxim of Quantity: the category of quantity relates to the quantity of information to be provided, and under it fall the following maxims: - Make your contribution as informative as is required (for the current purposes of the exchange). - Do not make your contribution more informative than is required. Maxim of quantity is fulfilled by the participants when he/she provides the information by not saying more or less information than the situation demands (Cutting, 2002: 21). Meanwhile, Grundy (2000: 32) stated that the participants must make a contribution as informative as required. It means that, the speaker must give the information as the listener required or as much as necessary, not give too much or too little information to observe the maxim of quantity. The Maxim of Quality: the category of quality relates to try to make your contribution one that is true. It subsumes to: - Do not say what you believe to be false. - Do not say that for which you lack adequate evidence. Maxim of quality is fulfilled by the participants when he/she is honest and says anything that they believe appropriate with the truth or the reality (Cutting, 2002:25). In addition, Grundy (2000 :35) states that to realize the maxim of quality, the participants should not say something that lacks evidence. The Maxim of Relation: Make sure that whatever you say is relevant to the conversation at hand. There is one maxim under maxim of relation. It is "Be relevant". As stated by Cutting (2002: 27), the maxim of relevance or maxim of relation is fulfilled when the participants giving the relevant information to the previous utterances or statements. Meanwhile, Grundy (2000: 34) stated that the maxim of the relevance is fulfilled when the participants give related information to the

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topic discussed. The Maxim of Manner: Under this category Grice put a supermaxim— ‘Be perspicuous’—and he put various maxims such as: - Avoid obscurity of expression. - Avoid ambiguity - Be Brief (avoid unnecessary prolixity) - Be orderly. Maxim of manner is fulfilled when the participants provide the information briefly and orderly. The speakers must avoid obscure and ambiguous (Cutting, 2002:28). Some speakers observe the maxim of the manner by uttering 'this may be sound a bit confused', 'I'm not sure if this makes sense', 'I don't know if this is clear at all', or 'just to clarify the point' (Nugroho, 2019: 10).

Method

This study is a descriptive qualitative study. According to Lambert and Lambert (2012: 36) “a descriptive qualitative study is a comprehensive summarization of specific events experienced by individuals or groups of individuals”. This study is conducted to find out the maxims issue in how to conversational maxims found in Luke Podcast’s script using documents analysis. The researchers investigated the type of the maxims and factors that influenced type of maxims. The study employed the Cooperative Principles proposed by Grice (2002). The dialogues in the script will be analyzed based on this framework. Qualitative research could not be separated from typical participants observation, but the role of researchers determined the overall 3 series. In this research the researchers were a key instrument to collect and analyze the data. Qualitative research studies human experiences and situations, researchers need to talks with people in the setting, observes their activities, reads their documents and written records, and records this information in field notes and journals. As data collector, the researchers took the important roles in this research because all activities related to the data were collected by the researcher’s self. For this research, noun phrases found in Luke Podcast are the data. Then, the data source is Luke Podcast Episode 5,6,7. Data collection is a means of collecting observations or measurements in a methodical way. Whether you're conducting research for industry, government, or academia, data collecting can help you get first-hand knowledge and unique insights into your research topic. Analyzing the data of this research, the researchers will employ four steps of data analysis. According to (Sutopo, 2006: 41) analysis has three components: collecting data, reducing data, displaying data, and concluding data/ verification.

Finding and Discussion

Conversational maxims are divided into four kinds; they are maxim of quantity, maxim of quality, maxim of manner, and maxim of relevance. In this Luke Podcast, the writer found several conversations containing of those maxims. The writer divides this part into two kinds, they are data description and data analysis.

A speaker can only get the meaning if the listener cooperates. So, from this notion, Grice formulated a general principle, the cooperative principle: “make your conversation contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged.

Maxim of quantity means that speakers should be as informative as is required, that they should give neither too little information nor too much. Some speakers like to point to the fact that they know how much information the hearer requires or can be bothered with. People who give too little information risk their hearer not to be able to identify what they are talking about because they are not explicit enough.

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After collecting and analyzing the data, the researchers found conversational maxims divided into four kinds on 389 sentences from 3 episode of Luke Podcast on YouTube;

Episode 5 Studying : 131 sentences

Episode 6 Seasons : 97 sentences

Episode 7 Smartphones : 161 sentences

Analyzing the data of this research, the researchers will employ four steps of data analysis. According to (Sutopo, 2006: 41) analysis has three components: collecting data, reducing data, displaying data, and concluding data/ verification.

In this part, the writer analyzes kinds of conversational maxims which are found in the Luke Podcast on You Tube.

1. Episode 5 Studying : 131 sentences

a. Maxim of Quantity

Kinds of Maxims	Indication	Conversation
Quantity	<p>a) Make your contribution as informative as required</p> <p>b) Do not make your contribution more informative than required</p>	<p>1. Luke: hi everyone I'm Jack from Jack's English</p> <p>Jack: I'm Luke from learn English like a pro and welcome back to our podcast</p> <p>2. Luke: do you like studying?</p> <p>Jack: overall yes, I love learning about thing</p> <p>3. Luke: do you have any special techniques for studying?</p> <p>Jack: I do yes</p> <p>4. Luke: do you have a tip for English learners?</p> <p>Jack: yes of course so of course</p>

b. Maxim of Quality

Kinds of Maxims	Indication	Conversation
Quality	<p>a) Do not say what you believe to be false.</p> <p>b) Do not say that for which you lack adequate evidence.</p>	<p>1. Luke: we don't necessarily all like but how about?</p> <p>Jack: overall yes, I love learning</p> <p>2. Luke: why we made this yeah hopefully this helps you if you are an auditory learner?</p>

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	c) I expect your contributions to be genuine and not spurious.	Jack: I'm a bit guilty with studying Korean. 3. Luke: do they think and they talk to themselves in English? Jack: I totally agree
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c. Maxim of Relevance

Kinds of Maxims	Indication	Conversation
Relevance	a) The contribution should be relevant to the interaction. b) The response of utterance must be relevant to the prior utterance	1. Luke: do you like doing that I go through phases yeah? Jack: about five years ago I was really into studying Korean 2. Luke: Have you experienced that kind of that feeling um well back to your school days? Jack: I was exactly the same 3. Luke: how do you study in that case? Jack: I like to listen

d. Maxim of Manner

Kinds of Maxims	Indication	Conversation
Manner	a) Avoid ambiguity b) Avoid obscure expressions c) Be logical in order of expression	1. Luke: yes, and today we are talking about studying something we all do Jack: we don't necessarily all like 2. Luke: I've been listening to and that's really intrigued me Jack: I've been doing a lot of research by myself

2. Episode 6 Seasons : 97 sentences

a. Maxim of Quantity

	Indication	Conversation

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Kinds of Maxims		
Quantity	<p>a) Make your contribution as informative as required</p> <p>b) Do not make your contribution more informative than required</p>	<p>1. Luke: Jack what's /your favorite season and wife?</p> <p>Jack: well I'd have to say summer okay in obviously I used</p> <p>2. Luke: do you call it eight portions?</p> <p>Jack: it's not heavy rain</p> <p>3. Luke: how can we call it like a fermented apple drink almost like an Applebee's?</p> <p>Jack: Applebee's right yes (the best way to describe it so sitting outside ice-cold cider and meat on the barbecue some salads that's perfect yeah right</p>

b. Maxim of Quality

Kinds of Maxims	Indication	Conversation
Quality	<p>a) Do not say what you believe to be false.</p> <p>b) Do not say that for which you lack adequate evidence.</p> <p>c) I expect your contributions to be genuine and not spurious.</p>	<p>1. Luke: we have Christmas markets for one which I'm not sure if you're aware of this but every town has liked a designated spot</p> <p>Jack: we'll have little stores which sell Christmassy goods</p> <p>2. Luke: we really celebrate Christmas don't we totally really enjoy that</p> <p>Jack: everyone is sooo so happy hmm yes</p> <p>3. Luke: I suppose a tradition isn't it a shopping tradition exactly but coming back to summer what another</p> <p>Jack: you know regarding the festivals we do have huge music festivals as well don't We</p>

c. Maxim of Relevance

Kinds of Maxims	Indication	Conversation

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Relevance	<p>a) The contribution should be relevant to the interaction.</p> <p>b) The response of utterance must be relevant to the prior utterance</p>	<p>1. Luke: it's because the weather's so nice yes yeah yeah okay now let's let's move on and talk about the best a best season to visit the UK</p> <p>Jack: okay now I'm gonna take it again right again</p> <p>2. Luke: okay you know what I always mentioned to my students is in April</p> <p>Jack: you've got April showers yeah do you have this in Wales as well is it you know</p> <p>3. Luke: I suppose May to October yeah maybe not as far as October but like maybe my mid-September</p> <p>Jack: it's still really nice yeah yeah totally</p>
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d. Maxim of Manner

Kinds of Maxims	Indication	Conversation
Manner	<p>a) Avoid ambiguity</p> <p>b) Avoid obscure expressions</p> <p>c) Be logical in order of expression</p>	<p>1. Luke: some was less but you know for some reasons winter is also good okay and so let's talk now about British culture a little bit so</p> <p>Jack: of course, every season has different traditions so what are some British traditions for each of the seasons</p> <p>2. Luke: Sun rises so late in the morning and it's it's early in the evening</p> <p>Jack: it is not an issue oh yeah totally</p> <p>3. Luke: I think I have to go for winter just for the action sports isn't it</p> <p>Jack: you know obviously it is good for those kinds of sports but I know I live quite close to Wales</p>

3. Episode 7 Smartphones : 161 sentences

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a. Maxim of Quantity

Kinds of Maxims	Indication	Conversation
Quantity	<p>a) Make your contribution as informative as required</p> <p>b) Do not make your contribution more informative than required</p>	<p>1. Luke: yes, how do you anything anything different well I've got a different phone four stars</p> <p>Jack: it's an old phone now actually</p> <p>2. Luke: which is where you can find us</p> <p>Jack: we are on there now also on the Apple podcast yes yeah</p> <p>3. Luke: do you know how long you use it a day?</p> <p>Jack: I couldn't imagine spending time away from</p> <p>4. Luke: have you ever checked you know in one of?</p> <p>Jack: I have checked if my on the iPhone if um you swipe up on the home screen</p>

b. Maxim of Quality

Kinds of Maxims	Indication	Conversation
Quality	<p>a) Do not say what you believe to be false.</p> <p>b) Do not say that for which you lack adequate evidence.</p> <p>c) I expect your contributions to be genuine and not spurious.</p>	<p>1. Luke: yeah, I'm not sure for me</p> <p>Jack: I've never checked</p> <p>2. Luke: don't think we have the same function on Samsung</p> <p>Jack: I'm a bit scared to check actually</p> <p>3. Luke: it's in a book or something but now everything is just Google Maps isn't it</p> <p>Jack: it's crazy I actually when I first learned to drive</p>

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		<p>4. Luke: I'm not that old yeah I was only that would have been 10-12 years ago</p> <p>Jack: yes, exactly the same for me</p>
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c. Maxim of Relevance

Kinds of Maxims	Indication	Conversation
Relevance	<p>a) The contribution should be relevant to the interaction.</p> <p>b) The response of utterance must be relevant to the prior utterance</p>	<p>1. Luke: I am very reliant on my phone and you know the addiction</p> <p>Jack: it's a fine line between reliant and addicted to something</p> <p>2. Luke: so yeah I think addiction is on the rise smartphone addictions are very dangerous a dangerous addiction and</p> <p>Jack: it's definitely on the rise for younger People</p> <p>3. Luke: they're a bit younger than us</p> <p>Jack: I think so yes yeah although having said that</p> <p>4. Luke: I don't really like Games</p> <p>Jack: I got phone games or PlayStation games</p>

d. Maxim of Manner

Kinds of Maxims	Indication	Conversation
Manner	<p>a) Avoid ambiguity</p> <p>b) Avoid obscure expressions</p> <p>c) Be logical in order of expression</p>	<p>1. Luke: they are as you said they're designed for that</p> <p>Jack: you're you're getting new things and upgrading those things</p> <p>2. Luke: yeah, I'd say I'm similar to you</p> <p>Jack: it's it's borderline in in terms of time</p> <p>3. Luke: you know \two distinguishing between the types of Information</p>

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		Jack: you can receive and the fact that nowadays
		4. Luke: there's a lot of disinformation
		Jack: yes, you know people are purposely creating this faking news

After analyzed the utterance in 3 episodes of Luke Podcast on You Tube of conversational maxim, it can be found that the four types of conversational maxim were found with different amount of number in each type maxim of cooperative principle. All maxim was found in 3 episodes of Luke Podcast on You Tube. They are Maxim of Quantity (43.33%), Maxim of Quality (13.33%), Maxim of Relevance (10%), Maxim of manner (33.33%). Maxim of Quantity was the dominant in 3 episodes of Luke Podcast on You Tube.

The conversational maxim exists in 3 episodes of Luke Podcast on You Tube was found from the four types such as (1) in maxim quantity the way of speaker character, who often said too much information as response to the person. (2) in the maxim quality the speaker tried to tell a lie in the response to the others, (3) in the maxim relevance the speaker did not understand what happening cases from the interlocutor, (4) in the maxim manner the main character responded by some ambiguities statement that confusing the interlocutor so the hearer or the interlocutors did not understand what the speaker said.

The similarity of the previous studies and this research is that investigated the cooperative principle of Grice's theory. In contrast, the previous studies analyze wheater someone followed the four conversational maxims while this research focused on two people who deliberately taking conversational maxim. In line with the previous researcher, investigate intended and enrich literate about Grice theory of conversational maxim.

Conclusion

Conversational maxims are divided into four kinds; they are maxim of quantity, maxim of quality, maxim of manner, and maxim of relevance. In this Luke Podcast, the writer found several conversations containing of those maxims.

After collecting and analyzing the data, the researchers found four kinds; they are maxim of quantity, maxim of quality, maxim of manner, and maxim of relevance in this Luke Podcast on 389 sentences from 3 episodes of Luke Podcast on You Tube; Episode 5 Studying: 131 sentences, Episode 6 Seasons: 97 sentences, Episode 7 Smartphones: 161 sentences.

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