

# Violation Of Cooperation Principles To Build Humor In *Bu Gin's* Tiktok And Its Relevance To Indonesian Anecdote Text Learning

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## Abstract

Violations of the principle of cooperation often occur in TikTok video uploads. One of them is on the tiktok account @Bu Gin's. This research focuses on the violation of the principle of cooperation in the tiktok account @Bu Gin's and the emergence of humor which is motivated by the violation of the principle of cooperation. The method used in this research is a qualitative descriptive research method. The data in this research are fragments of conversations contained in video uploads on the TikTok account @Bu Gin's which are suspected to contain maxims that violate the principle of cooperation. The data collection method and technique in this research is by using listening and taking notes. Violations of the principles of cooperation include the maxim of quantity, maxim of quality, maxim of relevance, and maxim of implementation/method. From the data obtained, the occurrence of the maxim of quantity was most frequently found.

**Keyword:** *Tiktok account @Bu Gin's, principle of cooperation, violation of maxims*

## Introduction

Violation of the principle of cooperation is an interesting subject to study since it is correlates to the learning of Indonesian anecdote texts at schools. Violations of the principle of cooperation arise because maxims whose contents are exaggerated so as to create humor that can be associated with learning Indonesian anecdotal texts. According to Maerice (2020), in his book entitled *Pragmatics*, implicature is closely related to the principle of cooperation. The form of cooperation intended is simple cooperation where the people who are talking are generally not assumed to be trying to confuse, trick, or hide relevant information from each other. The purpose of this research is to examine violations of the principle of cooperation consisting of the maxim of quantity and the maxim of quality contained in the @Bu Gin's tiktok account. The method used uses a qualitative descriptive method with a collection method using note-taking techniques.

The use of language is related to the principle of cooperation as an effort to guide conversation participants so that they can carry out conversations cooperatively. The principles of conversation itself are included in the science of pragmatics, according to Nababan (1987:2) pragmatics are the rules of language use, namely the selection of language forms and determining their meaning in connection with the context and circumstances. This is in line with the opinion of Rustono (1999: 55) who states that the principles of conversation are principles that regulate conversation mechanisms between participants so that they can converse cooperatively and politely. Conversational principles are needed in every communication so that it runs smoothly. Gunarwan (1994:52) states that in every human utterance there is an additional

meaning. This additional meaning arises not through the application of semantic or syntactic rules, but through the application of rules from conversational principles. There are two principles of conversation, namely the principle of politeness and the principle of cooperation. The principle of cooperation itself regulates what participants must do so that the conversation sounds coherent.

Communication will run well if it meets the principles of cooperation and the principles of language politeness. The principle of cooperation is a principle with the aim of conversations being cooperative. There was clear two-way communication, without obstacles, without any problems in the conversation. In this case, so that the message conveyed can be received well, there needs to be cooperation, which is called the principle of conversational cooperation. Grice (in Wijana and Rohmadi, 2009:42) suggests that in order to implement the principle of cooperation, each speaker must fulfill the 4 maxims of conversation (conversational maxim), namely the maxim of quantity, the maxim of quality, the maxim of relevance, and the maxim of implementation.

According to Wulanda (2021), a violation of the principle of conversation or better known as a violation of the principle of cooperation is a principle that teaches a speaker to comply with the maxims that have been set out in the principle of conversation. Usually a speaker often violates one of these maxims when speaking to the person he is speaking to. A speech can occur and take place at any time, both in an ordinary context and in an official context. Violations of this cooperative principle are often unavoidable by speakers. Cooperation between speaker and speakers in communication is important. Each participant in communication must contribute according to their part and needs. According to Sulistyono (2015) in communication, cooperation between speakers and interlocutors is very important. Everyone involved in communication must contribute according to their portion and needs. The portion and requirements referred to are providing information in accordance with the perception of the interlocutor and provide appropriate responses with the interlocutor's estimates.

Humorous discourse is closely related to the principle of cooperation and the principle of politeness. According to Supriyana (2021), humorous discourse is discourse that is not serious, ambiguous, and tends to violate the principle of cooperation. Violating the principle of cooperation is one of the methods used to build a discourse containing humor. The violation of the principle of cooperation in humorous discourse was carried out deliberately by the humorist. This intentional violation makes violations of these two principles normal and is not considered a problem. In connection with the violation of the principle of cooperation as an object of research in humor discourse, the research problem does not lie in the humor writer's deliberate violation of the principle of cooperation but lies in the manifestation of the deliberate violation of these two principles as the strength of the humor value in humor discourse.

Humor has various boundaries. Wijana (2004:2) suggests that humor is a game. Wijana's limits on humor are so simple. Humor is limited to that simple because it is for the purposes of the research carried out by Wijana, namely humor in cartoon discourse. Actually, humor is not that simple, moreover humor does not appear suddenly and immediately in a speech event. However, humor has concepts and theories that can be studied and studied scientifically. Initially, people preferred humor as entertainment. However, humor in its development does not only function as a means of entertainment. Humor creators use humor as a communication tool to convey messages to other people. Through humor, people can convey information and express emotions such as

happiness, anger, discomfort, and affection. Humor is one way to reduce anger that increases with anticipation of negative experiences.

As time goes by, the role of social media as a communication medium plays an increasingly important role in everyday life. This is a solution to limited circumstances, such as distance and place, so that it is used by people as a means of communication with other people. Apart from being a medium for exchanging news, people can also easily access various events, situations and conditions from all corners of the world without needing to visit that place. One social media that can reach the whole world is Tiktok. This application presents various videos ranging from sports, pets, entertainment venues, cooking tutorials, as well as humorous content that invites lots of laughter and is popular with the Indonesian people. This application also makes it easy for users to create and upload their own videos (Afiya, 2022).

Nowadays, media for conveying information, communicating and discussing are easy to find and use by all levels of society. One of the social media that is often used by people is Tiktok. Tiktok is a new social media that provides a platform for its users to express their talents through video content. TikTok turns users' phones into mobile studios. One of the contents that many people are interested in on Tiktok social media is humor videos. Humor videos contain content that contains funny things. In the midst of the popularity of humorous videos on TikTok, violations of the principle of cooperation can be found in every conversation.



*Figure 1 Profile of the TikTok account @Bu Gin's with its more than thirty five thousand followers (35,2 ribu pengikut)*

One account that found of uploading humorous contents is an account called @Bu Gin's. This TikTok account has 35.2 thousand followers. This tiktok account uploads videos every 1-2 weeks or even every day. In conveying their humor, these accounts present it in various ways, starting from telling stories, dialogue, interviews, or playing the role of a certain character on an event that is being widely discussed. One of the factors that can make a video funny is the use of implicatures in the joke. If the audience does not understand the meaning of the implicatures in it, then the humor that is conveyed in the video will not be understood by the audience or listeners so that they will not feel amused, funny, or even laugh (Juniati, 2019).

This research can be implemented in Indonesian language learning in high school. One of the Indonesian language lessons related to implied meaning is found in

anecdotal text material. In this lesson, material about violations of the principle of cooperation can be used as teaching material to look for the implied meaning contained in an anecdote text. Based on this, researchers want to examine the content in the TikTok account @Bu Gin's by using pragmatic studies related to violations of the principle of cooperation as teaching material for anecdotal texts.

An anecdote is a short story that is interesting because it is funny and impressive. This humor occurs because of violations of conversational principles which result in the emergence of implicatures or implied meanings. Anecdotes are used to convey criticism, but not in a harsh or hurtful way. Anecdotes tell stories about important people (public figures) or famous people based on actual events. This real incident was then used as the basis for a funny story by adding fictional elements. Often, the participants (actors of the story), the place of occurrence, and the time of the event in the anecdote are fictional. However, there are also anecdotes that do not come from real events (Kemendikbud, 2017: 107).

This research aims to describe violations of the principle of cooperation in the @Bu gin's TikTok account, describe the meaning of implicatures that appear in Bu Gin's TikTok account, and describe the implementation of research in learning anecdotal texts.

## Method

The method used in this research is a qualitative descriptive research method. Descriptive research in question is identifying, analyzing and describing data. Descriptive research method is research that is solely based on existing facts or phenomena that are empirically lived by the speakers, so that the data produced or recorded is in the form of an explanation as it is. Furthermore, descriptive research does not consider the rights and wrongs of language use by speakers, because that is its first and foremost characteristic (Laiman et al., 2018). The research was carried out to obtain more detailed results related to the object being analyzed, namely regarding violations of the principle of cooperation in the @Bu Gin's tiktok account. Meanwhile, data collection methods and techniques use the listening and note-taking method.

The population and sample of violations of the principle of cooperation consist of several maxims that can be taken from the tiktok account @Bu Gin's. Violations of the principle of cooperation can be applied in learning Indonesian anecdote texts.

This research examines primary data in the form of 5 violations of the principle of cooperation in several uploaded videos. This list of primary data observed was obtained from the tiktok account @Bu Gin's. The data contained in this research is a form of violation of the principle of cooperation in posts from the TikTok account @Bu Gin's.

*Table 1 Data on Violations of the Principles of Cooperation*

<b>Types of Maxim Violations of Cooperation Principles</b>	<b>Number</b>
Violation of the maxim of quality	2
Violation of the maxim of quantity	3
Violation of the maxim of relevance	1
Violation of the maxim of manner	1
<b>Total Violation</b>	<b>7</b>

In this research, the data obtained came from primary data sources. Primary data sources are data sources obtained directly from the field. The primary data source for this research uses note-taking techniques. According to Mahsun (2005), the listening technique is a method used to obtain data by listening. Meanwhile, the note-taking technique is a technique that provides data by recording the data obtained. The data source contained in this research is the content of posts uploaded by the tiktok account @Bu Gin's.

Data analysis techniques are carried out after the data is collected by identifying and clarifying. According to Moleong (2012:280) the steps or process of data analysis in general can be used by reviewing all available data from several sources, then arranging them in units, then categorizing them and checking the validity of the data. After completing all these stages, the interpretation stage begins. Data to process temporary results into a substantive theory using certain methods. Based on Moelong's opinion above, the steps used in the research can be specified, namely starting with identifying and describing the principles of cooperation, drawing conclusions, and presenting the results of the analysis.

## Results

The principle of cooperation states that the speaker or interlocutor must contribute to the conversation as desired. The form of cooperation in question is the principle of cooperation initiated by Grice. Grice's principle of cooperation aims to describe the actions of speakers and speech partners in a conversation. Grice in Wijana (1996:46) says that in carrying out the principle of cooperation every speaker must apply 4 (four) maxims of conversation including: (1) maxim of quantity, (2) maxim of quality, (3) maxim of relevance, and (4) maxim of manner.

1. Maxim of Quantity

The maxim of quantity requires participants to contribute sufficient information and not go too far in conveying the explanation required by the interlocutor.

2. Maxim of Quality

The maxim of quality requires that participants convey information according to the facts accompanied by existing evidence.

3. Maxim of Relevance

The maxim of relevance requires participants to convey appropriate contributions to the topic of discussion.

4. Maxim of Manner

The maxim of manner requires each speech participant to speak in a concise manner, easy to understand, and not ambiguous or confusing so as not to raise new questions.

In applying the principle of cooperation, there are still violations of these maxims which are caused by several things. According to Yule (2006: 64), there are two things that violate the maxim of quantity. First, have informational conversations as needed. Second, don't let the conversation go any further than necessary.

According to Wijana (1996:48), violations of the maxim of quality mean that the maxim of quality requires that each speaker participant must mention things that are in accordance with the facts, the participation of conversation participants should be based on appropriate evidence. In the maxim of quality, we are asked to be able to convey correct information contributions.

Violation of the maxim of relevance mentioned by Wijana (1996:49) that the maxim of relevance requires speaker participants to contribute information that is appropriate to the topic being discussed. In order for true cooperation to occur between the speaker and the interlocutor, the speaker must be able to convey a relevant contribution to what he or she is saying. Speaking but not conveying a contribution that corresponds to what is said can be said to violate the maxim of relevance.

The manner/implementation maxim is a limitation in conversation which emphasizes that speech participants provide information simply, without double meaning, and without being complicated. Grice in Wijana (1996:50), states that in the implementation maxim speech participants are required to speak directly, not complicated, and not excessively harmonious. If the speech given is unclear and difficult to understand, it can be said to violate the maxim of manner/implementation.

The violation of the principle of cooperation being analyzed is the violation contained in the video upload from the TikTok account @Bu Gin's. Violations of the principles of cooperation in @Gin's tiktok account include: 1) maxim of quality; 2) maxim of quantity; 3) maxim of relevancesu; and 4) maxim of manner. Violations of the principle of cooperation in the @Bu Gin's tiktok account are as follows.

#### Data 1

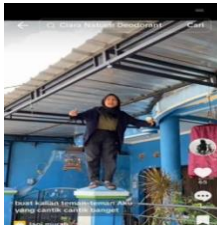


Date	31 August 2022
Speech	<i>Woewoe beli woe ben sehat</i>
Context	The TikTok account @Bu Gin's uploaded a video about selling packaged rice in the park by promoting its sales by calling people who passed in front of it.

Table 2 Data 2

This statement was obtained from a video uploaded to the TikTok account @Bu Gin's about a sales promotion that seemed to force other people to buy it. This speech was declared to violate the maxim of quantity because it contained excessive promotional speech.

#### Data 2



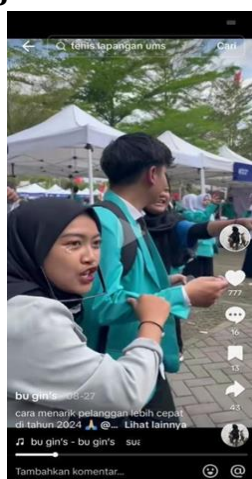
Date	5 September 2024
Speech	<i>Kalian wajib cobain deodorant Tiara Natural ini guys! Karena produk Tiara Natural deodorant ini dapat membantu kalian mengurangi masalah tengak di kelek (bau di ketiak) kalian itu guys!</i>

**Context** The TikTok account @Bu Gin's uploaded a video advertising a deodorant product under the Tiara Natural brand and explaining its benefits by climbing on top of the house fence to attract buyers' interest. Apart from that, the benefits are put into practice directly at the end of the video.

*Table3 Data 2*

This statement was obtained from a video uploaded to the TikTok account @Bu Gin's about an advertisement for Tiara Natural deodorant which was carried out by climbing on top of the house fence. This speech was declared to have violated the maxim of quality because it conveyed information according to the facts.

### Data 3



**Date** 27 August 2024  
**Speech** *He he kene kene! Ayoyo UKM Tennis!*  
**Context** The TikTok account @Bu Gin's uploaded a video about promoting UKM at UMS to new students. One of the UKM promoted in the video is Tennis UKM. They promote the Tennis UKM by calling and attracting new students who pass in front of them to join the UMSTennis UKM.

*Table4 Data 3*

This statement was obtained from a video upload on the tiktok account @Bu Gin's about the promotion of UMS Tennis UKM to new students. The promotion they do seems to force new students to join. This speech was declared to violate the maxim of quantity because it contained excessive promotional speech.

### Data 4



**Date** 27 June 2024  
**Speech** *Buat kalian guys ysng butuh alat tulis seperti buku, pensil, pulpen. Langsung saja dating guys! Beli 5 gratis 1!*  
**Context** The TikTok account @Bu Gin's uploaded a video about a stationery promotion at a shop in Delanggu, Klaten. She promotes in language that is easy for others to understand. But he promoted excessively, namely by being dragged on the floor.

*Table5 Data 4*

This statement was obtained from a video uploaded to the TikTok account @Bu Gin's about a stationery promotion at a shop in Delanggu, Klaten. The promotion was



carried out to attract purchases because there was a buy 5 get 1 free promotion. She carried out the promotion in language that was easy to understand and not complicated. The speech was declared to violate the maxim of quantity because it contained promotion with excessive movement.

#### Data 5



Date	11 June 2024
Speech	<i>Beli buku berhadiah emas? Yang bener aje? Rugidong!</i>
Context	The TikTok account @Bu Gin's uploaded a video about a book promotion with a gold prize. However, the promotion was not proven to match the statements conveyed.

Table 6 Data 5

This statement was obtained from a video uploaded to the TikTok account @Bu Gin's about a book promotion with a gold prize. The promotion that was carried out did not match the speech conveyed because until the end of the video there was no evidence that buying the book had a gold prize. The speech was declared to contain a violation of the maxim of quality because the speaker did not prove the speech conveyed.

#### Data 6



Date	26 September 2024
Speech	<i>Kita sekarang akan memperbaiki rambut adik aku yang ges ya, yang sudah kesetrum listrik ini.</i>
Context	The TikTok account @Bu Gin's uploaded a video on how to use hair shampoo and tried it directly on her sister's hair, which she said had been electrocuted.

Table 7 Data 6

The statement was obtained from a video uploaded to the TikTok account @Bu Gin's about how to use hair shampoo. The use of the hair shampoo in the video was immediately tried on her sister's hair which she said had been electrocuted. In fact, her sister's hair did not look like it had been electrocuted. The statement was declared to contain a violation of the principle of relevance because it conveyed a statement that did not correspond to reality.



## Data 7



Date	24 September 2024
Speech	<i>Halo guys, buat kalian warga Delanggu pecinta steak ayam, steak disambelin, steak drum, steak sing guedii, kalian wajib banget cobain Harciksekarang juga.</i>
Context	The TikTok account @Bu Gin's uploaded a promotional video for a new food menu at Harcik Delanggu but used sentences with double meanings such as " <i>steak sing guedii</i> " and " <i>steak drum</i> ".

Table 8 Data 7

The statement was obtained from a video upload on the TikTok account @Bu Gin's about a promotional video for a new food menu at Harcik Delanggu but using sentences with multiple meanings such as "*steak sing guedii*" which means big or jumbo. While "*steak drum*" means its shape is like a drum or lower thigh. The statement was declared to contain a violation of the principle of method because it uses sentences with multiple meanings.

This research can be implemented in Indonesian language learning in high school. One of the Indonesian language lessons related to implied meaning is found in anecdotal text material. The results of this research can be used as teaching material for anecdotal texts in high school class in this research, we examine the content in the TikTok account @Bu gin's using pragmatic studies regarding violations of the principle of cooperation as teaching material for anecdotal texts.

The implementation of anecdote text learning in building humor is very related. This is because anecdotal texts are interesting, funny and impressive short stories that produce implicatures or implied meanings, which cause humor. This humor occurs because there is a violation of the principles of conversation.

From the data explained above, humor that can be constructive is found in speech that contains the maxims of quality and quantity. The maxim of quality and maxim of quantity are caused by the speech conveyed not being in accordance with the facts and being spoken using excessive speech. This can create humor in the reader so it is relevant to learning Indonesian anecdote texts for class X (ten).

In addition to the maxim of quantity and the maxim of quality, there are also the maxim of relevance and the maxim of manner that are violated. The maxim of relevance occurs because the utterance delivered does not correspond to the actual reality. Meanwhile, the maxim of manner/implementation occurs because the utterance delivered has a double meaning.

## Conclusion

Based on the analysis of data taken from the video uploads of the TikTok account @Bu Gin's, there are several violations of the principle of cooperation. This data analysis

was taken using a qualitative descriptive method with the collection method and the technique of observing and noting. The violations found in the TikTok account @Bu Gin's include the maxim of quality, the maxim of quantity, the maxim of relevance, and the maxim of manner/implementation. The maxim of quality found 2 data and the maxim of quantity found 3 data. While the maxim of relevance and the maxim of manner were found 1 data each.

The violations of the maxims that appeared in the video upload of the @Bu Gin's tiktok account resulted in excessive promotional speech, excessive promotional movements, the language used was convoluted and the information conveyed did not match the facts. Humor that can be constructive occurs in speech that contains maximum quality and quantity. This is because the speech conveyed does not match the facts and is said with exaggeration. This can make readers laugh, so it is relevant to learning Indonesian anecdote texts in class X(ten).

Implementation of research results in Indonesian language learning means that the results of this research can be used as teaching material for anecdotal texts in high school class. In this research, we examine the content in the TikTok account @Bu gin's using pragmatic studies regarding violations of the principle of cooperation as teaching material for anecdotal texts.

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