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Violation of language decity in Nikita Mirzani's podcast and implications on indonesian language learning

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Abstract

This research examines language politeness violations that occur in Nikita Mirzani's podcast on her YouTube channel. This study uses a qualitative method that aims to describe violations of politeness in language. The data in this study are politeness in the conversation spoken by Nikita Mirzani. The data source used was in the form of speeches spoken by Nikita Mirzani with several guest stars who were invited to the Nikita Mirzani podcast. Data was collected using the observing and note-taking techniques, namely by listening to videos that were used as research data and then recording the findings of the violations that occurred. Based on the data found, it shows that in Nikita Mirzani's podcast there are language violations, namely the maxims of wisdom, generosity, appreciation, simplicity, agreement and sympathy. Apart from being carried out by Nikita Mirzani herself, violations of maxims were also found by sources or guest stars who were invited to Nikita Mirzani's podcast.
Keywords: Maksim, Implications, Indonesian language learning

INTRODUCTION

The high progress of digital platforms has made some people vying to create business opportunities from several types of digital marketing available, such as Youtube, Facebook, Instagram, and many others. The YouTube platform is an application that displays a variety of videos from its users which are easy to view using a PC or device they have. The increasing interest of Youtube users has made YouTube continue to develop its features by optimizing channel speed and beautifying the appearance so that it is the most popular digital marketing (Mendio & Valian, 2021: 251). The increasing popularity of YouTube by PC users or gadgets has made some artists and public figures create their own shows on YouTube or commonly known as podcasts. Podcasts are familiar to some people, starting with only Apple Broadcast users until now they can be freely accessed using online platforms. Philipps (Imarshan, 2021: 213) explains that podcasts are digital audio documents that are produced and distributed online through various platforms to

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be disseminated to the public.

On the YouTube platform, as one of the platforms that provides podcast content, users can also freely choose which podcast channel they want to view. The ease with which the public can accept the presence of podcast shows on YouTube has made Indonesian artists switch to making their own shows on their respective YouTube channels, such as Nikita Mirzani and Denny Sumargo's podcasts. Nikita Mirzani's outspoken way of speaking in her podcast means that politeness and language violations are often encountered. One of the observations made on Nikita Mirzani's podcast with Denny Sumargo which is broadcast on the YouTube channel shows that the podcast contains speech that contains politeness and violations in language. One type of violation shows that there are utterances that contain language politeness violations, namely violating the maxim of agreement. As happened in the following podcast by Nikita Mirzani and Denny Sumargo:

> DN   :".. karenakan olahraga tiap hari, terus juga confidentnya besar"
> NM   :" Aku sama yang sering olahraga, pemain basket apaan, dikit-dikit tidur, dikit-dikit tidur" (MPf, 0:46)

The fragment of the conversation shows the violation of the maxim of agreement which is marked by the utterance "*Aku sama yang sering olahraga, pemain basket apaan, dikit-dikit tidur, dikit-dikit tidur".* The events that occurred in the dialogue were when Nikita Mirzani and Denny Sumargo discussed the character of basketball players in the eyes of society. According to Denny Sumargo, people view basketball players as someone who has high confidence because they often exercise. The statement made by Denny Sumargo was immediately denied by Nikita Mirzani who felt that she had had a relationship with a basketball player.

Based on these observations, it can be seen that Nikita Mirzani's podcast contains language politeness violations, one of which is violating the maxim of consensus. Consensus maxims are maxims that require speech participants to foster compatibility with each other in speaking activities (Wijaya, 2017:5). Language politeness aims to maintain social relations between speakers and hearers. Polite language will minimize losses to speech partners and vice versa, impoliteness can cause communication goals not to be achieved. Language politeness is starting to be neglected in the communication habits of the Indonesian people. Language politeness itself is an ethic in socializing in society or using language and choosing good words in speech (Anggraini, 2019:43). Another opinion says that language politeness is what is agreed upon by certain language-using communities in order to respect and respect one another (Jainuri, 2019:36). Language politeness itself is divided into 6 forms of language politeness. According to Leech (in Aji, 2020:5) politeness is divided into (a) tact maxim, (b) generosity maxim, (c) appreciation maxim, (d) modesty maxim, (e) consensus maxim and (f) sympathy maxim.

The lack of language politeness as found in podcast media occurs a lot in Indonesian society's communication activities today. Several factors cause a lack of politeness in language, such as (1) ignorance of politeness rules, (2) cultural influences from certain languages, such as a less polite first language, and (3) the innate nature of being used to impolite language. As a result of impoliteness in communicating, it can reflect an attitude or character that is not polite. In the absence of politeness in communicating also used by the community in social interaction can also make the speech partner feel disrespected by the use of impolite language.

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The use of polite language needs attention because it often occurs in a condition where someone is good at using the language and uses a variety of languages that are grammatically correct, but the feeling value that is generated still hurts the opponent he says. This happens because the use of language does not know that in the language structure there is a politeness structure. According to Pranowo (2012: 4), polite language structures are language structures composed by speakers so as not to offend listeners.

Previous research was conducted by Jihan Adelia (2021) with the title "Kesantunan Berbahasa dalam Podcast deddy Corbuzier" This study discusses the fulfillment of language politeness maxims that are more dominant in speech activities. The difference between the research conducted by Adelia (2021) and this research lies in the focus of the research and the title of the data source taken where in this study the researcher focuses only on language violations with the title of the data source, namely the Nikita Mirzani podcast.

A second, similar study was conducted by Analisa Rahmawati (2021) entitled "Kesantunan Berbahasa pada Podcast (Kalau Bodo Satu Generasi Gimana Bro) Oleh Deddy Corbuzier Bersama Nadiem Makarim Sebagai Media Pembelajaran Menulis Teks Argumentasi SMA Kelas X ". The difference between the research conducted by Rahmawati (2021) and this research is the focus of the research taken and the data sources chosen where Rahmawati (2021) focuses on compliance with violations of politeness in language, lingual units that support language politeness and the level of politeness contained in the talk shows studied. whereas in this study the researcher describes the violations of politeness contained in the Nikita Mirzani podcast with its guest stars.

Therefore, this research was conducted to find out how the forms of violation of linguistic maxims that occur in Nikita Mirzani's podcast which is famous for its use of outspoken language, so that later this research serves to provide knowledge about what violations occurred.

.METHOD

This study uses a qualitative method that aims to describe violations of politeness in language. The data in this study are politeness in the conversation spoken by Nikita Mirzani in her podcast with several sources in the form of words, phrases and sentences. The data source used is in the form of speeches spoken by Nikita Mirzani with Denny Sumargo, Ismi, Mpok Alpa, and Denise uploaded by Nikita Mirzani with the title *Rusuh Banget!! Adu Kesombongan Antara Nyai dan Denny Sumargo!! Ga Ada Yang Mau Ngalah!!, Duhh Tante Ismi!! Mau Gemukin Badan Malah Kena Kutukan Jahanam??!!, and Ngobrol Sama Mpok Alpa Kacau Banget!!! Ternyata Mpok Alpa Wajib Ngelakuin Setiap Hari!!!* which was uploaded on Nikita Mirzani's YouTube channel.

Data was collected using the listening technique and note-taking technique, namely by listening to video podcasts repeatedly by paying attention to the spoken language used and then recording the fragments of words related to language politeness violations. The sentence fragments used as research data are sentences that indicate a form of language violation, namely the maxim of wisdom, the maxim of generosity, the maxim of appreciation, the maxim of modesty, the maxim of agreement and the maxim of sympathy.

FINDINGS AND DISCUSSION

The following is a presentation and discussion of the sentence fragment data used as research data in the form of sentences indicating a form of language violation, namely the maxim of discretion, the maxim of generosity, the maxim of appreciation, the maxim of modesty, the maxim of agreement and the maxim of sympathy.

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1) Violation of the Maxims of Wisdom

   Context : Nikita Mirzani discusses Ismi's facial condition which is quite severe and alludes to Ismi Hidayah's personal relationship with the opposite sex. Nikita Mirzani feels that there will be no men who want Ismi because Ismi's face is disfigured and if there is, the man only wants Ismi Hidayah's money.

NM :"Lagian cowok kalau mau deket sama lu juga paling mau deket mau duitnya"

IH   :" Iya.. kenapa si kak Niki gitu ya?"

NM :" Ya gatau lunya juga jangan bego-bego amat" (Mkb, 15:50)

   The speech *" Ya gatau lunya juga jangan bego-bego amat"* shows the use of harsh language in the speech, where Nikita Mirzani says that Ismi is stupid because she is often deceived by men who only want their wealth. From the dialogue it shows that only Nikita is smart about matters of love, so from this statement it can be concluded that the data presented is a violation of the maxim of wisdom.

   The data listed shows that there is a violation of politeness in the maxim of wisdom supported by Leech's theory (Wahidah, 2017:4) which can be compared with the characteristics depicted in the podcast, namely Nikita mentions many words and sentences that are rude in communicating, one of which is *goblok, bodoh, tolol.* Nikita also expressed many words that benefited himself, such as being proud of his product so that he urged speech partners to stop using their products.

2) Violation of the Generosity Maxim

   Context : the conversation took place when Nikita Mirzani was promoting skincare that she produced herself by revealing that the pimples that appeared on Ismi's face dried up after using her skincare products.

NM :" eh Ismi itu atau pakai eee produk gua yang Nikita Mirzani Skin Care premium dari Korea yang gue bikin di Korea itu muka dia tuh eh jerawatnya mengering terus glowing"

IH   :" eh tapi bener loh Kak Niki" (MKd, 7:16)

   The statement *"eh Ismi itu atau pakai eee produk gua yang Nikita Mirzani Skin Care premium dari Korea yang gue bikin di Korea itu muka dia tuh eh jerawatnya mengering terus glowing"* should not be a speech uttered by Nikita Mirzani in a situation that should give encouragement about the condition Ismi Hidayah's face. But in fact Nikita even seemed to be proud that only her product was able to improve Ismi Hidayah's facial condition.

   The data listed shows that there is a violation of politeness maxim of generosity in accordance with Leech's theory (in Wahidah, 2017, p. 4) which can be construed with the characteristics depicted in the podcast, namely Nikita who cannot convey speech according to the situation and conditions when she speaks so that Such utterances can make the speech partner feel disrespected when carrying out speaking activities so that from this explanation it can be concluded that the data presented is included in the violation of the generosity maxim.

3) Violation of Appreciation Maxims

   Context : the conversation took place when Nikita Mirzani discussed the rating of the program and the rating of the program hosted by Denny Sumargo which ended in belittling one of the programs being hosted.

DN :" Acara itu kan rattingnya kurang bagus"

NM :" Eh kata siapa, 18" (MP, 14:02)

   The speech that Denny said *" Acara itu kan rattingnya kurang bagus"* to Nikita Mirzani

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when discussing TV program ratings was included in speeches that did not give awards to Nikita Mirzani, because she stated that the program hosted by Nikita Mirzani had poor ratings.

The data listed shows that there is a violation of politeness in respect maxims supported by Leech's theory (Wahidah, 2017:4) which can be connected with the characteristics depicted in the podcast that Nikita Mirzani utters many words of reproach and ridicule to the guest stars who are present at the event. the podcast, but the guest stars invited by Nikita also did not give awards when carrying out communication activities, one of which was Demnny Sumargo, who condescended that the program hosted by Nikita had a low rating.

4) Violation of the Simplicity Maxim

Context : the conversation took place when Denny Sumargo asked the reasons why Nikita Mirzani's ex-husband did not want to be divorced. In the dialogue, Nikita is proud of herself when she was with her ex-husband.
DN   :" Kenapa dia gak mau diceraian?"
NM   :"Ya mungkin aku terlalu enak kali. Masakannya, cara melayani suami, servicenya, semuanya serba enak jadi enggak mau dicerain" (Mks, 3:20)

Speech *"Ya mungkin aku terlalu enak kali. Masakannya, cara melayani suami, servicenya, semuanya serba enak jadi enggak mau dicerain"* said Nikita Mirzani explaining her strengths so that her ex-husband was reluctant to divorce her. This utterance is a self-effacing utterance so that it is included in the violation of the modesty maxim.

The data listed shows that there is a violation of politeness in the maxim of modesty supported by Leech's theory (in Wahidah, 2017, p. 51) which can be construed by the characteristics depicted in the podcast that Nikita Mirzani emphasizes herself a lot when communicating. He always feels that he does not want to be outdone by his speech partners so that he responds to the statements and questions of his speech partners with utterances that highlight himself and his abilities.

5) Violation of the Consensus Maxim

Context : the conversation took place when Nikita Mirzani and Denny Sumargo discussed the character of basketball players in society's view. According to Denny Sumargo, the community views basketball players as someone who has high faith because they often exercise, which Nikita Mirzani immediately denies because they feel they have had a relationship with a basketball player.
DN   :".. karenakan olahraga tiap hari, terus juga confidentnya besar"
NM   :" Aku sama yang sering olahraga, pemain basket apaan, dikit-dikit tidur, dikit-dikit tidur" (MPf, 0:46)

The words " *Aku sama yang sering olahraga, pemain basket apaan, dikit-dikit tidur, dikit-dikit tidur"* Nikita Mirzani told Denny Sumargo when discussing the character of basketball players in society's perceptions. Nikita disagreed with Denny Sumargo's opinion by giving sentences of denial and disapproval of Denny Sumargo's statement.

The data listed shows that there is a violation of politeness in the maxim of agreement supported by Leech's theory (Wahidah, 2017: 51) which can be linked to the characteristics depicted in the podcast that Nikita Mirzani often has different opinions so there is no consensus in communication activities between her and partners he said so that it can be concluded that the data is included in the violation of the consensus maxim.

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6) Violation of the Sympathy Maxim

Context : the conversation occurs when Ismi discusses the positive side that is received with the condition of his face that has changed. Ismi feels that a lot of fortune comes with the condition of her damaged face and Ismi feels that this is the positive side of what she is experiencing.

IH   :' di sisi lain ini kan gua kayak kerjanya di kamera terus kan insecure udah pasti live juga tiap hari terus udah pasti omongan netizen Tapi positifnya rezekinya lancer"

NM   :" Oh emang apa aja rezeki yang masuk gara-gara muka begitu?" (MKsp, 6:24

Saying *Oh emang apa aja rezeki yang masuk gara-gara muka begitu?"* this was said by Nikita Mirzani when Ismi Hidayah said that there was still a good thing, namely the abundance of fortune that came with her damaged face. However, Niki immediately asked something offensive and doubted whether there would still be fortune coming with Ismi's disfigured face. So that Nikita Mirzani's story does not contain sympathy because it seems to condescend to Ismi because of the condition of her face.

The data shows that there is a violation of the maxim of sympathy supported by Leech's theory (Wahidah, 2017:51) which can be connected with the features depicted in the podcast that Nikita Mirzani often makes utterances that are not sympathy where she does not share condolences about the condition of the his partner. In this speech, Nikita Mirzani also ridiculed and denounced and seemed to corner his speech partner regarding the conditions experienced so that it can be concluded that the data presented was included in the violation of the sympathy maxim.

CONCLUSION

Based on the analysis that has been presented, it is known that in Nikita Mirzani's podcast on her YouTube channel there are violations of maxims in language, namely the maxim of tact, the maxim of generosity, the maxim of appreciation, the maxim of modesty, the maxim of agreement and the maxim of sympathy. Violation of maxims was not only committed by Nikita Mirzani, but also by guest stars who were invited to the podcast on Nikita Mirzani's YouTube channel. The flouting of maxims in Nikita Mirzani's podcast is not only motivated purely without the awareness of the speech partner, but is also used to increase the rating of the program being delivered. Research on flouting maxims in language needs to be studied, because there are still many people who pay little attention to the language spoken. Either that can hurt someone or unknowingly make the speech partner looked down upon by other people. Suggestions for future researchers. Future researchers can explain language politeness in various forums or events that are often encountered in everyday life. It aims to improve the quality of one's language in order to respect someone and can be respected by others.

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