

**FLOUTING MAXIM OF VERBAL HUMOR IN *THE LATE LATE*
SHOW WITH JAMES CORDEN IN CARPOOL KARAOKE SESSION**

THESIS

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ENGLISH LETTERS DEPARTMENT

FACULTY OF HUMANITIES

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*SHOW WITH JAMES CORDEN IN CARPOOL KARAOKE SESSION***

THESIS

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MALANG**

2020

STATEMENT OF AUTHORSHIP

I state that the thesis entitled "**FLOUTING MAXIM OF VERBAL HUMOR IN THE LATE LATE SHOW WITH JAMES CORDEN IN CARPOOL KARAOKE SESSION**" is my original work. I do not include any materials previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

Malang, 27 October 2020

The researcher



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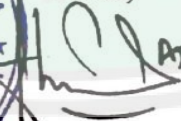


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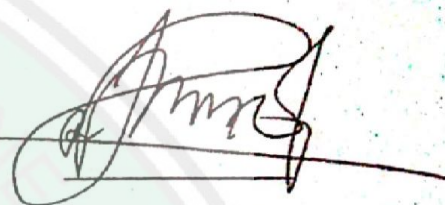
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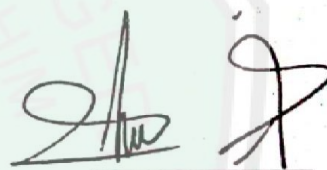
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MOTTO

**IF YOU CAN'T FLY THEN RUN, IF YOU CAN'T RUN THEN WALK, IF YOU
CAN'T WALK THEN CRAWL, BUT WHATEVER YOU DO YOU HAVE TO
KEEP MOVING FORWARD.**

(Martin Luther King Jr.)



DEDICATION

This thesis is dedicated to all of people who support me to write done this thesis, especially my parents, and my beloved brothers. Also, to my advisor, Mr. Agwin Degaf, M.A, thank you for all your support and great suggestions



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6. All of my friends in Sastra Inggris '16, hopefully our struggles of being a scholars in this crisis era will pay off someday.

The researcher realizes that this thesis is not perfect and still need some suggestions and comment. Therefore, suggestions and comment are really waited from the readers. Hopefully, this thesis will give some contributions to some fields and the further research.

Malang, 27 October 2020

Happy Maulidya

ABSTRACT

Maulidya, Happy. (2020). Flouting Maxim in The Late Late Show with James Corden in Carpool Karaoke Session. Thesis, English Letters Department Faculty of Humanities Universitas Islam Maulana Malik Ibrahim Malang.

Advisor : Agwin Degaf, M.A.

Key words : Cooperative Principle, Flouting, Verbal Humor.

The present study aims to analyze the flouting maxim of cooperative principle occurred in TV program *The Late Late Show with James Corden* in *carpool karaoke* session. The conversational implicature of each flouting also described to find the verbal humor inside.

The researcher used ten videos as the data downloaded from the *Youtube* during March to July 2020. These ten videos downloaded based on the most viewers of 50 millions in *The Late Late Show with James Corden* channel during 2018-2020. The researcher used the theory of cooperative principle by Grice (1975) as well as the critics on its limits and weaknesses. This critics include the paradigm on cooperative toward implicature explained by Kleinke (2010) and Davies (2007). This present study uses the descriptive method and the qualitative approach. Some procedures during the analysis were; identifying the type of flouting maxim, describing the implicit meaning, and interpreting the result of the study.

The result of this study showed that James Corden and the guests did the flouting maxim aiming to create the atmosphere of humor. Besides, this flouting maxim has each conversational implicature that want to be conveyed by the speakers. Each of this implied meaning produces a verbal humor that can make a good conversation . The present study also showed that a successful communication can be defined within the flouting the cooperative principle that produces humor without missing the explicit and implied meaning of the speakers and the interlocutors. Besides, from the data, the flouting maxim of quantity was the most frequent flouting with the purpose of producing humor and hiding the truth, However, this effect of humor depended on the sense of humor of each person has. If the speakers and the interlocutors have the same sense of humor then the atmosphere of humor will be created easily.

ABSTRAK

Maulidya, Happy. (2020). *Flouting Maxim in The Late Late Show with James Corden in Carpool Karaoke Session*. Skripsi, Jurusan Sastra Inggris, Fakultas Humaniora. Universitas Islam Maulana Malik Ibrahim Malang.

Pembimbing : Agwin Degaf, M.A.

Kata Kunci : Prinsip Kerjasama, Pelanggaran, Humor Verbal.

Penelitian ini bertujuan untuk menganalisis jenis pelanggaran prinsip kerjasama yang terjadi dalam program *The Late Late Show with James Corden* dalam sesi *carpool karaoke*. Implikatur percakapan pada tiap-tiap pelanggaran juga dijelaskan untuk menemukan adanya humor verbal.

Peneliti menggunakan sepuluh video sebagai data yang telah diunduh selama bulan Maret sampai Juli 2020 dari laman *Youtube*. Sepuluh video ini diunduh berdasarkan jumlah penonton sebanyak 50 juta pada channel *The Late Late Show with James Corden* selama tahun 2018-2020. Peneliti menggunakan teori prinsip kerjasama yang ditemukan oleh Grice demikian juga kritik tentang keterbatasan dan kelemahan-kelemahan teori tersebut. Kritik ini meliputi pola pikir tentang teori prinsip kerjasama terhadap implikatur yang dijelaskan oleh Kleinke (2010) and Davies (2007). Metode yang digunakan dalam penelitian ini adalah metode deskriptif dengan pendekatan kualitatif. Beberapa prosedur dalam menganalisis data adalah; mengidentifikasi jenis pelanggaran *maxim*, menjelaskan makna tersirat dalam percakapan, dan menginterpretasi hasil penelitian.

Hasil dari penelitian ini menunjukkan bahwa pelanggaran yang dilakukan oleh James Corden dan bintang tamunya memiliki tujuan untuk menciptakan suasana humor dalam percakapan. Selain itu, pelanggaran ini memiliki makna tersirat yang ingin disampaikan oleh pembicara. Masing-masing dari implikatur percakapan ini menghasilkan verbal humor yang membuat percakapan menjadi nyaman. Penelitian ini juga menunjukkan bahwa percakapan yang sukses juga bisa dilakukan dengan melanggar prinsip kerja sama yang menghasilkan humor tanpa menghilangkan makna tersirat dan tersurat dari pembicara dan lawan bicara. Selain itu, pelanggaran terhadap *maxim of quantity* adalah pelanggaran yang sering terjadi yang bertujuan untuk memunculkan efek humor. Namun, efek humor ini juga bergantung pada selera humor pada masing-masing orang. Jika lawan bicara memiliki selera humor yang sama maka suasana humor akan terwujud dengan mudah.

مستخلص البحث

موليدية ,هيفي. ٢٠٢٠. مخالفة لقواعد في The Late Late Show مع James Corden
في جلسة Carpool Karaoke. بحث جامعي. قسم أدب الإنجليزية. كلية الإنسانية.
جامعة مولانا مالك إبراهيم مالانج.

المشرف : أكوين ديك

الكلمات المفتاية : مبدأ التعاون، مخالفة القواعد، النكتة اللفظية

تهدف هذه الدراسة تحليل أنواع انتهاكات مبدأ التعاون التي حدثت في برنامج
The Late Late Show مع James Corden في جلسة كاريوكي مرافقة للسيارات. كما شرح
مضمون المحادثة لكل انتهاك للعثور على وجود دعابة لفظية.

استخدم الباحثة عشرة مقاطع فيديو كبيانات تنزيلها من صفحة يوتيوب. تنزيل
مقاطع الفيديو العشرة هذه بناءً على أكبر عدد من المشاهدين على قناة The Late Late
Show مع James Corden خلال ٢٠١٨-٢٠٢٠. يستخدم الباحثة نظرية مبادئ التعاون
التي وجدها جريس. المنهج المستخدم في هذا البحث هو المنهج الوصفي ذو المنهج
النوعي. بعض إجراءات تحليل البيانات هي ؛ تحديد وشرح وحساب وتفسير.

نتائج هذه الدراسة إلى أن الانتهاكات التي ارتكبها James Corden وضيوفه تهدف
إلى خلق جو من الدعابة في المحادثة. بالإضافة إلى ذلك ، فإن هذا الانتهاك له معنى
الضمني يرغب المتحدث في نقله. كل من هذه الآثار الضمنية للمحادثة تنتج فكاهة لفظية
تجعل المحادثة مريحة. يوضح هذا البحث أيضاً أنه يمكن إجراء محادثة ناجحة أيضاً من
خلال انتهاك مبدأ التعاون الذي ينتج عنه الفكاهة دون إزالة المعنى الضمني والأصلي

للمتحدث والمحاور. ومع ذلك ، فإن تأثير هذه الفكاهة يعتمد أيضًا على حس الدعابة لدى كل شخص. إذا كان لدى المحاور نفس روح الدعابة ، فسيظهر جو من الفكاهة بسهولة.



TABLE OF CONTENT

THESIS COVER	i
STATEMENT OF AUTHORSHIP	ii
APPROVAL SHEET	iii
LEGITIMATION SHEET	iv
MOTTO	v
DEDICATION.....	vi
ACKNOWLEDGMENT	vii
ABSTRACT.....	ix
TABLE OF CONTENT.....	xiv
 CHAPTER I: INTRODUCTION	
A. Background of the Study.....	1
B. Research Question.....	7
C. Research Objective	7
D. Significance of the Study	8
E. Scope and Limitation.....	8
F. Definition of Key Term.....	9
G. Research Method.....	10
1. Research Design	10
2. Research Instrument	10
3. Data Source.....	11
4. Data Collection	12
5. Data Anlysis.....	13
 CHAPTER II: REVIEW ON RELATED LITERATURE	
A. Pragmatics.....	15
B. Cooperative Principle	17
1. Observed and Non-observed Maxim.....	19
C. Humor	24
D. Critique of The Grice Theory	26

CHAPTER III: FINDING AND DISCUSSION

A. Findings	29
B. Analysis of Flouting Maxim found in <i>The Late Late Show with James Corden in Carpool Karaoke Session</i>	31
1. Data 1: Celine Dion Carpool Karaoke	32
2. Data 2: Billie Eilish Carpool Karaoke	36
3. Data 3: Justin Bieber Carpool Karaoke 2020.....	40
4. Data 4: BTS Carpool Karaoke	45
5. Data 5: Jonas Brothers Carpool Karaoke	51
6. Data 6: Ariana Grande Carpool Karaoke	56
7. Data 7: Paul McCartney Carpool Karaoke.....	59
8. Data 8: Shawn Mendes Carpool Karaoke	62
9. Data 9: Christina Aguilera Carpool Karaoke	68
10. Data 10: Meghan Trainor Carpool Karaoke.....	72
C. Discussion.....	77

CHAPTER IV CONCLUSION AND SUGGESTION

A. Conclusion.....	83
B. Suggestion	84

REFERENCES**BIBLIOGRAPY**

CHAPTER I

INTRODUCTION

This chapter discusses the background of the study, research questions, objective of the study, significance of the study, scope and limitation and definition of the key terms.

A. Background of the Study

Social media, as the form of electronic communication, has become a big platform loved by many people, including kids, teenagers and adults. Usually, people use social media as a means to communicate with others, find something new, or to entertain themselves. As an entertainment channels, social media serves many exciting things in the form of images or videos to arrange, coordinate public and invite people to attend (Soe, 2017). One of the most popular social media is *YouTube*. *YouTube* pages are product of social media that can be analyzed using structure of spoken interaction. He started from the assumptions that *YouTube* can be analyzed as a text provides some tools such as comment features- where people can freely give opinion and conversation- like, dislike and the description text in each video uploaded by the *YouTube* channel (Benson,2015).

People can also find interesting and funny things on *Youtube*, such as sitcom or talk show. On Youtube, many channels serve funny videos in the form of a talk show or daily vlogs. *The Late Late Show with James Corden* is One of the most popular TV programs of the talk show in America that aired in the middle of the night in CBS Television of Los Angeles. The TV program serves an interview of the celebrities as the guest. There are many games and sessions during the program. One of the most favorite session is carpool karaoke hosted by James Corden. He sings a song and makes conversation with the guest in the car. Many people like to watch this TV program through YouTube in its channel because of how James Corden makes a joke and sometimes doing the stupid things that lead people to laugh. However, some people with a different sense of humor may feel that there is nothing to laugh when watching the video because a sense of humor depends on people's personalities and reactions in responding to humor (Sugiarto, 2012).

The Late Late Show with James Corden also serves both verbal humor and non-verbal humor. However, the present study conducted in verbal humor created by the speaker in the carpool karaoke session. It deals with the utterance of each speaker during the conversation. The encased purpose or the hidden meaning is called implicature. Based on Grice (1975), conversation implicature calculates what has to be supposed in order to preserve the supposition that the cooperative principle is being observed. There may be various possible perspectives and explanations.

Conversation implicature deals with the breaking of cooperation principles that occurs in a conversation. In daily life, we can find some forms of speech that contain an implicature. For example, when someone says “The weather in this classroom is hot, isn’t it?” implies that he/she wants someone to turn on the air conditioner. In cooperative principles, we can see four maxim declared by Grice; those are the maxim of quality, the maxim of quantity, the maxim of manner and maxim of relevance (Grice, 1975). The use of the breaking the cooperative principle is the key to construct verbal humor. Besides, the conversation implicature used to create verbal humor takes the form of flouting, violating, opting out, etc. In this study, the researcher focuses on the flouting maxim in the conversations between James Corden and the guest of the TV program in carpool karaoke session that lead the hearers to laugh. Some researchers prefer to analyze the violation of cooperative principles and some types of humor. However, this study is a kind of pragmatic study using TV program *The Late Late Night Show with James Corden* as the data uploaded on *YouTube*.

Detrianto & Degaf (2017) also used the theory of Cooperative Principle, proposed by Paul Grice (1975) to find the flouting maxim occurred in the traditional market of Merjosari, located in Malang, East Java. By using audio tapes, five conversations between the sellers and the buyers were analyzed to find what kind of maxim that flouted during the transaction. The study showed that some maxims are flouted by the sellers and the buyers in some reasons, such as to make the conversation

feel more comfortable and to attract the buyers by making them feel happy. However, it did not cause misunderstanding in the conversation.

The study of cooperative principle was also done by Herniti (2015). She used the theory of Cooperative Principle introduced by Grice on Television advertisement in Indonesia. She concluded that advertisement is sometimes hyperbole, as we know that advertisement is created to attract people to use or take their products. Moreover, she found that the ad must obey the Cooperative Principle so that the meaning and the aim of the advertisement can be conveyed. However, there was some violating maxim in the ad that implied unspoken meanings. This violating is used for giving more information and believing the customer to use or take their products. Tsojon & Jonah (2016) also used advertisement in the form of billboards around Jos metropolis as the object of the research. They focused on the implicature meaning of the advertisement in the term of Grice maxims of Cooperative Principle. The study showed that the strength of the Cooperative Principle was different in term of an utterance and its force. They also found that the advertisement billboard tends to violate the maxim of quality in attempting to give information of what the public desires.

The study of flouting maxim in advertisement also done by Maulida (2015), she identified the types of conversational maxim that are flouted in the taglines and headlines of make-up advertisement entitled *People Style Watch* magazine published in August, September and October 2015. She revealed the implied meaning of the ad in describing an ideal woman. The result of the study showed that the copywriter deliberately flouted the maxim to attract the readers read further to the advertisement and find the intend meaning. The researcher of the study attempted to describe each context of the headline and taglines. Further, she described the interpretation or the implied meaning of each advertisement considered that flouted the cooperative principle. Thus implied meanings tend to persuade the reader about an ideal woman that can be reached by using the make-up product by *People Style Watch*.

The research drama series also done by Jorfi & Dowlatabadi (2015). They used one of the highest-rated American sitcoms broadcast from 1994 to 2004 entitled *Friends*. The study was identifying the flouting and violating maxim of the characters in drama series that create an air of comedy. The findings of the study suggested that among four Cooperative Principles introduced by Grice, the one which violated the most was the maxim of relevance and the one which flouted the most was the maxim of quality. The violating and flouting maxim of the drama series carried out to cause the humorous effect as well as the show of drama-comedy. Whereas, the research of Jorfi & Dowlatabi did not show the implied meaning behind the conversation and the other aspects of producing humor such as sense of humor and socio-cultural.

The research of the flouting maxim has been carried out by Kurniati (2018). She used the sequel of horror movie *Insidious* and *Insidious 2* as the object of the study and the theory of cooperative principle by Grice as the theory. By using the method of qualitative and quantitative, she found that the characters in *insidious* flout all of four maxims; quantity, quality, manner, and relevance. While in the *Insidious 2*, the characters only flout two maxims; the maxim of quantity and quality, while maxim of quantity was the most frequent flouting in the film.

As mentioned that the character did the flouting maxim for some reasons, the findings have shown that the characters use the flouting maxim to provide comprehensive situation to other characters that lack knowledge of the existence of supernatural beings. Besides, the characters do the flouting maxim to avoid making upset in telling the truth about what happened.

The study of flouting maxim in the movie was also done by Aziz, Mustafa, & A'la (2019). They used the comedy movie called *The Guys* from Indonesia. They focused on the utterance of Alfi, the main characters in *The Guys* movie. They used the theory of the cooperative principle by Grice and the qualitative method, which focused on the content analysis. From the result of their study showed that the most-flouted type of maxim is the maxim of manner. They also found that Alfi deliberately flouted the cooperative because he wanted to reach certain purpose of his communication, such as to create a collaborative, competitive, convivial, and conflictive.

Musyahda, & Sari (2016) attempted to analyze and described the expression of the designs in *Cak Cuk Surabaya T-shirt* which flouted the cooperative principle of

Grice. *Cak Cuk Surabaya T-shirt* is the popular clothe produces in Surabaya. This T-shirt considered as the original product from Surabaya. Moreover, this T-shirt represented cultural characteristic of Surabaya.

By using the theory of Cooperative Principle, they attempted to find the flouting maxim of the *Cak Cuk T-shirt* design. Besides, they also describe the implied meaning of each data that represented the cultural characteristics of Surabaya. Their study showed that the flouting maxim applied in the design because the designer wanted to emphasize the intended meaning and rise the humor.

Hassani, N. (2019) analyze the use of the maxim of relevance in the tweets of Indonesian people. The data was taken from the social media Twitter randomly. He used the qualitative method since the study deals with words. The result showed that the cooperative maxim were not obeyed in the tweets. Moreover, the flouting maxim done because of some purposes, such as to create a joke, to make the hearer catch the intended meaning conveyed by the speaker easily.

In the present study, the research focuses on the flouting maxim done by James Corden, as the host and the guest in carpool karaoke section in a talk show of America called *The Late Late Show with James Corden*. The data is collected by downloading the video through *Youtube* in channel *The Late Late Show with James Corden*. The study uses a qualitative descriptive approach to collect the data. The data is taken from *Youtube* in March to July 2020, deemed to reach the most number of the viewers. The theory of Cooperative Principle declared by Grice (1975) is used in the present study. The researcher uses *The Late Late Show with James Corden* as the data because of the

abilities of the host of this talk show to have a good and joyful conversation with the guest. As the host, he can interact with other people with some fresh jokes that make the atmosphere not dull. However, the previous studies showed some result in analyzing the implicature meaning and the flouting or violating maxim that was found in sitcom or advertisement with some addition of social issues and the types of humor. Further, the present study focuses on the flouting maxim of the utterance in the carpool karaoke section that is characterized into humor verbal and the unspoken meaning behind the flouting maxim.

B. Research Question

Based on the background of the study, the researcher would research line with these following research questions:

1. What maxims are flouted by James Corden and the guest in carpool karaoke?
2. What are the conversations implicature found in carpool karaoke?

C. Research Objective

According to the research question above, the researcher considers that the present study aims:

1. To identify the types of maxim flouting presented by James Coden and the guest in carpool karaoke.
2. To describe the conversational implicature found in carpool karaoke.

D. Significance of the Study

This present study practically, will contribute to some fields. One of the contributions is useful for a comedian or people that interested in humor. However, this study perhaps will give many contributions to people that interesting in humor such as comedian or comic (people who are likely doing stand up comedy). They can use this study to enrich the knowledge about humor, especially in humor verbal. Moreover, this study perhaps will help people that interesting in humor to use the strategy of flouting the Cooperative Principles to produce humor.

The researcher expects that the present study will be useful for the students and lecturers of English Letters Department to understand the cooperative principle and its practice as well as its critics work in the conversations. Further, this research will help the students in their attempt to learning the flouting maxim applied in the talk show to produce humor.

E. Scope and Limitation

This study will focus on the research of pragmatics, especially in flouting maxim and conversation implicature that discovered by Grice. Those four maxims are maxim of quality, the maxim of quantity, the maxim of manner and maxim of relevance. However, the researcher also describes the implied meaning during the flouting maxim that creates verbal humor.

The researcher limits this present study in verbal humor found in carpool karaoke section. As the research of implicature, especially in flouting maxim, the object of this study is limited in the form of a conversation between the guest and James Corden. Further, the carpool karaoke session does not only serve the humor in verbal but also in non-verbal. So, by the limit of this study, the researcher will only analyze the conversation between the speakers in flouting maxims.

F. Definition of the Key Terms

The researcher will describe some key terms briefly to avoid misunderstanding and make this study easy to understand. Some key terms are stated as follow:

1. Flouting Maxim is the offence of cooperative principle that lead the hearer to assume that there are some implied meaning in doing breaking maxims (Anggraini, 2014).
2. Verbal Humor is the type of humor that intents to use words, whether in written or spoken form (Sugiharto, 2012).
3. *The Late Late Show with James Corden* is a program of a midnight talk show in America which has a high rate produced by CBS in California with James Corden as the host.

4. Carpool karaoke is one session in *The Late Late Show with James Corden* which the host invited the guest of singers to sing their own songs or other's singer songs while driving the car.

G. Research Method

This chapter discusses all stages regarding to the research method that will be used by the researcher. The research method, including research design, data and data source, data collection, and data analysis.

a. Research Design

The present research is presented in a descriptive study using a qualitative approach. Qualitative approach deals with reality and psychological meaning in a complex and subjective realm (Dewi,2008). In this study, a qualitative approach used to seek flouting maxim in the data by describing and explaining in detail to get accurate data. First, the data is collected by downloading on *Youtube* in channel *The Late Late Show with James Corden*. The data is taken from video which uploaded in a vulnerable time from 2019 to 2020. Second, the data is analyzed and classified in the form of words as the study of qualitative. Further, the theory used to enrich the knowledge of the researcher to answer the research questions.

b. Research Instrument

Based on Arikunto (2013), research instrument is the media or device to make the researcher easier in collecting the data to obtain a good and

systematic data. In the qualitative research, the instrument of the study is the researcher herself. Nasution (1988) declared that human is the main research instrument in qualitative study because of many uncertain things that still need to be developed in conducting the research (Burhanudin, 2013). So that the researcher must have broad insights related to the focus and theory that will be used in the research.

In the present study, the researcher collects the data from the *Youtube* and focuses on the conversation between James Corden and the guests in flouting the maxim which produce verbal humor. Besides, the data analysis tends to be inductive and the results of the research presented descriptively results in the forms of written or oral from people and its behavior. Next, the researcher describes the implied meaning of the conversation because somehow the speakers flout the cooperative principle intentionally to convey something. This implicit meaning let the hearer to laugh frequently.

c. Data and Data Source

The main data of the present study taken from *YouTube* channel *The Late Late Show with James Corden* in the form of video in twelve to five teen minutes length. The researcher uses the utterance as the main data of the present study since the study is included in pragmatics study.

The primary sources of the study are taken from the result of the conversation between James Corden and the guest in carpool karaoke

session. Further, the subtitle of the video also included in the data source to help the researcher during the analysis process.

d. Data Collection

The data collection of the present study is using the document in the forms of videos downloaded in *Youtube* channel *The Late Late Show with James Corden* with the most number of the viewer of the videos. In this TV program, the invited guests send the songs they want to sing. The guests who are invited commonly are popular singer. They will send some of their own song or others from their favorite singers. If James does not know some songs of the guest's list, he will find out the lyric of the songs and memorize it. for one week. Based on Ben Winston, there must be a surprise songs that not been listed by the guests suggested by the managers or friends of the guests. For example, in carpool karaoke session with Justin Bieber, James played *Ironic* by Alanis Morissette. Justin was surprised and wondered James knew his favorite song he sings in the bathroom.

The default scene of this carpool karaoke session is that when James supposed to call the guest to accompany him to get to work in CBS studio. But some video of this session started by James says "Thank you so much to help me to get to work" without calling the guest first. Sometimes, James invites the guest to accompany him having around to the city of the guest. Besides, the conversation of this session is not being set on the script. Only

James who prepared the questions before the session started. While the answer of the guest and the following conversation flows naturally.

As Sudarmayanti & Hidayat (2002) said that identifying, noting are the importing things in doing qualitative research, especially in using the document as the data collection. The researcher will first collect the data by downloading the videos from *Youtube*. Ten videos from 2018 to 2020 is downloaded with the highest viewer.

Further, the researcher would watch all the videos and identifying which one is the flouting maxim recognizing by the sound of laugh of the videos. Next, the researcher would classify and describe the flouting maxim and the implicit meaning of the utterance in the form of words.

e. Data Analysis

According to Moleong (1998), the source of qualitative data is in the form of spoken or written words which are observed in detail by the researcher to find implicit meaning in a data (Arikunto, 2013.p. 22). During the data analysis, the researcher conducts the data collection simultaneously, and further will continue after all the data has been collected.

The data analysis is some result of data collection that will be served in detail sentences. All of the data will be described and classified in which the flouting maxim occurred in the conversation based on the theory of

Grice. Moreover, the researcher will describe the implied meaning behind the conversation that not spoken by the speakers.



CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter, some theories, reliable sources used in doing the research will be presented as the supporting materials to help the researcher to answer the problem of the study.

2.1 Pragmatics

Grundy (2008) described pragmatics as the study of non-literal meaning and how language is appropriate to the contexts in which it is used. Pragmatics is where meanings are defined relative to the communicative function as utterance-bound, context dependent types. When someone says “The weather is hot, right?” while touching the throat, it represents the extra-truth conditional meaning rather than the literal meaning. In this context, the speaker attempts to reach some purposes through unspoken meaning. Touching the throat is the additional gesture to support the unspoken meaning. Literally, the speaker just made small talk about the hot weather. However, the speaker implied that he wanted a glass of drinking water for his throat that felt dry in the warm weather.

Pragmatics based on the opinions above are language studies and context that examines language utterance based on knowledge and the outside meaning of the context. The utterances spoken by someone are studied to see the intentions and

objectives to be conveyed through these utterances. Besides, the utterance is related to the context of the wearer. Therefore, it can be said that pragmatics bounded by context.

Fromkin (2008) stated that pragmatics is the study of how context affects meaning in which people say the literal meaning to have the extra-truth-conditional meaning. Context is one feature of pragmatics that being the essential subject area of pragmatics. In doing pragmatics, context is the key to understand what the speakers want to convey. Because in pragmatics, when someone asks, "What time is it?" literally, the speaker wants to know what time it is. But, when the speaker asks the same question to the student who comes late, it produces a new meaning. The speaker asked the question because the speaker was angry with the student who comes late. Different contexts may discover a different meaning and purpose. So that knowing the contexts of the utterance is important in pragmatics.

The most important concept in pragmatics is conversation implicature and conversation maxim. Conversation maxim makes sure that what we say in the conversations are efficient, rational and cooperative (Levinson, 1983). However, conversation implicature reveals the unspoken meaning. It is caused because the hearer or the speaker does not obey the rules in cooperative principle intentionally or accidentally. Grice stated that this cooperative principle is not the standart type of conversational practice merely all people must follow, but it is considered as something reasonable to follow that we should not abandon. It's reasonable to follow the coopeeative principle and maxims to people who cares about goals that are central to

conversation or communication for giving and receiving, influencing and being influenced by others (Grice, 1975).

Nevertheless, some people are doing the violating in the conversation accidentally to reach some purposes, for example to produce a humor. Therefore, we need to use conversational implicature to reveal the implicit meaning which correct within the conversation.

2.2 Cooperative Principle

The conversation might considered as not rational if it consists of succession of disconnect remarks. Characteristically it consists of cooperative efforts and each participant recognizes them, a set of purposes, and a mutually accepted direction. Besides, the purpose and the direction conveyed definitely or indefinitely which sometimes leave a very consideranle latitude to the participant. In some cases, some conversations lead the conversationally unsuitable. Therefore, a rough general principles formulated which participants will be expected, other things being equal, to observe, namely the cooperative principle, as stated by Grice; *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, 1975).

The cooperative principle, as the key to a fruitful conversation, included (1) Maxim of Quality, (2) Maxim of Quantity, (3) Maxim of Relevance, (4) Maxim of Manner as Yule (1998: 37) quoted below.

1. Maxim of Quality

The answer of the speaker must be in truth, nothing hidden, and can be proven.

If someone answers indeed something is being covered, it means that the speaker has broken the maxim of quality. For example, we are walking through the park with a little child. Then the child asks, “What is that?” pointing at the cat. We will answer that it is a cat, not an elephant or chicken.

2. Maxim of Quantity

The conversation between the speaker and the interlocutor must be efficient (Yule, 1998). The answer to the interlocutor must be appropriate to what the speaker needed. Not less and not being exaggerated. For example, when your parents ask, “Are you hungry?” you will answer by no or yes answer. When you answer this question by saying, “I’ve eaten some bread and drunk a cup of tea”. It means that you break the maxim of quantity.

3. Maxim of Relevance

Maxim of relation demands the interlocutor to say what is relevant to the question (Grundy, 2008). By having the relationship between the question and the answer, perhaps the purpose of the conversation will be delivered clearly.

If someone asks you, “What time is it?” you will answer “It’s 9 o’clock” for example, not “It is Friday in the morning” or “It is a wonderful new day”

4. Maxim of Manner

The speaker says what need to say orderly, clearly, and easy to understand (Yule, 1998). In Maxim of Manner, the speaker typically provides an appropriate amount of information.

Example :

A: Where have you been?

B: I have been at the market, buying some clothes for the party tomorrow

The answer of B is suitable for the question. The response showed orderly and easy to understand.

2.2.1 Observed and Non-observed Maxim

A fruitful conversation needs to combine the cooperative principle that declared by Grice. However, people not absolutely will do the cooperative principle. They tend to break some cooperative principle that creates humor or something clumsy. Based on Thomas (1995), the breaking of cooperative principle were flouting a maxim, violating a maxim, infringing a maxim, opting out a maxim, and suspending a maxim.

1. Flouting a Maxim

The conversation is classified into flouting a maxim if the interlocutor gives the answer or the information that needed implicitly. In flouting a maxim, the speakers are assuming that the conversation is dealing with the

cooperative principle. Indeed, the interlocutor is doing the flouting maxim.

Perhaps the speaker will catch the unspoken meaning behind it.

For example :

- a. Flouts in the maxim of quality

Example :

A: Do I have to submit my homework today?

B: No, next year, maybe.

The conversation between A and B is the example of flouting in the maxim of quality because the answer of B may imply meaning. In the conversation, A was asking something that does not need the answer. However, B answer by saying next year implied that the question of A is already known. So, B is flouting the maxim of quality purposely A will catch the unspoken meaning of what B answers.

- b. Flouts in Maxim of Quantity

Example :

A: Have you got your breakfast?

B: Actually, my mother woke up late this morning. She woke up at 8 am, and I just drank a cup of tea. I was feeling so annoyed.

The conversation above does not work efficiently because the answer of the interlocutor is too much and over-brief one.

c. Flouts in Maxim of Relevance

Example :

A: Do you want a cup of tea?

B: I want you.

The answer I want you is literally cannot make a continuity to the question. It should be the interlocutor who answers the question by yes or no according to what the speaker expects. The non-relevance answer has the implicit one. In the conversation above, the interlocutor deliberately answers the question without any relation to reaching another purpose.

d. Flouts in Maxim of Manner

Example :

A: Why are you looking sad?

B: I was so dizzy. My head is spinning. I cannot think clearly, because of unimportant things in my mind. I know that it is not something matters, but I do really need your help. Can I borrow your money?

The conversation above clearly doesn't fill the rule of the maxim of manner. It is because the interlocutor did not give a clear answer. Besides, the interlocutor also gave some unimportant information that makes the utterance sound ambiguity and exaggerate. It will be more understood if the interlocutor directly says that she/or he needs some money.

2. Violating a maxim

Violating a maxim occurs when the speaker says what is untrue to hide that the speaker is lying by violating the cooperative principle. Violating a maxim may lead the speaker and the hearer in misleading conversation.

Example :

X: I just to remind you that we have an invitation to Dina's party tonight.

We will come in, right?

Y: Oh yeah, but I just remember that my parents asked me to stay at home during this quarantine of the Corona virus.

Actually, Y was lying to X by saying that Y has to stay at home because of quarantine. In violating a maxim, some conversation leads the speaker and the hearer in misleading conversation. Still, sometimes the speaker says something true to hide that the speaker is lying in other words.

3. Infringing maxim

When conversation happens between the native speaker and another is a non-native speaker who has some problems or lacks the ability to the language is categorized into an infringing maxim.

Example :

A: Can I help you?

B: *Bagaimana* Miss?

The conversation above happened between the native speaker (A) and non-native speaker (B). because B is having lack ability to English so that B answer based on what B know about English.

4. Opting out maxim

In opting out maxim, the speaker purposely breaks the cooperative principle by denying to give the information because of some factors. The example is when the journalist is waiting for the lawyer of Vanesa Angel coming out and asking for some questions related to prostitution and Vanessa Angel.

Journalist: Sir, how Vanesa become the victim of prostitution?

Lawyer: I'm sorry. But I cannot tell you.

Because the lawyer must keep some secrets of the client, so that the lawyer could not answer journalist's question.

5. Suspending a Maxim

The speaker cannot give a brief and clear answer. It because of some aspects, such as culture, event or something that makes the speaker cannot say what relevance to the question (Thomas,1995). Suspending a maxim is slightly different than opting out maxim. In opting out maxim, the speaker cannot give the brief answer that can be understood by the interlocutor. But in suspending maxim, the speaker breaks the cooperative principle but still giving the information that makes the interlocutor understand what something imply behind.

2.3 Humor

Everyone has a different sense of humor. Different countries, cultures, and backgrounds of knowledge. Nevertheless, the definition of humor also being sparring for many people. Humor was first defined as the fluid of body, which is balancing the whole liquid in our body, health, and emotional condition (Rahmanadji, 2007:215). However, as time goes by, the definition of humor has many changes. Many linguists declared the definition of humor based on different experiences and cultures.

Attardo (1994) defined that humor ultimately depends on the purpose of using humor itself. Therefore, humor can be defined in terms of its effect and response. Attardo (1994) declared that it was too difficult to find the appropriate definition of humor. He also said that the categories of humor was difficult to be named, such as ridiculous, funny, and comic. It is based on the discussions from linguist, psychologist, and anthropologist that cannot find the limit, definition, and categories for humor. They tend to define humor as something that makes people laugh, being entertained, and funny. In addition, in Ensiklopedia Indonesia (1982) as stated by Rahmanadji (2007) that :

“Humor is the quality to appeal the amusement or the sense of humorous because of its oddity or ludicrous impropriety; a fusion between the sense of humor in humans and compassion of life awareness within the sympathetic attitude.”

However, these opinions considered could not able to represent the definition of humor. Many researchers of humor who attempted to describe humor such as Olbrechtyteca (Attardo, 1994:11) said that laugh could not declared as the sign of humor. He argued that laughter is not always caused by humor. There are some possibilities that humor only responded by a smile or even without any response.

Jaya Suprana, a researcher from Semarang stated that humor is something aesthetic, a mystery of life that cannot any longer hold by an understanding boundaries (Suhadi, 1989). Chairu, in Amianna & Putranti (2017) stated that two-faced meaning or ambiguous meaning of linguistic features in the conversation create a humor situation. This situation of humor is produced because the participants are not obeying the rules of Grice's cooperative principle. The attitude of not obeying the cooperative principle tend to lead misunderstanding and ambiguities which later creates laughter as one of the effect of humor.

From a number of opinions above, such as Attardo (1994), Rahmanadji (2007), and Amianna & Putranti (2017) about the definition of humor, it can be concluded that humor is something that makes people laugh and being entertained with various kinds of context and meaning. This context included the linguistic features or social culture in the every countries have.

As suggested by Grice that jokes are non-cooperative (Attardo, 1994). Something can be categorized as a humor if it occurs because non-cooperative interaction between

the interlocutors. We can find humor in daily conversation or even in the film or TV show which the conversation is designed by the writer to produce a humor situation.

In Grice's theory of cooperative principle, the interlocutors must give the contribution to answer as it is required in the conversation. When the interlocutors do not give the required contributions, it results the violation or the flouting of the cooperative principle of Grice.

Based on Rahmanadji (2007), humor is classified into three types relied on human sensory; non-verbal, verbal and auditive humor. Non-verbal humor is a type of humor that created in the form of body language, facial expressions or symbols while verbal humor tends to use words in the form of utterance or written rather than body language, facial expressions or symbols. In this case, the researcher will focus on the verbal humor occurred in the conversation in TV show The Late Late Night with James Corden, especially in carpool karaoke session.

2.4 Critique of the Grice theory

Based on Davies (2007), he assumed that the theory of cooperative principle declared by Grice is not the basic concept of pragmatics as well known. He found that the theory of cooperative principle has major limitation based on the introspection rather than data. He persuade his assumption by describing the term that usually used by the writer about the *cooperation* and *cooperative* that lead to what he termed '*cooperation drift*'.

The use of the term 'cooperative' lead the reader to ambiguity related to cooperative principle of Grice. It also lead more lexeme meaning of 'cooperative' in a dictionary sense. Moreover, if look from Grice, whom declared as one of the language philosophers, it can be said that Grice's writing is understood by specific for certain circles. So that the reader felt difficult to interpret meaning of Grice's meaning without any help from other sources, such as articles or journals related to cooperative principle.

Next, Davies explained about the distinguish between conventional/non conventional and rasonality of Grice's theory. He argued that Grice emphasize the intention meaning of the speaker from sentence and meaning perspective. Cooperative principle of Grice's theory is not about making the hearer easy to understand the distinction between *saying* and *meaning*. In opposite, it allows the speaker to make the utterance harder to interpret by omit some of the information. The speaker expects that the hearer will do the extra work to understand what the speaker's mean.

Besides, Davies stated that cooperative principle and maxims are not the most important aspect of the implicature. It depends on the speaker intention distinction, and the issue of how one can bridge that gap by using logic and inference.

Kelinke (2010) criticized Grice because he stated that cooperative principle considered as the fundamental of a good conversation in fact generates new perspectives on two problems. Those are speaker activity and a cognitive underpinning of the maxims of conversation. He argued that the theory of cooperative principle and flouting maxim have been described as a set of rationales showing the hearer's

understanding, and interpretation of intended speaker meaning. However, he did not mean the cooperative principle only deals with the hearer, it also concerns in speaker-oriented. Grice focused on the distinction between saying and meaning or the intended meaning (Kleinke, 2007).



CHAPTER III

FINDINGS AND DISCUSSION

This chapter discusses the analysis of the data using the theory of cooperative principle declared by Grice, which contains four maxims. Those were; the maxim of quality, the maxim of quantity, the maxim of manner, and the maxim of relevance (Grice, 1975). Besides, as stated that the limit of this present study focused on the verbal humor so that the analysis would focus on the conversation of the speakers. The researcher also used the critics of Grice theory found by Davies (2007) and Kleinke (2010). It could be used as the additional discussion because of the limit and weakness of cooperative principle.

First, the researcher would analyze the data to describe whether the speakers were flouting the cooperative principle or not. Further, the researcher would classify the types of maxim flouted by the speakers. The researcher would describe the implicit meanings contained in the conversation by using the theory of conversation implicature.

3.1 Findings

The Late Late Show with James Corden was a famous talk show TV in America. In this talk show program, there were some sessions such as carpool karaoke, flinch, etc. In the present study, the researcher would focus on the carpool karaoke session, which James Corden had conversation with the guest while driving the car.

Commonly, the guests of this talk show are the popular singer, for example, Justin Bieber, BTS, Ariana Grande and so on. So that they sang their song although sometimes the guests sang other singers' songs.

First, the invited guest send the songs they want to sing. The guest who commonly a popular singer will send some of their own song or others song from some their favorite singers. If James does not know some songs of the guest's list, he will find out the lyric of the songs and memorize it for one week. Based on Ben Winston, one of creative team of the TV program, there must be a surprise songs that not been listed by the guests suggested by the managers or friends of the guests. For example, in carpool karaoke session with Justin Bieber, James played *Ironic* by Alanis Morissette. Justin was surprised and wondered James knew his favorite song he sings in the bathroom.

The default scene of this carpool karaoke session is that when James supposed to call the guest to accompany him to get to work in CBS studio. But some video of this session started by James says "Thank you so much to help me to get to work" without calling the guest first. Sometimes, James invites the guest to accompany him having around to the city of the guest. Besides, the conversation of this session is not being set on the script. Only James who prepared the questions before the session started. While the answer of the guest and the following conversation flows naturally.

Many people like to watch this carpool karaoke session because of how James Corden had an enjoyable conversation and sang the song perfectly. However, although

this TV program was not a comedy program, James Corden frequently made laugh by saying something ridiculous. Sometimes he invited the guest to some places related to what the guests' wanted. For example, in the carpool karaoke of Celine Dion, one of the most popular singers in the 1980's. Her song *My Heart Will Go On* became a soundtrack in the Titanic movie in 1998. In this carpool karaoke session, she and James Corden were imitating the video of this song. Pretending to be a couple that standing on the ship, but Celine Dion and James Corden were standing on the boat in the middle of the city. It invited many people to watch it, and some people were feeling entertained by them.

3.2 Analysis of Flouting Maxim found in *The Late Late Show with James Corden* in Carpool Karaoke Session.

Carpool karaoke is one of the segments in the program The Late Late Show with James Corden. The program was hosted by James Corden by inviting famous singers to sing their songs together. This segment was carried out in the car and attracted a lot of the attention of the audience because of the behavior and atmosphere of humor created by James Corden. The atmosphere of humor often occurs by flouting of cooperation principle by Grice.

In this chapter, the researcher analyzed the data of ten videos uploaded on YouTube by using Grice's theory. Next, the theory of verbal humor by Attardo used as the limit in analyzing the flouting of cooperation principle carried out by James Corden and the guests of carpool karaoke. First, ten videos would be

analyzed to find out what cooperation principle are flouted. Furthermore, the researcher would describe the implicit meaning contained in each flouting in the form of paragraph.

Data 1: Celine Dion Carpool Karaoke

Celine Marie Claudette Dion as known as Celine Dion, is a Canadian singer who popular in the 1980's. At her beginning of the career, she won Canadian Grammy and The Juno Awards. She got her brilliant career after having married Rene Angelil, a manager of a record. She won some prestigious awards, such as Yamaha World Popular Song Festival. By her voice in singing a romantic song, Celine Dion's song became a soundtrack in the Titanic movie. This song has become a legendary and iconic of Titanic movie.

This video uploaded by *The Late Late Show with James Corden* channel on May 26th 2019 and has been watched by more than 26 million viewers. Celine Dion, who known as a severe person, showed her other sides of humor. James started the conversation by asking whether Celine Dion liked to live in Las Vegas. Otherwise, Celine sang some of his songs to answer James's question. James was feeling excited and asking other things. He expected that Celine would feeling hard to find the suitable lyric to answer his question. In turn, Celine sang the suitable songs for James's question easily. This situation produces a humor atmosphere since Celine considered as a people with a less frequency of humor.



Image 1. James Corden and Celine Dion

Data 1, 00: 01: 10- 00: 02: 21

James : Do you like living here? Do you like living in Las Vegas? It's a noise place today.

Celine : **I live from my heart it is. My heart will go on** (singing). (1)

James : And here you went out.

Celine : Yeah.

James : it's an incredible thing.

Celine : **Not as long as love, to broken heart on the ground** (singing). (2)

James : So, are you excited for this?

Celine : I'm so excited (singing).

James : I have to say you really have a song for every moments.

Celine : **You are** (singing). (3)

James : Oh, I love your drive.

Celine : **I drove all night to get to you. Is that alright?** (singing). (4)

James : Oh my pipe burst in my bathroom, is it not a shame?

Celine : **Work work work work. He said me haffi work work work work** (singing). (5)

James : Do you mind if we listen to some music to see what song on the radio. Is that ok?

Celine : **On the radio ooh** (singing). (6)

1. Flouting Maxim

In data 1, James asked Celine Dion about living in Los Angeles. As stated in data (1), Celine Dion answered by saying, "I live from my heart it is. My heart will go on" while singing her legend song. It showed that Celine Dion flouted the maxim of quantity. Next, in the data (2), (3), (5), and (6), Celine Dion flouted the maxim relevance because she said something not relevant to the questions. In data (4), Celine Dion flouted the maxim of quality because she said something untruth. She just sang the song that supposed to correspond to James said. Celine Dion flouted the cooperative principle by singing some songs that match within the questions of James Corden. It made James Corden amazed because Celine Dion has a song for every moment.

2. Conversational Implicature

In this Celine Dion Carpool Karaoke, James asked Celine Dion if Celine likes living in Las Vegas or not. Instead of answering briefly with yes or no, Celine instead answered by saying, "I live from my heart it is" and singing her popular song "My heart will go on" In this case, Celine tried to answer James's questions by finding for songs that related to James's question.

Likewise, in the next conversation on data (2), Celine also tried to sing the song when James said "it's an incredible thing" Celine did it because she want to keep the conversation flow as enjoy as she was.

Celine's answers that always associate with the song also occur in the data to (3) when James praises Celine for always having a song to sing on each question given by James. Celine also sang, "You are" The point is that Celine always has songs to sing for all of James's questions. James, who was jail, also tried to find another conversation topic with the intention that it would be difficult for Celine to find a song for his question by saying, "Oh, I love your drive". However, Celine was even excited by the song, "I drove all night to get to you. Is that alright?" This flouting maxim of relevance has made James laugh. Then James searched for another topic by saying "Oh my pipe burst in my bathroom, is it not a shame?" but Celine still had a song that she can sing in response to James's question.

Entirely, instead of her talent to sing a song, Celine Dion also has a good sense of humor. In the dialog above, Celine Dion answered the questions by singing some songs that according to her, it related to the questions. However, these answers to her singing sometimes lead the hearer to laugh because it did not relate to what James asked Celine. The way Celine Dion answer the questions show that she has a broad knowledge and memorize to some songs that she can answer the questions by singing. She also showed that she is humble and friendly.

Data 2: Billie Eilish Carpool Karaoke

Billie Eilish is a singer-songwriter was born on December 18th 2001, in Los Angeles, California, United States of America. She becomes popular by uploaded her breakout hit "Ocean Eyes" to soundCloud in 2015(Vanderberg, 20). By 18 years old, she currently has five Grammy awards. Among them were awarded for the best song entitled "*Bad Guy*" and also the best artist that previously won by Taylor Swift. Billie Eilish has shown his singing talent since she was 11 years old. At that age, she was able to compose a song and also play the ukulele. Her singing talent is also supported by her brother named Finneas O'Connel, who is also a songwriter and producer. Billie Eilish began recording her first song with her brother, "*Ocean Eyes*" until she debuted in 2016.

Moreover, she has a great voice and peculiar style that makes it different from the other singers. Her hair, which is often polished and also the rings, necklace that usually she uses are being the icons of a Billie Eilish. Billie Eilish polishes her hair in several colors, as in the karaoke video uploaded by The Late Late Show night channel. The video which uploaded on December 20th, 2019 showed Billie Eilish hairstyle, which is colored green in the middle and black at the tips.



Image 2. Billie Eilish and James Corden

Billie Eilish was invited by James to her house after having around through the city. In her house, Billie told James some of her activities and showed her favorite pet, a spider. James was scared but Billie asked him to sit down and she took the spider into his hand. James was panic and he said something funny because of his panic.

Data 2. 00: 10: 34 – 00: 12: 14

Billie Eilish : I have a spider. You want to see it?

James Corden : Yes.

Billie Eilish : We are all together. It's like family.

James Corden : Right, this is cause I'm not good with spiders.

Billie Eilish : You like it?

James Corden : No, not at all.

Billie Eilish : **Good (1).**

James Corden : I'm really not good with this.

Billie Eilish : Are you ready?

James Corden : **I don't know how I'm feeling about this now. Cause I can't see it yet. I don't wanna say it (2).**

- Billie Eilish : Sit down! Sit down!
- James Corden : **I don't wanna freak out and lay him everywhere. It's not for me. Let me see. Oh sh*t. why you do that? (3)**
- Billie Eilish : Cause he is cute.
- James Corden : It's nothing cute about it. Oh, it's really wrinkly.
- Billie Eilish : I'm just wanna go.
- James Corden : Oh, don't you. You are so adorable. I'm not moving. Billie, Billie! Billie Eilish.
- Billie Eilish : What's up?
- James Corden : You know what I want?
- Billie Eilish : **It's ok. It's ok. Are you good? (4).**
- James Corden : **I don't like it at all. I don't like his slices (5).**
- Billie Eilish : Looking like he is cozy on you.
- James Corden : Easy. Glad is easy for him.

1. Flouting Maxim

In the conversation above, James Corden and Billie Eilish were flouting some cooperative principles. Their flouting of the maxim was often invited people to laugh. In data (1) showed that Billie Eilish flouted the maxim of relevance by saying "Good" instead, James said that he was not ok with a spider. Whereas in data (2) to (3), James clearly flouted the maxim of quantity. On Billie's question, she asked if James was ready to see his favorite spider. Instead of answering with a yes or no answer, James instead gave an excessive answer that he was not in accordance with what the questioner had expected.

Furthermore, on data (3) to (5), James has violated maxim manner by answering Billie's questions ambiguously, unclearly and excessively. For example, James said that he was worried that Billie's spider would be thrown when James was shocked, even though Billie only told him to sit down.

2. Conversational implicature

This situation occurred when Billie Eilish told James that she had a spider. Billie also offered to James to see his favorite spider. By seeing James's reaction that seemed amused to see the spider, Billie was jailed to keep showing her pet. Billie convinced James to look at his pet by asking whether James liked spiders; he firmly answers no. However, instead of responding with pity Billie instead answered "Good" with a smile. This statement has violated the maxim of relevance and implies that Billie deliberately frightened James with her pet and instead of not showing her pet on James.

Billie, who is jail, asking James before showing her spider. Billie asked James "Are you ready?" but instead of answering yes or no, James flouted maxim of quantity by saying, "I don't know how I'm feeling about this now. Cause I can't see it yet. I don't want to say it ". The hidden meaning in James's answer is that he is not ready to see the spider which he though it made him amused and frightened. James continues to say things that are not relevant to what Billie saying to cover up his tickled of seeing a spider.

Before Billie opened her palms which the spider was covered inside, Billie told James to sit down first by saying, "Sit down!" but James instead flouted the maxim of quantity by saying, "I don't want to freak out and lay him everywhere. It's not for me. Let me see. Oh sh * t. Why do you do that?" This showed that James is looking for an excuse for Billie of not showing her spider because James is worried about throwing Billie's spider when James is shocked. James also wondered why Billie would hold a spider by saying, "why do you do that?" Billie replied calmly that the spider looked funny to her.

After Billie's spider was transferred to James' hand, Billie was jailed to leave James in fear while holding the spider. James panicked and called out to Billie. Billie, who deliberately tried to jam James, smiled and asked if James was ok. James, who panicked and was annoyed, even said, "I don't like it at all. I don't like his slices." The implication contained in the statement is that James is not well with the spider in his hand. He felt so nervous that he did not dare to move.

Data 3: Justin Bieber Carpool Karaoke 2020

Justin Bieber was born in 1994 in Canada. He is a popular singer since his teenage. He became famous after his mother posted his video performing on YouTube. Justin got the contract of a big-time record deal with Usher. Now, he is a singer and songwriter with his net worth is \$285 million. His

song “Let Me Love You” and “Despacito” had succeeded bring him to win a Grammy Award-winning Canadian pop star. His album, *My World*, also went platinum in several countries. Justin Bieber collaborated some singer for his songs, such as Luis Fonsi in “Despacito,” Ariana Grande in "Stuck with You", Ed Sheeran in “I Don’t Care” and many others.



Image 3. Justin Bieber and James Corden

Carpool karaoke that was uploaded by The Late Late Show with James Corden has attracted more than 19 million viewers. This video was uploaded on February 19th, 2020. In this video, Justin showed a different style after his marriage to Halsey Baldwin in 2019. Currently, Justin has a mustache

with a bit of a beard. Compared to the previous carpool karaoke in 2016, Justin appeared with a clean face and no tattoos.

After some of Justin Bieber's songs were sung, James Corden tried to find others topic related to Justin Bieber. He asked Justin if his tweets about challenging Tom Cruise to fight were right or not. Justin was proud to say that it was true. James laughed at him and said that it was impossible. Justin was annoyed and angry. He said something without listening to what James said.

Data 00: 06: 51 – 00: 07: 43

Justin Bieber : You're mesmerized by the characters he's played. I'm telling you, you wouldn't want to – I'm dangerous.

James Corden : **Tom Cruise! (1)**

Justin Bieber : **My ajillty is crazy, insane (2).**

James Corden : **He does movies called "Mission Impossible", the mission is impossible and he makes it possible (3).**

Justin Bieber : **He is an actor (4).**

James Corden : **He jumps out of planes (5)**

Justin Bieber : **I don't think you understand the mind control that I have (6).**

James Corden : Oh my god (laughing)

Justin Bieber : **My mind control is another specimen. I'm different (7).**

James Corden : Listen!

Justin Bieber : **I'm the Connor Mcgregor of entertainment! This is the fact (8).**

James Corden : (laughing)

Justin Bieber : Wrestle me right now, just do it.

James Corden : **Dude, think about what you're doing. This will be televised. (9)**

1. Flouting Maxim

In data (1) to (8) are the flouting of the maxim of relevance. As in data (1), James Corden has flouted the maxim of relevance because he responded to Justin's words by saying "Tom Cruise," this answer is irrelevant to what was said by Justin who tried to ensure that James was only deceived by the characters played by Tom Cruise. In subsequent conversations between James and Justin, Justin also flouted maxim of relevance by saying something that had nothing to do with the previous statement and did not provide clear information. In the data to (9), James Corden had flouted the maxim of manner because he should answer yes or no when Justin challenged him to a wrestle. In the dialogue above, James actually reminded Justin to think again before challenging him to do the wrestle. James also reminded Justin that his actions would be published on Television.

2. Conversational Implicature

James and Justin Bieber were talking about Tom Cruise, an actor in the film "mission impossible." Justin Bieber had challenge Tom Cruise to fight on his tweet on Twitter. This clearly made the fans of Justin Bieber and also Tom Cruise excited. James also laughed at tweets that have been made by Justin because according to James, challenging Tom Cruise is impossible for Justin.

Feeling annoyed by what James saying, Justin also said that people were just amazed by the role played by Tom Cruise. James said, "Tom Cruise!" in a high tone. James's words have flouted the maxim of relevance and contain implicit meanings that James really admires the figure of Tom Cruise, who has starred in several action films. Justin Bieber can not accept James's words, said "My ability is crazy, insane." That way Justin showed James that he was annoyed and felt underestimate by what James said.

Then, James provoked Justin's emotions by saying, "He does movies called" Mission Impossible ", the mission is impossible and he makes it possible" while laughing. This flouting maxim of relevance implied that challenging Tom Cruise to fight is impossible and Justin will not to win over Tom Cruise. Justin was annoyed and said that Tom Cruise was just an actor. James also convinced Justin by saying, "He jumps out of planes". James meant that even though he was only an actor who played a character but he actually jumped off the plane as seen from the films he played.

Too upset with James's words, Justin said, "I don't think you understand the mind control that I have. My mind control is another specimen. I'm different ". This flouting maxim of relevance was carried out by Justin with the aim of threatening James and making James stop laughing at him. Instead of feeling threatened, James laughed at Justin's words. When James said, "Listen," Justin Bieber interrupted by saying, "I'm the Connor McGregor of entertainment!" Connor McGregor is a world-class boxer. Justin uses this idiom

to show the fame he has gained so far. James laughed at Justin's statement. To prove his masculinity, Justin finally challenged James to wrestle by saying, "Wrestle me right now". James felt challenged and said, "Dude, think about what you're doing. This will be televised ". This statement flouted the maxim of manner with the implied meaning that James reminded Justin not to do his challenge to James because Justin would be embarrassed if he lost and the action would be broadcast on various TV shows.

Data 4: BTS Carpool Karaoke

Bangtan Sonyeondan or commonly as known as BTS is a boy-band from South Korea with seven people. The members are RM or Kim Namjoong, Jin, SUGA, j-hope, Jimin, V, and Jung Kook. This boy band has succeeded in making teenagers, especially women in the world, amazed and loved BTS. Now BTS has won several prestigious awards, such as the Billboard Music Awards and American Music Awards. BTS has fans across the world called ARMY. BTS is also famous for its handsome and funny members.

After BTS made its debut in 2013, now BTS has also become a famous boy band around the world and has toured around the world. The most famous songs are including Boy with Luv, DNA, and so on. Social media also has a big influence on the popularity of BTS today. Twitter and Instagram are the social media that can effectively make BTS become famous as this time.



Image 4. BTS and James Corden

James Corden and the seven members of BTS were talking about the nickname given by BTS's fans. Some members of BTS answered. James said that the nickname was same with James. Not all of BTS members were having a good English. When some of the members laughed, one of the member tried to say something that related to what James said. That flouting maxim create a humor.

The next conversation was about the imagination of James Corden to be one of BTS member. All of the member agreed about it. James said that if he joined the boy-band, he would leave his job soon because he thought that he could sing and dance as well as all of BTS members.

Conversation 1:

Data 00: 05: 13 – 00: 06: 15

James Corden : You've all been given nicknames by your fans.

- Kim Seok Jin : Yeah, I'm WWH Worldwide Handsome, you know? (In Korean language)
- James Corden : **That was my nickname in school (1).**
- Kim Namjoon : (trying translate it to English) Oh, that was my nickname at school. How did you know?
- Kim Seon Jin : **Oh, you're a joker guy! (2).**
- James corden : What other nicknames?
- Kim Taehyung : I'm a good boy.
- James Corden : Jamie, I heard you're mochy
- Kim Namjoon : Do you know what mochy is?
- James Corden : **Yes, I love a mochy. Mochy is like a rice cake with ice cream inside (3).**
- Park Jimin : You papa mochy
- James Corden : You're baby mochy. I'm so proud of you baby mochy.
- Park Jimin : **I miss you papa (4).**

Conversation 2:

Data 00: 11: 35- 00: 00: 12: 42

- Kim Seok Jin : Namjoon, could you please ask one thing for me? Ask him what would happen in here if we were 8 people instead of 7?
- Kim Namjoon : He is asking that of there's eight, except you, then in total nine, what happens?
- James Corden : **Right. Be honest. I think I hear what you're saying. Is this your way of asking me to join the band? If that's your way, it feels like that's what's happening. Because I will quit this job in a heart beat to join BTS. (5)**
- Kim Namjoon : He is aksing whether this in an invitation for him to join BTS as the 8th member.
- SUGA : **Sounds good. (6)**

Kim Seok Jin : Ask him whether he is prepared to go on a world tour?

James Corden : **I was born ready. I think I can come as a dancer because I've got moves. I dance everywhere. I dance every week at Plyojam, my exercise dance class, and I'm telling you now I can keep up. (7)**

Kim Namjoon : He is getting weekly dance lessons and he can do it.

1. Flouting Maxim Conversation 1:

At this BTS carpool karaoke, James asked about the nicknames of each BTS member. One of the BTS personnel, Kim Seok Jin answered that his nickname was Worldwide Handsome and asked James if he knew about it. James flouted maxim of quality by saying, "That was my nickname in school". In James's statement, he had said something that was not real and could not be proven. Next to the data (2), Kim Seon Jin said, "Oh, you're a joker guy!" This statement flouted maxim of relevance because it no relation with what James said and cannot provide information that can be understood.

The data (3) and (4) showed the flouting of the maxim of relevance. Namjoon asked James if he knew what mochy was, but instead, he said that he loved mochy and described what it was. In data (4) Park Jimin's statement, "I miss you Papa" is also not relevant to what is said by James so that this is included in the category of the maxim of relevance.

Conversation 2:

In data (5), James flouted the maxim of quantity because he did not make informative contribution than is required. He should give the information about what happen if BTS is contain of 8 people in the car. However, James confidently conclude that the question was the invitation to him to be the next member of BTS.

While in data (6), Namjoon tried to translate what James said to all the members of BTS. Namjoon explained to his friends that James was asking whether James was invited to be the eight member of BTS. Instead of answer yes or no question, one of the member BTS answer “Sounds good”. This utterance is included into flouting of maxim relevance.

In data (7) is the flouting of maxim of quantity. In the conversation above, James could not give an information beyond of what the speaker required. The answer of “I was born ready” is absolutely enough to give the information orderly. But, James give more information that is not required for the current purpose of the exchange.

2. Conversational Implicature

Conversation 1:

After singing some songs of BTS, James asked the nickname given by BTS fans to each member. Kim Seon Jin answered that his nickname was WWH (Worldwide Handsome), and he asked James if James knew that. James violated the maxim of quality by saying that the nickname was his nickname during his school. This showed that James only claimed to recognize the

nickname with the aim of familiarizing Kim Seon Jin. Kim Seon Jin also said, "Oh, you're a joker guy!" when he heard the answer from James with the help of Kim Namjoon to translate what James said in the Korean language. The answer clearly has nothing to do with what Kim Namjoon said. Kim Seon Jin said that with his thick Korean accent and he did not believe what James said.

Mochy is the nickname for Park Jimin, and James knew about it. Kim Namjoon also asked James if James knew what mochy was. James said, "Yes, I love a mochy. Mochy is like a rice cake with ice cream inside" which flouted the maxim of relevance. The statement instantly made the whole car burst into laughter. James said that he loved mochy ice cream wrapped in rice cake. However, all personnels understand different things. They assumed that what mochy meant was Park Jimin. Park Jimin was also happy to say that James was mochy's father. James also replied by saying that Park Jimin was a baby mochy and James was proud to have a baby mochy like Park Jimin. Park Jimin responded by saying, "I miss you Papa". This statement has violated the maxim of relevance and has the implied meaning that Park Jimin and James seemed to be a child and father who had been separated for a long time.

Conversation 2:

In this second conversation, Kim Seok Jin asked Namjoon to ask James something. The question is what happens if BTS has 8 personnels and is invited to karaoke carpool. The implication of Kim Seok Jin's question is whether the car owned by James will fit 9 people including James. However, James who heard

Kim Seok Jin's question through the help of Namjoon, concluded that it was an offer for him to join the group. It made the whole car burst into laughter. Moreover, James said that he would immediately come out of the program that was being guided it. Furthermore, the statement of one BTS member, "Sounds good" has an implied meaning that James is indeed worthy of being a new member in the BTS boyband.

Through the help of the translate from Namjoon, Kim Seok Jin asked James again if James became a member of BTS whether James was ready to take a world tour conducted by BTS. James confidently answered, "I was born ready. I think I can come as a dancer because I've got moves. I dance everywhere. I dance every week at Plyojam, my exercise dance class, and I'm telling you now. I can keep up. "This sentence is intended to convince the members of BTS that James is indeed worthy to become a BTS member because James has the same expertise of dancing as other members.

Data 5: Jonas Brothers Carpool Karaoke

Jonas Brothers is an American soft-rock band consisting of Paul Kevin Jonas, Joseph Adam Jonas, and Nicholas Jerry Jonas. Because of their passions in the music world, they decided to make a band in 2004. In that year, they released their solo album, and then in 2006, they released their album entitled *About Time*.



Image 5. Jonas Brothers and James Corden

In 2007, the Jonas Brothers signed a contract with Disney's Hollywood Record. They also starred in several Disney films such as *Camp Rock 1* and *Camp Rock 2* and Joe as the main character. In addition, they also starred in the musical film *A Little Bit Longer*, which consists of several songs created by Nick. In 2014 they decided to separate each other and explore each of their careers. However, in 2019 they announced that they were reuniting in the Jonas Brothers and released a single entitled "Sucker."

Wearing brother's property was something problem sometimes. James was asking Joe and Nick about authority of siblings. Joe answered the question by saying that Nick was person with sensitivity of his properties. The conversation made both Nick and Joe replied each others and flouted the maxim.

Data 00: 06: 49 - 00: 09: 10

James Corden : There's one thing being in a band which comes with its own tensions anyway but being with brothers must come with a whole new set of problems sometimes very much. You must know how to push each other's buttons.

Joe : Easily, yes.

James Corden : Did you ever have a conversation, they are my skinny jeans.

Joe : **Never touch any nick's cool, or you will freak out including the socks. (1)**

Nick : That's the problem, including the socks. Socks are a major personal thing, your feet on my feet. Don't touch my underwear.

Joe : **Alright Nick, you can borrow my socks anytime you want. (2)**

Nick : I don't want to. I tell Joe what to do. He's allergic to authority, baby. This stems from Disney days and kind of being told what we can and can not say.

James Corden : Really?

Nick : Yeah.

James Corden : When you're at the Disney, when you're placed with this clean cut butter wouldn't melt, you must have very good just changing the subject and diverting interviews away from anything slaishes the people might wanna talk about.

Nick : Some years later I sound like a robot.

Joe : A politician at age 13.

James Corden : You probably said something like Nick Bandit. What's the worst thing about working for Disney?

Nick : **As you all know is a company that has touched so many people's live and brought so much joy to this world and there are also a big machine, a lot of moving parts. Things can get lost and you can find yourself kind of stuck on a shelf or not being prioritized or feeling like you're becoming someone else. But we always said having a partner that's prudent and kind, generous are great things even it will come with challenges. (3)**

James corden : I mean, I don't know—I mean wow. Joe, what is your least favorite place to play on a tour in America?

Joe : **You know, my least favorite place to play is a spot where I don't get to spend enough time there. (4)**

James Corden : Oh my gosh. Absolutely sensational. Wow, you're too good at this.

1. Flouting Maxim

In the conversation above, data (1) and data (2) showed the flouting maxim of manner because they cannot provide information clearly and an appropriate amount of information. Data (2) also showed the maxim of manner violations because Joe instead offered Nick to borrow his socks when Nick was talking about socks and underwear.

Whereas in the data (3) flouted the maxim of quantity. Nick answered James's question with a very long explanation. This made the answer being inefficient according to the principle of cooperation and do not provide the amount of information needed by the person who asking the question. Furthermore, the data (4) is a violation of the maxim of manner because Joe does not clearly say which place is his favorite place in America.

2. Conversational Implicature

Jonas Brother which contained of Joe, Nick and Kevin, were talking with James about the misery of living with a fellow brother. James asked if they had ever wrested their properties or accused each other of using other siblings'

properties by saying, "Did you ever have a conversation, 'they are my skinny jeans'." But Joe answered James's question by breaking the maxim of manner by saying, "Never touch any nick's cool, or you will freak out including the socks." The point is that Joe and Nick are two brothers who often fight over socks or other personal properties. Nick also replied that socks are something that is important to him and he does not want to exchange socks with anyone. Joe also tried Nick by saying that Nick could borrow his socks whenever Nick wanted. Joe intends to tempt Nick, but actually, Joe himself is also not happy if the socks are worn by others even though it is his own brother.

After talking about small problems in having siblings, James asked about the worst thing they experienced while working at Disney. Nick answered James's question by breaking maxim quantity. Nick also said, "As you all know is a company that has touched so many people's lives ..." Nick's long explanation implied that working in a large company that has a high reputation is not easy, and many challenges must be faced. However, together with their siblings, they feel optimistic about facing these challenges. This answer from Nick impressed James and praised him. Next, James asked Joe about Joe's favorite place while in America. Joe answered, "You know, my least favorite place to play is a spot where I don't get to spend enough time there." These words flouted the maxim of manner and have the implied meaning that Joe likes to be in a place that makes him do not need to spend enough time.

Data 6: Ariana Grande Carpool Karaoke

Ariana Grande was born on June 26th, 1993. She is a singer, songwriter and actress. Her name is widely known after she played a TV series *Cat Valentine*. In 2013, Ariana Grande debuted with her song single "The Way" on the album *Yours Truly*.

Some of Ariana Grande's songs won 2nd place on the *Billboard Hot 100* in 2014. In addition, her song entitled "Dangerous Woman" has also ranked 10th on the *Billboard Hot 100*, making her the top singer today. Ariana Grande's songs always make it on the *Billboard Hot* because of the high voice that she has.



Image 6. Ariana Grande and James Corden.

In this carpool karaoke video, Ariana Grande told the story of her experiences that are often asked by her fans to get pregnant. In addition, Ariana Grande also mimics the style of speaking and singing of Celine Dion that makes James amazed. What's interesting about this video is when Ariana Grande was carried

by James into the cafe to buy a drink. This clearly attracts the attention of many people. However, Ariana seemed happy and enjoyed it.

After James Corden and Ariana sang some songs of Ariana, James asked Ariana about the weirdest thing about being so popular. Then, Ariana told him that many people want her to be pregnant. That weird thing leaded them to flout the maxims and create the situation of humor.

Data 00: 06: 59 – 00: 08: 06

James Corden : So you've been in the public eye for so long, what's the strangest or weirdest thing you've ever read about yourself that you're like, that just isn't true?

Ariana Grande: **Tons of prengnancy stuff. People really want me to be pregnant** (1).

James Corden : They're really excited about you being pregnant.

Ariana Grande: They want it. They want it so bad. Every other week, there's a pregnancy thing.

James Corden : But I read a thing you insist to be carried by your security guard.

Ariana Grande: There's a picture of me being carried by my tour manager. I had to start a video in point a shoes. And I just posted it because it was cute. My toes was bleeding. I was in pain. I was like, oh, like, cute, thank you for, like, whatever.

James Corden : So that isn't true? You don't get carried anywhere?

Ariana Grande: No. That's so stupid

James Corden : **I don't know!** (2)

Ariana Grande: **Are you crazy?** (3)

James Corden : **If I was you, if I could find someone who could legitimately carry me. I would be carried on a throne by four guys in togas, just like- and I could just like- I would just wave to people like this as I drive down the road** (4)

Ariana grande : **I'm empty. My stomach is empty (5)**

James Corden : Want to get some food?

Ariana Grande: **Is there a little bar that we can get something? (6)**

James Corden : There will be for sure. We can grab you something right here.

1. Flouting Maxim

In data (1), Ariana Grande flouted the maxim of quantity. This is because the answers from Ariana did not provide the answers needed by the speaker. Ariana should have answered James's question by yes or no, but she did the different thing. Whereas data (2), and (3) show a violation of maxim of relevance. The two answers given by James had nothing to do with what Ariana said and could not provide brief information. Data (4) shows a violation of the maxim of relevance and maxim of quantity. The answer given by James did not fulfill what was needed by the interlocutor and was too excessive.

Whereas in data (5), Ariana clearly flouted the maxim of relevance because it could not create good cooperation with what James said earlier. Furthermore, in data (6), the flouting maxim of quantity occurs which made the answer from Ariana was not informative and inadequate.

2. Conversational Implicature

James was asking Ariana about the weirdest thing he has ever experienced during being a public figure. Ariana answered, "Tons of pregnancy stuff. People really want me to be pregnant." This statement shows how amazing she

was for people who really want her to get pregnant because Ariana herself does not have a partner yet. Furthermore Ariana also clarified related photos of herself carried by a man. He posted the photo on social media and managed to attract the attention of many people. James, who still doesn't believe it, asks if that's really true. Ariana firmly answered that it was not true and it was a stupid thing. Hearing Ariana's answer, James said "I don't know!" The sentence means that James really did not know the truth and he asked just to make sure the news was true.

Ariana Grande who annoyed to what James said, asked James by saying, "Are you crazy?" This was said by Ariana with the implied meaning that trusting the news easily was a crazy thing and what Ariana said was the right thing. However, James instead chimed in with the joke "If I was you, if I could find someone ..." the implicature of James's answer was that he tried to tease Ariana with his absurd imagination that lead them to laugh.

Data 7: Paul McCartney Carpool Karaoke

The Beatles are one of the most well-known bands of all the time. This band was formed in Liverpool in the 1960s and it has a rock genre. The songs are still widely played today. The Beatles consisted of John Lennon, Paul McCartney, George Harrison, etc. Paul McCartney, one of the bass in The Beatles band. His full name is Sir James Paul McCartney. He was born on June 18, 1942. Until now, Paul is still

active in the world of music and is listed as the artist with the highest income in the UK.

Paul McCartney has also been named the most successful musician and songwriter of all the time. His songs, that are full of positive words always make others who hear them feel calm. That is why, the Beatles song which was also created by Paul is still much loved and played until now.

Some of his achievements in The Beatles were when he won the *Ivor Novello Award* for his song in the film "*The Family Way*". In addition, The Beatles have also canceled their regular concerts because of the crowds and a lot of people watching, so that their music is beaten with crowds. In 1967, Paul McCartney led The Beatles to replace the previous leader, Epstein.



Image 7. James Corden and Paul McCartney

In this carpool karaoke video, Paul invited James to take a walk around Liverpool and visit some of the history-filled places of The Beatles. Besides, James and Paul also sang some of The Beatles' famous songs that James felt it brought his

emotional after singing the Beatles' songs. Finally, Paul sings a few songs at a bar where he usually visits. This made the fans come to see Paul sang crowdedly.

James asked Paul to accompany him around Liver Pool while sing some songs of Beatles. After having around James played of the song of Paul which reminded him to his grandfather. James said that it brought his emotion and started flouting the maxims although Paul did not give any good respond to him.

Data 00: 06:45 – 00: 07 35

- James Corden : Oh man, that got me emotional there.
- Paul McCartney : It did.
- James Corden : **It's too much for me. It feels like I was there. (1)**
- Paul McCartney : Wow.
- James Corden : **I didn't see that one coming around the corner. (2)**
- Paul McCartney : I swear that's the power of music. It's weird, Isn't it? How can you do that to you?
- James Corden : **Well, I can remember my granddaddy was a musician and my dad sat me down and saying, "we're going to play you the best song you've ever heard." I remember they're playing me that.(3)**
- Paul McCartney : Really?
- James Corden : **If my granddad was with me here now, he'd get a kick out of this.(4)**
- Paul McCartney : He is.

1. Flouting Maxim

In data (1) to (4), there were the flouting maxim of quantity. All of these flouting were committed by James Corden. The sentences said by James

did not meet the contributions needed by the interlocutor. In addition, James's answer brought too much information. It is reversed to the principle of maxim of quantity that the contribution of the information is as required.

2. Conversational Implicature

The meaning is implied in James's sentence, "It's too much for me. It feels like I was there." Is that James felt carried away by the atmosphere when singing one of The Beatles' song. James felt like he was returning to his past. Furthermore, because he felt emotional with the song, he was not aware of the vehicle he was driving, saying, "I didn't see that one coming around the corner." Although Paul McCartney only answered with a short answer, but James still talked about things that really were not too listened to by Paul, James explained to Paul that James remembered his grandfather and father who had played the song when he was a child. James also said, "If my grandfather was with me here now, he'll get a kick out of this" which means that his grandfather would feel proud if James's grandfather saw what happened on that day.

Data 8: Shawn Mendes Carpool Karaoke

Shawn Mendes, the American singer, who declared as the next Justin Bieber, was born on August 8, 1998, in Toronto, Canada. His full name is Shawn Peter Raul Mendes. He is a singer and song-writer who debuted in 2014 at the age of 15. He was dubbed the youngest singer whose song entered the Billboard 100 at number 24.

Initially, Shawn intended to upload a video of Justin Bieber's song entitled "As Long as You Love Me" on the Vine page. Vine is a video sharing web that was

released in 2012. Shawn's uploaded video has managed to attract 10,000 likes and bring him to be a superstar at this time. Shawn songs are much loved by teenage girls. One of them is a song called "Stitches", which managed to get no. 1 in European music charts and top 10 in North America.



Image 8. Shawn Mendes and James Corden

In this video, which uploaded on June 12th 2018, James asked some questions about his move to Toronto. They also talked about Justin Bieber because many people said that Shawn Mendes is the next Justin Bieber. As known that Justin Bieber has a unique habit of selling his underpants, James asked Shawn how much would he pay for Justin Bieber's underpants. Shawn Mendes who had a good sense humor answered the questions of James calmly and added some jokes that made James laugh.

Data: 00: 01: 17 – 00: 02: 52

James Corden : You moved now, right? You just moved out from living with your parents.

- Shawn Mendes : **Yeah, I love in Toronto now. I've got my own place, finally, which at first sucks because cooking for yourself and cleaning your house sucks until it's actually kind of nice. There's something kind of nice about it. (1)**
- James Corden : You don't clean your own house.
- Shawn Mendes : I do, I do.
- James Corden : No, I don't believe you.
- Shawn Mendes : **You're right. My mom does it. (2)**
- James Corden : No way, your mom still come around?
- Shawn Mendes : She does. She will not let me not have that happen, that's the thing.
- James Corden : Does she still do your laundry?
- Shawn Mendes : She does.
- James Corden : You know, Justin Bieber wears a new pair of underpants every day.
- Shawn Mendes : Is he throwing them in the garbage?
- James Corden : **I think he sells them online. (3)**
- Shawn Mendes : **It will never end. (4)**
- James Corden : Yeah, Complete 360.
- Shawn Mendes : **Everybody is happy. (5)**
- James Corden : Would you buy Justin Bieber's underpants?
- Shawn Mendes : Uh-huh.
- James Corden : How much would you pay for Justin Bieber's underpants?
- Shawn Mendes : Cap it at like \$500.
- James Corden : **That's a lot of money, but I want to know specifically when he wore them. I want to know what he did. What did he do in those? I don't want to be a pair of underpants that just**

wore on Tuesday. I want it to be like the pair of underpants he recorded “Love Yourself” in. (6)

- Shawn Mendes : Or the pair of underpants he played hockey in.
- James Corden : Yes, or went to the gym.
- Shawn Mendes : Really with sweat. He could have thrown them out and never worn them.
- James Corden : How much would you pay to wear my underpants?
- Shawn Mendes : **I would pay for them to be as far away from me as possible, although it \$500. (7)**

1. Flouting Maxim

From the data (1), Shawn Mendes broke the maxim of quality by stating that he cleans and cooks by himself. It certainly not something that can be proven true. In data (2), Shawn Mendes flouted the maxim of manner because he stated something not in order. The sentence is also the twist of the previous maxim.

Whereas in data (3), James Corden flouted the maxim of quantity because he said something that was not needed by the interlocutor and did not provide informative information. Data (4) and (5) show that Shawn Mendes flouted the maxim of relevance by stating something not related to the previous conversation. Fortunately, the irrelevant answer from Shawn Mendes was still understood by James Corden. Furthermore, in data (6), the flouting maxim of quantity done by James Corden by stating information that was exaggerated and not something that is needed by the interlocutor. Finally, in data (7), Shawn

flouted the maxim of quantity. It because Shawn Mendes gave too much information and did not say something orderly.

2. Conversational Implicature

The conversational implicature occurs in each of the flouting maxims which done by James Corden and Shawn Mendes. This implied meaning indeed contains verbal humor and also the specific intent to be conveyed just like what Shawn did to the data (1) when James Corden asked about his moving from his parents. He casually replied "... cooking for yourself and cleaning your house sucks until it's actually kind of nice". Of course the sentence that was said by Shawn was not based on the facts. If we look from 'who is Shawn Mendes', cooking by himself and cleaning the house certainly is not trivial things that are usually done by a famous singer like him. Shawn said those things aim to bring the humor atmosphere for the interlocutors.

Because James doubted of what Shawn had said, James kept saying that he did not believe Shawn Mendes. After arguing for a while, Shawn decided to say, "You're right. My mom does it ", which had implications that Shawn had lied and he admitted that. Through the sentence, it was revealed that the one who actually cooked and cleaned the house was her mother, not Shawn Mendes. James, who heard Shawn's words, did not feel surprised and asked if the mother of Shawn said he was still washing his clothes. Then, Shawn Mendes answer yes, which is further James imposed him by discussing that Justin Bieber always replaces his underwear every day. When Shawn intended to ask

if Justin Bieber immediately threw his underwear into the trash, James said, "I think he sells them online." It implies that what Shawn was asking was not true and James gave another slightly absurd possibility that he thought made sense. Of course, Shawn Mendes responded to James's words with a rather odd answer, by saying "It will never end", which means if Justin Bieber sells his underwear online then the sale and purchase transaction will continue and will not stop because every day there will be pants for sale. James also agreed with Shawn Mendes. Next, Shawn said, "Everybody is happy," which implied that Justin had a lot of fans who would certainly feel very happy when they bought his idol's pants. Moreover, every day they can buy it online.

This absurd conversation about Justin Bieber continued even when James said (6), who explained that he wanted to buy underwear from Justin Bieber that worn in unusual activities. James thought that he will feel more proud of the underwear owned by a popular singer he has. Fortunately, Shawn has a sense of humor that is almost similar to James so that the unclear conversation between them occurred effectively. At the end of his absurd conversation, James asked Shawn Mendes how much he would pay for James's underpants. Shawn casually replied, "I would pay for them to be as far away from me as possible, even though it was \$ 500." This sentence has an implied meaning that Shawn did not want to buy James's underpants, and he will pay as much as possible so that he will not see James's underpants.

Data 9: Christina Aguilera Carpool Karaoke

Christina Maria Aguilera was born on December 18th, 1980, New York, United States. She is a singer, songwriter, and actress. Christina Aguilera has been named as one of the best-selling music artists in the world because her album has sold 75 million. Some of the awards are five Grammy Awards, one Latin Grammy Award, and a star on the Hollywood Walk of Fame.

At her teenage, Christina had played in the Disney TV series with other artists, namely Justin Timberlake, Britney Spears, and Ryan Gosling. After successfully performing the TV series, Christina also received a recording offer and launched her debut album titled "Alone" in 1999. Then, Christina has continued to release singles and albums that continue to be praised for receiving various awards. Also, Christina is also a judge of a singing competition called The Voice.



Image 9. Christina Aguilera and James Corden.

James tried to trap Cristina by asking some question about Ryan Gosling. The rumor about Cristina Aguilera and Ryan Gosling when they played the TV series of Disney was make James curious whether it was true or not. Besides, Cristina answered the questions by flouting the maxims. It seemed like she hid something from James. So that James asked questions more and more.

Data 00:01: 42 – 00: 02: 58

James Corden : You were in the Mickey Mouse club with the most incredible group of dallas mates. Who was in that Mickey Mouse club with you?

Cristina Aguilera : It was me, it was Britney, it was Justin, it was Ryan Gosling.

James Corden : Even in that age. Could you find yourself get lost in Ryan Gosling's eyes?

Cristina Aguilera : **I think that we are crushes but I wasn't in the train (1).**

James Corden : What train that you want? Were you on the Timberlake train?

Cristina Aguilera : **It was, you know me and Britney—there was a thing that—oh my god (2).**

James Corden : What? What do you mean. I don't know what it is. What?

Cristina Aguilera : **I don't know any of that— (3).**

James Corden : **It was a good thing. Timberlake is the main dude in the MMC (4).**

Cristina Aguilera : He had swag.

James Corden : Did he? Even back then?

Cristina Aguilera : **Yeah, even back then. But I know Ryan actually pretty much. Ryan had a crush on Britney. It's a cute (5).**

James Corden : Did he?

Cristina Aguilera : **I think so. I don't know (6).**

James Corden : **She must be regretting that (7).**

- Cristina Aguilera : **It was like they were a big old couple (8).**
- James Corden : **It worked out wonderfully for everybody (9).**
- Cristina Aguilera : It's a hit song, right?
- James Corden : Alright, it's a hit song

1. Flouting Maxim

The data (1) is the flouting maxim of manner in which Christina could not give the brief information about Ryan Gosling, and it was difficult to understand. While flouting maxim of relevance occurs in data (2), in which Christina cannot bring success conversation by saying something not related to the question. In data (3), maxim of quality was flouted by Christina because she gave a less informational answer. It made James could not understand what Christina said, and James felt that something like being covered up. James Corden in data (4), flouted the maxim of quantity. It because James gave the information that was not needed and was too much. In the data (5) showed the flouting maxim of quantity because Christina gave the information that was not required by the hearer.

Flouting maxim of quality occurs in the data (6), because Christina does not seem to tell the truth, as if something will be covered up. Whereas in data (7), James flouted the maxim of quantity. Is because James said something that was not really needed in the conversation he had. In the data (8) and (9) were the flouting maxim of quantity. In data (8), Christina did not say something needed in the conversation.

2. Conversational Implicature

Christina Aguilera was one of the TV series players in her childhood. This TV series also starred by several famous singers such as Justin Timberlake, Britney Spears, and also actor Ryan Gosling. Christina Aguilera plays Stacey who in this TV series, is a teenage girl who is much loved by the boys, including Ryan Gosling. Therefore, many rumors say that both of them like each other. Then, James asked Cristina if Cristina really liked Ryan Gosling. However, Cristina responded by saying, "I think that we are crushed, but I wasn't in the train." The sentence shows that something is covered by Cristina. This is because Cristina says two contradictory things in one sentence

The next sentence that has an implied meaning is when Cristina could not answer James's question and can only say the broken sentence "- there was a thing that - oh my god". Cristina has tried to cover up what actually happened with the love story of her childhood while playing the TV series. It certainly attracts the attention of James to keep asking Christina. Next, James asked what Christina really wanted to say. But Christina could only say, "I don't know any of that—" in a low tone, which meant Cristina was reluctant to tell the truth because maybe she was ashamed to say it or it was something privacy for her.

While Cristina did not say the sentence perfectly yet, James seemed to know already what Christina would say by saying, "It was a good thing.

Timberlake is the main dude in the MMC ". James's sentence is the sentence that James used to provoke Christina to say the truth. This was done by James as if to conclude that Christina turned out to like Justin Timberlake, and he was ashamed to say it. James, who was not satisfied with Cristina's answer, tried to provoke Christina with some questions. One of James's questions was about Ryan, who was casually answered by Cristina by saying, "Yeah, even back then. But I know Ryan is actually pretty much. Ryan had a crush on Britney. It's a cute ". The implied meaning contained in the sentence is that Cristina tried to avoid the rumors about her with Ryan Gosling by saying that Ryan likes Britney. James, who did not believe continues to ask about it. Cristina also said, "I think so. I don't know ". The sentence has a contradictory meaning, which means that the speaker was not too sure of what she was saying.

Data 10: Meghan Trainor Carpool Karaoke

Meghan Trainor was born on December 22, in Nantucket, Massachusetts, in 1993. She is a singer and songwriter that popular by her hits song, "All About That Bass" in 2014. She also becomes a judge in one singing competition entitled, "The Four" in early 2018. The song, "Lips are Movin" also got the Grammy win for Best New Artist. She won some Grammy awards in every year for her songs. Meghan Trainor was also a songwriter that create some songs for other singers, such as Michelle Buble, her song featuring Charlie Puth and many others.

In her childhood, she has got the talent of music for her family. Her parents supported her a lot to develop her skill in music. They bought software to record her voice and entered her to the musical course at Nauset High School on Cape Cod. In her age of 11, she made her first song and followed by playing guitar and ukulele and percussion instruments. When she was 18, she enjoyed the Big Yellow Dog Music that sending Meghan Trainor to be popular by this hits song.



Image 10. Meghan Trainor and James Corden.

After having married to one of actor of Spy Kids movie named Daryl. James asked Meghan how they met. Meghan told her stories about her double date with her friend and the funny moment when the first time they date. James, as usually did, he told his ridiculous experience about having date with his wife.

Data 00: 01:25 – 00: 03: 25

James Corden : How do you find your life?

- Meghan Trainor : It is so fun and I recommended it to everyone. It's so good.
- James Corden : How did you and Darrel, how did you and Darrel meet?
- Meghan Trainor : **A friend of Cloay Grace Moretz, do you know her? (1)**
- James Corden : I do know Cloay Grace Moretz
- Meghan Trainor : She set me up on a modern day blind date.
- James Corden : How does this come about?
- Meghan Trainor : We were hanging out and I was like dude I'm just trying to find a nice guy. And she is like one of my best friends is the nicest guy I know. I was like okay, hook it up and we went on a double date and we went bowling.
- James Corden : Who was the double date? You, Daryl, Cloay Grace Moretz and Brooklyn Beckham?
- Meghan Trainor : **I had no idea who he was. (2)**
- James Corden : You go out, you go bowling and that takes your breath away, he takes the first strike and you alike, "Ups, he just knocked down all my pins."
- Meghan Trainor : He came to me and was like "you should kiss him".
- James Corden : How old were you at this point? 12?
- Meghan Trainor : **They were like 19 and I was 22, and I was like you are children. I was like, "Guys, let me kiss him on my own time." I looked at my security guard and I was like, be gone. And that is when the- it oh it is always going down. (3)**
- James Corden : **That is what I always think of romance. I remembered the first time I kissed my wife. It was only once the security garden had left the bowling ate that I thought now is the time for us to kiss. (4)**
- Meghan Trainor : After that we went to karaoke and he sang 'Your Song' by Elton john, in my face, to me.
- James Corden : **Wow, Daryl. A big pair of bowling balls. (5)**

- Meghan Trainor : I have never met anyone like him. And I was like, :”I’m going to marry you.”
- James Corden : You thought it that night?
- Meghan Trainor : Yeah.
- James Corden : And what did Brooklyn and Cloey Grace Moretz doing at this point?
- Meghan Trainor : I swear to god they were singing spice girls
- James Corden : **Shut up.** (6)

1. Flouting Maxim

In the conversation above, the maxim of quantity was flouted by Meghan Trainor on the data (1) to the data (3). Meghan Trainor did not obey the rules, so that she said the non-informative answers that needed by the interlocutor. Furthermore, in the data (4) and the data (5), James also flouted the maxim of quantity. James contributed to the conversation excessively and was not give something informative. Fortunately, the conversation between James Corden and Meghan Trainor still invited laughter. Finally, in the data (6), James flouted the maxim of relevance because the answer of James was not related to what Megan Trainor had said before.

2. Conversational Implicature

James was talking about how Meghan Trainor met with her husband, Daryl. Meghan Trainor was happy to tell how they first met. They met when they hang out together. James continued the conversation by asking how they could meet for the first time. Meghan replied, "A friend of Cloay Grace

Moretz, do you know her?" This flouting maxim of quantity showed that Meghan Trainor knows Daryl through her friend, Cloay Grace Moretz. Meghan got a blind date with Daryl and eventually became lovers through Cloay Grace Moretz. Next, James asked who was on the blind date told by Meghan Trainor. Meghan Trainor also said, "I have no idea who he was". From this sentence, there is an implied meaning that Meghan Trainor is not too concerned and thought about who was in the double date. This because Meghan Trainor was framed by his friend for a blind date with Daryl. Furthermore, when Meghan Trainor answered James's question about her age at that time, she answered, "They were like 22, and I was ..." the sentence means that Meghan Trainor felt he was mature enough to date without having to be trapped by friends. Cloay Grace Moretz, as an intermediary in her introduction to Daryl, often traps Meghan Trainor with Daryl to become lovers.

After listening to the story of Meghan Trainor, James also told his romantic story with his wife. He recounted his first experience while dating with his wife. This maxim of quantity violation was done by James to break the ice and also to tell the story told by Meghan Trainor. In addition, James also intends to bring an atmosphere of humor at the time. Furthermore, James chimed in "wow, Daryl. A big pair of bowling balls. "Which shows how amazed James was by Daryl's treatment of Meghan Trainor.

1.3 Discussion

Based on the analysis conducted by the researcher, there will be some illustrations about the findings. It is used as the answer to the research questions maintained in the previous chapter. The theory of Grice also plays an essential role in finding answers to the research questions. This theory deals with how to create a successful conversation through the cooperative principle. The theory of verbal humor is generated from violations of the cooperation principle (Amianna & Putranti, 2017) and also some previous studies on the flouting cooperative principle. Beside, the critics of Davies (2007) and Kleinke (2010) also take part in this discussion.

In the 10 data sources, the researcher found that each four principles were flouted, namely maxim of quantity, maxim of manner, maxim of relevance, and maxim of quality. The maxim of quantity is the cooperative principle that is frequently flouted. Both James Corden and the guest stars who flouted the maxim of quantity tried to turn the conversation and create an atmosphere of humor. This humorous atmosphere is created as a result of information that not relates to the conversation but still has an implied meaning and leads people to laugh. However, it takes some differences from similar studies conducted by Herniti (2015). In his research on TV advertisement, the most frequently violated maxim in the maxim of quality was intended to provide the information needed by the general public regarding the advertising product.

The theory of cooperative principle declared by Grice shows the rules of how to create a successful conversation by obeying the rules. Those rules are the maxim of relevance, maxim of manner, maxim of quality, and quantity. If someone obeys the rules of this conversation, then the possibility of misunderstanding and ambiguity will be spared. However, people often deliberately flouted the cooperation principle with a specific purpose. As explained in a study conducted by Detrianto & Degaf (2017), buyers and sellers in traditional markets in Malang tend to flout the cooperative principle to make buyers feel comfortable and happy so that the buyers will buy other times. Meanwhile, in this study, the researcher found that successful conversations sometimes occur by not obeying the cooperative principle. It aims to bring up the effect of verbal humor that makes the other people feel pleasant and enjoy the conversation. Besides, each flouting maxim has an implied meaning. In this implied meaning, we often found conclusions and also the meaning that invites laughter.

As explained in a study conducted by Amianna & Putranti (2017), the two-faced or ambiguous meaning of linguistic features in the conversation creates a humor situation. This humor situation is produced because the participants are not obeying the rules of Grice's cooperative principle. The attitude of not obeying the cooperative principle tends to lead the misunderstanding and ambiguities, which later creates laughter as one of the effects of humor. However, in this study, the researcher found that not all of

flouting maxim produces the desired effect of humor. It depends on the interlocutors. If the interlocutors have the same or enough sense of humor, then the mood of humor will be easily realized. In contrast, if the interlocutor has a lack or different sense of humor, then flouting maxim of the cooperative principle will not produce an atmosphere of humor in both directions between the speaker and the interlocutor.

In addition, as human beings grow older, they will produce rational utterance that will not lead others to laugh that the humor atmosphere does not reach perfectly. The decrease of humor sense in elderly people is because of their characters of being less flexible and less patient of absent punchline. Besides, the old people like to tell their own stories as their pride. So, it should not be surprising that they do not like joke nowhere. Therefore, James could not make Paul laughed by being exaggerated of reminding his grandfather in the Paul McCartney carpool karaoke .Paul reacted of what James did by saying the short word and adding some fact about the power of music that generally does not invited laugh. In this video, only James who flouted the maxims While Paul did not smile although James said something ridiculous.

Paul is one of the member of the legend band The Beatles that still alive. He considered as the senior singer all over the world. In this 10 data, Paul considered as the elder guest among the singer that was invited by James

Corden. The age of Paul McCartney is 78 years old. Therefore, he might not recognize some punchline or jokes nowhere.

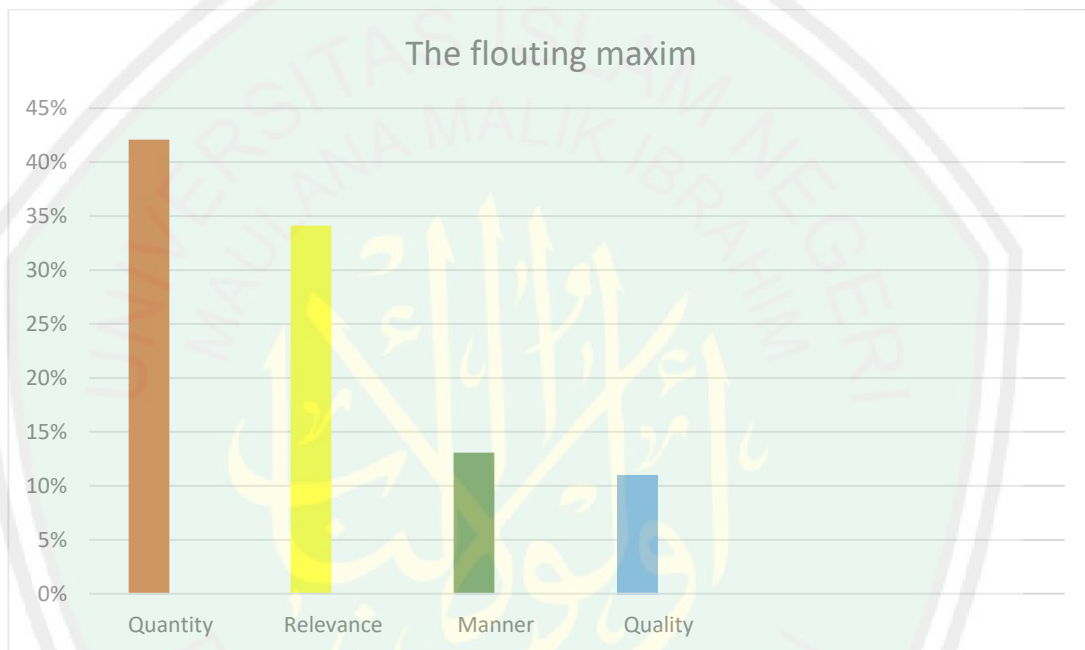


Figure 1: Percentage of 61 data that flouted based on the cooperative principle.

In short, the data can be shown in the diagram above. The diagram showed the flouted maxim of quantity as the most frequent flouting in the carpool karaoke session. Besides, the flouting maxim of relevance also often occur in these ten videos. Both the flouting of the cooperation principle had a specific purpose and meaning. James Corden and his guests were doing these flouting to create an atmosphere of humor that can make them enjoy the conversation. They often flouted the maxim of quantity by exaggerating answers that should not be needed in the conversation. Furthermore, they

also flouted the maxim of relevance by giving answers that sometimes do not relate to the question. Fortunately, it had a humorous effect that can make other people feel comfortable and keep the conversation forward. This atmosphere humor also attracted the attention of others to watch this carpool karaoke session on *YouTube*.

Regarding to Davies (2007), he claimed that the theory of Grice has several limitations and weaknesses. One of them is that the theory of Grice is not the fundamental theory in implicature. An important aspect in implicature is the Speaker intention distinction and how the speaker and the hearer can bring up the issue that is being discussed. In this study, the researcher found that the success of a conversation does not depend on Grice's theory. On the other hand, the violation of Grice's theory rises to humor which in turn can make the conversation easy to understand and flows naturally.

Davies also stated that the Grice theory focuses on the speaker as the center attention of the conversation and the hearer as a passive party who must interpret the meaning of what the speaker means. It makes the hearer difficult to interpret the meaning of the speaker, so that the conversation does not run perfectly. Therefore, the researcher concluded that the violation of the cooperative principle was carried out without confusing the hearer by having difficulty to interpret the meaning of what speaker meant. On the other hand, by breaking the cooperative principle, the conversation between the speaker and the hearer becomes interesting and runs successfully.

Sonja Kellinke (2010) also stated that Grice's theory of the cooperative principle generates new perspectives on two problems; speaker activity and a cognitive underpinning of the maxims conversation. Related to Kellinke, in this study there was a relevance between the speaker and the hearer through the flouting of Grice's theory. The existence of this relevance allows the speaker to convey the intentions to the hearer without omitting the information. Moreover, the hearer will easily catch what speaker meant because of the good intentions delivered by the speaker.



CHAPTER IV

CONCLUSION AND SUGGESTION

This chapter contains the researcher's conclusions after analyzing the ten data that had been collected. Conclusions are written based on the analysis that has been carried out using a descriptive method. This chapter also contains some suggestions written by researchers for readers who want to do further research related to this research topic.

4.1 Conclusion

After analyzing the flouting of the cooperative principle and the implied meaning of each flouting, the researcher concluded that the four cooperative principles discovered by Grice had been flouted at this carpool karaoke. The flouting maxim of quantity and maxim of relevance are frequently flouted during the conversation. This flouting maxim was done by James and also the guests to create an atmosphere of humor so that the conversation would be enjoyable and comfortable. Each of these flouting maxims has an implied meaning that can produce verbal humor.

A good conversation is often defined as a conversation that conforms to the existing rules and regulations. However, in our daily life, we often find the flouting of the cooperative principle. The flouting of the cooperative principle is sometimes deliberately done to create a comfortable conversation and relieve tension by laughing.

Researchers also concluded that producing verbal humor by flouting the cooperative principle depends on the sense of humor that each person has. The sense of humor of a different person is very influential in creating humorous situations. Luckily, the Carpool Karaoke host program has a good sense of humor to make the guests feel comfort and entertained. Moreover, the old people produce the atmosphere rarely because they tend to say rational things that not categorized as something ridiculous.

4.2 Suggestion

In this study, researchers used Grice's pragmatic theory of the cooperative principle combined with verbal humor theory. The researcher expects that other researchers will research the pragmatic realm by combining other humor theories. Moreover, the researcher concludes that the used of Grice's theory on cooperative principle has limits and weaknesses. So that the additional sources on critics of this theory are required such as in the journal of Kleinke (2010) and Davies (2007).

Furthermore, in this study, the researcher used the TV program object The Late Late Show, which no scripts. So, the other researcher will further research objects that have scripts or text. The other researchers can research the flouting maxim by looking at various perspectives, such as gender, age, background knowledge, or the flouting maxim that occur from people in different countries.

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BIOGRAPHY



Happy Maulidya was born in Malang on July 9, 1998. She was the youngest of three children. Her father was a teacher and her mother was a good housewife. She spent her childhood in Poncokusumo until he graduated from Madrasah Ibtidaiyah (MI).

She took secondary education at MTs Negeri 2 Malang. During her secondary education he lived in the small Islamic boarding school in Turen, which at that time only had 9 female students. She took senior high school at MAN 1 Malang City and he lived in a boarding school not far from his school. Currently she is continuing her studies at the Islamic University of Maulana Malik Ibrahim Malang in English Letters Department.

