

**RELEVANCE CONVERSATION BETWEEN HOST AND
GUEST IN JOE ROGAN PODCAST**

THESIS

By:
Irvan Strife Buana
NIM 18320007



**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK
IBRAHIM MALANG
2022**

**RELEVANCE CONVERSATION BETWEEN HOST AND
GUEST IN JOE ROGAN PODCAST**

THESIS

Presented to
Universitas Islam Negeri Maulana Malik Ibrahim Malang
in Partial Fulfillment of the Requirements for the Degree of *Sarjana
Sastra* (S.S.)

By:
Irvan Strife Buana
NIM 18320007

Advisor:
Drs. Djoko Susanto, M.Ed, Ph.D.
NIP 196705292000031001



**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK
IBRAHIM MALANG
2022**

STATEMENT OF AUTHORSHIP

STATEMENT OF AUTHORSHIP

I state that the thesis entitled **“Relevance Conversation Between Host and Guest in Joe Rogan Podcast”** 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, 12 October 2022

The Researcher



Irvan Strife Buana

NIM 18320007

APPROVAL SHEET

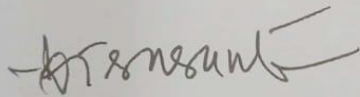
APPROVAL SHEET

This to certify that Irvan Strife Buana's thesis entitled **Relevance Conversation Between Host and Guest in Joe Rogan Podcast** has been approved for thesis examination at Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of *Sarjana Sastra* (S.S.).

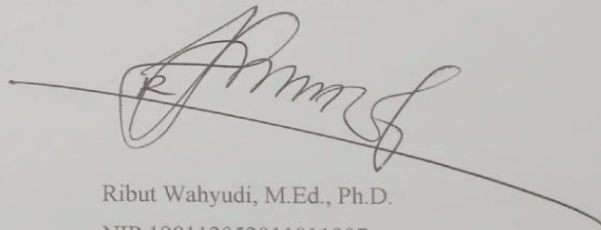
Malang, 12 October 2022

Approved by
Advisor,

Head of Department of English Literature,



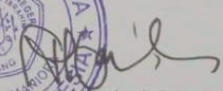
Drs. Djoko Susanto, M.Ed, Ph.D.
NIP 196705292000031001



Ribut Wahyudi, M.Ed., Ph.D.
NIP 198112052011011007

Acknowledged by
Dean,




Faisol, M. Ag.
NIP 197411012003121003

LEGITIMATION SHEET

LEGITIMATION SHEET

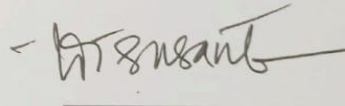

This is to certify that Irvan Strife Buana's thesis entitled **Relevance Conversation Between Host and Guest in Joe Rogan Podcast** has been approved by the Board of Examiners as one of the requirements for the degree of *Sarjana Sastra* (S.S.) in Department of English Literature.

Malang, 12 October 2022

Board of Examiners

1. Dr. Hj. Meinarni Susilowati, M.Ed. (Main Examiner)
NIP 196705031999032001
2. Nur Latifah, M.A. (Chair)
NIP 19770625201802012178
3. Drs. Djoko Susanto, M.Ed, Ph.D. (Advisor)
NIP 196705292000031001

Signatures



Approved by

Dean of Faculty of Humanities



M. Faisol, M. Ag.

NIP 197411012003121003

MOTTO

Strive to achieve success and help many people to be successful too.

DEDICATION

This thesis I dedicate to:

My parents, Mr. Edwin Sagitari Buana and Mrs. Ratna Juwita

My siblings, Rizky Pratama Buana, Shakira Azzahra Buana, Cello Caprico Buana,

My big family And all my Ustadz/Teacher and Friends.

ACKNOWLEDGMENTS

Bismillahirrahmannirrahim

Praise Allah, the most potent and merciful lord of the world, the One who has given the researcher faith and strength to continue living life. Praise be to Allah, because of Him, the researcher was able to complete the thesis entitled *Relevance Conversation Between Host and Guest in Joe Rogan Podcast*, to fulfill the requirements to get the degree of *Sarjana Sastra* (S.S.) at UIN Maulana Malik Ibrahim Malang. Greetings and blessings to the Prophet Muhammad SAW, the mercy of all the world, our prophet, and the best role model for Muslims.

Then, the researcher would like to thank the support system and all those who have helped the researcher in writing this thesis:

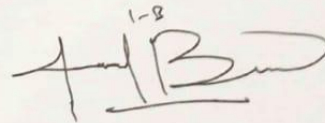
1. Father and Mother, and the whole of my big family.
2. Tutu Abdul Djalil Buana, Nenek Hj. Chairiyah, Ande Mayna, Abah Isni, Bunda Dira, and other relatives.
3. Kakek Endjang Sutisna, Ninin Siti Rahayu, Julia Juwita, and other relatives
4. My academic advisor, Dr. Galuh Nur Rohmah, M.Pd, M.Ed. has guided and always supported me since the beginning of my college days, thank you very much, and may Allah always bless you.
5. My thesis advisor, Drs. Djoko Susanto, M.Ed, Ph.D., has guided and always supported me to do a good thesis; thank you very much, and may Allah always bless you.

6. Pondok Pesantren Darul Hikmah Al-Hasani: Abah H. Djunaedi, Ustadz Khofiyullah, Mas Abdurrahman Addakhil, Kang Irfan Fauzi, Mas Nur Kholili, Fadhil, Aswar, Awaluddin Nur Khoiron, Mas Khamim, Mas Ali, Mas J, Mas Nailul, Pak Ngatii, Abah Masud, and all the Darul Hikmah and Tegaltawang Family who have been accept me and teach me a lot of new things.
7. ‘SASING 18 Futsal’ squad: Zidan, Tony, Husein, Adit, Trio Iqbal, Gilang, Kikik, Ulum, Safril, Dadank, Nizam, Rofii, Fais, Jais and all of them my best friends who have accompanied and helped me during this journey of life .
8. My Friends English Literature Department 2018
9. My Family KAMAPA JABAR Malang : Irfan Fauzi, Kamil, Kang Agus, Teh Rini, Baldan, Rifqi, Nadya, Husna. Faisal, Salim, and any others.
10. And all the people who have been good to me and have accepted me as a friend, family and part of them. I can't mention them one by one but may God reward your kindness with the best reward.

Finally, the researcher hopes this thesis can be a new reference for readers about Relevance theory of Sperber & Wilson, and make readers aware of how important it is know the relevance in conversations. However, the researcher realizes that this thesis is still not perfect. Therefore, the researcher hopes the readers can give criticism and suggestions for the perfection of this thesis.

Malang, 12 October 2022

The researcher

¹⁻⁸


Irvan Strife Buana
NIM 18320007

ABSTRACT

Buana, Irvan Strife (2022) *Relevance Conversation Between Host and Guest in Joe Rogan Podcast*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor Drs. Djoko Susanto, M.Ed, Ph.D.

Key word: Relevance Theory, Relevant, Irrelevant.

Communication is very important and useful in everyday life. From communication, people can interact with each other and do many positive things in the world. Communication is an inseparable part of interaction and language. In this world, there are many varieties of languages spread throughout the world with their own uniqueness and characteristics. People, have to improve at least their own language to continue their activity in life. From the many languages spread in the world, English has an important role as a Lingua Franca which makes international interests use English as a means of communication. Regarding the research that the researcher did in this thesis, people need to know the relevance in conversation to understand the relevance of their conversation with the interlocutor. In order to know the relevance of a conversation, this is a function of relevance theory explaining this. The researcher examined the Relevance Conversation between Host and Guest in Podcast based on Relevance Theory. According to Sperber & Wilson (1995) Relevance theory is based on the definition of relevance and two principles of relevance, cognitive and communicative principles. The definition of relevance is "an assumption is relevant in a context if and only if it has some contextual effect in that context", The human brain is programmed to support the most relevant stimuli, thoughts, and ways of thinking, to produce maximum cognitive effect with the least amount of effort. This study aims to find out how relevance is represented between hosts and actors in podcasts, specifically Joe Rogan and Elon Musk. This research uses descriptive qualitative research method to explain the representation of relevance in conversation. The data source is taken from the Youtube platform with the code Joe Rogan Podcast#1470.

ABSTRAK

Buana, Irvan Strife (2022) *Percakapan Relevansi Antara Pembawa Acara dan Tamu di Joe Rogan Podcast*. Skripsi. Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing: Drs. Djoko Susanto, M.Ed, Ph.D.

Kata kunci: Teori Relevansi, Relevan, Tidak Relevan.

Komunikasi sangat penting dan berguna dalam kehidupan sehari-hari. Dari komunikasi, orang dapat berinteraksi satu sama lain dan melakukan banyak hal positif di dunia. Komunikasi merupakan bagian yang tidak terpisahkan dari interaksi dan bahasa. Di dunia ini terdapat banyak ragam bahasa yang tersebar di seluruh dunia dengan keunikan dan ciri khasnya masing-masing. Orang-orang, harus meningkatkan setidaknya bahasa mereka sendiri untuk melanjutkan hidup mereka. Dari sekian banyak bahasa yang tersebar di dunia, bahasa Inggris memiliki peran penting sebagai Lingua Franca yang membuat kepentingan internasional menggunakan bahasa Inggris sebagai alat komunikasi. Mengenai penelitian yang peneliti lakukan dalam tesis ini, orang perlu mengetahui relevansi percakapan untuk memahami relevansi percakapan mereka dengan lawan bicara. Untuk mengetahui relevansi suatu percakapan, inilah fungsi dari teori relevansi yang menjelaskan hal tersebut. Peneliti mengkaji Relevansi Percakapan antara Host dan Tamu di Podcast berdasarkan Teori Relevansi. Menurut Sperber & Wilson (1995) Teori relevansi didasarkan pada definisi relevansi dan dua prinsip relevansi, prinsip kognitif dan komunikatif. Definisi relevansi adalah "suatu asumsi relevan dalam suatu konteks jika dan hanya jika memiliki beberapa efek kontekstual dalam konteks itu", Otak manusia diprogram untuk mendukung rangsangan, pemikiran, dan cara berpikir yang paling relevan, untuk keluaran kognitif maksimum. . efek dengan sedikit usaha. Penelitian ini bertujuan untuk mengetahui bagaimana relevansi direpresentasikan antara pembawa acara dan aktor dalam podcast, khususnya Joe Rogan dan Elon Musk. Penelitian ini menggunakan metode penelitian deskriptif kualitatif untuk menjelaskan representasi relevansi dalam percakapan. Sumber data diambil dari platform Youtube dengan kode Joe Rogan Podcast#1470.

مستخلص البحث

بوانا, عرفان ستريفي, (2022)، نظرية الصلة في المحادثة بين جو روجان وإيلون ماسك أطروحة جامعية. قسم الأدب الإنجليزي ، كلية العلوم الإنسانية، مولانا مالك إبراهيم الدولة الإسلامية جامعة مالانج. مستشار د. دجوكو سوسانتو، الماجستير

الكلمات المفتاحية: نظرية الصلة بالموضوع ، ذو صلة ، غير ذي صلة.

التواصل مهم جدا ومفيد في الحياة اليومية. من خلال التواصل ، يمكن للناس التفاعل مع بعضهم البعض والقيام بالعديد من الأشياء الإيجابية في العالم. التواصل جزء لا يتجزأ من التفاعل واللغة. يوجد في هذا العالم العديد من أنواع اللغات المنتشرة في جميع أنحاء العالم مع تميزها وخصائصها. يجب على الناس تحسين لغتهم على الأقل للمضي قدماً في حياتهم. من بين العديد من اللغات المنتشرة في العالم ، تلعب اللغة الإنجليزية دوراً مهماً باعتبارها Lingua Franca مما يجعل الاهتمامات الدولية تستخدم اللغة الإنجليزية كوسيلة للتواصل. فيما يتعلق بالبحث الذي أجراه الباحث في هذه الأطروحة ، يحتاج الناس إلى معرفة أهمية المحادثة لفهم أهمية محادثتهم مع الشخص الآخر. لمعرفة مدى ملاءمة المحادثة ، هذه هي وظيفة نظرية الصلة التي تشرحها. يفحص الباحث أهمية المحادثات بين المضيفين والضيوف في ملفات البودكاست بناءً على نظرية الصلة. وفقاً لـ (Sperber & Wilson 1995) ، تستند نظرية الصلة إلى تعريف الصلة ومبدأين يتعلقان بالموضوع ، والمبادئ المعرفية والتواصلية. تعريف الصلة هو " الافتراض المناسب في سياق ما إذا كان له بعض التأثير السياقي في هذا السياق فقط "، تمت برمجة الدماغ البشري لدعم المحفزات والأفكار وطرق التفكير الأكثر صلة ، لتحقيق أقصى قدر من المخرجات المعرفية . . تأثير بأقل جهد. تهدف هذه الدراسة إلى معرفة كيفية تمثيل الصلة بين المقدمين والممثلين في البودكاست ، وتحديداً جو روجان وإيلون ماسك. تستخدم هذه الدراسة مناهج بحثية وصفية نوعية لشرح تمثيل الصلة بالموضوع في المحادثة. مصدر البيانات مأخوذ من منصة Youtube برمز # 1470 Joe Rogan Podcast.

TABLE OF CONTENT

THESIS	1
STATEMENT OF AUTHORSHIP	i
APPROVAL SHEET	ii
LEGITIMATION SHEET	iii
MOTTO	iv
DEDICATION	v
ACKNOWLEDGMENTS	vi
ABSTRACT	ix
ABSTRAK	x
مستخلص البحث	xi
CHAPTER I	1
INTRODUCTION	1
A. BACKGROUND	1
B. Research Question	10
C. Significance of Research	10
D. Scope and Limitation	11
E. Definition of Key Terms	11
CHAPTER II	13
REVIEW OF RELATED LITERATURE	13
A. Relevance Theory	13
CHAPTER III	26
RESEARCH METHOD	26
A. Design of Research	26
B. Data and Source	27
C. Data Collection	27
D. Data Analysis	28
CHAPTER IV	30
FINDING AND DISCUSSION	30
A. FINDING	31
B. DISCUSSION	38
CHAPTER V	64
CONCLUSION AND SUGGESTION	64
A. Conclusion	64
B. Suggestion	65
BIBLIOGRAPHY	66
APPENDIX	69
CURRICULUM VITAE	73

CHAPTER I INTRODUCTION

A. BACKGROUND

Communication is process of sending and receiving messages or news between two or more people, groups, communities to connected with the environment and society. Communication plays an important role in establishing relationships between individuals by conveying certain words, opinions, and ideas. The listener can understand the meaning of the speech. Every word that spoken must have a purpose whether to strengthen brotherhood, to entertain, to advise, or to insinuate and reproach. In communication, conversation is included in the verbal communication section where according to the KBBI conversation is a unity of language interaction between two or more speakers. In conversation, we communicate messages or ideas to others through words or sentences. However, most of these words or sentences are not just ordinary words or sentences, because they may contain additional meanings and implicature behind what is said. Therefore, we need to know both the true meaning of the words and sentences to avoid misunderstandings in communication and conversation.

For some time, the field of pragmatics has brought relevance theory to be a leading research among other studies. There has been research work dealing with relevance theoretical frameworks on central topics such as scalar implicature. (Carston, 1998; Breheny, Katsos & Williams, 2006; Noveck & Sperber, 2007). In part of implicature, the receiver or listener need to consider how the speaker generates an implicature. There is the possibility of implicit problems for the

listener when understands the meaning and absorbs the intended meaning from the utterance. In 1975 Grice introduced the theory of cooperative principle, there are consist of 4 maxims. Dan Sperber and Deirdre Wilson in 1995 criticized that principles in Gricean maxims can be classified into maxim of relevance because saying something relevant is the main feature of conversation where the speaker has a goal for their communication success. The theory of relevance in communication can represent the interpretation of figurative language commonly used by social communities. However, in Grice's theory, figurative expressions, such as metaphors and idioms will certainly violate the maxim of quality.

In the late 1970s and early 1980s Sperber and Wilson both turned to the relatively new field of pragmatics research. Deirdre Wilson (1975) tried to show that several semantic problems perhaps possible to be handled well in pragmatics while Dan Sperber debated a pragmatically oriented approach to figurative speech. He wrote short essays that would bridge the gap between their perspectives by exploring the continuity and discontinuity between semantics, pragmatics and rhetoric. Essay turned into a book (Sperber & Wilson, 1986/1995), The existing version of theory today is generated from years of collective efforts by experts such as philosophers, linguists, and cognitive scientists. Dan Sperber & Wilson put forward the theory of relevance, and said that conversational implicatures are understood by listeners only by take into consideration relevant context features in communication, and identify to recognize any speech from the speaker as relevant to the conversation (Ramos, 1998). When listeners and readers understand a text, they interpret and consider the relationships between the utterances as meaningful

words, drawing conclusions using the background knowledge that shapes their point of view about the world. (Cutting, 2002).

As a consideration in conducting this research, the author uses several previous studies related to this topic. Several researchers have conducted research related to research topics with relevance theory. The study of relevance theory in the previous study that the author attaches is rarely done or even no one has researched with conversational research objects in Podcasts, mostly using film research objects. Therefore, researchers have found several previous studies that are relevant to their research, found gaps in their research and tried new things by using relevance theory to examine conversations in Podcasts as the object, whereas other researchers in previous studies used films as research objects.

The first previous study is a research entitled Relevance Theory by Wilson, D. (2019). This research history of the creation and development of relevance theory in the late 1970s and how the theory of relevance itself. It also explains that relevance theory treats the boundary between semantics and pragmatics as co-extensive with the boundary between decoding (linguistics) and inference (pragmatic). He also explains that relevance theory sees the meaning of encoded sentences as usually fragmentary and incomplete, and must undergo inferential enrichment or elaboration to produce fully propositional forms. In this study we also find a simple explanation of how relevance theory works, namely relevance theory is based on the definition of relevance and two principles of relevance. One of them applies to human cognition in general and the other applies more specifically to ostensive-inferential communication.

The second previous study is a book entitled *Relevance Theory, Interpreting, and Translation* by Strońska & Drzazga (2017). This book explains in great detail the theory of relevance, history and other terms in it. This book also reviews the case of the elected head of America, Jimmy Carter. He uttered the speech: "I left the United States this morning", when that speech translated into Polish, it became such a somewhat dramatic statement: "porzucilem Stany Zjednoczone" ("I abandoned the United States"), that kind of thing was known as one of the most popular cases of misinterpretation of speeches at the level of diplomatic relationship. The advantage of this source is that it explains relevance theory in a simple and detailed way as a theory that relies on manifest communication and cognitive which is useful in translation. He also criticized that "Relevance Theory no longer attracted the same level of interest or debate in the literature but continued to serve as a theoretical basis for investigation". The weakness is the data in Polish and German language, makes the reader less understanding of the language.

The third previous study is a research entitled *Context Selection in Relevance Theory* by Stavros Assimakopoulos (2017). This study examines the comprehensive picture of RT's account of the context selection process with a view to clarifying the state-of-the-art in relation to this issue, as well as expands on the current account by further discussing certain statements that have been made by relevance theorists and appear to have influence on it. Start by briefly justifying the individualistic perspective that RT adopts in context descriptions for interpretation, before I move on to presents an account of the selection of existing

contexts. The advantage of this research it offers some additional arguments about how RT can explain context selection from both the listener's and speaker's perspectives. The speaker is in an attempt to enhance the psychological plausibility of the existing image and address some of the criticisms that RT faces on this front.

The fourth previous study is a thesis entitled “An analysis of implicature in Fast Furious movie based on Relevance Theory” by Nur (2015). This research discusses the character conversations in the “Fast Furious film”. Author of this research eliminating utterances to limits the data, and retrieval that contain implied or implicature meanings. In this study are exits seven sequels to the film, but only one of the several sequels was used. The theory used is the theory of relevance, implicature and explication. The theory proposed by Sperber and Wilson. The type of research that the author does is descriptive qualitative, a description of certain situations using interviews, observation or document review. The data used in this study is primary data, namely the entire speech of the characters in the film. The author collects the transcription of the script from the film. The object is “Fast Furious film” to be the data to support the viewers capture the implication meaning of the character's speech by relevance theory.

The fifth previous study is a research entitled “Why relevance theory is relevant for lexicography” by Bothma and Tarp (2014). This research presents the concise summary of RT and its use in information science in relation to lexicographic function theory. As well as explain different various types of relevance, ie. Relevance in objective system and the various type of subjective

relevance, there are topical, cognitive, situational, socio-cognitive, and affective relevance. Then it demonstrates, and provides make sense reasons, about why relevance is pivotal from the person's perspective, especially in stage of the pre- and post-extra-lexicographic consultation phases and in the intra-lexicographic consul phases. The advantage of this article is that the discussion combines object theory of relevance with theory of lexicographic functions, while the drawback is that the explanation is too complicated and long.

The sixth previous study is Research entitled Relevance Theory by Nicholas Allott (2013). This study analyze about the ins and outs of relevance theory, also explains many parts and links in relevance theory such as The Central Assumption and Heuristics in Relevance Theory, Cognitive and cognition of relevance theory. It also explains the relevance of an input of individual, namely, A. Other things being equal, the greater the positive cognitive effects achieved by processing an input, the greater the relevance of the input to the individual at that time, B. Other things being equal, the greater the processing effort expended, the lower the relevance of the input to the individual at that time. The advantage of this research is a discussion about how to maximize relevance. Not only that, he also provides a comparative explanation of this theory with Grice's theory. The advantage of this research

The seventh previous study was a research entitled Relevance Theory and Poetic Effects by Anna Christina Ribeiro (2013). This study examines the poetic effect and the theory of relevance in a conversation. This study also reveals Sperber Wilson's view of a completely logical speaker entries attached to

conceptual addresses and, when speakers share a language, lexical entries as well. Naturally, encyclopedic entries, although different from person to person, should still overlap to a sufficient extent for communication, and may overlap. If speakers only share available information on logical and lexical entries attached to concepts they have stored in memory, it is unlikely that their exchange will result in the exchange of a lot of information. While logical entries provide the (deductive) rules for the use of concepts, and lexical entries of linguistic tags to be used for them, information from encyclopedic entries provides contextual information that will specify the conclusions drawn with them. The advantage of this research is that it reveals a new view of the breakthrough Poetic effect on relevance theory which is still more widely discussed.

The eighth previous study is a research entitled *Lexical pragmatics, ad hoc concepts and metaphor: from a relevance theory perspective* by Robyn Carston (2010). This research is cognitive-scientific theory, RT is open to evidence from a variety of sources, including native speaker-hearer intuition, examples of recorded linguistic communication (corpus data) from communicative typical and atypical populations, results from relevant psychological and psycholinguistic experiments, and findings in cognitive neuroscience on brain activation during speech production and comprehension. Then, pitched entirely at the level of cognitive theory and a somewhat speculative variation at the time. The advantage of this study sets out some of the problems that arise in the relevance theoretical explanation of how words, as tools in ostensive communication, are understood in contexts to convey a variety of different meanings (including the case of

metaphorical meaning), which is concluded pragmatically for a particular occasion use. The weakness is the way research written is complicated which makes difficult to understand.

The ninth previous study is research entitled “Symposium on ‘Cognition and Rationality: Part I’ Relevance effects in reasoning” by der Henst (2006). The journal has research point that leads to the types of cognitive processes involved when representing the process of considering premises and the process of generating conclusions. This study uses relevance theory as a basis for research, using a qualitative method, participants perform a triple test that is in accordance with this hypothesis and tends to ignore a triple that is not in accordance with the hypothesis. As a result, participants' behavior seemed to deviate from sufficient scientific reasoning. To clarify the baseline level of performance obtained on the task, the researcher described the strategies that participants usually followed in cognitive bias. The positive side that this journal has a brief and clear theoretical explanation in its use. The weakness in this research is that the explanation of the data method is less-clear so it is difficult to understand how the anatomy is.

The tenth previous study is a research entitled Fuzziness and Relevance Theory by Zhang (2005). This research examines the fuzziness that exists in language and whether Relevance Theory can be used to adequately explain the way language users communicate in fuzzy language. Exploring fuzzy language discourse, how the speaker expresses and the listener concludes, and negotiating conversations and understanding the context between them. Discusses the use of fuzzy language mainly from a cognitive and psychological perspective. The

approach used here is Relevance Theory, where the theory says that human cognitive processes are directed to achieve the maximum and most relative cognitive effect by using the least processing effort possible. Wilson & Sperber (2004) claim that RT relies on the definition of relevance and two principles of relevance. The two principles of RT are both the Cognitive Principle and the Communicative Principle. The positive of this paper is the explanation very comprehensive and simple to understand. But the weakness is the less data to be examine.

Relevance theory related to the idea that there is usually more going on in any human environment than one can pay attention to, and certainly far more than one can fully mentally process. The essence of relevance theory can be divided into two assumptions. The main assumptions made by relevance theory about human cognition include the definition of relevance as a trade-off between effort and the effect of the cognitive relevance principle which claims that cognition tends to maximize relevance. cognition is a matter of computation of mental representations, and that humans have “deductive devices” which play a central role in spontaneous inference. That is, things related to cognition in general, then assumptions with communication in particular, especially with speech interpretation. The main claim of relevance theory is that, as a result of constant selection pressures, the human cognitive system has developed a variety of specialized mental mechanisms (innate or acquired) or biases that tend to allocate attention to the inputs with the greatest expected relevance, and process them in the way that most relevance (Allott, 2013). In relevance theory, benefit to

cognition is seen as a matter of the positive cognitive effects, the important changes in the individual's cognitive system, including improvements in its representation of the world that are produced in an individual by processing an input in a context. There is no limit to the methods the communicator can use, and there is no limit to what people can do, as long as he can make the recipient recognize his intention to convey it.

This research is very interesting to study as a novelty, examining conversations on a podcast between the cast and the host. The researcher chose this study because the researcher saw that researching relevance in a conversation topic was an important thing to do, but in fact this was rarely done by previous researchers. Previous researchers only make relevance as an additional theory to support the main theory they use. But I am here to make relevance theory the main theory to find relevance in conversation, not only that, I also add a discussion about the process of how it can be relevant and the reason of why the conversation can be relevant.

B. Research Question

How is Relevance Represented in the conversation between Elon Musk and Joe Rogan in the Podcast?

C. Significance of Research

This research can be a reference source to increase knowledge for further researchers for relevance theory. This study discusses the relevance of the conversation, explains the process of how the conversation can be relevant

and the reason of why the conversation can be relevant. Better than most previous studies that only examine a conversation that is relevant and irrelevant. Here I add the process of how to be relevant and the reasons why it becomes relevant. This research is able to penetrate the environment of many people because the data used is also liked by many people. Those who read this research will know the topic of conversation between Elon Musk and Joe Rogan which is analyzed from the point of view of Relevance Theory. That way, understanding the process and reasons for relevance will also increase the number of linguistic scientific insights and also become a reference for future researchers.

D. Scope and Limitation

To support the writing of this thesis report to be more effective and efficient. So there needs to be scope and limitations. As for the scope and limitations of the problems that will be discussed in writing this report, namely from the total video podcast, researchers only took 6 topic data, where each topic lasted about 4-5 minutes. The researcher examines relevance theory from a pragmatic point of view, which examines which conversations are relevant, then discusses the process of how these conversations can be relevant and discusses the reasons why these conversations can be relevant.

E. Definition of Key Terms

1. Relevance Theory

To avoid misinterpretation of the terms used in this study, the researcher will explain them. Relevance theory is based on the definition of relevance and two principles of relevance, cognitive and communicative principles. The definition of relevance is “an assumption is relevant in a context if and only if it has some contextual effect in that context” (Sperber and Wilson 1986/1995). The cognitive principle states that “human cognition tends to be geared to the maximisation of relevance”. Human brains are pre-wired to favour stimuli, thoughts, and ways of reasoning that are most relevant, to produce maximum cognitive effects with the least effort. The communicative principle of relevance states that "every act of ostensive communication communicates a presumption of its own optimal relevance". This implies that when the message has been received, the recipient should be able, with minimum effort, to choose from the set of possible interpretations the meaning that he or she believes was considered most relevant by the sender (Sperber and Wilson 1986/1995, 266-78).

CHAPTER II REVIEW OF RELATED LITERATURE

This study discusses the use of relevance theory, examining data on conversations between Elon Musk's Conversation and Joe Rogan in a podcast program. Researchers found several related theories that can be used as concepts to help analyze the problems in this study. An explanation of the procedure for using Relevance theory to analyze conversations is also explained detail below. Some examples of conversations and their analysis mechanisms are also attached below in line with the theoretical explanation.

A. Relevance Theory

From Grice theory of cooperative principle, a new breakthrough has developed where all the rules of cooperative principles has been combined become one theory, that is relevance theory or theory of relevance. This kind of theory initiated by both figures Sperber and Wilson. Relevance theory departs directly from the results of Paul Grice's ideas with his own theory to describe how the everyday language that people use in conversation functions in terms of rules (Yus, 2003). Dan Sperber & Deidre Wilson are not in accordance with Grice's cooperative theory of language use because according to them, the basic principle of relevant theory is about an utterance that is precise and predictable enough for the listener to the meaning of the utterances. The search for relevance is actually the basis of human cognition itself. People may accept some thought or stimulus if it is relevant to them. When an utterance is relevant to an individual, it means that

the process in the context of a conversation has a positive contextual effect (Zahro, 2015). Two important ideas that are the core part of Grice's conversational and far-reaching discourse are "implicatures" and "conversational maxims", both of which are refined by cooperative methods. Knowledge of common forms of implicature is acquired along with one's mother tongue at an early age. Implicature has become one of the main subjects of Pragmatics and an important subject of Discourse Analysis. An important conceptual and methodological issue in semantics is how to distinguish senses and entailments from conventional conversational implicatures.

A related issue is the extent to which the meaning of a sentence determines what is said. Implicatures have been used for various purposes, from defending semantic claims as well as interpreting conversations in Theory cooperative principle and relevance theory. Grice, who coined the term implicature, and classified phenomena, developed an influential theory for explaining and predicting conversational implicature, and explaining how it arises and is understood. conversational implicatures are proportions or implicative statements, namely what the speaker might mean, imply, or mean different from what the speaker actually said. Something different is the speaker's intention that is not stated explicitly (Grice, 1975: 43). From there, Grice's Theory of cooperative principle, which contains several maxims, was developed which was later developed into a theory of relevance. Dan Sperber and Deirdre Wilson (1995) said that all maxims of cooperative principle can be classified into maxims of

relevance because utter something relevant is the main feature of conversation in which the speaker has a goal for the success of their communication.

From the word 'Relevance' we can already know that this is the concept of one topic that is connected to another with the intention. The meaning of the word 'Relation' is If you talk about one thing or some topic to another, you are talking about the way they are connected to each other (Xiao, 2020). For the beginning, the cooperative principle of Grice's maxim is a rule that must be known by communicators and interlocutors in order to communicate adequately in a cooperative manner. Speakers generally comply with the cooperative principles, but may also floute and violate sit to achieve certain purposes and intention so that the listener uses his knowledge of the words spoken by the speaker in communicative behavior. Relevance theory combines all maxims and principles into one complex theory. The stage is governed by contextual effects, and processing effort. Contextual effects include things like adding new information, reinforcing or contradicting existing assumptions, or weakening old information (Cutting, 2002).

Sperber and Wilson developed relevance theory as input properties for cognitive processes that make them worth processing (Carston & Powell, 2006). Relevance theory is used in a technical sense that is not meant to capture the usual meaning of the word. These inputs can be anything but external (something discussion, term or anything that is outside the discussion, far from what is generally known). For example smell, fragrance, sound of an utterance, or internal representations that may undergo further processing, for example smell

recognition, memory, deciphering a meaning from a word (Wilson & Sperber, 2002). For instance the speaker is assumed to produce sufficient contextual effects to be processed, and is the backbone of Relevance Theory. This is enhanced by a reliance on the "cognitive environment", which allows speakers to be less determinate of their utterances with regard to propositional meaning, and allows listeners to interpret utterances according to perceived optimal relevance (Wang, et. al., 2010). In the context of Relevance Theory, discourse markers serve to guide the listener to a particular interpretation intended by the speaker.

Relevance theory is based on the definition of relevance and two principles of relevance, cognitive and communicative principles. The definition of relevance is "an assumption is relevant in a context if and only if it has some contextual effect in that context" (Sperber and Wilson 1986/1995). The cognitive principle states that "human cognition tends to be geared to the maximisation of relevance". Human brains are pre-wired to favour stimuli, thoughts, and ways of reasoning that are most relevant, to produce maximum cognitive effects with the least effort. In relevance-theoretic terms, an input is relevant to an individual when its processing in a context of available assumptions yields a POSITIVE COGNITIVE EFFECT. A positive cognitive effect is a worthwhile difference to the individual's representation of the world – a true conclusion, for example. False conclusions are not worth having. They are cognitive effects, but not positive ones (Sperber & Wilson, 1995).

The most important type of cognitive effect achieved by processing an input in a context is a CONTEXTUAL IMPLICATION, a conclusion deducible

from the input and the context together, but from neither input nor context alone. A single piece of new information may achieve several such cognitive effects. For example, on seeing my train arriving, I might look at my watch, access my knowledge of the train timetable, and derive the contextual implication that my train is late (which may itself achieve relevance by combining with further contextual assumptions to yield further implications). Other types of cognitive effect include the strengthening, revision or abandonment of available assumptions. For example, the sight of my train arriving late might confirm my impression that the service is deteriorating, or make me alter my plans to do some shopping on the way to work. According to relevance theory, an input is RELEVANT to an individual when, and only when, its processing yields such positive cognitive effects (Sperber & Wilson, 2002).

The communicative principle of relevance states that "every act of ostensive communication communicates a presumption of its own optimal relevance". This implies that when the message has been received, the recipient should be able, with minimum effort, to choose from the set of possible interpretations the meaning that he or she believes was considered most relevant by the sender (Sperber and Wilson 1986/1995, 266-78). An utterance is optimally relevant under two conditions : 1, it is at least relevant enough to be worth the addressee's processing effort. 2, It is the most relevant one compatible with the communicator's abilities and preferences. The communicative principle, on the other hand, states that every ostensive stimulus creates in the hearer an expectation that it is the optimally relevant one in terms of the knowledge,

abilities, and preferences of its producer (Stroińska, M., & Drzazga, G., 2017). Every ostensive stimulus conveys a presumption of its own optimal relevance. More general, the process of ostensive-inferential communication involves the use of an OSTENSIVE STIMULUS, designed to attract an audience's attention and focus it on the communicator's meaning

Inferential communication is not just a matter of intending to affect the thoughts of an audience, it is a matter of getting them to recognise that one has this intention. When I quietly leave my glass in your line of vision, I am not engaging in inferential communication, but merely exploiting your natural cognitive tendency to maximise relevance. Inferential communication what relevance theory calls OSTENSIVE-INFERENTIAL COMMUNICATION for reasons that will shortly become apparent – involves an extra layer of intention.

Ostensive-inferential communication :

- The informative intention:

The intention to inform an audience of something.

- The communicative intention:

The intention to inform the audience of one's informative intention.

Understanding is achieved when the communicative intention is fulfilled – that is, when the audience recognises the informative intention. (Whether the informative intention itself is fulfilled depends on how much the listener trusts the communicator. There is a gap between understanding and believing. For understanding to be achieved, the informative intention must be recognised, but it does not have to be fulfilled.)

The notion of "abilities" is important here because the message produced (the ostensive stimulus) does not always match the speaker's communicative intention in cases where people communicate under various constraints, both physical and psychological. In courtroom situations, both the speaker and the interpreter have to deal with a number of issues, including the psychological stress of appearing in front of the judge, talking about potentially stressful or traumatic experiences, and, in the case of the interpreter, having to translate utterances on the spot, without the benefit of full knowledge of the context and the speaker's background. Nevertheless, based on the Presumption of Optimal Relevance (Sperber and Wilson 1986/1995, 270), the hearer (and also the interpreter) may still assume that the ostensive stimulus used by the speaker (the message uttered) is relevant enough for it to be worth the addressee's effort to process it, and that it is the most relevant one given the communicator's abilities and preferences.

Optimal relevance

An ostensive stimulus is optimally relevant to an audience if:

- a. It is relevant enough to be worth the audience's processing effort;
- b. It is the most relevant one compatible with communicator's abilities and preferences.

In order to satisfy the presumption of relevance conveyed by an ostensive stimulus, the audience may have to draw stronger conclusions than would otherwise have been warranted. The main claim of relevance theory is that the expectation of relevance raised by an utterance is precise enough, and predictable enough, to guide the listener towards the speaker's meaning. The aim is to explain

in cognitively realistic terms what these relevance expectations are, and how they can contribute to an empirically sound understanding. The theory has developed in several stages. (Sperber & Wilson 1986a; 1987a,b).

Both cognitive environment and communication as manifest. They provide the following definitions: A fact is manifest to an individual at a given time if and only if he is capable at that time of representing it mentally and accepting its representation as true or probably true. A cognitive environment of an individual is a set of facts that are manifest to him (Sperber and Wilson 1986/1995, 39). According to Sperber and Wilson, a listener who aims to optimally interpret the speaker's utterance must go through several procedures, not necessarily sequentially and not all mandatory. It all depends on the context attributes and the explicit and/or implicit qualities of the intended interpretation. In Relevance Theory, understanding begins with the listener to a logical form of the speaker's (Sperber and Wilson, 1986/1995: 9). The logistic form can be stored in conceptual memory as a schema of assumptions (which can then be resolved into full assumptions), or completed as the speaker's propositional form (intended). This phase is decoding, the only context-free interpretation phase according to Relevance Theory. Further enrichment to produce propositions is inferential. Interpretations stating the speaker can be explicit to greater or lesser. The extent to which or implicit and often explicit communicated with the same utterance (Sperber & Wilson, 1995).

A.1. THE EXAMPLES AND EXPLANATION

Sperber and Wilson propose relevance theory and say that conversational implicature is understood by hearers simply by selecting the relevant features of context, and recognising whatever speakers say as relevant to the conversation. When hearers and readers make sense of a text, they interpret the connections between utterances as meaningful, making inferences by drawing on their own background knowledge of the world (1995). The degree of relevance is governed by contextual effects, and processing effort. Contextual effects include such things as adding new information, strengthening or contradicting an existing assumption, or weakening old information. The more contextual effects, the greater the relevance of a particular fact. A new fact unconnected to anything already known is not worth processing, whereas a new fact taken with something already known is worth processing.

As far as the processing effort is concerned, the theory says that the less effort it takes to recover a fact, the greater the relevance. The speaker assumes which facts are accessible for the hearer and speaks in such a way that the hearer can make the correct inferences without too much effort. The most important type of cognitive effect achieved by processing an input in a context is a Contextual implication, a conclusion deducible from the input and the context together, but from neither input nor context alone. The context for the interpretation of an utterance is chosen by the hearer, and the speaker assumes that the facts are relatively accessible for the hearer. The hearer interprets what is said by finding an accessible context that produces 'the maximum amount of new information

with the minimum amount of processing effort (Trask, 1995). In relevance-theoretic terms, an input is relevant to an individual when its processing in a context of available assumptions yields a POSITIVE COGNITIVE EFFECT. A positive cognitive effect is a worthwhile difference to the individual's representation of the world – a true conclusion, for example. False conclusions are not worth having. They are cognitive effects, but not positive ones .

Example 1.

(a) Peter : “Would you drive a Mercedes ?”

(b) Mary : “I wouldn't drive ANY expensive car.”

The utterance imply both the premise, a Mercedes is an expensive car. As well as the relevant conclusion is “Mary wouldn't drive a Mercedes”. Sperber and Wilson assume that when a reply like (1b) is processed in the context of the question (a) the questioner looks in his encyclopaedic memory under the heading "expensive car" and finds the proposition that “Mercedes is a expensive car” which then serves as premise to derive the conclusion “Mary wouldn't drive a Mercedes”. It seems though that the questioner does not need to look in his encyclopaedic memory to find the premise of Mary wouldn't drive a Mercedes - he can construct it on the basis form of (1b) is already sufficient to derive a relevant answer. Note that with nuclear stress on 'EXPENSIVE' in (1b) the premise (A Mercedes is an expensive car) and the conclusion (Mary wouldn't drive a Mercedes) is lost. Suppose now that Peter had imagined that a Mercedes was not a car at all but a type of motor-bike or a lorry - Mary's reply would be

sufficient for him to correct his mistaken impression (assuming he trusts her knowledge) despite the fact that neither (A Mercedes is an expensive car) nor its negation had ever been part of his cognitive environment before.

Example 2.

Glenda: "I think that Stuart and Caroline have split up."

Karen: "You are wrong, they are just coming down the street dating and talking intensively each other."

In this example, Karen supplies information that proves the assumption contained in a to be wrong. The contradiction between assumptions will be solved in favour of the strongest one, in this case Karen, since "information available from perception is usually assigned much greater strength than information based on inference" (Gutt 1991:29). As mentioned above, an utterance will not be relevant unless it yields some contextual effects in a given context. However, this is not enough to define relevance, since relevance is not an absolute notion, but a relative one. The contextual effects produced must be related to the effort necessary to achieve those effects. other things being equal , an assumption with greater contextual effects is more relevant ; and , other things being equal , an assumption requiring a smaller processing effort is more relevant . (Sperber & Wilson 1986 : 125) Relevance is also a relative concept due to the fact that being relevant is not an intrinsic characteristic of utterances. It is, on the contrary, a property derived from the relationship between utterance and context, that is, between the utterance and the addressee with all her assumptions in a particular

situation. What may be relevant for somebody at a given moment may not be relevant for somebody else or for the same person in a different situation . Any act of communication carries an assumption that the addresser intends his utterance to be relevant . If there exists the intention to communicate , it is due to the fact that the speaker intends to modify the hearer's cognitive environment in some way .

Example 3.

A: “Have you heard Alfred Brendel’s version of ‘The Moonlight Sonata’?”

B: “Yes. It made me realise I should never try to play it.”

In This Example, It’s not difficult to see what B intends each of her uses of it to refer to, but the point is that the value of it is not assigned on the basis of objective features of the context but is dependent on what the speaker means (that is, on her communicative intention) and it is only through the employment of some pragmatic principle or other that the addressee is able to find the right value. We can, of course, stipulate that it (or this or that) encodes a rule to the effect that it refers to what the speaker intends to refer to, and we can add to the set of contextual parameters a sequence of “speaker’s intended referents”, arranged in such a way that each demonstrative maps onto a referent as required. But, as Recanati (2002) says, while that may be fine from a formal point of view, “philosophically it is clear that one is cheating”. To proceed in this formal way is to avoid dealing with an undeniable cognitive reality, which is that the assignment

of referents to the vast range of linguistic referring expressions relies on a wide notion of context and requires the intervention of pragmatic principles or strategies that are geared to the recovery of the speaker's intended meaning.

CHAPTER III RESEARCH METHOD

In this chapter, the author discusses the research methods used. The discussion is divided into four parts. These sections are the type of research, data, population, sample and data sources, data collection methods, data analysis methods and organisation of thesis.

A. Design of Research

In this research method, the researcher uses a qualitative descriptive method. Qualitative data in the form of descriptive, is the form of spoken or written words about human behavior that can be observed (Taylor and Bogdan, 1984). This type of qualitative descriptive research can systematically explain a situation or situation in researching a factual and accurate conversation by providing facts / written texts that support the analysis. This is a detailed description of a particular transcript using conversational document review. By using this qualitative descriptive method, the author will analyze the conversation in order to find out whether how the figures communicate each other, how relevant/irrelevant their conversation is and how to analyze the utterances with the theory of relevance. It also explains that the authors draw conclusions from the findings through the data collected, transcribed, and explained. The author uses this type of research because the author wants to present qualitative descriptive data in the form of words in this study.

B. Data and Source

The most important thing in conducting research is the accuracy of the data source. The data used in this study are all the speeches and utterances of the characters in podcast conversations. The data source comes from the Youtube platform. The author collects the transcription of the conversation by listening to the video conversation and then writes/transcripts it into writing which will later be used as research data. The author also checked the transcription accuracy of the manuscript by repeating the video seven times to ensure the transcription accuracy. The author also looks at the source of the Youtube transcription to check the accuracy and correctness of the transcription used as data.

C. Data Collection

The data collection method that the author uses is through the media source YouTube. This video conversation already uploaded and the researcher watched and analyzed the written data or transcript of the video conversation while matching it with the video. The first researcher chose a PowerfulJRE YouTube account. PowerfulJRE is a YouTube account owned by Joe Rogan, a famous podcaster, actor, comedian and former television presenter. Podcast PowerfulJRE is one of the most popular in the world, where the podcast regularly receives millions of views per episode. Meanwhile, Joe Rogan's Episode Received Around 3.5 Million Views Over a 24 Hour Cycle. (Variety, 2019; Social Blade, 2020). Then the author transcrip the conversation and repeat it seven times to re-check the validity. Then the next step is and select the conversations and

describe the topic. And finally, the author will analyze the topic and conversation of the two people using the Sperber & Wilson's Relevance theory.

D. Data Analysis

In qualitative research, the researcher becomes the main instrument of the research project or Researcher as the main instrument (Rahardjo, 2020). Qualitative analysts must create appropriate data display formats because each project is unique. To date, there are few agreed and familiar data arrangements among qualitative researchers, so each analyst must adapt others or create new ones. Credible and trustworthy analysis requires, and is supported by, a view that is sufficiently focused to allow viewing of complete data sets in the same location and systematically structured to answer existing research questions (Miles & Huberman, 1994).

There are several steps to analyze the data. The transcript data that has been done in the collection method will then be followed up by selecting some sufficient data for analysis. The data must be prepared properly because it may seem impossible to make the necessary examples before collecting the data (Schutz, et. al., 2014). Then the data that we collect will be seen which shows the utterances that relevant and irrelevant based on cognitive and communicative principle, decode and inferensial. Utterances in conversation will be classified, that are relevant to question / respond and irrelevant. And also classified to find the relevant humor between them in conversation. The writer uses the referential identity method to identify utterances that refer to something or several identities

and contexts in the conversation. The writer uses all his linguistic experience to identify the data. To be able to find out, describe and identify data, the writer must take advantage of the role as a language college student optimally without being directly involved in the conversation.

CHAPTER IV FINDING AND DISCUSSION

This fourth chapter is Finding and discussion. The researcher presents the data from analyzing the Podcast Joe Rogan Experience Video with code #1470 - Elon Musk which was uploaded on Youtube on 7 May 2020. The duration of this video is 120 minutes or 2:00:00 which in the video discusses a lot of topics like TESLA, AI Neural Net, Space-X, COVID-19, etc. The podcast becomes a place where many figures share their experiences and express their opinions about an issue in the community, regularly invites many world famous figures from various backgrounds. The researcher discusses the findings using Relevance Theory. The significance is the explanation of How relevance represented in the conversation between Elon Musk and Joe Rogan.

In this section, we will answer the research questions as stated in chapter one. We will present the conversation data first, then explain the topic of the conversation. Then we will detail the process of discussing the data, how relevance represented and why these conversations can be relevant based on relevance theory. The data that we analyze in the chapter four is 6 data conversation topics. Data has taken from PowerfulJRE YouTube account. The number of viewers in this video is quite large where there are 26 million viewers and 91 thousand comments which show that many people are interested and want to be involved in the topic of discussion in this podcast.

A. FINDING

A.1. How many relevant and irrelevant conversations between Elon Musk and Joe Rogan in the topic based on relevance theory.

In this section, we will explain How many relevant conversations between Elon Musk and Joe Rogan in the topic based on relevance theory.

(01:37-02:23)

In this topic there are exist 9 conversations. This topic is about the way Elon Musk takes care both his children and the megaproject, Joe Rogan asking “does if it feels strange to have children while this craziness is going”. "Craziness" is meant by Joe Rogan is a technology development project (SPACE-X, PAYPAL, TESLA) that is being run by Elon Musk For example the SPACE X. Elon Musk and his crew began developing two types of Falcon rockets. The name is a reference to the Star Wars starship "Millennium Falcon." The objective is to build the rocket with existing technologies at the most affordable price possible. The Falcon I, for example, was powered by a pintle engine from the 1960s. It only has one fuel injector, but the standard of The National Aeronautics and Space Administration (NASA) uses a "shower head" design with several fuel injectors in most cases. The company also needed a theodolite to orient the rocket, and instead of buying one new, they found one on eBay for \$25,000 less (Musk, E. 2021). In this topic, we find 4 relevant conversations and 5 irrelevant conversations.

Joe Rogan(1) : “Yeah. Pretty great. Does it feel strange to have a child while this craziness is going? Does it feel like you’ve had children before? Is this any weirder?”

- Elon Musk(1) : “Actually, I think it’s better being older and having a kid. I appreciate it more. Yeah, babies are awesome”.
- Joe Rogan(2) : “They are pretty awesome”.
- Elon Musk(2) : “They’re awesome. Yeah”.
- Joe Rogan(3) : “When I didn’t have any of my own, I would see other people’s kids and I didn’t not like them, but I wasn’t drawn to them. But now when I see little people’s kids, I’m like, Oh, I think of them as like these little love packages.”
- Elon Musk(3) : “Yeah, little love bugs.”
- Joe Rogan(4) : “Yeah. It’s just you think of them differently when you see them come out and then grow and then eventually start talking to you, like your whole idea what a baby is, is very different.”
- Elon Musk(4) : “Yeah.”
- Joe Rogan(5) : “Now, as you get older and get to appreciate it as a mature, fully formed adult, it must be really pretty wonderful.”

(03:28-05:17)

In the second topic there are exist 8 conversations, Joe rogan discussed the topic of Artificial Intelligence developed by Elon Musk. Artificial Intelligence (AI) is a vast subject of computer science that aims to make machines behave like humans. It's utilized to address problems that are tough to decipher using conventional computing methods. According to Mohseni's statement, Elon Musk wants to focus not only on sick people in this Artificial Intelligence project, but also on normal and healthy people to work on expanding their minds by connecting their brains to computers and surgically implanting chips into the human body part of the brain (Marsh, 2018). The chip, according to Elon Musk, will be available to everyone. Because, despite its high cost, it will benefit people once it is invested (Miśkiewicz, J., 2019). In this topic, we find 4 relevant conversations and 4 irrelevant conversations.

- Joe Rogan(1) : “When you’re programming artificial intelligence where you’re working with artificial intelligence art, are they

specifically trying to mimic the developmental process of a human brain?”

Elon Musk(1) : “In a lot of ways. There’s some ways that are different. An analogy that’s often used is like we don’t make a submarine swim like a fish, but we take the principles of hydrodynamics and apply them to the submarine.”

Joe Rogan(2) : “I’ve always wondered as a lay person, do you try to achieve the same results as the human brain but through different methods? Or do you try to copy the way a human brain achieves results?”

Elon Musk(2) : “I mean, the essential elements of an AI neural net are really very similar to a human brain neural net. Yeah. It’s having the multiple layers of neurons and you know, back propagation. All these things are what your brain does. You have a layer of neurons that goes through a series of intermediate steps to ultimately cognition and then it’ll reverse those steps and go back and forth and go all over the place. It’s interesting. Very interesting.”

Joe Rogan(3) : “Yeah, I would imagine. The thought of programming something that is eventually going to be smarter than us that one day it’s going to be like, why did you do it that way? When artificial intelligence becomes sentient, they’re like, Oh, you tried to mimic yourself. This is so much better process. Cut out all this nonsense.”

Elon Musk(3) : “Like I said, there are elements that are the same but just like an aircraft does not fly like a bird.”

Joe Rogan(4) : “Right.”

Elon Musk(4) : “It doesn’t flap its wings, but the wings, the way the wings work and generate lift is the same as a bird.”

(05:17-06:27)

In this third topic, there are exists 12 conversation , the topic is about Elon Musk selling his house suddenly in a strange time. Joe Rogan discusses this quirk of why Elon Musk sold his house at such an unexpected time. Elon Musk even with some of his wealth of money can buy many other homes without the need to sell his house. This kind of thing becomes topic of conversation that Joe Rogan finds interesting to discuss because it is very unique for one of the richest people in the world to have to sell his house where he can buy many other houses without

selling the house. In this topic, we find 8 relevant conversations and 6 irrelevant conversations.

Joe Rogan(1) : “Now you’re in the middle of this strange time where you’re selling your houses. You say you don’t want any material possessions and I’ve been seeing all that and I’ve been really excited to talk to you about this. Because it’s an interesting thing to come from a guy like yourself. Like why are you doing that?”

Elon Musk(1) : “I’m slightly sad about it, actually.”

Joe Rogan(2) : “If you’re sad about it, why are you doing it?”

Elon Musk(2) : “I think possessions kind of weigh you down and they’re kind of an attack vector”. “They’ll say, ‘Hey, billionaire, you’ve got all this stuff’. Well,now I don’t have stuff now what are you going to do?”

Joe Rogan(3) : “Attack vector meaning like people targeted.”

Elon Musk(3) : “Yeah.”

Joe Rogan(4) : “Interesting, yeah. But you’re obviously going to, so you’re going to rent a place?”

Elon Musk(4) : “Yeah.”

Joe Rogan(5) : “Okay, and get rid of everything except clothes?”

Elon Musk(5) : “No, I said like almost everything, so it’s like ...”

Joe Rogan(6) : “Keep a couple of Teslas.”

Elon Musk(6) : “Kind of have to, to test product and stuff. You know, there’s things that have sentimental value for sure are keeping those.”

(06:46-08:18)

In this section, there are exist 4 conversations. Joe Rogan begins the conversation with the core of his topic is about the point of view of people defining Elon Musk by the fact his wealth in pejorative way. Not only Elon Musk, more than that, how the rich people in the world are defined in a pejorative way because of their wealth. Pejorative itself tends to have a negative connotation or aims, to disparage or belittle for example. In this topic, we find 2 relevant conversations and 2 irrelevant conversations.

Joe Rogan(1) : “Yeah, I mean from the money that you sell all your stuff, you can buy new stuff. Do you feel like people define you by the fact

that you're wealthy and that they define you in a pejorative way?"

Elon Musk(1) : "For sure. I mean not everyone, but for sure in recent years billionaire has become pejorative like that's a bad thing. Which I think doesn't make a lot of sense in most cases. If you basically organized a company ... How does this wealth arise? If you organize people in a better way to produce products and services that are better than what existed before and you have some ownership in that company then that essentially gives you the right to allocate more capital."

Elon Musk(2) : "There's a conflation of consumption and capital allocation. Take Warren Buffet, for example, and to be totally frank I'm not his biggest fan, but you know, he does like have full allocation and he reads a lot of annual reports of companies and all the accounting and it's pretty boring really. He's trying to figure out does Coke or Pepsi deserve more capital? I mean it's kind of a boring job if you ask me."

Elon Musk(3) : "It's still a thing that's important to figure out. Like, which is a company deserving of more or less capital. Should that company grow or expand? Is it making products and services that are better than others or worse? If a company is making compelling products and services, it should get more capital and if it's not, it should get less or go out of business."

(08:40-10:15)

In This topic, there are exist 9 conversations. The topic is about the difference between someone who's making an incredible amount of money designing and engineering fantastic products versus someone who's making an incredible amount of money by investing in companies or moving money around in the stock market or doing things along those lines. In this topic, we find 4 relevant conversations and 5 irrelevant conversations.

Joe Rogan(1) : "Well, there's a big difference, too, between someone who's making an incredible amount of money designing and engineering fantastic products versus someone who's making an incredible amount of money by investing in companies or moving money around in the stock market or doing things along those lines. It's a different thing and to put them all in

the same category seems, it's very simple. As you pointed out, it's an attack vector."

Elon Musk(1) : "Yeah, for sure. I think it's really, I do think there, in the United States especially, there's an over allocation of talent in finance and law. Basically, too many smart people go into finance and law. This is both a compliment and a criticism. We should have, I think, fewer people doing law and fewer people doing finance and more people making stuff."

Joe Rogan(2) : "Yeah."

Elon Musk(2) : "Yeah."

Joe Rogan(3) : "Well that would certainly be better for all involved if they made better stuff".

Elon Musk(3) : "Yeah, yeah, absolutely. Manufacturing used to be highly valued in the United States and these days it's not. It's often looked down upon, which I think is wrong".

Joe Rogan(4) : "Yeah. Well, I think that people are kind of learning that particularly because of this whole pandemic and this relationship that we have with China, that there's a lot of value in making things and to making things here".

Elon Musk(4) : "Yes. Somebody's got to do the real work".

Joe Rogan(5) : "Yeah."

(01:02:41- 01:03:52)

In this topic, there are exist 10 conversation. Elon Musk and Joe Rogan discussed the topic of measures to deal with the spread of COVID-19. Joe Rogan asked whether our current measures in dealing with covid have been effective, such as using masks, social distancing, lockdown. In the sub-topic, they discussed the number of infected with covid, which is dominated by men, under the pretext that men are creatures that are less hygienic. For example, this is confirmed by research which says that more male patients are exposed to Covid 19 than women (Begley, 2020; Wenham, 2020). In fact, this pattern was also found in Covid 19 cases in other countries which concluded that the male group was more susceptible to Covid 19 (Begley, 2020). In this topic, there are exist 4 relevant conversations.

Joe Rogan(1) : “Do you think that the current way we’re handling this, the social distancing, the mask, the locking down, does this make sense? Is it adequate? Or do you think that we should move back to at least closer to where we used to be?”

Elon Musk(1) : “Well, I think proper hygiene is a good thing no matter what.”

Joe Rogan(2) : “Yes”.

Elon Musk(2) : “Wash your hands and if you’re coughing, stay at home or wear a mask because it’s not good. They do that in Japan. That’s normal. If you’re ill you wear a face mask and you don’t cough on people. I think that would be a great thing to adopt in general throughout the world. Washing your hands is also good.”

Joe Rogan(3) : “Well there’s a speculation why men get it more than women because men are disgusting. We don’t wash our hands as much.”

Elon Musk(3) : “Men are disgusting it’s true. It’s bad.”

Joe Rogan(4) : “It’s true, I admit it, we are all men in this room. We’re all gross.”

Elon Musk(4) : “Yeah. Just go to the restroom you can see it’s horrible.”

Joe Rogan(5) : “Yes we’re gross. My nine year old daughter yells at me, she goes, ‘Did you wash your hands?’ She makes me go back and wash my hands. She’s right. Nine years old. If I had a nine year old boy do you think he would care? He wouldn’t give a fuck if I washed my hands”.

Elon Musk(5) : “True. And I think that there’s definitely some silver linings here in improved hygiene”.

B. DISCUSSION

B. 1. The Process of How Elon Musk and Joe Rogan's Conversation

relevant based on Relevance Theory.

In this section, we will explain the process of how the conversations between Elon Musk and Joe Rogan relevant in the topic based on relevance theory.

1. (01:37-02:23)

In this topic there are exist 9 conversations. This topic is about the way Elon Musk takes care both his children and the megaproject, Joe Rogan asking "does if it feels strange to have children while this craziness is going". "Craziness" is meant by Joe Rogan is a technology development project (SPACE-X, PAYPAL, TESLA) that is being run by Elon Musk For example the SPACE X. Elon Musk and his crew began developing two types of Falcon rockets. The name is a reference to the Star Wars starship "Millennium Falcon." The objective is to build the rocket with existing technologies at the most affordable price possible. The Falcon I, for example, was powered by a pintle engine from the 1960s. It only has one fuel injector, but the standard of The National Aeronautics and Space Administration (NASA) uses a "shower head" design with several fuel injectors in most cases. The company also needed a theodolite to orient the rocket, and instead of buying one new, they found one on eBay for \$25,000 less (Musk, E. 2021).

Joe Rogan(1) : "Yeah. Pretty great. Does it feel strange to have a child while this craziness is going? Does it feel like you've had children before? Is this any weirder?"

Elon Musk(1) : "Actually, I think it's better being older and having a kid. I appreciate it more. Yeah, babies are awesome".

Joe Rogan(2) : “They are pretty awesome”.

Elon Musk(2) : “They’re awesome. Yeah”.

Joe Rogan(3) : “When I didn’t have any of my own, I would see other people’s kids and I didn’t not like them, but I wasn’t drawn to them. But now when I see little people’s kids, I’m like, Oh, I think of them as like these little love packages.”

Elon Musk(3) : “Yeah, little love bugs.”

Joe Rogan(4) : “Yeah. It’s just you think of them differently when you see them come out and then grow and then eventually start talking to you, like your whole idea what a baby is, is very different.”

Elon Musk(4) : “Yeah.”

Joe Rogan(5) : “Now, as you get older and get to appreciate it as a mature, fully formed adult, it must be really pretty wonderful.”

In the first topic, we find 4 relevant conversations and 5 irrelevant conversations. Joe Rogan makes an ostensive stimulus question (Joe Rogan 1) by asking Elon Musk's opinion on the way Elon Musk has children while he still has to focus on developing SPACE-X and TESLA technologies. Elon Musk decoded the ostensive stimulus of that question, and understood the contextual implications contained in the question. Easily, He then answered (Elon Musk 1) the question "it's better to be older and have children, I appreciate it more." that he didn't respond with a "Yeah, that feels weird" or "No, that's okay." Elon Musk doesn't find it weird or strange to both have a baby and must focused on TESLA and SPACE-X. Positive Cognitive effect is shown here that cognitively Elon Musk understands the question.

Elon Musk answers this question by presenting his own perspective to Joe Rogan, provided his cognitive on the contextual implications of the question is comprehensive enough. This proves that the ostensive stimulus act from Joe Rogan(1) is relevant enough to be worth the addressee's processing Effort (Wilson & Sperber, 2002). Joe Rogan’s worth processing (easy) questions and Elon

Musk's decoding of the questions are enough to show that the topic of conversation is relevant. Easy interpretation shows good relevance.

2. (03:28-05:17)

In the second topic there are exist 8 conversations, Joe rogan discussed the topic of Artificial Intelligence developed by Elon Musk. Artificial Intelligence (AI) is a vast subject of computer science that aims to make machines behave like humans. It's utilized to address problems that are tough to decipher using conventional computing methods. According to Mohseni's statement, Elon Musk wants to focus not only on sick people in this Artificial Intelligence project, but also on normal and healthy people to work on expanding their minds by connecting their brains to computers and surgically implanting chips into the human body part of the brain (Marsh, 2018). The chip, according to Elon Musk, will be available to everyone. Because, despite its high cost, it will benefit people once it is invested (Miśkiewicz, J., 2019).

Joe Rogan(1) : “When you’re programming artificial intelligence where you’re working with artificial intelligence art, are they specifically trying to mimic the developmental process of a human brain?”

Elon Musk(1) : “In a lot of ways. There’s some ways that are different. An analogy that’s often used is like we don’t make a submarine swim like a fish, but we take the principles of hydrodynamics and apply them to the submarine.”

Joe Rogan(2) : “I’ve always wondered as a lay person, do you try to achieve the same results as the human brain but through different methods? Or do you try to copy the way a human brain achieves results?”

Elon Musk(2) : “I mean, the essential elements of an AI neural net are really very similar to a human brain neural net. Yeah. It’s having the multiple layers of neurons and you know, back propagation. All these things are what your brain does. You have a layer of

neurons that goes through a series of intermediate steps to ultimately cognition and then it'll reverse those steps and go back and forth and go all over the place. It's interesting. Very interesting."

Joe Rogan(3) : "Yeah, I would imagine. The thought of programming something that is eventually going to be smarter than us that one day it's going to be like, why did you do it that way? When artificial intelligence becomes sentient, they're like, Oh, you tried to mimic yourself. This is so much better process. Cut out all this nonsense."

Elon Musk(3) : "Like I said, there are elements that are the same but just like an aircraft does not fly like a bird."

Joe Rogan(4) : "Right."

Elon Musk(4) : "It doesn't flap its wings, but the wings, the way the wings work and generate lift is the same as a bird."

In the second topic, we find 4 relevant conversations and 4 irrelevant conversations, the process of how it relevant is the Ostensive stimulus from Joe Rogan (Joe Rogan 1) who asked about "Artificial Intelligence Technology" is very worth processing for Elon Musk to understand contextual implication with what is meant by the question. The question is connected with Elon Musk's Cognitive Environment which makes it not difficult for him to understand the question. Elon Musk does not need to re-ask the question multiple times to find out the contextual implications and the Ostensive stimulus also easy as possible for the audience to understand so it can reach optimal relevance. Elon Musk easily answered at length about the Artificial Intelligence Neural Net technology (Elon Musk 1&2) which proved that the question (ostensive stimulus) from Joe Rogan(1) was easy to process for Elon Musk. This is in line with Sperber & Wilson's (1986/1995, pp. 266–278) explanation that a prerequisite for successful communication is that the audience must take the utterance (ostensive stimulus) to be relevant enough to be worth processing. Then a speaker, by the ostensive

stimulus, communicates that the act of showing off fulfills these prerequisites, and this is what the principle of communicative relevance.

3. (05:17-06:27)

In this third topic, there are exists 12 conversation , the topic is about Elon Musk selling his house suddenly in a strange time. Joe Rogan discusses this quirk of why Elon Musk sold his house at such an unexpected time. Elon Musk even with some of his wealth of money can buy many other homes without the need to sell his house. This kind of thing becomes topic of conversation that Joe Rogan finds interesting to discuss because it is very unique for one of the richest people in the world to have to sell his house where he can buy many other houses without selling the house.

Joe Rogan(1) : “Now you’re in the middle of this strange time where you’re selling your houses. You say you don’t want any material possessions and I’ve been seeing all that and I’ve been really excited to talk to you about this. Because it’s an interesting thing to come from a guy like yourself. Like why are you doing that?”

Elon Musk(1) : “I’m slightly sad about it, actually.”

Joe Rogan(2) : “If you’re sad about it, why are you doing it?”

Elon Musk(2) : “I think possessions kind of weigh you down and they’re kind of an attack vector”. “They’ll say, ‘Hey, billionaire, you’ve got all this stuff’. Well,now I don’t have stuff now what are you going to do?”

Joe Rogan(3) : “Attack vector meaning like people targeted.”

Elon Musk(3) : “Yeah.”

Joe Rogan(4) : “Interesting, yeah. But you’re obviously going to, so you’re going to rent a place?”

Elon Musk(4) : “Yeah.”

Joe Rogan(5) : “Okay, and get rid of everything except clothes?”

Elon Musk(5) : “No, I said like almost everything, so it’s like ...”

Joe Rogan(6) : “Keep a couple of Teslas.”

Elon Musk(6) : “Kind of have to, to test product and stuff. You know, there’s things that have sentimental value for sure are keeping those.”

In the third topic above, we find 8 relevant conversations and 6 irrelevant conversations. Joe Rogan(1) asks (ostensive stimulus) about Elon Musk's problem selling his house. The contextual implications in the question relate to Elon Musk's cognitive environment. Elon Musk(1) elaborated on the meaning of "selling a house" in the question and make effort to explore the context of the question. He know the Contextual implication of the question about the selling house matter. After know the contextual implication, Elon Musk assumes the intention (presumption of relevance) of the question and understand. Then, immediately answered it by pointing out the reason that he had a "slightly sad" feeling because he was the target of people's "attack vector" (Elon Musk 2). He even gave a good respond explanation of his feelings which sometimes became a burden.

The answer is in "Positive Cognitive Effects" as he is able to draw the correct conclusions from the question. Human cognition tends to be geared towards maximizing relevance (Sperber & Wilson, 2002). Elon Musk also fulfills the communicative principle where he immediately understands the meaning of the question with least effort. Relevant to Joe Rogan's statement, Elon Musk Following the path of least effort in constructing speech interpretation, he reduces the processing effort required and increases the cognitive effect to optimally relevant to Joe Rogan.

4. (06:46-08:18)

In this section, there are exist 4 conversations. Joe Rogan begins the conversation with the core of his topic is about the point of view of people defining Elon Musk by the fact his wealth in pejorative way. Not only Elon Musk, more than that, how the rich people in the world are defined in a pejorative way because of their wealth. Pejorative itself tends to have a negative connotation or aims, to disparage or belittle for example.

Joe Rogan(1) : “Yeah, I mean from the money that you sell all your stuff, you can buy new stuff. Do you feel like people define you by the fact that you’re wealthy and that they define you in a pejorative way?”

Elon Musk(1) : “For sure. I mean not everyone, but for sure in recent years billionaire has become pejorative like that’s a bad thing. Which I think doesn’t make a lot of sense in most cases. If you basically organized a company ... How does this wealth arise? If you organize people in a better way to produce products and services that are better than what existed before and you have some ownership in that company then that essentially gives you the right to allocate more capital.”

Elon Musk(2) : “There’s a conflation of consumption and capital allocation. Take Warren Buffet, for example, and to be totally frank I’m not his biggest fan, but you know, he does like have full allocation and he reads a lot of annual reports of companies and all the accounting and it’s pretty boring really. He’s trying to figure out does Coke or Pepsi deserve more capital? I mean it’s kind of a boring job if you ask me.”

Elon Musk(3) : “It’s still a thing that’s important to figure out. Like, which is a company deserving of more or less capital. Should that company grow or expand? Is it making products and services that are better than others or worse? If a company is making compelling products and services, it should get more capital and if it’s not, it should get less or go out of business.”

In the fourth topic, we find 2 relevant conversations and 2 irrelevant conversations, Joe Rogan(1) asked Elon Musk his opinion on how people define him in a Pejorative way. We decode Joe Rogan's question (ostensive stimulus) meant to reveal how Elon Musk's opinion as one of the richest people in the world

is defined Pejorative way (ostensive stimulus) because of his wealth. In this case, Elon Musk decoded Joe Rogan's question and understood the meaning of the statement from (ostensive stimulus) the keyword Pejorative Way. The context contained in this question can be responded by Elon Musk, he knows the contextual implication of the question. The "pejorative way" view of him is indeed related to the cognitive environment that was understood by Elon Musk. He then replied by explaining that the wealth obtained was not due to negative things, the wealth obtained was the right of the owner of the company. to manage more capital, this answer show that Elon Musk goodly understand the contextual implication in the question. As we can see By understanding the question carefully and correctly with minimal effort, it produces a positive cognitive effect (Elon Musk 1). Elon didn't take much effort to understand the "Pejorative Way" (ostensive stimulus) that indicated that the answer he gave fell into the relevant category.

5. (08:40-10:15)

In This topic, there are exist 9 conversations. The topic is about the difference between someone who's making an incredible amount of money designing and engineering fantastic products versus someone who's making an incredible amount of money by investing in companies or moving money around in the stock market or doing things along those lines.

Joe Rogan(1) : “Well, there’s a big difference, too, between someone who’s making an incredible amount of money designing and engineering fantastic products versus someone who’s making an incredible amount of money by investing in companies or

moving money around in the stock market or doing things along those lines. It's a different thing and to put them all in the same category seems, it's very simple. As you pointed out, it's an attack vector."

Elon Musk(1) : "Yeah, for sure. I think it's really, I do think there, in the United States especially, there's an over allocation of talent in finance and law. Basically, too many smart people go into finance and law. This is both a compliment and a criticism. We should have, I think, fewer people doing law and fewer people doing finance and more people making stuff."

Joe Rogan(2) : "Yeah."

Elon Musk(2) : "Yeah."

Joe Rogan(3) : "Well that would certainly be better for all involved if they made better stuff".

Elon Musk(3) : "Yeah, yeah, absolutely. Manufacturing used to be highly valued in the United States and these days it's not. It's often looked down upon, which I think is wrong".

Joe Rogan(4) : "Yeah. Well, I think that people are kind of learning that particularly because of this whole pandemic and this relationship that we have with China, that there's a lot of value in making things and to making things here".

Elon Musk(4) : "Yes. Somebody's got to do the real work".

Joe Rogan(5) : "Yeah."

In the fifth topic, we find 4 relevant conversations and 5 irrelevant conversations. Joe Rogan(1) stimulates Elon Musk's view by providing an opinion (ostensive stimulus) on the difference between designing and engineering fantastic products that successfully relate to Elon Musk's cognitive environment. The statement contains contextual implication in his opinion, then Elon Musk decodes this statement, understands the contextual implication of this question and gives both his opinion as well as criticism (Elon Musk 1) that "We should have, I think, fewer people doing law and fewer people doing finance and more people making stuff". Elon Musk gives a statement in which he inferences about people in the United States that many of them manage finances and laws, and there are still limited people who make stuff. He also responds to the

communicative principle with the effort to understand the question, proves that the ostensive stimulus from Joe Rogan is worth process to the audience, which is to immediately understand what is happening to what Joe Rogan said. Based on the explanation above, The topic conversation is relevant.

6. (01:02:41- 01:03:52)

In this topic, there are exist 10 conversation. Elon Musk and Joe Rogan discussed the topic of measures to deal with the spread of COVID-19. Joe Rogan asked whether our current measures in dealing with covid have been effective, such as using masks, social distancing, lockdown. In the sub-topic, they discussed the number of infected with covid, which is dominated by men, under the pretext that men are creatures that are less hygienic. For example, this is confirmed by research which says that more male patients are exposed to Covid 19 than women (Begley, 2020; Wenham, 2020). In fact, this pattern was also found in Covid 19 cases in other countries which concluded that the male group was more susceptible to Covid 19 (Begley, 2020).

Joe Rogan(1) : “Do you think that the current way we’re handling this, the social distancing, the mask, the locking down, does this make sense? Is it adequate? Or do you think that we should move back to at least closer to where we used to be?”

Elon Musk(1) : “Well, I think proper hygiene is a good thing no matter what.”

Joe Rogan(2) : “Yes”.

Elon Musk(2) : “Wash your hands and if you’re coughing, stay at home or wear a mask because it’s not good. They do that in Japan. That’s normal. If you’re ill you wear a face mask and you don’t cough on people. I think that would be a great thing to adopt in general throughout the world. Washing your hands is also good.”

Joe Rogan(3) : “Well there’s a speculation why men get it more than women because men are disgusting. We don’t wash our hands as much.”

Elon Musk(3) : “Men are disgusting it’s true. It’s bad.”

Joe Rogan(4) : “It’s true, I admit it, we are all men in this room. We’re all gross.”

Elon Musk(4) : “Yeah. Just go to the restroom you can see it’s horrible.”

Joe Rogan(5) : “Yes we’re gross. My nine year old daughter yells at me, she goes, ‘Did you wash your hands?’ She makes me go back and wash my hands. She’s right. Nine years old. If I had a nine year old boy do you think he would care? He wouldn’t give a fuck if I washed my hands”.

Elon Musk(5) : “True. And I think that there’s definitely some silver linings here in improved hygiene”.

In the Sixth topic, there are exist 4 relevant conversations. Joe Rogan (Joe Rogan 1) asks about The measures (ostensive stimulus) in dealing with covid have been effective, such as using masks, social distancing, lockdown. That question contains contextual implication that is worth processing to Elon Musk due to the same condition they are as citizen who facing the spread of Covid -19. Elon Musk decodes that question, know the contextual implication and makes inferential (his opinion) and responds (Elon Musk 1) by "the proper hygienic is a good thing no matter what". This results the positive cognitive effect due to the ostensive stimulus is worth processing and Elon Musk results the right conclusion to the question. Elon Musk also gave an additional explanation of his opinion on how other countries are dealing with the spread of COVID such as Japan (Elon Musk 2). Those in the communicative principle have no difficulty understanding each other's questions or answers, this fulfills the communicative principle.

B.2. The Reason of Why the conversation is relevant and irrelevant based on relevance theory.

In this section, we will explain the reason of Why the conversation is relevant based on relevance theory.

1.(01:37-02:23)

In this topic there are exist 9 conversations. This topic conversation is about the way Elon Musk takes care both his children and the megaproject, Joe Rogan asking “does if it feels strange to have children while this craziness is going”. "Craziness" is meant by Joe Rogan is a technology development project (SPACE-X, PAYPAL, TESLA) that is being run by Elon Musk For example the SPACE X. Elon Musk and his crew began developing two types of Falcon rockets. The name is a reference to the Star Wars starship "Millennium Falcon." The objective is to build the rocket with existing technologies at the most affordable price possible. The Falcon I, for example, was powered by a pintle engine from the 1960s. It only has one fuel injector, but the standard of The National Aeronautics and Space Administration (NASA) uses a "shower head" design with several fuel injectors in most cases. The company also needed a theodolite to orient the rocket, and instead of buying one new, they found one on eBay for \$25,000 less (Musk, E. 2021).

- Joe Rogan(1) : “Yeah. Pretty great. Does it feel strange to have a child while this craziness is going? Does it feel like you’ve had children before? Is this any weirder?”
- Elon Musk(1) : “Actually, I think it’s better being older and having a kid. I appreciate it more. Yeah, babies are awesome”.
- Joe Rogan(2) : “They are pretty awesome”.
- Elon Musk(2) : “They’re awesome. Yeah”.
- Joe Rogan(3) : “When I didn’t have any of my own, I would see other people’s kids and I didn’t not like them, but I wasn’t drawn to them. But now when I see little people’s kids, I’m like, Oh, I think of them as like these little love packages.”
- Elon Musk(3) : “Yeah, little love bugs.”
- Joe Rogan(4) : “Yeah. It’s just you think of them differently when you see them come out and then grow and then eventually start talking to you, like your whole idea what a baby is, is very different.”
- Elon Musk(4) : “Yeah.”
- Joe Rogan(5) : “Now, as you get older and get to appreciate it as a mature, fully formed adult, it must be really pretty wonderful.”

In the first topic, we find 4 relevant conversations. The reason why this is relevant is because the listener, has recognized the speaker's intention, and is able to establish the relevance of the utterance for himself. This has met the basic definitions of Relevance, Cognitive principle and Communicative principle. Elon Musk understands Joe Rogan's Ostensive stimulus act (Joe Rogan 1) which has enabled him to construct the meaning of the "Craziness" question in question regarding the Tesla Megaproject and its Space X. The Ostensive Stimulus from Joe Rogan is very worth processing for Elon Musk because it makes it easier for Elon Musk to process the decoding of the contextual of the conversation he is referring to. Elon Musk understands the question and it is relevant to the contextual implications with the least effort. This is the reason why it is included in the relevant category as Sperber and Wilson said that the greater the cognitive effect achieved, and the less mental effort (or processing) required to obtain this

effect, the more relevant this input was to me at the time (2002). Then, we find 5 other conversations considered irrelevant because the conversations left the previous discussion (Joe Rogan 3-5) which made Joe Rogan tell his opinions and feelings about his dislike of children. This makes the contextual implication of Elon Musk not well understood which states that it is better to be older having a kid.

2. (03:28-05:17)

In the second topic, there are 8 conversations. Joe rogan discussed the topic of Artificial Intelligence developed by Elon Musk. Artificial Intelligence (AI) is a vast subject of computer science that aims to make machines behave like humans. It's utilized to address problems that are tough to decipher using conventional computing methods. According to Mohseni's statement, Elon Musk wants to focus not only on sick people in this Artificial Intelligence project, but also on normal and healthy people to work on expanding their minds by connecting their brains to computers and surgically implanting chips into the human body part of the brain (Marsh, 2018). The chip, according to Elon Musk, will be available to everyone. Because, despite its high cost, it will benefit people once it is invested (Miśkiewicz, J., 2019).

Joe Rogan(1) : “When you’re programming artificial intelligence where you’re working with artificial intelligence art, are they specifically trying to mimic the developmental process of a human brain?”

Elon Musk(1) : “In a lot of ways. There’s some ways that are different. An analogy that’s often used is like we don’t make a submarine swim like a fish, but we take the principles of hydrodynamics and apply them to the submarine.”

- Joe Rogan(2) : “I’ve always wondered as a lay person, do you try to achieve the same results as the human brain but through different methods? Or do you try to copy the way a human brain achieves results?”
- Elon Musk(2) : “I mean, the essential elements of an AI neural net are really very similar to a human brain neural net. Yeah. It’s having the multiple layers of neurons and you know, back propagation. All these things are what your brain does. You have a layer of neurons that goes through a series of intermediate steps to ultimately cognition and then it’ll reverse those steps and go back and forth and go all over the place. It’s interesting. Very interesting.”
- Joe Rogan(3) : “Yeah, I would imagine. The thought of programming something that is eventually going to be smarter than us that one day it’s going to be like, why did you do it that way? When artificial intelligence becomes sentient, they’re like, Oh, you tried to mimic yourself. This is so much better process. Cut out all this nonsense.”
- Elon Musk(3) : “Like I said, there are elements that are the same but just like an aircraft does not fly like a bird.”
- Joe Rogan(4) : “Right.”
- Elon Musk(4) : “It doesn’t flap its wings, but the wings, the way the wings work and generate lift is the same as a bird.”

Then, in the second topic, we find 4 relevant conversations. The reason why it is relevant is because the question (Ostensive stimulus) from Joe Rogan(1) is very capable of being processed by Elon Musk in building a hypothesis on the purpose of the question. The context of the question is so closely related to Elon Musk that it is easy to understand the contextual implications in it. We can also say that the question is related to Elon Musk's Cognitive Environment which makes it not difficult to understand the question. The Artificial Intelligence discussed in this question is part of Elon Musk's project which makes it easy to understand. Elon Musk doesn't have to ask questions over and over again to know the contextual implications and makes the presumption of relevance.

Elon Musk follows a path of least effort in computing cognitive effects and he stops at a presumption when the expectations of relevance to the speaker's questions have been satisfied. Then, as the audience/interlocutor/listener he has also built a hypothesis about the meaning of the question from the speaker and fulfills the relevance of what was said by Joe Rogan(1). Elon Musk easily answered simply about the Artificial Intelligence Neural Net technology (Elon Musk 1&2) which proved that Joe Rogan's (ostensive stimulus) questions (1) were easy to process for Elon Musk and reach the optimal relevance. As said by Sperber and Wilson, when a hearer following the path of least effort arrives at an interpretation that satisfies his expectations of relevance, in the absence of Contrary evidence, this is the most plausible hypothesis about the speaker's meaning (2002).

Then, we found 4 other conversations that are irrelevant. The reason why those are irrelevant because the contextual implication in the conversation (3-4) is less precise from what Elon Musk previously discussed. For example, when Elon Musk (2) discussed the important elements of an AI neural network which is very similar to the neural network of the human brain. Joe Rogan responded to the statement by discussing that artificial intelligence programs such as AI are feared to be smarter than humans themselves. This is not relevant to the contextual implication of Joe Rogan's(2) previous statement, it does not generates a positive cognitive effect.

3. (05:27-06:16)

In this third topic, there are 12 conversations. The topic of conversation is about Elon Musk selling his house suddenly in a strange time. Joe Rogan discusses this quirk of why Elon Musk sold his house at such an unexpected time. Elon Musk even with some of his wealth of money can buy many other homes without the need to sell his house. This kind of thing becomes topic of conversation that Joe Rogan finds interesting to discuss because it is very unique for one of the richest people in the world to have to sell his house where he can buy many other houses without selling the house.

Joe Rogan(1) : “Now you’re in the middle of this strange time where you’re selling your houses. You say you don’t want any material possessions and I’ve been seeing all that and I’ve been really excited to talk to you about this. Because it’s an interesting thing to come from a guy like yourself. Like why are you doing that?”

Elon Musk(1) : “I’m slightly sad about it, actually.”

Joe Rogan(2) : “If you’re sad about it, why are you doing it?”

Elon Musk(2) : “I think possessions kind of weigh you down and they’re kind of an attack vector”. “They’ll say, ‘Hey, billionaire, you’ve got all this stuff’. Well,now I don’t have stuff now what are you going to do?”

Joe Rogan(3) : “Attack vector meaning like people targeted.”

Elon Musk(3) : “Yeah.”

Joe Rogan(4) : “Interesting, yeah. But you’re obviously going to, so you’re going to rent a place?”

Elon Musk(4) : “Yeah.”

Joe Rogan(5) : “Okay, and get rid of everything except clothes?”

Elon Musk(5) : “No, I said like almost everything, so it’s like ...”

Joe Rogan(6) : “Keep a couple of Teslas.”

Elon Musk(6) : “Kind of have to, to test product and stuff. You know, there’s things that have sentimental value for sure are keeping those.”

In the third conversation we find 8 relevant conversation, the reason of why it is relevant because the researcher find it is very easy for Elon Musk to understand the ostensive stimulus act of Joe Rogan. Joe Rogan asks a question

related to the personal life of Elon Musk (Joe Rogan 1). He asked about Elon Musk selling his house in the "period of strange time", even though he could buy another house with his wealth. This question is easy for Elon Musk to understand because the contextual implications of this question are relevant to Elon Musk's cognitive environment about his home. A single piece of new information may achieve several such cognitive effects. The less Elon Musk's mental (or processing) effort required to derive these effects, the more relevant this input will be at the time (Wilson & Sperber, 2002). What makes Elon Musk maximally relevant to Joe Rogan is that it yields greater cognitive effects, for less processing effort, than any alternative information available to him at the time.

When we see Elon Musk's answer (Elon Musk 2 and 3), he immediately explains the reason for selling the house, he becomes an "attack vector". The cognitive principle is Human cognition tends to be geared to the maximization of relevance and the communicative principle is relevant enough to be worth the addressee's processing effort. Elon Musk understands very well the contextual implications of the questions asked by Joe Rogan. So, when Elon Musk decoded and understands with the least amount of effort and finds the relevant interpretation in the expected way, without any contradictions, this is the best possible interpretation hypothesis. Because understanding is a non-demonstrative process of inference (Sperber & Wilson, 2002/2012A).

Then, we found another 4 conversations considered irrelevant. The reason of why it is irrelevant because the contextual implication in the conversation is not related to Elon Musk's previous discussion. For example, the conversations Joe

Rogan 1 to Elon Musk 4 when the conversations are discussing "the problem of selling house and attack vector". Joe Rogan(5) then responded to the topic with a different "get rid of everything except clothes" which is out of the discussion of the previous topic and irrelevant. This is not relevant to the contextual implication of Elon Musk's previous statement (2&3) which discusses the problem of him being an "attack vector" from people who don't like him. Cognitive effect carried out by Joe Rogan did not produce a positive one so that the conversations of Joe Rogan 5 to Elon Musk 6 became irrelevant conversations.

4. (06:46-08:18)

In this section, there are 4 conversation. Joe Rogan begins the conversation with the core of his topic is about the point of view of people defining Elon Musk by the fact his wealth in pejorative way. Not only Elon Musk, more than that, how the rich people in the world are defined in a pejorative way because of their wealth. Pejorative itself tends to have a negative connotation or aims, to disparage or belittle for example.

Joe Rogan(1) : “Yeah, I mean from the money that you sell all your stuff, you can buy new stuff. Do you feel like people define you by the fact that you’re wealthy and that they define you in a pejorative way?”

Elon Musk(1) : “For sure. I mean not everyone, but for sure in recent years billionaire has become pejorative like that’s a bad thing. Which I think doesn’t make a lot of sense in most cases. If you basically organized a company ... How does this wealth arise? If you organize people in a better way to produce products and services that are better than what existed before and you have some ownership in that company then that essentially gives you the right to allocate more capital.”

Elon Musk(2) : “There’s a conflation of consumption and capital allocation. Take Warren Buffet, for example, and to be totally frank I’m not his

biggest fan, but you know, he does like have full allocation and he reads a lot of annual reports of companies and all the accounting and it's pretty boring really. He's trying to figure out does Coke or Pepsi deserve more capital? I mean it's kind of a boring job if you ask me."

Elon Musk(3) : "It's still a thing that's important to figure out. Like, which is a company deserving of more or less capital. Should that company grow or expand? Is it making products and services that are better than others or worse? If a company is making compelling products and services, it should get more capital and if it's not, it should get less or go out of business."

On the fourth topic we find 2 relevant conversation, the reason why can be relevant is because Elon Musk is able to understand the ostensive stimulus of the questions uttered by Joe Rogan(1) well. This results in a positive cognitive effect, i.e. inferences that are connected between the contextual implications and intentions of what Joe Rogan meant. Elon musk reconstructs the word "pejorative way" from the question, and knows the meaning of the word. The contextual implication in that question is understood by Elon Musk to lead to the wealth owned by his company (presumption of relevance). Elon Musk reached the optimal relevance by processing Joe Rogan's(1) question very well and does not require hard effort, Elon Musk try the least effort to process because in his cognitive environment he is well connected with Joe Rogan's intentions.

What makes it maximally relevant to the individual is that it produces a greater effect, with less effort, than any alternative input available to him at the time. Besides that, why optimal relevance was achieved in this conversation, because of the ostensive stimulus uttered by Joe Rogan It is relevant enough to be worth the audience's processing effort. Ostensive Stimulus that is relevant and

compatible with Joe Rogan's preferences, can be worth processed by Elon Musk (Sperber & Wilson, 2002).

Then, we found 2 other conversations that were considered irrelevant, there are Elon Musk 2&3. The reason why the conversations are irrelevant because Elon Musk added his explanation to answer Joe Rogan's question, but it turned out to be considered unrelated and redundant. Like at first, Joe Rogan asked about the views of people who defined him as a rich person but in a pejorative way. He responded (Elon Musk 1) by explaining that rich people have been defined in a pejorative way in some cases, that basically their wealth is the right to manage capital in the company. But if we look, Elon Musk's next explanation is too far from the question asked by Joe Rogan(1). Discusses how Warren Buffet reads many corporate and accounting reports. And also how Warren Buffet to find out the capital allocation for Coke and Pepsi companies, which are more deserving of a lot of capital. The explanation goes too far from Joe Rogan's question about how people define him in the pejorative way.

5. (08:40-09:38)

In This topic, there are 9 conversation. The topic is about the difference between someone who's making an incredible amount of money designing and engineering fantastic products versus someone who's making an incredible amount of money by investing in companies or moving money around in the stock market or doing things along those lines.

Joe Rogan(1) : “Well, there’s a big difference, too, between someone who’s making an incredible amount of money designing and

engineering fantastic products versus someone who's making an incredible amount of money by investing in companies or moving money around in the stock market or doing things along those lines. It's a different thing and to put them all in the same category seems, it's very simple. As you pointed out, it's an attack vector."

Elon Musk(1) : "Yeah, for sure. I think it's really, I do think there, in the United States especially, there's an over allocation of talent in finance and law. Basically, too many smart people go into finance and law. This is both a compliment and a criticism. We should have, I think, fewer people doing law and fewer people doing finance and more people making stuff."

Joe Rogan(2) : "Yeah."

Elon Musk(2) : "Yeah."

Joe Rogan(3) : "Well that would certainly be better for all involved if they made better stuff."

Elon Musk(3) : "Manufacturing used to be highly valued in the United States and these days it's not. It's often looked down upon, which I think is wrong".

Joe Rogan(4) : "Yeah. Well, I think that people are kind of learning that particularly because of this whole pandemic and this relationship that we have with China, that there's a lot of value in making things and to making things here".

Elon Musk(4) : "Yes. Somebody's got to do the real work".

Joe Rogan(5) : "Yeah."

In the fifth topic, we find 4 relevant conversations , the reason why can be relevant is because we can see that Joe Rogan's(1) intention is to show his opinion about the wealth management. He said that there is a difference between "people who make a lot of money by investing in companies or moving money in the stock market or doing things like that" (ostensive stimulus). The contextual implication of this statement can be understood by Elon Musk because Elon Musk himself is an entrepreneur, connected to the cognitive environment. Elon Musk Knows the intention and topic in the conversation and presumption of relevance. Elon musk draws the presumption from his schematic assumptions about the topic under discussion.

With that inferential, he generates conclusion that is potentially relevant to the topic, and processes them and then responds with his answer(Elon Musk2). This results in a positive cognitive effect in which the cognitive of the two are connected. On the communicative principle, Joe Rogan(1) conveys an ostensive stimulus that is relevant one and compatible with his abilities and preferences. That way Elon Musk also achieves optimal relevance without requiring a hard effort, he has understood the concept of the purpose of the question and processed it with least effort. This is the good reason why the conversations are relevant.

Then, we found 5 other conversations that were considered irrelevant, there are Joe Rogan 3 to Joe Rogan 5. The reason why the conversations are irrelevant because Elon Musk added too much explanation that out of requirement. In the previous discussion they were discussing the difference between people who make a lot of money by investing in companies or moving money in the stock market. Instantly Elon Musk discussed manufacturing that was often valued in America and not considered valuable today. Meanwhile, Joe Rogan (4) then responded that people are now starting to be concerned about such things and also about the relationship between them (America) and China regarding the pandemic. Discussions that soar away from the initial topic of conversation that make these conversations irrelevant.

6. (01:02:41- 01:03:36)

In this topic, there are exist 9 conversations. They discussed the topic of measures to deal with the spread of COVID-19. Joe Rogan asked whether our

current measures in dealing with covid have been effective, such as using masks, social distancing, lockdown. In the sub-topic, they discussed the number of infected with covid, which is dominated by men, under the pretext that men are creatures that are less hygienic. For example, this is confirmed by research which says that more male patients are exposed to Covid 19 than women (Begley, 2020; Wenham, 2020). In fact, this pattern was also found in Covid 19 cases in other countries which concluded that the male group was more susceptible to Covid 19 (Begley, 2020).

Joe Rogan(1) : “Do you think that the current way we’re handling this, the social distancing, the mask, the locking down, does this make sense? Is it adequate? Or do you think that we should move back to at least closer to where we used to be?”

Elon Musk(1) : “Well, I think proper hygiene is a good thing no matter what.”

Joe Rogan(2) : “Yes”.

Elon Musk(2) : “Wash your hands and if you’re coughing, stay at home or wear a mask because it’s not good. They do that in Japan. That’s normal. If you’re ill you wear a face mask and you don’t cough on people. I think that would be a great thing to adopt in general throughout the world. Washing your hands is also good.”

Joe Rogan(3) : “Well there’s a speculation why men get it more than women because men are disgusting. We don’t wash our hands as much.”

Elon Musk(3) : “Men are disgusting it’s true. It’s bad.”

Joe Rogan(4) : “It’s true, I admit it, we are all men in this room. We’re all gross.”

Elon Musk(4) : “Yeah. Just go to the restroom you can see it’s horrible.”

Joe Rogan(5) : “Yes we’re gross. My nine year old daughter yells at me, she goes, ‘Did you wash your hands?’ She makes me go back and wash my hands. She’s right. Nine years old. If I had a nine year old boy do you think he would care? He wouldn’t give a fuck if I washed my hands”.

Elon Musk(5) : “True. And I think that there’s definitely some silver linings here in improved hygiene”.

In the sixth topic, we can find 4 relevant conversations. the reason of why those are relevant because the cognitive effect in this section is absolutely positive. Both Elon Musk and Joe Rogan are the same as United States Citizens. They know about the spread of Covid-19 and the steps to deal with it there. When Joe Rogan(1) asked (ostensive stimulus) about how to deal with Covid-19 at this time, Elon Musk was able to process the ostensive stimulus easily because their cognitive environment was connected and understood each other's context with the topic of Covid-19. He makes presumptions to know the contextual implication of the question (presumption of relevance) and can answer simply. This results a positive cognitive effect when Elon Musk responds positively and agrees with what Joe Rogan meant.

And the ostensive stimulus from Joe Rogan(1), we can see that it is compatible with Joe Rogan's abilities and preferences as a speaker. Elon Musk doesn't require a lot of hard effort to understand topics and sub-topics in a conversation. To achieve optimal relevance, Elon Musk already has a schema of inferential information on the topic of questions posed by Joe Rogan and answers them in a simple way (optimal relevance). The ostensive stimulus from Joe Rogan(1) is worth the process to Elon Musk This is the reason why in this topic they are relevant to each other in the topic of conversation.

Then, we found 6 other conversations that were considered irrelevant, there are from Joe Rogan 3 to Elon Musk 5. The reason why the conversations are irrelevant because Joe Rogan discussed something that did not fit with the previous conversations. If in the previous conversations (1 to 2) they were

discussing the current way to handle COVID 19 just like social distancing, the mask, the locking down. Suddenly, in the next conversation, Joe Rogan(3) discussed speculation about more men infected with COVID than women, the discussion shifted to saying that men are disgusting than women. The contextual implication of Elon Musk 2 was not well understood by Joe Rogan, so the discussion that followed became disconnected. The cognitive effect on this conversation does not become a positive one, making the conversation irrelevant.

CHAPTER V CONCLUSION AND SUGGESTION

After analyzing the relevance in conversation between Elon Musk and Joe Rogan, the researcher finally has answered all of the research problems. At the beginning of this chapter, the researcher will summarize the substantive findings of this research finding. Then, at the end of the chapter, the researcher will mention the suggestion to all readers and future researchers to develop and apply the relevance theory to research.

A. Conclusion

This study aims to represent the relevance between the host and the cast in podcasts, specifically Joe Rogan and Elon Musk. By using the theory of relevance, the researcher found that relevant conversations often occur at the beginning of the conversation topic. This is because the beginning of the conversation often discusses light discussion material. The intensive stimulus uttered by the host can be easily digested (input) and understood by the cast, worth processing by least effort to make the questions relevant. The cast also understands the contextual effect of the questions easily so that they connect in the first few conversations.

Then, the researcher found that in the middle and end of the conversation, when they started discussing serious topics such as AI Neural net, Neuralink, Covid-19, Tesla Cybertruck, Roadster, semi-truck, etc. This makes Joe Rogan's response irrelevant when he understands the context of the discussion, he lacks

mastery of the cognitive environment on certain topics. This has also happened to Elon Musk in some cases, but only slightly. The problem with Joe Rogan is actually commonplace, as when someone who does not have a background (cognitive environment) regarding technology is then confronted with an interlocutor who is an expert in technology development. The discussion that occurs will make one of them a misconception, misunderstanding, or make the wrong conclusion as it ultimately leads to irrelevant

B. Suggestion

To enrich the development of relevance theory, the researcher suggests that future researchers criticize this research from various perspectives. Such as combining relevance theory with other theories to study conversation. In addition, it is important to understand prestige podcasts, such as Elon Musk discussing simple things about the development of rocket and robot technology that can broaden the audience's horizons. Finally, the researcher realizes that this research still has many limited things. Therefore, the researcher hopes for suggestions and criticism for the researcher to do better in conducting the next relevance research.

BIBLIOGRAPHY

- Agusta, I. (2003). *Teknik Pengumpulan dan Analisis Data Kualitatif*. Pusat Penelitian Sosial Ekonomi. Litbang Pertanian, Bogor, 27.
- Allott, N. (2013). *Relevance theory*. In *Perspectives on linguistic pragmatics* (pp. 57-98). Springer, Cham.
- Amianna, J. N. R. P., & Putranti, A. (2017). Humorous situations created by violations and floutings of conversational maxims in a situation comedy entitled how i met your mother. *Journal of Language and Literature*, 17(1), 97-107.
- Assimakopoulos, S. (2017). *Context selection in relevance theory*. DOI: 10.1007/978-3-319-48832-5.
- Bothma, T. J., & Tarp, S. (2014). Why relevance theory is relevant for lexicography. *Lexicographica*, 30(1), 350-378.
- Carston, R. (2010). Lexical pragmatics, ad hoc concepts and metaphor: from a relevance theory perspective. *Italian Journal of Linguistics*, 22(1), 153-180.
- Carston, R., & Powell, G. (2006). Relevance theory—new directions and developments. *The Oxford Handbook of Philosophy of Language*. OUP Online at www.phon.ucl.ac.uk/home/robyn/home.Htm
- Carston, R. (2004). Relevance theory and the saying/implicating distinction. *The handbook of pragmatics*, 633-656.
- Clark, B. (2013). *Relevance theory*. Cambridge University Press.
- Clark, W. (1991). *Relevance theory and the semantics of non-declarative sentences*. University of London, University College London (United Kingdom).
- Cutting, Joan. 2002. *Pragmatics and Discourse*. New York: Routledge.
- der Henst, V. (2006). *Symposium on "Cognition and Rationality: Part I" Relevance effects in reasoning*. *Mind & Society*, 5(2), 229-245.
- Ferro, F. (2020). Implementing sentiment analysis to assess the perception of polarizing product: *the Tesla Cybertruck case*.

- Fuadi, T. M. (2020). Covid 19: Antara Angka Kematian dan Angka Kelahiran. *Jurnal Sosiologi Agama Indonesia (JSAl)*, 1(3), 199-211.
- Gan, X. (2015). A study of the humor aspect of English puns: views from the Relevance Theory. *Theory and Practice in Language Studies*, 5(6), 1211.
- Grundy, P. (2013). *Doing pragmatics*. Routledge.
- Maamoun, A. (2021). REVENGE OF THE ELECTRIC CAR IN THE 2020S: A CASE STUDY. *Global Journal of Entrepreneurship*, 5(1), 19.
- Miles, M. B., & Huberman, A. M. (1994). *Qualitative data analysis: An expanded sourcebook*. sage.
- Miśkiewicz, J. (2019). The merger of natural intelligence with artificial intelligence, with a focus on Neuralink company. *Virtual Economics*, 2(3), 22-29.
- Musk, E. (2021). *Elon Musk Biography*.
- Nur, Zahro Laila, (2015). *AN ANALYSIS OF IMPLICATURE IN FAST FURIOUS MOVIE BASED ON RELEVANCE THEORY*. Faculty of Humanities . Diponegoro University Semarang.
- Padilla Cruz, M. (2016). *Three decades of relevance theory. Relevance Theory: Recent developments, current challenges and future directions*.
- Rahardjo, Mudjia. (2020). *Metodologi Penelitian Kualitatif Untuk Ilmu-Ilmu Sosial Dan Humaniora*. Republik Media. Malang, Indonesia.
- Ramos, Francisco Yus. 1998. *Relevance theory and media discourse : A verbal-visual model of communication*. Department of English Studies, University of Alicante, Spain. *Poetics* 25, 293-309.
- Ribeiro, A. N. (2013). Relevance Theory and Poetic Effects. *Philosophy and Literature, Volume 37, Number 1, April 2013, pp. 102-117 (Article)*. DOI: 10.1353/phl.2013.0016.
- Rijali, A. (2019). *Analisis data kualitatif. Alhadharah: Jurnal Ilmu Dakwah*, 17(33), 81-95.
- Russo, D. (2021). *Social Movement and Reaction: The Joe Rogan Experience and Making Sense of the# MeToo Movement with Standup Comedian Podcasters (Doctoral dissertation, The University of Wisconsin-Milwaukee)*.

- Schutze, C. T., Sprouse, J., Podesva, R. J., & Sharma, D. (2014). *Research methods in linguistics*.
- Scott, K. (2013). Pragmatically motivated null subjects in English: A relevance theory perspective. *Journal of Pragmatics*, 53, 68-83.
- Stroińska, M., & Drzazga, G. (2017). Relevance Theory, interpreting, and translation. In *The Routledge Handbook of Translation Studies and Linguistics* (pp. 95-106). Routledge.
- Van der Henst, J. B. (2006). *Symposium on "Cognition and Rationality: Part I" Relevance effects in reasoning*. *Mind & Society*, 5(2), 229-245.
- Wilson, Deidre & Sperber, Dan. 2020. *Truthfulness and Relevance*. Oxford University Press. *Mind, New Series*, Vol. 111, No. 443 (Jul., 2002), pp. 583-632.
- Wilson, D. (2018). Relevance theory and literary interpretation. Reading beyond the code: *Literature and relevance theory*, 185.
- Wilson, Deirdre, and Dan Sperber. (2002). "Relevance theory."
- Xu, X. H. (2010). Analysis of teacher talk on the basis of relevance theory. *Canadian Social Science*, 6(3), 45-50.
- Yus, Francisco. 2003. *Humor and the search for relevance*. Department of English Studies, University of Alicante, Spain. *Journal of Pragmatics* 35 (2003) 1295–1331.
- Zhang, G. (2005). Fuzziness and relevance theory. *Foreign Language and Literature Studies*, 22(2), 73-84.

APPENDIX

1.(01:37-02:23)

Joe Rogan(1) : “Yeah. Pretty great. Does it feel strange to have a child while this craziness is going? Does it feel like you’ve had children before? Is this any weirder?” (RELEVANT)

Elon Musk(1) : “Actually, I think it’s better being older and having a kid. I appreciate it more. Yeah, babies are awesome”. (RELEVANT)

Joe Rogan(2) : “They are pretty awesome”. (RELEVANT)

Elon Musk(2) : “They’re awesome. Yeah”. (RELEVANT)

Joe Rogan(3) : “When I didn’t have any of my own, I would see other people’s kids and I didn’t not like them, but I wasn’t drawn to them. But now when I see little people’s kids, I’m like, Oh, I think of them as like these little love packages.” (IRRELEVANT)

Elon Musk(3) : “Yeah, little love bugs.” (IRRELEVANT)

Joe Rogan(4) : “Yeah. It’s just you think of them differently when you see them come out and then grow and then eventually start talking to you, like your whole idea what a baby is, is very different.” (IRRELEVANT)

Elon Musk(4) : “Yeah.” (IRRELEVANT)

Joe Rogan(5) : “Now, as you get older and get to appreciate it as a mature, fully formed adult, it must be really pretty wonderful.” (IRRELEVANT)

2. (03:28-05:17)

Joe Rogan(1) : “When you’re programming artificial intelligence where you’re working with artificial intelligence art, are they specifically trying to mimic the developmental process of a human brain?” (RELEVANT)

Elon Musk(1) : “In a lot of ways. There’s some ways that are different. An analogy that’s often used is like we don’t make a submarine swim like a fish, but we take the principles of hydrodynamics and apply them to the submarine.” (RELEVANT)

Joe Rogan(2) : “I’ve always wondered as a lay person, do you try to achieve the same results as the human brain but through different methods? Or do you try to copy the way a human brain achieves results?” (RELEVANT)

Elon Musk(2) : “I mean, the essential elements of an AI neural net are really very similar to a human brain neural net. Yeah. It’s having the multiple layers of neurons and you know, back propagation. All these things are what your brain does. You have a layer of neurons that goes through a series of intermediate steps to

ultimately cognition and then it'll reverse those steps and go back and forth and go all over the place. It's interesting. Very interesting." (RELEVANT)

Joe Rogan(3) : "Yeah, I would imagine. The thought of programming something that is eventually going to be smarter than us that one day it's going to be like, why did you do it that way? When artificial intelligence becomes sentient, they're like, Oh, you tried to mimic yourself. This is so much better process. Cut out all this nonsense." (IRRELEVANT)

Elon Musk(3) : "Like I said, there are elements that are the same but just like an aircraft does not fly like a bird." (IRRELEVANT)

Joe Rogan(4) : "Right." (IRRELEVANT)

Elon Musk(4) : "It doesn't flap its wings, but the wings, the way the wings work and generate lift is the same as a bird." (IRRELEVANT)

3. (05:27-06:16)

Joe Rogan(1) : "Now you're in the middle of this strange time where you're selling your houses. You say you don't want any material possessions and I've been seeing all that and I've been really excited to talk to you about this. Because it's an interesting thing to come from a guy like yourself. Like why are you doing that?" (RELEVANT)

Elon Musk(1) : "I'm slightly sad about it, actually." (RELEVANT)

Joe Rogan(2) : "If you're sad about it, why are you doing it?" (RELEVANT)

Elon Musk(2) : "I think possessions kind of weigh you down and they're kind of an attack vector". "They'll say, 'Hey, billionaire, you've got all this stuff'. Well, now I don't have stuff now what are you going to do?" (RELEVANT)

Joe Rogan(3) : "Attack vector meaning like people targeted." (RELEVANT)

Elon Musk(3) : "Yeah." (RELEVANT)

Joe Rogan(4) : "Interesting, yeah. But you're obviously going to, so you're going to rent a place?" (RELEVANT)

Elon Musk(4) : "Yeah." (RELEVANT)

Joe Rogan(5) : "Okay, and get rid of everything except clothes?" (IRRELEVANT)

Elon Musk(5) : "No, I said like almost everything, so it's like ..." (IRRELEVANT)

Joe Rogan(6) : "Keep a couple of Teslas." (IRRELEVANT)

Elon Musk(6) : "Kind of have to, to test product and stuff. You know, there's things that have sentimental value for sure are keeping those." (IRRELEVANT)

4. (06:46-08:18)

- Joe Rogan(1) : “Yeah, I mean from the money that you sell all your stuff, you can buy new stuff. Do you feel like people define you by the fact that you’re wealthy and that they define you in a pejorative way?” (RELEVANT)
- Elon Musk(1) : “For sure. I mean not everyone, but for sure in recent years billionaire has become pejorative like that’s a bad thing. Which I think doesn’t make a lot of sense in most cases. If you basically organized a company ... How does this wealth arise? If you organize people in a better way to produce products and services that are better than what existed before and you have some ownership in that company then that essentially gives you the right to allocate more capital.” (RELEVANT)
- Elon Musk(2) : “There’s a conflation of consumption and capital allocation. Take Warren Buffet, for example, and to be totally frank I’m not his biggest fan, but you know, he does like have full allocation and he reads a lot of annual reports of companies and all the accounting and it’s pretty boring really. He’s trying to figure out does Coke or Pepsi deserve more capital? I mean it’s kind of a boring job if you ask me.” (IRRELEVANT)
- Elon Musk(3) : “It’s still a thing that’s important to figure out. Like, which is a company deserving of more or less capital. Should that company grow or expand? Is it making products and services that are better than others or worse? If a company is making compelling products and services, it should get more capital and if it’s not, it should get less or go out of business.” (IRRELEVANT)

5. (08:40-09:38)

- Joe Rogan(1) : “Well, there’s a big difference, too, between someone who’s making an incredible amount of money designing and engineering fantastic products versus someone who’s making an incredible amount of money by investing in companies or moving money around in the stock market or doing things along those lines. It’s a different thing and to put them all in the same category seems, it’s very simple. As you pointed out, it’s an attack vector.” (RELEVANT)
- Elon Musk(1) : “Yeah, for sure. I think it’s really, I do think there, in the United States especially, there’s an over allocation of talent in finance and law. Basically, too many smart people go into finance and law. This is both a compliment and a criticism. We should have, I think, fewer people doing law and fewer people doing finance and more people making stuff.” (RELEVANT)
- Joe Rogan(2) : “Yeah.” (RELEVANT)
- Elon Musk(2) : “Yeah.” (RELEVANT)
- Joe Rogan(3) : “Well that would certainly be better for all involved if they made better stuff.” (RELEVANT)

Elon Musk(3) : “Manufacturing used to be highly valued in the United States and these days it’s not. It’s often looked down upon, which I think is wrong.” (IRRELEVANT)

Joe Rogan(4) : “Yeah. Well, I think that people are kind of learning that particularly because of this whole pandemic and this relationship that we have with China, that there’s a lot of value in making things and to making things here.” (IRRELEVANT)

Elon Musk(4) : “Yes. Somebody’s got to do the real work.” (IRRELEVANT)

Joe Rogan(5) : “Yeah.” (IRRELEVANT)

6. (01:02:41- 01:03:36)

Joe Rogan(1) : “Do you think that the current way we’re handling this, the social distancing, the mask, the locking down, does this make sense? Is it adequate? Or do you think that we should move back to at least closer to where we used to be?” (RELEVANT)

Elon Musk(1) : “Well, I think proper hygiene is a good thing no matter what.” (RELEVANT)

Joe Rogan(2) : “Yes”. (RELEVANT)

Elon Musk(2) : “Wash your hands and if you’re coughing, stay at home or wear a mask because it’s not good. They do that in Japan. That’s normal. If you’re ill you wear a face mask and you don’t cough on people. I think that would be a great thing to adopt in general throughout the world. Washing your hands is also good.” (RELEVANT)

Joe Rogan(3) : “Well there’s a speculation why men get it more than women because men are disgusting. We don’t wash our hands as much.” (IRRELEVANT)

Elon Musk(3) : “Men are disgusting it’s true. It’s bad.” (IRRELEVANT)

Joe Rogan(4) : “It’s true, I admit it, we are all men in this room. We’re all gross.” (IRRELEVANT)

Elon Musk(4) : “Yeah. Just go to the restroom you can see it’s horrible.” (IRRELEVANT)

Joe Rogan(5) : “Yes we’re gross. My nine year old daughter yells at me, she goes, ‘Did you wash your hands?’ She makes me go back and wash my hands. She’s right. Nine years old. If I had a nine year old boy do you think he would care? He wouldn’t give a fuck if I washed my hands”. (IRRELEVANT)

Elon Musk(5) : “True. And I think that there’s definitely some silver linings here in improved hygiene”. (IRRELEVANT)

CURRICULUM VITAE



Irvan Strife Buana was born in Garut, West Java on November 11, 2000. He graduated from MAS ATTAQWA PUSAT PUTRA in 2018. During his study at Senior High School, he actively participated in PPA (Persatuan Pelajar Attaqwa) as the member of welfare department and a few organizations. He started his higher education in 2018 at the Department of English Literature UIN Maulana Malik Ibrahim Malang and finished in 2022. During his study at the university, he actively involved in some organization such as Hai'ah Tahfidz Quran (HTQ) UIN Malang as the member, Departmental Student Association (HMJ) as the member of Entrepreneurship, KAMAPA JABAR MALANG RAYA as the head of External Relation Division. He also attended national events such as the G20 Youth Summit 2022 in JW MARRIOTT Hotel Surabaya, Delegation at the OPOP JAWA TIMUR 2021, and several other.