

## Politeness In The Digital Spotlight: Analyzing Language Use In Deddy Corbuzier's 'Close The Door' Podcast

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**Abstract:** Language plays a crucial role in social communication, including on digital platforms such as YouTube. One of the most popular podcasts in Indonesia, "Close The Door" by Deddy Corbuzier, often showcases various forms of adherence to and violations of language politeness. This study aims to describe the forms of adherence to and violations of politeness in the podcast using a cyberpragmatic perspective. The data source for this research is the video podcast "Close The Door," featuring a dialogue between Ivan Gunawan and Deddy Corbuzier titled "Cowo Kok Tas Cewe." This study employs a qualitative descriptive method, with data collection techniques conducted through documentation, observation, and note-taking. The data analysis procedure follows the stages outlined by Miles, Huberman, and Saldana, which include data collection, data condensation, data presentation, and conclusion drawing. Additionally, data triangulation in this study is based on sources, techniques, and time. The results indicate that violations of politeness in the podcast often take the form of jokes that lack respect for conversation partners and the use of vulgar language, reflecting a lack of attention to language politeness.

**Key Word:** Language politeness, *podcast*, *cyberpragmatic*

### INTRODUCTION

Language is a medium for conveying thoughts, ideas, and feelings. It also serves as a means of communication, enabling speakers to express messages both orally and in writing to their listeners. As social beings, humans naturally communicate with one another. According to Prasetyoningsih, language plays a crucial role in human communication as the

primary tool in social interactions (in Heryani & Hendaryan, 2023). In today's world, communication is rapidly evolving, driven by advancements in science and technology. Science and technology are advancing rapidly, playing a critical role in various aspects of life today. Fields such as education, transportation, defense, trade, and communication are all significantly influenced by these developments.

Communication, as described by Effendy (2004), is the action taken by a speaker when conveying a message to a listener.

In the present era, conventional methods of communication are becoming less common due to the swift advancement of science and technology. According to Data Reportal (2022), Indonesia had 204.7 million internet users as of January 2022, with 73.7% of the population having internet access. Analysis by Kepios (2022) also shows an increase of 2.1 million internet users in Indonesia between 2021 and 2022, reflecting a growth rate of 1.0%.

Currently, YouTube is the most popular social media platform. A GlobalWebIndex (GWI) survey, as analyzed by Kepios (2022), found that in the third quarter of 2020, 94% of YouTube users were aged between 16 and 64. YouTube continues to grow as a widely used platform, catering to diverse audiences without age restrictions. One of the fastest-growing types of content on YouTube is podcasts (Adelia & Suhartono, 2021).

*Podcasts* are audio or video files that are uploaded to the internet and can be accessed individually, subscribed or not, and have the ability to listen or watch content through computers, devices, and other media. In line with the opinion of Indriastuti & Saksono (2015) that the *podcast* itself refers to the creation of video or audio by publishing it via the internet so that the file can be downloaded to electronic

devices and *mobile* computers both paid and free. *Podcasts* can create opportunities to do creativity with positive things to be used as materials that provide broader new knowledge information.

There are many different *podcast* genres including technology, entertainment, education, and lifestyle. *Podcasts* can be featured with a minimum of two people discussing a particular topic. At its core, a *podcast* is a communication activity between a speaker and a listener that is uploaded to a social media site such as YouTube. In communicating through YouTube media, it is important and wise to have language politeness (Adelia & Suhartono, 2021). However, despite the growth in podcasts, little research has been done on the specific politeness principles applied in these digital interactions, particularly in Indonesian podcast contexts such as the popular Deddy Corbuzier's podcast. This presents a research gap as studies tend to focus more on general speech acts or traditional media, with fewer addressing the nuances of politeness violations in cyber settings like YouTube podcasts.

Language politeness is very important in communication because in communication it is not only about looking at the appearance of understanding, but also from the perspective of harmony between the speaker and the speaker. Language politeness is about creating an

atmosphere or mood of people who can communicate well, so that it can benefit the interlocutor by not burdening the interlocutor. One of the famous and phenomenal *podcasts* in terms of conversation lately is Deddy Corbuzier's *podcast*. The *podcast* with its slogan *Close The Door* is one of the popular *podcasts* on YouTube. There are 21.8 million subscribers to this *podcast* on the YouTube page (Corbuzier, 2021). This *podcast* does not feature an interview, but rather storytelling and discussion. The topic of this *podcast* discusses politics, lifestyle, education, and others. Deddy Corbuzier is one of the well-known artists who actively participates in *podcast* conversations uploaded to his YouTube account. Deddy Corbuzier invites well-known speakers or guest stars to engage in conversation and dig up information. This study focuses on Deddy Corbuzier's YouTube *channel* communicating with these guest stars. In Deddy Corbuzier's *podcast*, there are forms of compliance and violation of language politeness. This research is novel as it aims to investigate these politeness dynamics within a specific digital context, where traditional face-to-face politeness theories may not fully apply.

This study is interesting, because there are several violations of ethics in language that are carried out during the *podcast*. In addition, the delivery of ideas and opinions in *podcasts* also has a big

impact on its audience. In this study, researchers will focus on pragmatic studies, namely discussing compliance and violation of language politeness as evidenced by Leech's politeness theory with the perspective of cyberpragmatics. The principle of politeness is the basis of politeness theory (Leech, 2004) These principles are divided into seven maxims, namely: *tact maxim*, *generosity maxim*, *approbation maxim*, *modesty maxim*, *agreement maxim*, *sympathy maxim*, and *consideration maxim*.

Cyberpragmatics is a subfield of pragmatics that focuses on how meaning and context are interpreted in digital communication, such as on social media platforms like Facebook or YouTube. Unlike traditional pragmatics, which examines language use in face-to-face interactions, cyberpragmatics explores how online environments influence communication through digital features like emojis, hashtags, and comments. It studies how these elements shape meaning and politeness in virtual exchanges, reflecting the evolving nature of human interaction in the digital age (Olshtain & Treger, 2023).

Research related to language politeness has been studied by other researchers, namely in Adelia & Suhartono (2021), Putri & Ermanto (2022), and Kaluku & Ntelu (2023). The first research conducted by Adelia & Suhartono (2021)

entitled *Language Politeness in Deddy Corbuzier's podcast*. This study shows that there is language politeness in Deddy Corbuzier's podcast. Compliance with the maxims of language politeness is a form of language politeness. This research uses Leech's politeness theory, using descriptive qualitative research methods. The results of the study found 6 maxims such as the maxim of wisdom, the maxim of generosity, the maxim of respect, the maxim of simplicity, the maxim of agreement, and the maxim of sympathy are the maxims of language politeness that must be obeyed. After that, listening to Deddy Corbuzier's podcast becomes more important to comply with the standards of language politeness. In addition, there is an impoliteness in language shown in Deddy Corbuzier's podcast.

Furthermore, the second study entitled "The Language Politeness of Warganet in the Deddy Corbuzier Podcast" written by Putri & Ermanto (2022), this research highlights the types of speech acts and language politeness of netizens found in Deddy Corbuzier's *podcast*. Data collection is done by descriptive method. The data sources in this study are three videos of Deddy Corbuzier's *podcast*. The data were taken from October to December 2021. The data collection techniques used in this research are free listening and note taking techniques. The data analysis technique in this study follows Miles and

Huberman, namely data reduction, data presentation, and conclusion drawing. The results of the research are as follows. First, four types of speech acts are found, namely 227 representative speech acts, 76 directive speech acts, 91 expressive speech acts, and 6 commissive speech acts. Second, six maxims of language politeness are found, namely 44 utterances of wisdom, 3 utterances of generosity, 93 utterances of praise, 22 utterances of agreement, 29 utterances of simplicity, 147 utterances of sympathy. Meanwhile, the deviation of politeness principles found six maxims, namely 11 utterances of wisdom, 1 utterance of generosity, 14 utterances of appreciation, 2 utterances of agreement, 6 utterances of simplicity, and 28 utterances of sympathy.

Furthermore, the second study entitled "Language Politeness on Deddy Corbuzier's YouTube Channel" was written by Ferjina Kaluku & Ntelu (2023) His research discusses the lingual units that support language politeness in Deddy Corbuzier's YouTube videos and the forms of compliance and violation of language politeness in Deddy Corbuzier's YouTube videos. The approach used is qualitative with descriptive research. The data source used in this research is Deddy Corbuzier's YouTube *podcast* on a conversation that took place with Mr. Prabowo about politics on June 13, 2021 and with Nikita Mirzani about her personal life on October 19, 2021.

The results and discussion of the research show that (1) lingual units that support language politeness contained in Deddy Corbuzier's YouTube videos, namely lingual units consisting of the word thank you, the word sorry, the word he, the word Mr / Mrs, and sentences that support language politeness in the form of declarative sentences, (2) Forms of compliance with politeness principles contained in Deddy Corbuzier's YouTube video *channel*, namely compliance with the maxim of wisdom or wisdom, maxim of acceptance, maxim of generosity, maxim of humility, maxim of compatibility, and maxim of sympathy. Forms of violations of politeness principles contained in Deddy Corbuzier's YouTube video *channel*, namely violations of the maxim of wisdom, the maxim of compatibility, and the maxim of sympathy.

The equation of previous research with the research conducted is that both examine language politeness. However, the difference between this study lies in the theoretical basis and data sources. The theoretical basis used in this study is language politeness by connecting the perspective of cyberpragmatics. *The* source of data used in this study is the speech from the dialog or conversation between the speaker and the source on the "Close The Door" *podcast* between Ivan Gunawan and Deddy Corbuzier entitled "Cowo Kok Tas Cewe".

study aims to describe the forms of compliance and violation of language politeness in the "Close The Door" *podcast* between Ivan Gunawan and Deddy Corbuzier using a *cyberpragmatics* perspective.

## **THEORETICAL FOUNDATION**

### **Pragmatics**

Pragmatics is the study of the meaning conveyed by speakers (or writers) and interpreted by listeners (or readers). According to Levinson (in Sainil amral, 2019) that pragmatics is the study of meaning which includes semantics all aspects of the study of meaning. Thus, in his view, pragmatics addresses all aspects of the meaning of an utterance that cannot be fully explained by direct reference to the truth of the spoken sentence.

According to Tarigan (in Sainil amral, 2019) pragmatics is the general study of how context affects the way we interpret sentences. Speech act theory is part of pragmatics itself and part of language performance. Pragmatics covers how language users use world knowledge to interpret discourse. Therefore, it can be concluded that pragmatics is a field of linguistics that discusses the use of language in conversation to convey certain meanings involving certain situations or contexts.

Pragmatics as a branch of linguistics has several fields of study. The field of study

referred to by Purwo (in Hamsiah, 2017) explains the scope of pragmatics, namely exis, presupposition, speech acts and implicature.

### **Cyberpragmatics**

According to Rahardi (2019) *cyberpragmatics* is also called internet pragmatics. *Cyberpragmatics* can be said to be internet pragmatics, because the data and data sources used come from various utterances found on internet media, especially social media. Speech on social media can be a source of data and data in the form of hate speech, humor, sarcasm, and so on which are widely available in oral and written form on various platforms.

*Cyberpragmatics* studies the process of information creation and the use of information context by internet users to fill in the gaps between what they enter and what is intended. This is done to prevent someone from misunderstanding when reading the article or information. It can be concluded that *cyberpragmatics* or cyber pragmatics is one of the branches of pragmatics that examines the intentions of speakers with their speech mediated by data and data sources found on internet media, especially in social media.

*Cyberpragmatics* is a branch of pragmatics that studies language use in the context of the digital world and interaction on the internet. In line with the rapid development of information and communication technology, the study of

cyberpragmatics is increasingly important to understand how language is used on various digital platforms such as social media, *online* forums, and instant messaging applications. In this study, *cyberpragmatics* does not only look at linguistic aspects, but also examines the social and cultural impacts of language use in cyberspace (Herring S. C., 2007).

Cyberpragmatics also studies multimodality in digital communication, which is the simultaneous use of multiple modes of communication such as text, images, audio, and video. On *platforms* like YouTube, users rely not only on text but also videos and comments to communicate. This study helps to understand how these different modes complement each other and shape overall meaning (Kress, 2010).

Communication in cyberspace has different characteristics from face-to-face communication. One of the main differences is the use of *emoticons*, memes and abbreviations in written communication with the aim of conveying emotions or speeding up communication. For example, the use of abbreviations such as "LOL" (laugh out loud) or "OMG" (oh my God) have become part of everyday language on the internet (Crystal, 2006). Cyberpragmatics helps understand how these elements affect the way people communicate and how messages are understood differently in various digital environments.

## Language Politeness

Language politeness is a speech act that refers to the value of politeness by speaking subtly and also an attitude that does not offend the interlocutor or the person involved in the conversation. According to Ari Listyorini (2011) politeness is an act or behavior that is expressed in a good and ethical manner. In everyday behavior politeness is a reference in acting speech according to certain circumstances.

Speakers have a politeness strategy in their speech will use subtle language, greeting words and titles that fit the right context. Politeness is a manifestation of respect for others. Therefore, speech acts cannot be separated from politeness to maintain harmony and respect in communication.

Leech (2004) revealed that it is important to pay attention to politeness because politeness cannot be underestimated. Leech revealed that language politeness is a reference in controlling speech to reduce misunderstanding. Leech divides into two parts of language politeness, namely the compliance of language politeness and the violation of language politeness. Then Leech categorizes each principle of language politeness into seven maxims, namely *tact maxim*, *generosity maxim*, *approbation maxim*, *modesty maxim*, *agreement maxim*, *sympathy maxim*, and *consideration maxim*.

## METHODS

This study uses a descriptive qualitative research method that aims to describe in detail the compliance and violation of language politeness on the YouTube *channel* in Deddy Corbuzier's *podcast* and connect it with a *cyberpragmatics* perspective. According to Nugrahani (2014) states that researchers must emphasize detailed, complete and in-depth notes in accordance with the actual data to support data presentation. According to the opinion of Sugiyono (2016) qualitative descriptive research is the process of solving a problem that is being studied or investigated by describing or recording the subject or subject conditions. Based on the above explanation, this researcher examines the compliance and violation of language politeness in the "Close The Door" *podcast* between Ivan Gunawan and Deddy Corbuzier by connecting the *cyberpragmatics* perspective, which is a type of qualitative research with a descriptive design. This research aims to explain the violation of language politeness and compliance in Deddy Corbuzier's *podcast*, as well as its relationship with *cyberpragmatics*.

The data in the study are in the form of utterances that show the compliance and violation of language politeness in the *podcast* video uploaded to the YouTube *channel* Deddy Corbuzier and Ivan

Gunawan entitled "Cowo Kok Tas Cewe". According to Dedi (2022) data can be obtained through documentation in the form of recording devices, photographs or others. The data source in this study is a podcast video uploaded to Deddy Corbuzier's YouTube channel, this study took part of a *podcast* entitled "Cowo Kok Tas Cewe". This content video invites a guest star, Ivan Gunawan.

In this study, the data collection techniques used were documentation techniques, listening techniques and note-taking techniques. Data collection This research took the following steps: (1) preparing research instruments, namely *cellphones* to access *podcasts* on Deddy Corbuzier's YouTube channel. (2) tapping the speech. (3) identifying data consisting of sentences that are considered to violate compliance and violate language manners. (4) converting the data from text to oral by considering what the two speakers said. This study used devices to obtain data, and a classification table was required. This table is used to employ the note-taking technique, precisely by keeping a record of the identification results and dividing them into certain categories.

The data analysis technique used is the qualitative data analysis technique of Miles, Huberman and Saldana (dalam Olapane, 2021) which consists of data collection, data condensation, data presentation and conclusion drawing. The

following are the steps of data analysis in this study consisting of 1) transcribing, the results of the introduction of oral data as speech from the two kneelers into written form without any reduction; 2) classifying data by grouping on Goofey Leech's maxims of language politeness; 3) the data is coded using the form of language politeness compliance, the type of maxim, and the number of speech, such as (KP/MKB/4) with the following description, KP: form of language politeness compliance, MKB: maxim of wisdom, 4: fourth speech. Dialogue coding is marked with DC (Deddy Corbuzier) and IG (Ivan Gunawan) codes; 4) describing data in the form of compliance and violation of language politeness based on the maxims in politeness; 5) linking the results of data description with the perspective of *cyberpragmatics*; 6) concluding the formulation based on the problem formulation of the previous data analysis results made initially. Data triangulation involves using data from different sources, methods, and time to demonstrate the authenticity of the data that has been obtained.

## RESULTS AND DISCUSSION

From the study on Deddy Corbuzier's YouTube *channel* entitled "Cowok Kok Tas Cewe" with guest star Ivan Gunawan, there is compliance and violation of the principles of language politeness and the relationship



of these utterances with *cyberpragmatics*. Based on the data obtained by the researcher, the utterances that contain compliance with the principles of language politeness amounted to 3 utterances, there are 1 utterance of *generosity maxim*, 1 utterance of *approbation maxim*, and 1 utterance of *sympathy maxim*. While the utterances containing violations of language politeness principles amounted to 8 utterances, there are 1 utterance of *tact maxim*, 2 utterances of *approbation maxim*, 2 utterances of *agreement maxim*, 2 utterances of *sympathy maxim* and 1 utterance of *modesty maxim*. It can be concluded from the results of the study that the form of language politeness in the conversation between Deddy Corbuzier and Ivan Gunawan tends to contain more violations than language politeness compliance. In this study, data on compliance and violation of maxims were found, including the following.

### Language Politeness Compliance

One aspect that people pay attention to when communicating is politeness. Language politeness itself is a habit or procedure agreed upon and conveyed by the community in social life, also known as ethics. Compliance is a person's behavior in communicating in accordance with the principles of language politeness. The principle of linguistic politeness proposed by Leech (in Khasanah & Musfiroh, 2019) include the maxim of wisdom, the maxim of generosity, the maxim of respect, the maxim

of simplicity, the maxim of expression, the maxim of sympathy and the maxim of consideration. Based on the results of language compliance research, there are 1 utterance of *generosity maxim*, 1 utterance of *approbation maxim* and 1 utterance of *sympath maxim*.

### Generosity maxim

The maxim of generosity is the maxim of generosity, which requires speakers to treat others with respect. In conveying their good intentions, speakers often use polite speech. Such respect occurs if the speaker can minimize the benefits for himself and maximize the benefits for others (Tarsinih, 2023). In this study, the maxim of generosity is found as in the following quotation.

- Deddy : *Ivan gunawan... biar kalian tau igun ini datang kesini bukan karena teman gua karena gua mau ngasih sony headset. (KP/MKD/1) (Ivan Gunawan came not because he was a friend, but Deddy Corbuzier wanted to give Ivan a headset)*
- Igun : *omaigat beneran ini? boleh ku ambil, ku pegang gak? (is this really? can I take it and hold it?)*

This speech act occurs at minute 1.54 when discussing an Ivan Gunawan who came to Deddy Corbuzier's *podcast* not as a friend but Deddy gave a *sony headset*, the language they use is nonstandard language because there is closeness between speech partners so that the language used tends to be relaxed.

In speech (1) in accordance with the data code (KP/MKD/1) there is compliance with the principle of language politeness at the maxim of generosity. In the speech of *my friend because I want to give you a sony headset* in quote 1, it can be seen that Deddy is a person who likes to give alms and be generous to fellow humans. Deddy gave an item to Igun and this is a polite speech because it contains the maxim of generosity which appears in the provision of goods, namely a Sony headset to Ivan Gunawan. This is in line with the theory of Leech (2004) in the compliance of the maxim of generosity because the above shows a way to respect others by maximizing other people's benefits and reducing one's own benefits which means making a sacrifice.

### **Approbation maxim**

Maxim of appreciation is a speech that is spoken to give an impression to someone to look polite when speaking to give appreciation or appreciation to the other party.. Nurvilla (2023) explains that the maxim of appreciation requires speakers and speech partners not to criticize each other and look down on speakers and speech partners. In this study, the maxim of appreciation is found as in the following quotation.

Deddy : Studio baru gue gimana? (my new studio how?)  
Igun : *Studio baru loe mewah banget bro. Omaigat keren. Tapi gak ada ac nya.* (KP/MPH/2) (Your new studio is very luxurious and

cool. But there is no air conditioning)

Deddy : Ada, ada ( There is, there is)

Igun : *Oh ada tapi belum dinyalain.* Seneng.

*Congratulations* (KP/MPH/2) (It's there but it hasn't been turned on yet. *Congratulations*)

This speech act occurs at minute 00.38 when discussing Ivan Gunawan's opinion of Deddy Corbuzier's new studio, *the* language they use is nonstandard language because there is closeness between speech partners so that the language used tends to be relaxed.

Speech (2) in accordance with the data code (KP/MPH/2) there is compliance with the principle of language politeness on the maxim of appreciation. In the utterance *Your new studio is really luxurious bro. Omaigat is cool. Congratulations* in quote 2 can be seen that Igun praises Deddy's new studio which is luxurious and cool, Igun is also happy and *congratulates* Deddy. This includes compliance with the maxim of appreciation because an utterance uttered to give an impression to someone to look polite when speaking by always giving appreciation to the other party. In this speech, there is no disrespect for the other party (Herring, 2015).

### **Sypath maxim**

Maxim of sympathy is a maxim that is centered on others, meaning that speakers need to minimize feelings of antipathy

towards others and maximize empathy for others (Muchtar, 2022). Sympathy for the other party is shown with smiles, nods, handshakes and so on (Rahardi, 2005). In this study, the maxim of sympathy is found as in the following quotation.

Deddy : Iya (yes)  
Igun : *Gila gue sedetail itu ya memperhatiin hidup loe. (KP/MKS/3)* (It's crazy how much detail I pay attention to your life)  
Deddy : Kok loe tau sih (you know)  
Igun : Iya (yes)

This speech act occurs at minute 14.51 when discussing an Ivan Gunawan who pays detailed attention to the life of a Deddy Corbuzier, *the* language they use is non-standard language because there is closeness between speech partners so that the language used tends to be relaxed.

In speech (3) in accordance with the data code (KP/MKS/3) there is compliance with the principle of language politeness in the maxim of sympathy. In the utterance *Gila I'm that detailed to pay attention to your life* in quote 3, it can be seen that Igun is very detailed in paying attention to Deddy's life. This includes maximum compliance with sympathy because the speaker tries to increase sympathy between one party and the other. The speech is included in polite actions because in the speech there is a very high sense of concern.

In the cyberpragmatics perspective, politeness compliance can be seen as the key to maintaining positive social

interactions in the digital environment. In line with the opinion of Rahardi (2020) in cyber pragmatics, the similarity of views on assumptions in communication becomes a reference in determining quality when interacting. This includes using polite language, respecting online communication norms by not offending or insulting others, and paying attention to context and audience in every *online* interaction. Civility is important to ensure communication in the digital world runs smoothly and efficiently.

In *cyberpragmatics*, the concepts of politeness and face-to-face are highly relevant to understanding the dynamics of digital interactions. Politeness in digital communication refers to the strategies that individuals use to maintain harmony and avoid conflict in online interactions. A theory of politeness that includes strategies such as deception, the use of euphemisms, and compliments that are also found in digital communication (Brown, 1987). Social media users often use videos and comments to convey messages in a friendlier tone.

### **Language Politeness Violation**

Violations are behaviors that are not in accordance with the principles of language politeness in communication. The principle of linguistic politeness proposed by Leech (in Khasanah & Musfiroh, 2019), include the maxim of wisdom, the maxim of generosity, the maxim of respect, the maxim of

simplicity, the maxim of speech, the maxim of sympathy and the maxim of consideration. Based on the results of the research, there is 1 speech of *tact maxim*, 2 speeches of *approbation maxim*, 2 speeches of *agreement maxim*, 2 speeches of *sympathy maxim* and 1 speech of *modesty maxim*.

### **Tact maxim**

Speech that deviates from the maxim of wisdom means that the speaker does not comply with the principle of the maxim of wisdom, which is to exaggerate the disadvantages of others and reduce the advantages of others, which is closely related to the profit and loss of the speaker (Fitriani & Yunus, 2023). Leech mentions that speakers and speakers should always reduce their own benefits and maximize the benefits of others in order to achieve politeness (Rahardi, 2005). In this study, the maxims of wisdom were found as in the following quotation.

Deddy : Anjing  
Igun : *Ya ruang geraknya kurang gedhe studio loe kurang gedhe. Jarak mic dari kesini kurang gedhe. Udah semua ditumpuk disini semua kurang gedhe, ruang gerak gue susah. Mau loe gimana?* (PK/MKB/4) (The space is not big enough. The distance between the mics is not big enough. Everything is stacked here, everything is not big enough. My movement space is difficult. What do you want?)

This speech act occurs at minute 0.25 when discussing the space and distance of

the mic in Deddy Corbuzier's studio, *the language they use is non-standard language because there is closeness between speech partners so that the language used tends to be relaxed.*

In speech (4) according to the data code (PK/MKB/4) there is a violation of the principle of language politeness in the maxim of wisdom. When Deddy says *dog* and when Igun says *Yes, the space is less big, your studio is less big, the mic distance from here is less big. Already everything is stacked here all less big, my space is difficult. What do you want* in quote 4 can be seen that the speaker uses harsh words, where the *dog* utterance means animal, the speech partner complains that the speaker's studio space is less large and the space for the speech partner is difficult. This is included in the violation of the maxim of wisdom because what is said does not use reason, wisdom, fairness, incompetence in dealing with or solving a problem. What was said by Igun increased his own benefits rather than maximizing the benefits of others (thinking more about himself than others).

### **Approbation maxim**

Maxim of appreciation is a speech that is spoken to give an impression to someone to look polite when speaking to give appreciation or appreciation to the other party. Nurvillla (2023) explains that the maxim of appreciation requires speakers and speech partners not to criticize each other and look down on speakers and speech

partners. In this study, the maxim of appreciation is found as in the following quotation.

Igun : *kalau endorse kaos lu, kaos lu endorse, makannya lo gak punya kaos selain itu, ngerti nggak? jadi lu itu bukan tipe yang panatik ke satu brand, karena memang satu brand itu paling baik sama lu lu bisa ambil dimana pun, ya kan? sampe termos minum lo, celana, sepatu lu, emang iya termos yang biasa buat teh, kan merk nya sama (PK/MPN/5)* (your clothes are endorsed, that's why you don't have any other clothes, do you understand? So you're not the type of person who clings to one brand or brand, because indeed one brand or brand is the best for you and you can take it anywhere, right? Until your drinking vessel, pants, shoes, yes, the usual drinking vessel for making tea is the same brand)

This speech act occurs at minute 4.36 when discussing a Deddy Corbuzier who wears a brand that can be bought anywhere so that all the items owned by Deddy are the same brand, *the* language they use is non-standard language because there is closeness between speech partners so that the language used tends to be relaxed.

Speech (5) in accordance with the data code (PK/MPN/5) there is a violation of the principle of language politeness on the maxim of respect. When Ivan uttered the utterance *that your t-shirt endorses, your t-shirt endorses, so you don't have any other t-shirts, do you understand? so you are not the type who is fanatical about one brand,*

*because indeed one brand is the best for you, you can take it anywhere, right? until your drinking thermos, pants, shoes, is it a thermos that is usually used for tea, the brand is the same* in quotation 5, it can be seen that the speech partner who denigrates the speaker about the brand used by the speaker is only one brand. It is included in the form of violation of maxim of appreciation because what is said does not give an impression to someone to look polite when speaking and does not give appreciation to other parties. In the utterance, the speech partner undermines the speaker. Speech partners who often underestimate others will be considered guilty or not good, should be avoided in conversation (Rahardi, 2005).

Igun : *Emang Lu Pernah Ngalamin? (have you ever experienced it?)*

Deddy : *Ngalamin Dong (yes experienced)*

Igun : *Katanya Kan Kecil Nya Susah, Masa Punya Gitu Gituan (he said it was hard, how come you have that)*

Deddy : *Tapi Masa Kecil Saya, Buku Saya, Spidol Dan Sebagainya Itu Yang Superman Merek Merk Kiko, Tau? Bukan Sandrio, Sandria Itu Kan Biasanya Dipakai Buat Perempuan. (PK/MPN/6)* (But in my childhood, my books, markers and so on were Kiko brand supermen, you know? Not sandrio, sandria is usually used for women)

This speech act occurs at minute 5.33 when discussing the brand of goods that

Deddy Corbuzier had in his childhood, *the* language they use is non-standard language because there is closeness between speech partners so that the language used tends to be relaxed.

In speech (6) according to the data code (PK/MPN/6) there is a violation of the principle of language politeness on the maxim of appreciation. When Ivan uttered the utterance *But My Childhood, My Books, Markers and the Like Were Superman Kiko Brand, You know? Not Sandrio, Sandria is usually used for women* in quote 6, it can be seen that the speaker trivializes what Deddy has. This is included in the violation of the maxim of appreciation because what is said does not give an impression to someone to look polite when speaking and does not give appreciation to other parties. In the utterance, the speech partner belittles the speaker. Speech partner People who underestimate others will be considered guilty or bad, should be avoided in conversation (Rahardi, 2005).

### **Agreement maxim**

The maxim of agreement or maxim of compatibility determines the compatibility between speakers. If consensus is reached, speakers and speech partners are expected to behave politely. One should not interrupt or directly contradict the speaker. There are many factors that can be considered, such as age, position, and even social status. In other words, speakers and speech partners

maximize the compatibility between speakers and minimize the incompatibility between speakers (Rizky, Rafieqah Nalar and Mahardika, 2023). In this study, the maxims of agreement were found as in the following quotation.

- Igun : Sebenarnya Tas Ini Tidak Ada Kelaminnya Sayang (actually this bag has no gender)  
Deddy : *Tas Itu Yang Pakai Wanita, Udah Di Pita-Pitain, Di Kasih Pita Pink.* (PK/MKM/7) (The bag is used by women, it has been bandaged, given a pink ribbon)

This speech act occurs at minute 2.50 when discussing Deddy Corbuzier giving the opinion that the bag is worn by women there is pink color and ribbons, *the* language they use is non-standard language because there is closeness between speech partners so that the language used tends to be relaxed.

In speech (7) according to the data code (PK/MKM/7) there is a violation of the principle of language politeness on the maxim of agreement. When Deddy utters the utterance *Tas Itu Yang Pakai Wanita, Udah Di Pita-Pitain, Di Kasih Pita Pink* in quote 7 is included in the form of violation of the maxim of agreement because in the speech there is no emphasis on compatibility or agreement when speaking so that they cannot be said to be polite. It should not be allowed to cut off or refute anything said by others but in the speech it is the opposite.

- Deddy : Apakah cowok boleh pake tas ini? (Are guys allowed to use this bag?)  
Igun : Boleh, bila mampu (Yes, if you can)  
Deddy : Anjing lu? (Your dog?)  
Igun : Serius (Seriously)  
Deddy : *Gak boleh, serius.* (PK/MKM/8) (No way, seriously)

This speech act occurs at minute 5.51 when discussing Deddy Corbuzier asking Ivan Gunawan as a man wearing a bag by giving a response that is not sure, *the* language they use is non-standard language because there is closeness between speech partners so that the language used tends to be relaxed.

In speech (8) according to the data code (PK/MKM/8) there is a violation of the principle of language politeness on the maxim of agreement. In the utterance *Gak boleh, serius* in quote 8, it can be seen that Deddy asked Igun but he was not sure about Igun's answer. It is included in the form of violation of the maxim of agreement because in these utterances because speaking activities do not emphasize compatibility or agreement, they cannot be considered polite. It should not be allowed to cut off or even directly oppose another person's opinion, but instead say the opposite.

### Sypath maxim

Maxim of sympathy is a maxim that is centered on others, meaning that speakers need to minimize feelings of

antipathy towards others and maximize empathy for others (Muchtar, 2022). Sympathy for the other party is shown with smiles, nods, handshakes and so on (Rahardi, 2005). In this study, the maxim of sympathy is found as in the following quotation.

- Deddy : Gue tu kesel loh sama loe, gue tu antara sayang, benci dan kesal (I'm annoyed with you, I'm between love, hate and annoyed)  
Igun : Kenapa? (why?)  
Deddy : *Karena sejak podcast sama loe, ketika orang orang ngata-ngatain gue anti feminislah. Loe ga belain gue sama sekali. Loe tau kitya becanda. Loe gak belain gue. Loe diem aja.* (PK/MKS/9) (Because since the *podcast* with you, when people called me anti-feminist. You didn't defend me at all. You know this is a joke. You didn't defend me and just kept quiet)

This speech act occurred at minute 00.57 when discussing Deddy Corbuzier who was cursed by people but Ivan Gunawan did not provide a defense of Deddy, *the* language they used was nonstandard language because there was closeness between speech partners so that the language used tended to be relaxed.

In speech (9) in accordance with the data code (PK/MKS/9) there is a violation of the principle of language politeness at the maxim of sympathy. In the utterance

*Because since the podcast with you, when people say I'm an anti-feminist. You didn't defend me at all. You know we're kidding. You don't defend me. Loe diem aja* in quote 9 can be seen when Deddy is annoyed with Igun because since the *podcast* with Igun, Deddy is often said by anti-feminist people but Igun does not defend him and he is just silent. This is included in the violation of the maxim of sympathy because there is no sympathy between one party and the other. This is considered as an impolite behavior. Often, people use actions such as smiles, nods, and handshakes to show their sympathy for others, but the fact is the opposite.

Igun : Tau ga sih, yang jaman kita kecil. Hello Kitty, Kero Keroppi, iya kan. Jadi, dari kaos ketempat pensil Deddy juga begitu, semua sama matching. tau tidak sih yang zaman kita kecil hello kitty kero keropi iya kan jadi dari kaos ketempat pensil deddy juga begitu semua sama matching (You know, in our childhood days like Hello Kitty, Kero Keroppi. So, from t-shirts to Deddy's pencil case there is also, everything is the same and matching)

Deddy : Oh iya iya bener, sampe serutan. (Yes, that's right, until the shavings)

Igun : Emang lu ngalamin? (Did you have experienced it?)

Deddy : Ngalamin dong. (Experience it)

Igun : *Elu katanya kecil orang susah, masa punya gitu-gituan?* (PK/MKS/10) (You said you were a difficult person, how can you have such things?)

Deddy : Ngeliatin orang punya. (Looking at people's possessions)

This speech act occurs at minute 5.09 when discussing a Deddy Corbuzier who in his childhood had difficulty buying expensive items, *the* language they use is non-standard language because there is closeness between speech partners so that the language used tends to be relaxed.

The utterance (10) in accordance with the data code (PK/MKS/10) Igun violates the principle of politeness from the maxim of sympathy because it does not maximize sympathy and does not minimize antipathy to the speaker. In the utterance *Elu said he was a difficult person, how come you have those things?* in quote 10, it can be seen that the speech partner does not maximize sympathy for the speaker who as a child did not get Hello Kitty and Kero Keropi because at that time Hello Kitty and Kero Keropi had an expensive price so that the speaker could not afford to buy due to the family economy.

### **Modesty maxim**

In accordance with the principle of simplicity or humility, a speaker should remain humble by limiting praise to himself when speaking (Adelia & Suhartono, 2021).



In speech activities, people who praise or favor themselves are considered arrogant (Rahardi, 2005). In this study, the maxim of simplicity is found as in the following quotation.

- Deddy : Heh! Kalau gua ngomongin ulang tahun, lu lebih salah lagi! gimana sih! Orang lu ga jadi beliin apa-apa kok. heh kalau aku bicara ulang tahun kamu lebih salah lagi gimana sih orang kamu tidak jadi membeli apapun kok (Heh! If I talk about birthdays, you're even more wrong! You didn't even buy anything)
- Igun : *Ya lu ga ngasih gua kado, ya kan gua nungguin juga. Emang lu ulang tahun gua, lu ngasi kado?* (PK/MKD/11)  
(Yes, you didn't give me a gift, right, I was waiting too, did you give a gift on my birthday because you didn't give me a gift, I was also waiting. When it was my birthday, did you give me a gift?)
- Deddy : Iya kan gua duluan! (Yes, I'm the first!)

This speech act occurred at minute 11.00 when discussing Ivan Gunawan who was not given a birthday gift from Deddy Corbuzier, *the* language they used was nonstandard language because there was closeness between speech partners so that the language used tended to be casual.

In speech (11) according to the data code (PK/MKD/11), there is a speaker and speech partner talking about one of them who did not get a gift on his birthday. In the utterance *Yes, you didn't give me a gift, I*

*was waiting for it too.* In excerpt 11, it can be seen that when the speaker says that the speech partner did not send a gift on his birthday, the speech partner is actually saying that the speaker is wrong and the speaker's birthday is earlier than the speech partner's birthday. The speech partner's speech violates the principle of politeness maxim of humility because it does not maximize praise for oneself and does not minimize praise for oneself. By asking for a reciprocal thing that the speaker must do to him by forcing and using a high tone of voice.

In the perspective of cyberpragmatics, language politeness violations predominantly occur in cyberspace interactions. It can be concluded through the analysis of the data above that violations of language politeness often occur in Deddy Corbuzier's *podcasts* showing speeches that are motivated by jokes by disrespecting speech partners by offending and saying harsh words that do not pay attention to language politeness. In line with the opinion of Rahardi (2020) that *cyberpragmatics* is a meeting that conceptualizes *virtual communication* so that in interpreting an utterance there is often a shift in interpreting the context, this affects the utterance to be one that does not pay attention to language politeness in *online* interactions.

It can be concluded that the total number of language politeness theories is only 3 utterances that contain language

politeness compliance, namely the *generosity maxim*, the *approbation maxim*, and the *sympathy maxim* contained in Deddy Corbuzier's *podcast*. There are maxims that are not present in the three speeches, namely the *tact maxim*, *modesty maxim*, *agreement maxim*, and *consideration maxim*.

From the total number of language politeness theories, there are 8 utterances of language politeness violations covering the *tact maxim*, *appreciation maxim*, *agreement maxim*, *sympathy maxim*, and *modesty maxim*. Violations of language politeness contained in Deddy Corbuzier's *podcast* are dominant in violations of the *approbation maxim*, *agreement maxim*, and *sympathy maxim* because in this case many contain utterances that do not pay attention to politeness. The maxims that are not found in the 8 utterances are *modesty maxim* and *consideration maxim*.

## CONCLUSION

In this study, compliance and violation of language politeness were found in the video *podcast* "Close The Door" between Ivan Gunawan and Deddy Corbuzier: a *cyberpragmatic* perspective. Three utterances demonstrated compliance with language politeness principles, including the *generosity maxim*, the *approbation maxim*, and the *sympath maxim*. In the *cyberpragmatics* perspective, politeness compliance can be seen as the key to maintaining positive social

interactions in the digital environment. This includes using polite language, respecting *online* communication norms by not offending or insulting others, and paying attention to context and audience in every *online* interaction. Civility is important to ensure communication in the digital world runs smoothly and efficiently.

The utterances that contain violations of language politeness principles amount to 8 utterances including *tact maxim*, *approbation maxim*, *agreement maxim*, *sympath maxim* and *modesty maxim*. In the perspective of *cyberpragmatics*, language politeness violations predominantly occur in *cyberspace* interactions. It can be seen through the analysis of the data above that violations of language politeness often occur in Deddy Corbuzier's *podcasts* showing speeches that are motivated by jokes by disrespecting speech partners by offending and saying harsh words without paying attention to language politeness.

## RECOMMENDATIONS

In this study, the author focuses on examining the principle of politeness in the video *podcast* "Close Door" Deddy Corbuzier and Ivan Gunawan using the theory of politeness according to Leech. In life in today's digital era, the principle of politeness is very important. This importance is amplified by the widespread use of digital communication, where the absence of face-to-face interactions often

leads to misunderstandings and a lack of empathy. Because, in the digital era, politeness has begun to decline due to the frequent use of harsh words by content creators, which has an impact on today's developing generations such as Generation Z. This decline not only affects interpersonal relationships but also shapes the societal norms and expectations regarding communication. Therefore, the author suggests that this research on the principle of politeness be further developed by using different theories and sources, considering that the sources used so far are only videos.

Future research could explore the nuances of politeness across various digital platforms, including social media, forums, and messaging applications. Adding alternative sources such as novels and direct dialog in public spaces is expected to provide results that complement and develop this research. By diversifying the sources and contexts, researchers can gain deeper insights into how politeness operates in different settings and its implications for communication in the digital age.

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