



The Analysis of Cooperation Principles Use on Podcast of Denny Sumargo and Jansen Manangsang

(Navigating Controversy A Gricean Analysis of Jansen Manangsang Statements on Curhat Bang)

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Abstract. *In the digital era, podcasts have emerged as a powerful medium for in-depth conversations that allow speakers to address complex social, personal, and controversial issues. This study aims to analyze how Grice's Cooperative Principles are adhered to, flouted, or violated in Jansen Manangsang's episode on CURHAT BANG. Using a qualitative descriptive approach, selected transcripts will be examined to uncover patterns of conversational behavior that reveal how meaning is constructed and concealed in emotionally intense digital communication. The research highlights the complexity of pragmatic interpretation and underscores the importance of pragmatics theory in analyzing real-life, emotionally charged conversations in digital media. This research contributes to digital pragmatics by showing how language in controversial podcasts shapes public perception, manages emotion, and constructs social narratives.*

Keywords: *Grice cooperative principles, maxims, podcasts, pragmatics*

1. INTRODUCTION

In the digital era, podcasts have emerged as a powerful medium for in-depth conversations that allow speakers to address complex social, personal, and controversial issues. Unlike traditional media, podcasts promote spontaneous speech and emotional expression, which provide rich material for linguistic and pragmatic analysis. A notable podcast host in this realm is Denny Sumargo, whose YouTube series is recognized for its open, emotionally charged interviews.

This study focuses on the episode titled “CURHAT BANG” featuring Jansen Manangsang, whose statements sparked controversy surrounding serious topics such as family confessions, accusations, and emotional turmoil. The episode’s tension, emotional pauses, evasive answers, and shifting topics create an ideal context to apply Grice’s Cooperative Principle for pragmatic analysis.

Grice’s (1975) theory identifies four conversational maxims quality, quantity, relation, and manner that underpin effective communication. These maxims require speakers to provide truthful, adequate, relevant, and clear information. However, in emotionally charged conversations like this one, the maxims are often flouted or violated. Participants may withhold information, avoid direct answers, or change subjects to manage personal emotions or public perception, generating implied meanings beyond the literal content. Grice's idea of cooperative principles is seen by many as one of the most important models in pragmatics. They help to

bridge the gap between what something means literally and what the speaker wants to say. According to what Hossain said in 2021, Grice's maxims quantity, quality, link, and manner are analytical tools for communication and the rules that guide everyday interactions. His research focuses on how conversations happen when people choose to ignore these rules on purpose in order to communicate indirectly, which is often affected by cultural, social, or environmental factors. The study uses Grice's model to look at podcast communication. Speakers like Jansen Manangsang have to talk about touchy topics in public, which means they have to work together or break rules to come up with complex messages.

This study aims to analyze how Grice's Cooperative Principles are adhered to, flouted, or violated in Jansen Manangsang's episode on CURHAT BANG. Using a qualitative descriptive approach, selected transcripts will be examined to uncover patterns of conversational behavior that reveal how meaning is constructed and concealed in emotionally intense digital communication. The research contributes to digital pragmatics by showing how language in controversial podcasts shapes public perception, manages emotion, and constructs social narratives.

2. LITERATURE REVIEW

Definition of Pragmatic

In all facets of daily life, conversation is a constant activity. Every conversation involves people talking with the intention of imparting a message or concept, and occasionally, in the process of doing so, the speaker tends to disregard and violate the maxim, which is strongly tied to pragmatics theory. Put differently, the study of pragmatics includes the flouting and violating principle. The study of pragmatics examines how language structure and usage relate to one another, or how words literally relate to the meaning they were meant to express. According to Cutting (2002) asserts that pragmatics examines language's meaning from the outside. In other words, pragmatics is the field of study that focuses on the speaker's meaning. Humans are able to analyze things like assumptions, purposes, and goals while speaking.

Pragmatics, a subfield of linguistics, centers on the speaker's skill in relating spoken expressions to their surrounding context. To ensure effective and coherent communication, speakers must grasp both the purpose and situational background of a conversation. This highlights that pragmatics is inherently tied to the practical use of language and underscores the importance of studying it within this framework.

Cooperation Principle by Grice

According to Grice's (1975), Cooperative Principle is acknowledged as a key idea in pragmatics, understanding it can be difficult at times. The word "cooperative" appears to be confusing since it is often misinterpreted in the technical sense that Grice intended, resulting in "cooperation drift." This drift happens when the term's general, everyday usage is confused with the specialist meaning Grice gave it, leading to misunderstandings.

In the context of "Navigating Controversy: A Gricean Analysis of Jansen Manangsang's Statements on CURHAT BANG," a detailed examination of Grice's Cooperative Principle deepens our understanding of the communication dynamics at play. The four maxims Quality, Quantity, Relation, and Manner serve as guiding rules that shape how meaning is constructed beyond what is explicitly said. This study investigates how these maxims operate or are deliberately flouted in the podcast dialogue, revealing the underlying strategies used by Jansen Manangsang to navigate sensitive and controversial topics. By analyzing which utterances adhere to or deviate from these maxims, the research highlights the complexity of pragmatic interpretation and underscores the importance of Grice's framework in analyzing real-life, emotionally charged conversations in digital media.

Grice Maxim

1) Maxim of Quantity

The Maxim of Quantity proposed by Grice (1975) emphasizes that speakers must only contribute as much information as is needed, and not more or less. A clear and cooperative response should be sufficiently informational for the listener to understand the message without confusion or excess. In conversational environments such as podcasts, this principle is often criticized. Cita et al. (2021) noted that speakers sometimes overestimate or underestimate information in order to influence dialogue flow or avoid direct confrontation. Both situations can result in violations of this maxim, leading to implied meaning or involvement.

The following examples illustrate this:

- (1) "Did you talk to her last night?"
- (2) "Yes."
- (3) "What did she say?"
- (4) "We talked for a while. She mentioned her day, her cat being sick, her new job offer, and then she went on about her high school reunion plans..."

The utterances (1) and (2) demonstrate a short but sufficient exchange. The answer meets the expectations of clarity and relevance without being too detailed. However, utterances (3) and (4) include a response that provides more information than is necessary for the question.

This kind of development contradicts the Maxim of Quantity, where the speaker goes beyond the needs of the listener, possibly to distract, avoid clarity or simply dominate the conversation. Such violations are common in emotional-loading conversations, in which speakers can shift focus or delay responding directly, often relying on indirectness as a communication strategy.

2) Maxim of Quality

The “maximum of quality” emphasizes the importance of honesty in communication. A speaker must not say something that he believes is false or that he does not have sufficient evidence (Grice 1975). According to Muhammad and Karim (2019), public interviewers often reject this maxim to protect their public image by using irony, vagabonds, or escape speech.

Example:

(1): “Did you lie to her about your relationship status?”

(2) : “I wouldn’t say I lied... I just didn’t want to ruin the mood with unnecessary details.”

In this dialogue, the speaker indirectly admits that he has not fully completed the project in time while trying to establish his efforts positively. This response ignores the maximizing of quantity because, as Muhammad & Karim (2019) explain, speakers often give too much information to create a more favourable impression, even if it means concealing the truth. The expression of the speaker implies a level of accomplishment that serves to mitigate any negative perception of his or her performance.

3) Maxim of Relevance

Maxim relevance requires speakers to provide information related to the current topic of the discussion. Grice (1975) pointed out that relevance conservation is vital for coherence and dialogue flow. When the speaker responds with an unrelated or off-topic content, the maxim is considered to be violated. In podcast interviews and personal disclosures, the violation of this maxim is often used to avoid answering sensitive or uncomfortable questions. Simanjuntak et al. (2023) found that speakers use the shift and reorientation of topics as a deliberate strategy to change attention or hide certain facts, especially in emotionally tense exchanges.

An example of this is as follows:

(1) “Why didn’t you tell her the truth?”

(2) “You know, relationships are complicated. Sometimes silence feels safer.”

In this case, the question requires a specific reason, but the answer is abstract and does not relate to the core issue. The speaker avoids direct response and redirects to a general idea that violates the maximum of relevance. The listener must deduce the true message or motive behind the indirect response. These violations are not accidental, but often act as tools for self-protection or emotional separation in sensitive conversations.

4) Maxim of Manner

The Maxim of Manner advises speakers to avoid ambiguity and to be clear, short and ordered (Grice, 1975). According to Cita et al. (2021), this maxim is often ignored when speakers use vague or metaphorical languages to hide emotions or avoid confrontation. This may provide the listener with a sense of security, but often leads to misunderstandings and confuses the listener and disconnects from the intended message.

Example:

(1) : “Were you being honest with all of them?”

(2) : “Let’s just say, honesty can look different depending on where you stand.”

In this exchange, the guest's response is vague and metaphorical, lacking the clarity and specificity sought by the host. This kind of response is a classic example of a misunderstanding of Manner's Maxim, as Cita et al. pointed out. (2021). Instead of a simple answer, the guest uses ambiguity to avoid the question, and allows the audience to interpret what it really means. This approach can create a sense of distance and protect the speaker from facing the question directly, but it also risks causing the audience to confuse about the true nature of the guest's honesty.

Previous studies by Megantari et al. (2024) demonstrated how Grice's maxims are applied to enhance the plot and character development in animated movies such as Finding Nemo and Finding Dory. The characters' personalities or circumstances, such as Dory's memory issues, are typically the reason why breaching the maxims in such films adds humor or drama. These infractions are intended to be entertaining and are a part of the plot. This study, on the other hand, focuses on actual conversations in the Curhat Bang podcast. Jansen Manangsang violates the maxims not for laughs, but to steer clear of awkward questions, preserve his reputation, and manage the interview's flow. His actions demonstrate that people can intentionally employ these tactics to deal with controversy and public criticism in real-life situations.

3. METHOD

According to Cilic (2020), this research is descriptive “and the data collected by it have the form of words or pictures, not numbers. The data includes correspondence, states that descriptive qualitative is the study that tries to elaborate the data base on data collection, data preparation, and interpretation analysis of data. This research would focus to describe maxims in cooperation principle on Denny Sumargo and Jansen Manangsang “Navigating Controversy A Gricean Analysis of Jansen Manangsang’s Statements on CURHAT BANG,”

In the data collection technique of this research, it used the listening and talking technique and note taking technique that is by listening and taking note of the whole conversation on the podcast. This research was begun by listening to the content of the podcast well and taking note of dialogue data. Data source in this research is a podcast of Denny Sumargo and Jansen Manangsang “Navigating Controversy A Gricean Analysis of Jansen Manangsang’s Statements on CURHAT BANG,”, video having duration 1:11:37 minutes was taken from Denny Sumargo Youtube Channel uploaded on April 23 2025. Then in analysing it used a pragmatics approach which found four maxims in cooperation principles, they are Maxim of Quantity, Maxim of Quality, Maxim of Relevance, and Maxim of Manner on the podcast.

The following procedures will be used to assess the data gathered by listening to and documenting the entire conversation:

1. Data reduction. is the initial phase of data analysis, aimed at determining the validity of the data. This process involves summarizing information, selecting key elements, emphasizing significant aspects, and identifying themes and patterns.
2. Display the information. Data that has been condensed will be thoroughly explained and, of course, linked to pertinent theories to ultimately address the issue you wish to resolve. The researcher in this study uses descriptive writing to give a brief overview of the cooperative principle's use in the Denny Sumargo and Jansen Manangsang podcast, which has as its theme “Navigating Controversy: A Gricean Analysis of Jansen Manangsang’s Statements on CURHAT BANG,”.
3. In conclusion. The goal of the conclusion is to address the problem formulation and provide information regarding the operating principle, which is also the theme of the Denny Sumargo and Jansen manangsang podcast, “Navigating Controversy: A Gricean Analysis of Jansen Manangsang’s Statements on CURHAT BANG,”

4. FINDINGS AND DISCUSSION

Findings

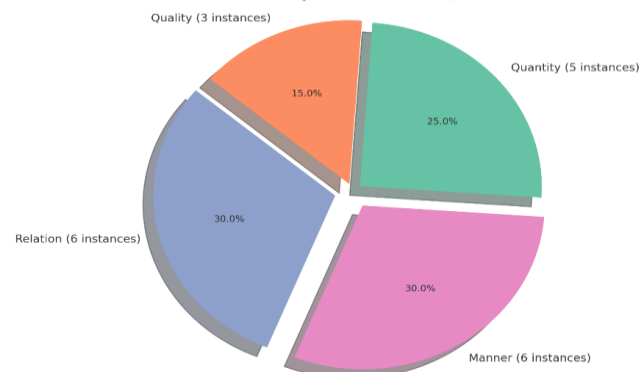
Tabel 1. Types of Maxim, Dialogue, Analysis

No	Types of Maxim	Dialogue	Analysis
1.	Maxim of Quantity	<ol style="list-style-type: none"> 1. Denny: “Pak Jansen merasa itu terjadi apa nggak?” 2. Mr. Jansen: “Kalau saya melihat begitu sebetulnya tidak, tetapi kami prihatin juga...” 3. Denny: “Bapak tidak coba hubungi saat itu waktu kejadian dia minta pulang?” 4. Mr. Jansen: “Tidak. Tidak itu semua tidak ya, kita tidak tahu dia mau pulang kapan, tau-tau udah pulang aja.” 	<p>Mr. Jansen mostly complies with the Maxim of Quantity by giving informative yet concise responses. For instance, when explaining the accident, he gives clear temporal and action-based information without going off-topic.</p> <p>However, in the last exchange, his answer to a direct question “sebetulnya tidak, tetapi kami prihatin juga” shows partial flouting of the maxim. While he responds, he withholds detailed</p>

		5. Mr. Jansen: “Karena pada waktu peristiwa begitu, ada kecelakaan waktu main, waktu itu malem-malem begitu jatuh, kita bawa ke rumah sakit juga.”	elaboration, possibly to avoid legal or reputational consequences. This technique reflects protective brevity, offering enough to acknowledge concern while limiting liability.
2.	Maxim of Quality	1. Mr Jansen: “Saya tidak takut sama sekali dan siap bertanggung jawab pak, betul.” 2. Mr. Jansen: “Betul, betul bisa begitu. Tapi kita kan ada penambahan lagi, ada yang datang lagi yang baru yang latihan gitu.” 3. Mr. Jansen: “Dan juga banyak bukan di sana aja, kita juga dari karyawan juga mau ikut bermain, seperti bisa melawak, melatih hewan...”	Mr. Jansen generally attempts to fulfill the Maxim of Quality, which expects speakers to be truthful and avoid providing false or misleading information. He responds to suspicions of coercion or abuse with factual clarifications (e.g., the existence of new trainees and staff involvement). This provides a form of strategic transparency to build credibility. His statement of accountability “Saya tidak takut sama sekali dan siap bertanggung jawab” emphasizes sincerity and commitment to the truth. However, in some parts, Mr. Jansen avoids directly denying or confirming allegations, instead using carefully worded truths that leave room for interpretation. This is a strategic form of partial observance, common in sensitive interviews, especially when legal or reputational stakes are involved.
3.	Maxim of Relation	1. Denny: “Supaya tidak makin panas, jadi tidak ada saling menyerang lagi.” 2. Mr. Jansen: “Karena di sana juga disiarin siapa yang menyuruhnya di belakangnya kan...” 3. Denny: “Tapi Pak kalau kita berpikir logikanya, masa orang main sirkus... apakah kita tekan dengan cara penyiksaan, pengekangan?” 4. Mr. Jansen: “Betul, betul bisa begitu. Tapi kita kan ada penambahan lagi, ada yang datang lagi yang baru yang latihan gitu.” 5. Denny: “Jadi gak ada kekhawatiran masalah itu.” 6. Mr. Jansen: “Sirkus ini kan bukan seperti main film satu hari satu orang, tapi sirkus ini kan satu kelompok bersama semuanya, kekeluargaan semuanya...”	Most of Mr. Jansen’s responses are topical and relevant, indicating observance of the Maxim of Relation. He addresses Denny’s questions and concerns directly, maintaining cohesion in the conversation. For example, he directly answers a question about public reaction by referring to what was aired in the media. Nonetheless, there are moments of strategic diversion, especially when the conversation shifts from specific accusations to broader themes like “kekeluargaan” or media dynamics. This may be a rhetorical tactic to deflect blame, reduce pressure, or reframe the narrative without appearing confrontational.
4.	Maxim of Manner	1. Mr. Jansen: “Kenapa kita tidak terbuka? Ya kita ada kode etik menjaga semuanya.” 2. Denny: “Tujuannya ke situ, Pak?” 3. Mr. Jansen: “Iya semuanya.” 4. Denny: “Bukan menutupi sesuatu yang salah?” 5. Mr. Jansen: “Ya kita juga kasih kerjaan apaaa ya...” 6. Mr. Jansen: “Saya ada coba liatin.”	While Mr. Jansen usually speaks in a clear and orderly manner, there are instances where his vagueness flouts the Maxim of Manner. Phrases like “apaa ya...” or “menjaga semuanya” lack specificity, leading to potential ambiguity. Denny notices this and immediately questions the intention, implying a breakdown in clarity. This type of flouting may be deliberate intended to protect internal information, avoid giving explicit answers, or create space for plausible deniability. It reveals how manner violations can be tactically employed in public discourse to maintain control of the narrative.

Discussion

Distribution of Gricean Maxims in Mr. Jansen’s Interview (Relation & Manner Dominant)



Figur 1. Relation and Manner

The pie chart illustrates that the Relation and Manner maxims are the most dominant in Mr. Jansen's interview with Denny Sumargo, suggesting that relevance and clarity or the lack thereof play key roles in how he navigates sensitive topics. Mr. Jansen consistently stays on-topic when addressing public concerns, yet subtly redirects certain questions toward general values or institutional narratives, which reflects strategic relevance rather than straightforward engagement. Similarly, his frequent use of vague phrases and ambiguous wording such as "menjaga semuanya" demonstrates a pattern of flouting the Maxim of Manner, likely intended to avoid direct accountability while still appearing cooperative. Compared to these, the Maxims of Quantity and Quality are used more selectively; Jansen often gives just enough information to respond without overexposing himself and maintains an image of honesty while carefully framing his answers. Overall, the data suggests that Jansen prioritizes rhetorical control and reputational management over full transparency, using politeness and pragmatic strategies to maintain composure in a public setting.

5. CONCLUSION

The conclusion of the "CURHAT BANG" podcast featuring Denny Sumargo and Jansen Manangsang indicates that Grice's Cooperative Principles are frequently not adhered to in their discourse. Jansen Manangsang, in his role as the interviewee, transgressed or evaded Grice's maxims, specifically the maxims of quality, quantity, relevance, and style of delivery multiple times to sidestep uncomfortable inquiries, preserve emotional integrity, and safeguard his public persona. The transgressions of these maxims generate implicit meanings, necessitating the listener to discern Jansen's genuine intentions independently. This indicates that in emotive and public digital communication, such as podcasts, contravening the concept of collaboration is not an error, but rather a strategic approach to navigate controversy and shape listener impressions. This research underscores the significance of pragmatics theory, particularly Grice's concept of cooperation in the analysis of authentic communication, especially within the realm of contemporary digital media.

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