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Cyber Pragmatics Analysis of Deddy Codbuzer's Podcast in Applying the Maxim of Cooperation

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ABSTRACT

Along with the increasing popularity of podcasts as a digital communication medium, it is important to understand how verbal interactions in this platform adhere to the principles of effective communication. This study aims to analyze the compliance and violation of Grice's maxims of cooperation in the interaction pattern of Deddy Corbuzier's podcast with Guru Husein Ali. The 43-minute 23-second podcast discusses the issue of illegal levies (pungli) in CPNS training, which is guided through a dynamic but serious communication approach. The research data was obtained through conversation transcripts analyzed using qualitative methods with a multimodal cyber pragmatics approach, which includes verbal and non-verbal elements such as intonation, gestures, and facial expressions. The results of the analysis show that the interactions in the podcast consistently comply with Grice's maxims of cooperation, including the maxims of quantity, quality, relevance, and manner. By analyzing these popular podcasts, this study makes new contributions to our understanding of the pragmatics of digital communication and may have implications for podcasters and other content creators. The information conveyed by the interviewees is sufficient, accurate, relevant, and delivered clearly, making it easy for the audience to understand. Although there were some minor violations of the maxim of relevance, such as the insertion of humor that was not always relevant, it did not disrupt the flow of the discussion and instead helped to create a more relaxed and interesting atmosphere. In addition, the use of multimodal elements succeeded in strengthening message delivery, increasing communication effectiveness, and helping the audience understand the issues discussed. This research emphasizes the importance of understanding the social and cultural context in digital communication and the role of podcasts as an effective educational medium.

Keywords: Cyber Pragmatics, Podcast, Grice's Maxims of Cooperation, Digital Communication Multimodal

INTRODUCTION

Deddy Corbuzier's podcast has garnered significant attention over the past five years, particularly due to its unique translinguistic communication style. This style is characterized by the use of code-switching and code-mixing, reflecting the bilingual nature of the Indonesian audience and the diverse backgrounds of the guests featured on the show. Research indicates that Corbuzier frequently employs code-switching, which serves as both a linguistic tool and a means of enhancing interpersonal communication and engaging a wider audience (Nisicha & Marpaung, 2023; Putra, 2023). The ability to switch between languages allows for a richer exchange of ideas and emotions, facilitating a more dynamic interaction between Corbuzier and his guests, as well as with the audience (Putri & Ermanto, 2022; Supiatun, 2023).

Moreover, the podcast's conversational style often incorporates informal and casual language, which resonates well with listeners. This approach has been analyzed in various studies that highlight the significance of conversational genres in Indonesian culture, particularly in the context of podcasts (Kalyana, 2023; Minto, 2023). The informal tone, combined with the strategic use of humor and impoliteness, creates an engaging atmosphere that encourages open dialogue on sensitive topics, including politics and social issues (Febyuharnedi, 2023; Novalia & Ambalegin, 2021). For instance, Corbuzier's discussions often challenge societal norms and provoke critical thinking among his listeners, as evidenced by his interviews with public figures and discussions surrounding controversial subjects like the COVID-19 pandemic (Dewi Chandra dkk., 2022; Dewi & Rusadi, 2023; Puspita, 2023). This study focuses on the interaction patterns that emerge in the podcast, particularly in relation to how the maxims of cooperation are implemented or violated by the host and interviewees. Conversational maxims are principles that must be adhered to by speakers and conversation partners so that communication can run effectively and efficiently (Afiya dkk., 2022; Ayuningrum, 2024; Citra & Fatmawati, 2021; Ihsan, 2023; Jafari, 2013; Pratiwi, 2023; Safitri & Suhardi, 2022; Tardini dkk., 2023).

This study shows that although Deddy Corbuzier's podcast is commercial, it has an important educational dimension. Many conversations are not only entertaining, but also educational through dialogs involving public figures, officials, and experts from various backgrounds (Putri, 2022). Through a cyber pragmatics approach, this study explores how Grice's maxims of cooperation, which include the maxims of quantity, quality, relevance, and manner, are applied or violated in communication. The findings show that understanding the social and cultural context is crucial to maintaining effective communication in digital media. This research also highlights the important role of podcasts as an educational medium that not only functions as a means of entertainment, but also a tool to convey educational and moral messages. Deddy Corbuzier's podcast, with its interview format involving figures such as Guru Husein Ali, provides insight into how Grice's maxims of cooperation can be used to develop better speaking skills and improve listeners' understanding of the message being conveyed (Nurul Sulfiani dkk., 2022). This further clarifies the importance of pragmatic analysis in digital media interaction, especially in the context of education.

In addition, the rapid development of communication technology has affected the way people interact and consume information. Cyberpragmatics is becoming increasingly relevant in understanding communication patterns on digital media platforms such as podcasts. This research makes a new contribution by exploring how maxims of cooperation are applied in cross-cultural and cross-platform communication. Especially in the context of podcasts that combine educational themes and social interactions, the findings add insight into the communication strategies used to obey or violate the maxims, as well as how this impacts the success of message delivery (Jayantini et al., 2021). With a multimodal analysis that includes linguistic aspects and nonverbal modalities such as gesture and intonation, this study offers a more holistic view of how the maxims of cooperation are enacted in podcast interactions. Deddy

Corbuzier's podcast is an interesting study to study (Minto, 2023; Novalia & Ambalegin, 2021; Putriyansyah, 2024; Zidan dkk., 2022). Through this approach, the study can reveal the communication dynamics that occur between hosts and interviewees from different social and cultural backgrounds, as well as their contribution to the effectiveness of message delivery in digital media. This study aims to reveal how the way Deddy Corbuzier and his guests speak in his podcast affects listeners' understanding. The researcher will analyze the use of cooperative maxims in the conversation. In addition, this study also wants to find characteristics in Deddy Corbuzier's speaking style that are related to the rules of this conversation.

METHOD

This research uses a qualitative method with a pragmatic linguistic analysis approach. Data were collected from various sources on YouTube, with the main focus on the podcast episode of Deddy Corbuzier with Guru Husein Ali <https://www.youtube.com/watch?v=aQS5iFGb83c>. A multimodal cyber pragmatics approach was used to analyze the interaction, which includes verbal and non-verbal elements such as speech, visuals, intonation, facial expressions, and gestures. The first step in this research was to transcribe in detail the verbal and non-verbal interactions in the podcast, following the transcription guidelines from Sugiyono (Sugiyono, 2016).

The data for this research will consist of transcripts from selected episodes of the Deddy Corbuzier Podcast. These transcripts will be sourced from the official YouTube channel and other platforms where the podcast is available. To analyze the data, researchers will utilize a coding scheme based on Grice's Cooperative Principle, observation sheets to record nonverbal cues and paralinguistic features, and qualitative data analysis software for coding, categorizing, and interpreting the findings. After the transcription was completed, the analysis was carried out with a focus on the three dimensions of discourse, namely the text, the context of the situation, and the social and cultural aspects that influenced the interaction between Deddy Corbuzier and Guru Husein Ali. This process helps in mapping contextual factors such as the background of the speakers, the issues discussed, and the influence of digital media on the dynamics of cyber pragmatics (Martalia et al., 2024). The next step is to compile indicators of compliance and violation of Grice's maxims of cooperation, focusing on four maxims: quantity, quality, relevance, and manner. This allowed mapping the dynamics of interaction in the podcast.

The analysis of maxim compliance and violation was then linked to netizen comments collected from the YouTube platform, as well as interviews with a sample of 573 netizens who commented on the episode. This process aims to understand the audience's perspective on the interaction. The data collected was interpreted to understand the context of the communication that occurred, both verbally and non-verbally, in this podcast episode. Finally, conclusions are made based on the results of the analysis of cyber pragmatics and multimodal interactions that have been carried out. This approach provides a comprehensive understanding of the dynamics of communication in digital media such as podcasts, especially in the context of obeying and violating Grice's maxims of cooperation.

RESULTS AND DISCUSSION

Results

Deddy Corbuzier's podcast with Guru Husein Ali, which lasts 43 minutes and 23 seconds, is broken down into three main segments: opening, content, and closing. Overall, the results showed that the conversation was effective and complied with Grice's maxims of cooperation at every stage, both in terms of content and delivery. This includes adherence to the maxims of quantity, quality, relevance, and manner, which greatly influenced the course of the discussion. In the opening section, Deddy starts the conversation with a friendly but

serious tone, asking direct questions to Teacher Husein related to self-introduction and the background of the viral issue of extortion in CPNS training brought by Husein. This opening not only provides an introduction to who the speaker is and the topic to be discussed, but also creates a conducive discussion atmosphere. The response from Husein was quite straightforward, providing adequate and relevant information regarding his self-introduction, as well as the viral issue that became the main topic.

Table 1. Podcast Opening

Podcast Conversation Transcript	Grice's maxim of cooperation
Deddy (P) 00:00 : Opening cloos the door.	
Deddy (P) 00:17 : “Hello bro introduce yourself first and where from?”	Quantity
Husein (M) 00:19 : “Introduce me teacher Husein from Bandung.”	Quality
Deddy (P) 00:21: “Yesterday it went viral, where did you post the content of extortion against civil servants?”	
Husein (M) 00:24: “On tiktok and instagram”	
Deddy (P) 00:26: “Happened in Pangandaran Regency, right?”	Relevance
Deddy (P) 00:30 : “Still being investigated by the authorities?”	
Husein (M) 00:32 : “Yes, it's still being investigated by the authorities.”	

Table 1 shows that the interactions in this podcast demonstrate compliance with Grice's maxims of cooperation. Deddy and Husein communicate effectively and efficiently, respecting each other's time and attention, while maintaining relevance and clarity in the conversation. Based on the data in the table, there are no violations of Grice's maxims of cooperation, because the participants try to provide information that is clear, honest, and relevant to the topic discussed, making it easier for listeners to understand the discussion. In terms of multimodal, Deddy's friendly but firm voice intonation gives the impression that he is serious in digging up more information from the speaker. On the other hand, Guru Husein responds with a calmer but still serious expression, showing his readiness to discuss the issues raised. The facial expressions and hand movements of both parties, particularly the head nods and use of hand gestures, reinforce the ongoing verbal communication. This ensures that the listener gets an adequate introduction to who the speaker is and the issue to be discussed. After looking at the opening section we will look at the content section.

The body of the podcast is the core of the discussion, where the topic of extortion in CPNS training is explained in detail by Guru Husein. In this segment, Deddy asks various critical questions that guide the discussion, while still maintaining a relaxed tone. The topics discussed, although quite serious, were interspersed with humor by Deddy, which provided a balance between an in-depth discussion and a light-hearted conversational atmosphere. Deddy's dynamic communication style, with intonations that are sometimes serious and sometimes more relaxed, keeps the audience interested without detracting from the discussion. The content section explains the content of the conversation in the podcast, where adherence to the maxim of quantity is seen from the sufficient information related to the training bill, such as details about the transportation costs of 270 thousand. Teacher Husein conveys the information with a serious expression, showing that he gives an explanation that suits Deddy's needs. The adherence to the maxim of quality can be seen from the accuracy of the information provided, supported by sufficient facts. The information delivered by Guru Husein is also relevant to the topic at hand, shown by his serious facial expression and low tone of voice, ensuring the conversation stays focused on the core of the issue.

Adherence to the maxim of manner can be seen from the way information is conveyed that is clear, unambiguous, and easy to understand. The conversation between Deddy and Husein is formal and serious, especially when Deddy shows his interest in the information he

is asking about. Husein's teacher gives answers in a serious and informative tone, although it is sometimes interspersed with light jokes. The facial expressions and body movements of both participants, such as serious facial expressions when discussing bill issues or smiles when inserting jokes, support the success of efficient communication. Teacher Husein answered clearly and factually, for example when explaining the Rp270,000 levy charged for transportation costs, when the training should have been free. This explanation not only gave the audience insight into the irregularities in the CPNS training system, but also emphasized the injustice experienced by training participants, especially honorary teachers. Every question from Deddy was responded to in detail and relevantly by Husein, showing a deep understanding of the situation at hand.

Apart from the content, the use of multimodal elements such as hand gestures and facial expressions also help to clarify the intent of each point made. For example, when Husein explains his dissatisfaction with extortion, he uses firm hand gestures and a serious expression to emphasize his frustration. Deddy, on the other hand, used more varied facial expressions, with the occasional smile or light laugh when inserting humor. This makes the discussion more interesting without losing focus on the main topic. The closing section featured a more reflective discussion, where the focus shifted to the welfare of honorary teachers. Deddy gave Husein the opportunity to deliver a closing message describing his gratitude for the opportunity and hope for changes in the education system in the future. This closing was done in a calmer and more empathetic tone. Deddy, who was actively involved throughout the conversation, closed the discussion by inviting the audience to think more critically about the issue of extortion and the welfare of honorary teachers. After the content section, the next section is the closing.

In this closing conversation, the use of softer intonation and more relaxed gestures emphasized that both parties had succeeded in creating a comfortable but serious atmosphere throughout the discussion. Deddy's thoughtful facial expressions and Husein's humble responses created a more personalized closing, making the audience feel more emotionally involved with the topic. On the technical side, Deddy closed by inviting the audience to keep thinking critically while maintaining the relaxed atmosphere that had been built since the beginning of the conversation. This closing ties the entire discussion into a unified narrative, where not only the issue of extortion is highlighted, but also the issue of teacher welfare in general. This gives the audience a broader perspective that this is a systemic problem that requires further attention.

As part of this research, some comments from netizens were analyzed to find out how the audience responded to this discussion. The majority of netizens responded positively, appreciating the openness and honesty with which Husein explained his situation. Many also praised Deddy's communication style, which although relaxed, still respected the importance of the topics discussed. Some netizen comments highlighted that this conversation opened their eyes to the realities faced by honorary teachers in Indonesia, particularly in relation to extortion in the CPNS training system. These positive responses show that the podcast succeeded in not only delivering relevant information, but also touching the audience emotionally. Audiences felt that the discussion was not only educational, but also raised their awareness of the importance of improving a fairer and more transparent education system. Overall, the results showed that the podcast ran smoothly, with communication supported by effective use of intonation, facial expressions and gestures. There were no significant violations in the delivery of information, and the audience responded positively, indicating that the communicative objectives of this discussion were successfully achieved.

Discussion

The results of the analysis show that the interaction in the podcast between Deddy Corbuzier and Guru Husein Ali consistently complies with all of Grice's maxims of cooperation, namely quantity, quality, relevance, and manner. Each category of compliance successfully creates an interesting, informative, and easily understood discussion by the audience. The success of effective communication in this podcast is strengthened by the use of multimodal elements such as visual images, intonation, facial expressions, and gestures, which overall support smooth communication and increase the attractiveness of the discussion (Nurul Sulfiani dkk., 2022). Compliance with the maxim of quantity is clearly seen in the conversation between Deddy and Husein. This maxim requires participants to provide sufficient information, neither too little nor too much (Grice, 1975). In this podcast, Husein provides detailed information regarding his personal experience with extortion in CPNS training, including details such as the Rp270,000 fee that must be paid even though it should be free. This shows that Husein provides relevant and sufficient information, according to the needs of the audience.

Deddy Corbuzier's podcast stands out for its careful application of conversational maxims. Deddy and his sources often provide information that is concise, accurate, and relevant to the topic being discussed. The questions asked are sharp and straight to the point, encouraging the sources to provide straightforward and in-depth answers. Thus, this podcast is not only entertaining but also provides new insights for its listeners. The distinctive interrogation style, diverse selection of sources, and focus on current issues are the keys to Deddy Corbuzier's success in attracting public attention.

Deddy, as the host, also adheres to the maxim of quantity by asking questions that are directly related to the topic, without prolonging or distracting from the main issue. Research by (Putri & Ermanto, 2022; Supiatun, 2023) shows that adherence to the maxim of quantity helps keep the flow of communication efficient and focused on the core of the discussion. In this case, Deddy managed to direct the conversation effectively, and Husein responded with adequate information, which is also in line with research by Sitorus (2021), which found that communication that adheres to the maxim of quantity is easier for the audience to understand because the information is delivered precisely. The maxim of quality requires participants to provide accurate information supported by sufficient evidence (Grice, 1975). In this podcast, Husein provides clear information about his personal experience related to extortion in CPNS training, based on real events that he experienced. This information is not only factual, but also supported by concrete evidence, such as the amount of the levy and the chronology of events that strengthen his credibility.

Rahardi (2022) research states that adherence to the maxim of quality is very important in maintaining the credibility of the speaker in public conversations. Deddy, as the host, repeatedly ensures that the information conveyed by Husein is credible, by asking clarifying questions to confirm the details provided. For example, when Husein stated that extortion occurred even though the training was supposed to be free, Deddy did not just accept this statement, but asked Husein to explain further about the process. This approach is consistent with research by Kalyana (2023) and Minto (2023), which states that adherence to the maxim of quality is important for maintaining audience trust in the context of digital communication such as podcasts. The maxim of relevance demands that participants in a conversation provide information that is relevant to the topic being discussed (Grice, 1975). In this podcast, both Deddy and Husein adhere to the maxim of relevance by keeping the conversation focused on the issue of extortion in the CPNS training. Although Deddy occasionally inserts humor in the conversation, the humor remains relevant to the context of the discussion. This humor serves to lighten the mood without distracting from the main focus of the conversation, which is a common practice in digital communication.

Xiao (2020) highlighted that in digital media such as podcasts, cleverly inserted humor can help maintain audience attention as long as the relevance to the main topic is maintained. In this podcast, Deddy effectively uses humor as a tool to maintain the dynamics of the conversation, but never deviates far from the main topic. This is also in line with the findings of (Sitorus, 2021), which state that adherence to the maxim of relevance increases the effectiveness of communication in the context of digital media. For example, when Deddy added humor about "teaching financial management" to Husein regarding the salary that was arrears, even though this was a humorous interruption, it was still relevant to the topic of discussion, namely the financial condition of honorary teachers. In this way, the humor that was inserted actually strengthened the main point of the conversation without distracting the audience's focus from the issue being discussed.

The maxim of manner requires participants to convey information clearly, unambiguously, and in a well-structured manner (Grice, 1975). In this podcast, both Deddy and Husein adhere to the maxim of manner by using simple, yet effective language in conveying their messages. Deddy, as the host, uses intonation and gestures to emphasize important questions, while Husein responds with clear, to-the-point answers. Abadi et al.'s (Putri, 2022) research highlights that the maxim of manner is very important in digital communication such as podcasts, where the message delivery must be clear and easy to understand. In this podcast, Husein uses straightforward and unambiguous language, especially when explaining the extortion process that occurs in CPNS training. This effective delivery style not only makes it easier for the audience to understand the context of the discussion but also creates an informative and structured conversation atmosphere.

From a multimodal perspective, Deddy and Husein's use of hand gestures, facial expressions, and intonation also strengthens the audience's understanding of the information conveyed. Puspita (2023) showed that in digital communication, non-verbal elements such as facial expressions and gestures play an important role in clarifying verbal messages and conveying nuances that may not be captured through words alone. In this case, Deddy uses intonation to emphasize questions that he considers important, while Husein uses a serious facial expression when discussing sensitive issues such as extortion. Research by Putriansyah et al. (2024) also supports this finding, stating that the use of multimodal elements in digital media such as podcasts can improve the clarity and effectiveness of communication. For example, when Husein explains that extortion in training should not occur, he uses a serious facial expression and firm hand gestures to emphasize his frustration. This helps the audience not only understand the verbal content but also feel the emotions involved in the experience he conveys.

Although this podcast mostly adheres to Grice's maxim of cooperation, there are some minor violations that occur, especially in the maxim of relevance. These violations mainly occur when Deddy occasionally inserts humor that is not always relevant to the main topic. For example, when Husein talks seriously about extortion, Deddy adds humor about "teaching financial management" to teachers through salary arrears. Although this is part of Deddy's light-hearted communication style, from the perspective of the maxim of relevance, this can be considered a minor violation. Violations of the maxim of relevance in digital media formats often occur as a strategy to maintain audience engagement. Humor or intentional interruptions are acceptable as long as they do not disrupt the main flow of the conversation. In this podcast, although Deddy deviates from the main topic several times with humor, this does not disrupt the discussion and instead helps create a more relaxed and engaging atmosphere for the audience.

In the context of cyber pragmatics, the use of multimodal elements such as intonation, facial expressions, and gestures in this podcast strengthens the audience's understanding of the topic being discussed. Dewi & Rusadi emphasized that these non-verbal elements are very

important in digital communication, as they help convey nuances and emotions that may not be conveyed through words alone. This study also found that hand gestures and changes in intonation used by Deddy helped emphasize important points, while Husein used serious facial expressions to show the seriousness of the issue being discussed. Overall, the audience's understanding of the topic of extortion in the CPNS training system and the welfare conditions of honorary teachers is influenced by the way information is conveyed with the support of verbal and non-verbal elements. Strengthens this argument by stating that multimodal elements (Firmansyah, 2020; Hermawan, 2013; Jewitt dkk., 2019).

CONCLUSION

Based on the analysis of interactions in the podcast between Deddy Corbuzier and Guru Husein Ali, this study concludes that the podcast successfully complies with the principles of Grice's maxims of cooperation, including the maxims of quantity, quality, relevance, and manner. Deddy Corbuzier as the host and Guru Husein as the resource person successfully maintained the effectiveness of communication, especially by providing sufficient, relevant, and accurate information regarding the issue of extortion in CPNS training. The conversation is also presented clearly and unambiguously, making it easier for the audience to understand the discussion. The multimodal approach involving verbal elements such as speech, as well as non-verbal elements such as intonation, gestures, and facial expressions, also supports the success of communication in this podcast. These elements strengthen the delivery of the message, maintain the audience's focus, and increase the attractiveness of the conversation. Although there is a slight violation of the maxim of relevance through the insertion of humor that is not always relevant, this does not significantly disrupt the discussion and actually helps create a more relaxed atmosphere

Deddy Corbuzier's podcast has become an interesting phenomenon because it has successfully combined entertainment and education elements effectively. The application of cyber pragmatic principles such as efficiency, accuracy, relevance, and interactivity makes this podcast easily accessible and digestible for listeners. Through his distinctive interrogation style and diverse topic selection, Deddy Corbuzier has succeeded in creating an interesting and informative discussion space. Thus, this podcast is not only entertaining but also a source of relevant information for the public, especially the younger generation..

This podcast not only functions as an entertainment medium, but also acts as an educational platform, by conveying moral and social messages related to important issues in the world of education and government. The entire interaction between Deddy and Guru Husein reflects an educational, informative, and relevant discussion for listeners, which plays a role in raising audience awareness of the problems faced by honorary teachers and the importance of transparency in the education system. The researchers also provide recommendations from this study for podcast creators and for language teaching, especially speaking teaching (talk shows).

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