

COOPERATIVE PRINCIPLE USED BY PATRICK STARRR AND THE GUEST STARS IN BEAUTY VLOGS

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ABSTRAK

Beauty vlogs in YouTube have the most viewers which are 125 billion in 2016 (Pixability, 2016). Among beauty vloggers, Patrick Starr is quite well-known. He produces quite interesting vlogs by inviting celebrities as his guest stars, such as Kim Kardashian, Katy Perry, and Kris Jenner. During the conversation, Patrick takes the leading role by asking questions and also cracks some jokes which were sometimes responded by the guest stars accordingly. Thus, the main objectives of this research were (i) to find out the cooperative principle applied by Patrick Starr and the guest stars in beauty vlogs and (ii) to find out the maxim which flouted by Patrick Starr and the guest star in beauty vlogs. This research is used qualitative case study research. It is found that there were four maxims of cooperative principle applied by Patrick Starr and the guest stars. From those maxims, the maxim of relation was the mostly applied maxim in beauty vlogs. It is also found that there were four maxims of cooperative principle flouted by Patrick Starr and the guest stars. From those flouting maxims, the maxim of quantity was the mostly flouted maxim in beauty vlogs

Keywords: cooperative principle, flouting maxim, beauty vlogs.

1. INTRODUCTION

1.1 Background of the Study

Commonly, good communication is needed for people who usually work in communication field such as, vlogger, host, and comedian. Nowadays, one of the activities that are popular in millennial generation is vlogger (Yuliandi, 2018). A vlogger is someone who creates a video sequence of themselves talking into a camera and uploads it on YouTube, where viewers can rate it and leave comments (Frobenius, 2011).

Beauty vlogs in YouTube have the most viewers which are 125 billion in 2016 (Pixability, 2016). Among beauty vloggers, Patrick Starr is quite well-known. He started his vlogs in 2013. In fact, he already has 4.4 million subscribers with 315 million views on his YouTube Channel "PatrickStarr" (YouTube, 2019). He also hosts the Red-Carpet Arrivals at Teen Choice Awards in 2017 which is live-broadcasted in Fox television channel (Fox.com).

Furthermore, he produces quite interesting vlogs by inviting celebrities as his guest stars, such as Kim Kardashian, Katy Perry, and Kris Jenner. During the conversation, Patrick takes the leading role by asking questions and also cracks some jokes

which were sometimes responded by the guest stars accordingly. These kinds of interactions are in line specifically with what referred by Grice (1975) as the application of and flouting the cooperative principle. Thus, it is interesting to see how Patrick and his guest stars are communicating in the vlogs in accordance to Grice's theory.

1.2 Statements of the Problems

1.2.1 What are cooperative principle applied by Patrick Starr and the guest stars in beauty vlogs?

1.2.2 What maxim did Patrick Starr and the guest stars flout in beauty vlogs?

1.3 Objectives of the Study

1.3.1 To find out the cooperative principle applied by Patrick Starr and the guest stars in beauty vlogs.

1.3.2 To find out the maxim which flouted by Patrick Starr and the guest stars in beauty vlogs.

1.4 Significances of the Study

Theoretically, this research is expected to give information in the analysis of applying and flouting maxim especially in vlog. It also can be useful for English Department students

as a reference in analyzing applying and flouting maxim.

Practically, this research gives example of applying and flouting maxim. Thus, readers can apply cooperative principle in their daily communication and also aware the instances of flouting maxim in communication, so that the conversation run smoothly.

2. RESEARCH METHOD

2.1 Research Design

This research is collected by qualitative data, because the data are collected based on the individuals that help writer to understand the phenomenon. The proper qualitative research design of this study is case study. It is because this study focuses on the conversation between two individuals in beauty vlogs. The two individuals are Patrick Starr as the beauty vlogger itself and the guest star. According to Stake (1995), case study researchers may focus on a program, event, or activity involving individuals rather than a group.

2.2 Data Collection Procedure

There are fifth steps to collect the data for this research. The first step is visiting the webpage of www.youtube.com, especially Patrick Starr YouTube Channel. Second step is collecting three videos based on the three criteria, such as video content is makeup tutorial with actress, the duration is around 20 – 40 minutes, and having the most viewers. Third step is downloading and watching the three videos. Fourth step is transcribing the conversation between Patrick Starr and the guest star. Fifth step is triangulating the transcription with the credible triangulators.

2.3 Data Analysis Procedure

The first step is understanding the whole conversation in the beauty vlogs by watching it and reading the transcriptions. Second step is collecting the utterances that contain maxim of cooperative principle. Third step is categorizing the utterances which one was being applied or flouted by Patrick Starr and the guest stars. Fourth step is identifying and describing how Patrick Starr and the guest star applied and flouted the maxims of cooperative principle. The last step is making a conclusion of the research.

3. FINDINGS AND DISCUSSIONS

Table 3.1 Types of Applying Maxim of Cooperative Principle in Patrick Starr YouTube Channel

No	Types of Maxim	Total
1.	Maxim of Quantity	49
2.	Maxim of Quality	18
3.	Maxim of Relation	56
4.	Maxim of Manner	8

Finding presented in section 3.1 shows that there were 131 utterances that applied maxim of cooperative principle. Those utterances consist of 49 utterances (37,40%) apply the maxim of quantity, 18 utterances (13,74%) apply the maxim of quality, 56 (42,74%) utterances apply the maxim of relation, and 8 (6,10%) utterances apply the maxim of manner. From the findings, it shows that all types of maxim were applied by Patrick Starr and the guest stars. The maxim of relation was frequently applied by Patrick Starr and the guest star in the beauty vlogs.

Table 3.2 Flouted Maxim of Cooperative Principle in Patrick Starr YouTube Channel

No	Types of Flouting Maxim	Total
1.	Flouting Maxim of Quantity	11
2.	Flouting Maxim of Quality	3
3.	Flouting Maxim of Relation	8
4.	Flouting Maxim of Manner	10

Finding presented in section 3.2 shows that there were 32 utterances that flouted maxim of cooperative principle. Those utterances consist of 11 utterances (34,37%) flout the maxim of quantity, 3 utterances (9,37%) flout the maxim of quality, 8 utterances (25%) flout the maxim of relation, and 10 utterances (31,25%) flout the maxim of manner. From the findings, it shows that all types of maxim were flouted by Patrick Starr and the guest stars. The maxim of quantity was frequently flouted by Patrick Starr and the guest stars in the beauty vlogs.

4. CONCLUSIONS AND SUGGESTIONS

In conclusion, Patrick Starr and the guest stars (Kim Kardashian, Katy Perry and Kris Jenner) apply all the types of maxim. There are four types of maxims of cooperative principle, such as, maxim of quantity, maxim of quality, maxim of relation and maxim of manner. Maxim of relation is the most types that used by Patrick Starr and the guest stars in the beauty vlogs. Both of them have a tendency to apply the maxim of relation in order to make the conversation related to the previous utterances.

Furthermore, Patrick Starr and the guest stars (Kim Kardashian, Katy Perry and Kris Jenner) also flout all the types of maxim. There are four types of flouting maxim, such as, flouting maxim of quantity, quality, relation, and manner. Both of them have a tendency to flout maxim of quantity by giving too much or too little information that needed by the speaker. They also flout the other types of maxim, such as flouting maxim of quality, manner and relation in order to make jokes.

Future researchers who have an interest in conducting a research with the same topic, are suggested to analyze other aspects besides types of cooperative principle and flouting maxim, such as the strategies of flouting maxim or the function of flouting maxim. In addition, the researchers can relate this topic with other topics in pragmatics such as politeness.

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