

**ANALISIS PELANGGARAN PRINSIP KERJA SAMA DALAM
WACANA HUMOR PADA SEGMENT ‘NAMANYA JUGA ORANG’
DI CHANNEL YOUTUBE VINCENT DAN DESTA**

Oleh

Muhammad Hasby, NIM 2112011028

Jurusan Bahasa Sastra Indonesia dan Daerah

ABSTRAK

Penelitian ini bertujuan untuk (1) mendeskripsikan jenis pelanggaran prinsip kerja sama yang terdapat dalam wacana humor pada segmen “Namanya Juga Orang” di *channel* YouTube Vincent dan Desta, dan (2) mendeskripsikan fungsi pelanggaran prinsip kerja sama yang terdapat dalam wacana humor pada segmen ‘Namanya Juga Orang’ di *channel* YouTube Vincent dan Desta. Subjek penelitian ini adalah peristiwa komunikasi berupa tuturan segmen “Namanya Juga Orang” pada tahun 2022. Objek dalam penelitian ini adalah pelanggaran maksim kerja sama dan fungsi pelanggaran. Data diperoleh dengan menggunakan kombinasi metode (1) pencatatan dokumen, (2) simak, dan (3) catat. Data kemudian dianalisis dengan teknik analisis pragmatik. Keabsahan data diperoleh melalui kombinasi ketekunan pengamatan, dan triangulasi. Hasil dari penelitian menunjukkan bahwa (1) jenis pelanggaran maksim dan fungsi pelanggaran kerja sama dalam segmen “Namanya Juga Orang” di *channel* YouTube Vincent dan Desta dengan keseluruhan total 95 data, (2) kehadiran humor dalam konteks pelanggaran maksim tidak menghambat komunikasi justru sebagai strategi kreatif yang efektif. Saran dalam penelitian ini memperluas data dengan memasukkan berbagai genre humor digital Indonesia dicapai melalui analisis konten humor dari platform digital lain, termasuk TikTok, Instagram, dan podcast.

Kata kunci: prinsip kerja sama, pelanggaran maksim, wacana humor, YouTube

***ANALYSIS OF VIOLATIONS OF THE PRINCIPLE OF COOPERATION IN
HUMOROUS DISCOURSE IN THE 'NAMES ARE PEOPLE' SEGMENT ON
VINCENT AND DESTA'S YOUTUBE CHANNEL***

By

Muhammad Hasby, NIM 2112011028

Departement of Indonesian and Regional Literature Language

ABSTRACT

The objective of this study is twofold: firstly, to describe the types of violations of the principle of cooperation contained in humorous discourse in the 'Namanya Juga Orang' segment on Vincent and Desta's YouTube channel, and secondly, to describe the function of these violations of the principle of cooperation contained in humorous discourse in the "Namanya Juga Orang" segment on Vincent and Desta's YouTube channel. The subject of this research is a communication event in the form of speech of the "Namanya Juga Orang" segment in 2022. The objective of this research is to examine the infringement of the principles of cooperation and its role in the process of violation. The data were obtained using a combination of methods, including document recording, listening, and note-taking. Subsequently, the data were subjected to a pragmatic analysis technique. The validity of the data was established through a multifaceted approach that incorporated elements of observation, persistence, and triangulation. The study's findings indicate that (1) the types of maxim violations and functions of cooperation violations in the segment "His Name Is Also a Person" on Vincent and Desta's YouTube channel, with a total of 95 data points, (2) the presence of humor in the context of maxim violations does not hinder communication as an effective creative strategy. The present study proposes an expansion of the available data by incorporating a variety of genres of Indonesian digital humor. This expansion is achieved through a meticulous analysis of humor content from other digital platforms, including TikTok, Instagram, and podcasts.

Keywords: *cooperation principle, maxim violation, humor discourse, YouTube*