



Flouting Maxims in Jackson Wang's Interview on the DIVE Studios Podcast

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ABSTRAK

Abstrak: Penelitian ini bertujuan untuk mengidentifikasi jenis-jenis pelanggaran maksim percakapan serta alasan di balik penggunaannya dalam wawancara Jackson Wang pada podcast DIVE Studios. Penelitian ini menggunakan pendekatan kualitatif. Data penelitian berupa tuturan yang dihasilkan oleh Jackson Wang dan mengandung pelanggaran maksim percakapan. Penelitian ini menerapkan teori Prinsip Kerja Sama Grice (1975) untuk mengidentifikasi jenis-jenis pelanggaran maksim percakapan. Hasil penelitian menunjukkan bahwa terdapat 38 tuturan yang mengandung pelanggaran maksim percakapan, yang terdiri atas 18 data pelanggaran maksim kuantitas, 13 data pelanggaran maksim relevansi, 4 data pelanggaran maksim kualitas, dan 3 data pelanggaran maksim cara. Hasil penelitian juga menunjukkan bahwa penutur melakukan pelanggaran maksim percakapan untuk berbagai tujuan komunikatif, antara lain menghindari jawaban secara langsung, menekankan suatu gagasan, mengekspresikan emosi, menjaga privasi, menciptakan humor, serta membangun interaksi yang lebih alami.

Abstract: This study aims to identify the types of flouting maxims and the reasons behind their use in Jackson Wang's interview on the DIVE Studios podcast. This research employed a qualitative approach. The data consisted of utterances produced by Jackson Wang that contained flouting maxims. The study applies Grice's (1975) Cooperative Principle to identify the types of flouting maxims. The findings revealed 38 utterances containing flouting maxims, consisting of 18 instances of flouting maxim of quantity, 13 of flouting maxim of relation, 4 of flouting maxim of quality, and 3 of flouting maxim of manner. The findings also indicate that the speakers flouted conversational maxims for various communicative purposes, including avoiding direct answers, emphasizing ideas, expressing emotions, maintaining privacy, creating humor, and fostering a more natural interaction.



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A. INTRODUCTION

Interaction among individuals relies heavily on communication, making it an important aspect in human dynamics. It serves as the main bridge for sharing ideas, thoughts, and information in order to maintain relationships. However, communication needs to be clear, relevant, and well structured in order to achieve its purpose. Ibrahim et al., (2018)

stated that to communicate effectively, both the speaker and the listener must cooperate and contribute in a way that is understandable to each other. This view aligns with Grice's (1975) theory of Cooperative Principle, which explains that communication works effectively when speakers contribute appropriately to the purpose and direction of the interaction.

Grice (1975) provided four maxims that serve as guidelines for maintaining the cooperation in conversation. These include the maxim of quantity, quality, relation, and manner. Quantity concerns speakers to provide an adequate amount of information. Quality relates to truthfulness and the use of reliable evidence when sharing information. Relation ensures that the shared information are related with the on going topic or context of the conversation. Manner emphasizes that speakers are expected to be brief, orderly, and avoid ambiguity.

In real life communication, however, people do not always follow the rules of the principles. People sometimes convey messages indirectly by using implicit expressions rather than stating them explicitly (Wahyuni et al., 2019). A conversation does not always run smoothly as people often break the rules to convey implied meanings that can cause misunderstandings. The speakers might give too much or less information than required, say something that is not entirely true, provide information that is not related to the topic, or express ideas in a vague or unclear manner that leads to ambiguity. Such conditions are referred to as flouting the maxims.

According to Thomas (2013), flouting maxim occurs when a speaker fails to observe a conversational maxim in order to imply a hidden meaning. Flouting maxims often occur in natural conversation, speakers may flout the maxims to serve different communicative goals, such as creating humor, expressing sarcasm, showing politeness, or adding emphasis. These instances occur not only in everyday conversation but also in media discourse, where conversations are spontaneous. One such medium is podcast, which has been increasingly popular for its conversational and authentic nature.

The term podcast refers to digital audio or video programs that users can subscribe to and download (Sholihah, 2022). Podcasts support spontaneous speech and emotional expression, making them a rich source of data for linguistic and pragmatic analysis (Haniyah et al., 2025). Podcasts are available on many platforms, such as Spotify, YouTube, Apple Podcasts, and Google Podcasts, making them easily accessible to a large audience. This flexibility allows listeners to

choose content according to their interests and schedules.

The growth in podcast consumption is reflected in platforms such as DIVE Studios. Established in 2019 by Korean-American artist Eric Nam together with his brother, Brian Nam, DIVE Studios is a media platform centered on Korean entertainment and the celebrities driving its global influence (DIVE Studios, n.d.) The studio produces various contents targeted for those who are interested in Korean entertainment and culture. There are several programs produced such as podcasts, game shows, and travel series including Daebak Show, Get Real, Hwaiting, Unbelievable and many more. As stated on its official website, DIVE Studios reports reaching over 150 million monthly viewers and accumulating 5 billion lifetime views across platforms such as YouTube, Spotify, TikTok, and Instagram, positioning itself as a leading platform in the K-entertainment.

The episode selected for this study is Jackson Wang is Back Pt. 1: Loneliness, Struggles, and High Alone. Jackson Wang is a Hong Kong rapper, singer, and dancer known as a member of South Korean boy group GOT7 as well as a solo artist. The episode centers on personal and emotionally significant themes, making it particularly conducive to pragmatic analysis, as such discussions often give rise to naturally occurring instances of conversational maxim flouting. Moreover, the video has attracted significant audience attention as they have been viewed for 1 million times. The high number of views indicates strong public engagement and suggests that the conversations are widely consumed and influential. Therefore, it serves as the data source for analyzing instances of flouting conversational maxims in a natural interaction.

Various studies have examined flouting maxims in different communicative contexts. Saif et al., (2025) conducted a research on flouting maxims in George Bernard Shaw's play *Arms and the Man*. The results show that the maxim of quality and manner were flouted the most. Meanwhile, Al-Mazari & Rababah, (2024) conducted a research about flouting maxims in *Sawt Al-Mamlakah*, a Jordanian TV talk show. The study highlighted that flouting maxims serve as various communicative purposes.

In the realm of movie, Sagheer et al., (2024) conducted a research about flouting maxims in *The Magician's Elephant*. The researchers found that several conversations of the characters in the movie contained instances of flouting maxims. The study emphasized that conversation plays an important role in human's life. Together, these studies demonstrate that flouting maxims is not a random communicative failure but a purposeful and context based pragmatic strategy.

The previous studies mainly focused on medias that tend to be semi formal or scripted. However, there has been limited study about analyzing flouting maxim in podcast which represent more spontaneous and natural interaction. Therefore, this research aims to fill the gap by using podcast as the source of the data.

B. RESEARCH METHODOLOGY

This research employed a qualitative descriptive approach. A qualitative research is descriptive in nature since the collected data are in the form of word or image rather than number. Creswell (2013) explained that qualitative research is an approach used to explore and understand the meanings that individuals or groups attach to social or human problems. The method allows researcher to examine and provide description analysis of the flouting maxims found in the utterances. The researcher can present a detailed description of the utterances, explain the instances of flouting maxims that occur, and interpret the implied meanings behind them. By relying on the data and context, the qualitative descriptive provides a suitable framework to explain how speakers deviate from conversational maxims and why those deviations occur.

The data used for this study consists of the speakers' utterances containing instances of flouting maxims. The data source was taken from the DIVE Studios podcast which is publicly available on DIVE Studios' official YouTube Channel <https://youtu.be/C7eC6YI9M0c?si=F8QZod1ggMiGlgof>. The utterances were collected from episode featuring Jackson Wang as the guest. The video provides a richer and more comprehensive set of utterances for examining instances of flouting conversational maxims.

This study employed documentation as the data collection technique. The researcher used existing materials such as videos as sources of research data. Documentation offers rich sources of information that can be analyzed without disrupting the original context of interaction. The podcast video serves as documented records of authentic conversational interaction. By using documentation, the researcher was able to repeatedly observe the recordings and identify instances of flouting conversational maxims based on the Cooperative Principle. This technique allowed for a detailed and accurate analysis of spoken language while preserving the natural context in which the interaction occurred.

C. FINDINGS AND DISCUSSION

The findings show that all four types of flouting maxims were presented in the interview. Here, a total of 38 utterances were categorized into four types: flouting maxim of quantity, flouting maxim of quality, flouting maxim of relation, and flouting maxim of manner. The distribution of the data is presented in Table 1 below.

Table 1. Distribution of Flouting Maxim

Types	Frequencies	Percentage
Flouting maxim of quantity	18	47%
Flouting maxim of quality	4	11%
Flouting maxim of relation	13	34%
Flouting maxim of manner	3	8%
Total	38	100%

Based on Table 1, all four types of flouting maxims were identified, which indicate that Jackson Wang employed various forms of maxim flouting throughout the conversation. Among the four types, flouting maxim of quantity appeared most frequently as much as 18 times. Flouting maxim of relation was the second most frequent type, which occurred 13 times, followed by flouting maxim of quality with 4 occurrences and flouting maxim of manner with 3 occurrences.

1. Flouting Maxim of Quantity

Flouting maxim of quantity occurs when the speaker provides too much or too little information than required by the conversational context (Cutting,

2002). The examples of flouting the maxims of quantity are as follows:

Data 1:

Eric: "How are you?"

Jackson: "I'm just, uh I'm back. I took a year off last year because I felt that every day had become a cycle. [...] I reflected on my career and realized many of my songs did not represent who I really am. [...] I spent a year living, making music, and reflecting on myself. After that year, I created an album, and I'm back again."

Jackson's response in this exchange demonstrates a flouting of the maxim of quantity. Eric begins the conversation with a simple greeting, asking, "How are you?" Under normal conversational expectations, this question typically requires a brief and straightforward response, such as stating one's current condition or expressing that everything is fine. However, instead of providing a concise answer, Jackson expands his response by explaining that he has recently returned after taking a year-long break from his career. He continues by referring to his hiatus before moving on to discuss its significance in his life. As a result, Jackson provides considerably more information than is required to answer Eric's initial question.

By flouting the maxim of quantity, Jackson appears to intentionally emphasize the importance of the experiences he gained during his year-long absence. Rather than simply informing Eric that he is doing well or that he is back, he chooses to elaborate on the circumstances surrounding his hiatus because he considers them relevant to understanding his present condition. The extended explanation allows him to communicate that the break was not merely a period of inactivity but a meaningful phase of personal reflection, recovery, and growth. Through this detailed response, Jackson provides the host and the audience with valuable context about why he stepped away from the public eye and how the experience influenced both his personal outlook and artistic journey. Therefore, the additional information serves not only to answer the question indirectly but also to highlight the significance of the life changes he underwent during that period, making his response more informative than the conversational norm requires.

Data 2:

Eric: "What is your truth?"

Jackson: "Magic Man 2"

In this conversation, Eric asks Jackson, "What is your truth?", a broad and reflective question that invites him to explain his personal beliefs, values, experiences, or identity. Such a question generally requires an elaborated response because it asks the speaker to reveal something meaningful about themselves. However, instead of providing a direct explanation, Jackson simply replies, "Magic Man 2," which is the title of his album. His response contains considerably less information than the question appears to require. Rather than explicitly describing what his "truth" is, Jackson refers only to the album and leaves both the interviewer and the audience to infer the intended meaning behind his answer. Consequently, his utterance can be interpreted as a flouting of the maxim of quantity because he deliberately provides less information than is expected in the conversational context.

By flouting the maxim of quantity, Jackson appears to emphasize the significance of Magic Man 2 as the most authentic representation of his personal truth. Instead of verbally explaining his thoughts, emotions, struggles, and perspectives, he implies that these aspects of his identity are fully expressed through the album itself. His brief response encourages the audience to interpret the album as more than a musical project; it serves as a reflection of his life experiences, emotional journey, and artistic growth. By withholding a detailed explanation, Jackson invites listeners to discover the meaning for themselves through his music rather than through a direct verbal description. In this way, the minimal response creates emphasis, generates curiosity, and reinforces the idea that Magic Man 2 functions as the primary medium through which he communicates his personal truth and self-expression.

2. Flouting Maxim of Quality

Maxim of Quality requires speakers to make contributions that are truthful and supported by adequate evidence. Speakers are expected not to say what they believe to be false. A speaker who flouts maxim of quality may say something that does not represent what they think (Cutting, 2002). Here is an

example of flouting maxim of quantity that was found in the interview:

Data 1:

Eric: "Put your phone away! What are you doing?"

Jackson: "Where is my phone?"

In this context, the speakers are preparing to play a K-pop spelling bee game. Before the game begins, Jackson hides his phone but Eric notices that Jackson is hiding his phone and tells him to put it away. Instead of acknowledging that he has the phone, Jackson responds by asking, "Where is my phone?" Since Jackson is aware that he possesses the phone and has intentionally hidden it, his utterance is clearly contrary to the known situation. The statement is not intended to deceive Eric seriously; rather, both participants understand that Jackson is joking. Therefore, the utterance can be categorized as a flouting of the maxim of quality.

Jackson flouts the maxim of quality to create humor and lighten the atmosphere of the conversation. By pretending not to know the location of his phone despite having just hidden it, he produces an obviously false statement that invites laughter rather than belief. The flouting also functions as playful resistance to Eric's instruction. Instead of directly complying with the request or admitting that he is hiding the phone, Jackson responds humorously, creating a more entertaining interaction for both the hosts and the audience.

3. Flouting Maxim of Relation

Flouting maxims of relation occurs when the speaker says something that is not relevant with the topic being discussed (Cutting, 2002).

Data 1:

Eric: "Next."

Jackson: "Hey I don't like this game."

The participants are playing a game in which Jackson is expected to reveal his answer. Eric says "Next" to continue the game and prompt Jackson to proceed. However, rather than complying with the instruction, Jackson responds by stating, "Hey, I don't like this game." The response does not directly address Eric's request or provide the expected answer. Instead, Jackson shifts the focus from the

game task to his personal opinion about the game. As a result, the utterance appears irrelevant to the immediate conversational purpose and can therefore be interpreted as a flouting of the maxim of relation.

Jackson flouts the Maxim of Relation to express his frustration and dissatisfaction with the game in a humorous manner. Instead of directly refusing to answer or admitting difficulty with the task, he comments on the game itself. Through this response, Jackson indirectly communicates that he is uncomfortable, challenged, or dissatisfied with the situation. The flouting also serves an entertaining function. By avoiding the expected response and replacing it with a humorous complaint, Jackson creates a lighthearted interaction that contributes to the entertainment value of the conversation.

4. Flouting Maxim of Manner

Flouting maxims of manner occurs when speakers do not deliver their information clearly. A speaker who flouts maxim of manner appears to be obscure (Cutting, 2002).

Data 1:

Jackson: "There's some things which I knew after two years."

Eric: "What were they?"

Jackson: "No, it's not something big, it's just like random."

In this exchange, Jackson was discussing rumors or information about himself that he only became aware of two years after they had circulated. Interested in the information Jackson discovered, Eric asks him to explain what those things were. However, Jackson does not provide the details and instead states that they were "not something big" and "just random." These expressions do not clearly specify what information Jackson discovered. As a result, the response lacks precision and leaves room for interpretation.

By intentionally using ambiguous language rather than directly identifying the rumors, Jackson flouts the maxim of manner. Jackson appears to flout the Maxim of Manner to downplay the significance of the rumors and avoid discussing them in detail. Through the use of vague expressions, he indirectly communicates that the information is trivial and not worth further attention.

D. CONCLUSION AND SUGGESTION

This study investigated the flouting of conversational maxims in Jackson Wang's interview on the DIVE Studios podcast based on Grice's (1975) Cooperative Principle. The analysis focused on identifying the types of maxim flouting and examining the communicative purposes behind the speakers' use of maxim flouting.

The findings show that all four types of flouting conversational maxims were flouted by Jackson Wang in the interview. A total of 38 instances of maxim flouting were identified. Among them, flouting the maxim of quantity occurred most frequently. Flouting the maxim of relation appeared as the second most frequent type, followed by flouting the maxim of quality and flouting the maxim of manner.

Regarding the communicative purposes of maxim flouting, the findings reveal that Jackson Wang employed maxim flouting as a communicative strategy to convey meanings indirectly. The flouting of quantity was used to emphasize important experiences or encourage listeners to infer deeper meanings. The flouting of quality was primarily used to create humor and maintain a relaxed atmosphere. The flouting of relation allowed Jackson to express opinions, frustrations, or attitudes indirectly, while the flouting of manner enabled him to avoid sensitive topics and downplay issues through ambiguity. These findings support Grice's (1975) view that speakers may deliberately flout conversational maxims to generate conversational implicatures and communicate meanings beyond the literal interpretation of their utterances.

Overall, this study concludes that flouting conversational maxims is not merely a deviation from conversational norms but a purposeful communicative strategy that enables speakers to express emotions, construct meanings, and reveal personal experiences indirectly. The findings also demonstrate the usefulness of Grice's Cooperative Principle in understanding how implied meanings are created and interpreted in naturally occurring conversations such as podcast interviews.

This research is far from perfect and still requires further improvement in future studies. Due to limitations of time and the scope of the research, it was not possible to investigate all pragmatic aspects found in Jackson Wang's interview on the DIVE Studios podcast. Therefore, the researcher suggests

that future studies examine the same interview or similar podcast conversations from different pragmatic perspectives. While this study focuses on the flouting of conversational maxims, future researchers may investigate other aspects such as, politeness strategies, speech acts, humor, or identity construction in discourse. Such studies may provide a broader understanding of how speakers communicate meanings and manage interpersonal relationships in podcast interactions.

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