

ABSTRAK

Zahra, Altifa Adira. 2025. “Pelanggaran Prinsip Kerja Sama dan Implikatur Percakapan dalam *Channel Youtube* Najwa Shihab”. Skripsi. Purwokerto: Fakultas Ilmu Budaya, Universitas Jenderal Soedirman.

Penelitian ini dilatarbelakangi oleh pentingnya mengetahui maksud sebenarnya dari tuturan yang melanggar prinsip kerja sama sehingga tidak ada kebingungan dan kesalahpahaman dalam memahami maksud tuturan. Penelitian yang dilakukan bertujuan untuk menganalisis bentuk pelanggaran prinsip kerja sama dan implikatur percakapan dalam *channel Youtube* Najwa Shihab episode *main monopoli(tik) sambil ngobrolin Jokowi, jatah menteri dan money politik*. Penelitian ini menggunakan bentuk penelitian kualitatif dengan pendekatan deskriptif. Metode pengumpulan data dalam penelitian ini yaitu simak dengan teknik lanjutan yaitu teknik rekam, teknik SBLC (simak bebas libat cakap), dan teknik catat. Metode yang digunakan untuk menganalisis data yaitu metode padan pragmatis dengan pilah unsur penentu (PUP) sebagai tekniknya. Hasil penelitian ini yaitu terdapat 27 pelanggaran prinsip kerja sama dengan pelanggaran paling banyak pada maksim kualitas sebanyak 12 pelanggaran. Berdasarkan data bentuk pelanggaran prinsip kerja sama tersebut terdapat implikatur percakapan yang terdiri atas menyatakan sesuatu, meyakinkan, memberi penjelasan, mengejek, menyindir, membantah, mengkhawatirkan sesuatu, memberi pujian, mengkritik, meyakini sesuatu, mengalihkan pembicaraan, dan mempertegas. Berdasarkan uraian tersebut, narasumber dan pembawa acara tidak mampu menjalin komunikasi yang kooperatif terbukti dari banyaknya kesalahan pemahaman makna tuturan.

Kata Kunci : implikatur, Mata Najwa, pelanggaran, prinsip kerja sama

ABSTRACT

Zahra, Altifa Adira. 2025. *“Violation of the Principle of Cooperation and Conversational Implicature in Najwa Shihab’s Youtube channel”*. Thesis. Purwokerto: Faculty of Cultural Sciences, Jenderal Soedirman University.

This research is motivated by the importance of knowing the true meaning of speech that violates the principle of cooperation so that there is no confusion and misunderstanding in understanding the meaning of speech. The research conducted aims to analyze the form of violation of the principle of cooperation and conversational implicature in the Najwa Shihab Youtube channel episode of playing monopoly (tik) while chatting about Jokowi, ministerial quotas and money politics. This research uses a qualitative research form with a descriptive approach. The data collection method in this study is listening with advanced techniques, namely the recording technique, the SBLC technique (free listening and conversational involvement), and the note-taking technique. The method used to analyze the data is the pragmatic matching method with the selection of determining elements (PUP) as the technique. The results of this study are that there are 27 violations of the principle of cooperation with the most violations in the maxim of quality as many as 12 violations. Based on the data on the form of violation of the principle of cooperation, there are conversational implicatures consisting of stating something, convincing, giving an explanation, mocking, insinuating, denying, worrying about something, giving praise, criticizing, believing something, diverting the conversation, and emphasizing. Based on this description, the resource person and the presenter were unable to establish cooperative communication, as evidenced by the many misunderstandings in the meaning of the speech.

Keywords: implicature, Mata Najwa, violation, principle of cooperation