

INTISARI

Penelitian ini bertujuan untuk mendeskripsikan jenis implikatur percakapan khusus dan berskala serta pelanggaran prinsip kerja sama yang muncul di salah satu episode *Podcast* pada Kanal YouTube Raditya Dika. Objek penelitian ini adalah tuturan lisan Raditya Dika dan narasumber yang berprofesi sebagai komedian, yang mengandung implikatur percakapan dan pelanggaran prinsip kerja sama. Penelitian ini merupakan penelitian yang berjenis deskriptif kualitatif. Pengumpulan data dalam penelitian ini menggunakan metode simak dan teknik lanjutan catat. Analisis data dalam penelitian ini menggunakan metode padan pragmatis dengan teknik pilah unsur penentu. Penyajian hasil analisis data dilakukan secara informal dengan kata-kata. Hasil penelitian menunjukkan bahwa dalam salah satu episode *podcast* pada Kanal YouTube Raditya Dika ditemukan dua jenis implikatur percakapan, yaitu implikatur percakapan khusus dan implikatur percakapan berskala. Selain itu, ditemukan pelanggaran prinsip kerja sama berupa maksim kuantitas, maksim kualitas, maksim relevansi, dan maksim cara.

Kata Kunci: pragmatik, prinsip kerja sama, implikatur percakapan.

ABSTRACT

This study aims to describe the types of particularized conversational implicatures and scalar conversational implicatures, as well as violations of the cooperative principle found in one episode of the podcast on Raditya Dika's YouTube channel. The data of this study consist of spoken utterances produced by Raditya Dika and comedian guests that contain conversational implicatures and violations of the cooperative principle. This study employs a descriptive qualitative approach. The data were collected using the observation method, followed by note-taking techniques. The data were analyzed using the pragmatic identity method with the determining element technique. The findings are presented using an informal method. The results of this study show that two types of conversational implicatures were found in one episode of the podcast on Raditya Dika's YouTube channel, namely particularized conversational implicatures and scalar conversational implicatures. In addition, violations of the cooperative principle were identified in the form of violations of the maxim of quantity, the maxim of quality, the maxim of relevance, and the maxim of manner.

Keywords: *pragmatics, cooperative principle, conversational implicature.*