



Ganjar Pranowo's Cooperative Principle in the 2024 Presidential Election on KompasTV YouTube Channel

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Abstract

Humans communicate as a process to understand the intent or purpose between the speaker and the speaking partner. One of the theories used to understand this phenomenon is to use the theory of the principle of cooperation put forward by H. P. Grice. This study aims to describe the principle of cooperation used by Ganjar Pranowo in the 2024 presidential election on the KompasTV YouTube channel. The method used in this study is qualitative descriptive. The approach used in this study uses a pragmatic approach and uses the study of Grice's theory. The stages of data collection carried out in this study are divided into two parts, namely by using the observation technique and followed by the recording technique. The listening technique was carried out by listening to Ganjar Pranowo's speech which contained the principle of Grice cooperation, after which it was continued by recording the speech containing the principle of Grice cooperation.

Keywords: *Cooperative Principle; YouTube; Ganjar Pranowo; Presidential Election*

Introduction

Communication is a basic step of human interaction. Interactions that are carried out formally or informally have unwritten rules that are carried out by the speaker and the speaking partner to ensure that the intention conveyed can be met. The theory that describes these rules is included in the theory of the principle of cooperation put forward by H. P. Grice in 1975. In the principle of cooperation, it will ensure how participants use these interactions to try to work together to reach mutual agreement and understanding. In addition to interacting directly, the use of social media is mainly YouTube Today it is not just a digital platform; Rather, it is a place to interact with each other. The news that is still hotly discussed some time ago until now is about the 2024 presidential election. The 2024 presidential election is very attractive to all Indonesian people to choose a leader who will lead the country for the next five years.

Ganjar Pranowo is one of the candidates in the 2024 presidential election. Ganjar Pranowo has been the Governor of Central Java for ten years. In order as a presidential candidate, Ganjar Pranowo has a campaign strategy, namely by utilizing digital platforms, one of which is YouTube to interact with the public in order to convey his campaign message as a presidential candidate. In this case, Ganjar Pranowo's speech that contains the principle of cooperation will be examined whether the speech complies with the maxim of quantity, maxim of quality, maxim of relevance, and maxim of method. YouTube be platform major international for the diffusion of socially enabled media. According to public statistics, more than 48 hours of video content are uploaded every minute and 3 billion views are generated every day. To complement the broadcasting or content consumption experience, YouTube seamlessly connect with social networks *Online* main (OSN) such as Facebook, Twitter and Google+ to facilitate off-site dissemination (Wattenhofer et al., 2012).

Paul Grice is the initiator of the theory of the principle of cooperation, Grice discusses the theory of the principle of cooperation and its implications in his article entitled "*Logic and Conversation*". Grice sees that every interaction between speakers and speaking partners must be contrived. Grice (1975: 48) proposed the concept of the principle of cooperation or known as *cooperative principle of conversation* with 4 types of maxims, namely (1) quantity maxims: do not provide too little or too much information; (2) Maximum quality: provide correct information; (3) maxim relevance: provide information that is relevant to the topic being discussed; (4) maxim of means: provide information in a clear and unambiguous way.

Previous research on the principle of cooperation has been carried out a lot. Research by Arvianto (2019) explains research on the principle of cooperation in comedy shows. The purpose of this study is to find out the use of the principle of cooperation in the comedy show *Extravaganza*. The results of the study using the principle of cooperation were obtained from conversation data that showed the existence of a maxim of quality (*Maxime der Qualität*) as many as 4 conversations, 3 conversations violated the maxim and 1 did not commit a maxim violation. As for the maxim of quantity (*Maxime der Quantität*), data was obtained on 12 conversations, 2 of which violated the maxim and 10 did not commit a maxim violation. Furthermore, for the maxim of relevance (*Maxime der Relevanz*), data was obtained for 3 conversations and all of them were declared relevant/did not violate the maxim. As for the maxim method (*Maxime der Modalität*), 2 conversations were obtained, 1 conversation showed a violation of the maxim and the remaining 1 did not indicate a violation of the maxim.

Research on other principles of cooperation by Budiarta, Loktika, and Renaya (2020) with the title of their research "The Principle of Maximum Cooperation and Implications in *the Eiffel I'm in Love* Film Series". The purpose of this study is to describe the violation of the maxim and the implications of the principle of cooperation found in *the Eiffel film I'm in Love* series. The theory used in this study uses Grice's theory of cooperation principles. The results in this study show that there are five types of violations of the principle of cooperation caused by the failure of speech participants to understand the maxim, namely violation, flouting, infringing, opting out, and suspending.

Further research by Sahara (2020) regarding the principle of Grice's cooperation in film conversations. This study aims to determine the use of the principle of cooperation in the animated film *Keluarga Somat* related to the use of language. In her research, Sahara explained that in fulfilling the principle of good cooperation, it also has a good impact on conveying the message in a film to the audience. Another study examining the principle of cooperation by Bakoko & Pratiwi (2021) examines the use of English in schools because English has a very important role in communicating and was chosen as the first foreign language taught in schools in Indonesia.

The next research by Sumarlam (2022) regarding the Governor of Central Java's speech acts, cooperative principle, and politeness strategies in the language of Ganjar Pranowo on the Ganjar Pranowo YouTube channel in the Fields of Economy, Arts, and Health. The purpose of this study is to describe the

expression of speech actions of community leaders, the principle of cooperation, and polite strategies in creating effective interaction and communication with speech partners. The results of the study show that (1) the most dominant speech act used by the speaker (GP) and the interlocutor (economic actors, artists, and health practitioners and patients is the directive and representative speech act), (2) the maxim of wisdom and generosity observed by GPs in interacting and communicating with the interlocutor, (3) the politeness strategy used by the GP to improve social interaction and communication success with the interlocutor is a strategy Positive politeness with direct strategies, supported by humorous substrategies, and attention in financial and non-financial forms.

The phenomenon of the principle of cooperation is the main foundation for understanding how the interaction process takes place in everyday conversations. The principle of cooperation will ensure how participants use these interactions to work together to reach mutual agreement and mutual understanding. This research was carried out by listening to Ganjar Pranowo's speech on the KompasTV YouTube channel regarding the 2024 presidential election using the Grice cooperative principle theory. The purpose of this study is to describe the principle of cooperation used by Ganjar Pranowo in the 2024 presidential election on the KompasTV YouTube channel.

Methods

This research focuses on finding the use of the principle of cooperation based on the maxim of quantity, maxim of quality, maxim of relevance, and maxim of methods that are often used by presidential candidate Ganjar Pranowo in the 2024 presidential election on the KompasTV YouTube channel. The paradigm in this study is qualitative descriptive research. In qualitative research, it has a characteristic of a naturalist paradigm. The naturalist paradigm sees that reality is plural, heterogeneous, and holistic that cannot be separated and fragmented from its natural setting. This type of research emphasizes the process of inductive analysis. It is called inductive because qualitative research does not analyze the data after some time of data collection. In contrast, qualitative research analysis, this type is carried out whenever data is found (Lincoln & Guba, 1985 in Santosa 2021).

According to Sudaryanto (2015), the source of data is the source from which the data is obtained in this study, while the data is the material of the research, and not the raw material of the research, in this data all the information or materials provided by nature (in a broad sense) that must be sought and provided deliberately by the researcher in accordance with the problem being studied. The source of data in this study is the KompasTV YouTube channel account which contains a video about the 2024 presidential election for presidential candidate Ganjar Pranowo. The data in this study was obtained from Ganjar Pranowo's speech which contains the principle of cooperation in the 2024 presidential election on the KompasTV YouTube channel and its context. Context is divided into three types, namely physical context, which refers to the regulation of physical speech. Second, namely the linguistic context, referring to the utterances around it in the same discourse. Third, namely the context of general knowledge (Huang, 2007). The data provision technique in this study was carried out using the see-through method with the free involvement technique and then continued with the record technique (Sudaryanto, 2015).

Results and Discussion

In this section, the researcher presents the findings of the discussion to provide an explanation related to the cooperative principle used by presidential candidate Ganjar Pranowo in conducting a grand campaign in several regions in Indonesia. Based on the data obtained, there are four principles of cooperation used by Ganjar Pranowo, namely compliance with the quantity maxim, quality maxim, relevance maxim, and manner maximum.

Table 1. The Types of Ganjar Pranowo's Cooperation Principle in Channel YouTube KompasTV

No.	Maxim	Type of Maxim	Total
1	Cooperative Principle	Quantity Maxim	5
		Quality Maxim	4
		Relevance Maxim	2
		Manner Maxim	1
Total			12

1. Quantity Maxim

The quantity maxim is expected to provide sufficient information, no more and no less in each information provided.

Data 1

Context: Presidential candidate Ganjar Pranowo asked one of his supporters of his hope for Ganjar-Mahfud.

GP: "Raswin. There is Raswin, there is Raskin. Mr. Raswin, we will have an election soon, what are Mr. Raswin's hopes for Ganjar-Mahfud?"

P: "Don't forget, sir, if the people are small, don't be miserable." (MKn/5/1)

The above speech is included in the compliance with the principle of maximum cooperation in quantity because of the speeches of supporters who have answered questions from Ganjar Pranowo without exaggerating the answer by asking what expectations will be during the election.

Data 2

Context: Presidential candidate Ganjar Pranowo asked one of his supporters.

GP: "Does anyone want to say something? What is expected from this presidential election?"

P: "Free education, sir. Free education!"

GP: "This lady is thinking about the future of our nation's children, and what she is thinking about is free education! Ma'am, which one do you choose, free education or free food?"

P: "Free education!" (MKn/2/4)

The above speech adheres to the principle of cooperation of the maximum quantity which emphasizes that in a conversation, the speaker must provide sufficient information and not exaggerate. This can be seen when the presidential candidate asks a supporter and the supporter still wants free school.

2. Quality Maxim

The quality maxim is expected to provide correct information and include adequate evidence.

Data 3

Context : A student is talking about the inferiority complex that occurring in West Kalimantan.

Student: "Apart from IKN, sir, what will you facilitate to address the complex inferiority complex occurring in West Kalimantan??"

GP: "Inferiority complex, if we look at it that way, today all the boundaries of the territory are gone. Because of what? Because this tool (pulls a smartphone out of his pants pocket). So if we want to look for something, this tool (smartphone) this tool is the best place." (MKI/6/1)

The above statement complies with the use of the maximum quality. This maxim requires each speaking participant to contribute correct information. In other words, both the speaker and the speaking partner did not say anything wrong, and included sufficient evidence.

Data 4

Context: A student asked presidential candidate Ganjar Pranowo about the difficulty of getting scientific journals because of the constraints of too high costs.

Student: "What are you going to do so that first, it's affordable and then second, researchers can produce quality?"

GP : "What I think now is that 20% of the APBD is for education, you know? If our state budget today is 3,000 trillion approximately, then 20 percent is 600 trillion. If 600 trillion is us, we manage well, for our world of education, our university feels like it was to download or getting information from international journals is not too difficult." (MKI/6/3)

The above speech includes complying with the use of the maximum quality. This maxim requires each speaking participant to contribute correct information. In the above statement, presidential candidate Ganjar Pranowo contributed correct or adequate information by providing information about the APBD data used for education.

3. Relevance Maxim

The relevance Maxim is expected to provide information that is relevant to the topic being discussed.

Data 5

Context: UMKM actors asked presidential candidate Ganjar Pranowo about his business.

UMKMs: "Mr. Ganjar, can our UMKMs be upgraded and can be exported?"

GP : "The answer is, you can. Why is it possible? First, UMKMs need capacity building, they need to be trained, they need access to capital, and they need assistance." (MR/4/1)

The above speech adheres to the maxim of relevance where this maxim requires each conversation participant to make a contribution relevant to what is being discussed. In the speech, what presidential candidate Ganjar Pranowo said was relevant or related to the problems that are being faced by UMKM actors.

4. Manner Maxim

The manner maxim is expected to speak directly, not to be vague, and to speak in a row.

Data 6

Context : A student asked presidential candidate Ganjar Pranowo about job opportunities.

Student: "From the government, how to prepare jobs? Because if we ourselves open jobs and eventually there are none."

GP : "How to prepare for employment? There are two, you become an employee, or you become an employee entrepreneur. If you want to become an employee, prepare yourself to become an employee, then access to education that I told you about at the beginning, is easy, cheap. If then the choice has been obtained, then all you have to do is choose, I want to be an employee, I prepare myself oh the specifications of the employees there are A, B, C, D. You prepare, you can compete. Otherwise, prepare yourself to become entrepreneur. Then one must have skill to become an entrepreneur, you have an understanding of business literacy such as access to capital and don't worry, there are many coaches." (MC/7/1)

The above statement is included in the maxim compliance of the way in which a speaker must provide clear information and avoid ambiguous things or information. The speech by presidential candidate Ganjar Pranowo showed an explanation of the question from the student about how to create jobs by providing options or options to become employees or entrepreneurs.

Conclusion

Based on the analysis of the above research, the principle of cooperation used by the candidate president Ganjar Pranowo serves to abide by every maximum principle. It is hoped that a quantity maxim will provide clear information, so that Ganjar Pranowo's can be understood by the public. Quality maxim is expected to be able to convey accurate information accompanied by evidence or fact. Relevance maxim is expected can convey information relevant to the topic being discussed. Candidate President Ganjar Pranowo should remain focused on what is being conveyed and not get out of the topic of irrelevance. Manner maxim is expected to be able to provide information clearly and regularly.

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