

# Violation of Politeness Principles in HAS Creative Podcast and Its Implementation in the Learning of the Indonesian Language

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## Abstract

*Purpose:* This study aims to: (1) describe the violations of politeness principles in the content of the HAS Creative podcast, particularly in the Podcast Warung Kopi (PWK) program; and (2) explain the implementation of politeness principles in the HAS Creative podcast as a medium for learning the Indonesian language.

*Methodology:* This research uses a qualitative descriptive method. The data consist of utterances exchanged between the host and two guests suspected of violating politeness principles in the HAS Creative podcast on YouTube. Data collection techniques include listening and note-taking. The data were analyzed using the Miles and Huberman (1994) model, which includes: (1) data reduction, (2) data presentation, and (3) conclusion drawing.

*Results:* The results show that: (1) Violations of politeness principles in the HAS Creative podcast include breaches of the maxim of tact, generosity, praise, humility, agreement, and sympathy; (2) The implementation of politeness principles in the context of learning Indonesian is visible in the *Podcast Warung Kopi (PWK)* program, which can serve as a model for polite speech acts and be used as a reference for developing language politeness awareness in society.

*Applications/Originality/Value:* This study contributes to the understanding of language politeness in digital media and illustrates how podcasts can serve as authentic resources in language education, especially in teaching pragmatic competence and speech ethics in Indonesian.

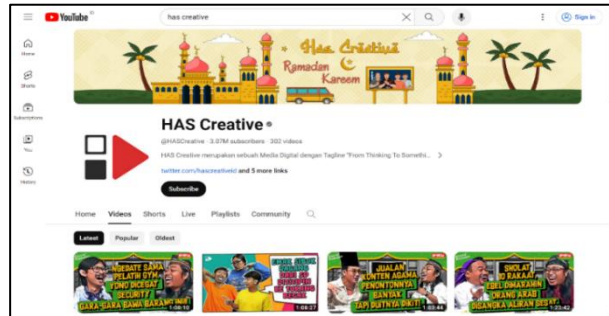
## Introduction

People often ignore the principles of politeness when communicating directly or through digital media, resulting in violation of politeness principles. Leech (2011) puts forward the principles of politeness as a controller or controller of speech to reduce unpleasant consequences that can cause conflict. Therefore, it is very important for us to understand the principles of politeness as a guideline or reference for how to speak politely, because one of the causes of violence or quarrels can start from the language used by the speaker towards the other person.

The use of polite language plays a crucial role in communication, because through language, we can judge or reflect a person's character. If someone speaks politely, this shows that he has a good personality. Conversely, the use of course and abusive language can be interpreted as an indication of a negative personality (Murniatie, 2021). Muslihah et al. (2017) stated that in the communication process, it is important for someone to convey a message well, correctly, and politely, following the principles of politeness in language. This politeness is reflected in the choice of words, tone, intonation, and sentence structure used. Thus, the principle of politeness functions as a rule in conversation that regulates speakers and interlocutors to maintain ethics in communication. If there is a deviation from this rule, the communication process has the potential to be disrupted.

There are many reasons to deviate from the principles of politeness in language, such as criticizing directly with harsh words, inciting emotions, defending opinions, blaming the interlocutor, cornering the interlocutor, and so on. Violation of politeness principles in language occurs when a speaker fails to use and apply the principles of politeness correctly to the person he is talking to. So, it is natural that you often encounter speakers of languages who master many languages but contain emotional values that may offend and hurt the person he is talking to.

Digital media in practice uses language as a method for communication. Language is very important for users to function as expected. In digital media, especially YouTube, to access the latest information, such as podcasts, violations from language principles are often found. According to Fadillah et al. (2017:92) Podcasts are video or audio materials available on the Internet, automatically transferred to computers for free or by subscription. Therefore, podcasts must pay attention to the principle of politeness because podcasts can be viewed by various groups. Therefore, in this study the researcher is interested in analysing the forms of violations of politeness principles in the HAS Creative podcast.



**Figure 1.** HAS Creative YouTube channel which has 3.07M subscribes

In the Podcast Warung Kopi (PWK) HAS Creative directed by a comedian named Pras Teguh, there is a violation of politeness principles in language. Pras Teguh in the Podcast Warung Kopi (PWK) program delivers words in an interesting style of language without losing the meaning he wants to convey. In the entertainment world, one of the main goals of YouTube content is to entertain viewers. Violation of po-liteness principles in language can be used to provide a comedic effect on the HAS Creative podcast video.

Violation of politeness principles in the HAS Creative podcast in the Podcast Warung Kopi (PWK) program mark a phenomenon that has emerged in the informal communication environment adopted in digital platforms. This phenomenon appears as a tendency to violate politeness norms in verbal interactions. This violation in-cludes the use of impolite language, inappropriate humor, or the use of derogatory terms in conversation. Factors that will cause this violation include the application of a relaxed conversational style in the Podcast Warung Kopi (PWK) program, the desire to attract attention through debatable substance, and a lack of awareness of speaking ethics. Violation of politeness principles in the HAS Creative podcast can have a negative impact on the image of the program, the reputation of the speaker, and the quality of the communicative intuition that is established. Furthermore, un-derstanding and awareness of the importance of maintaining harmony in all commu-nication settings, including in organizing podcast programs such as the HAS Crea-tive podcast, are crucial in ensuring the quality and fairness of effective and digni-fied communication.

The purpose of this study is 1) to describe the violation of politeness principles in the content of the HAS Creative podcast, especially in the Podcast Warung Kopi (PWK) program; 2) to describe the implementation of the principle of politeness of language in the HAS Creative podcast as a means of learning Indonesian.

Based on the objectives that have been written by the researcher, there are previ-ous studies that are references for the author in writing his article. One of them is written by Mahmudi et al. (2021) who studied Kesantunan Berbahasa Siswa dalam Berkomunikasi dengan Guru (Kajian Pragmatik). In his article, the researcher ex-plains that the background to choosing this topic was triggered by the phenomenon of the widespread use of slang in society, the habit of students who pay little atten-tion to language politeness, and the attitude of individuals who are too familiar or do not respect teachers in communicating. The similarity of this study with previous studies lies in the focus of the research and the use of theories that both study lan-guage politeness. The difference lies in the data sources used; previous studies used data in the form of conversations between students and peers and with teachers, while this study uses speech in the HAS Creative podcast on the YouTube platform as its main data source.

Research related to politeness in language was also conducted by Elismawati, Riris (2021), who studied Penyimpangan Prinsip Kesantunan Berbahasa Leech da-lam Vlog (Video Blog) YouTubers Indonesia. This study aims to analyze various forms of deviations from Leech's politeness maxims that appear in Indonesian YouTubers' vlogs. The relationship between this study and the research that the re-searcher will conduct lies in the object of the study, which is both focused on polite-ness in language in YouTube content. However, the difference lies in the selection of the YouTube Channel used as the data source.

Politeness in language is a speech rule that is a benchmark for whether a speech follows or deviates from the norms of politeness (Doko, Y. D., 2017). According to Hilalayah (2018), politeness is identical to cultural norms that are deeply rooted in society, such as moral principles adopted by the society where a person lives.

According to Hadiwijaya et al. (2017), politeness in language is an ethic or stand-ard in socializing through the use of good and polite speech in communicating in society. Politeness is a relationship between oneself and others. The principle of politeness provides an explanation of politeness. The principle of politeness is ap-plied to ensure that the speech of the speaker or interlocutor is polite and does not cause harm. Therefore, one important aspect in communicating is the use of polite language (Lestari et al., 2019).

According to Rustono (in Astuti & Zulaeha, 2018: 268), in a conversation there are utterances that obey and deviate from the rules of conversation. Compliance with the principles of conversation in humorous speech does not bring a humorous effect. On the contrary, violations of conversational rules often serve to strengthen the comedy element because they allow the identification of certain implicatures through inference.

There are three aspects that speakers must pay attention to when communicating, namely: (1) the social and cultural identity of the speaker and the conversation part-ner; (2) the topic of conversation; and (3) the context of time, situation, and location where the communication takes place (Chaer in Kusno & Rahman, 2016: 106). In communicating, it is

important to consider the socio-cultural identity of both parties, because cultural differences can affect the reception of the message. Something that is acceptable in the speaker's culture may not necessarily be appropriate in the conversation partner's culture. In addition, the topic of conversation must also be considered so that the conversation remains focused and does not deviate. Another aspect that is no less important is paying attention to the context of time, situation, and place. For example, in a mourning event, irrelevant talk or loud laughter is certainly considered impolite.

The principle of politeness that is considered the most comprehensive, established, and detailed to date has been formulated by Leech. This principle involves two parties in a conversation, namely the speaker and the interlocutor. The speaker represents himself, while the interlocutor represents another party, and there is a third party who is the subject of the conversation between the two. Leech (1993:132) divides the principle of politeness into six maxims, namely: a) tact maxim; b) generosity maxim; c) approbation maxim; d) modesty maxim; e) agreement maxim; and f) sympathy maxim.

Several previous studies related to politeness in language can be stated as follows. The results of the first study were taken from an article entitled *Realisasi Kesantunan pada Acara Talk Show Mata Najwa* by Widya Gustiva (2016). In her article, Widya Gustiva wrote the background of the topic selection because of the decreasing level of politeness in the use of language in the mass media. Especially in television broadcasts, many television shows are actively broadcasting news category question and answer programs. One of the television stations that broadcasts question and answer programs is Metro TV, and one of its question-and-answer programs is Mata Najwa. Widya Gustiva also said that Najwa's language style when conducting interviews with sources is critical, straightforward, and on target.

The only difference between this study and the previous study is in the media used for this study, the previous study used television broadcast media while the current study uses the YouTube social media platform with the HAS Creative account. Both studies focus on politeness in language. Another study discussing violations of politeness was conducted by Ariyani (2020) in her work entitled *Pelanggaran Kesantunan Berbahasa dalam Dialog Interaktif Mata Najwa Trans 7 Episode Ragu-ragu Perpu*. The study revealed violations of the principles of maxims. The maxims violated include the maxims of praise, humility, agreement, generosity, and sympathy.

Fitriani and Colleagues (2023) conducted a study on *Analisis Penyimpangan Prinsip Kesantunan Berbahasa dalam Film Imperfect The Series 2 Karya Ernest Prakasa*. In this study, they focused their study on the pragmatic domain, by analyzing excerpts of conversations spoken by the characters in the film. This study produced a description of violations of the principles of language politeness contained in the film *Imperfect the Series 2*. Specifically, this study aims to identify utterances that violate the principles of politeness in the context of the conversations of the film's characters.

The similarity between the two studies mentioned with the research to be conducted by the researcher lies in the same focus of the study, namely the principle of politeness and its maxims. However, the fundamental difference is that the three previous studies are not directly related to the context of Indonesian language learning. Meanwhile, the research to be conducted by the researcher will link its findings to Indonesian language learning.

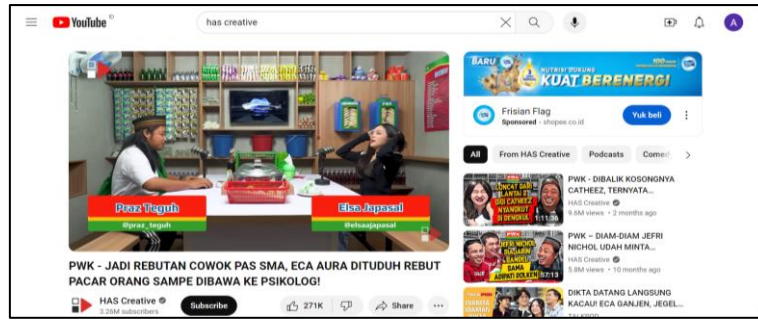
Similar research has been conducted by Sulistyono (2015) with the title *Humor dan Pelanggaran Maksim Prinsip Kerja Sama dalam Kartun Ngampus*. In the study, it is explained that violations of the principle of cooperation include several types of violations, namely the maxims of quantity, quality, relevance, and manner of expression. This study has similarities with the current study, namely both discussing language violations. The main difference between the two studies lies in the subject analyzed, where Sulistyono's study examines the *Kartun Ngampus*, while this study will focus on the HAS Creative podcast as the subject of its study.

## Method

Referring to the research objectives, the type of research applied in this study is descriptive qualitative. Qualitative research aims to understand the phenomenon in depth by collecting data in detail according to real conditions in the field. Descriptive research functions to describe the object of research based on the data obtained as it is (Sugiyono, 2018:29). The descriptive qualitative approach was chosen because, first, the research subjects were taken from completely natural situations, where the researcher did not intervene or manipulate the situation and speech produced by the research subjects. Second, the data collected were mostly in the form of speech, not numbers. Third, this research is highly dependent on context, where each speech produced by the research subjects is interpreted based on the context behind the speech.

This research was conducted on YouTube media on the HAS Creative podcast. This research was conducted within a period of 2-3 months. According to Sugiyono (2018:38) the object of research is an attribute or value trait of a person, object or activity that has certain variables that are applied to be studied and conclusions drawn. The object of research in this study is the violation of politeness principles in the HAS Creative podcast.

This research was conducted through the YouTube platform, focusing on the HAS Creative podcast. The research process lasted for 2-3 months. Based on Sugiyono's view (2018:38), the object of research refers to the attributes, characteristics, or values possessed by individuals, objects, or activities that have certain variables to be analyzed and conclusions drawn. In this study, the object studied was the violation of politeness principles in language that occurred in the HAS Creative podcast.



**Figure 2.** Research object, namely the Podcast Warung Kopi (PWK) in Siniar HAS Creative

This study uses data in the form of conversations between the host and two sources, which are suspected of containing violations of the principles of politeness in the HAS Creative podcast on YouTube. The number of data populations in this study reached 16 utterances, while the data samples analyzed amounted to 8 utterances.

**Table 1.** Population and sample data

Types of Violation	Population data	Sample data
Tact Maxim	3	2
Generosity Maxim	3	1
Approbation Maxim	3	2
Modesty Maxim	3	1
Agreement Maxim	2	1
Sympathy Maxim	2	1
Amount:	16 Data	8 Data

Data sources are very important, as in research. Primary data, which is collected personally by the researcher, is the source of data used in this study (Sugiyono, 2018:456). Two informants who are part of the HAS Creative podcast on YouTube are the sources of data for this study. Two videos from comedians and artists between February and April 2024 were included in the data collection for this study.

The data collection technique in this study is, listening and taking notes. The listening technique is carried out by listening to the conversation between the source who is suspected of deviating from the use of polite language and the host. The first thing the researcher does when collecting data is listening. The note-taking technique is carried out to record speech that is considered to deviate from the use of acceptable language. The researcher identifies sentences from the conversation between the source and the host.

In this study, the analysis technique applied is qualitative analysis as explained by Miles and Huberman (1994), which includes three main stages. First, data reduction. At this stage, the data obtained is recorded in detail and focused on elements that are considered relevant. Data reduction is carried out using the basic technique of Sorting Determining Elements (PUP), where the data that has been identified is then simplified. The data selected is data that is directly related to the problem being analyzed, namely violations from the principle of politeness in the speech of the HAS Creative podcast on YouTube. Second, data presentation. At this stage, the selected data is arranged systematically and structured so that it is easy to understand. Third, drawing conclusions. This stage involves drawing conclusions from all the data that has been collected, with conclusions that highlight the results of the analysis of violations from Leech's principle of politeness in the HAS Creative podcast on YouTube.

## Result and Discussion

Violations in politeness in the *HAS Creative* podcast on the Podcast *Warung Kopi* (PWK) program can be seen from the non-compliance with the maxims of politeness. A total of eight data contains information about violations of politeness. The data consists of the speech of the host and two sources.

### 1) Tact Maxim

The attempt made by the participants of the speech to always minimize their own benefits and maximize the benefits of others is known as the maxim of tact. It implies that the speaker never chooses phrases or words that will benefit them personally more in any utterance.

#### Data (1):

Eca: "Ngapain aja? Joget-Joget aja?"

Praz: "Joget, makan,...?"

Eca: "Oh, makan gratis ya!"

Violation from the maxim of tact in data (1) occurs between Eca and Praz. Data (1) shows a violation of the maxim of tact through the speech act of accusation, where Eca makes a statement intended to maximize the loss of her opponent by insinuating that her interlocutor has committed a violation. This is evident from Eca's statement, where she accuses Praz, by saying, *Oh, makanan gratis ya!* This is said to be a violation from the maxim of tact because Eca carelessly accuses Praz of eating *gratis*, this speech act is part of the speech act of accusation that may hurt other people's feelings. Therefore, Eca's discourse deviates from the principle of politeness of the maxim of tact.

**Data (2):**

Praz : “Bagus nak, salim”  
Chateez : (tersenyum)  
Praz : “**Itu tissue kalo jijik!**”

Data (2) shows a language deviation from the maxim of tact through the form of accusatory speech because the speaker says something that maximizes the loss of the interlocutor by pointing or saying that the interlocutor has done something bad. This can be seen from Praz's speech which is considered not in accordance with the principle of politeness, especially in the expression *Itu tisu kalau jijik!* which indicates the assumption that Chateez feels *jijik* when shaking hands with Praz. This attitude clearly violates the principle of politeness in language, especially in the context of the maxim of tact.

## 2) Generosity Maxim

Maxim of Generosity is an effort made by the participants in the speech to be able to respect others, by minimizing the benefits for themselves, and maximizing the losses for themselves. In other words, it is expected that the participants in the speech will speak more humbly.

**Data (3):**

Eca : “Aku suka nonton PWK. Kapan itu aku udah bilang sama abang kok aku gak diundang-undang sih ke PWK, gitu”  
Praz : “**Enggak! Orang manajer lu ribet.** Sebelumnya kita itu harusnya udah ketemu di bulan lalu, terus gua dikasih tahu manager gua, kalo ribet, kata manager lu ga boleh bahas pribadi!”

Data (3) shows a linguistic violation from the maxim of generosity that occurs through the form of self-defense speech because the speaker maximizes his own benefits and minimizes his own losses by avoiding something that he is accused of. This can be seen from Praz's sentence *Enggak! Orang manajer lu ribet* which evades when accused of never inviting Eca to the Coffee Shop Podcast (PWK) event.

## 3) Approbation Maxim

The purpose of the maxim of appreciation is to encourage participants in the conversation to try to show their appreciation to others so that their appreciation of others increases. In this case, participants in the conversation are expected to be able to give greater appreciation to the person they are talking about, even though the incident they are mentioning is an ordinary incident.

**Data (4):**

Praz : “Target marketnya apa? Maksudnya tujuan *podcast* di depan kulkas tu apa?”  
Chateez : “Cuma background doang. Tapi tamunya yang lucu-lucu, **goblok-goblok**”  
Praz : “Siapa contohnya”  
Chateez : “Hmm Wakwaow”

In data (4), there is a violation from the maxim of appreciation expressed indirectly by Chateez towards Wakwaow, which is the stage name of Sony Kurniawan. This violation appears in the form of insulting speech, where the speaker shows his disrespect (criticism) towards others and reduces respect (praise) for them by explicitly criticizing or belittling his interlocutor. This is reflected in Chateez's statement that says, *Tapi tamunya yang lucu-lucu, goblok-goblok*, which indicates an insult to another individual. The non-compliance with the maxim of appreciation becomes clearer when Chateez is asked by Praz about the example in question and then mentions Sony Kurniawan's stage name, namely Wakwaow. The use of the word *goblok* indirectly attacks Sony Wakwaow, because this term is generally considered a harsh word that describes someone who is stupid, unintelligent, or thoughtless, so it can be interpreted as an act of belittling or insulting.

**Data (5):**

Praz : “Oh, emang begitu anaknya, kaku banget”

Eca : “Emmm...kaku banget ya”

Praz : “Nah itu kalo sesama cewek”

Eca : “Kalo cowok?”

Praz : “Kalo sama cowok dia baru senyum”

Eca : “Ohhhh.... **Ganjen** ya!”

In data (5), there is a violation from the maxim of appreciation that occurs directly between Praz and Eca. At that time, they discussed Wati, a creative member of the *HAS Creative* podcast. Furthermore, data (5) reflects a violation from the maxim of appreciation through insulting speech. In this case, the speaker shows a low level of respect for others (criticism) while minimizing respect (praise) for them, by explicitly criticizing or belittling the person they are talking to. This can be seen in Eca's expression *Ganjen ya!* which belittles Wati, because Wati shows a stiff attitude when talking to other women, but behaves differently, smiling more, when interacting with men.

**4) Modesty Maxim**

The purpose of the modesty maxim is to instill a sense of humility in the participants by asking them to refrain from praising themselves. In this case, this maxim indicates that no speaker makes self-serving or boastful statements.

**Data (6):**

Praz: “Gua sih kalau lagi makan mie **ganteng**”

In data (6), there is a violation from the maxim of humility that occurs directly between Praz and Eca, where Praz is enjoying noodles. Data (6) shows a violation from the maxim of humility through speech that reflects self-pride, where the speaker tries to maximize respect (praise) for himself and minimize disrespect (criticism) for himself with high optimism about something. This can be seen from Praz's statement, *Gua sih kalau lagi makan mie ganteng* which reflects excessive confidence in his appearance when eating noodles. This speech can be categorized as a violation from the maxim of humility, because the speaker explicitly shows arrogance towards himself.

**5) Agreement Maxim**

The maxim of agreement highlights how participants in a conversation can create harmony or agreement during speaking activities. A polite conversation can occur if both speakers have a match.

**Data (7):**

Praz : “Aku tau kamu itu karena kamu adalah *gamers*”

Chateez : “**ini boleh dipindah-pindah kan bang?**”

Violation from the maxim of agreement can be found in data (7), where Chateez's speech is not in line with the existing context. This speech violates the principle of politeness in language, which is seen from Chateez's irrelevant response to Praz's question, namely *ini boleh dipindah-pindah kan bang?* In this context, Praz is trying to confirm whether Chateez is a gamer or not.

**6) Sympathy Maxim**

Maxim of sympathy, in this maxim it is expected that the participants of the speech must be able to maximize the attitude of sympathy that exists between the opposing parties. An attitude of antipathy towards others will be considered as rude or impolite behavior.

**Data (8):**

Praz : “Gitu terus... Chateez.... Chateez.... **Hahahaha... Bocah kosong... Bocah kosong....**”

Chateez : “enggak”

Praz : “Hahahahaha....Orang-orang saja bilang kok!”

The utterance was delivered by Praz in the context of mocking Chateez, without showing empathy to his interlocutor. In data (8), there is a violation from the sympathy maxim, which is reflected in Praz's attitude which does not show sincere sympathy towards Chateez. Non-compliance with the principle of politeness is seen in the expression *Hahahaha... Bocah kosong... Bocah kosong...*, which shows that Praz laughs at and belittles Chateez. This indicates that Praz does not show deep sympathy to his interlocutor, who is often made the object of ridicule with the term *bocah kosong*.

This study discusses the speech between the host and two sources in the HAS Creative podcast, the Coffee Shop Podcast (PWK) program, which shows a violation of the principles of politeness based on Leech's theory. Leech (1993: 206) explains that the principles of politeness are divided into six maxims, namely the maxims of tact, generosity, praise, humility, agreement, and sympathy.

Analysis of the research results shows that there are violations of the maxim of politeness in language. There are two data that violate the maxim of wisdom. This violation occurs because the speaker conveys something that results in maximum loss for his speech partner by accusing or stating that the speech partner has done something bad. In addition, there is also one data that violates the maxim of generosity. This violation occurs because the speaker tries to maximize the benefits for himself and minimize the losses by avoiding the accusations that are accused of him.

In this study, two data were found that showed deviations from the maxim of praise. Both data indicate violations of the principle of politeness in the maxim of praise, where the speaker shows a low level of respect for others (in the form of criticism) and reduces the respect (praise) that should be given to them, by criticizing or belittling their interlocutor directly. In addition, this study also identified one data that deviates from the maxim of humility. This deviation occurs because the speech delivered by the speaker shows self-pride, where the speaker tries to increase respect (praise) for himself and reduce disrespect (criticism) for himself with a high attitude of optimism regarding something.

In the research findings, there is one data that deviates from the principle of agreement. This data is considered to violate the principle because the speaker's speech does not match the existing context. In addition, the study also identified one data that violates the principle of sympathy. This violation occurs because the speaker shows a lack of sympathy for the person he is talking to.

The literary material in the curriculum is reflected through the Content Standards (SI) developed by BSNP, as stated in Permendiknas No. 22 of 2006. SI contains the competency standards for the Indonesian language subject which are indicators of student abilities, assessed based on mastery of knowledge, skills, and positive attitudes towards Indonesian language and literature. Literature learning in schools is directed to support the development of students' character and attitudes through the benefits of literature. Teaching literature to students aims to create a conducive learning environment for the literature learning process. The success of literature learning will be more optimal if the literary works used are in accordance with the students' level of language proficiency. This learning must also pay attention to the use of beautiful language, contain principles of politeness, and uphold noble human values so that it can touch the feelings of readers and encourage good behavior. In the context of education, the application of polite language is very important, especially in interactions between students and teachers in the classroom.

The implementation of the principle of politeness in the context of learning Indonesian can be seen through the Podcast *Warung Kopi* (PWK) program presented by the *HAS Creative* podcast. In this program, the diversity of discussions, dialogues, and speakers plays a significant role in influencing the use of good and correct speech. The application of informal speech is expected to broaden students' horizons regarding polite language ethics. Learning Indonesian aims to improve students' ability to understand and communicate in a way that demonstrates politeness.

The application of the principles of politeness in the *HAS Creative* podcast program includes various maxims, such as the maxims of tact, generosity, praise, humility, agreement, and sympathy. In addition, there are also many examples of compliance with politeness that can be used as a reference in carrying out polite speech acts in society (Hikmah, et al., 2022)

In the Podcast *Warung Kopi* (PWK) program, the *HAS Creative* podcast serves as a learning resource for students to understand and get used to being good speakers, respecting conversation partners, and recognizing various violations of the principles of politeness in language. By explaining these violations, it is hoped that students can increase their knowledge and understanding so that they are able to distinguish between the implementation of correct and incorrect politeness in social interactions.

## Conclusion

Based on the discussion that has been described previously, it can be concluded that the speech in the HAS Creative Podcast program, the Coffee Shop Podcast (PWK), often uses impolite speech and deviates from the 6 maxims of politeness in Leech's language. The types of violations in the principles of politeness that occur in the HAS Creative Podcast include (1) violations in the maxim of tact, violations in the maxim of tact are shown by Eca (speaker) and Praz (speaker) with the use of a speech form that accuses the interlocutor (2) violations in the maxim of generosity, violations in the maxim of generosity are shown by Praz (speaker) with the use of a speech form that defends himself by denying something that was accused of him. (3) violations in the maxim of praise, violations in the maxim of praise is shown by Chateez (speaker) and Eca (speaker) with the use of a speech form that insults by indirectly belittling someone. (4) violations in the maxim of humility, violations in the maxim of humility is shown by Praz (speaker) with the use of a speech form that shows self-confidence to the interlocutor. (5) violation from the maxim of agreement, violation from the maxim of agreement is shown by Chateez (speaker) with the use of a form of speech that does not match the situation/topic of the issue being discussed, and there is no agreement between the speaker and the interlocutor. (6) violation from the maxim of sympathy, violation

from the maxim of sympathy is shown by Praz (speaker) with the use of a form of speech that shows antipathy to-wards the interlocutor.

Meanwhile, the implementation of the principle of politeness in the context of learning Indonesian can be seen through the Podcast Warung Kopi (PWK) program presented by the HAS Creative podcast. The application of informal speech is expected to broaden students' horizons regarding polite language ethics. In addition, there are also many examples of compliance with politeness that can be used as a reference in carrying out polite speech actions in society.

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