

Cooperation Principles in Content Creators: A Pragmatic Analysis of Youtube Influencers in Indonesia

**Indah Rahmayanti, Fathur Rokhman, Rustono, Hari Bakti
Mardikantoro**

Pascasarjana, Universitas Negeri Semarang, Semarang, 50237, Indonesia

Email: Indahrahmayanti@students.unnes.ac.id

This study explores the application of Grice's cooperation principle in content production by YouTube influencers in Indonesia. This study focuses on aspects of the principles of quantity, quality, relevance, and ways to increase audience interest and form a positive image. The purpose of this study is to deeply analyze the cooperative principle strategies contained in the speech of local influencers in the Indonesian cultural context. The methodology used is qualitative, using video content analysis of two well-known YouTubers in Indonesia, Jess No Limit and Ricis Official. Data were collected through observation and analysis of videos featuring creator collaboration and interaction with the audience on the YouTube platform. A review of relevant literature was also used to sharpen the results of the analysis. The results showed that both creators attempted to comply with quantity, quality, and relevance maxims to maintain audience engagement. However, there are challenges in fulfilling the maxim of manner due to the difficulty in maintaining clarity and efficiency of communication, both in the delivery and the sentence structure. The violation of the maxim of despite demonstrating authenticity and a relaxed approach to communication, the dynamics of digital-age communication facilitates closeness and inclusiveness with the audience.

Keywords: Cooperation principle, YouTube Creator, Pragmatics, Influencer.

1. Introduction

By December 2022, over 6,000 YouTube channels had made money from monetization products. This data shows that YouTube is a platform that is now the backbone of the digital economy in Indonesia (Sulistiyanto et al., 2022; Ula, 2022). This success is enjoyed by the creators and those who work with the creators(creative team) (Ulya, 2019). Currently, more

than 400,000 creators and partners in Indonesia employ others to work on their YouTube channels. This shows how YouTube has become an important platform that opens up opportunities for many people in Indonesia to express creative ideas and turn their activities into a profitable business (Arthurs et al., 2018; Duffy et al., 2019;Antaranews.com, 2023).

In the world of YouTube content in Indonesia, the interaction between creators is not limited to the video space (Prestianta, 2021; Joemono & Oktavianti, 2022). Collaboration between creators, where they interact, effectively creates exciting and diverse content (Magda Pane & Rumeser, 2021). This method is used to expand audience reach and provide an exciting experience for the audience. On the other hand, the interactions between creators and viewers outside of the video play an essential role in building a solid community around a YouTube channel (McRoberts, 2012).

et al., 2016; Rasmussen, 2018). Through responses to comments, brief greetings from creators in videos, and their signature speeches, creators are able to get closer to their fans. Such interactions strengthen the bond between creators and fans, increase fan engagement, and create a closer relationship (Byun et al., 2023).

The interactions between creators in videos and viewers on YouTube align with the cooperative principle in linguistic theory (Shalekhah et al., 2020; Bucher, 2019). These principles, consciously or unconsciously, help creators communicate to achieve the primary goal of content creation, AdSense (Crick, 2017). For example, when creators work together on a video, they adhere to the cooperative principle by organizing the number of conversational concepts in the video to not confuse the audience. Also, while viewers cannot respond directly, creators occasionally address them and respond to comments under the video with accurate and relevant information. In this way, YouTube creators build close relationships with viewers and increase their engagement in the content. By applying the cooperative principle, one can see the interaction between creators on YouTube and how they communicate to create engaging content for their audience.

Previous studies have shown that the application of Grice's cooperation principle in effective communication is essential, especially in the context of showing or enhancing images on YouTube social media (Sayogie et al., 2023; Ochulor et al., 2023; Komorowska,2020; Bucher, 2019). In addition, YouTube, as a social networking platform, facilitates pragmatic interactions between users through their audience comments. These interactions suggest that interactions between creators and viewers provide content evaluation and shape community identity (Parini & Petzer, 2019; Dynel, 2014; Dewi & Simanjuntak, 2017; Rotman et al., 2009).

While several previous studies have explored the application of Grice's cooperative principle in YouTube communication and the influence of creator-viewer interactions on forming community identity, a specific gap remains unexplored: how Indonesian YouTube influencers implement the cooperative principle in their content production. This research aims to fill this gap by offering an in-depth analysis of the cooperative principle strategies implicated by local influencers to increase audience engagement and build a positive image on the platform. The research generates findings focusing on the Indonesian cultural context by exploring Grice's qualities, quantity, relevance, and manner as unique ways for Indonesian influencers to create more meaningful interactions with their audiences.

The study of the cooperative principle in YouTube content creators is essential because it provides a deeper understanding of the dynamic of communication on the platform. By analyzing the interactions of all those involved in the content based on the cooperative principle, this study helps to understand how messages are conveyed, how the audience reacts to the content, and how the content affects the audience.

2. Methods

The research method used is qualitative. This method allows researchers to gain a deep understanding of the use of cooperative principles in creators' content on YouTube (Guo et al., 2020; Patterson, 2018). In addition, a content analysis (document analysis) approach was also used to examine videos that show collaboration between creators and viewers on the YouTube platform (Pham et al., 2017; Nguyen & Allen, 2018).

The data sources were taken from two well-known YouTubers in Indonesia, Jess No Limit and Ricis Official. Jess No Limit is a well-known gamer in the Indonesian gaming community, especially among Mobile Legends fans. By exploring creative gaming content and active interaction with fans through live streaming and gameplay videos, Jess No Limit's YouTube channel has gained very high exposure in Indonesia (Lukman & Said, 2022; Gloria et al., 2021). Meanwhile, Ricis Official is known as a diverse content creator, covering vlogs, sketches, and content about lifestyle, entertainment, and challenges. Ricis has a large and loyal following, especially among teenagers and millennials, and has built a reputation as one of Indonesia's most popular YouTube content creators (Akmaliah, 2019; Wijayanto & Nurhajati, 2020). Both YouTubers have millions of followers and an active audience, making them a significant influence in Indonesia's digital content industry.

Data collection techniques are conducted through observation and analysis of various videos relevant to the focus of the research. In addition, data will also be collected through literature study by reviewing articles, books, and other sources related to the concept of cooperative principle in linguistic theory and its application in YouTube content. These data collection techniques provide diversity in data sources and allow the researcher to understand the phenomenon under study. The collected data will be analyzed using a thematic approach using Grice's cooperative principles. Grice's cooperative principles include quantity, quality, relation, and manner (Hossain, 2021). The principles theory of cooperation is used as a framework to analyze the interactions in the video creators.

3. Results and Discussion

Cooperative Principle of Quantity Maxim

In Grice's Cooperation Principle theory, the Quantity Maxim refers to providing the appropriate quantity of information needed for the purpose of communication, and should not exceed the necessary information. Violation of this maxim occurs when speakers provide more information than necessary (Tewari et al., 2020; Rubio-Fernandez, 2019). The following are the creators' conversations that show aspects of the quantity maxim.

YouTube Account: Ricis Official
Speakers: Soibah & Ricis
Hello assalamualaikum friends Wati Thank you for 24101973 damn until heading to 25 million subscribers with no way to subscribe yet. And don't forget to turn on
Loncheng Abis count to five yes 54321 subscribe. Thank you, happy watching. bye bye [Applause]"

This quote shows Soibah practicing the Quantity Maxim by conveying specific information about the number of subscribers they have and inviting listeners to subscribe if they have not done so. Soibah conveys the specific number of subscribers ("24101973 all the way to 25 million subscribers"), which provides enough information to fulfill the purpose of communication without being redundant. The speaker uses precise and relevant information without providing unnecessary details or omitting important information, Soibah complies with the Quantity Maxim.

This example shows how Soibah tries to maintain quantity in providing information to the audience. Indirectly, the speakers in Soibah's account have fulfilled the principle of Quantity Maxim by providing enough information for the audience without adding excessive information.

YouTube Account: Jess No Limit
Speaker: Jess
Hi... okay Guys in this video we are going to gepreng top1 Resort dead up to 10 times. Guys, how did our friends react? Before the video starts, hurry up and subscribe guys because channel jessnolimit has a lot of giveaways for all of you like this! Well, for those of you who want an iPhone 11, iPad, laptop, and also other cellphones there are still a lot of them. It's really easy, just subscribe to this channel, comment! On your instagram, on Below, the winner will be announced via my YouTube Story guys!

In the context of the Quantity Maxim, Jess No Limit demonstrates the use of this principle in the video "Prank Top 1 Lancelot Dies 10X - Mobile Legends". This principle emphasizes the importance of providing information as needed, no more and no less, for communication effectiveness.

In this excerpt, Jess provides enough information about the content of the video, which is that she will do a prank by dying 10 times in the Mobile Legends game and see the reactions of her friends. She also informs about the ongoing giveaway program as a prize to attract viewers' attention and participation. Jess does not provide unnecessary information so as to maintain the quantity of information without excessive details. This shows that the speaker Jess has fulfilled the principle of Quantity Maxim to provide information as needed for effective communication. Jess clearly conveys the purpose of the video and what the audience expects from the video. Jess's speech has created content that is not only interesting, but also informative and to the point.

YouTube Account: Ricis Official
Speaker: Ricis
Once it was rumored that lucinta Luna came to ricis's house, raided ria ricis, because Ria ricis has made a match! Look at the tiger! Anyway, I came all the way to
Bandung is said to be helping.

Ricis Official shows the application of this maxim of quantity principle through a video entitled "RICIS GAK BERHENTI NANGIS DILABRAK LUCINTA LUNA". Maxim

This quantity requires Ricis to provide information that is not excessive for

communication purposes.

In this quote, Ricis conveys information that is relevant and directly related to the content of the video, namely the arrival of Lucinta Luna who came to her suddenly for a specific reason. Ricis does not deviate from the topic or provide irrelevant information so that it fulfills sufficient information needs for her audience without details that are considered unnecessary.

Ricis has in principle organized the information conveyed to ensure that his audience gets enough context about the situation being discussed, including who is involved, what happened, and why it happened, without including unnecessary or excessive information that deviates from the subject matter. This reflects Ricis's understanding of the importance of maintaining balance in the amount of information conveyed in accordance with the Quantity Maxim in Grice's Cooperation Principle theory.

Quantity Maxim Interpretation

From the two content creators analyzed, namely Jess No Limit and Ricis, it can be seen that they successfully comply with the principle of Maxim of Quantity in Grice's Cooperation Principle theory. Soibah, in her YouTube video, conveys information about the number of subscribers and invites viewers to subscribe if they have not done so. She provides enough relevant information without excessive details, thus fulfilling the principle of Quantity Maxim well. The same goes for Jess No Limit, who, in his content, conveys information about the content of the video and the giveaway program to attract viewers' attention. Jess also does not provide enough information to achieve his communication goals. Meanwhile, Ricis, in the video content discussed, provides relevant information about the situation of Lucinda Luna's arrival without providing excessive or unnecessary information. Thus, the three content creators have managed to maintain the quantity of information conveyed in accordance with the principle of Quantity Maxim, showing a good understanding of the importance of maintaining balance in the amount of information conveyed in the context of communication.

The results above show the creators' suitability in applying the QuantityMaxim principle in their communication. This confirms that the creators understand the importance of providing information as needed and not overdoing it in communication with their audience. From this, it can be seen that the basic principles of communication, proposed by Grice's Cooperation Principle, play an essential role in content creation on platforms like YouTube, even if the creators are unaware of it. However, these creators pay attention to what they convey to their audience and how they convey it effectively so that their message is conveyed clearly without experiencing an overload of information that can obscure or confuse their audience. These findings show that these creators are focused on creating visually appealing or entertaining content and paying attention to essential aspects of effective communication in getting their message across to their audience.

Applying the principle of Maxim of Quantity in content creators' conversations can potentially increase the effectiveness of communication with the audience. Content creators who can deliver relevant and appropriate information without providing excessive information tend to gain more participation and interaction from their audience. By

maintaining the focus and clarity of the message, they can increase understanding and positive responses from the audience. Using this principle helps build a better relationship with the audience as the audience feels valued and not burdened with irrelevant information. Furthermore, it helps create more time-efficient content, avoids wasting unnecessary information, and conveys the message more concisely and clearly. Applying the principle of Quantity Maxim is an essential strategy for content creators to build positive and effective interactions with their audience.

Quality Maxim Cooperative Principle

In Grice's cooperative principles, the Quality Maxim emphasizes the importance of a conversation being filled with correct information and supported by evidence. Based on the transcripts of some YouTube creators' content, we can see the application of the Quality Maxim as well as the detailed reasons why the quotes reflect the application of the maxim.

YouTube Account: Ricis Official
Speakers: Soibah & Ricis
How beautiful is this Dede. Get ready, wait below! We're going to dress Soibah up with Styles' hijab kit. Ready? Okay! You put on your clothes, gamis! Ya Allah! Choose clothes that suit Soibah's sister. We'll wear India. This is because it has a waist so it's not too long. It's okay. Okay. We'll choose her kerudung. It's exclusive guys because she says her voice is also very melodious. So after we kerudungi we want to hear Saiba salawatan.

In the text above, the Maxim of Quality is seen through the delivery of honest and accurate information about the plan to dress Soibah with appropriate clothes and hijab. The use of phrases such as "This beautiful Dede" and "we will dress Soibah with hijab styles" indicate a desire to present Soibah in the best possible appearance, reflecting a commitment to aesthetic truth and quality. Details about the selection of clothes and accessories emphasize the effort to provide accurate and reliable information about the styling process, which is in line with Grice's Quality Maxim principle of conveying information that is true and supported by evidence. It shows the speaker's efforts in ensuring that what is conveyed is not only true from a factual perspective but also true in a social and cultural context relevant to his audience.

The Quality Maxim element in the text can be seen in the thoroughness and attention to detail in the process of dressing Soibah. This process shows a commitment to truth and accuracy in the information conveyed. The creators chose clothes and headscarves that not only fit Soibah physically but also reflected a character that emphasized good quality information to the audience. This shows a real effort to ensure that what is shown is an accurate and quality representation in accordance with the Maxim of Quality principle.

YouTube Account: Jess No Limit
Speakers: Jess and Sisca Kohl
SISKA: Do you cook this often? JESS : First time. SISKA: You can try mine too! JESS: We'll try it, what is this sausage Siska? SISKA: Lemon black pepper. JESS: Okay, we're going to try Gussy. There's a salty flavor, there's a lemon flavor, just not lots of lemon.

In the conversation between Siska and Jess above, we can see the effort of accuracy of the information shared. Sisca honestly states that this is her first time cooking that type of dish which shows her commitment to truth and accuracy of information in accordance with the maxim of quality. When Sisca offers Jess to try her cooking and describes the ingredients

such as lemon black pepper, this also complies with the maxim of quality because Sisca provides specific and accurate information about her cooking. Jess's response after trying Siska's cooking, where she describes the taste of the dish and provides specific feedback, demonstrates the use of the maxim of quality in providing an honest assessment that is based on her sensory experience.

In the context of the dialogue between Sisca and Jess, the maxim of quality appears through honesty in Sisca's answer about her cooking experience. This dialog shows that adherence to the maxim of quality helps build trust and credibility in social interactions. Quality in this maxim is not only about the accuracy of information, but also about the integrity of the speaker in conveying the information to be given to the audience.

Quality Maxim Interpretation

An analysis of two YouTube content creators, Ricis Official and Jess No Limit, with their respective partners shows the importance of conveying correct and relevant information. Accurate information is a crucial aspect of effective and meaningful communication. Through this analysis, honesty and accuracy are the foundation of interactions between speakers and audiences on YouTube.

In the context of Ricis Official Dressing Soibah, compliance with the Quality Maxim is seen through the delivery of honest information about the process of choosing clothes and a hijab. The comments and the decision to choose the appropriate outfit reveal an attempt to present information that is not only entertaining but also accurate. The show shows that in social and cultural contexts, truth and accuracy of information relate to objective facts, aesthetic judgment, and social propriety.

The conversation between Siska and Jess further emphasizes the importance of the maxim of quality through honest dialogue about the dishes' cooking experience and taste assessment. Siska honestly states that this is her first experience cooking this dish and describing the ingredients. Jess's response to the taste of the d i s h demonstrates this maxim's use in providing feedback based on an excellent sensory experience. This dialog illustrates how honesty and accuracy in conveying information facilitate understanding and good interaction for their audience.

This honesty and accuracy in information delivery not only help provide a clear context and deep understanding of the topic but also strengthen the trust and credibility of the content creator in the eyes of the audience. These two examples of dialog from the creators show that adhering to the maxim of quality is an effective strategy to build a positive relationship with the audience and thus increase communication effectiveness.

Cooperative Principle Maxim Cara

The manner maxim is a guideline that emphasizes the importance of clarity, precision, and order in speech. This principle encourages the use of clear, concise, and structured language in communication, and avoids the use of ambiguous or disorganized words. By following the maxim of manner, the speaker can ensure that the message conveyed can be well understood by the listener, and the communication proceeds smoothly and effectively. Based on the transcripts of some YouTube content creators, we can see the application of manner maxims as well as the detailed reasons why the quotes reflect the application

of the maxim inquestion.

YouTube Account: Ricis Official
Speakers: Ricis & Lucinta Luna
Ricis: What did you buy first! Angry because you didn't get it. Lucinta Luna: If possible, videos like that embarrass the nation and state. For me, I'm a very soft girl and then it's like a girl. So far, when I talk, it's a guy's voice even though it's originally a guy's voice. A little bit of that is just the character of the voice maybe.

In this excerpt, there are several violations of the method principle. First, in the phrase "Kak buyin apa dulu! Angry because you didn't accept it," there is a use of language that is less structured and seems unclear. This sentence does not provide enough information about Lucinta Luna's reason for getting angry so it becomes less clear to the listener. Then, in Lucinta Luna's statement, "If possible, videos like that embarrass the nation and state. If I'm a soft girl, then that's like a girl," there is the use of sentences that are somewhat convoluted and unclear. Lucinta Luna uses the phrase "if possible" which can confuse the listener about whether she is making a request or just speaking in assumptions. In addition, the repeated use of the phrase "like that" can also reduce the clarity of the message conveyed. This violation of the manner principle can interfere with proper and efficient understanding in communication.

The main purpose of manner maxims is the importance of conveying messages clearly, structurally, and politely in communication. This includes using language that is easy to understand, avoiding clutter in message delivery, as well as maintaining good manners in verbal interactions. Violations of this principle can interfere with proper and effective understanding between speaker and listener, and can reduce the overall effectiveness of communication. By adhering to the manner principle, communication can run more smoothly and efficiently. The violation of the manner principle in the Ricis and Lucinta Luna case highlights the importance of communicating clearly, structurally, and politely. In these conversations, vagueness and the use of impolite language can interfere with understanding and reduce the effectiveness of communication with the audience. Therefore, adherence to the manner principle is key to creating effective verbal interactions.

YouTube Account: Jess No Limit
Speakers: Jess & Sisca
JESS: Praise God! It feels good guys, yes! It's hot cooking like this, even though we already use our air conditioner guys. now plating guys. The name is plating. To beautify! The last one we springkel with the parmesan, so it's aesthetic. SISCA: Now I want to cook the lunch, mashed potato, steak. After the potatoes are soft, we drain them. Now we just need to make it smooth. Butter we put in. Cream. Now we put in the potatoes that we have mashed. Stir until it's really creamy. After stirring it so smooth like this, it's ready to eat. Mashed potato smells good Very fragrant, now just move the steak to the mashed potato, so!!!

In the conversation between Jess and Sisca, there are several violations of the manner principle. The repeated use of the phrase "guys" by both speakers can be considered a violation of clarity and precision in communication. The phrase does not provide relevant or useful information in the context of the conversation and only adds unnecessary verbal noise.

In addition, the use of the phrase "It's called plating. To beautify!" by Jess is also less clear and structured. The use of the word "plating" without further explanation of what it is or why it is important, can cause confusion in the listener. Meanwhile, Sisca also uses rather confusing sentences in describing the mashed potato cooking process, such as "After the

potatoes are tender, we drain them." Meanwhile, Sisca also uses rather confusing sentences in describing the mashed potato cooking process, such as "Once the potatoes are tender, we drain." The phrase "tirisin" may not be commonly used in cooking contexts, and without further explanation, can be difficult for listeners to understand..

The meaning of this violation of the manner principle emphasizes the importance of clarity, precision, and order in communication. In everyday communication situations, the use of clear and structured language is key to ensuring that the message conveyed can be well understood by the listener. Violations of the manner principle, such as the use of ambiguous or unstructured language, can lead to confusion and difficulty in understanding the message conveyed. Therefore, in order to create effective communication and mutual understanding, it is important for speakers to pay attention to this manner principle and strive to convey messages clearly, structurally and precisely.

Interpretation of Method Maxim

In the conversations between Ricis and Lucinta Luna, as well as Jess and Sisca, there is a violation of the principle of manner (Maxim of Manner) in communication. The use of unstructured and unclear language, such as the repeated use of the phrase "guys" by both speakers, as well as the use of the phrase "His name is plating ya" by Jess, creates chaos and difficulty in understanding the message conveyed. In addition, the use of less structured language in describing the cooking process, such as Sisca's use of the phrase "tirisin", can also cause confusion in the listener. These violations demonstrate the importance of adhering to the manner principle in communication to create more effective and efficient verbal interactions.

The findings of this violation of the manner principle emphasize the need for clarity, precision, and order in communication. The use of clear, structured and precise language is key to ensuring that the message conveyed is well understood by the listener. Violations of the manner principle, such as the use of ambiguous or unstructured language, can disrupt understanding and reduce the overall effectiveness of communication. Therefore, it is important for speakers to pay attention to this manner principle in communicating to create more effective verbal interactions and mutual understanding.

In the context of video content creators on YouTube, violations of the manner principle may be common due to factors such as time pressure, spontaneity, or the desire to attract viewers. Speakers in such content may focus more on the entertainment aspect rather than clarity and precision in message delivery. However, understanding the importance of the manner principle in establishing effective communication can help content creators to be more conscious in their use of language and sentence structure, thereby improving the quality of communication and viewing experience for the audience.

Cooperative Principle Relationship Maxim

In Grice's cooperation principle, the maxim of relationship means that the speaker must use language that is relevant to the context and situation when communicating. This maxim requires the speaker to choose words or topics that are appropriate to the situation being discussed so that the message conveyed can be well understood by the listener. In other words, the speaker is expected to choose information that is relevant to the topic of

conversation and avoid irrelevant or unimportant information. This principle aims to ensure that communication takes place effectively and in accordance with the context being discussed. Based on the transcripts of some YouTube creators' content, we can see the application of the maxims of relation as well as the detailed reasons why the quotes reflect the application of the maxims in question.

YouTube Account: Jess No Limit
Speakers: Jess & Siska
JESS: Here's another drink, watermelon juice. Wahhh complete with functions. So Siska made this, there's mashed potato and there's meat, it's medium rare. Let's heat it up first SISKAs guys: Let's eat! This looks good guys. Let's try it! It's good, 10/10. It's good. hmmm Spaghetti 300jt check! Thank you justin it's really good. JESS: You guys saw the food we Sinematic-in, and I ate it, If you saw it earlier,, we had a chat with siska, if you see siska talking, that video I didn't record, I ate it luckily not finished. So we will review again guys. We eat siska nie What's this siska's name? SISKA: KAGOSHIMA WAGYU

From the conversation between Jess and Siska, the application of the Relevance Maxim can be observed. The principle of this maxim proposes that in communicating, individuals need to follow some unwritten rules to make communication effective and meaningful. In the context of this dialog, the Relationship Maxim that stands out is the relevance of the communication. For example, Jess opens the conversation by introducing the drinks and food prepared which is directly related to the context of them eating together. Siska responds with enthusiasm and gives an assessment of the taste of the food. Of course, Siska's response is very relevant to their situation. Each statement in the conversation is directly related to the context of eating together. The actions and utterances of the creators show that both speakers adhere to the Relationship Maxim by keeping their communication relevant to the situation.

Understanding the Relationship Maxim in this text provides an understanding of how the two individuals engage in cooperative and meaningful communication to strengthen their social relationship. By ensuring that every statement made is relevant to the context of eating and enjoying food, they create a pleasant communication environment and invite further participation. This not only enhances the shared experience, but also shows appreciation and care for each individual's contribution to the conversation. In this case, Jess and Siska's use of the Relationship Maxim serves as a tool to deepen their connection through shared activities, showing that the principles of cooperation in communication not only regulate information efficiency but also strengthen social bonds between individuals.

YouTube Account: Ricis Official
Speakers: Ricis & Ryan
RICIS: If you think about it, for example, as me, I like to shop for things, things like this(chair), it can still be used. But would you rather give people things that, I'm sorry, we already use or buy new thingsto give people? RYAN: But it's still good, but you can see it first if it's in a really bad condition, well, you don't have to give it to people anymore. But this is still good even though it's used. It's still good, it's still feasible, maybe if he really needs it, then we'll give it to him.

In the conversation between Ricis and Ryan, aspects of Grice's Cooperation Principle on the Maxim of Relationship or relevance can be observed in their communication. Ricis asks a question about the policy of giving used goods to others which refers to the relevance of the topic of shopping for used goods. Ryan responds by considering the condition of the item and the needs of the recipient which shows awareness of the relevance of the context in providing a response.

First, Ricis introduces the topic of giving used goods to others. This is relevant to the context of the conversation because Ricis talks about her habit of buying used goods and questions the suitability of giving them to others. Then, Ryan responded by considering the condition of the goods and the needs of the recipient as a relevance factor. Ryan realizes that relevance in this context lies in whether the item is still usable and in accordance with the recipient's needs. Thus, this conversation demonstrates the application of the Relationship Maxim by ensuring that the topic and the response are relevant to the situation being discussed.

The interpretation of the Relationship Maxim in this conversation shows that effective communication requires an awareness of the relevance of topics and responses to the context being discussed. By paying attention to this, speakers can ensure that their messages are better understood and accepted by the other party. In this context, awareness of relevance to the context also reflects concern for the needs and interests of the recipient of the message in an effort to avoid misunderstanding the interpretation.

Interpretation of Relationship/Relevance Maxim

From the conversations between Jess and Siska and Ricis and Ryan, there are differences in the application of the Relationship Maxim of Grice's Cooperation Principle. In the conversation between Jess and Siska, both consistently maintained relevance in the context of their conversation about the food and drinks they enjoyed together. They introduced topics and responses that were appropriate to the situation at hand, such as introducing the prepared food and giving a review of its taste. On the other hand, in the conversation between Ricis and Ryan, although Ricis introduced the topic of giving used items to others, Ryan considered the relevance of the gift by thinking about the condition of the items and the needs of the recipient. Thus, although both showed awareness of the relevance of the context, the way they dealt with the topic was slightly different.

The findings that emerge from the analysis are that the application of Relationship Maxims in communication allows for the creation of a more effective conversational environment and the creation of more effective conversations.

meaningful. In both conversations, the use of context-relevant language helped the speakers in maintaining engagement and participation in the conversation, as well as strengthening their social ties. In addition, awareness of relevance also helps in avoiding confusion or misunderstanding in communication, as the message conveyed is more easily understood by the receiver.

From the results of the analysis, it can be seen that the understanding and application of Relationship Maxims in communication plays an important role in ensuring the effectiveness and usefulness of a conversation. This shows that successful communication depends not only on the clear delivery of information, but also on the ability to consider the relevance of the message to the context being discussed. Thus, awareness of relevance can help in creating more meaningful social interactions and strengthening relationships between individuals through cooperative and effective communication.

DISCUSSION

Grice's cooperative principle plays an important role in facilitating effective and efficient communication in everyday life. This principle consists of four main maxims: quantity, quality, relevance, and manner. These four maxims direct individuals to communicate in ways that aid mutual understanding (Grice, 1975). In the context of content creators on YouTube, this principle forms the basis for them to convey messages to the audience in a clear and engaging manner, ensuring that the information delivered is not only entertaining but also informative and relevant to the audience's needs and desires (Geranco, 2020; Moore, 2018; Komorowska, 2020; Rubio-Fernandez, 2019).

This study shows how Grice's principles of cooperation are implicated in YouTube content creators in their communication with the audience. From the analysis of Ricis Official and Jess No Limit's YouTube content in this study, it can be seen that both creators try to adhere to the maxims of quantity, quality, and relevance in their content. They provide sufficient, informative, accurate, and relevant information to keep the audience engaged and informed. This reflects the creators' efforts to build effective communication with their audience, valuing the time and attention given by the audience to their content.

However, this study also reveals the uniqueness of the creators' application of the principle of cooperation, especially the violation of the maxim of manner that appears in several dialogs. For example, the use of unstructured and unclear language by Ricis and Lucinta Luna, as well as the repeated use of the word "guys" by Jess and Sisca. These findings demonstrate the challenges of maintaining clarity and efficiency of communication. These offenses are interesting because they demonstrate the balance that must be struck between authenticity in communicating with an audience, and the need to convey messages effectively and efficiently.

The uniqueness found in this study offers deep insights into the communication dynamics between content creators and their audiences on the YouTube platform. The violation of this maxim can be seen from the use of unstructured language, repetition of the word "guys", and convoluted sentences, which appear to detract from the clarity and efficiency of the message. However, this uniqueness also reflects the creators' efforts in creating closeness and authenticity with their audience. The use of informal and spontaneous language styles helps in establishing a more relaxed and familiar atmosphere, which is highly valued in the context of social media and digital entertainment (Tannen, 1989; Scolari et al., 2020; Perreira et al., 2019; Meyerhoff, 2018).

In addition, violations of manner maxims often occur due to the pressure to produce content that is not only informative, but also entertaining. In an effort to attract and maintain audience attention, content creators may choose to sacrifice structure and clarity in favor of a more natural and engaging conversational dynamic (Herring, 2001; Chepkemai et al., 2023; Kotzen, 2015). For example, Jess and Sisca's repetition of "guys" may be intended to create the impression of a more inclusive and interactive conversation with the audience on their respective devices-even if it potentially reduces the clarity of the message.

It is also important to consider that in the context of digital media, there is greater flexibility in the application of language norms and conventions (Chun et al., 2016; Darwin, 2016;

Androutsopoulos, 2015). YouTube audiences, as subjects who often seek relatable and authentic content, may be more accepting or even reward non-compliance with maxims if it contributes to the creativity of the content. Therefore, violation of certain maxims is not always negative but can be a deliberate communication strategy to increase closeness with the audience (Walther, 1996; Kasper, 2017).

Ultimately, the challenge is how creators can balance the need to maintain clarity in conveying messages, or the desire to create engaging content (Henriksen et al., 2016; Burgess & Green, 2018). The solution may lie in the creator's ability to strategically navigate between the application and violation of maxims and adapt the communication style based on audience expectations (Clark, 1991).

The benefits of Grice's cooperative principle for video content on YouTube are significant. First, by adhering to this principle, creators can improve the quality of communication with the audience, making the content easier to understand and more engaging. Second, the application of this principle helps creators build a closer relationship with the audience, increasing the creator's trust and credibility. Third, by focusing on delivering relevant and accurate information, creators can enrich the audience's experience, adding value through informative and educational content (Sperber & Wilson, 1986).

Grice's cooperative principle plays a vital role in forming the basis of effective communication between YouTube content creators and their audience. While there are challenges and violations of some maxims, the overall understanding and application of this principle provides significant benefits in improving the quality of interactions and strengthening the relationship between creators and audiences. Therefore, the application of the principle of cooperation in video content not only enriches the audience experience, but also strengthens the foundation of effective and meaningful digital communication.

4. Conclusion

Grice's cooperative principle essentially facilitates effective communication between YouTube content creators and their audience in Indonesia. Through the analysis of the content from Jess No Limit and Ricis Official, it is seen that the application of the maxims of quantity, quality, and relevance helps in delivering informative and engaging messages to the audience, and strengthens the relationship between the creators and the audience. Although there are challenges and violations, especially of the maxim of manner, this uniqueness reflects the dynamics of communication in the digital era that allows creators to create closeness and authenticity with the audience. The accuracy of the messaging strategy in the content is key in producing works that not only meet the expectations of information, but also engagement and entertainment for the audience.

This research shows that the application of Grice's cooperative principle plays a significant role in creating effective and meaningful YouTube content in Indonesia. By prioritizing a balance between clarity, accuracy, relevance, and authentic communication style, content creators can improve the quality of their interactions with their audience. This not only increases engagement and strengthens the relationship between creators and audiences, but also demonstrates how adaptation to communication principles can optimize

success in the digital ecosystem.

References

1. Akmaliah, W. (2019). Ria Ricis and new platform of Islamic popular culture. *DINIKA: Academic Journal of Islamic Studies*, 4(3), 377-398.
2. Androustopoulos, J. (2015). Networked multilingualism: Some language practices on Facebook and their implications. *International Journal of Bilingualism*, 19(2), 185- 205.
3. Arthurs, J., Drakopoulou, S., & Gandini, A. (2018). Researching youtube.
4. *Convergence*, 24(1), 3-15.
5. Bucher, H. J. (2019). The contribution of media studies to the understanding of science communication. *Science communication*, 51-76.
6. Burgess, J., & Green, J. (2018). *YouTube: Online video and participatory culture*. John Wiley & Sons.
7. Byun, U., Jang, M., & Baek, H. (2023). The effect of YouTube comment interaction on video engagement: focusing on interactivity centralization and creators' interactivity. *Online Information Review*, 47(6), 1083-1097.
8. Chepkemai, N., Nganga, S., & Kandagor, M. (2023). Analysis of conversational maxims flouted to achieve verbal humor in Churchill Show stand-up comedy performances. *Journal of Linguistics and Foreign Languages*, 4(1), 7.
9. Chun, D., Kern, R., & Smith, B. (2016). Technology in language use, language teaching, and language learning. *The Modern Language Journal*, 100(S1), 64-80.
10. Clark, H. H., & Brennan, S. E. (1991). Grounding in communication. In L. B. Resnick, J. M. Levine, & S. D. Teasley (Eds.). *Washington, DC: American Psychological Association*.
11. Crick, M. (2017). YouTube: Surveillance, Power, Audience, and Monetizing the Message. In *Biometrics: Concepts, Methodologies, Tools, and Applications* (pp. 1439-1463). IGI Global.
12. Darwin, R. (2016). Language and identity in the digital age. *The Routledge handbook of language and identity*, 523-540.
13. Dewi, U. P., & Simanjuntak, R. R. (2017, November). Social networking and identity construction in computer-mediated communication: cyberpragmatics analysis of fandom online community in YouTube commentaries. In *Proceedings of the 3rd International Conference on Communication and Information Processing* (pp. 375- 378).
14. Duffy, B. E., Poell, T., & Nieborg, D. B. (2019). Platform practices in the cultural industries: Creativity, labor, and citizenship. *Social Media+ Society*, 5(4), 2056305119879672.
15. Dynel, M. (2014). Participation framework underlying YouTube interaction. *Journal of Pragmatics*, 73, 37-52.
16. Geranco, D. (2020). Linguistic Analysis Using the Gricean Cooperative Principle on a Television Interview. Available at SSRN 3896407.
17. Gloria, B. C., Luik, J. E., & Tjahyana, L. J. (2021). Motives and Satisfaction of Subscribers Watching the Jess No Limit Youtube Channel. *Journal of e-Communication*, 9(2).
18. Grice, H. P. (1975). Logic and conversation. In P. Cole & J. Morgan (Eds.). *New York: Academic Press*.
19. Guo, J., Yan, X., Li, S., Van der Walt, J., Guan, G., & Mei, L. (2020). Quantitative and qualitative analyses of orthodontic-related videos on YouTube. *The Angle Orthodontist*, 90(3), 411-418.
20. Henriksen, D., Hoelting, M., & Deep-Play Research Group. (2016). A systems view of creativity in a YouTube world. *TechTrends*, 60, 102-106.
21. Herring, S. C. (2001). *Computer-mediated communication: Linguistic, social, and cross-cultural perspectives*. Amsterdam: John Benjamins Publishing Company.

22. Hossain, M. M. (2021). The application of Grice maxims in conversation: A pragmatic study.
23. *Journal of English Language Teaching and Applied Linguistics*, 3(10), 32-40.
24. Joemono, I. C., & Oktavianti, R. (2022, April). Popular Culture in Video Content on YouTube. In 3rd Tarumanagara International Conference on the Applications of Social Sciences and Humanities (TICASH 2021) (pp. 1278-1282). Atlantis Press.
25. Kasper, G. (2017). Linguistic etiquette. *The handbook of sociolinguistics*, 374-385.
26. Komorowska, E. (2020). Language communication in a pragmatic perspective: Flouting the cooperative principle. *Beyond Philology An International Journal of Linguistics, Literary Studies and English Language Teaching*, (17/2), 27-49.
27. Komorowska, E. (2020). Language communication in a pragmatic perspective: Flouting the cooperative principle. *Beyond Philology An International Journal of Linguistics, Literary Studies and English Language Teaching*, (17/2), 27-49.
28. Kotzen, M. (2015). The normativity of humor. *Philosophical Issues*, 25, 396-414.
29. Lukman, L., & Said, I. M. (2022). Gamers' Politeness Strategy in "Jess No Limit" Youtube Channel. *Onoma Journal: Education, Language, and Literature*, 8(1), 63-76.
30. Magda Pane, M., & AA Rumeser, J. (2021, January). The Quality of Cohesiveness in Collaboration Between Two YouTube Channels in Delivering Humor (Case Study:The Collaboration Between Two Particular YouTube Channels in Indonesia). In 2021 the 3rd International Conference on Big Data Engineering and Technology (BDET) (pp. 67-73).
31. McRoberts, S., Bonsignore, E., Peyton, T., & Yarosh, S. (2016, June). Do it for the viewers! Audience engagement behaviors of young YouTubers. In *Proceedings of the 15th International Conference on Interaction Design and Children* (pp. 334-343).
32. Meyerhoff, M. (2018). *Introducing sociolinguistics*. Routledge.
33. Moore, R. (2018). Gricean communication, joint action, and the evolution of cooperation.
34. *Topoi*, 37(2), 329-341.
35. Nguyen, B. T., & Allen, A. J. (2018). Social media and the intrauterine device: a YouTube content analysis. *BMJ Sexual & Reproductive Health*, 44(1), 28-32.
36. Ochulor, P. G., Atiu, Y. K., & Adebayo, M. (2023). A Pragmatic Analysis of Digital Media Stickers, Emojis and Gifs Towards Vocabulary Development. *English Language, Literature & Culture*. 8(4), 83-91.
37. Parini, A., & Fetzer, A. (2019). Evidentiality and stance in YouTube comments on smartphone reviews. *Internet Pragmatics*, 2(1), 112-135.
38. Patterson, A. N. (2018). YouTube generated video clips as qualitative research data: One researcher's reflections on the process. *Qualitative Inquiry*, 24(10), 759-767.
39. Pereira, S., Moura, P., & Fillol, J. (2018). The YouTubers phenomenon: what makes YouTube stars so popular for young people. *The youtubers phenomenon: what makes YouTube stars so popular for young people*, 107-123.
40. Pham, H. H., Farrell, K., Vu, H. M., & Vuong, Q. H. (2017). Using YouTube videos to promote universities: a content analysis. *Technics Technologies Education Management (TTEM)*, 12(1), 58-72.
41. Prestianta, A. M. (2021). Mapping the ASEAN YouTube uploaders. *ASPIKOM Journal*, 6(1), 1-12.
42. Rasmussen, L. (2018). Parasocial interaction in the digital age: An examination of relationship building and the effectiveness of YouTube celebrities. *The Journal of social media in society*, 7(1), 280-294.
43. Rotman, D., Golbeck, J., & Preece, J. (2009, June). The community is where the rapport is-- on sense and structure in the youtube community. In *Proceedings of the fourth international conference on Communities and technologies* (pp. 41-50).
44. Rubio-Fernandez, P. (2019). Overinformative speakers are cooperative: Revisiting the Gricean Maxim of Quantity. *Cognitive science*, 43(11), e12797.

45. Sayogie, F., Zakiya, H. H., & Nabillah, P. (2023). Image Repair Strategies in Apology Videos by YouTube Creators. *Медиаобразование*, (4), 574-580.
46. Scolari, C. A., Ardèvol, E., Pérez-Latorre, Ó., Masanet, M. J., & Rodríguez, N. L. (2020). What are teens doing with media? An ethnographic approach for identifying transmedia skills and informal learning strategies. *Digital education review*, (37), 269- 287.
47. Shalekhah, R. A., Estayani, S. A., Sari, M., & Nugroho, R. A. (2020). Linguistic Politeness Analysis of Indonesia's Prominent YouTube Influencers. *Journal of English Language Teaching and Linguistics*, 5(3), 421-439.
48. Shanti, H. D. (2023). Youtube: Content creators are the backbone of Indonesia's digital economy. Accessed from: <https://www.antaranews.com/berita/3793941/youtube-content-creators-are-the-backbone-of-indonesia-s-digital-economy>
49. Sperber, D., & Wilson, D. (1986). *Relevance: Communication and cognition*. Oxford, UK: Blackwell.
50. Sulistianto, T., Rahmawati, S., & Kartika, L. (2022). Strategies for Increasing the Profitability of the Content Creator Profession as an Alternative Career Choice in Era 4.0. *Public: Journal of Human Resource Management, Administration and Public Services*, 9(4), 698-702.
51. Tannen, D. (1989). *Talking voices: Repetition, dialogue, and imagery in conversational discourse*. Cambridge, UK: Cambridge University Press.
52. Tewari, M., Bensch, S., Hellström, T., & Richter, K. F. (2020). Modeling Grice's Maxim of Quantity as Informativeness for Short Text. In *ICLLL 2020: The 10th International Conference in Languages, Literature, and Linguistics*, Japan, November 6-8, 2020 (pp. 1-7).
53. Ula, M. F. (2022). Digital Marketing: Post-Pandemic Economic Stimulus for MSMEs. *Journal of Ekonika vol (X) 20XX ISSN (Print)*, 2502, 9304.
55. Ulya, H. (2019). Commodification of Workers in Beginner and Underrated Youtubers. *Interaction: Journal of Communication Science*, 8(2), 1-12.
57. Walther, J. B. (1996). Computer-mediated communication: Impersonal, interpersonal, and hyperpersonal interaction. *Communication Research*, 23(1), 3-43.
58. Wijayanto, X. A., & Nurhajati, L. (2020). Copyright issue on music back sound usage by Indonesian YouTubers. *Journal of Social Studies (JSS)*, 16(2), 137-156.