

ABSTRAK

Dwi Rahma Sundari, 2026. Analisis Pelanggaran Prinsip Kerja Sama dalam Acara *Kuliah, Kerja, dan Kenyataan Mata Najwa* 26 September 2025 pada Kanal *YouTube Najwa Shihab*. Program Studi Pendidikan Bahasa dan Sastra Indonesia. Fakultas Keguruan dan Ilmu Pendidikan. Universitas Maritim Raja Ali Haji. Pembimbing I: Dra. Hj. Isnaini Leo Shanty, M.Pd. Pembimbing II: Tessa Dwi Leoni, S.Pd., M.Pd.

Kata Kunci: Pragmatik, Pelanggaran Prinsip Kerja Sama, Mata Najwa.

Penelitian ini bertujuan untuk mendeskripsikan bentuk-bentuk pelanggaran prinsip kerja sama dalam tuturan pada acara *Kuliah, Kerja, dan Kenyataan* program Mata Najwa yang ditayangkan pada kanal *YouTube Najwa Shihab* tanggal 26 September 2025. Prinsip kerja sama yang dikaji meliputi maksim kuantitas, maksim kualitas, maksim relevansi, dan maksim cara. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data berupa metode simak dan catat terhadap tuturan para narasumber dan pembawa acara. Data penelitian berupa tuturan yang mengandung pelanggaran prinsip kerja sama. Hasil penelitian menunjukkan bahwa terdapat 30 data pelanggaran prinsip kerja sama, yang terdiri atas 9 pelanggaran maksim kuantitas, 2 pelanggaran maksim kualitas, 14 pelanggaran maksim relevansi, dan 5 pelanggaran maksim cara. Pelanggaran tersebut terjadi karena penutur memberikan informasi yang berlebihan atau tidak mencukupi, menyampaikan pernyataan yang tidak sepenuhnya sesuai fakta, serta memberikan jawaban yang tidak relevan dengan pertanyaan atau konteks pembicaraan. Prinsip kerja sama dalam acara tersebut dipengaruhi oleh faktor situasi komunikasi, gaya bertutur penutur, serta tujuan pragmatik tertentu dalam interaksi.

ABSTRACT

Dwi Rahma Sundari, 2026. An Analysis of Violations of the Cooperative Principle in the Program “*College, Work, and Reality*” of *Mata Najwa* Broadcast on the *Najwa Shihab YouTube Channel* on 26 September 2025. Indonesian Language and Literature Education Study Program, Faculty of Teacher Training and Education, Universitas Maritim Raja Ali Haji. Supervisor I: Dra. Hj. Isnaini Leo Shanty, M.Pd. Supervisor II: Tessa Dwi Leoni, S.Pd., M.Pd.

Keywords: Pragmatics, Violations of the Cooperative Principle, Mata Najwa.

This study aims to describe the forms of violations of the cooperative principle found in utterances in the program *College, Work, and Reality of Mata Najwa*, which was broadcast on the *Najwa Shihab YouTube* channel on 26 September 2025. The cooperative principle examined in this study includes the maxims of quantity, quality, relevance, and manner. This study employed a descriptive qualitative approach. The data were collected through observation and note-taking techniques applied to the utterances of the host and invited speakers. The research data consist of utterances containing violations of the cooperative principle. The results indicate that there were 30 instances of cooperative principle violations, consisting of 9 violations of the maxim of quantity, 2 violations of the maxim of quality, 14 violations of the maxim of relevance, and 5 violations of the maxim of manner. These violations occurred because speakers provided excessive or insufficient information, conveyed statements that were not fully consistent with factual information, and gave responses that were not relevant to the questions or the conversational context. The implementation of the cooperative principle in the program was influenced by communicative situations, speakers' discourse styles, and specific pragmatic purposes in interaction.