

ABSTRACT

Ayuningsih, Katerina. 2019. Cooperative Principle Used by Patrick Starr and the Guest Stars in Beauty Vlogs. S1. Thesis. English Department. Widya Kartika University. Surabaya. Advisor I: Yulius Kurniawan, S.Pd., M.Pd. Advisor II: Nopita Trihastutie, S.S., M.A.

Beauty vlogs in YouTube have the most viewers which are 125 billion viewers in 2016 (Pixability, 2016). Among beauty vloggers, Patrick Starr is quite well-known. In fact, Patrick has 4.4 million subscribers with 315 million viewers on his YouTube Channel (YouTube, 2019). He produces quite interesting vlogs by inviting celebrities as the guest stars such as Kim Kardashian, Katy Perry, and Kris Jenner. During the conversation, Patrick take the leading role by asking questions to the guest stars. He also cracked some jokes which were sometimes responded by the guest stars accordingly. These kinds of interactions are in line with Grice theory (1975) as the application and flouting of cooperative principle. The main objectives of this research were (i) to find out the cooperative principle applied by Patrick Starr and the guest stars in beauty vlogs and (ii) to find out the maxim which flouted by Patrick Starr and the guest star in beauty vlogs. This research is used qualitative case study research. It is found that there were four maxims of cooperative principle applied by Patrick Starr and the guest stars. From those maxims, the maxim of relation was the mostly applied maxim in beauty vlogs. It is also found that there were four maxims of cooperative principle flouted by Patrick Starr and the guest stars. From those flouting maxims, the maxim of quantity was the mostly flouted maxim in beauty vlogs.

Keywords: cooperative principle, flouting maxim, beauty vlogs.