

**JOE BIDEN'S MAXIM VIOLATIONS IN THE 2022 60 MINUTES
YOUTUBE INFLATION INTERVIEW: SPARKING PUBLIC
BACKLASH AND ERODING TRUST**

THESIS



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YOUTUBE INFLATION INTERVIEW: SPARKING PUBLIC BACKLASH
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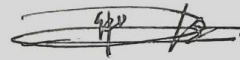
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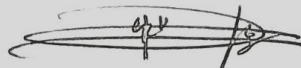
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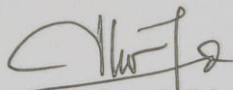
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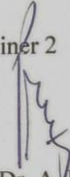
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ABSTRACT

Fauziya, H. (2025). *Joe Biden's Conversational Maxim Violations in The 2022 60 Minutes Youtube Inflation Interview: Sparking Public Backlash and Eroding Trust*. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Suhandoko, M.Pd. (II) Dr. Endratno Pilih Swasono, M.Pd

The purpose of this study is to reveal the relationship between maxim violations and public perspectives found in Joe Biden's interview on the YouTube channel 60 Minutes entitled "President Joe Biden: The 2022 60 Minutes Interview." The interview addressed issues in the United States that were widely discussed at the time, with the main theme being the highest inflation in 40 years. The interview contained numerous maxim violations and sparked a massive public reaction. Therefore, this study addressed two research questions: (1) What maxim does Joe Biden violate in his 2022 YouTube 60 Minutes interview regarding the sharp rise in inflation? (2) How does the public view Joe Biden's statements that violate maxims in his 2022 YouTube 60 Minutes interview regarding the sharp rise in inflation?

This study uses a qualitative method to gain a comprehensive understanding of the motives and maxims frequently violated by Joe Biden. A thematic descriptive approach also applied in this study to analyze the themes of netizens' reactions to the statements. Data was collected by transcribing Biden's statements and downloading comments using a Python application. The analysis in this study was conducted by identifying and describing the maxims that were violated. Furthermore, the researcher also matched the lexical similarities in netizens' comments and Joe Biden's statements to ensure that the comments did not digress from the topic, identified whether the comments were positive or negative, determined the themes of the comments, and then described the themes by looking at the context.

The results of the study showed that there were 25 maxim violations committed by Joe Biden: 28% relevant maxim violations, 28% quantity maxim violations, 28% manner maxim violations, and 16% quality maxim violations. There were 7 relevant maxim violations, 7 quantity maxim violations, 7 manner maxim violations, and 4 quality maxim violations. These maxims were violated to avoid sensitive topics, maintain image, obscure answers, and hide the truth. Public reactions to Joe Biden's statements that violated the maxims were found to be 89% or 892 data points negative and 11% or 111 data points positive out of 1,003 data points. Positive perspectives often expressed support, acknowledged Joe Biden's claims, and defended Joe Biden against accusations made by other netizens. Furthermore, negative perspectives were often found to criticize, mock, and convey satirical statements implying rejection of Joe Biden's claims. This study also found a correlation between Joe Biden's violations of maxims and a decline in public trust.

Keywords: maxim violation, public perspective, cooperative principle

ABSTRAK

Fauziya, H. 2025. *Pelanggaran Prinsip Percakapan Joe Biden dalam Wawancara Inflasi 60 Minutes 2022 di YouTube: Memicu Reaksi Publik dan Mengikis Kepercayaan*. Program Studi Sastra Inggris, Fakultas Adab dan Humaniora, UIN Sunan Ampel Surabaya. Pembimbing: (I) Suhandoko, M.Pd. (II) Dr. Endratno Pilih Swasono, M.Pd

Tujuan dari penelitian ini adalah mengungkapkan hubungan antara pelanggaran maksim dengan perspektif publik yang terdapat pada wawancara Joe Biden di kanal YouTube 60 Minutes bertajuk “President Joe Biden: The 2022 60 Minutes Interview.” Wawancara ini membahas isu-isu di Amerika Serikat yang sedang hangat dibicarakan pada saat itu, dengan tema utama inflasi paling tinggi sejak 40 tahun. Wawancara ini terdapat banyak pelanggaran maksim dan reaksi yang masif dari publik. Maka dari itu, di dalam penelitian ini akan menjawab dua rumusan masalah yaitu: (1) Maksim apa yang dilanggar oleh Joe Biden dalam wawancara YouTube 60 Minutes tahun 2022 terkait kenaikan tajam inflasi? (2) Bagaimana masyarakat memandang pernyataan Joe Biden yang melanggar maxim dalam wawancara YouTube 60 Minutes tahun 2022?

Penelitian ini menggunakan metode kualitatif untuk mengetahui gambaran yang utuh bagaimana motif dan maksim yang sering dilanggar oleh Joe Biden. Pendekatan tematis dan deskriptif juga diterapkan dalam penelitian ini untuk menganalisis tema-tema reaksi netizen pada pernyataan tersebut. Data kemudian dikumpulkan dengan menyalin transkripsi pernyataan Biden dan mengunduh komentar menggunakan aplikasi Python. Analisis pada penelitian ini dilakukan dengan mengidentifikasi dan mendeskripsikan maksim yang dilanggar. Selanjutnya, peneliti juga menyocokkan kesamaan leksikal pada komentar netizen dan pernyataan Joe Biden untuk memastikan komentar tersebut tidak keluar dari topik, mengidentifikasi apakah komentar tersebut bersifat positif atau negatif, menentukan tema dari komentar-komentar tersebut lalu mendeskripsikannya dengan melihat konteks.

Hasil penelitian menunjukkan terdapat 25 pelanggaran maksim yang dilakukan oleh Joe Biden: 28% pelanggaran maksim relevan, 28% pelanggaran maksim kuantitas, 28% pelanggaran maksim cara, dan 16% pelanggaran maksim kualitas. Dengan penyebaran 7 kali pelanggaran maksim relevan, 7 kali pelanggaran maksim kuantitas, 7 kali pelanggaran maksim cara dan 4 kali pelanggaran maksim kualitas. Maksim-maksim tersebut dilanggar untuk menghindari topik sensitif, menjaga citra, menyamarkan jawaban dan menyembunyikan kebenaran. Reaksi publik terhadap pernyataan Joe Biden yang melanggar maksim ditemukan 89% atau 892 data bersifat negatif dan 11% atau 111 data bersifat positif dari 1003 data. Persepektif positif sering mengemukakan dukungan, pengakuan atas klaim Joe Biden dan juga membela Joe Biden terhadap tuduhan yang disampaikan pengguna lain. Lebih lanjut lagi, perspektif negatif seringkali ditemukan mengkritik, mengejek, dan menyampaikan kalimat satir yang mengimplikasikan penolakan terhadap klaim Joe Biden.

Kata Kunci: pelanggaran maksim, perspektif publik, prinsip kooperatif

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