

## ABSTRACT

Fikri, Nuris Alfian. 2010. A Study of Flouting Maxim in *Demo Crazy* talk show broadcast on Sunday, 2<sup>nd</sup> August 2009. Un-published thesis: Faculty of Humanities, Airlangga University

This study is conducted in order to figure out the flouting maxim of cooperative principle proposed by Grice in a talk show program. There are some purposes in flouting maxim in *Demo Crazy* talk show and most of them are for creating humorous situation. Grice stated four maxims to be obeyed in order to fulfill the cooperative principle (Grice in Robinson, 2006, p. 161). Conversational implicature will occur when the speaker does not obey those four maxims and cause some interpretations.

Ambiguity, which is contradicted with maxim of manner, is the most frequently used in creating humorous situation (Ross, 1998, p. 8). It can occur when flouting maxim causes different interpretation at some level of language. Here, conversational implicature plays an important role because the interpretation is based on the hearer's linguistic background knowledge.

In obtaining the data, the writer recorded *Demo Crazy* talk show which is broadcasted on Sunday, 2<sup>nd</sup> August 2009. After the recording process finished, the writer transcribed all the source of the data in a written form and identified the utterances which flouted maxim. In analyzing the data, the writer applied a descriptive qualitative research approach. First, he classified the flouting maxim found in the data, then analyzed the purpose of the flouting and the last, he interpreted the meaning which was unsaid in the utterances by using conversational implicature theory proposed by Grice.

The results shows that the speakers often flouts maxim of manner and most of speakers' purpose in flouting maxim is for creating humorous situation. The type of conversational implicature occurs during the program is generalized conversational implicature because this conversational implicature does not need a particular context and easy to be interpreted.

Keywords: talk show, flouting maxim, cooperative principle, conversational implicature, humor