Abstract


This study aims to find out the conversational implicature in Sentilan-sentilun, one of the humorous TV program in Indonesia. To reach the goal of the study, the data were taken from a single episode which was aired on Monday, March 14th 2011. This study found ten observable utterances which contain implicature. Flouting of the Cooperative Principle maxims occurs as many as 22 times. The most flouted maxim is the maxim of quality which occurred 9 times or 40.91%, the maxim of relation is flouted 5 times or 22.73%, the maxim of quality and quantity are flouted as many as 4 times each or 18.18%. The collected data were classified according the theory of Cooperative Principle and its maxims. This finding showed that the participants in Sentilan-Sentilun talk show flout their utterance in order to convey social criticism and information humorously.

Keyword: Cooperative Principle, Conversational Implicature, Sentilan-Sentilun talk show.