

ABSTRACT

This study focuses on flouting maxim utterances. This study uses Grice's theory of Cooperative Principle and Conversational Implicature. The aim of the study is to analyze the utterances that flouted the maxim and type of conversational implicature in "Tonight Show". In this study, the writer uses qualitative method. In collecting data, the writer downloaded the video from "Tonight Show" channel on YouTube which focused on Travelling topic and transcribed the utterances in written form. Then, she identified the utterances based on Grice's cooperative principles and classified the utterances which flout the maxim of quality, the maxim of quantity, the maxim of relation or the maxim of manner. Next, classifying the utterances flouted maxim into two types of conversational implicature. And the last, the writer counted the data and drew conclusion. The result shows that the most flouted maxim occurs in the Tonight Show is maxim of manner. It occurs 18 times or 35%. While, the implicature most frequently occurred is generalized conversational implicature. It occurs 25 times or 53%. The speaker flouted the maxim to create jokes and give further information.

Keywords: *conversational implicature, cooperative principle, flouting maxim.*