

An Analysis of Flouting Maxim of Grice's Cooperative Principle in *Tante Pinky's Forum* on *Provoke Magazine*

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Abstract

This study aims to discuss of flouting maxim of Grice's Cooperative Principle which is uttered by *Tante Pinky* and her participants in *Tante Pinky's* forum in *Provoke* magazine. The writer attempts to find out the kind of maxim which is frequently flouted in *Tante Pinky's* forum in *Provoke* magazine, types of conversational implicature and why the flouting maxim is used frequently in *Tante Pinky's* forum in *Provoke* magazine. Through this research, the writer hopes that the result of this study may give more understanding for other students especially who are interested to learn flouting maxim. In analyzing the data, the writer used theory of Cooperative Principle. In this study, the writer uses qualitative approach to collect the data. The finding of this study is the maxim of relevance that is frequently flouted in *Tante Pinky's* forum in order to create humour. The result also showed that types of conversational implicature that frequently occurred was particularized conversational implicature. It was because the writer assumes that the readers can search the relevance of what they are saying and derive an intended meaning. Furthermore, the writer also found most flouting maxims were meant for creating humor.

Keywords: *Cooperative Principle, Flouting maxim, Implicature, Provoke, Magazine, and Tante Pinky, and Maxim.*