

Sari, Dewi Puspita. 2014. *A Study of Flouting Maxim in Bukan Empat Mata Talk Show (Broadcasted on August 19th and 22nd, 2013)*. A thesis submitted as partial fulfillment of the requirements of the Sarjana degree of English Department Faculty of Humanities Airlangga University Surabaya.

ABSTRACT

This study focuses on analyzing the utterances that are used in *Bukan Empat Mata* talk show which flout the maxims of Cooperative Principle by Paul Grice (1989). The study aims to find out the flouted maxims that are evoked in the conversation. Moreover, this study also attempts to reveal the implied meaning in the conversation and discover why the maxims are flouted by the host, co-hosts, and guest stars. The reason for using *Bukan Empat Mata* talk show as an object because it is the winner of Panasonic Award in 2009 and 2010 as the best entertainment talk show according to its official website. Qualitative approach is used in this study in order to analyze the data because it relies on utterances that have to be provided in the written form. For the finding, the writer finds 42 flouting maxims in the data. The most flouted maxim is the maxim of relation which occurred fourteen times (14) or 33.3%. Whereas, flouting maxim of quantity and quality occurred twelve times (12) or 28.6%, then the occurrence of flouting maxim of manner is four times (4) or 9.5%. Based on the explanation of the flouting maxims and the implicature, the result shows that flouted maxims occurred in order to accentuate the intended meaning in conversation and also to create humor.

Keywords: *Cooperative principle, flouting maxim, implicature, humor*

CHAPTER I INTRODUCTION