

ABSTRACT

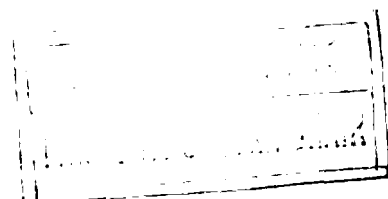
This study is an analysis of the application of principles in communication, using the Cooperative Principles introduced by Paul Grice, and focuses on the Maxims of Conversations that can be flouted to arouse humor.

According to Grice (1975), speakers in normal conversation, are expected to obey four maxims of Conversational Maxims. They should speak in brief, the truth, relevant, and clear manner in what they say. But sometimes these maxims can also be flouted and violated. Flouting, is usually done purposely by the speaker and the flouting itself means that one deliberately fail to fulfill a certain maxim in order to create a certain intention. Speakers' certain intention that the writer analyzes is humor. It is different with violating the Conversational Maxims, it means that one can fail to fulfill a certain maxim quietly and unostentatiously and will be liable to mislead.

As the objects of this study, the writer chose the two editions of *The Adventures of Tintin* comic book, which are a sequel. These two editions were considered to have more intellectual humorous contents than the others and they also have been published in many languages. The analysis of this study was based on the theory of Cooperative Principles by Grice and humor definition by Mahadev L. Apte.

After analyzing the data, the writer found that the flouting of Conversational Maxims can be counted as one of the ideas responsible for arousing humor. The most often flouted maxim was the Quality Maxim in the first comic book and Relation Maxim in the second book.

Also from the analysis, the writer found that when one deliberately fail to fulfill a certain maxim in a conversation, it does not mean that the communication meets an end. In fact there can be something else on purpose, humor for example.



CHAPTER I

INTRODUCTION