

ABSTRACT

Purwohusodo, Yudi. *A Study of Conversational Implicature on BangOne's Comic Book Based on Grice's Cooperative Principle and its Maxims.* A thesis submitted as partial fulfillment of the requirement for the sarjana degree of English Department, Faculty of Humanities, Airlangga University.

This study attempts to analyze pragmatically the conversational implicatures on BangOne's comic book based on Grice's Cooperative Principle and its maxims. Grice's work on the Cooperative Principle initiated the current interest in pragmatics, and led to its development as a separate discipline within linguistics. The main objective of this study is to discover how utterance can go beyond its literal meaning by the disobeying or flouting of some principles by the speaker in cooperative dialogue. In order to arrive at the appropriate conclusion, the author employs qualitative method to analyze the findings comprehensively. The results show that in the findings, none of the Maxim of Quality is flouted and so leave it open to the rest maxims. Maxim of Quantity is the most frequently flouted maxim. The second frequently flouted is Maxim of Relation, and then followed by Maxim of Manner. However, opting out is in fact found also in the results. Additionally, the findings prove also that implicature is, in fact, cancelable by adding negation to drop the first hearer's assumption and thus substitute with the newly formed implicature.

Keywords: *cooperative principle, maxim, implicature, caricature, flouting, obey.*