

Diningrum, Arsita, 2016. *A Study of conversational implicature in “Sarah Sechan” talk show of go green episodes*. A thesis submitted as Partial Fulfilment of Requirements for the Sarjana Degree of English Department, Faculty of Humanities, Universitas Airlangga, Surabaya.

ABSTRACT

This study focuses on utterances that flout the maxims of cooperative principle based on Grice’s theory. The aim of this study is to analyze the utterances that flout the maxim in “Sarah Sechan” talk show. There are data from the talk show’s episodes which had been analyzed in this study, such as *Gerakan Bye- bye Plastic Bag, agar Bali Bebas Kantong Plastik*, by Issabel and Melati, *Gerakan Diet Kantong Plastik*, by Tiza Mafira and *Perubahan Hal Kecil di Lingkungan sekitar Kita*, by Stenny Agustaf and Nugie. The writer analyzed the data by applying Grice’s theory of Cooperative Principle and conversational implicature. This study used qualitative method to interpret, analyse, and understand the meaning of the data through the words. Finally, the writer found that the most frequently maxim flouted occurs 12 times in maxim of relation or 48 % from the total maxims. The conversational implicature most frequently occurs in “Sarah Sechan” talk show is generalized implicature when the speaker flouts the maxim of relation. In generalized implicature, hearer can infer the meaning directly by knowing the context of the conversation as they share the same knowledge of the topic that have been discussed. It occurs seven times or 46.6 %. The reason between the host and the guest flouts the maxim of relation is because they want to provide an opinion, jokes and give further information.

Keywords: talk show, cooperative principle, implicature, maxim, and flouting the maxim, conversational implicature.