

**THE FLOUTING OF MAXIMS IN *SARAH SECHAN* TALK  
SHOW EPISODE “FITRI TROPICA” ON NET TV**

**THESIS**

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## ABSTRACT

Nasution, Dewi Andriana. 2014, **The Flouting of Maxims in Sarah Sechan Talk Show Episode “Fitri Tropica” on Net TV**. Study Program of English, Department of Languages and Literature, Faculty of Cultural Studies, Universitas Brawijaya. Supervisor: Emy Sudarwati; Co-supervisor: Tantri Refa Indhiarti.

Keywords: Cooperative Principle, Flouting of Maxims, *Sarah Sechan* Talk Show

This study examines the flouting of maxims that happens in Sarah Sechan talk show in the episode of Fitri Tropica on Net TV. This study is conducted to answer the problems of the study namely what maxims that are flouted and to what extent the maxims are flouted by the host and the guest in Sarah Sechan talk show episode of Fitri Tropica on Net TV in terms of the classification of the flouted maxims, the implication of flouted of maxims and the purpose of the flouting of maxims.

This study uses qualitative approach since the data is performed in the form of word rather than numbers. The data is the utterances that contain flouted maxims and the data source is the transcription of the talk show which is the episode with the guest Fitri Tropica. The researcher collects the data by reading the transcription very carefully and then listing the utterances that contain flouted maxims. Thus, the researcher identifies the flouted maxims and analyzes them and finally draws a conclusion.

The researcher found that all maxims are flouted in the show. There are 46 utterances that contain flouting of maxims in the show. The most frequently flouted maxim is maxim of relation which is 15 utterances. The second most frequently flouted maxim is maxim of quality which is 12 utterances and third is maxim of quantity which is 8 utterances. The least frequently flouted maxim is maxim of manner which is 4 utterances. The researcher also found there are 7 utterances which contain overlap maxims. The flouting frequently happens because the speaker wants to avoid being explicit in answering the question related to personal life. Besides, the flouting is frequently used to create a joke in the sake of entertainment in the show.

For the next researcher, it is recommended that they conduct the study of flouting of maxims using the other theory. The researcher also suggests the next researchers conduct a research on the flouting of maxims in other object for example; radio shows, comics, books, magazines or videos on the internet to broaden the understanding of flouting of maxims phenomenon.

## ABSTRAK

Nasution, Dewi Andriana. 2014. **The Flouting of Maxims in Sarah Sechan Talk Show Episode “Fitri Tropica” on Net TV**. Program Studi Bahasa Inggris, Jurusan Bahasa dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya. Pembimbing I: Emy Sudarwati.; Pembimbing II: Tantri Refa Indhiarti.

Kata kunci: Prinsip-Prinsip Kerjasama, Pelanggaran Maksim, *Sarah Sechan Talk Show*.

Penelitian ini menguji pelanggaran maksim yang terjadi di Sarah Sechan talk show dengan episode Fitri Tropica di Net TV. Penelitian ini dilakukan untuk menjawab rumusan masalah pada penelitian ini yaitu maksim apa yang dilanggar dan bagaimana maksim itu dilanggar oleh pembawa acara dan bintang tamu pada talk show Sarah Sechan pada episode Fitri Tropica dalam hal klasifikasi maksim yang dilanggar, implikatur dibalik maksim yang dilanggar dan tujuan dari pelanggaran maksim.

Penelitian ini menggunakan pendekatan kualitatif karena data yang digunakan dalam bentuk kata. Data tersebut merupakan kalimat-kalimat yang mengandung maksim yang dilanggar dan sumber datanya adalah transkripsi dari acara tersebut yang merupakan episode dengan tamu Fitri Tropica. Peneliti mengumpulkan data dengan membaca transkripsi dengan teliti dan kemudian menemukan kalimat-kalimat yang mengandung pelanggaran maksim. Setelah itu, peneliti mengidentifikasi pelanggaran maksim dan menganalisisnya kemudian menarik kesimpulan.

Peneliti menemukan bahwa semua maksim dilanggar. Terdapat 46 kalimat-kalimat yang mengandung pelanggaran maksim. Maksim yang paling sering dilanggar adalah maksim hubungan dengan 15 kalimat. Maksim kedua yang sering dilanggar adalah maksim kualitas dengan 12 kalimat diikuti oleh maksim kuantitas dengan 8 kalimat. Maksim yang paling sedikit dilanggar adalah maksim cara dengan 4 kalimat. Selain itu terdapat 7 kalimat yang mengandung lebih dari satu maksim. Pelanggaran maksim sering terjadi karena pembicara ingin menolak untuk berbicara secara eksplisit dalam menjawab pertanyaan yang berkaitan dengan kehidupan pribadi. Selain itu pelanggaran juga sering digunakan untuk membuat lelucon untuk kepentingan hiburan.

Bagi peneliti berikutnya, disarankan untuk melakukan studi pelanggaran maksim menggunakan teori lain. Peneliti juga menyarankan peneliti selanjutnya untuk melakukan studi pelanggaran maksim dalam objek lain misalnya; radio, komik, buku, majalah atau video di internet untuk memperluas pemahaman tentang pelanggaran maksim.

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