

ABSTRACT

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Language in popular media is often indirect; speakers frequently depart from cooperative norms to produce humor, irony, and social critique. Animated series such as The Simpsons represent a particularly productive site for pragmatic investigation, as their dialogue consistently relies on implied meaning, satirical exaggeration, and deliberate violations of conversational expectations. This study examines flouting maxims in The Simpsons Season 36 (2024), a contemporary animated series rich in pragmatic strategies. The research aims to find out what types of flouting maxims occur in the dialogues, and what communicative functions they serve. Using a qualitative content analysis design, the dataset was compiled from the subtitle texts of all eighteen episodes, drawn from the Disney+ streaming platform and analyzed through Grice's (1975) Cooperative Principle and a three-category function framework consisting of positive affect, expressiveness, and negative affect. In total, 98 utterances containing maxim flouting were identified and subsequently categorized into four maxim types. The findings show that the Maxim of Quality is flouted most frequently, with 61 occurrences, followed by the Maxim of Relation with 17, the Maxim of Quantity with 14, and the Maxim of Manner with 6. This pattern shows that irony, sarcasm, and deliberate untruthfulness serve as the primary ways in which the characters construct humor and implied meaning in the series. The dominance of Quality flouting reflects the show's reliance on exaggeration and ironic commentary as its core comedic strategies. In terms of communicative function, expressiveness emerges as the most dominant, accounting for 60 occurrences, followed by negative affect with 27 and positive affect with 11. This distribution indicates that maxim flouting in the series is primarily employed to intensify emotional states and convey critical evaluations rather than to build interpersonal rapport. The limited occurrence of positive affect further suggests that humor in The Simpsons Season 36 is less oriented toward solidarity and more toward satirical and expressive ends. These findings contribute to the pragmatic analysis of contemporary animated discourse and offer implications for subtitle translation, audiovisual, and pragmatics research.

Keyword: Cooperative Principle, Flouting Maxim, Humor, Pragmatics, The Simpson Season 36.

ABSTRAK

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Bahasa dalam media populer seringkali bersifat tidak langsung; para tokoh kerap menyimpang dari kaidah kerja sama untuk menimbulkan humor, ironi, dan kritik sosial. Serial animasi seperti *The Simpsons* menjadi objek yang sangat menarik untuk kajian pragmatik karena dialognya banyak mengandung makna tersirat, hiperbola satir, dan pelanggaran terhadap harapan percakapan. Penelitian ini mengkaji flouting maxim dalam *The Simpsons* Musim 36 (2024), sebuah serial animasi modern yang kaya akan strategi pragmatik. Penelitian ini bertujuan untuk mengetahui jenis-jenis flouting maxim yang muncul dalam dialog serta fungsi komunikatif yang dihasilkannya. Dengan menggunakan desain analisis isi kualitatif, data dikumpulkan dari transkrip subtitle 18 episode yang bersumber dari Disney+ dan dianalisis menggunakan Prinsip Kerja Sama Grice (1975) serta kerangka tiga fungsi, yaitu positive affect, expressiveness, dan negative affect. Sebanyak 98 ujaran berhasil diidentifikasi dan diklasifikasikan ke dalam empat jenis maxim. Hasil penelitian menunjukkan bahwa Maxim of Quality paling sering dilanggar dengan 61 data, diikuti Maxim of Relation dengan 17 data, Maxim of Quantity dengan 14 data, dan Maxim of Manner dengan 6 data. Pola ini menunjukkan bahwa ironi, sindiran, dan ketidakbenaran yang disengaja menjadi cara utama tokoh membangun humor dan makna implisit. Dari segi fungsi komunikatif, expressiveness menjadi yang paling dominan dengan 60 data, disusul negative affect dengan 27 data dan positive affect dengan 11 data. Temuan ini menunjukkan bahwa flouting maxim terutama digunakan untuk menegaskan emosi dan menyampaikan penilaian kritis, bukan untuk membangun keakraban antartokoh. Hasil penelitian ini berkontribusi pada kajian pragmatik wacana animasi modern serta memberikan implikasi bagi penerjemahan subtitle, audiovisual, dan penelitian pragmatik.

Kata kunci: Humor, Pragmatik, Prinsip Kerja Sama, Pelanggaran Maksim, *The Simpsons* Musim 36.