

ABSTRACT

Listyanidewi Syarifatullah. 1165030102. *Flouting Maxim in Eggnoid Line Webtoon by Archie The RedCat*. An Undergraduate Thesis, English Literature Department, Faculty of Adab and Humanities, State Islamic University of Sunan Gunung Djati Bandung. Advisor 1: Ika Yatmikasari. S.S., M.Pd. Advisor 2; Drs. H. Sape'i, M.Ag.

Pragmatics is one of the many fields in linguistics. Pragmatics are studies that focus on meaning in certain contexts. Pragmatics covers several discussion topics, one of them is Cooperative Principles. Cooperative principle happen when the conversation participants able to cooperate with each other so that there are no misunderstandings when the conversation is taking place. However, some people often commit violations of the maxims intentionally or not. One of the violations usually committed by the participant is flout a maxim. By doing flouting a maxim, the conversation participants look uncooperative, but actually they are cooperative. They violate the maxims for several reasons. Behind the occurrence of flouting a maxim, the speaker slipped a hidden message and a specific purpose that he was trying to convey. This study uses *Eggnoid Line Webtoon* by Archie The RedCat (2017) as an object of dicussion using Grice's Cooperative Principles Theory. This study has two statements of problem, namely: 1) What are the types of flouting maxims used in *Eggnoid Line Webtoon* by Archie The RedCat? 2) What are the meanings of flouting maxims used by the characters in *Eggnoid Line Webtoon* by Archie The RedCat? The main focuses of this study is to find out the types and meaning of the flouting maxim in the first season of *Eggnoid Line Webtoon* by Archie the RedCat. Cooperative Principle theory by Grice (1975) was applied to analyze this study. Qualitative method was applied in the analysis of this study. The data are narration and dialogues in the form of utterances taken from *Eggnoid Line Webtoon* written by Archie the RedCat in the part of first seasons. The researcher used the documentation method for collecting the data. The data were presented descriptively in the form of dialogues and paragraph. After analyzing the data based on the statement of the problem in this study, it can be concluded that; First, there are four types of flouting maxims appear in this research object. The number of flouting maxim found in the first season of the *Eggnoid Line Webtoon* is 94 times. There are 20 times of flouting maxim of quality, 42 times of flouting maxim of quantity, 12 times of flouting maxim of relation and 20 times of flouting maxim of manner. Second, there are ten meanings of the flouting maxim used by the characters in *Eggnoid Line Webtoon*. There are to avoid answering question 11 times, to convince the hearer three times, to expect something 15 times, to explain something 20 times, to express the speaker feeling 11 times, to give advice once, to give unnecessary information two times, to hide the truth 22 times, to show the speaker confusion eight times, and to show something once.

Keywords: *Flouting Maxim, Cooperative Principles, Eggnoid Line Webtoon*