

ABSTRACT

Desri Lestari. 1165040046. Flouting of Maxim of Quantity in The Characters' Dialogues in "Detective Pikachu" Movie. An Undergraduate Thesis. English Literature Departement. Adab and Humanities Faculty. State Islamic University of Sunan Gunung Djati Bandung. Advisors: 1. Dadan Firdaus, M. Ag; 2. Toneng Listiani, M. Hum.

Communication between speakers and listener should fulfill maxims in order to have an effective communication and to avoid misunderstanding. This can be called the cooperative principle. In the cooperative principle there are four categories of maxims that can regulate how the speaker and listener can make a good contribution when carrying out a conversation. In fact, sometimes people don't follow these rules. People mostly have reasons behind it and whenever a maxim is flouted there must be an implicature to save the utterance from simply appearing to be a faulty contribution to a conversation. This research has two problem formulations, including: (1) How is maxim of quantity flouted in the characters' dialogue in Detective Pikachu Movie? (2) How the other hearer responds to the speaker who flouted the maxim of quantity? The writer uses Grice's theory of the Cooperative Principle. The method used in this research is descriptive qualitative method because the form data in this study is movie script. Several steps for analyzing the data are identifying, classifying, describing and drawing conclusions. The results of this study indicate that there are 30 data flouting maxim of quantity has flouted in the characters dialogue in Detective Pikachu movie. And the other hearer responds to the speaker who flouted the maxim of quantity is not to be bothered by this because it is helped by the implicature, insights and experiences of the characters so that the dialogue can still work well.

Keywords: Pragmatics, Cooperative Principle, Flouting Maxim, Detective Pikachu movie.