

## ABSTRACT

**Dheana Nurainun Nisa (1175030072): An Analysis of Conversational Implicature in Hesham Issawi's *American East* Movie.** An Undergraduate Thesis, English Literature Department, Faculty of Adab and Humanities, State Islamic University Sunan Gunung Djati Bandung. Advisors: 1) Dr. Dadan Rusmana, M.Ag., 2) Dedi Sulaeman, M.Hum.

**Keywords:** *Cooperative Principles, Flouting Maxims, Conversational Implicature, Movie.*

The cooperative principles is the principle that teaches how effective communication between speaker and listener. To make effective communication, both speaker and listener must be observing the four maxims of the cooperative principles. When the speaker or the listener does not observe this principle, they called flouting maxim and behind the speaker's utterance who flouts the maxim, that utterance usually contains a hidden meaning that's called implicature. This research will be focused on the characters' utterance that contains the flouting maxim that's caused the conversational implicature. The objectives of this research are (1) to identify the process of flouting the maxim principles that caused the conversational implicature, (2) to find the implied meaning behind the conversational implicature. The researcher used Grice and Yule's theory and support by others theory to analyze the flouting maxim and conversational implicature. This research employs a descriptive qualitative method to analyze the data. The data of the research were taken from characters' utterances in *American East* movie. The total data that had been obtained was 25 data in the form of a conversation between characters in *American East* movie. After investigating the data, the researcher found some findings, namely: there are found four types of flouting maxim; flouting the maxim of quantity (7 data), flouting the maxim of quality (5 data), flouting the maxim of relation (6 data), flouting the maxim of manner (7 data). Here, flouting the maxim of quantity and flouting the maxim of manner become the most dominant types of flouting maxim that flouted by the characters in *American East* movie. Then, there are found two types of conversational implicatures; generalized conversational implicature (3 data), particularized conversational implicature (22 data). Particularized conversational implicature becomes the most dominant type of conversational implicature that is found behind characters' utterances in *American East* movie.

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**Dheana Nurainun Nisa (1175030072): An Analysis of Conversational Implicature in Hesham Issawi's *American East* Movie.** Skripsi, Program studi Sastra Inggris, Fakultas Adab Dan Humaniora, Universitas Islam Negeri Sunan Gunung Djati. Pembimbing I: 1) Dr. Dadan Rusmana, M.Ag., 2) Dedi Sulaeman, M.Hum.

**Kata Kunci:** *Prinsip-prinsip Kerjasama, Pelanggaran Maksim, Implikatur Percakapan, Film.*

Prinsip kooperatif merupakan prinsip yang mengajarkan seberapa efektif komunikasi antara penutur dan pendengar. Agar proses komunikasi berjalan dengan efektif, maka baik pembicara maupun pendengar harus memperhatikan empat maksim prinsip kerjasama. Ketika penutur atau pendengar tidak mengikuti prinsip ini, maka mereka disebut melanggar maksim, dan dibalik ucapan pembicara yang melanggar maksim tersebut biasanya mengandung makna tersembunyi yang disebut implikatur. Penelitian ini akan difokuskan tuturan para tokoh yang mengandung pelanggaran maksim yang menimbulkan suatu implikatur percakapan. Tujuan dari penelitian ini adalah (1) untuk mengidentifikasi proses pelanggaran maksim yang menyebabkan implikatur percakapan, (2) untuk menemukan makna tersirat di balik implikatur percakapan. Peneliti menggunakan teori Grice, Yule dan didukung oleh teori lain untuk menganalisis pelanggaran maksim dan implikatur percakapan dibalik pelanggaran tersebut. Dalam penelitian ini, penulis menggunakan metode deskriptif kualitatif untuk menganalisis data. Adapun data pada penelitian ini diambil dari tokoh-tokoh dalam film *American East*. Total data yang diperoleh sebanyak 25 data berupa percakapan antar tokoh dalam film *American East*. Setelah meneliti data, peneliti menemukan beberapa temuan, yaitu: ditemukan empat jenis pepatah yang melanggar maksim kooperatif; pelanggaran maksim kuantitas (7 data), pelanggaran maksim kualitas (5 data), pelanggaran maksim relasi (6 data), pelanggaran maksim cara (7 data). Dalam temuan ini, pelanggaran maksim kuantitas dan pelanggaran maksim cara menjadi jenis pelanggaran maksim yang paling dominan dilontarkan oleh tokoh-tokoh dalam film *American East*. Kemudian ditemukan dua jenis implikatur percakapan; implikatur percakapan umum (3 data), implikatur percakapan khusus (22 data). Implikatur percakapan khusus menjadi jenis implikatur percakapan yang paling dominan ditemukan di balik ujaran para tokoh dalam film *American East*.