

TABLE OF CONTENTS

APPROVAL PAGE	i
LEGALIZATION PAGE	ii
DECLARATION OF OWNERSHIP	iii
ACKNOWLEDGMENT	iv
ABSTRACT	vii
ABSTRAK	viii
CHAPTER I	1
INTRODUCTION	1
1.1 Research Background.....	1
1.2 Research Questions	6
1.3 Research Objectives.....	7
1.4 Research significance.....	7
1.5 Definition of key terms	8
CHAPTER II.....	9
THEORETICAL FOUNDATION	9
2.1 Conversational Implicature.....	9
2.1.1 Context	10
2.1.2 Generalized Implicature.....	12
2.1.3 Particularized Implicature.....	12
2.1.4 Background Knowledge.....	14
2.2 Cooperative principles	15
2.3 Maxims.....	16
2.3.1 Maxim of Quality.....	16
2.3.2 Maxim of Quantity.....	16
2.3.3 Maxim of Relation	17
2.3.4 Maxim of Manner	17
2.4 Non-observance maxims.....	17
2.4.1 Flouting a maxim	18

2.4.2	Violating a maxim.....	18
2.4.3	Opting out a maxim	19
2.5	The sitcom of Family Guy	20
CHAPTER III		22
RESEARCH METHOD.....		22
3.1	Research Design.....	22
3.2	Sample of Data.....	23
3.2.1	Types of implicature	23
3.2.1.1	Generalized Implicature	23
3.2.1.2	Particularized Implicature.....	26
3.2.2	Non-observance Maxims	29
3.2.2.1	Flouted Maxims.....	29
3.2.2.2	Violated Maxims.....	33
3.2.2.3	Opted Out Maxims.....	36
3.3	Source of Data.....	40
3.4	Technique of Collecting Data	41
3.5	Technique of Analyzing Data	42
3.6	Research Instruments	42
3.7	Organization of Writing	43
CHAPTER IV		45
FINDINGS AND DISCUSSION		45
4.1	Types of Implicature	45
4.1.1	Generalized Implicature	45
4.1.2	Particularized Implicature.....	59
4.2	Non-Observance Maxims.....	76
4.2.1	Flouted Maxims.....	76
4.2.2	Violated Maxims.....	97
4.2.3	Opted Out Maxims.....	118
CHAPTER V.....		127

CONCLUSION..... 127

5.1 Conclusions 127

5.2 Suggestions 128

REFERENCES..... 129

