



Communication is also very important in maintaining and establishing good relationship with others and sharing information.

Usually, when the people communicate with each other, they never think what their conversation successful or no and what the listener understand or no what they are talking. So, in doing conversation the speaker and the hearer have to make a successful communicate in order to create a good understanding between them. Their conversation can be successful when the speaker and listener make the cooperative principle in the communication. To make a cooperative principle they must be obey the rules of being a good conversation itself. It must be informative, true, relevant, and clear. The people need a cooperative principle to make the conversation runs well and to get the good communication.

The cooperative principle is the study about pragmatics. Pragmatics is the study about the speaker meaning and how more is communicate than is said. According Levinson (1985) stated that pragmatics is the study of the relation between language and context that are basic an account of language understand. (p. 2). To make the communication be cooperative there is a theory cooperative principle which introduced by Grice (1975) as stated by Grundy (2000) in his book that "Grice argued that speaker intends to be cooperative when they talk. One way of being cooperative principle is for a speaker is to give as much information as is expected" (p. 73). According to Levinson (1983), "Cooperative principle is a set of general rules to describe how participants' cooperate' in conversation to achieve smooth and efficient interaction" (p.101).

Cooperative principle has strong relation with the 'four rules' in communication, those are maxims. Maxim of quality, maxim of quantity, maxim of relevant, and maxim of manner make the speaker transfer the information clearer to the hearer. Those four rules can make the conversation run well. And when the speaker does not obey that rules in order to create an extra meaning, that's what call the flouting maxims. The Flouting a maxim is a particular salient way of getting addressee to draw an inference and hence recover an implicature. (Grundy, 2000: 78).

The flouting maxims happen commonly in daily life when someone wants to show expressions or say something which they cannot or can say in order to create an implicature. According to Grice in Jaworski and Coupland stated that in a conversation, sometimes people can exploit the maxims to create some implicatures (2000:99). According to Grices in Brown and Yule that the flouting maxims results in the speaker conveying, in addition to the literal meaning of his utterance, an additional meaning, which is a conversational implicature (1983:32)

The flouting maxims can be found in daily life as like in advertising. Advertising can be found in Radio, television, news paper or magazine. Advertising is any controlled form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor that is used to inform and persuade the selected market (Bolen, 1984:4). Advertising is not only to inform the product, but also to attract and get more consumers by using slogan. Every slogan in advertising has its own uniqueness and powerful words. Therefore, it

allows the advertisers to use their propagandas message that, usually contain implied meaning since it is a systematic effort to influence people's opinions, to win them over to certain view or side and to wider the range of the target market. This phenomenon in daily life often referred to as flouting maxims. The advertisers blatantly disobey Gricean maxims of efficient communication because they must do so with the intention of attracting consumers to pay attention to the advertised product.

The flouted maxims may exist not only in a daily life conversation but also in novel, short story, drama or movie. The researcher uses the movie as object study. In this study , the researcher want to show the types of flouting maxims and the purposes of flouting maxims by the main character in "magic hour" movie. This movie is which one the movie Indonesia in 2015 that adapted from the novel the title *Magic Hour : Let In The Unexpected* By **Tisa TS** and directed by Asep Kusdinar. This movie is Drama romantic which is story about a Girl that be trapped between two choose. She has to choose between love and friendly.

The researcher wants to show the plausibility of flouted maxims in a movie. It means that flouted maxims are not only used in a daily life conversation but also it's used in a drama in movie. The flouting maxim choose to be study because, it can be knowledge and understand in the conversation that deliver the meaning when doing communication and it will be successfully transformation to the receiver. This object is important media which can give influences directly toward the audience whether it will deliver bad or good.

The writer interests to analyses this movie because there are many conversations in this movie. From this conversation, the researcher can distinguish the types of flouting maxims and the purposes of flouting maxims by the main character. And also, the researcher choose analyses flouting maxims in this movie because, this phenomenon happened in the around her. She thinks that it easy to analyze the types of flouting maxims in magic hour movie. The flouting maxim is one of this study about daily conversation and movie is one of short story that represent our daily life. In this study, the researcher wants to know what the types of flouting maxims and the purposes of flouting maxims by the main character in this movie. Usually The flouting maxim used in movie such as personal secret to hiding or just kidding, to give exploration and deeper understanding toward the flouting maxim.

The researcher found the some previous studies. The first, Riski Aprilia Sukarno (2015), she was a student of UINSA Surabaya. In Her study the title “ Flouting Of Conversation Maxim Uttered By Characters In Fast Five Movie’”. In this research, the writer used movie as the object and used Grice’s theory to analyze flouting maxim in this movie. The writer analyzed flouting maxim by four characters they are Dom, Brian, Vince, Ant and Tej. The writer also found the reason why the characters used flouting maxim in this movie they are angry, worry, scare, happy, peevish, disappoints, and ambitious.

The second, Mufidah (2014), a student of UINSA Surabaya. Entitled “The Flouting of Maxims By The Characters in The Conversation in “You Touched Me, A Short Story By D.H. Lawrence’”. In this research, the researcher used









