

**FLOUTING MAXIM USED BY THE CHARACTERS
INLEARNING ENGLISH TALK SHOW VIDEO**

THESIS



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cases can be found in daily activities. In daily activities, there are two kinds of events, namely formal and informal activities. Examples of everyday activities are music shows, reality shows, talk shows, and others (Ahmadi, 2001, p.97). From the examples informal events that have been mentioned, one of which is a talk show in which there are conversations of the characters that contain flouting maxim.

A talk show is a television program where prominent people in which some activities carry a variety of topics to be discussed lead by the host (Llie, 2001, p.1). We know that most of the Indonesian people are very interested in knowing the development of a prominent person on the screen, especially about the life of a celebrity.

In this study, the researcher uses learning English with Lady Gaga Talk Show as the object of analysis. This talk show discussed the life of an artist Lady Gaga, especially about Google interviews. The reason why the researcher chooses the Learn English with Lady Gaga Talk Show as the primary data of this research because there are positive things that can be taken from this video. One of them is to improve the English skills presented by Lady Gaga in her talk show. Besides, from the video of Learn English with Lady Gaga Talk Show, the researcher found several problems of flouting maxims in the conversation of the characters.

The researcher conducted this research with the three previous studies that are already published before. The researcher elaborates on three previous studies. The first is the research of *An Analysis of Flouting Maxim in EFL Classroom interaction* by Dewi (PPS UNNES 2015). She took the EFL classroom

interactions as her data of the research. This research investigated how the conversational implicature, especially floating maxim, is formed in the teacher and student interactions during the learning process. She used a qualitative approach to conduct her research. She found maxims that are flouted by speakers. They are maxim of quality, Quantity, and manner.

The secondary research is the research of *the Floating Maxim in the Se7en Movie Script* by Zulfah Ibrahim, M. Bahri Arifin, Ririn Setyowati (Mulawarman University 2018). They took the *Se7en* movie script as their data of the research. The research investigated what types of maxim were flouted in a movie and what motivation that led the characters to flout maxim. They found four flouting of maxims in the *Se7en* movie script; they are maxim of Quantity, quality, relevance, and manner. Then, three motivations are influenced. The characters flouted the maxims; they are competitive, collaborative, and conflictive.

The third is the research of *the Flouting of Grice's Conversational Maxims by the Main Character in the Dictator Movie* by Zulfa (Brawijaya University 2013). She took *the Dictator* Movie as the data of the research. This study identified the maxim flouted by the main character and the implicatures of the utterances containing maxim flouted by the *Dictator* movie's main character. She conducted the study on flouting maxim in *the Dictator* movie since the communication happening between the main character and his interlocutor. She conducted this research with the qualitative approach. The result of this study showed that the main character in the movie flouts all the types of conversational maxim, the maxim of quality, quantity, manner, and Relation. Then, the main

Researcher compared this study with previous research to find differences. The first is Astri's research (2015). This study only analyzes the types of flouting maxim and how flouting maxim can occur. Astri almost found all types of flouting maxim, except flouting the maxim of relations based on Grice's theory. The type of flouting maxim that is often used is the flouting maxim of quantity. And researcher chose to analyze the type of flouting maxim that emerged during the talk show as the number one research question. In the final discussion, the researcher found four types of flouting maxim, including flouting the maxim of relation, flouting the maxim of quantity, flouting the maxim of manner, and flouting the maxim of quality.

And the second is research from Zulfah, Bahri, and Ririn (2018). In this study, they only discussed the types of maxim flouting. This research also uses Grice's theory, and they find all types of flouting maxim.

Based on the two studies above, this study has similarities and differences with previous studies. This study has a similarity with Astri (2015) in obtaining maxim flouting in conversation. While the difference, in this study, the researchers analyzed the strategies used and the reasons that made crackers the maxim. Moreover, to compare with the two studies above, it is in the form of a film and learning process. As a source of data, researchers chose to analyze talk shows. Although the researchers used the talk show as a source of data, the researchers found quite impressive results in many sayings of characters that contain maxim flouting. By using the theory of Grice and Cutting, researchers can find all types of flouting as well as the reasons and strategies used by the

