

REFERENCES

- Afsa, L.J. 2013. *Study of Flouting Maxim Found in Some Cosmopolitan Advertisement Slogans*. University Surabaya.
- Andresen, Niclas. 2013. *An Analysis of Flouting in The Comedy Series Community*.
- Arikunto, Suharsimi. 2002. *Prosedur Penelitian; Suatu Pendekatan Praktek*. Jakarta: Rineka Cipta.
- Brown, G. & George Yule. 1983. *Discourse Analysis*. New York: Cambridge University.
- Brown, Gillian and George Yule. 1983. *Principles of Pragmatics*. Newyork: Longman Inc.
- Christensen, Jhonshon. 2004. *Penelitian kualitatif*. Jakarta Press.
- Grice, H. P. 1975. *Logic and conversation*. In Cole & Morgan (1975) *Speech Acts, syntax and semantics* (p.45-47). New York: Academic Press.
- Grice, P.H. 1989. *Logic and conversation*. United States: Permission of Harvard University Press.
- Grice, P. 1991. *Studies in the way of words*. London: Harvard University.
- Grundy. 2000. *Doing pragmatics*. London: Arnold.
- Hawgen and Bloomfield. 1998. *Linguistics: an introduction to language and communication*. USA: MIT Press.
- Jovani, Praisya. 2013. *Flouting and Hedging Maxims in BBC Podcast The English We Speak Taken From BBC Learning English*. Journal Linguistics. Universitas Brawijaya.
- Leech, Geoffrey N. 1983. *Pragmatics*. Cambridge: Cambridge University Press.
- Levinson, C Stephen. 1983. *Pragmatics*. Cambridge: Cambridge University Press
- Paltridge, B. 2006. *Discourse Analysis*. London: Continuum.

Putro, S.C.D & Emalia. 2013. Thesis. *Flouting The Quality Maxim in Baby Milk Slogans on TV Advertisements*. State University of Malang.

Yule, George. 1996. *Pragmatics*. Oxford University.

Yule, George. 2006. *The Study of Language. An Introduction*. Australia: Cambridge University Press.

<http://www.merriam-webster.com/dictionary/pragmatics> (Accessed on September 10th 2015 at 9:00 AM)

http://ling-blogs.bu.edu/lx502f09/files/2009/09/LX502_FloutingMaxims.pdf (Accessed on September 1st 2015 at 7:00 AM)

<http://www.macrothink.org/journal/index.php/jsr/article/viewFile/2433/2182> (Accessed on October 8th 2015 at 7:00 PM)

<https://en.wikipedia.org/wiki/Context> (Accessed on December 3rd 2015 at 10:00 AM)

<http://www.01.sil.org/linguistics/GlossaryOfLinguisticTerms/WhatIsTheCooperativePrinciple.htm> (Accessed on January 1st 2016 at 11:00 AM)

http://www.unibuc.ro/prof/dinu_a_d/docs/2012/mai/14_12_52_48CPandConversationalImplicatures.pdf (Accessed on January 1st 2016 at 2:00 PM)

<http://metodepria.com/wpcontent/uploads/2011/08/Testimonial-Image.jpg> (Accessed on September 19th 2015 at 9:00 AM)