

CP that Grice introduces has the general name of the CP and consist of four principles. Those are the maxim of quantity, the maxim of quality, the maxim of relation, and the maxim of manner. The CP is needed in conversation to make a successful conversation. If one of the maxims is violated by some utterances of the speakers and yet the hearers are still assuming that speakers are cooperating with the hearers in communication. The hearers can take the violation as a sign that something is being said indirectly.

Grice (1975) is concerned with the relationship between logic and conversation (in fact, "Logic and Conversation" is the title of the paper). As Grice explains, natural language utterances do not seem to convey the same meaning that correspond logical propositions. "It is common place of philosophical logic that there are, or appear to be, divergences in meaning between, on the one hand, at least some of what I shall call the formal devices, on the other what are taken to be their analogs or counterpart in natural language-such expressions." Grice proposes a general principle which participants will be expected to observe; "Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged. "This principle is labeled "the Cooperative Principle" and it consists of four more specific maxims. Those maxim is explained as follows :

the hearer and the hearer gives the respond of what he hear from the speaker. It means that in communication sometimes the conversation runs well or does not at all. It can be happened if the speaker cannot explain the utterance clearly enough or a hearer does not seriously respond to what the speaker says by giving him any kind of speech act which is meant by the speaker.

From the case, the conversation within comics has to regard to the rules of conversation, so the conversation will be cooperative, affective and get the goal of communication. The principle or rules which is used in communication is cooperative principle of Grice or can be called as Gricean's maxim. The speaker which does not obey the rule or does not follow the Gricean's maxim called as violated maxim.

A comic frequently takes the form of juxtaposed sequence of panels of picture or a series of pictures used to tell a story. Sometimes, they may be paired with words, to create dialog or explain something. Comics also called an artistic medium in which images incorporate text or other visual forms of information in order to express a narrative or idea (Arthanti, 2013:36)

Comics consist of any kinds, such as ; comic book which is normally thin in size and stapled together. Comic books are also capable of more sophisticated layouts and composition as cited from Duncan, *et al* (2009:6). Comic book is called as a comic with a short story which consists of 32 pages, 48 pages or even 64 pages in each series, usually love story, heroic, humor and others.

Comic books is divided into some types ; trade paperback, comic magazine, and graphic novel. The researcher uses comic magazine in this

audiences that had significant relationship with the problem statement. From forty data available, there were thirty data, which were analyzed since they had the same characteristics with the types of humor used, and the other ten were excluded from this research. They were classified by using Audrieth's humor theory and further analyzed by the theory of maxims proposed by Grice. The result of her research revealed that there were eight types of humor which could be found in this episode. They were Banter, Blunder, Chain, Freudian Slip, Irony, Mistaken identity, Relapse and Repartee. Concerning with the maxims, it is found that the humors, which were used in every utterances, tend to disobey at least one of the maxims. The analysis of the maxims was conducted through the context of situation available in each data. She also found that there were three non-observances of the maxims, which were done by the characters in delivering the humor. They were flouting, violating, and infringing the maxims. The result of her research was expected to provide an additional view and information in the study of humor and its types for the students, lecturer, and other researchers who were interested in the study of humor.

Sri retno's (2006) study focused on violating maxim, flouting maxim, and infringing the maxim to analyze the humor in film. It has differences with the researcher's study. The researcher uses comic as the object and multiple violation is used to analyze the conversation. It has not found yet in this study.

2.2.2. The Study of Agus (2008)

Agus Purwanto (2008) from State Islamic University of Sunan Ampel Surabaya uses Grice's theory to analyze his research entitled "The Flouting of conversational maxims by the main character in *Titanic* movie". His study focused on the flouting of conversational maxim which was violated by the main character. The statements of problem that is used to analyze this data are the types of maxim that were flouted, the reason when the main character flouted the maxim and the consequences if they flouted the maxim.

After analyzing the data, he found that there were many maxims which were flouted by Jack and Rose in *Titanic*. his findings showed that the flouting of maxim relevance is mostly occurred in Jack's and Rose's utterances. He also found that there were many reasons which caused the main character flouted the maxims. Furthermore, according to him, the communication could still run smoothly even though the main characters flouted the maxims. The most frequent reason used for flouting the maxim of relevance, the most reason employed by the addressee for flouting the maxim of quantity. Next to be sarcastic was the most common reason why the addressor flouted the maxim of quality. Finally, the addressor flouted the maxim of manner over flow the main characters feeling.

Agus Purwanto's (2008) study is focused on the main character which is flouted maxim and the reason why they are flouted. The researcher has the same thing with his study. The researcher only uses the main character to be analyzed. But, It also has differences with the researcher's study. The researcher uses main

