

ABSTRACT

Fausiyah, Iffah. 190511100032. English Study Program. *An Analysis of Cooperative Principle in David Letterman on Jimmy Kimmel Live.*

This research aims to know the types of cooperative principle and flouting maxim. Then, explain the meaning and implied meaning of utterances. This research focuses on cooperative principle and flouting maxim in *Jimmy Kimmel Live*.

This research uses qualitative descriptive method to analyze the data that is proposed by Bogdan and Biklen (2007). The researcher uses Grice (1975) theory of cooperative principle and flouting maxim. Then, the researcher uses Bloomfield (1995) theory of meaning and uses Yule (1996) of implicature. To analyze the data, the researcher uses interactive model. The source of data used is *David Letterman on Jimmy's Obsession, Relationship with Howard Stern & His Son Going to College* in *Jimmy Kimmel Live* on YouTube and the data used are utterances contain cooperative principle and flouting maxim, also the meaning and implied meaning produced by the character.

The result shows that there are four type of cooperative principle and four types of flouting maxim. The researcher found 20 data are maxim of quality (2), maxim of quantity (5), maxim of relevance (1), maxim of manner (2), flouting maxim of quantity (1), flouting maxim of quantity (4), flouting maxim of relevance (4), and flouting maxim of manner (2). The most data frequently found is maxim of quantity. The meaning of utterances happen because the speaker observes the maxim and the implied meaning happen because of keep hidden meaning and convince the hearer. The last, the researcher found the type of conversational implicature are generalized conversational implicature (6) and particularized conversational implicature (4). The most common type of conversational implicature found is generalized conversational implicature.

Keywords: *Cooperative Principle, Flouting Maxim, Meaning, Implicature.*

ABSTRAK

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Penelitian ini bertujuan untuk mengetahui jenis-jenis prinsip kerja sama dan pelanggaran maksim. Kemudian, menjelaskan makna dan makna tersirat dari ujaran. Penelitian ini fokus pada prinsip kerja sama dan pelanggaran maksim pada *Jimmy Kimmel Live*.

Penelitian ini menggunakan metode deskriptif kualitatif untuk menganalisis data yang dikemukakan oleh Bodgan dan Biklen (2007). Peneliti menggunakan teori Grice (1975) tentang prinsip kerja sama dan pelanggaran maksim. Kemudian, peneliti menggunakan teori Bloomfiel (1995) tentang makna dan teori Yule (1996) tentang implikatur. Untuk menganalisis data, peneliti menggunakan model interaktif. Sumber data yang digunakan adalah *David Letterman on Jimmy's Obsession, Relationship with Howard Stern & His Son Going to College* pada *Jimmy Kimmel Live* di YouTube dan data yang digunakan adalah ujaran yang termasuk prinsip kerja sama dan pelanggaran maksim, serta makna dan makna tersirat yang dihasilkan oleh tokoh tersebut.

Hasil penelitian menunjukkan bahwa terdapat empat jenis prinsip kerja sama dan pelanggaran maksim. Peneliti menemukan 20 data yaitu maksim kualitas (2), maksim kuantitas (5), maksim relevansi(1), maksim cara (2), pelanggaran maksim kualitas (1), pelanggaran maksim kuantitas (4), pelanggaran maksim relevansi(4), pelanggaran maksim cara (2). Data yang paling banyak ditemukan adalah maksim kuantitas. Makna ujaran terjadi karena penutur mengikuti maksim dan makna tersirat terjadi karena menyembunyikan makna dan meyakinkan pendengar. Terakhir, peneliti menemukan jenis implikatur percakapan yaitu implikatur percakapan umu (6) dan implikatur percakapan tertentu (4). Jenis implikatur percakapan yang paling banyak ditemukan adalah *generalized conversational implicature*.

Kata Kunci: *Prinsip Kerja Sama, Pelanggaran Maksim, Makna, Implikatur.*