

ABSTRACT

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Communication is an activity which is done by almost every single person in this universe. In order to make the way of communication run efficiently and effectively, there must be a rule of it. The rule of communication in order to make it run efficiently and effectively is known as *Maxims*.

Maxims is one of material in pragmatics major, which is pragmatics itself is a branch of linguistics. According to Grice (1975), *Maxims* is divided into two types, observance and non-observance maxims. Observance maxims is also divided into four kinds, they are maxim of quantity, maxim of quality, maxim of relation, and maxim of manner. Furthermore, the non-observance maxims is divided into five types as well; the first is flouting, violating, infringing, opting-out, and the last is suspending.

This thesis project is intended to analyze Grice's Maxims through a talk show program entitled *Radio Star Episode 506: I'm So Sorry but I Love You BIGBANG*. The data are obtained by using content analysis. According to the data finding, there are four observance maxims found in the source of the data, they are maxim of quantity (10 data), maxims of quality (5 data), maxims of relation (5 data), and maxims of manner (2 data). On the other hand, non-observance maxims are also in *Radio Star Episode 506: I'm So Sorry but I Love You BIGBANG*, they are flouting maxim of quantity (4 data), flouting maxim of quality (4 data), flouting maxim of relation (4 data), flouting maxim of manner (4 data), violating maxim of quantity (2 data), violating maxim of quality (1 data), violating maxim of relation (2 data), violating maxim of manner (1 data), Opting-out (2 data), and Infringing (1 data).

Keywords: Communication, Maxims, Pragmatics, Radio Star, Talk Show

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