

**FLOUTING MAXIM ON THE BIG BANG THEORY
SITUATION COMEDY: A PRAGMATIC APPROACH**

THESIS



**By:
Eka Damaiyanti
131210161**

**ENGLISH DEPARTMENT
FACULTY OF SOCIAL SCIENCES AND HUMANITIES
PUTERA BATAM UNIVERSITY
2020**

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**Submitted in Partial Fulfillment of the Requirements for the Degree of
Sarjana Sastra**



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Batam, 21th February 2020

Eka Damaiyanti

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The thesis has been approved to be examined on the date as indicated below

Batam, 21thFebruary 2020

**Nurma Dhona Handayani, S.Pd.M.Pd.
NIDN:1001058701**

ABSTRAK

Penelitian ini adalah penelitian pragmatic yang menyelidiki hubungan antara bahasa dan konteksnya khususnya penggunaan prinsip-prinsip cooperative principle yang salah satunya adalah maxim. Tujuan dari penelitian ini adalah untuk mengidentifikasi jenis-jenis pelanggaran maxim yang digunakan dan dilanggar oleh para penutur di dalam sitcom The Big Bang Theory serta untuk mengetahui cara-cara para penutur melanggar aturan-aturan maxim tersebut. Penelitian ini adalah penelitian deskriptif kualitatif. Objek penelitiannya yaitu pelanggaran aturan- aturan maxim di sitcom The Big Bang Theory. Dalam pengumpulan data, peneliti menggunakan metode observasi dengan teknik simak libat bebas cakap. Dalam analisis, peneliti menggunakan metode padan pragmatics dari teori Sudaryanto (2015). Selanjutnya, penelitian ini menggunakan teori Grice (1975) untuk menganalisis jenis-jenis pelanggaran maxim yang dilanggar oleh para penutur di dalam sitcom The Big Bang Theory serta didukung oleh teori Creswell untuk menemukan cara-cara apa yang digunakan para penutur yang melanggar aturan-aturan maxim tersebut. Metode yang digunakan untuk presentasi hasil analisis ini adalah metode informal. Peneliti akan menggunakan bahasa peneliti sendiri untuk menyampaikan hasil penelitian ini. Hasil penelitian menunjukkan bahwa pelanggaran aturan-aturan maxim yang dilanggar dalam sitcom The Big Bang Theory ada empat yaitu maxim Quantity, maxim Quality, maxim Relevance, dan maxim manner. Kemudian peneliti menemukan ada empat cara yang digunakan penutur di sitcom The Big Bang Theory untuk melanggar aturan- aturan maxim. Cara-cara tersebut adalah ambiguous statement, overstatement, irrelevant statement, dan sarcasm.

Kata kunci: cooperative principle, flouting maxim, pragmatics.

ABSTRACT

This research is a pragmatic study that investigates the relationship between language and its context, especially the use of cooperative principles, one of which is maxim. The purpose of this study to identify the types of maxim used by speakers in The Big Bang Theory sitcom and to find out what are ways the speakers breaking the rules of maxim. This research is a qualitative descriptive study. The object of the research is flouting maxim in The Big Bang Theoy sitcom. In collecting data, researchers used the observation method with the technique of nonparticipant. In the analysis, researchers used the pragmatics method by Sudaryanto (2015). Furthermore, the theory proposed by Grice (1975) used to analyze the types maxim that has been flouted by speakers and supported theory proposed by Creswell to find out what ways of speakers to flout the maxim. The method used for presenting the results of the analysis is an informal method. The results showed types of maxim used in The Big Bang Theory sitcom are maxim Quantity, maxim Quality, maxim Relevance, and maxim Manner. Then, there are four ways the speaker flout the maxim they are ambiguous statement, overstatement, irrelevant statement, and sarcasm

Keywords: Cooperative Principle, Flouting Maxim, Pragmatic.

MOTTO

**NOW FAITH IS CONFIDENCE IN WHAT WE HOPE
FOR AND ASSURANCE ABOUT WHAT WE DO NOT SEE.**

Hebrew 11:1

DEDICATION

To my beloved mom and dad,

Who always there for me.

ACKNOWLEDGMENT

First of all, I would like to thanks to the God Almighty, who always gives the mercy, strength, and health that I am able to finish this thesis. This thesis is the partial fulfillment of requirements for the degree of sarjana sastra (S1) in English Literature Department of Putera Batam University.

The researcher realized that this thesis still in weakness. The researcher wishes for the critics and suggestion to raise this work to be better. This thesis would not finish without the help of some people. For those, the researcher would like to thank to:

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May God bless them. Amen.

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Eka Damaiyanti
131210161

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CHAPTER I

INTRODUCTION

1.1 Background of the Research

Language is a system to transfer and to inform something through a communication. According to (Andy & Ambalegin, 2019) language must be simple and efficient in order to be understood and connected with people. People usually use language to inform, to express their idea, and to build up their social relationship. Language is an important thing for human beings to communicate with one another. Conversation needs someone to be a speaker and a hearer. They have to be cooperative and have a contribution or message, which can be understood by the listener in order that the communication is successful. In communication, there are general rules to follow to make a successful conversation. The rules help both the speaker and the hearer in delivering their messages and conveying the meaning of their messages. These rules, called as Cooperative Principles.

Cooperative principle acts as a device for the speaker and the hearer in the communication to provide a good conversation by being cooperative. People can understand each other only by being cooperative with one another and have the same understanding in the same subject and topic of the conversation to make a successful conversation.

Based on Grice (1975), people will have a successful conversation if they fulfill the cooperative principles that are related in the four maxims of conversation. The four maxims are maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner. These principles can make the conversation work effectively and run smoothly.

On the other hand, people sometimes speak without fulfilling the maxims. They flout them because they have certain reasons. For example, a child is lying about his/her bad mark in school in order to avoid the punishment from his/her parents. Here, a child flouts the maxim of quality, which requires him/her to say something that is untrue or false. The consequence flouting of maxim can be seen on the occurrence of understanding or misunderstanding of the listener through verbal or nonverbal clues refer to either written or spoken language. Nevertheless, nonverbal clues are not written in spoken, they are eyes expression, body language, touching, voice.

Recently many people are interested in making comedy as an asset to be used as entertainment material. From the many comedy movies that have been made, situation comedy (sitcom) has become one of the most favored genres by the public. It takes many ways to make a good and entertaining sitcom, many methods used by directors and actors to make the sitcom unique and creative as possible, one of which is to flout the maxims. For the past decade, the most watch Tv series is American sitcom The Big Bang Theory. This tv program is one of the best sitcom and one of the most entertaining sitcoms today because of the comedic situation that they used.

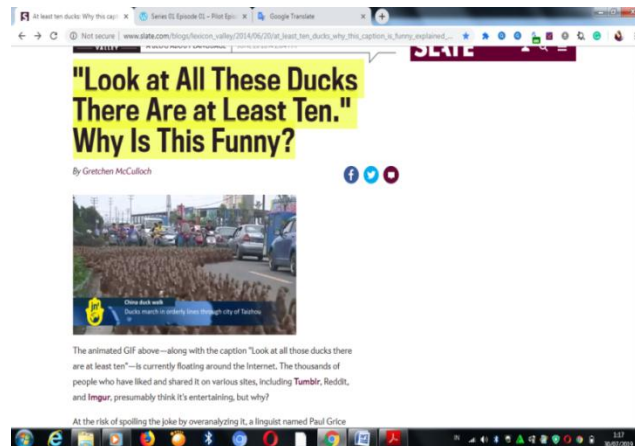


Figure 1.1. Phenomenon of flouting maxim

The phenomenon above happens in everyday life, for example, Gretchen McCulloch wrote a blog about this phenomenon. The title is "Look at All These Ducks There Are at Least Ten." Why Is This Funny? the picture above incontrovertibly true in the most literal sense. Since we expect that the caption will give as much information as is relevant, we might assume that ten is a reasonably close estimate of the actual number of ducks in the picture. But it's abundantly evident that there are more than ten ducks in the picture. This shows the flouting of maxim quantity has been violated.

As a previous study, the researcher puts a journal with the title "Flouting Maxim By Sherlock Holmes And Dr. Watson In Tv Series of Sherlock Season 1" by (Affifatusholihah & Setyawan, 2016). In this journal, they want to describe types of maxims that are been violated by Sherlock Holmes and his partner Dr. Watson and also to describe how maxim is flouted in Sherlock Tv series season 1. The researchers used a qualitative descriptive method. The researcher classifies the utterance to know what kind of maxim which is flouted, categorizes those into

the category based on Grice's theory of cooperative principle, namely maxim of quantity, quality, relation, and manner. In this Journal, Lina focuses on the utterance that the character violated by using flouting maxim that has been using in the form of a rhetorical question, in contrast from this analysis, because this analysis focuses on analyzing the terms of flouting maxim as a strategy to create humor in a comedic situation.

The Big Bang Theory movie created by both Chuck Lorre and Bill Prady. They both took part as executive producers with Steven Molaro in 2007 with the total episode of twelve seasons. This sitcom tells the story of smart and educated people of five. With the problematic life as a nerd, they found it's hard to socialize with others. Because of the difference of their intelligent and knowledge sometimes they can't cope with everyday conversation and causing comedic situation every time they misunderstood the conversation and the condition. By not acknowledge the context, the Big Bang Theory sitcom has an interesting story line at showing humor in conversation by flouting the maxim.

For example in the season 3 episode 17. Scene took place in The Cheesecake Factory when dinner time. Character from the movies name Raj tells Sheldon to give him the ketchup bottle, but instead, Sheldon explains the facts about ketchup to Raj. Raj takes the ketchup by himself in the end.

Raj : Hold on. Sheldon, is there ketchup on that table?

Sheldon : Yes, there is. Oh, here's a fun fact, ketchup started out as a general term for sauce, typically made of, uh, mushrooms or fish brine with herbs and spices. Some popular early main ingredients included blueberry, anchovy, oyster, kidney bean and grape.

Raj : No, that's okay. I'll get it.

The example from the conversation shows that Sheldon breaking the cooperative principle flouting maxim of relation. Sheldon ignores Raj questions and said something irrelevant to Raj. And throughout the movies the researcher found so many violation of flouting maxim, therefore the researchers decide to analyze the flouting maxim in The Big Bang Theory tv sitcom.

1.2 Identification of Problems

1. Language can be misinterpreted by different meaning in the conversation if maxim has been flouted
2. Ways of maxim flouted by the character in Theory The Big Bang Theory Sitcom
3. The types of maxim that has been flouted in the The Big Bang Theory Sitcom

1.3 Limitation of the Problems

1. Types of maxim that has been flouted in The Big Bang Theory sitcom?
2. The ways of maxim flouted by the characters in The Big Bang Theory sitcom?

1.4 Formulation of Problem

1. What are the types of maxim that has been flouted in the The Big Bang Theory sitcom?
2. What are the ways of maxim flouted by the characters in The Big Bang Theory sitcom?

1.5 Object of the Research

1. To find out the types of maxim that has been flouted by the characters in the The Big Bang Theory sitcom.
2. To reveal the ways of maxim flouted by the characters in The Big Bang Theory sitcom.

1.6 Significance of the Research

a. Theoretical Significant

The researcher hopes this research can be applied in various fields of other languages. Not only cooperative principle and flouting maxims but this discovery can open another door for language science that can develop linguistics, the researcher also expects the data the researcher can get utilized and applied elsewhere in various languages. The researcher also hopes that this research can help to developed further study, especially in the field of linguistics.

b. Practical Significant

For the researcher, this research is one of the requirements to get a degree and account for my scholars. The result and data in this study can be applied in daily life. Flouting maxim is always there in every conversation and greetings.

Humor can always be found in any mistakes made by the speaker or the recipient. This research also can prove the theory propose by Grice about the cooperative principle that conversation has to follow the four maxim rules to make conversation understandable

1.7 Key Terms

Bellows are the key terms for this research.

- Cooperative Principle** : Make your contribution such as required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged. (Grice, 1975)
- Flouting Maxim** : To violate a maxim is to fail to observe it, but to do so inconspicuously, with the assumption that your hearer wont realize that the maxim is being violated (Grice, 1975)
- Pragmatic** : Pragmatic as the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader). It is related with analyzing about what speaker mean with their utterance. Yule (1998:3)

CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK

2.1 Pragmatics

Language is very important in people lives. With language, people can have a connection with each other. When someone hears a language, they usually try to understand the language itself and the meaning of that language including their intention. Human uses language to interact and language as link between human in society. Language has science that study about language itself. The study of language is linguistics. There are some branches in linguistics to identify language. Such as: Syntax, Semantics, Pragmatics, Sociolinguistics, etc. Meanwhile, one of branch of linguistics that relevant with this research is pragmatics. Pragmatics is one of branch in linguistics field that studies language based on the context.

The first, according to Leech (2014) pragmatics is the study about using of language between speaker and hearer that relevant with the meaning. O’Keeffe, Clancy, & Adolphs (2011) also stated that pragmatics is one of study about language that identify language depends on context. Thus, based on statement of some linguists about definition of pragmatics, the researcher can conclude that pragmatics is one of science of language and branch of linguistics study that study about language that related with the context between speaker or writer and listener or reader.

2.2 Grice Cooperative Principle

For a conversation to work between the speaker and the hearer there a rule that has to be followed. A conversation does not just happen just by simply what we are saying, it has to be followed by some general rules. The interaction between people to make conversation depend on the approach that the speaker takes. The common rules to make the conversation work is that if people cooperating. Grice (as cited in Pan, 2012, p. 2) stated, "Make your 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". What Grice means is that the speaker has to be as informative as it could be based on the context of the conversation so that the communication will be successful. Grice proposed four conversational maxim to follow to ensure the success of the conversation. The cooperative principle can be explained by four principles of maxims (maxim of quality, quantity, relation, and manner).

2.2.1 Maxim of Quantity

Maxim of Quantity propose the speaker being as informative as possibly can, and gives as much information as is needed, and no more (Grice, 1975).. In this particular maxim the speaker must obey two rules to make maxim of Quantity to work:

- 1) Make your contribution as informative as it is required
- 2) Do not make your contribution more informative than it is required

The two-point above means that maxim of quantity suggest speaker be as informative as it could be, not too informative but also don't give too little information.

Example

Rose : What is the capital city of Thailand?

Lily : The capital city of Thailand is Bangkok

Rose ask Lily the capital city of Thailand. Lily understand Rose's question perfectly and give her the right answer right away. It is because Lily's answer is informative and she gives the right answer explicitly, it fulfills the maxim of quantity.

2.2.2. Maxim of Quality

Maxim of Quality propose the speaker being truthful, and does not give information that is false or that is not supported by evidence. There are two rules to follow to make maxim of quality success (Grice, 1975):

- 1) Do not say what you believe to be false
- 2) Do not say that for which you lack adequate evidence

These means the information that the speaker provides can be trustworthy and have not to lack evidence.

Example: Alex cooks chicken for dinner then go to the bathroom to clean the dishes. Adam comes back from campus and went to the kitchen because he wants to eat dinner. Adam found the chicken and eat it in the TV room. After Adam finish dinner Alex asks Adam.

Alex : Where is my chicken?

Adam : I ate it.

Adam really ate the chicken, so it fulfills the maxim of quality because Adam is telling the truth.

2.2.3 Maxim of Relevance

Maxim of Relevance propose the speaker tries to be relevant, and says things that are pertinent to the discussion (Grice, 1975). There one rule to follow to make maxim of relevance success:

1) Be relevant

The speaker has to be relevant to the topic of the conversation. Sometimes the speaker can't relate the topic to the context of the conversation because of the difference of perspective in meaning and context.

Example: Tina: How was Aspen?
Toni: It was cold.

The answer to the question of conversation above provides the fulfillment of maxim relevant. in the conversation above the speaker giving the appropriate answer to the question that has been asking to her, by being relevant to the question.

2.2.4 Maxim of Manner

The speaker tries to be as clear, as brief, and as orderly as one can in what one says, and where one avoids obscurity and ambiguity (Grice, 1975).

- 1) Avoid obscurity of expression say is clear and
- 2) Avoid ambiguity unambiguous
- 3) Be brief (avoid unnecessary prolixity)

4) Be orderly

It means to make sure what the speaker says is clear and unambiguous. The speaker has to avoid ambiguity, and have to be brief and in order.

Example:

Ruth: Who is the president of Indonesia?

Mika: Joko Widodo

Ruth: Who is the vice president of Indonesia?

Mika: Ma'ruf Amin

The conversation between both of them above is clear. This conversation shows how the recipient answers the question with clear, brief, and orderly. Those rules above explain the relationship between Grice's theory of cooperative principle and the four maxims, each one of them has rules that have to be followed to make good conversation occur, as long as the rules are not being broken by the speaker the conversation can be successfully done.

2.3 Non – Observance Maxim

Non-observance of maxims is the implied meaning that is not delivered directly by the speaker. According to Grice (1975), there are five things that can break the principle of maxims they are:

1) Flouting a maxim

Flouting a maxim can happen when someone in a conversation chooses to ignore one or more of the maxims by using conversational implicature. Ignoring maxims by using conversational implicatures means that the participant adds meaning to the literal meaning of the utterance. The conversational implicature that is added when flouting is not intended to

deceive the recipient of the conversation, but the purpose is to make the recipient look for other meaning behind the utterances.

2) Violating a maxim

This happens when someone in a conversation fails to observe one or more maxims with the intention to deceive the recipient, with the intention to mislead the recipient in the conversation, often times the speaker giving the wrong information to mislead or untrue.

3) Infringement

Infringement happens when the speaker who is infringing a maxim in a conversation with no intention to imply, nor have the intention to deceive the listener in the conversation. Instead, infringement occurs often when someone is learning a language.

4) Opting out of a maxim

It happens when someone indicates an unwillingness to cooperate. Opting out of a maxim often occurs when someone wants to withhold the truth for reasons that are considered private. In this case, the non-observance is not designed to create a false implicature or to appear uncooperative.

5) Suspending a maxim

can happen when both of speaker and the listener in a conversation are aware that the maxims not fully fulfilled since both of the participants suspending the information that is necessary to the conversation.

With the explanation above the focus of the research be on the subject related to **Flout of the maxims**, because flouting maxim is the main source of a non-observance principle that been break and found in the movie The Big Bang Theory sitcom.

2.4 Ways To Flout The Maxim

The rule of maxims can be broken in the conversation According to (Cutting, 2002) There are some ways maxim can be flouted in the conversation they are:

a) Overstatement

This way of maxim flouting is often used by the speaker to flout the maxim of quantity. This phenomenon is called as overstatement It can also be called as hyperbole. It is used to exaggerate the importance of the speaker utterances.

b) Metaphor

Metaphor is kind of way in using maxim flouting in which the speaker says something with some kinds of expression which have the same characteristics with the one the speaker is referring to.

c) Sarcasm

According to Cutting, sarcasm is a kind of irony that implies a more ironic and negative meaning towards the hearer It is often used to openly hurt the hearer intentionally

d) Irrelevant statement

Irrelevant statement is a way of using maxim flouting of relation. This way is used by the speaker with expectation that the hearer will relate the speaker utterance with the previous utterance.

e) Ambiguous statement

In ambiguous statement, the speaker is trying to make his/her utterance to be unclear to the third party that maybe exists in a conversation. This is usually used in maxim flouting of manner that the speaker does not want to include the third party in the conversation. Therefore to breaking the rules of Cooperative Principle there are some ways that can be used by the speaker to make the conversation not succes either unintentionally or intentionally.

2.5. Sitcom

Sitcom is about the characters not the situation they put them to be, Sitcom recorded in front of studio with live audience (Blake, 2011). one of the most popular sitcom is The Big Bang Theory is popular American sitcom that premier in CBS network on September 24, 2007. The series follows the life of Sheldon Cooper (Jim Parson) and his friends in their dorm. The researcher uses this movie adata source because of the main character in this movie often times flouted the maxims. The researcher chooses this movie as a source of flouting maxim is because the researcher interested to analyze the characters and the utterance that the character says and use in this movie. In this research the researcher used cooperative principle theory proposed by Grice.

2.6 Previous Research

Before the researcher does this research about flouting maxim in The Big Bang Theory Sitcom, the researcher find some previous research that related with the topic of the researcher. The purpose of the previous research that related with the topic of this thesis is as comparison and references if this thesis is not researched yet by other researcher. First, the research proposed by (Andresen, 2013) from Karlstad University. The aim of the research is how to flouted the maxim in every situation create a comedy situation. In this research Andresen also analyzed the utterance by characters to find out the type of maxim that has been flouted. The similar research between this research and Andresen's research are have had the same object of the research flouting maxim. Then, the difference of the research between this research and Andresen's research are different data, data of Andresen's research is from comedy series community. Besides that, the data of this research is flouting maxim that the characters used in The Big Bang Theory sitcom.

The second research are proposed by (Inayati, 2014) from Pajajaran Bandung University. The aim of her research is to analyze how flouting maxims use in particularized conversation with her thesis entitled "*Flouting Maxims In Particularized Conversational Implicature*". Her goal in this research was to identify the flouting maxims in the movies Gilmore Girls. She used a descriptive qualitative method. She found out that particularized conversational implicature flouts two kinds of maxims which were the maxim of relation and maxim of manner. The second finding was most of the speaker utterances indeed contain

irrelevant utterance, obscurity, and ambiguity which is a phenomenon of flouting maxim. The similar research between this research and Inayati's research are have had the same theory of the cooperative principle. Then, the difference of the research between this research and Inayati's research are used of Conversational Implicature but this research main focus are Flouting maxim.

The third research concerned in the same field proposed by (Pan, 2012) from Beijing Union University. She conducted the study entitled "*Linguistic Basis of Humor in Uses of Grice's Cooperative Principle*". Her research focused on probing linguistic study involved in the making of humor from the point of view of Grice principle cooperative theory. In her study, she revealed the relation between the creation of humor and violation of cooperation principle, which she focuses on limitations of Grice theory. She concluded that to have a functional conversation between two people we have to follow the four maxims principle. However, leading to the unrelated topic, or be ambiguous, misdirect with their meaning it can create a humor situation. The similar this research and Pan's research are both are use cooperative principle theory. And the difference between this research are the main focus of this research are how to analyze flouting maxim but Pan's focus are using flouting maxim to make humor.

The fourth research is proposed by (Brock, 2016) from Martin Luther University Halle-Wittenberg, Germany with his thesis entitled "*The Borders of Humorous intent- The case of TV comedies*". His research aim was to find out some communicative issues concerning the borders of humorous intent are modelled. He tries to found out the humor that occurred in the TV show by using

flouting maxim as a tool. He proposed Humor maxim to be the communicative equivalent of humorous intent. For this maxim, a principle of delayable fulfilment was introduced. Then, humorous intent and its absence are identified in two participations frameworks which raised from certain formats of TV comedies: a sitcom within a sitcom and candid camera comedies. Finally, some concrete constellations of humorous intent are discussed: humorous intent in the audience only (involuntary humor), humorous intent signaled, but not realized, and humorous intent withdrawn. The similar of this research to Brock's are flouting maxim as object of the research and the difference between this research are Brock use flouting maxim as the source of the humor but this research main focus is to analyze flouting maxim.

The fifth study is proposed by (Alduais, 2012) with his thesis entitled "*Conversational Implicature (Flouting the Maxims): Applying Conversational Maxims on Examples Taken from Non-Standard Arabic Language, Yemeni Dialect, an Idiolect Spoken at IBB City*". From King Saud University. He conducted his research to investigate the fact that the theory of *Conversational Implicature* proposed by Austin and later on extended by Grice can be universal and can be applied to all languages of the world, an idiolect from the Arabic language in this case. His analysis of the data has been based on both Austin's and Grice's principles of *Pragmatics, Conversational Implicature* theory. With the result of explained in detail how the maxims of quantity, quality, manner and relation were flouted and an implicature from each was generated and he conclude his research by our speech can be systematized and it has implicatures in one way

but not in another is to some extent true. Thus, this theory can be applied to other idiolects of non-standard Arabic. Both of this research are using conversational implicature theory but different this research is from The Big Bang Theory sitcom but Brock's research from Arabic language.

The sixth study is proposed by (Mukaro et al., 2013) with thesis entitled "*Violation of Conversational Maxims in Shona*". From University of Zimbabwe, they conducted their research on certain maxims can be ignored or violated yet speakers remain informative, cooperative and polite. The conversations referred to here were daily chats, talks and discussions in which Shona speakers find themselves in. they view the research as was that when people violate maxims, or a maxim, there is one which they will be observing hence triggering implicature or the violation itself is a trigger for implicature. A number of ways in which the maxims are violated were found in Shona and categorized as maxim clash, opting out of a maxim and flouting of maxims. The data was obtained under naturalistic conversation settings and is analyzed within the features of conversation implicature.

The last research are come from (Sobhani & Saghebi, 2014)) from University of Otago, Dunedin, New Zealand with his thesis entitled "*The Violation of Cooperative Principles and Four Maxims in Iranian Psychological Consultation*". His aim is to investigate new ways of understanding non-cooperative attitudes of the speakers and the violation of Cooperative Principle maxims in real Iranian psychological consulting session. He conducted his data from his patients during therapy sessions. After analyzing their language by means of conversation implicature and the occurrences of the violation of Cooperative Principle. He concluded that the recognition of conversational

implicature is essential for the understanding of the non-cooperative attitudes of the speakers and their violation of one or more Cooperative Principle maxims. The similar between this research are both using cooperative principle theory and the difference this research are the main focus of this research are flouting maxim taken from the Sitcom but Sobhani's research are come from therapy research.

2.7 Theoretical Framework

To summarize this research, the writer will explain theories that been used in this research in the form of theoretical framework. The object of this research is American Television the Big Bang Theory sitcom. To analyze the topic, the writer will used Pragmatic approach. Theory that been used to this research is principle cooperative by Grice (1975). The Theoretical framework of this research can be seeing below:

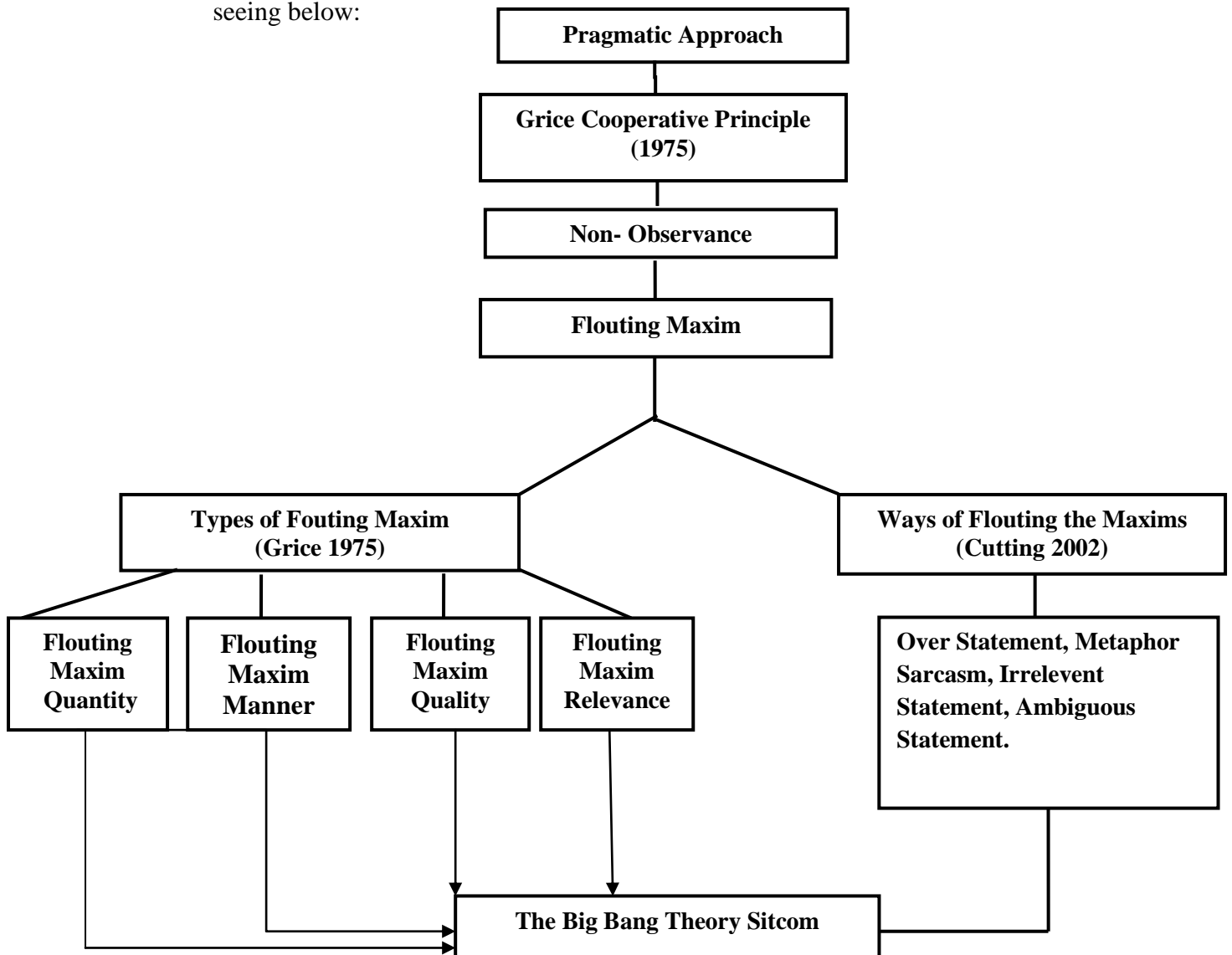


Figure 2.1. Theoretical Framework

CHAPTER III METHODOLOGY OF THE RESEARCH

3.1 Research Design

According to (Creswell, 2013) method divided into three categories, first quantitative method which deals with number, second qualitative which deals use descriptive procedure to generate meaning and understanding of the research and the third mixed method which collaboration between quantitate and qualitative method.

The research design used in this study was a descriptive qualitative method. Because the data explained descriptively. (Creswell, 2013)) explained qualitative method focus on collecting, analyzing, and reporting the data. Descriptive qualitative used in this study because on the phenomenon that researcher analyzed, the data form, technique of collecting, and analyzing the data. Thus, this qualitative method used in this research through the process of collecting, analyzing, and reporting the findings.

3.2 Object of the Research

Object of the research is very important in the research because to analyze some problems, the researcher needs to find first data that can be applied with theory. The researcher should be clever to decide the object that used in this research. The object of this research is flouting maxim that used by characters in The Big Bang Theory sitcom. Furthermore, all of data is about utterances that contain flouting maxim by Characters in The Big Bang Theory Sitcom.

3.3 Method of Collecting Data

The researcher used observational method by (Sudaryanto, 2015) when process of collecting data. observational method is one of method which has a purpose to observe the data to receive collecting data. The techniques that can be used to collecting the data has two types; they are participatory and non-participatory. In the technique of participatory, the researcher implicates as participates in the research to collect the data. The technique of participatory is different from the technique of non-participatory. In the technique of non-participatory, the researcher doesn't implicate in the research to collect the data. The researcher only observes every utterance that contain flouting maxim used in *The Big Bang Theory sitcom*. The researcher used technique of non-participatory to find and collect the data in this research because the researcher didn't implicate in the movie. The researcher did some steps to collect the data. First, the researcher observed every utterance of the characters in *The Big Bang Theory sitcom* by watching the movie in youtube. Second, the researcher transcribed every utterance in *The Big Bang Theory sitcom*. Third is analyzing all flouting maxim by characters in *The Big Bang Theory sitcom*.

3.4 Method of Analyzing Data

All of theories were applied by using Pragmatics Identity Method. According to Sudaryanto (2015), Pragmatics Identity Method is the method that depend on contextual of situation. The researcher used Pragmatics Identity Method because the researcher needed context of situation when analyze flouting maxim in *The Big Bang Theory sitcom*. In this case, it referred to the types of flouting maxim and ways of characters in *The Big Bang Theory sitcom* used.

3.5 Method of Presenting Research Result

After the researcher does analysis, this research needs to be presented. Sudaryanto (2015) says that the method of presenting data has two types for presenting the result analysis. There are formal and informal methods. The presenting result analysis with formal method means that the researcher uses the diagram, table, number and symbol in presenting the result of analysis. Whereas the informal method means the researcher points to the method of presenting the result analysis by using words or sentences. It means the result of analysis can be described by using words or sentences. Thus, presenting the result of analyzing data in the research will be presented by the research by using informal method. The result of the analyzing data, the researcher took some sentences of transcribing as the data that related with flouting maxim by characters in The Big Bang Theory sitcom with the purpose to make this research can be understood by the reader.