

## INTISARI

Penelitian ini dilakukan dengan tujuan untuk menganalisis tentang pelanggaran maksim dalam percakapan di serial komedi televisi *3<sup>rd</sup> Rock from the Sun* dalam episode *Brains & Eggs*. Pokok bahasan dari tesis ini adalah pelanggaran maksim yang mencakup: Maksim Kualitas, Maksim Kuantitas, Maksim Relevansi, dan Maksim Cara. Penelitian ini diharapkan membawa manfaat bagi penelitian pragmatic terutama yang berkaitan dengan pelanggaran maksim. Data dikumpulkan dari transkrip percakapan dalam episode *Brains & Eggs* serial komedi *3<sup>rd</sup> Rock from the Sun*. Deskripsi tentang latar belakang budaya dan konteks juga akan dibahas dalam tesis ini.

Kata Kunci: Pelanggaran maksim, maksim kualitas, maksim kuantitas, maksim relevansi, maksim cara, analisis, konteks

## ABSTRACT

This research is aimed to analyze the flouting maxims in the conversations of the TV serial comedy a “3<sup>rd</sup> *Rock from the Sun*” *Brains & Eggs* episode. The research problems of the study are focusing on the maxims flouted, this problem is further elaborated into: the flouting of quality maxim, flouting of quantity maxim, flouting of relevance/relation maxim, flouting of manner maxim. The study is expected to be beneficial to the world of pragmatics research. In addition, the writer hopes the result of the study will give additional information to the reader and can contribute to the development of pragmatics research. The data were gathered by picking up the utterances within conversation from the movie subtitle compare to the video of the episode *Brains & Eggs* which reveals the maxims flouting. The description about contexts and cultural background will also be discussed in this thesis.

Key words: maxim flouting, Quality Maxim, Quantity Maxim, Relation/Relevance maxim, Manner maxim, analysis, contexts