



Abstract

This research discusses the flouting maxims of Grice's Cooperative Principle in the headlines and slogans of skincare advertisements as a way to attract people's attention found in five issues of *Elle Canada Magazine*. This research is conducted under pragmatics study. The theory of Cooperative Principle, Flouting Maxim, Context, and Implicature are used in this paper.

The data of this research are headlines and slogans from five issues of *Elle Canada* magazines which were brought from an online store named ebookhouse.id that can be found in Instagram. After all of the data were collected, the data were analyzed based on the situational and co-text context. After that, the data were analyzed and classified based on the flouting maxims of Cooperative Principle, what are the implied meanings behind them, and how they do not cause any misunderstanding to the readers

The results of the research show that there are 32 headlines and slogans of the skin care advertisements and all of them flout the maxims of Cooperative Principle. Ten of the data are flouting the maxim of Quantity, eight of the data are flouting combination of Quantity and Quality maxims, seven data are flouting combination of Quantity and Manner maxims, three data are flouting Quantity and Relation maxims, two data are flouting Quantity, Quality and Manner maxims, and one datum is flouting Quantity, Manner and Relation maxims. It is also known that although the headlines and slogans do not cooperate with the readers, their implied meaning can still be understood.

Keywords: cooperative principles, flouting of maxims, headlines and slogans, skin care advertisenet, *Elle Canada Magazine*.



Intisari

Skripsi ini mengkaji pengabaian maksim Prinsip Kerja Sama oleh Grice dalam *headlines* dan *slogans* dari iklan perawatan kulit dimajalah *Elle Canada*. Penelitian dilakukan di bawah studi Pragmatik. Teori yang digunakan dalam skripsi ini meliputi Prinsip Kerja Sama, Pelanggaran Maksim, Konteks, dan Implikatur.

Seluruh data yang digunakan pada skripsi ini dibeli dari toko online yang bernama ebookhouse.id yang dapat ditemukan di instagram. Setelah seluruh data terkumpul, data kemudian dianalisa berdasarkan situational context dan co-text context. Setelah itu, data dianalisa dan diklasifikasikan berdasarkan pelanggaran maksimnya, bagaimana data tersebut tidak menimbulkan kesalahpahaman pada pembacanya, dan apa makna sesungguhnya dari headlines dan slogans tersebut.

Hasil penelitian menunjukkan bahwa ada 32 headlines dan slogans dari iklan produk perawatan wajah dan keseluruhan data mengabaikan maksim konversasional serta kombinasi dari beberapa maksim. Sepuluh data mengabaikan maksim Kuantitas, delapan data mengabaikan maksim Kuantitas dan Kualitas, tujuh data mengabaikan maksim Kuantitas dan Cara, empat data mengabaikan maksim Kuantitas dan relevansi, dua data mengabaikan maksim Kuantitas, Kualitas dan Cara, dan 1 data mengabaikan maksim Kuantitas, Cara dan Relevansi. Dari hasil penelitian diketahui juga bahwa meskipun headlines dan slogans tersebut tidak bekerjasama dengan pembaca, makna yang tersirat masih dapat dipahami.

***Kata kunci:* prinsip kerjasama, pengabaian maksim, headlines dan slogan, perawatan wajah, majalah Elle Canada**