

## ABSTRACT

Raden Mohammad Rizki Septiana. 1155030197. *The Violation Of Politeness Principle In The Case Study Of UFC 229 Press Conferences: Khabib Vs. McGregor*. An Undergraduate Thesis. English Literature Department. Faculty Of Adab and Humanity. Islamic States University Of Sunan Gunung Djati Bandung. Advisor: 1. Otong Setiawan Djuharie, M.Pd.; 2. Dedi Sulaeman, M.Hum.

Keyword: *Conor McGregor, Conversational Implicature, Khabib Nurmagomedov, Politeness Principle, UFC 229 Press Conference, Violation*

People can easily be able to communicate, cooperate, and achieve their goals if they aware of and follow the politeness principles. This principle is a collection of maxims that Leech proposed in 1983, which becomes big concern in pragmatics study. However, people in some cases do not keep these principles and they even disobey it. One of those cases can be seen in The UFC 229 Press Conference. Thus, this researcher aims to analyze the violation of politeness principle in the case study of: Khabib Vs McGregor by questioning what kinds of politeness principles are violated in UFC 229 Press Conferences: Khabib Vs. McGregor and how the conversational implicature of those violated maxims constructed because it concerns with context of conversation. The research is descriptive qualitative, which uses case study approach to describe the violation of politeness principles in the case of UFC 229 Press Conferences: Khabib VS McGregor. The data collected from two transcripts of the UFC 229 Press Conferences videos. The researcher analyzed the data by managing the data, reading or memoing the data, describing the data, classifying the data, interpreting the data, representing or visualizing the result. In analyzing data, the researcher uses Leech's politeness principle, as main theory, for classifying the types of violated maxim and Grice's conversational implicature theory, as supporting theory, for describing the implicature. The result shows that the type of the violated maxims are the approbation maxim, the tact maxim, modesty maxim, sympathy maxim, and agreement maxim. The result also indicates that Ps constructed the implicature because Ps tried to prioritize the cooperative maxim rather than politeness maxim.