

ABSTRACT

DIAN HERYANI. 1165030048: *Conversational Implicature In The Ellen Show: Kid Geography Expert Nate Seltzer Episode Clips* An Undergraduate Thesis: English Literature Department, Faculty of Adab and Humanity, State Islamic University "Sunan Gunung Djati" Bandung.

Supervisors: 1. Dr. Dadan Firdaus, M. Ag 2. Ika Yatmikasari, S.S., M.Pd.

Keywords: cooperative principle, flouting maxim, implicature, conversational implicature

Conversation is one of the phenomena of language orally between two participants or more, called speaker and hearer. In every conversations a speaker and a hearer need to obey principles so that the talk run. Those principles are called cooperative principle. According to Grice (1975), there are four maxims in cooperative principle, The maxim of quality, the maxim of quantity, the maxim of relation, and the maxim of manner. Cooperative principles are the principles that must be obeyed by the hearer and speaker when both of them in a conversation. According to Grice (1975) there are two types of conversational Implicature; Generalized Conversational Implicature (GCI) and Particularized Conversational Implicature. This research focuses on the flouting maxim and conversational Implicature. The researcher used Grice's theory and others to analyze the flouting maxim and conversational Implicature and used a qualitative method to interpret data descriptively. The data were taken from the Ellen Show: Kid geography expert Nate Seltzer episode clips. The researcher found 32 data and all data were analyzed based on the flouting maxim, 4 data are the flouting of maxim quality, 11 data are the flouting of maxim quantity, 14 data are the flouting of maxim relation, and 3 data are the flouting of maxim manner. The data are dominated by the flouting of maxim relation and maxim quantity. Then, the researcher also analyzed conversational Implicature and they are divided into 2 types, 24 data are generalized conversational Implicature and 8 data are particularized conversational Implicature. Generalized conversational Implicature is the most conversational Implicature that raised in the conversation between Ellen and Nate.