

## ABSTRACT

Aisyah Apriyanti 1165030010. Flouting Maxim by Democratic Party in The Election Presidential Debate of US 2020 on NBC TV. An Undergraduate Thesis. English Literature Department, Faculty Adab and Humanities, State Islamic University of Sunan Gunung Djati Bandung. Advisor I Dr. H. Mahi M. Hikmat M.Si Advisor II Dr. Andang Saehu, M.Pd.

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In communication process, each individual submits the ideas and messages to the opponents in different ways. Sometimes speakers do not understand the topic being discussed or the topic is out of context and produce an ambiguous meanings. Based on the theory cooperative principle, the speakers must speak, sincerely, relevantly, concisely, and clearly, while providing sufficient information to talk cooperatively. The cooperative principle has four main fields namely the maxim of quality, maxim of quantity, maxim of manner and maxim of relation. If someone fail to fill that maxims, then the case above are named flouting maxim. The purpose of this study is to analyze the types of flouting maxims committed by debate participants in the event of presidential debate for the America presidential candidates 2020. The arguments of the debate participants, usually there are utterance in the form of strategies to win the debate. So these utterances have a chance of violating the maxims. In addition, this research also focuses on the implicatures and functions of the political language used in the speech that occurs in the debate. The theory used for this research is the theory proposed by Grice and Searle. This thesis uses a qualitative research methods from Sugiyono. The step that are passed in this study is to collect data with read the transcript found on the official NBC TV web page, identify by understanding the context being discussed, classify the types of maxims violations and analyze the implicature along with its functions and objectives, then conclude the results of the analysis. The study revealed that 17of 39 data are dominantly placed by flouting maxim of quantity. The rests are respectively followed by maxim of relevance (10 data ), maxim of manner (9 data) and maxim of quality (3 data). This means that the debate participant wants to convey information clearly and add some information in order to strengthen the argument. In relation to implicature, the study found that the implicature with assertives function (17 data) is more dominan than those of declarative, commisive, directive and ekspresif function. Beside that of the 15 forms of political purpose, the most dominant is the intention of expressing opinions as much 6 data. This is because the debate participants compete with each other to show and defend their vision and their program. So that they are not easily defeated and can get lots of votes.