

ABSTRACT

Raudia Intan Purnami. 1175030214. *The Impact of Social Status in Flouting Maxim of Cooperative Principles In Crazy Rich Asians Movie*. An undergraduate Thesis, English Literature, Faculty Adab & Humanities, Universitas Islam Negeri Sunan Gunung Djati Bandung. Advisors: 1. Ice Sariyati, S.S., M.Pd. 2. Ika Yatmikasari, S.S., M.Pd

The impact of social status shown by characters' utterances flouting maxim makes the conversation run ineffectively because of using implicit meaning to convey information. Therefore, the researcher did research with following research questions: 1) What maxims of cooperative principles are flouted by the characters in Crazy Rich Asians Movie?, 2) What are the social statuses of the characters who flout the maxims of cooperative principles?, and 3) How does social status impact the characters in flouting maxim of cooperative principles? This research used a qualitative descriptive method using Grice (1975)'s theory to explain cooperative principles and Weber (1920)'s theory to explain the kinds of social status. The data collection was browsing the material, watching the movie, selecting the data and transcribing the data and the data analysis were identifying, classifying, interpreting, and drawing the conclusion. Based on data analysis, the findings showed that the types of maxim flouted were maxim of quality (13 data), maxim of quantity (7 data), maxim of relevance (11 data), and maxim of manner (10 data). Meanwhile, several characters come from higher social status which is marked by Young Family (Nick, Elanor, Astrid, and Ah Ma). The other character comes from lower social status which is marked by Rachel Wu and Kerry. And this study also reveals the way social status impact the characters in doing the flouting maxim which seem from their utterances that related to economics status, profession, education, and social background of the characters in using the implicit meaning.

Key Words: Cooperative Principle, Flouting Maxim, Movie, Pragmatics, Social Status.