

ABSTRACT

Faris Siraj Nabawi. 1175030102. *Implicatures in Stand-up Comedy by Kevin Hart on YouTube Videos*. An Undergraduate Thesis, English Literature, Faculty of Adab and Humanities, State Islamic University of Sunan Gunung Djati Bandung. Supervisors: 1. Drs. H. Sape'i, M.Ag. 2. Ika Yatmikasari, S.S., M.Pd.

This research aims to reveal speakers who flout maxims and reveal why implicatures are raised in Stand-up Comedy material. The difference between the phrase and the meaning of the sentence is because the speaker does not adhere to the principle of conversation. In this sense, uttered by Kevin Hart and looking for flouts of maxims in these utterances. This research was conducted by using descriptive qualitative research method. The data source of this research is Stand-up Comedy YouTube video by Kevin Hart which contains flouts of maxims and implicature. The data were collected by watching videos of Stand-up Comedy performances and reading transcripts of these videos. The writer identified flouts of maxims and how the implicatures are used based on the cooperative principle theory of Grice (1975). The results of this research study indicate that flouts of the maxims of quantity are most often found in Kevin Hart's expressions, this is in accordance with his background that is an Americans and ethnic black race. Americans tend to directly say something rude and when they criticize something they say it bluntly without filtering the language they say.

Keywords: *implicatures, stand-up comedy, maxims.*

