

ABSTRAK

Skripsi ini berjudul **“Implikatur percakapan pada novel Vampire Academy karya Richelle Mead: Kajian Pragmatik”**. Tujuan dari penelitian ini adalah untuk mengidentifikasi 1) jenis implikatur percakapan yang terdapat pada novel dan 2) flouting maxim yang ditemukan dalam percakapan pada novel *“Vampire Academy”* karya Richelle Mead. Metode penelitian yang digunakan dalam penelitian ini adalah metode penelitian deskriptif kualitatif. Penelitian ini dilakukan dengan cara mengumpulkan dan mengklasifikasi data berdasarkan jenis implikatur percakapan dan *flouting maxim*, menganalisis data, kemudian menarik kesimpulan dari data tersebut menggunakan landasan teori dari Grice (1975). Sumber data diambil dari percakapan pada novel. Berdasarkan 30 data yang telah dianalisis, berikut adalah hasil penelitian: pertama, terdapat dua jenis implikatur percakapan, yakni implikatur percakapan umum dan implikatur percakapan khusus. Implikatur percakapan umum adalah yang dominan sebanyak 20 data (67%); sedangkan, implikatur percakapan khusus sebanyak 10 data (33%). Kedua, flouting maxim of manner adalah maxim yang paling dominan muncul dalam novel sebanyak 9 data (30%), flouting maxim of relevance 8 data (26.7%), flouting maxim of quantity 7 data (23.3%), dan flouting maxim of quality 6 data (20%).

Kata kunci: Pragmatik, implikatur percakapan umum dan khusus, *flouting maxim*, *Vampire Academy*.

ABSTRACT

This research is entitled ***“Implikatur percakapan pada novel Vampire Academy karya Richelle Mead: Kajian Pragmatis”***. The purposes of this study are 1) to identify the types of conversational implicatures found in the novel and 2) to analyze the flouting maxims found in the conversations in the novel "Vampire Academy" by Richelle Mead. The research method used in this study is a qualitative descriptive research method. This research was conducted by collecting and classifying data based on the types of conversational implicatures and flouting maxims, analyzing the data, then drawing conclusions from the data using the theoretical basis of Grice (1975). The source of the data is taken from the conversation in the novel. Based on the analyzed data, the results of the study show: first, there are two types of conversational implicatures, namely general conversational implicatures and specific conversational implicatures. General conversational implicatures are dominant as much as 20 data (67%); Meanwhile, particular conversational implicatures are 10 data (33%). Second, the flouting maxim of manner is the most dominant maxim that appears in the novel as much as 9 data (30%), flouting maxim of relevance 8 data (26.7%), flouting maxim of quantity 7 data (23.3%) and flouting maxim of quality 6 data (20%).

Keywords: Pragmatics, general and specific conversational implicatures, flouting maxim, Vampire Academy.