

ABSTRAK

Penelitian ini berjudul “*Flouting Maxim Dalam Dialog Situasi komedi Friends: Kajian Pragmatik*”. Penelitian ini bertujuan untuk menganalisis serta menjelaskan jenis-jenis *flouting maxim* yang ditemukan dalam dialog, serta menganalisis faktor sosial yang terdapat pada dialog sitkom. Penelitian ini menggunakan teori dari Thomas (1995) mengenai penjelasan pragmatik dan jenis-jenis *flouting maxim* dan menggunakan teori Holmes (2001) mengenai faktor sosial. Metode yang digunakan pada penelitian ini adalah metode kualitatif deskriptif yaitu metode penelitian yang memanfaatkan data kualitatif dan dijelaskan secara deskriptif dengan langkah-langkah sebagai berikut: menonton film, mengidentifikasi percakapan dalam film untuk menemukan adanya *flouting maxims* juga faktor sosial nya. Berdasarkan 30 data yang telah dianalisis, hasil penelitian mendapatkan empat jenis *flouting maxim* yaitu: *flouting maxim of quantity* sebanyak 9 data (30%), *flouting maxim of relation* sebanyak 9 data (30%), *flouting maxim of quality* sebanyak 9 data (30%), dan *flouting maxim of manner* sebanyak 3 data (10%). Selanjutnya ditemukan nya enam faktor sosial yaitu: latar percakapan 2 data (7%), topik percakapan 10 data (33%), fungsi sosial: ekspresif 3 data (10%), direktif 2 data (7%), referensial 10 data (33%), dan fatik 3 data (10%). Dari data diatas dapat disimpulkan bahwa sebagian besar didominasi oleh *flouting maxim* dengan tujuan mengubah topik, membujuk, dan berbasa-basi.

Kata kunci: pragmatik, *flouting maxim*, faktor sosial, sosiolinguistik, *friends*.

ABSTRACT

The title of this research is "Flouting Maxim in Situational Dialogue, Friends: Pragmatics Study". This study aims to analyze and explain the types of flouting maxim found in the dialogue and the social factors found in the sitcom dialogue. This study uses the theory of Thomas (1995) regarding pragmatic explanations and types of flouting maxims and uses Holmes's theory (2001) regarding social factors. The method used in this study is a descriptive qualitative method, namely a research method that utilizes qualitative data and is described descriptively with the following steps: watching a movie and identifying conversations in the film to find the existence of flouting maxims as well as social factors. Based on 30 data that have been analyzed, the results of the study obtained four types of flouting maxim, namely: 9 data(s) of flouting maxim of quantity (30%), 9 data(s) of flouting maxim of relation (30%), 9 data(s) of flouting maxim of quality (30%) , and the floating maxim of manner as much as 3 data (10%). Furthermore, six social factors were found, namely: conversational background 2 data (7%), conversation topic 10 data (33%), social function: expressive 3 data (10%), directive 2 data (7%), referential 10 data (33 %), and fatigue 3 data (10%). From the data above, it can be concluded that most of them are dominated by the floating maxim to change the topic, persuade, and make small talk.

Keyword: pragmatics, flouting maxim, social factor, sociolinguistics, friends.