

ABSTRACT

Restu Wulandari. AN ANALYSIS OF FLOUTING MAXIMS IN “FRIENDS” WEB SERIES BY DAVID CRANE AND MARTA KAUFFMAN. Thesis. Pacitan: STKIP PGRI Pacitan, 2024.

Maxims is a part of a pragmatics study by H.P. Grice called the Grice Cooperative Principle. This research is aimed to investigate two problem statements: (1) the kinds of flouting maxims by characters in the “Friends” web series; and (2) the strategy to flout the maxims.

The researcher used a qualitative research method to analyze the data. This methodology was chosen to research and explain the speech that violates: (1) the maxim of quantity; (2) the maxim of quality; (3) the maxim of relation; and (4) the maxim of manner in the conversation of characters in the web series “Friends.” The researcher used Miles and Huberman (1984) to analyze the types of maxim violations and maxim violation strategies.

The analysis identified 40 instances of maxim flouting within the series, revealing several strategies employed by the characters. These strategies include overstatement, understatement, irony, metaphor, irrelevance, obscurity, rhetorical questions, and prolixity. It was noted that flouting maxims frequently occurred in the apartment/flat setting. The research highlights the significant impact of context and environment on conversational strategies and the use of pragmatic devices. Additionally, the findings can help students enhance their critical and interpretative thinking skills. Future research could investigate how these findings apply to different television genres or other media formats, exploring whether similar patterns of maxim flouting exist and how cultural contexts influence the interpretation and application of these pragmatic principles.

Keywords: Cooperative Principles, Flouting Maxims, Pragmatics, Strategy, Web Series.