ABSTRACT

Winda Sari, 1688203017. *Flouting Maxims in Instagram Followers' Comments of Donald Trump's Captions.* Thesis. Advisor I: Dwi Rahayu, S.S, M.Pd., Advisor II: Chusna Apriyanti, M.Pd, B.I. Pacitan. English Education Study Program, Teacher Training and Education College. STKIP PGRI Pacitan. 2020.

This research aims to find out the flouting maxims in Instagram followers' comments of Donald Trump's captions and to know the strategies to flout maxims in Instagram followers' comments of Donald Trump's captions.

The researcher used descriptive qualitative method. The data were Instagram followers' comments of Donald Trump's captions which the numbers were 450 data. There were three captions of politics consisted of trade, agreement, and, war issues. Each caption was taken 150 critical comment first based on the considerations. The researcher collected the data used document analysis technique. The instrument was field notes that used to collect and analyze the data. The researcher used Miles and Huberman theory consisted of data reduction, data presentation, and verification.

The results of this research showed that there were all types of flouting maxims in followers' comments consisted of flouting maxim of quality (5,1%), quantity (21%), relation (23,8%), and manner (39,9%). The highest of appearance type was flouting maxim of manner. It can be seen that the followers like to give ambiguity information to other people. The researcher found 46 data of following maxims and 404 data of flouting maxims which the most of followers come from United Stated of America. The researcher also found all types of the strategies consisted of tautology (3,6%), metaphor (3,7%), overstatement (18,7%), understatement (61,6%), rhetorical question (7,5%), and irony (4,9%). The highest of appearance type was understatement strategy. The followers preferred to give little information to others.

Keywords: *Cooperative Principles, Flouting Maxims, Strategy, Followers' Comments*