



**AN ANALYSIS OF FLOUTING OF MAXIM AND
CONVERSATIONAL IMPLICATURE IN THE STAND-UP
COMEDY SHOW "*MATT RIFE: WALKING RED FLAG (FULL
SPECIAL)*"**

**Undergraduate Thesis
Submitted in partial fulfillment of the requirements
for the Sarjana Sastra (S.S)**

**MOHAMMAD ALFAN
202003516004**

**ENGLISH LITERATURE STUDY PROGRAM
FACULTY OF LANGUAGES AND LITERATURE
UNIVERSITAS NASIONAL
JAKARTA
2024**



**AN ANALYSIS OF FLOUTING OF MAXIM AND CONVERSATIONAL
IMPLICATURE IN THE STAND-UP COMEDY SHOW "*MATT RIFE:
WALKING RED FLAG (FULL SPECIAL)*"**

Undergraduate Thesis
Submitted in partial fulfillment of the requirements
for the Sarjana Sastra (S.S)

**MOHAMMAD ALFAN
202003516004**

**ENGLISH LITERATURE STUDY PROGRAM
FACULTY OF LANGUAGES AND LITERATURE
UNIVERSITAS NASIONAL
JAKARTA
2024**

FORM OF APPROVAL

We hereby certify that MR. Mohammad Alfian, a registered student of this university and having completed the writing of his Undergraduate Thesis in accordance with his requirements of the University, is declared ready for defense.

Title of Undergraduate Thesis:

**An Analysis Of Flouting Of Maxim and Conversational
Implicature in The Stand-up Comedy Show "Matt Rife: Walking
Red Flag (Full Special)"**

Head of Study Program

Advisor



Dr. Siti Tuti Alawiyah, S.S., M.Hum.

August 13th, 2024



Evi Jovita Putri, S.Hum., M.A.

August 13th, 2024

FORM OF RATIFICATION

Examined on this day, August 13th, 2024, by:

The Board of Examiners:



1. Intan Firdaus, S.S., M.Hum.
Chairperson

2. Dr. Zuhron, S.S., M.Hum.
Secretary

3. Evi Jovita Putri, S.Hum., M.A.
Advisor

Ratified on this day, August 13th, 2024, by:

Head of Study Program

Dean of the Faculty of

Languages and Literature



Dr. Siti Tuti Alawiyah, S.S., M.Hum.



Dr. Dr. Semadi, M. Pd.

FORM OF PLAGIARISM STATEMENT

The undersigned,

Name : Mohammad Alfian

Student's Number : 202003516004

Study Program : English Literature

declares that, apart from properly referenced quotation, this Undergraduate Thesis entitled:

**An Analysis Of Flouting Of Maxim and Conversational
Implicature in The Stand-up Comedy Show "Matt Rife: Walking
Red Flag (Full Special)"**

is my own work and contains no plagiarism, it has not been submitted previously for any other assessed unit on this or other degree courses. I have read and understood the University Regulations on Conduct of Examinations.

Jakarta, August 13th, 2024




Mohammad Alfian

202003516004

ACKNOWLEDGEMENTS

In the Name of Allah, the Most Gracious, the Most Merciful, Praise and gratitude to Allah SWT who has bestowed mercy and grace so that I can endure difficulties when completing my undergraduate thesis entitled: An Analysis Of Flouting Of Maxim and Conversational Implicature in The Stand-up Comedy Show "Matt Rife: Walking Red Flag (Full Special)" This thesis was prepared for the requirements of a Bachelor of Literature (S.S) at the Faculty of Languages and Literature, National University.

In the process of preparing this undergraduate thesis, many people provided motivation and support. For this reason, in this valuable chance, the researcher intended to express his gratitude and appreciation to:

1. Mrs. Dr. Siti Tuti Alawiyah, S.S., M.Hum. the head of English Department of Faculty of Languages and Literature Universitas Nasional for her dedication and motivation during the completion of this thesis.
2. My advisor my undergraduate thesis advisor Mrs. Evi Jovita Putri, S.Hum., M.A. Thank you for the time to provide knowledge, guidance, advice and motivation for me to complete this undergraduate thesis.
3. Thank you to all English literature lecturers, Faculty of Languages and Literature, Universitas Nasional, for all the material provided during the study program.
4. My deepest gratitude to my grandmother, mother, father and brother for

their unwavering support and prayers throughout my life, particularly during the final stages of this thesis. Thank you for giving me a chance to be better.

5. To my best friends, Hendrawan Nuzurul Fitri, Muhammad Adji Laksanaa, Farhan Rafif Azzufar and Muhamad Hafiz. Thank you for your complete honesty and always being there for me during the challenging times in my life.
6. To my home boys, which I can't mention the names one by one. Thank you for spare a time and a place for me to relieve stress.
7. To my colleagues, Kairul Rizal and Zakky Muflih Kadavie. Thank you for accompanying me on campus and motivating me to complete this thesis.
8. To the members of POPI, which I can't mention the names one by one. Thank you for the memories and joyful moments both on and off campus.

Jakarta, August 13th, 2024



Mohammad Alfian

TABLE OF CONTENTS

FORM OF APPROVAL	ii
FORM OF RATIFICATION	iii
FORM OF PLAGIARISM STATEMENT	iv
ACKNOWLEDGEMENTS	v
TABLE OF CONTENTS	vii
LIST OF TABLES	ix
ABSTRACT	x
CHAPTER I	1
INTRODUCTION	1
1.1 Background of the Research	1
1.2 Limitation	5
1.3 Research Question	5
1.4 Objective of the Research	5
CHAPTER II	7
REVIEW OF RELATED THEORIES AND THEORETICAL FRAMEWORK	7
2.1 Review of Related Theory	7
2.1.1 Pragmatic	7
2.1.2 Conversational Maxims	8
2.1.2.1 Kinds of Maxims	8
2.1.2.2 Flouting of Maxims	10
2.1.3 Conversational Implicature	11
2.1.3.1 Kinds of Conversational Implicature	12
2.1.4 Stand-up Comedy	14
2.2 Previous Studies	15
2.3 Theoretical Framework	18
CHAPTER III	20
RESEARCH METHOD	20
3.1 Research Approach	20
3.2 Data and Resources of Data	20
3.3 Technique of Collecting Data	21

3.4 Technique of Data Analysis	21
CHAPTER IV	23
DATA ANALYSIS.....	23
4.1 Data Analysis	23
4.2 Findings.....	55
CHAPTER V	57
CONCLUSION AND SUGGESTION	57
5.1 Conclusion	57
5.2 Suggestion.....	58
REFERENCES	59
APPENDICES	62
CURRICULUM VITAE	77



LIST OF TABLES

Table 4.254



ABSTRACT

This research examines the flouting of maxims and conversational implicatures in the stand-up comedy show 'Matt Rife: Walking Red Flag (Full Special).' A qualitative descriptive approach was employed, as the data are derived directly from the content of this stand-up comedy performance. This research examined the flouting of maxims and the use of conversational implicatures, applying the theoretical framework proposed by Grice (1975). The finding data begins by analyzing the flouting of maxims. After that, it identifies the conversational implicatures that come from this flouting. The data source was collected based on a 50-minute video. The results showed that all the flouted maxims identified were present, along with the corresponding conversational implicatures. Specifically, the study found instances of flouting in the maxim of quality (5), maxim of quantity (1), maxim of relevance (15), and maxim of manner (9). The findings revealed that the flouting of the maxim of relevance occurred 15 times, making it the most frequently flouted maxim. Additionally, the conversational implicature that found are generalized conversational implicature 2, and particularized conversational implicature 28, which shows that the most dominant type of conversational implicature is particularized.

Keywords: *Flouting of Maxims, Conversational Implicature, Pragmatic, Matt Rife.*

