

# 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
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#### FORM OF APPROVAL

We hereby certify that MR. Mohammad Alfan, 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)"

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August 13th, 2024

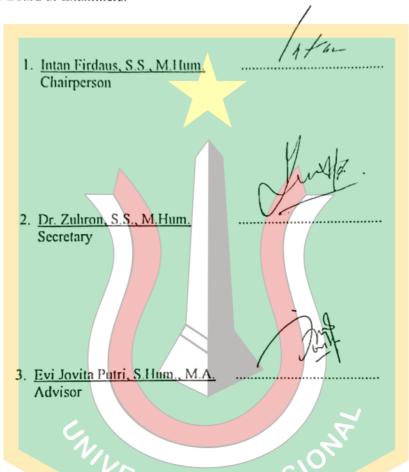
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August 13th, 2024

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The undersigned,

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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

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#### **TABLE OF CONTENTS**

FORM OF APPROVALii		
FORM OF RATIFICATION		
F	ORM OF PLAGIARISM STATEMENT	iv
A	CKNOWLEDGEMENTS	v
T	ABLE OF CONTENTS	<mark></mark> vii
L	IST OF TABLES	ix
A	BSTRACT	X
C	HAPTER I	1
I	NTRODUCTION	<u></u> 1
	1.1 Background of the Research	1
	1.2 Limitation	5
	1.3 Research Question.	5
	1.4 Objective of the Research	
C	HAPTER II	
R	EVIEW OF RELATED THEORIES AND THEORETICA	AL
F	RAMEWORK	<del></del> 7
	2.1 Review of Related Theory	<mark></mark> 7
	2.1.1 Pragmatic	<mark></mark> 7
	2.1.2 Conversational Maxims.	
	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
C	HAPTER III	20
R	20	
	3.1 Research Approach	20
	3.2 Data and Resources of Data	
	3.3 Technique of Collecting Data	21

3.4 Technique of Data Analysis	21	
<b>CHAPTER IV23</b>		
DATA ANALYSIS23		
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	
APPENDICIES	62	
CURRICULUM VITAE	77	
CNIVERSITAS NASIONEY		

#### LIST OF TABLES

Table 4.2 ......54



#### 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.

