

## ABSTRACT

Suartini., Ni Putu Ira. 2023. **An Analysis of Flouting Maxim Found in *He's All That* Movie.** English Study Program, Faculty of Foreign Languages Mahasaraswati Denpasar University. Supervisor: Komang Dian Puspita Candra, S.S.,M.Hum.; Co-supervisor: I Dewa Ayu Devi Maharani Santika, S.S., M.Hum.

This study concerns flouting maxim found in He's All That movie. The purpose of this study is to analyze the types of maxims that were flouted by the whole characters in the movie and the reason for the characters flouted the maxim. The data collecting was conducted by observation method and note taking technique. There are some steps in collecting the data that contained the flouting maxim spoken by the characters in the movie. After that, the data were analyzed using the descriptive qualitative method. Theory of Cooperative Principle from Grice (1975) and Illocutionary function by Leech (1983) were used in this study. The finding shows that all the types of maxims are flouted by the characters, there are: flouting maxim of quantity, flouting maxim of quality, flouting maxim of relevance, and flouting maxim of manner. Flouting maxim of quantity is the most common with the frequency (52%), followed by flouting maxim of quality (31%), flouting maxim of relevance (13%), and flouting maxim of manner (4%). There are three types of reasons for flouting maxim found: competitive, collaborative, and conflictive reasons.

**Keywords:** *types, flouting maxim, the reason of flouting maxim, movie*