

## ABSTRACT

Sari, Ni Made Ayu Nissa Harnila. 2022. **Flouting Maxim in “The Princess Switch”**. English Study Program, Faculty of Foreign Languages Mahasaraswati Denpasar University. Supervisor: Ni Made Verayanti Utami, S.S., M.Hum.; Co-supervisor: I Made Yogi Marantika, S.Pd., M.Hum.

This research deals with the study of flouting maxim in a romantic comedy movie entitled *The Princess Switch*. The purposes of this study are to identify the types of flouting maxims and to analyze the reasons why the characters flouted the maxims in the movie *The Princess Switch*. There are two theories used to analyze the data in this study. First, the theory of cooperative principle was proposed by Grice (1975) to analyze the types of flouting maxim and the second theory from Leech (1983) to analyze the reasons for the flouting maxim. Descriptive qualitative method is used to describe the data. The result of the study shows that there are 28 data of flouting maxim in movie *The Princess Switch*. The highest occurrence of flouting maxim in this movie is flouting maxim of quantity 10 data (36%). Then it was followed by flouting maxim of quality with 9 data (32%). Flouting maxim of relation with 5 data (18%) and flouting maxim of manner with 4 data (14%). The reason of flouting maxim consists of collaborative reason with 23 data (82%), convivial reason with 3 data (11%), and competitive reason with 2 data (7%). Collaborative reason is the highest occurrence in this study.

Keywords: *cooperative principle, flouting maxim, the reason of flouting maxim, movie*

