

ABSTRACT

Oktavianus Newa Toy, 2023. **The Analysis of Flouting Maxims in *Mind Your Language* Sitcom.** English Study Program, Faculty of Foreign Languages, Mahasaraswati Denpasar University. Supervisor: Komang Dian Puspita Candra, S.S., M.Hum. ; Co-supervisor: Ni Nyoman Deni Ariyaningsih, S.S., M.Par.

This research concerns with the flouting maxims and the reason of flouting maxim that occur in *Mind Your Language* Sitcom uttered by the characters. This research uses qualitative method to conduct a clear and well-organized description of the problems which were identified. Descriptive study in textual analysis is applied to elaborate the flouting maxims occurred, also include the screen capture and transcript of the utterance to a clearer analysis. The data were taken from the utterances and analyzed by applying Cooperative Principle theory proposed by Grice (1975) and theory of illocutionary functions by Leech (1983) to analyze the goal. The analysis based on the theories reveals that the goal of the sitcom is to entertain the audience through the use of humor and witty dialogue. This research concludes that the flouting maxim of relevance is mostly occur in the sitcom which uttered by the characters and the collaborative is the reason of flouting the maxim.

Keywords: *flouting maxims, cooperative principle, sitcom*

