

ABSTRACT

Permata Putri, Ayu Dhika. 2021. **An Analysis of Flouting Maxim in *Harry Potter and the Order of the Phoenix* Movie**. English Study Program, Faculty of Foreign Languages, Mahasaraswati Denpasar University. Supervisor: I Dewa Ayu Devi Maharani Santika, S.S, M.Hum; Co-Supervisor: Ida Ayu Putri Gita Ardiantari, S.S., M.Hum.

This study aims to identify the types of flouting maxim as well as the character's motivation for flouting the maxim in *Harry Potter and the Order of the Phoenix* movie. The character's utterance in the movie occasionally contains additional meaning which is very important to recognize in order to avoid misinterpretation. To assist in conducting the research, theory from Grice (1975), and Leech (1983) was used. This study used both formal and informal methods in providing a better understanding about the types of flouting maxim and the motivation for flouting the maxim. The data were collected from the characters' utterances in the movie, and descriptive qualitative method was used to analyze the data. The finding showed that the flouting maxim occurred 35 times throughout the movie. Type that mostly flouted by the character was quantity and manner type of flouting maxim, 10 times each (29%), followed by flouting maxim of quality 8 times (22%) and flouting maxim of manner 7 times (20%). Meanwhile, Character's motivation flouting the maxim dominated by collaborative 21 times (60%), competitive and conflictive, 6 times each (17%), convivial 2 times (6%). Therefore, the character in the movie tends to flout the maxim of quantity and manner with the motivation dominated by collaborative reason.

Keywords: *cooperative principle, flouting maxim, motivation.*

