

ABSTRACT

Dewi, Ni Kadek Kurnia Nareswari. 2023. **An Analysis of Flouting Maxim Found in *Hotel Transylvania: Transformania* Movie**. Thesis: English Study Program, Faculty of Foreign Languages, Mahasaraswati Denpasar University. Supervisor: Komang Dian Puspita Candra, S.S., M.Hum. ; Co-supervisor: I Made Perdana Skolastika, S.S., M.Pd.

The objective of this study is to describe different types of maxim flouting as well as the reasons for flouting the maxim are used by the main and supporting characters in *Hotel Transylvania: Transformania* Movie. The character's utterance in the movie occasionally contains additional meaning which is very important to recognize in order to avoid misinterpretation. The theories of Grice (1975) and Leech (1983), supported by the theory context of situation by Halliday & Hasan (1985), were utilized to aid in the conduct of the study. This study used both formal and informal methods in providing a better understanding about the types of flouting maxim and the reasons for the characters flouting the maxim. The data were obtained from the movie's characters' conversations and analyzed using a descriptive qualitative method. The finding showed that the flouting maxim occurred 33 times throughout the movie. Type that mostly flouted by the character was maxim of quantity with 11 data (33,4%), followed by flouting maxim of relevance with 8 data (24,2%), flouting maxim of quality and flouting maxim of manner were found in the same number of occurrence with 7 data (21,2%). The main character, Drac, was the character who often flouted the maxim in this movie. Meanwhile, the reason for the characters flouted the maxim dominated by collaborative reason 25 times (75,8%), competitive reason 6 times (18,2%), conflictive and convivial reason, 1 time each (3,0%). Therefore, the character in the movie tends to flout the maxim of quantity with the reason dominated by collaborative reason.

Keywords: *cooperative principle, flouting maxim, reasons, movie.*