

ABSTRACT

Khofifah, Sonya 2022. *The Analysis of Flouting Maxim in Cinderella Movie*. Thesis: English Study Program, Faculty of Foreign Languages, Universitas Mahasaraswati Denpasar. Supervisor: Dr. Putu Nur Ayomi, S.S., M.Hum.; Co-supervisor: I Made Yogi Marantika, S.Pd., M.Hum.

This study concerns with flouting maxim analysis that occur in *Cinderella* movie. This study aims to find out the types of flouting maxim found in *Cinderella* movie and the context of situations that influence the interpretation of flouting in *Cinderella* movie. Descriptive qualitative research method was used in this study, based on the theory by Grice (1975) to analyze the types of flouting maxim, and the theory of the context of situation by Halliday and Hassan (1985). The results show that in *Cinderella* movie, the characters flouted all the maxims with 20 data. Those are: Flouting Maxim of Quantity 6 data (30%), Flouting Maxim of Quality 2 data (10%), Flouting Maxim of Relation 5 data (25%) and Flouting Maxim of Manner 7 data (35%). From those forms, flouting maxim of manner has the highest occurrences used among others. The characters in this movie mostly flouted the maxim of manner to hide the implicit expression through the speaker's utterance. This type of flouting maxim showed an ambiguity or unclear statement in the conversation.

Keywords: *Cooperative Principles, Types of flouting maxims, Cinderella movie.*

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