

## ABSTRACT

Ardianti, Ni Kadek. **Flout of Maxims Analysis in the Onward Movie**. English Study Program, Faculty of Foreign Language Mahasaraswati Denpasar. Supervisor: I Gusti Ayu Vina Widiadnya Putri, S.S.,M.Hum.; Co-supervisor: I Dewa Ayu Devi Maharani Santika, S.S.,M.Hum.

The flouting maxim is often used in everyday conversation and in dialogue in films. This is interesting to analyze because the floating maxim will affect the course of the conversation, the topic of the conversation, as well as the message to be conveyed. This study focuses on the flouting maxims in the *Onward* movie which specifically to find out the types of flouting maxims that are used by the characters in *Onward* movie and the reason for flouting the maxims that are used by the characters in *Onward* movie. This study aims to find out the types of maxims that are flouted by the characters in the *Onward* movie and to describe why the characters flout the maxim in the *Onward* movie. This study focused on the theory of Grice (1975) in analyzing the type of flouting maxims and a theory from Leech (1983) in analyzing the reason behind the maxim that was flouted by the characters in the *Onward* movie. Qualitative descriptive methods and formal and informal methods are the methods used for this research. The result of the study showed that the types of flouting maxim found in the movie are 16 data. The dominant flouting maxim uttered by the characters in this movie is the flouting maxim of relevance with the frequency of 7 (40%). The reason for the flouting maxim that is commonly found is collaborative reason with the frequency of 21 (84%).

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