

ABSTRACT

Dewi, Ni Made Permata. 2022. A Pragmatic Analysis of Maxim Violation by the Main Character of *Emily in Paris* Season 1 Movie. English Study Program, Faculty of Foreign Languages, Mahasaraswati Denpasar University. Supervisor: Komang Dian Puspita Candra, S.S., M.Hum; Co-supervisor: Dr. Putu Nur Ayomi, S.S., M.Hum

A Pragmatic Analysis of Maxim Violation by the Main Character in *Emily in Paris* Season 1 Movie is the title of this thesis. The objective of this research is to analyze kinds of maxim violation using Grice's theory (1975) and to investigate the reason motivating the main character, using Cutting's (2002) theory of context, supported by Halliday and Hasan's theory (1985). The information was gathered from the first season of *Emily in Paris*. The information was collected utilizing the observation method, which included various procedures such as downloading and observing the data, finding the script, and taking notes for the discussion that indicated the violation of the maxim. This study uses the qualitative method to analyze the data with a well-organized description of the problems which is identified. The researcher discovered twenty-eight maxim violations in the main character's conversation in this film with the maxim of quality violation being the most frequent violation. The information serves as follows: 7 data types violate the maxim quantity, 9 data types violate the maxim quality, 5 data types violate the maxim relevance, 4 data types violate the maxim manner, and 3 data types violate the two maxims. The context which influences the maxim violation in the movie is mostly because the main character professional working and romantic problems.

Keywords: maxim violations, Emily in Paris season 1, movie