

## ABSTRACT

Viryani.,Ni Made Jesi. 2021. **The Analysis of Floating Maxim in *Her Movie* By Spike Jonze**. English Study Program, Faculty of Foreign Languages Mahasaraswati Denpasar University. Supervisor: I Gusti Ayu Vina Widiadnya Putri, S.S., M.Hum. ; Co-supervisor: I Made Yogi Marantika, S.Pd., M.Hum.

Speaker's intention is an important thing in conversation to avoid misunderstanding and construct a good communication or called as cooperative principle. The fact is not all the conversation runs smoothly, some people are uncooperative in their utterances and they are called as flouted. This research deals with the study of flouting maxim in a science-fiction romantic movie entitled *Her*. There are two problems discussed in this study, those are: (1) types of flouting maxim are identified in the *Her* movie; (2) the reason of flouting maxim used by the main characters in the *Her* movie. The purposes of this study are to find out the types of flouting maxims identified in the *Her* movie and to analyzed the reasons why the character flouted the maxims in the *Her* movie. This research focuses on analyzing the types of flouting maxim and the reason why the characters in the movie flouted the maxim. This study utilized two theories to solve the problems. First, theory of cooperative principle proposed by Grice (1975) to analyze the type of floating maxim and the second theory from Leech (1983) to analyze the reasons of the floating maxim. This study used descriptive qualitative method to describe the data to answers the problems of the study. The result of the study shows that there are 20 data of floating maxim in *Her* Movie. The highest occurrence in *Her* movie is floating maxim of quantity which are 10 data (50%), then followed by flouting maxim of relation and floating maxim of manner which are 4 data (20%) and flouting maxim of quality which take only 2 data (10%). The reasons of flouting maxim reached collaborative reason as the highest one that even exceed a half of the occurrences, which appeared 12 times (60%).

Keywords: *Her movie, types of floating maxim, the reason of floating maxim*