



**AN ANALYSIS OF FLOUTING MAXIMS ON THE SELECTED  
EPISODES OF STEPHEN HILLENBURG'S CARTOON SCRIPTS  
*SPONGEBOB SQUAREPANTS***

**THESIS**

Written by

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**ENGLISH DEPARTMENT  
FACULTY OF LETTERS  
JEMBER UNIVERSITY  
2012**



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**THESIS**

A Thesis Presented to the English Department, Faculty of Letters, Jember University  
in accordance with the Requirements for the Degree of Sarjana Sastra  
in English Studies

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## **DEDICATION**

With love and sincerity, I dedicate this thesis to:

1. My late father Moch. Machin

Thank you for your endless love, affection, attention, patience, hard works all the time, support, motivation, pray and pride of me. You are my precious and great father in this world. I do love you dad and I am proud to be your daughter.

2. My beloved mother Lilik Indasah

Thank you for your never-ending pray, affection, great support and patience. You always encourage me to be a better person and give me everything I need. You are my wonderful mother. I will make you happy and proud of me mom.

3. My lovely sisters, Evi Nur Fadhilah and Lia Khusnia

Thank you for your motivation, pray, joy and joke.

4. My Dear, M. Sholihin Danie Prakosa

Thank you for your love, support, understanding, and great patience. I could not have completed this effort without your assistance, tolerance, and enthusiasm.

5. My Alma Mater, the Faculty of Letters Jember University.

## MOTTO

**Think twice before you speak, because your words and influence will plant the seed of either success or failure in the mind of another.\*)**

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\*) [http://thinkexist.com/quotes/napoleon\\_hill/4.html](http://thinkexist.com/quotes/napoleon_hill/4.html)

## DECLARATION

I hereby state that the thesis entitled “An Analysis of Flouting Maxims on the Selected Episodes of Stephen Hillenburg’s Cartoon Scripts *Spongebob Squarepants*” is an original piece of writing. I declare that the analysis and the research described in this thesis have never been submitted for any other degree or any publications. I certify to the best of my knowledge that all sources used and any help received in the preparation of this thesis have been acknowledged.

Jember, January 24<sup>th</sup>, 2012

The Writer,

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## APPROVAL SHEET

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## SUMMARY

**An Analysis of Flouting Maxims on the Selected Episodes of Stephen Hillenburg's Cartoon Scripts *Spongebob Squarepants***; Enik Widiyawati, 070110101090; 2012: 70 pages; English Department, Faculty of Letters, Jember University.

In a communication, there is a rule to be obeyed that is called Cooperative Principle which includes four different maxims. They are maxim of Quality, maxim of Quantity, maxim of Relation and maxim of Manner. A good communication will be achieved when a speaker as well as a hearer cooperate each other. However, people sometimes do not fulfill the Cooperative Principle in daily conversation which means that they have flouted the maxims. This thesis is entitled "An Analysis of Flouting Maxims on the Selected Episodes of Stephen Hillenburg's Cartoon Scripts *Spongebob Squarepants*". A pragmatic analysis is conducted in this study which uses the theory of Cooperative Principle by Grice. This thesis is intended to know what maxims are flouted and why the characters do so, and then the consequences toward the characters as well as the audience will be provided. It is also to prove that the occurrence of flouting maxims occurs in a movie script for kids.

This thesis uses library research as type of the research as the data are taken from books and other sources available in the library as the main sources related to the topic being discussed. This thesis also uses field research in analyzing the data in order to know the effect on the audience. The type of data used in conducting the study is qualitative data as the data are in the form of text (Blaxter *et al*, 1996: 177). The study uses documentary technique or bibliographical technique as the way of collecting the data. The data are taken from the selected episodes of *Spongebob Squarepants* TV-show. They are "Bubblestand" episode, "Help Wanted" episode and "Tree at the Treedome" episode.

A descriptive method is used to describe whether or not the characters flout the maxims. It includes the explanation of flouting single maxim and flouting double maxims. The reason and also the consequences are provided.

In summary, the occurrences of flouting single maxim include the flouting maxim of Quality (4 items), maxim of Quantity (2 items), maxim of Relation (4 items) and maxim of Manner (1 item). The flouting maxim of Quality and maxim of Relation more frequently occur. Meanwhile, the flouting of double maxims involves flouting maxim of Quality and Quantity (2 items), flouting maxim of Manner and Relation (1 item), flouting maxim Quality and Relation (1 item) and flouting maxim Quality and Manner (1 item). It shows that it is also possible for the characters to flout more than one maxim.

The result of this thesis indicates that fulfilling the Cooperative Principle is important to make an ongoing conversation which means that the conversation continuously runs well. However, breaking the rules does not mean that a conversation will lead to an end as long as the characters notice it. The reason of flouting maxim shows that the characters want to imply something. Moreover, by flouting the double maxims, the characters want to emphasize the implied meaning of their utterances toward other characters. The effects also appear toward the characters as well as the audience as the consequences of flouting maxims. In conclusion, the occurrences of flouting maxim happen not only in a movie script for adult but also for kids.



## ACKNOWLEDGEMENT

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Jember, January 2012

Enik Widiyawati

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