

TRACT	i
KNOWLEDGEMENT	ii
BLE OF CONTENTS	iii
ST OF TABLES	iv
APTER I INTRODUCTION	1
A. The Background of the Study	1
B. The Problems of The Study	4
C. The Scope of The Study	5
D. The Objectives of The Study	5
E. The Significance of The Study	5
APTER II REVIEW OF RELATED LITERATURE	7
A. Theoretical Framework	7
1. Pragmatic	7
2. Cooperative Principle	9
3. Maxim	11
a. Maxim of Quantity	11
b. Maxim of Quality	12
c. Maxim of Relevance	13
d. Maxim of Manner	14
4. Violation of Cooperative Principle	15
5. The Purpose of Violated Maxim	16
6. Humor	18
7. Cartoon	21
a. Verbal cartoon.....	22	
b. Non Verbal Cartoon	22
8. Kompas	24
APTER III METHOD OF RESEARCH	26
A. Research Design	26
B. The Source of Data	26
C. The Technique of Collecting Data	26
D. The Technique of Analyzing Data	27
APTER IV DATA AND DATA ANALYSIS	28
A. Data	28
B. Data Analysis	28
C. Research Findings	39
APTER V CONCLUSIONS AND SUGGESTIONS	41
A. Conclusions.....	41	
B. Suggestions	41
REFERENCES	43
ENDIX	44