

## ABSTRACT

**Tarigan, James. NIM. 208222032, Maxim Violation And Their Implicature In The Debate of Jakarta Governor. A Thesis. The Faculty of Languages and Art (FBS). State University of Medan (UNIMED). MEDAN. 2013.**

The objectives of this research were to find out the types of maxim are violated in the Jakarta governor debate between Governor Fauzi Bowo and Solo Mayor Joko Widodo (maxim quality, maxim quantity, maxim relation, and maxim manner) and to describe what implicature is caused by violated maxim. This study deals with the analysis of types maxim violation and implicature caused by violated maxim. This research was conducted by using descriptive and qualitative method. The data were taken from internet sites (youtube) in which the debate program of gubernatorial debate between Governor Fauzi Bowo and Solo Mayor Joko Widodo by Metro TV on September 16, 2012. The result of analyzing found the violated maxim in the Jakarta governor debate, they were: violated maxim quality, maxim quantity, maxim relation, maxim manner. The findings of the data analysis showed that all of maxims are violated in the jakarta governor debate, these types are the same as those in the theory of cooperative principle. And from the violation maxim, there is an implicature by the candidates' utterances to the viewers who watcing the debate forum, because in this debate the goals from the candidates to get more support and sympaty from the voters.

