

## TABLE OF CONTENTS

|  |            |
|--|------------|
| <b>ABSTRACT.....</b>                   | <b>i</b>   |
| <b>ACKNOWLEDGEMENT.....</b>            | <b>ii</b>  |
| <b>TABLE OF CONTENTS.....</b>          | <b>iv</b>  |
| <b>LIST OF TABLE.....</b>              | <b>vi</b>  |
| <b>LIST OF APPENDICES.....</b>         | <b>vii</b> |
| <b>CHAPTER I INTRODUCTION</b>          |            |
| A. The Background of Study.....        | 1          |
| B. The Problems of Study .....         | 4          |
| C. The Scope of Study.....             | 4          |
| D. The Objectives of the Study .....   | 4          |
| E. The Significances of Study.....     | 4          |
| <b>CHAPTER II REVIEW OF LITERATURE</b> |            |
| A. Theoretical Framework .....         | 6          |
| 1. Pragmatics.....                     | 6          |
| 2. Cooperative Principle.....          | 7          |
| 3. Maxim and Its Types.....            | 8          |
| a. Maxim of Quantity.....              | 9          |
| b. Maxim of Quality.....               | 10         |
| c. Maxim of Relation.....              | 10         |
| d. Maxim of Manner.....                | 11         |
| 4. Violation of Maxims.....            | 12         |
| a. Violation Maxim of Quantity.....    | 13         |
| b. Violation Maxim of Quality.....     | 13         |
| c. Violation Maxim of Relation.....    | 14         |
| d. Violation Maxim of Manner.....      | 14         |

|  |    |
|--|----|
| 5. Movie.....                                | 15 |
| 6. Guardian of the Galaxy Movie.....         | 19 |
| B. Relevant Studies.....                     | 22 |
| C. Conceptual Framework.....                 | 23 |
| <b>CHAPTER III RESEARCH METHOD</b>           |    |
| A. The Research Design.....                  | 26 |
| B. The Data and Source of Data.....          | 27 |
| C. The Technique of Collecting Data .....    | 27 |
| D. The Technique of Analyzing Data .....     | 27 |
| <b>CHAPTER IV DATA AND DATA ANALYSIS</b>     |    |
| A. Data.....                                 | 29 |
| B. Data Analysis.....                        | 29 |
| 1. Discussion on The Data Analysis.....      | 30 |
| a. Violation Maxim of Quality.....           | 30 |
| b. Violation Maxim of Quantity.....          | 32 |
| c. Violation Maxim of Relation.....          | 34 |
| d. Violation Maxim of Manner.....            | 36 |
| C. Research Finding.....                     | 38 |
| D. Discussion.....                           | 39 |
| <b>CHAPTER V CONCLUSIONS AND SUGGESTIONS</b> |    |
| A. Conclusion.....                           | 42 |
| B. Suggestion.....                           | 43 |
| <b>REFERENCES</b> .....                      | 45 |
| <b>APPENDIX A</b> .....                      | 47 |
| <b>APPENDIX B</b> .....                      | 53 |