

TABLE OF CONTENTS

Cover.....	i
Advisor’s Approval Sheet.....	ii
Board of Thesis Examiners’ approval Sheet.....	iii
Motto.....	iv
Dedication.....	v
Declaration of Authorship.....	vi
Abstract.....	vii
Abstrak.....	viii
Acknowledgment.....	ix
Table of Content.....	x
List of Appendices.....	xiii
CHAPTER I: INTRODUCTION.....	1
A. Background of the Study.....	1
B. Formulation of the Research Question.....	3
C. Purpose of the Study.....	3
D. Significance of the Study.....	3
E. Scope and Limitation of the Study.....	4
F. Definition of Key Terms.....	5
1. The Cooperative Principles.....	5
2. The Maxim of Cooperative Principles.....	5
a. Quantity.....	5
b. Quality.....	5
c. Relation.....	5
d. Manner.....	5
3. Non-observance of the Maxims of Cooperative Principles.....	5
4. Implicature.....	6
5. Flouting a Maxim.....	6
G. Thesis Organization.....	6

CHAPTER II: REVIEW OF THE RELATED LITERATURE.....	8
A. Cooperative Principles.....	8
1. Quantity.....	9
2. Quality.....	10
3. Relation.....	10
4. Manner.....	11
B. Non-observance of the Maxims of Cooperative Principles.....	11
1. Flouting a Maxim.....	11
2. Violating a Maxim.....	12
3. Opting out a Maxim.....	12
C. Review of Related Study.....	12
CHAPTER III: RESEARCH METHOD.....	15
A. Research Design.....	15
B. Data and Data Source.....	16
C. Technique of Data Collection.....	17
D. Technique of Data Verification.....	17
E. Technique of Data Analysis.....	17
1. Familiarizing and Organizing.....	18
2. Coding and Reducing.....	18
3. Interpreting and Representing.....	19
CHAPTER IV: DATA PRESENTATION AND FINDINGS.....	20
A. Data Presentation.....	20
1. Quantity Maxim.....	20
2. Quality Maxim.....	26
3. Relation Maxim.....	35
4. Manner Maxim.....	42
B. Findings.....	50
1. Quantity Maxim.....	51
2. Quality Maxim.....	54
3. Relation Maxim.....	56
4. Manner Maxim.....	58

CHAPTER V: DISCUSSION.....	59
CHAPTER VI: CONCLUSIONS SUGGESTIONS.....	61
A. Conclusions.....	61
B. Suggestions.....	61
REFERENCES.....	63
THE TRANSCRIPT OF 10 EPISODES OF SPONGEBOB SQUAREPANTS.....	66
ANALYSIS DRAFT.....	102
KARTU BIMBINGAN.....	123
CURRICULUM VITAE.....	124