

ABSTRACT

ANGELICA, MARGARETHA NOVI. (2022). **Misleading Implicature Analysis in *Calvin and Hobbes* Comic Strips from 1985 to 1989.** Yogyakarta: Department of English Letters, Faculty of Letters, Universitas Sanata Dharma.

Human communication relies heavily on conversations. Using conversations, speakers can convey their intention to their hearers. Moreover, this study makes use of Thomas' (2013) theories of conversational maxims and non-observance of the maxims in order to solve one of the communication issues, namely misleading implicatures. Furthermore, *Calvin and Hobbes* comic strips are used in this study because misleading implicatures (flouting and violating maxims) utterances are found in the strips which are suitable to the topic this study aims to analyze. In addition, *Calvin and Hobbes* comic strips are chosen in this study because the works have the quality to last for a long period of time, were recognized by a large audience, and have received plenty of awards.

Moreover, this study has two research objectives to achieve. First, this study plans to identify the conversational maxims violated by the main characters in *Calvin and Hobbes* comic strips from 1985 to 1989. Second, it plans to identify flouting and violating maxims found from the violations of conversational maxims gathered in the first research question.

Furthermore, this research utilized a qualitative research method and pragmatic approach in accordance with the linguistic phenomenon (misleading implicatures) aimed to be solved. Additionally, a purposive or purposeful sampling from the types of nonprobability sampling was utilized in this research by selecting the linguistic data suitable for answering the research questions.

Then, in accordance with the order of the research questions, there were four conversational maxims and two misleading implicatures (flouting and violating maxims) found in the strips. Additionally, the results for the first research question showed that there were 27 utterances from violation of the maxim of quality, 7 utterances from violation of the maxim of relation, 4 utterances from violation of the maxim of quantity, and 2 utterances from violation of the maxim of manner. Next, the results for the second research question showed that there were 27 utterances from flouting the maxim of quality, 7 utterances from flouting the maxim of relation, 3 utterances from flouting the maxim of quantity, and 1 utterance from violating the maxim of quantity. Thus, the results show that the highest number for the first and second research questions were obtained by violation of the maxim of quality and flouting the maxim of quality. In addition, the highest distribution data indicated that the main characters were more inclined to imply something through the use of figures of speech and untrue utterances in order to generate humorous effect.

Keywords: comic strip, conversational maxim, implicature, pragmatics.

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Komunikasi manusia sangat bergantung pada percakapan. Melalui percakapan, pembicara dapat menyampaikan maksud ujaran mereka kepada pendengar. Selain itu, penelitian ini menggunakan teori percakapan dan ketidakpatuhan maksim yang dikemukakan Thomas (2013) untuk memecahkan salah satu permasalahan komunikasi yang disebut *misleading implicatures*. Selanjutnya, komik setrip berjudul *Calvin and Hobbes* digunakan dalam penelitian ini karena ujaran *misleading implicatures* (maksim *flouting* dan *violating*) ditemukan dalam komik setrip. Sehingga, permasalahan tersebut sesuai dengan topik yang ingin dibahas dalam penelitian ini. Sebagai tambahan, komik setrip berjudul *Calvin and Hobbes* dipilih karena sifatnya yang tidak lekang oleh waktu, diakui oleh khalayak luas, dan telah menerima banyak penghargaan.

Lebih lanjut, penelitian ini memiliki dua tujuan penelitian yang hendak dicapai. Penelitian pertama bertujuan mengidentifikasi maksim percakapan yang dilanggar oleh karakter utama dalam komik setrip berjudul *Calvin and Hobbes* dari tahun 1985 hingga 1989. Lalu, penelitian kedua bertujuan mengidentifikasi maksim *flouting* dan *violating* yang ditemukan melalui pelanggaran percakapan maksim dari pertanyaan penelitian pertama.

Di samping itu, penelitian ini menggunakan metode penelitian kualitatif dan pendekatan pragmatik sesuai dengan fenomena linguistik (*misleading implicatures*) yang hendak dipecahkan. Selain itu juga, sampel *purposive* atau *purposeful* dari kategori sampel nonprobabilitas dipilih dalam penelitian ini. Hal tersebut berguna agar pemilihan data linguistik memiliki kriteria yang sesuai untuk menjawab pertanyaan penelitian.

Kemudian, merujuk pada urutan pertanyaan penelitian, terdapat empat maksim percakapan dan dua *misleading implicatures* (maksim *flouting* dan *violating*) yang ditemukan dalam komik setrip. Selain itu juga, hasil dari pertanyaan penelitian pertama menunjukkan bahwa terdapat 27 ujaran (*violation of the maxim of quality*), 7 ujaran (*violation of the maxim of relation*), 4 (*violation of the maxim of quantity*), dan 2 ujaran (*violation of the maxim of manner*). Selanjutnya, hasil dari pertanyaan penelitian kedua menunjukkan bahwa terdapat 27 ujaran (*flouting the maxim of quality*), 7 ujaran (*flouting the maxim of relation*), 3 ujaran (*flouting the maxim of quantity*), dan 1 ujaran (*violating the maxim of quantity*). Dengan demikian, hasil penelitian menunjukkan bahwa jumlah nilai tertinggi diperoleh oleh *violation of the maxim of quality* dan *flouting the maxim of quality*. Selain itu, hasil dari distribusi data tertinggi ini juga menunjukkan bahwa karakter utama cenderung menyiratkan sesuatu melalui bahasa kiasan dan ujaran yang tidak benar untuk menghasilkan efek lucu.

Keywords: comic strip, conversational maxim, implicature, pragmatics.