

ABSTRACT

Gilly, Michael Yohanes B. (2015). *An Analysis of Non-observance Maxims in The Amazing World of Gumball Cartoon*. Yogyakarta: Sanata Dharma University.

Humor is a part of human life. People need humor to reduce their stress from daily life activity. Humor can be performed in various forms, they are in the form of moving pictures, comedy TV and also text with pictures as in comic books and comic strips. Cartoon is one of the film that can be used to entertain people. People from all ages can watch cartoon. Many people love to watch cartoon because the conversation and the animation from the cartoon can create humor. *The Amazing World of Gumball* cartoon is one of the cartoon that can be analyzed by using pragmatic theory. Theory of conversational maxims, non-observance maxims, implicature and theory of humor are implemented in this study to analyze humor. Benign violation theory also is used in this research to support others theories.

There were two research questions in this research. They are: 1. What are the types of non-observance maxims in *The Amazing World of Gumball* cartoon? 2. How frequent do the non-observance maxims occur to create comedy in *The Amazing World of Gumball* cartoon?

In this research, mixed was used. *The Amazing World of Gumball* cartoon was used as a subject to do research. The film was taken from season 3. The researcher chose 20 episodes on purpose. Those 20 episodes have rich data to be analyzed. This research used document analysis method in analyzing the data. Human instrument became the primary instrument in gathering and analyzing the data. GOM Player, scripts, and video was used as a secondary instrument to gather and analyze the data.

The answer for the first research question, there were only two types of non-observance maxims to create humor. Namely violating maxims and flouting maxims. The use of implicature helps the researcher to find the meanings behind the words and the humor effect that is created. The meanings are understood through the two non-observance maxims, namely violating maxims and flouting maxims. For the second research question reveals that in this cartoon, violating and flouting maxims appeared frequently. There were 13 dialogues which are violating maxims (52%) and 12 dialogues are flouting maxims (48%). Meanwhile, opting out and infringing maxims did not appear in this cartoon to support humor effect. Flouting and violating maxims had an important role in creating humor in this cartoon.

Keywords: *Theory of maxims, Non-observance maxims, The Amazing World of Gumball cartoon*

ABSTRAK

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Humor adalah bagian dari kehidupan manusia. Orang memerlukan humor untuk mengurangi stres dari aktivitas kehidupan sehari-hari. Humor bisa dalam bentuk film dan teks, misalnya film, buku komik, komik strip, komedi di serial TV dan kartun. Kartun merupakan salah satu film yang dapat digunakan untuk menghibur orang. Semua orang dari segala usia dapat menonton kartun. Banyak orang suka menonton kartun karena percakapan dan animasi dari kartun dapat membuat efek humor. Kartun The Amazing World of Gumball merupakan salah satu kartun yang dapat dianalisis dengan menggunakan teori pragmatis. Teori conversational maxims, non-observance maxims dan implicature diimplementasikan untuk menganalisis efek humor dalam kartun ini. Teori benign violation juga digunakan dalam penelitian ini untuk mendukung teori lain.

Ada dua pertanyaan dalam penelitian ini, yaitu: 1. Jenis-jenis non-observance maxims apa yang didalam kartun The Amazing World of Gumball? 2. Seberapa sering non-observance maxims terjadi untuk membuat komedi dalam kartun The Amazing World of Gumball?

Dalam penelitian ini, metode campuran digunakan. Kartun The Amazing World of Gumball digunakan sebagai subjek untuk melakukan penelitian. Film ini diambil dari musim 3 dan mengambil 20 episode dengan tujuan . 20 episode itu memiliki data yang kaya untuk dianalisis. Penelitian ini menggunakan metode analisis dokumen dalam menganalisis data. Instrumen manusia menjadi instrumen utama dalam pengumpulan dan menganalisis data. Laptop, GOM Player, skrip, video digunakan sebagai instrumen sekunder untuk mengumpulkan dan menganalisis data.

Jawaban untuk pertanyaan penelitian pertama, hanya terdapat dua jenis non-observance maxims dalam menciptakan humor. Mereka adalah violating maxims dan flouting maxims. Penggunaan implikatur membantu peneliti untuk menemukan makna di balik kata-kata dan efek humor yang dibuat. Makna yang dipahami melalui dua non-observance maxims, yaitu violating maxims dan flouting maxims. Jawaban untuk pertanyaan penelitian kedua mengungkapkan bahwa dalam kartun ini, violating dan flouting maxims yang paling banyak keluar. Ada 13 dialog violating maxims (52%) dan 12 dialog mewakili flouting maxims (48%). Sementara itu, opting out dan infringing maxims tidak muncul dalam mendukung efek humor di kartun ini. Violating maxims dan flouting maxims memiliki peran penting dalam menciptakan efek humor dalam kartun ini.

Kata kunci: Theory of Maxims, Non-observance Maxims, The Amazing World of Gumball cartoon