FLOUTED MAXIM AND VERBAL HUMOR
IN THE TELEVISION SERIES THE BABY DADDY
(A PRAGMATIC APPROACH)

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Abstract: This research analyzed the types of humor appeared in the situation comedy The Baby Daddy and their relation to Grice’s Maxims. It is conducted to find out the types of humor based on theory by Audrieth, define whether those humors disobey the Grice’s Maxims as the standard conversational norms and find the relation between types of humor and flouted maxim and its purposes. This research deals with a pragmatic approach. It is a descriptive study. The data are all the humor utterances, which are able to arouse laughter from the audiences that have significant relationship with the problem statement. The result of this research reveals that there are seven types of humor which can be found in this episode. They are Banter, Blunder, Freudian slip, Exaggerism, Mistaken identity, Relapse and Repartee. Concerning with the maxims, it is found that the humors, which are used in every utterances flouted the maxims. The analysis of the maxims is conducted through the context of situation available in each data. The researcher also found that the flouted maxim is done by the characters in delivering the humor. There are also found relation between the flouted maxim and the type of humor in the way it is used by the character.

Keywords: pragmatic, humor, flouted maxim

Humor is a condition that involves amusement and funniness, it can be in forms of speech and action. The forms of humor can be found into other forms of human creations such as literature in books or a comedy in television. Raskin (1985: 16) states that humor may usually be formed by unreal process of communication. Humor is a violation of principles of communication suggested by pragmatic principles, both textually and interpersonally.

When someone flouts the maxim, he/she intentionally does not obey the maxim in order to make his/her listeners to know the real meaning behind what is said by employs implicature (Levinson, 1983). According to Paltridge (2006;65) a maxim is flouted when someone is not deliberately trying to deceive or mislead their interlocutors, but they are intentionally not observing the maxims, in order for the listener to understand another set of meaning. The flouting of a maxim can also be used for comic effect.

The flouting maxim of CP in communication can bring about humorous situations and sitcoms generally represent great material for humor analysis, because one of the main goals of this genre is to cause amusement and elicit laughter. In the situation comedy, most of the speaker uses the flouting maxim of the CP intentionally to create humor.

However, not all instances of humor, which are found in sitcoms, can be explained by this principles. Some humorous situation in sitcoms can be caused by extra-linguistic phenomena and make the pragmatic analysis impossible. Verbal conversation is one of the conditions for pragmatic analysis of humor. Second, even if there is an instance of humor in conversation, it is possible that it was caused by other linguistic features. Nonetheless, the CP is very important part of humor studies and they allow the researchers to cover wide range of humorous instances, including those found in situational comedies.

There have been a number of studies in linguistics that relate their topic to maxim floutation. One of them done by Nico Harared (2014). The study entitles The Flouting of Cooperative Principle in the Situation Comedy Series The Big Bang Theory. This research described types of the flouting of cooperative principle and pragmatic functions of the flouting of cooperative principle. It is also explained the
factors influencing the flouting of cooperative principle in the situation comedy series The Big Bang Theory.

Humor can be found social interaction or in TV shows. The similarity between humor found in daily interaction and the one that is found in TV shows lies on the principle which creates humor itself. As suggested by Grice, jokes are non-cooperative (Attardo, 1994: 271). Taken into account, both humorous situations in daily interactions and in TV shows occur because non-cooperative interactions are found between the interlocutors. The conversations in TV show such as sitcom is designed by the writer in order to create humorous situations. Even though the conversations in TV shows are designed, they still carry the principle which creates humorous situations.

The comedy in ‘The Baby Daddy’ is a situational comedy which tends to belong to situational humor, there are many kinds of humor that can be found in this comedy. In this thesis, humor in verbal communication will be discussed from humor and pragmatic point of view. The research focused on the sitcom The Baby Daddy in relation with the types of humor based on Audrieth theory. Then the research will find the type of flouted maxim of the Cooperative Principle by Herbert Paul Grice. The last one is to find the probable relation between humor expressions and flouted maxim.

**REVIEW OF LITERATURE**

Traditionally pragmatics is defined as the study of language usage. Nowadays the term pragmatics is considered as a linguistic meaning study, which is related to context. According to Levinson, the study of language and its context that is essential to an account of language understanding is called pragmatic (1983:21). Thus, context or situation plays an important role in pragmatics, instead of the language usage.

Pragmatic plays an important role. In order to understand any utterance, linguists must always be concerned with pragmatics. Since the context of situation and the context of culture in which it is delivered should be apprehended in every utterance. If both of the context are ignored, the interpretation can be very different from it is actually meant. Thus, pragmatics should be involved in understanding language expression.

Grice (1975:49) suggested that conversation is based on a shared principle of cooperation. This principle was in form of a series of maxims. However, there are many instances, where the maxims are failed to be observed by people, for example, they are lacking the ability to speaking clearly or because they are intentionally choose to lie. Maxim may go unfulfill in the following ways: Someone may violate a maxim (i.e., “quietly and unostentatiously” fail to fulfill it). Someone may opt out of the maxim or the entire CP. Someone may be faced with a clash of maxims. Someone may flout a maxim (i.e., “blatantly fail to fulfill it.”)

A maxim flouted by someone in order to convey (implicate) something one has not said, it means that he/she exploits the maxim. It is the usual characteristic for the flouted maxim in order to set up a conversational implicature.

Implicature is generated from the word “to imply”. Implicature refers to the meaning suggested or implied in the utterance, instead of the meaning of what is said.

Grice in Levinson (1983) proposes that there are two types of implicature, i.e. conventional implicature and conversational implicature. The former reveals an implicit meaning, which can be generally or conventionally accepted by all people. On the other hand, the latter reveals implicit meaning which is just assumed by participants involved in the speech event.

This research will concentrate on the theory by Audrieth (1998). The researcher uses the types of humor that incorporate some participants that are connected in a conversation with certain context of situation. The utterance in a form of link of words with no participants and situation will be excluded. The types of humor which will be used are Banter, Blunder, Exaggerism, Freudian Slip, Mistaken Identity, Relapse and Repartee.

People do not always obey the four maxims as they communicate. The speaker of a conversation is free to choose whether they will follow the Cooperative Principle or not. Flouting is different from violating the maxims. According to Finch (2000: 160), violating maxim involves some elements of communication failure, whereas flouting is readily understood rather than real violation. Violating maxim is unintentionally done by the speakers, whereas flouting maxim is done by the speakers on purpose to make the hearers understand the meaning behind the flouted maxims.

In other words, maxim flouting happens when the speakers have no intention to follow the maxims but expect the hearers to appreciate the meaning implied. All the four maxims of Cooperative Principle may also be flouted. Thus, there will be a reason behind the maxim flouting which is done by the
speaker of a conversation and the speaker himself or herself has already had a belief in their mind that the hearer will understand the implicature of his or her flouting. Cutting (2002: 37-39) explains the maxim flouting as follow: The maxim of quantity is flouted when he/she gives information less or more than it is needed. The flouted maxim of quality happens when a speaker deliberately says something that is untrue or for which the speaker has inadequate evidence. An implicature is generated when the speaker deliberately says something that is false. The speaker is not trying to deceive the recipient in any way, which leads the listener to look for another set of meanings of the utterance (Thomas 1995:67).

The flouted maxim of relation occurs when a speaker is giving a response or making an observation that is deliberately not relevant to the topic that is being discussed. The maxim of relation is flouted when the hearer changes the subject or fails to keep to the topic (Thomas 1995:70). Maxim of Manner Flouted when a speaker gives ambiguous response. It means that there is more than one meaning in the conversation.

**METHOD**

This study employs descriptive qualitative research. The technique of the data analysis uses descriptive technique procedures where the researcher interprets the text and content analysis. The researcher in this research tries to describe type of humor, the kinds of maxim flouted and the probable relation between humor expressions and flouting of maxim. Thus, the researcher collected the data, analyzed them and drew conclusion about the type of humor based on Audrieth theory and based on Grice’s Cooperative Principle. Then the researcher found the relation between humor expressions and flouted maxim.

**Data Source**

This research concerns about the types of humor in the utterances spoken by the characters in the film and it’s relation to Grice’s maxims. It means that the data of this research are all humor utterances which appear during the film that can be classified into the types of verbal humor based on the theory of humor by Audrieth, and also the context which can be analyzed with the theory of maxims by Grice. In this research, the data source is the situational comedy script of Baby Daddy, written by Dan Berendsen.

The data of the research are all humor utterances expressed by the characters that contains flouting of maxim. The writer took all the transcripts of dialogue of ‘Baby Daddy’ episodes which employ humor which have the same characteristics with the types of humor classified by Audrieth. There were six series to be analyzed as well as the samples because they were enough to represent the type of humor and flouting of maxims of Cooperative Principle. This research will describe the types of humor used in each data and then combine it with the Grice’s maxims to determine what maxims are flouted to create the humorous situation.

In content analysis, the researcher herself is basically the instrument because to collect the data, get the sources, and analyze the data depends on the researcher. The researcher needed some other instrument used in this research. The following instruments are the parameters that is used to help the researcher to analyzed the data.

The parameter of humor by Audrieth (1998)
1. Banter is a form of good-natured make fun of back and forth; exchange of humorous remarks
2. Blunder is a humor based on a person who makes a mistake, which in turn makes them look foolish
3. Exaggerism is an exaggerated humor that overstates the features, defects, or the strangeness of someone or something
4. Freudian Slip is a funny statement that seems just come out, but which actually comes from the person’s subconscious thoughts
5. Mistaken Identity is a confusion of one person with another, or one thing with another, due to similarities, common characteristics, or suggestive circumstances that creates humor
6. Relapse is the counterpart of the comic recovery. A person does something cunning or says something clever but discovers that it is really a blunder.
7. Repartee is clever replies and retorts

The parameter of flouted maxim by Grice’s Cooperative Principle
1. Flouted Maxim of Quality happens when untrue information given by the speaker, an implicature is generated when the speaker deliberately says something that is false.
2. Flouted Maxim of Quantity happens when extra or less information given by the speaker.
3. Flouted Maxim of Relation Irrelevant contribution deliberately given by the speaker.
4. Flouted Maxim of Manner happens when a speaker purposely fails to observe the maxim.
by not being brief, using ambiguous language and not being orderly.

**Technique Of Analyzing Data**

The collected data are analyzed by using theory of humor by Audrieth (1998). The pragmatic approach used in this research is based on Grice’s cooperative principle. This procedure intends to find out the characteristic of the data adapted to the research objectives. The data were classified and analyzed by applying the procedures below:

1. Selecting humorous utterances from the script.
2. Categorizing humors into their types based on Audrieth’s specification as the parameter.
3. Analyzing the form of the humor expression used Cooperative Principle by Grice.
4. Discussing the result of analysis by applying the theory by Audrieth and Grice.
5. Finding out the relation between humor expressions and flouted maxim.
6. Drawing conclusion.

**FINDINGS AND DISCUSSION**

Humorous utterances are analyzed to answer the first problem of the study. This research only analyzes those who have the same characteristics with the theory of humor used and will be combined with the theory of maxims by Grice.

**Types of Humor**

There are 7 types of humor used in this research. They are Banter, Blunder, Freudian Slip, Exaggerism, Mistaken Identity, Relapse and Repartee. The researcher only uses the types of humor that involve some participants who are connected in a conversation with certain context of situation.

1. **Banter**
   
   Banter is good-natured teasing back and forth; exchange of humorous comment. This happens a lot when two people are on the same mutual understanding. Here are some data taken from the analysis.

   Ben  : And we are officially out of here.
   
   Tucker : Ladies of New York, get ready for the return of the benjinator and the tuckatron.
   
   Bonnie : Oh, do you hear that? That’s the sound of two million women rolling their eyes.
   
   Ben : Do not underestimate us. Alone we’re impressive, but together, we’re a force to be reckoned with.
   
   Bonnie : Yeah, So are the girl scouts.

   Tucker and Ben are going out to a club. Meanwhile Bonnie stays at their apartment and helps Ben to baby sit Emma. Banter occurs when Ben thinks that he and Tucker are very attractive and lots of women will find them as irresistible duo. Bonnie thinks that they are way too confident. So Ben emphasizes that they have a force to reckon with in dealing with girls. However Bonnie thinks that they are being exageratte. She flouts the maxim of relation as her answer seems unrelated with Ben’s utterance. She mocks them by saying that woman will roll their eyes if they hear what they are saying and then she also compares their force with the Girl Scout force. Here Bonnie implicitly says that they are not that great.

2. **Blunder**
   
   Blunder is humor based on a person who makes a mistake, which makes them look foolish.

   Riley : Danny, for the last time, I’m fine. Why wouldn’t you think I’m fine? I’m fine!
   
   
   Riley : Well, obviously, you don’t know me at all because this is stress-baking.
   
   Riley : You know? And there’s a big difference ‘Cause in the past, I mean, I would have eaten all of these, but now I just take a bite of each one.

   Riley, Danny and Ben are childhood friends. Riley used to be a fat girl. She had feeling for Ben since they were kid. After they finally dating, they were broke up because Riley thinks that Ben still has some feeling for Angela. Angela is the mother of Ben’s daughter. Riley tries to deny that she is actually stress-eat. She does not want to admit it by saying “I just take a bite of each one”. However she bakes a lot of muffin, she refuses to admit that she is actually stress-eat and ate lots of muffin. She flouts the maxim of quantity by giving more information to Danny.

3. **Exaggerism**

   Exaggerism is humorous representation of something in an excessive manner that overstates the features, defects, or the strangeness of someone or something.

   Tucker : Look, yesterday, I was walking down the hall.
   
   Tucker : Mary came out of her dressing room, stopped, looked straight at me.
Ben: What’d she say?
Tucker: Nothing. She just kept walking to set.
Tucker: But the point is she stopped. Dude, I’m a Mary-stopper.

Tucker works as an assistant producer in a television program called The Mary Hart Show. Mary as the host of the show always ignores his hardwork. Tucker tries to get Mary’s attention so that he can be promoted to be a producer. Exaggerism is used by Tucker to boast. He also flouts the maxim of relation. He thinks that he has done something amazing by praising himself as Mary-stopper.

4. Freudian Slip
Freudian Slip is a funny statement which seems to just pop out, but which actually comes from the person’s subconscious thoughts.

Mary: But who’s the tall glass of wow?
Danny: Danny Wheeler, professional hockey player filled with fascinating stories about my life on the ice.
Mary: Well, as long as you keep them to yourself, we should be just fine.

Mary is the host for The Mary Hart Show. Mary seems interested to know who is the guest when she saw Danny. However when Danny introduces himself and mentions about hockey. She becomes uninterested and implying that she doesn’t want to know or interested in hockey. So as long as Danny does not talk about it, she will be happy. Mary flouts the maxim of relation.

5. Mistaken Identity
Mistaken identity is the standard term for the comic confusion of one person with another, or one thing with another, due to similarities, common characteristics, or suggestive circumstances.

Riley: I am moving on. I am done with Ben Wheeler.
Danny: Really?
Riley: Really.
Riley: Oh my God, this one looks like him.

Riley and Ben broke up their relationship. So she bakes a lot of muffin in order to forget about him. She called it as stress baking. When she saw one of the muffin that she baked, it reminded her to Ben’s face. She mistakenly sees Ben face in one of the muffin. In this case Riley obviously still can’t get over her break up with Ben. She flouts the maxim of quality because she thinks the muffin looks like Ben.

6. Relapse
Relapse is the counterpart of the comic recovery. A person does something cunning or says something clever but discovers that it is really a blunder.

Riley: It has been 36 hours and not one call.
Riley: I mean, why hasn’t he called, Danny? Why?
Danny: Maybe it’s because you told him not to.
Riley: Um, I’m a woman. I didn’t mean it.

Riley said to Ben to stop calling her after their break up. However Riley’s utterance “Um, I’m a woman. I didn’t mean it” belong to Relapse. She tries to say that what she said is not literally what she meant. She tries to say that most woman will say something that is opposite of the literal meaning. Riley flouts the maxim of manner. She actually wanted Ben to call her despite of what she has said to him.

7. Repartee
Repartee includes clever replies and retorts. The most common form is the insult.

Tucker: Mary wants to meet for lunch, which can only mean one of two things: She wants to fire me or sleep with me.
Bonnie: Trust me, it’s fire you.

Tucker is a producer for the show called “The Mary Hart Show”. Mary as the host of the show often mistreated him. So when Mary wants to meet him for lunch, Tucker worries either he will be fired or Mary wanted to sleep with him. Bonnie then replies that he will be fired by Mary because she thinks that it is impossible that Mary wants to sleep with Tucker. Bonnie implies that Tucker is not attractive enough to make Mary wants to sleep with him. Bonnie flouts the maxim of relation.

Types of Flouted Maxim
This research used Grice’s Cooperative principle and Leech’s Politeness principle. There are 4 types of cooperative maxim that is flouted in this research. They are Quantity, Quality, Manner and Relation. The researcher analyzed the flouting of maxim connected with certain context of situation.
1. Flouting The Maxim of Quantity
Maxim of quantity demands the speakers to give the right amount of information. Humor arises if the speakers give more or less information than expected.

Riley : Sounds like your honeymoon was a dream come true.
Bonnie : Yeah. Sort of. I want a divorce.
Bonnie : Well, of course Brad was happy. He was with me! But, you know, then on the plane on the way home, I realized something terrible: He was coming home with me. I had breakfast, he was there. I had lunch, still there. Dinner, bed, my 2:00 A.M. tinkle time, there, there, there! And he’s just completely smothering me.

Riley works as a lawyer and Bonnie visited her at her office. Bonnie and Brad just got married and came back from their honeymoon. When Riley asks her about the honeymoon, Bonnie starts to freak out and give ridiculous reasons. She flouts quantity maxim as she blames Brad. Her extra information implies that she feels restricted with all of the affection and having Brad around her all day everyday.

2. Flouting The Maxim of Quality
Maxim of quality demands the speaker to say the truth. In comedy, the character floutes maxim by implying untrue information.

Riley : Ooh, Ashley, the new girlfriend. Haven’t really heard you talk too much about her. In fact, I haven’t really heard you talk too much to me, lately, so, how’s it going? Is she fun? Do you like her? Any juicy details?
Danny : Remember when you said you weren’t going to interfere with my love life?
Riley : No. That doesn’t sound like me, at all.

Danny and Riley are best friends since they were a little. However Danny starts to avoid Riley because he still upset that Riley knew he had feeling for her, but she keep it silent. He then dates Ashley to forget about Riley. He also stops talking to her because he feels awkward. Riley feels left out because Danny does not talk to her anymore. She flouts the maxim of quality by implying that she wants to know about Danny love life.

3. Flouting The Maxim of Manner
Maxim of manner demands the speaker to say something perspicuously; the contribution should be brief, orderly and unambiguous.

Sam : I’ve been commuting from my parents’ house in Jersey. I could not spend one more night with my roommate. When the cat to person ratio passes five-to-one, I’m out. But, if I don’t find a new place soon, I’m gonna have to quit and find a job closer to home.
Ben : Quit? No, no, no, you can’t quit! There’s so much we haven’t! There’s just so much we haven’t.
Sam : Unless you know of an amazing place for close to no money, I’m afraid I’m out of here.

Ben had a crush on Sam since they were in high school, and now Sam works as a manager in his bar. When he heard that Sam is going to quit her job if she could not find a place to stay, he flouts the maxim of manner as he gives ambiguous answer. He actually wanted to say that she should not quit because they have not the chance to date.

4. Flouting The Maxim of Relation
Maxim of relation demands the speaker to make his contribution relevant to the topic of conversation.

Riley : Hey, Danny! I’m just here for my awesome double date with Tucker and Christine and my new boyfriend, Justin. We are going to that new club on Canal.
Danny : Oh, right. Your boyfriend. Well, hey, maybe Ashley and I can meet up with you later?
Riley : Uh yeah
Tucker : You have to be on a list.
Riley : Yeah. Yeah, my boyfriend, Justin, had to pull a lot of strings. He’s super connected. Not connected enough to get you in, sorry.
Tucker : Yup.
Danny : Well, hey, do you want to share a cab?
Riley : No. God, stop following us.

Riley pretended that she had a boyfriend named Justin. She wanted to have her relationship back with Danny as a friend. Although it is awkward because she had confessed that she actually has feeling for him.
So she created stories about her fake boyfriend. When Danny tries to share a cab in order to meet Justin, Riley’s utterance flouts the relation maxim. She randomly make an excuse that Danny should not share a cab with them and stop following them. She afraid that Danny will find out that she lied. The discussion below will describe some findings obtained from the data analysis. It is arranged based on the order of problem statements of the research. Related to the previous research done by Nico Harared, there are similarities with this research. Both researcher used comedy series as the source of the data analysis. The humour in verbal communication also discussed from pragmatic point of view in form of the flouted cooperative maxim.

However this research tried to explore more on the type of humor according to Audrieth (1998) found in The Baby Daddy series, the flouted maxim of Grice’s Cooperative principle and found the relation between the humor type and flouted maxim used by the character in the series. Meanwhile in Nico research, he focused more on the factor that caused the maxim to be flouted. First is to find the types of humor used. Second is the analysis of the maxims and the last one is to find the certain pattern between the type of maxim and the type of humor found in the data.

There are many kinds of humor, which can be found in the film. Those humor types averagely involved the context of situation as there must be a certain situation included in a film. This research uses those types of humor and excludes the other types, which involve no situation. From the analysis, the form of humor frequently found are relapse. Relapse is used to give ambiguous answer or to create excuse toward somebody question. Next is banter. Since the characters are close friends and family, they used this type of humor to tease or mock each other. Blunder used by the character to make excuse that actually make them look more foolish. Exaggerism used to brag about themselves. Freudian slip with the total of 3 data. Freudian slip used by the character to create humorous utterances by giving comment that actually pop out from their subconscious thoughts. It might be caused by their pent up frustration toward other. There Repartee is used to insult other and mistaken identity is used because of the comic confusion.

Next is the used of cooperative maxim. The character flouted the maxims to imply the other meaning behind their utterance says something irrelevant to a conversation. The maxim of relation is flouted to give ambiguous answer or information that they are implicitly wanted others to know the real meaning related to the topic of conversation.

The quantity maxim is flouted by the characters to either give less or too much information. However they did not try to mislead the hearer. The flouted quality maxim is used by the character to create an excuse. Meanwhile Maxim of manner is flouted in order to give ambiguous or obscure information or answer. There are The data analysis suggests that there is a pattern of flouted maxims and their purposes. The first pattern found is the flouted maxim of relation and Banter. Maxim of relation uses the banter to implicitly dispraise other. It is used by the characters to give comment in forms of teases or mockeries.

The flouted maxim of relation and exaggerism used by the characters to overstates the features, defects, or the strangeness of someone or something. They did not blatantly praise themselves, however it is implicitly said in their utterance. The flouted maxim of relation and Freudian Slip used by the character to dispraise the other. Freudian slip is humorous statement which seems accidental, but supposedly comes from some deep psychological disturbance. They did not say it as a form of insult, but they imply it in their utterance. Next is the flouted maxim of quantity uses blunder to cover their mistakes by implicitly creating excuses to cover their foolishness. The flouted maxim of quantity and relapse use by the characters to create excuses. They try to make a recovery of their mistake by creating more blunder.

The flouted maxim of relation and repartee used by the character to dispraise other. Although it is not clearly said but they try to imply it in their utterance so that the hearer know their purpose of saying it. The flouted maxim of quality and mistaken identity use by the character to tell something irrelevance. Thus it can be seen from the analysis of the data that there are certain pattern between the flouting of certain type of maxim and the type of humor found in the data.

**CONCLUSION**

The data found in the situation comedy Baby Daddy are categorized based on the theory of humor by Anthony L. Audrieth. There are 7 of them which are found in the film. They have the same characteristics with several humors which have been categorized as the data. Those humors are kinds of verbal humor which are spoken by the characters in the sitcom.
The characters do the Banter in purpose to tease or may be mocking the other to create the humor situation. The Mistaken Identity is the standard term for the comic confusion of one person with another, or one thing with another, due to similarities, common characteristics, or suggestive circumstances. It is usually done by the characters who misinterpret based on their foolishness or ignorance.

The Blunder is humor made by a person who makes a mistake which in turn makes them look silly. When the characters do the blunder, they do a mistake, then try to recover it but they tend to make another blunder. The Repartee is the branch of wit that covers clever replies and retorts. The characters do the repartee to deliver a clever reply toward some foolish question or statement. The Relapse is the counterpart of the comic recovery. A person does something cunning or says something clever but discovers that it is really a blunder. The last type is the Freudian Slip, it is humorous statement which seems accidental, but supposedly comes from some deep psychological disturbance.

The cooperative principle flouted by the characters in this sitcom. The cooperative principles found in the analysis are quality maxim, quantity maxim, relevance maxim and manner maxim. The way the flouted cooperative principle causing the humor are by giving untrue information given by the speaker causes the flouted quality maxim. Extra information given by the speaker causes the flouted quantity maxim. Irrelevant contribution given by the speaker causes the flouted relevance maxim. Obscure information given by the speaker causes the flouted manner maxim.

The data analysis suggests that there is a pattern of flouted maxims and their purposes. The first pattern found is the flouted maxim of relation and Banter. Maxim of relation uses the banter to implicitly dispraise other. The flouted maxim of relation and exaggerism used by the characters to overemphasize the features, defects, or the strangeness of someone or something. The flouted maxim of relation and Freudian Slip used by the character to dispraise the other. Next is the flouted maxim of quantity uses blunder to cover their mistakes by implicitly creating excuses to cover their foolishness.

The flouted maxim of quantity and relapse use by the characters to create excuses. They try to make a recovery of their mistake by creating more blunder. The flouted maxim of relation and repartee used by the character to dispraise other in form of insult. The flouted maxim of quality and mistaken identity use by the character to tell something irrelevance. Humor is not only a deviation of the cooperative principle and its maxims. Other theory of pragmatics can also be used to analyze the humor such as, the use of Irony Principle. Thus, for the researcher who are keen to study the humor and its types, and also for its analyzing based on the pragmatic perspective, they can develop their research on those fields. Other theory of humor can also be used to analyze the humorous utterance such as incongruity and superiority.

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