ABSTRACT

In the study of Pragmatics, the Cooperative Principle is the rule of conversation that is elaborated in the maxim of quality, quantity, relation, and manner. This theory has been used as the 'root' theory of the Non-observance of the Conversational Maxims Theory. It talks about failing to observe the Cooperative Principle with specific ways. Therefore, the writer feels really interested in using this theory to analyze the dialogues of The Crucible by Arthur Miller.

The research methodology in this research is qualitative and quantitative. The writer transfers the dialogues from the play in the form of excerpt to the computer manually. Then, the occurrence of the application of The Non-observance of the Conversational Maxims are counted.

After analyzing the data, it has been found out that The Non-observance of the Conversational Maxims are applied in this play. The categories of The Non-observance of the Conversational Maxims that are applied are flouting the maxims, violating the maxims, and opting out a maxim. The most frequent category of The Non-observance of the Conversational Maxims is flouting quality by using metaphor while the least frequent is flouting quantity.

The purpose of the application of The Non-observance of the Conversational Maxims is generally the same. In the category of flouting quality by using metaphor, the purpose is generally to describe something while in the category of flouting quality by using hyperbole, the purpose is to make a stronger meaning of something.

Keywords: Cooperative Principle, the Non-observance of the Conversational Maxims, flouting the maxims, violating the maxims, opting out a maxim, the maxim of quality, quantity, relation, manner, hyperbole, and metaphor
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