

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pelanggaran prinsip kerja sama, menganalisis fungsi implikatur, menganalisis jenis-jenis implikatur, dan menganalisis makna implikatur. Pendekatan dalam penelitian ini, yaitu kualitatif dengan metode analisis isi. Hasil penelitian adalah sebagai berikut: pertama, ada empat jenis prinsip kerja sama yaitu, maksim kuantitas, maksim kualitas, maksim relevansi, dan maksim cara. Dari data yang diperoleh, Pelanggaran yang sering muncul dalam prinsip kerja sama debat calon gubernur DKI Jakarta, yaitu pelanggaran terhadap maksim kuantitas. Kedua, ada lima jenis fungsi implikatur yaitu, wujud implikatur representatif, wujud implikatur direktif, wujud implikatur ekspresif, wujud implikatur komisif, dan wujud implikatur deklarasi. Dari data yang diperoleh, fungsi implikatur yang sering muncul dalam penelitian ini adalah wujud implikatur representatif. Ketiga, ada dua jenis implikatur yaitu, implikatur konvensional dan implikatur non konvensional. Dari data yang diperoleh, jenis implikatur yang dominan dalam penelitian ini adalah implikatur konvensional. Keempat, makna implikatur. Makna implikatur dalam penelitian ini adalah implikasi pragmatis tuturan berimplikatur.

***Kata kunci: implikatur, prinsip kerja sama, debat calon gubernur DKI Jakarta***

## ABSTRACT

The purpose of this research was to find out the transgression of the principle of cooperation, to analyze the function of implicature, to itemize the types of implicatures, and to anatomize the meaning of implicature. The research method used in this thesis is quantitative analyze method. The result of the research showed that: First, there were four types of principle of cooperate i.e. the maximum of quantity, the maximum of quality, the maximum of relevance, and the maximum of procedure. Based on the data obtained that the most transgression to the principle of cooperate dealing with the debate of candidates for governor of DKI Jakarta was the transgression to the maximum of quantity. Second, there are five types of the function of implicature i.e. representative implicature, directive implicature, expressive implicature, commissive implicature, and declarative implicature. According to the data it revealed that the function of implicature which often appeared in this research was the representative implicature. Third, there are two types of implicature i.e. conventional implicature and non conventional implicature. Deal with the data on research the type of implicature that mostly used in this study was conventioanal implicature. Fourth, the meaning of implicature. The meaning of implicature in this research was pragmatic implication.

***Keywords: the implicature, the principle of cooperate, debate of candidates for governor of DKI Jakarta***