

ABSTRACT

Muna, Nilnal. 2016. The Violation of Politeness Principle in the *Keluarga Pak Somat* Animation TV Program. Supervisor I: Turahmat, M.Pd., Supervisor II: Oktarina Puspita Wardani, M.Pd.

The problem in this research are (1) How speech acts of spoken discourse in the *Keluarga Pak Somat* animation TV program is? and (2) How the form of violation of the principle of politeness in the *Keluarga Pak Somat* animation TV program is?. Based on these issues, this research aims to describe the form of speech act and violation of the principle of politeness the *Keluarga Pak Somat* animation TV program. This research belongs to qualitative descriptive research using a pragmatic approach. The data in this research is a speech that is suspected the violation politeness principle in the *Keluarga Pak Somat* animation in Indosiar TV channel. The data collection method that is used in this research is seen method, while the technique for data collection uses the technique of “simak bebas libat cakap” (SBLC) (free listening while involving conversation), recording technique, and note taking technique. The data in this research is analyzed using qualitative data analysis which consists of three processes of activity, namely data reduction, data presentation, and conclusion. The triangulation technique is used to test the validity of the data in this research.

Based on the results of research and discussion of the the form of speech acts end found the violation of the principle of politeness in the *Keluarga Pak Somat* children's animation TV program. The forms of the speech acts consist of 19 locutionary acts, 31 illocutionary acts, and 36 perlocutionary acts. The violation of the principle of politeness it is obtained 43 data of the violation of the principle of politeness in the *Keluarga Pak Somat* children's animation TV program. The most widely violated maxim is the maxim of wisdom as much as 18, the maxim of praise as much as 9, the maxim of modesty as much as 7, the maxim of agreement as much as 6, and the maxim of generosity as much as 3. Based on the result of the research, things which can be suggested is the result of this research can be used as an alternative reference in the pragmatic science and the result of the research about the violation of the principle of politeness in the *Keluarga Pak Somat* animation TV program is still limited to the seven Leech's politeness maxims and speech act form.

Keywords: politeness, violation of the politeness principles, kid's cartoon, animation, keluarga pak somat.