

AN ANALYSIS OF FLOUTING MAXIMS USED BY THE CHARACTERS IN *LUCA* MOVIE

Siti Mahmudah¹, Mansur²

¹English Education Study Program, Universitas PGRI Ronggolawe Tuban

e-mail: 1mudha54@gmail.com, 2mansur.7111964@gmail.com

Abstract

Language is a communication tool to convey ideas and information. Sometimes language has a different meaning from the meaning spoken by the speaker. The speakers need to maintain their utterances to make the information that they gave still relevant and accepted by the interlocutor or still on the direction of the talk exchange. Maxims are language rules that govern linguistic interactions. This research focuses on the flouting maxim used by ten characters in *Luca* movie. This research aimed to find out the types of maxims are flouted by the characters and the reasons for flouting maxims used by the characters in *Luca* movie. The researcher used descriptive-qualitative to collect the data and assisted with Atlas.ti software for data coding. In analyzing the data the researcher employed Grice, (1975) maxims theory. The finding of this research showed that the ten characters flouted four maxims: flouting the maxim of quality (13), flouting the maxim of quantity (9), flouting the maxim of relevance (11), and flouting the maxim of manner

(3). The reasons why the characters flouted the maxim is to cover something up, to convince the listeners, to hide something, to provide further explanation, give additional information, to emphasize certain points, to express expectations, to change the topic, to give unimportant information, to avoid talking about something, to get attention, and to be clear.

Keywords: Cooperative Principle, Flouting Maxims, Movie, Reasons

INTRODUCTION

Language is a communication tool to convey ideas and information (Hamani & Puluhalawa, 2019). Language is very useful for human life. Usually, language is used as a medium of communication between a person and other people in the environment and society. However, sometimes language has a different meaning from the meaning spoken by the speaker. For communication to be successful, the speaker and the listener must contribute to each other. However, sometimes in real life people often experience misunderstandings in communicating. This is caused by speakers conveying messages that are not coherent, Unclear, or ambiguous. Based on Florentina et al., (2022), speakers must understand the meaning of what they uttered and form it simply so that the listener understands what has been said.

Pragmatics is the study of the usage of language in context. Pragmatics is usually defined as the study of how statements make sense in a particular context. Levinson, (1983:5) as cited in (Fahira, 2021) refers to pragmatics as the study of language use that is associated with the relevance between language and context as the fundamental account

of language comprehension. It involves conclusion-making, which later will connect what is said and what is assumed by speech participants as the implicit meaning.

Pragmatics can also be used to solve the distinction in point of view between both speaker and his interlocutor as implied by Leech, (1983:36) as cited in (Fahira, 2021). Relate to the meaning and contextual choice of words that people use in social situations. Pragmatics focuses on analyzing the intended meaning behind people's utterances, going beyond the mere recognition of the literal meaning of individual words (Yule George, 1996). It delves into understanding the broader concepts conveyed by words or phrases within an utterance, considering the context, the speaker's intentions, and the communicative goals. Moreover, Grundy, (2000) states that pragmatics is the study of the language used in contextual communication and the principles of use associated with it. In conclusion, pragmatics is broad in nature and arbitrarily cannot conclude an utterance or speech.

The description above, concludes that pragmatics is used as a tool to understand the meaning of communication in general (Khosim, 2021). People can use certain theories that come from pragmatics to understand every meaning of communication. Grice, (1975) proposed that in communication, speakers often imply meaning beyond the literal content of their words. This implied meaning is called implicature and is derived from the cooperative principles that govern conversation. Grice, (1975) as cited in (Lestari, 2019) also states that conversation is a cooperative activity.

Conversation is an activity of expressing insight and notions where the notions engaged can comment on what they are talking about. . In this case, the speaker has to obey the cooperative principle by being relevant, informative, honest, and brief to be able to achieve an efficient way of communicating (Fahira, 2021).

In this principle, there exists a concept known as "maxims" that was proposed by Grice. Maxims are language rules that govern linguistic interactions. A maxim can be described as a rule that governs both the usage of language and the interpretation of the interlocutor's actions. Adherence to the cooperative principle by both the speaker and the listener is essential for effective communication to take place. The cooperative principle includes four maxims Grice, (1975) Maxim of quality, maxim of quantity, maxim of relevance, and maxim of manner.

When the maxims are not followed or adhered to in communication, it is referred to as "Flouting a Maxim". Flouting a maxim refers to a deliberate violation or deviation from one of the cooperative principles proposed by Grice, (1975). When a speaker intentionally disregards or goes against a maxim, they typically do so to convey a particular meaning or achieve a communicative effect that goes beyond the literal interpretation of their words. Based on the explanation above, the researcher will be focused to find out of the types of flouting maxim and the reason why the characters flouted the maxims.

The researcher choose *Luca* movie because this movie is a fantasy adventure movie with many various types of maxims flouted by the characters. So, it is very interesting to discuss for some reasons. First, the delivery of messages the characters in the conversation

sometimes do not send messages directly. Second, characters did not always explicitly display when conveying a message. In addition, this movie is a new movie from Pixar Animation Studios that tells about friendship and adventure. Besides that, there has not been research before that study about flouting conversation maxim analysis. This reason makes the researcher decide to use the movie script for this research.

In conducting this research, some related literature helps to obtain supporting information for this research. There are 3 previous studies related to flouting maxims analysis used to support this research. The first was done by Ganarsih, (2019) *The Flouting Maxims of Cooperative Principle in The Novel Everything I Never Told You (Discourse Analysis of The Novel)*. The second was done by Fahira, (2021) *An Analysis of Flouting Maxim Performed by The Characters in Now You See Me Movie*. The Third was done by Diana, (2022) *An Analysis of Flouting Maxim in Kingsman: The Golden Circle Movie Script*.

Flouting Maxims

Flouting maxim is the deliberate breaking of maxims to disclose underlying meanings and guide the listener toward understanding the suggested meaning. In a discourse, maxims are frequently broken. Either the speaker or the listener participating in a conversation can defy the rules.

Flouting Maxim of Quality

According to Grice, (1975) as cited by (Esra Juniati Op.Sunggu, 2020) flouting maxim happened when the speaker is not telling the truth. For instance:

Sasha : *Mon, did you do homework for tomorrow?*

Monica : *Not yet, I don't do it, because I don't know how to do it (wrong information)*

Flouting Maxim of Quantity

The quantity maxim is flouted when the speaker does not supply enough information to the listener, who is either given too much or too little information compared to what is anticipated (Ibrahim et al., 2018). For instance:

Hailen : *What is your name?*

Justin : *My name is Justin, I move to Tuban, but my family lives in Surabaya.*

Flouting Maxim of Relevance

According to Esra Juniati Op.Sunggu, (2020) when the speakers are not required to be relevant in saying something and not related to what was asked. In this case, the speaker does not give the relevant information. For instance:

Fanny : *How do you like my hat?*

Boyfriend : *It's eleven past eight already.*

Flouting Maxim of Manner

Flouting maxim of manner requires participants in a conversation to say something that each speaker and listener can easily understand (Yulianti et al., 2021). It suggests that the dialogue will be ambiguous, and the listener will be more confused and misinterpret what the speaker is saying. For instance:

Jessi : *I've finished washing Tom*

Tom : *I have still a lot of my homework.*

RESEARCH METHODOLOGY

This research only focuses in analyzing flouting maxim that occurs in *Luca* movie. The researcher uses cooperative principles theory proposed by Grice, (1975) and to identify the reason for flouting maxims uses (Cutting, 2002)theory.

This research used qualitative descriptive method by (Creswell, J. W., & Creswell, 2018). The data were gathered by using the observational method of (Sudaryanto, 1992)It was done by watching the phenomenon in the data source *Luca* movie. The technique made use of non-participation as a data source because the research could not present and experience the phenomenon directly. The data were analyzed by employing pragmatic competence in equalizing data. The data that were analyzed are sentences containing flouting maxims in *Luca* movie. The data source were taken from the transcript of *Luca* movie. The research instrument of this research is the researcher herself, the movie script of *Luca*, and the software Atlas.ti.

The researcher has several techniques from the data analysis, in order to make this research more specific. According to (Michael Huberman, 2002) a process analyze as consisting of three concurrent flows of activity. There are: Data reduction, Data display, Conclusion drawing and verification.

RESULTS

The results show the type of flouting maxim and the reason of flouting maxim used by the characters in *Luca* movie. The researcher found 36 flouting maxims. The most dominant ones here are the flouting

maxim of quality was 36,1% as many as 13 times, then the maxim of quantity was 25% as many as 9 times, then the flouting maxim of relevance was 30,5% as many as 11 times, and the last flouting maxim of manner was 8,3% as many as 3 times. Also, researcher found the reasons why the characters flouted the maxim, there are 12 reasons for violating maxims that are violated by characters in *Luca* movie. Flouting the maxim of quality in this analysis amount 3 type reasons, flouting the maxim of quantity amount 4 reasons, flouting the maxim of relevance amount 3 reasons, and flouting the maxim of manner amount 2 reasons.

Table 1 Type Flouting Maxim Frequencies

No	Type of Flouting Maxims	Frequencies	Percentage
1	Flouting maxims of quality	13	36,1%
2	Flouting maxims of quantity	9	25%
3	Flouting maxims of relevance	11	30,5%
4	Flouting maxims of manner	3	8,3%
Total		36	100%

Based on the information provided, it appears that in the movie "*Luca*" there were a total of 36 instances flouting of maxim. In the analysis, there are four flouting maxims, including the flouting maxim of quantity, flouting maxim of relevance, and maxim of manner. The flouting of the maxims that were violated the most were characters who violated the maxim of quality 36,1%, the violation of the maxim of quantity 25%, the

violation of the maxim of relevance 30,5%, and finally the violation of the maxim of manner 8,3%.

1. Flouting The Maxim of Quality

Flouting the maxim of quality occurs when someone knowingly provides false or misleading information during a conversation. Flouting maxim of quality has three reasons: to cover something, to hide something, and to convince the hearer.

To hide something

Dialogue 1

In the conversation between Luca and Giulia, which occurs while Luca is practicing bike racing, Luca suddenly feels like his parents are calling him. He immediately changes the direction of his bike to an unknown destination. Giulia asks, "**Where are we going?**" and Luca responds hesitantly and nervously, "**Uh... A shortcut.**"

Giulia : Where are we going?

Luca : **Uh... A shortcut.**

Analysis

The reason Luca violates the maxim of quality is because he wants to hide something. He is avoiding meeting his parents because he's afraid that if they find him, they will send him to the deep sea. So, he gives Giulia an answer without much thought and continues practicing biking, eventually climbing up a mountain.

The reason Luca violates the maxim of quality is because he wants to hide something. He is avoiding meeting his parents because he's

afraid that if they find him, they will send him to the deep sea. So, he gives Giulia an answer without much thought and continues practicing biking, eventually climbing up a mountain.

2. Flouting The Maxim of Quantity

Flouting the maxim of quantity involves intentionally providing more or less information than is necessary or a particular conversation (Grice H. P, 1989). Flouting maxim of quantity has four reasons: to provide a more elaborate explanation, to emphasize or highlight a particular point, to express expectations or to signal that the speaker is anticipating a certain response or action from the listener, and to give additional information about something.

To express expectations

Dialogue 19

The conversation between Luca and Alberto took place during the day. Luca was curious about Alberto's intention, but Alberto replied with "**No idea**," and Luca believed what Alberto said because Alberto had helped persuade Luca's parents to let him go to school, even though Luca didn't ask Alberto to do that.

Luca : (CHUCKLES) Seriously, what does that mean?

Alberto : **No idea. Go find out for me, will ya?**

Analysis

Based on the conversation, the researcher interprets that Alberto violated the maxim of quantity. He provided a brief response to Luca's

question, while Luca expected Alberto to explain further. Alberto said, "**No idea, go find for me**", which is too short of an answer. The maxim of quantity states that the response should not be too excessive or too minimal.

The reason Alberto violated the maxim of quantity is that he wanted to express his expectation. He didn't want Luca to feel sad when going to school with Giulia. Alberto knew that Luca wanted to go to school with Giulia, so he deviated from the maxim to fulfill Luca's desire.

3. Flouting The Maxim of Relevance

Flouting maxim of relevance has three reasons: to change the topic of conversation, to provide unnecessary additional information, and to avoid talking about something.

Dialogue 33

The conversation between Lorenzo and the Kids at the Portoroso Cup happened during daytime. Lorenzo was offering water to the Kids, but they misunderstood his question, so they replied, "**Please, don't! Not again!**".

Lorenzo: Thirsty? Water, anyone?

Kids: **Please, don't! Not again!**

Analysis

Based on the given conversation, the Kids' response of "Please, don't! Not again!" can be seen as a violation of the maxim of relevance.

Lorenzo offers water to the Kids, but their response indicates a negative reaction and a request to refrain from doing something again.

The reason The Kids violate the maxim of relevance is to avoid talking about something, specifically the previous incident where Lorenzo sprayed water on them. The Kids mistakenly assume that Lorenzo is going to repeat that action. Instead of directly declining the offer of water by saying "No, thank you. I'm not thirsty", they respond with a general statement expressing their discomfort and urging The Kids not to repeat the action.

4. Flouting The Maxim of Manner

Flouting maxim of manner has two reasons: to get attention and to be clear.

Dialogue 34

The conversation between Luca and Alberto took place at Alberto's house during the night. Luca went to Alberto's house to find him because Luca had disappointed Alberto. Luca called out to Alberto, and Alberto asked Luca why he was there. Realizing his mistake, Luca immediately apologized to Alberto, saying, **"I'm... I'm sorry. I... I never should've done that. I wish I could take it back"**. Alberto responded, **"Whatever. You're sorry. Now, just go away!"**

Luca : Alberto?

Alberto : What are you doing here?

Luca : I'm... I'm sorry. I... I never should've done that. I wish I could take it back.

Alberto : Yeah, whatever. You're sorry. Now, just go away!

Analysis

In this conversation, Luca violates the maxim of manner. He gives an answer that is not following Alberto's question.

The reason Luca violates the maxim is that he wants to get attention. Alberto's question is ambiguous, and Luca feels guilty for his mistake towards Alberto. Since Luca knows his mistake, he immediately apologizes.

DISCUSSION

The researcher discusses the findings related to the relevant theory and previous studies. The first question is related to types of maxims that are flouted by the characters in *Luca* movie based on Grice, (1975) theory and the second question is related to the reasons for flouting maxims used by the characters in *Luca* movie based on J. Cutting, (2002) theory. The researcher found the research data presented there were four types of flouting maxim related with the theory by Grice, (1975): flouting maxim of quality, flouting maxim of quantity, flouting maxim of relevance, flouting maxim of manner. The researcher found flouting maxim of quality is the most dominant. There are 12 types of reasons for violating maxims that are violated by characters in *Luca* movie. Flouting the maxim of quality in this analysis amount 3 type reasons, flouting the maxim of quantity amount 4 reasons, flouting the maxim of relevance amount 3 reasons, and flouting the maxim of manner amount 2 reasons. This study has differences with the previous studies, which use same theory but this study has

differences object with 3 previous studies, the first previous study by Ganarsih, (2019) the previous focused on the types of maxim that are mostly flouted used theory Grice, (1975), the second previous study by Fahira, (2021) the previous focused on the flouting maxim used theory Grice, (1975) and the meaning of utterances used theory Halliday, (1989), and the last previous study by Diana, (2022) the previous focused on the flouting maxim used theory Grice, (1975) and knowing the kinds of conversational implicature. The previous studies did not discuss the reason. Meanwhile, this study is covering both, namely focusing on type of flouting maxims and reasons why the characters flouted the maxim.

CONCLUSION

The researcher found four types of flouting maxim used by the ten characters in *Luca* movie, it consist of: flouting the maxim of quality, flouting the maxim of quantity, flouting the maxim of relevance, and flouting the maxim of manner. The researcher identified 36 instances of flouting maxims. The most dominant ones here are the flouting maxim of quality was 36,1% as many as 13 times, then the maxim of quantity was 25% as many as 9 times, then the flouting maxim of relevance was 30,5% as many as 11 times, and the last flouting maxim of manner was 8,3% as many as 3 times. The characters flouted the maxims to avoid conflicts, even though they were aware of the maxim. The purpose of flouting the maxims was to maintain the harmony of the situation. Additionally, the researcher identified new reasons for the characters' violations of the maxims, the first, flouting the maxim of quality include: covering something up occurred 4 times, convincing the listeners

occurred 6 times, and hiding something occurred 3 times. The second, flouting the maxim of quantity include: providing further explanation occurred twice, giving additional information occurred 3 times, emphasizing certain points occurred twice, and expressing expectations occurred once. The third, flouting the maxim of relevance include: changing the topic occurred 5 times, giving unimportant information occurred once, and avoiding talking about something occurred 5 times. Lastly, flouting the maxim of manner include: getting attention occurred twice, and being clear occurred once.

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