

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Pragmatics is relationship between the context outside the language and the meaning of speech. According to theory Levinson (1983:9) pragmatics is the study of those relations between language and context that are grammaticalized, or encoded in the structure of a language. Spoken language is important basic ways of communication. Language itself is used in communication to convey subjective information, including the relationship between the speaker and the listener when doing a conversation. As a social creature, humans cannot live by themselves. Humans interact with each other to share ideas, feelings, or thoughts. With good communication in order to be able to share information with each other with clear understanding in order to avoid misunderstanding to be able to continue living in the future.

Communication is one of the important things in life. In a conversation, there is an interaction between the speaker and the listener. In transferring information from one person to another person, the information given by the speaker must be understandable to the listeners. The proposed theory by Grice (1975: 45) called “Cooperative Principle” mention that the participants are expected to contribute to the conversation as it is required, at the stage which it happen, with the aim or direction received from the talk exchange. It means the cooperative principle requires people to observe the manner in a conversation in order to reach

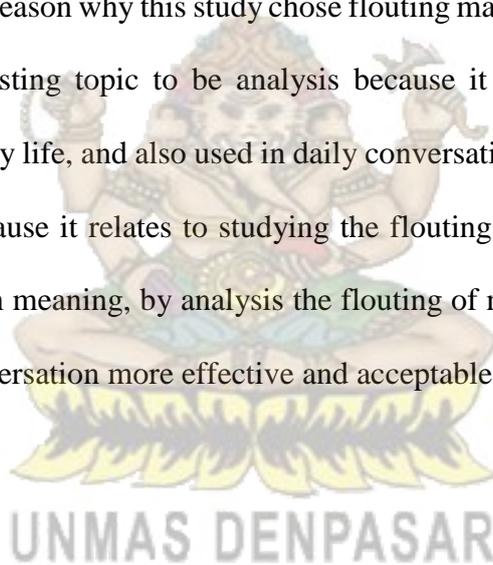
the purpose of communication. Cooperative principle consists of four maxim such as maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner. This study focuses of flouting the maxim since this is important in making communication more effective and make the conversation acceptable to the listener.

In everyday life people sometimes flouting maxims in conversation. Grice (1975: 52) stated that a speaker may flout a maxim, which is he or she blatantly fail to fulfil the maxims of cooperative principle without any intention to violate the use of maxim or make misunderstanding to convey hidden meaning in their utterances. Where conversation does not always run smoothly, sometimes there is a misunderstanding or uncooperative when someone conveys information, it is called flouting maxim in conversation. Therefore, when the speaker conveys information, there must be a clear purpose, clear reasons and relevant evidence. Based on those phenomena, one major theory that has been effective for analysis is Flouting Maxim.

This study analyzed the flouting maxim and the reasons why the character did flout the maxim that found in the movie *The Perfect Date*. This movie is 2019 American teen romantic comedy film that is directed by Steve Bloom and Randall Green. *The Perfect Date* tells the story of Brooks Rattigan, a high school teenager who wants to save money so he can enter the college of his dreams. He works part time at a fast-food restaurant. Until one day, he saw his friend's sister having trouble with a partner for a party. Brook offered his services for a date with the fee. Since then, Brook has created a dating service provider application. He soon got a few customers, and the fake dating business was a success. However, Brooks gets

into another problem when he meets a customer named Celia Lieberman, played by Laura Marano. After realizing that his actions were wrong, Rattigan finally realized and he found his real date. The reason of using this movie as the data source because this movie is a good object to analysis flouting maxim. In addition, this movie become interesting topic due to the analyses the flouting maxim that found in sentences or utterances among characters and also the reasons by the characters flouted the maxim in *The Perfect Date* movie.

This is the reason why this study chose flouting maxim as the topic. Flouting maxim it is interesting topic to be analysis because it is the phenomenon that happens in our daily life, and also used in daily conversation. In addition, this topic is challenging because it relates to studying the flouting of maxims in the movie which has a hidden meaning, by analysis the flouting of maxims in a conversation it is make the conversation more effective and acceptable to the listener.



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1.2 Problems of the Study

Based on the background above, there are two problems of this study as follow:

1. What are types of flouting maxim performed by the characters in *The Perfect Date* movie?
2. What are the reasons of flouting maxims by the characters in *The Perfect date* movie?

1.3 Objectives of the Study

Based on the statement of the problem, the objectives of the study can be show in the following sentence:

1. To find out the types of flouting maxim which are flouted by the characters in *The Perfect Date* movie.
2. To analyses the reasons of flouting maxim used by the characters in *The Perfect Date* movie.

1.4 Limitation of the Study

This study focuses on pragmatic analysis that concerned with the analyzed of flouting maxim found in *The Perfect Date* movie. The analyzed of this research used cooperative principle that include the types of flouting maxim that appeared in *The Perfect Date* movie according by theory of Grice (1975) and also theory from Leech (1983) to support the reasons why the flouting maxim are used among the character in *The Perfect Date* Movie.

1.5 Significance of the Study

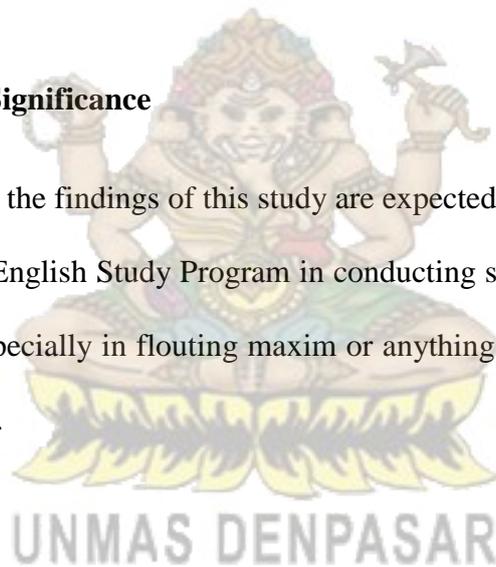
Related to the objectives of the study, there are two types of significance of this study there are theoretical significance and practical significance. The significance of this study can be divided as follow:

1.5.1 Theoretical Significance

Theoretically, this study used the theory by Grice (1975) called cooperative principle that is related to the flouting maxim. This study can be helpful for readers and other researcher become easier to learn the types of flouting maxim found in *The Perfect Date* movie. This study hopes to give useful information to more knowledge about flouting maxim.

1.5.2 Practical Significance

Practically, the findings of this study are expected to be used as a reference for student of the English Study Program in conducting similar research related to the pragmatics, especially in flouting maxim or anything related to movie as their object of the study.



CHAPTER II

REVIEW OF RELATED LITERATURES, CONCEPTS, AND THEORIES

This chapter is divided into three sub chapters, there are review of related literatures, concepts, and theories. The first part is review from three previous study, which explained some literatures that discuss the same topic to this study. The second part is concepts which contains the explanation of key terms that was relevant to be used in this study. The last part is theories, it is used to answers the problem in this study with theory from Grice (1975) and theory by Leech (1983).

2.1 Review of Related Literatures

Related to flouting maxim that have been many researchers conducting the study of it. The first research related to this thesis is conducted by Kristiani (2021) entitled *Flouting Maxims in A Star is Born Movie*. The aims of this research are to analyzed the types of flouting maxim used by characters and the reason why the characters flouted the maxim in *A Star is Born* movie. This research used observation method which took the data by watching the movie from the DVDs, note taking the movie script and then selecting the conversation that contain flouting maxims in *A Star in Born* movie. The theories used to solve the problem are the theory from Grice (1975) of Cooperative Principle and supported by Halliday (1985) in the book *Language, Context, and Text: Aspect of Language in a*

Social-semiotic Perspective that was used to analyzed the types of flouting maxim and also theory by Leech (1983) in the book principles of pragmatics which used to analyze the reason of flouting maxims. The result of this study shows 20 data of flouting maxim in the movie. Those consist of 9 data flouting maxims of quantity (45%), 2 data flouting maxims of quality (10%), 6 data flouting maxims of relevance (30%), and 3 data flouting maxims of manner (15%). The similarity between her study and this study is from the theory used by Grice (1975) to categorize the types of flouting maxim and theory by Leech (1983) to analyze why the characters flout maxim in the movie. The difference between her study and this study is from the data. Her study was analyzed a movie entitled *A Star in Born* Movie. Meanwhile, the movie *The Perfect Date* is analyzed by this study.

The second study was conducted by Cahyani (2020) entitled *An Analysis of Flouting Maxim in Comedy Movie The Hustle*. The aims of this research are to analyzed the types of maxim and the motivation by the characters flouted maxim. The theories used to solve the problem were the theory from Grice (1975) is used in classifying the flouting maxim in the movie and theory from Leech (1983) is used to find out the motivation of maxim that flouted. The data was collected by using observation method and was analysed using qualitative method to find the solution of the problem. The result of the study shows 7 data of flouting maxims of quantity with percentage of 35%, 2 data flouting maxims of quality with percentage 10%, 7 data flouting maxims of relation with percentage 35%, and 4 data flouting maxims of manner with percentage of 20%. The similarity between her study and this study is from the theory used by Grice (1975) to categorize the types of flouting

maxim and theory by Leech (1983) to analyse why the characters flout maxim in the movie. The difference between her study and this study was from the data. Her study was analyzed a movie entitled *The Hustle* movie. Meanwhile, the movie *The Perfect Date* was analyzed by this study.

Third, the article in the journal research by Gustary and Dikramdhanie (2018) entitled *The Analysis of Flouting Maxim in Mata Najwa's Talkshow Gengsi Merebut Kursi*. The aims of this research to analyzed the flouting of Grice's cooperative principles and to find out the implicature of flouting maxims. The theories to solve the problem the problem was the theory from Grice (1975) to classifying the flouting maxims that was mostly flouted in the video of *Mata Najwa talkshow*. The data analysis this research used descriptive qualitative method. The result of this research shows all types of maxims there are maxims of quality 3,5%, maxims of quantity 31%, maxims of manner 44.8%, and maxims of relevance 20.7%. The similarity between their journal and this study is from theory by Grice (1975). The difference between their journal and this study is the data source. This journal was analyzed a talk show from Mata Najwa TV show. While, the movie *The Perfect Date* was analyzed by this study.

2.2 Concepts

Concepts is an important aspect of scientific writing. This study is related to the pragmatic and focus on the flouting maxim. It can help the writer and also the readers to understand the subject. In this chapter there are some concepts to

avoid misunderstanding and confusing the reader in reading about this study. These following concepts were taken from many sources to support the data analysis.

2.2.1 Maxims

Maxims are principles that must be obeyed by speakers in interacting, both textually and interpersonally in an effort to smoothen the course of the communication process. To be cooperative in communication people should follow the basic principle of involving a communication. Grice (1975: 45) stated a speaker who doing a maxim will be able to mislead. Cooperative principle proposed by Grice (1975: 45) has four conversational maxims those are maxim of quantity, maxim of quality, maxim of relevance, maxim manner.

2.2.2 Flouting Maxims

Grice (1975:49) defined that flouting maxim belong to the forms of non-observed cooperative principles. Flouting maxim occurred in a situation where the speaker obviously fails observing a maxim. It means, the speaker used this term to give a hidden meaning or sometimes people do not always want to cooperate because they have certain reasons such as to avoid unpleasant situations, to be polite, and to make a joke. The flouting maxims work when a speaker implies intention behind utterances and giving signal to the hearer to understand the implicatum and intention behind the speaker utterances.

2.2.3 Movie

Movie or often called film is a type of visual communication that uses moving pictures and sound to tell stories. Movie is a form of symbolic expression of human being. Movie was recorded by camera which produce moving picture, image or video, and added with some musical background to simulate experience that shows ideas, perception, and also feelings. Most people are watched movie often used as an entertainment to make have fun. There are genres of movie such as action, romance, comedy, drama, horror, adventure, crime, fantasy, etc.

2.3 Theories

In this chapter, this study adopted two main theories as the theoretical framework. The first theory that proposed by Grice (1975) about cooperative principle that applied as the main theory that used in classified the flouting maxims in the movie. The second theory that proposed by Leech (1983) that used to find out the reason of flouting maxim that flouted by the character in the movie. The supporting theory by Halliday (1985) to analyzed the context of situation.

2.3.1 Cooperative Principle

Cooperative principle is a term of pragmatic which is called conversational maxims. These conversational maxims explain that the success of conversation depends on the various speaker approach to the interaction. According to theory by

Grice (1975:45), cooperative principle leads the participants to make a contribution as required in a conversation. Sometimes, people in communication need this principle as ground rules to observe when the participants in the conversation are speaking and interpreting utterance in conversation. There are four types of conversational maxims namely: maxim of Quantity, Quality, Relevance, and Manner.

2.3.1.1 Maxim of Quantity

Maxim of quantity is one of the cooperative principles that need to be obeyed in a conversation. Grice (1975: 45) stated to make the contribution as informative as required. Maxim of quantity dealing with the speaker that must contribute as informative as required which is the speaker also neither give too much nor too less information. In addition, the speaker should give enough information which is required by the listeners.

Example:

A: How did Harry fare in court the other day?

B: Oh, he got fine

(Grice in Levinson, 1983:106)

From the conversation above, B answer the question by saying information that it is required, neither giving to much nor too less information. B provides an answer that get straight to the point of the conversation.

2.3.1.2 Maxim of Quality

According to Grice theory (1975: 46), make the contribution is true, do not say what you believe is wrong, do not say if you do not have enough evidence. In maxim of quality, the speakers of the conversation must be as truthful as required. It can be concluded that information be able to give the evidence if it needed. The speaker is expected to say something what they believe to be true and also corresponds to reality, therefore the speaker should not say or tell any information if they do not have enough that related to the information that they bring.

Example:

A : *Does your farm contain 400 acres?*

B : *I don't know that it does and I want to know if it does.*

(Grice in Levinson, 1983:105)

For the example, B answer A question by saying the truth that B does not know if his/her farm contains 400 acres, because B has no evidence of that, however it is supported by stating that B wants to know if his/her farm contains 400 acres.

2.3.1.3 Maxim of Relevance

Maxim of Relevance is required is the speaker have to be relevant. Be relevant, it means when giving the answer of the question from the speakers, the answer must be relevant to the question and stick to the point of the context (Grice, 1975: 46).

Example:

A : There's somebody at the door.

B : I'm in the bath.

(Grice in Cutting 2002:35)

In example above, the context B's answer is providing A's question with relevant information as it is required. B expect A to understand that the present location is relevant, so B cannot open the door and see who it is because B is in the bath.

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2.3.1.4 Maxim of Manner

Maxim of Manner require the participants to give information orderly and avoid ambiguity. The speaker should not use the words that the participants do not know to avoid the obscurity or ambiguity, when saying something the speakers must say it very brief and orderly (Grice, 1975:46).

Example:

A : *Where was Alfred yesterday?*

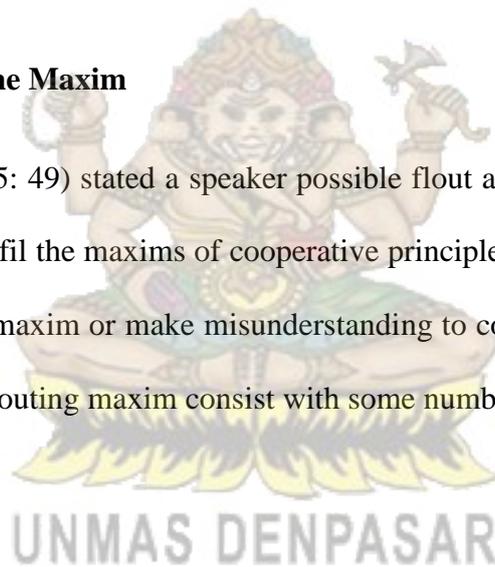
B : *Alfred went to the store and bought some whisky.*

(Grice in Levinson, 1983:108)

In the conversation, B is providing A with clear information and the communication brief an orderly about where Alfred was yesterday and what he did without any ambiguous words. Since A asked about him.

2.3.2 Flouting the Maxim

Grice (1975: 49) stated a speaker possible flout a maxim, that is he or she blatantly fail to fulfil the maxims of cooperative principle without any intention to violate the use of maxim or make misunderstanding to convey hidden meaning in their utterances. Flouting maxim consist with some number as maxims as follow:



2.3.2.1 Flouting Maxim of Quantity

Flouting maxim of quantity happen when a speaker gives more or less information, she or he may flout maxim of quantity and deliberately talk either too much with the aim of the ongoing conversation Grice (1975: 52).

Example: *War is war.*

(Grice, 1975:52)

This statement gives less information than it is required so the hearer will not understand, in this case she or he does not get the explanation or the definition of the word *War*.

2.3.2.2 Flouting Maxim of Quality

Flouting maxim of quality occurs when the speaker says something untrue or tells lie which means she or he denies or hide something that believed to be wrong. Based on theory by Grice (1975:53) that figure of speech like irony, metaphor, meiosis, and hyperbole can flout the maxim of quality.

Example: *You are the cream in my coffee*

(Grice, 1975:53)

This statement above explains, the speaker flout maxim of quality. It involves category falsity. The speaker should give a true contribution and the contribution above only can make the hearer confuses. The hearer might have two interpretation *you are the cream of in my coffee* intending the hearer to reach first metaphor interpreting *you are the cream in my coffee* and then the irony interpreting *you are my bane*.

2.3.2.3 Flouting Maxim of Relevance

Flouting maxim of relevance might happen when the participants of the conversation answer the question that are not relevant to the topic. Flouting maxim of relevance usually occurs when someone does not want to answer the question and immediately change the topic because the participants have reason behind it or to hide something (Grice, 1975:54)

Example:

A : *I do think Mrs. Jenkins is an old windbag, don't you?*

B : *Huh, lovely weather for March, isn't it?*

(Grice in Levinson, 1983:111)

In the example above, the conversation categories as flouting maxim of relevance. In this case B should have been answer it cooperatively by saying *yes* or *no*. B might be implied another meaning in his utterance. It shows that, B does not want to talk about Mrs. Jenkins, and therefore he flouted the maxim relevance.

2.3.2.4 Flouting Maxim of Manner

Flouting maxim of manner can be classified into absence of clarity, brevity, and transparency of communicative intensions. The speaker of the listeners should not use word in which one of them does not know or the utterances which to be ambiguous and obscure. Both of them should also not state something in a long,

this flouting applied when speakers want to exchanged, hide or does not want to talk about the topic (Grice, 1975:55).

Example:

A : *Where are you off to?*

B : *I was thinking of going out to get some of that funny white stuff for somebody.*

A : *OK, but don't be long – dinner's nearly ready.*

(Grice in Cutting, 2002:39)

In the example above, B become ambiguous by saying, *funny white stuff* which turn out means ice cream and *somebody* means his daughter. B flouts maxim of manner because B does not say something obvious.

2.3.3 Reason of Flouting Maxim

According on theory by Leech (1983:104) state that reason of floating maxim appears when the speaker intends to deliver and unstated meaning to the listener. It also might be happened because a certain motivation and depend by the situation. The speaker may to flout two different maxims of the same reason and the speaker expects the listener while do conversation can find the hidden meaning of the utterance. The reason that might lead people in conversation to flout the maxims in the conversation are:

2.3.3.1 Competitive

In this reason there is competition between an illocutionary goal with the social goal such as ordering, asking, demanding, and begging. and social goal. An illocutionary goal is a self-centred goal, which concerns each person's self and does not care about the other. On the hand it is opposite, social goal means a goal that purpose to bring advantages to other (Leech, 1983:105).

Example:

Sarah : Merry, the phone is ringing.

Merry : I'm in the bath.

(Cutting, 2002:38)

As the conversation, Mery's illocutionary goal and social goal compete each other. Which the social goal is Mery wants to help Sarah to answer the phone while her illocutionary goal is complete her own work. Here, Mery understand the situation, that Sarah asking her to answer the phone. So, Mery deliberately flout the maxim of relevance because she reduces to answer the phone by saying *I'm in the bath*. Competitive reason leads Mery to flout maxim of relevance. Her illocutionary goal ultimately is over her social life.

2.3.3.2 Convivial

Leech (1983:105) stated in convivial reason there is no disadvantaged side, both sides are satisfying and getting an advantage from the statement because the

illocutionary goal same with the social goal as offering, inviting, thanking, and congratulating.

Example:

Samira: I can't imagine for sure. Perfect score for your grammar.

Julie : It's also you can in charge.

(Leech, 1983:105)

Julie receives compliment as a social goal and illocutionary goal is Julie responds to praise with thanking. Julie flouts the maxim of relevance, because Julie wants to thank Samira for help her in teaching grammar. When both sides got satisfaction in the conversation it makes the reason of flouting maxim is convivial reason.

2.3.3.3 Collaborative

Collaborative occurs when the illocutionary goal that is indifferent with social goal. In this reason includes asserting, reporting, announcing, and instructing. The aim of this reason is giving understanding so there's no disadvantages between the receiver and the speaker in conversation even though the speaker gives more or less information. The flouting maxim of quantity that related to this reason (Leech, 1983: 104).

Example:

Charlene : I hope you brought the bread and the cheese.

Dexter : Ah, I brought the bread.

(Yule,1996:40)

In this example, Dexter gives less information by saying he only brought the bread it shows that his illocutionary goal report what he has done while expected Charlene understand the hidden meaning of his utterance that he can't get the cheese and he only brought the bread.

2.3.3.4 Conflictive

Conflictive reason happened when the social and illocutionary goal of a conversation conflict with each other. There are includes threatening, accusing, cursing, reprimanding, and others. An illocutionary goal of a conversation has conflict with the social goal is a part of this reason. Then, the society is disadvantages, while someone dominate the advantage of an utterance (Leech, 1983:105).

Example:

Anne : How about your meal?

Willy : Yum, this is a lovely under cooked egg. You've given me here, as usual.

(Leech, 1983:105)

In example above, the participant flout maxim of quality. Willy intends to hurt Anne. The social goal is compliment Anne of give advice for her luck. In addition, the illocutionary goal is initiate what she feels without carrying about the

others feeling. In the conversation, the word *lovely* becomes the conflictive word. In this case Willy states the contrary, the reason for the flouting maxim is conflictive.

2.3.4 Context of Situation

Halliday explains, the situation in which linguistic interaction takes place gives the participants a great deal of information about the meaning that are being exchanged (Halliday, 1985:12). Stated that there are three features of context of situation, such as field, tenor and mode (Halliday, 1985:12).

According to Halliday theory (1985:12), the field of discourse refers to what is happening, the nature of ongoing social action: what involved the participants, in some essential part can use language. The event in conversation has big contribution significantly. It supports by the situation and the utterance which balance or engaged each other between language that utterance or the body language that figure out the action.

The tenor discourse refers to who is taking a part, to the nature of the participants, their statuses and roles (Halliday, 1985:12). Conversation will be happened if there is two or more people are crossing information between one and other. Tenor, the personal relationship involves. In conversation, people are choosing grammar based on the relation between the participants. Normally, having close relation or not will influence the grammar and word selection of conversation.

For the example, the conversation between close friends will different with conversation to the teacher or someone else.

According to Halliday (1985:12), that the mode that refers to what part that the language is playing, what is the language that the participant expecting for them in that situation: the symbolic organization of the next, the status that it has, and its function in context, including spoken or written a channels or some combination of both. Rhetorical mode, what the text achieved in the categories such as persuasive, expository, didactic and the like.

