

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is a means of conveying information and concepts through conversation. According to Bloomer et al (2005), language is the means of communication that cannot be separated from human life. When two or more people talk about something in a specific way, it is called a conversation. Participants communicate information such as facts, express their emotions, feelings, and ask questions when conversing with others. People who are involved in a discussion must comprehend the topic that is being discussed at the time in order for the conversation to flow smoothly. The conversation may not run smoothly at times due to a variety of factors that lead to the conversation becoming erratic. When a conversation is going erratic, there must be a specific reason that wanted to deliver along the context of a situation that has a big influence on the conversation. By knowing the context of a situation in a conversation, the participants will know the meaning intended by the utterances that may be conveyed by the participants, which is known as implicature.

Participants are expected to follow some Cooperative Principles in order to follow the phenomenon above and to be cooperative in a conversation. Grice (1975) believes that people will have successful conversation if they fulfill the Cooperative Principles that is elaborated in the four sub-principles or maxim, they are: maxim of quantity, maxim of quality, maxim of relation, and maxim of

manner. However, in some circumstances of daily conversation, participants are unable to achieve ideal communication. This difficulty arises for several reasons: the communication participants blatantly fail to notice the topic's information because the participants want their interlocutors to understand a meaning that is distinct from the message being communicated, and they also do not grasp the topic. In daily life, people in society do flouting maxims in their communication in order to convey information implicitly.

The reflection of human life can be discovered in a movie, and the flouting maxim also can be found in the utterances that are produced by the characters. A movie is a sort of community entertainment in the form of a story that is acted out by humans. As they are founded on social phenomena and cultural values, movies are seen as works of art that represent human existence. It is also classified as a form of spoken discourse where the phenomenon the researcher studies flouting maxims, are reflected. Movies can convey phenomena more clearly than other types of media due to a number of elements. Contrary to novels, movies provide a clearer picture of events through context, setting, facial expressions, and other elements. The outcome, the analysis of flouting maxim in a movie can be compared to flouting maxims in real life.

This research concerned on types of flouting maxims and also the reasons of the characters flout the maxims in "He's All That" movie. In everyday life, participants frequently flout maxims when speaking. It also occurs in dialog uttered by the character in a movie, and it's important to study. The readers can

gain an understanding of what makes a conversation become effective by studying the flouting maxim.

1.2 Problem of the Study

Based on the background of this study in the preceding discussions, the two problems that discussed can be seen as follows:

1. What types of maxims are flouted by the characters in "He's All That" movie?
2. What are the reasons for the characters in "He's All That" movie flout the maxim?

1.3 Objectives of the Study

Based on the problems of study above, the following sentence shown the objectives of study:

1. To find out the types of maxims that "He's All That" movie characters flouted in their dialogue.
2. To analyze the reasons for the characters in "He's All That" movie flouted the maxim in their dialogue.

1.4 Limitation of the Study

This study focused on the types of flouting maxim uttered by the main character, secondary character, and supporting character in a movie as well as the reasons why the characters flouted the maxims in their dialogues based on the problem of the study that has been described. This study used the theory proposed by Grice (1975) to find out the types of maxims that are flouted and the theory of

Leech (1983) to find out the reasons why the characters flout the maxims in the dialogs spoken in the “He's All That” movie.

1.5 Significance of the Study

In order to provide some theoretical and practical advantages, the researcher wants to provide the readers with important knowledge, particularly about flouting maxims. The significances of the study are:

1.5.1 Theoretical Significance

Theoretically, this study was expected to make a contribution towards developing the theory of Pragmatics, particularly theories related to the flouting maxim. By applying Grice's theory, it is also expected to provide a better understanding of why the character is flouting the maxim and be able to understand how the maxims are flouted in some utterances in a dialogue.

1.5.2 Practical Significance

The study's findings can be utilized as a practical guide for learning and comprehending pragmatic concepts, specifically flouting maxims and the reasons of flouting maxims in conversation. This research is also expected to help other parties who are conducting research by becoming a reference for further researchers who may explore the same topic.

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

This chapter was divided into three sub-chapters; there were reviews of related literature, concepts, and theories. The first part described three previous studies that deal with a similar topic as this research. The second part explained the concept, which includes definitions of key terms that are applicable to this study. Then, the last part is the theories; it was used to answer the problems of this study.

2.1 Review of Related Literature

Some literary works cover a topic that is similar to this study. The first is a thesis entitled “Flouting Maxim Used by Main Characters in Focus Movie” written by Adawiyah (2016). In this research, the writer explored the types of flouting maxim spoken by the main character in Focus movie. Identifying the types of maxims flouted by the main characters in the Focus movie, describing the strategies used by the characters, and describing the reasons for the characters flouted were the purposes of this research. Her research used the theory from Grice (1975) to solve the problems. Meanwhile, the method used is observation, that the researcher took the data by note-taking from conversation of the main characters by watching the movie itself. The findings showed all of the different sorts of maxims that were flouted, as well as the strategies, the reasons for which the main characters in the movie flouted the maxims, and the accuracy of the data.

The similarity between this previous thesis written by Adawiyah (2016), and this study is that they both use the theory from Grice (1975). Whereas, the difference was on the data source, which the previous study used a movie entitled Focus, and this study used data from movie entitled ‘‘He's All That.’’

The second is a thesis entitled ‘‘An Analysis of Flouting Maxim Performed by The Characters in Now You See Me Movie’’ written by Fahira (2021). The purpose of her study was to determine the form of maxim flouted by the characters, and find out the sense of flouting maxim utterances uttered by the characters in Now You See Me movie. Theory from Grice (1975) and Yule (1996) applied in her research to solve the problems. The researcher used an observation method that took the data by note-taking from the conversation of the main characters by watching the movie itself. The results revealed that all types of maxims are flouted, as well as the meaning of the utterances spoken by the characters that flouted the maxim in the Now You See Me movie. The similarity between this previous thesis written by Fahira and this study was on the theory. Both studies used theory from Grice (1975) and Yule (1996). Meanwhile, the difference is the data source, her study used a movie entitled Now You See Me, and this study used data from a movie entitled ‘‘He's All That.’’

The third is an article conducted by Agustin and Cahnyaningrum (2020), entitled ‘‘Flouting Maxims Analysis in the Movie Entitled Harry Potter and the Philosopher’s Stone (Pragmatics Approach).’’ The purpose of their research was to describe the types of maxims that characters in the Harry Potter and the Philosopher's Stone movie flout, and to provide an explanation of why they

flouted the maxims. The researcher employed a descriptive qualitative method to conduct their research by collecting the transcripts of conversations, and pictures by watching the movie itself. The researcher found four different sorts of flouting maxims. There are 62 data maxims in total, including 9 data maxims of quality, 19 data maxims of quantity, 16 data maxims of relevance, and 18 data maxims of manner, as well as the motivation why the characters flouted the maxims in their conversation in the movie. The similarity between the article and this study is that both used the theory of Grice (1975) about Cooperative Principles. Meanwhile, the difference is in the data source. The previous article used data from the Harry Potter and the Philosopher's Stone movie, and this study used data from "He's All That" movie.

The fourth is an article written by Ramadhanisya and Hartati (2021) entitled "Flouting Maxim in the SpongeBob Movie: Sponge on the Run." The purpose of their study was to analyze types of flouting maxims spoken by the characters in the movie. The descriptive qualitative method was applied in their study. Their research used a theory proposed by Grice to conduct the study. The result showed all types of flouting maxims in the conversation uttered by the characters. The similarity between the previous study and this study is the theory used in analyzing the data. Both of these studies used the theory proposed by Grice (1975). The difference is the data source, in which they used SpongeBob Movie: Sponge on the Run as the data source, and this study used the data of conversation in "He's All That" movie.

The fifth is an article entitled “Flouting of Conversational Maxims in Avengers: Endgame Movie” written by Widiani, Candra, & Suastini (2021). The purpose of their research was to analyze the types of flouting maxim in Avengers: Endgame Movie. Descriptive qualitative method applied in their research. The findings showed that there are 20 data of flouting maxim. Maxims of quantity and quality are the most frequently violated. Then, it is followed by flouting the maxim of relevance and manner. The similarity between their study and this current study is on the theory used which is proposed by Grice (1975). Meanwhile, the difference is the data source. Their study used Avengers: Endgame Movie as the data source and this study used “He's All That” movie as the data source.

According to the review of related literature above, the topic discussed is flouting maxim, and mostly the research used dialogs uttered by the characters in a movie as a data source. In the movies used in the previous study, there are cartoons, comedy genres, adventures, fantasy, crime, and mystery genres. Meanwhile, this study used the “He's All That” movie as the data source. This movie is a romantic comedy movie. “He's All That” movie hasn't been used as a data source in other studies before.

2.2 Concepts

In this subchapter, there were some explanations given for the associated keys in order to prevent the reader's misunderstanding and confusion when reading and comprehending this study.

2.2.1 Maxim

The Cooperative Principles are four fundamental conversational specifications that outline what participants must do in order to converse in a way that is maximally relational, cooperative, and effective. Participants are expected to speak honestly, relevantly, orderly, informatively, and clearly while imparting enough information (Leech, 1983). There is a rule that should be followed, namely maxim, in order to create cooperative communication between the speaker and hearer. Maxim is a rule that must be adhered to by the participants in an interaction. The rule must be obeyed by the speaker in order to make their communicative efforts effective. Grice (1975) stated that the Cooperative Principle is divided into four maxims of conversation, they are: maxim of quantity, maxim of quality, maxim of relation, and maxim of manner.

2.2.2 Flouting Maxim

Flouting maxim occurs when participants are ignored or not obeyed in a communication. Thomas (1995: 65) stated that a flout occurs when a speaker blatantly fails to observe a maxim at the level of what is said, with the deliberate intention of generating an implicature. It means the speaker purposefully breaks a maxim in order to make the listener wonder what the speaker was really saying, that is called flouting a maxim. Implicature occurs when the speaker does not feel confident or does not want to convey the point of their utterance directly in a conversation. Meanwhile, Cutting (2002: 37) stated that flouting maxims is when a speaker appears not to follow the maxims but expects hearers to appreciate the meaning implied.

2.2.3 Movie

A movie is another word for a film. Movies are a form of visual communication that is crucial for conveying information about everyday life. According to Hornby (2006: 950) as cited in Andriyani (2017), movie means a series of moving pictures recorded with sound that are displayed in cinema or other media to tell a story. A movie has a strong reality, one of which tells about the reality of society. People tend to enjoy certain movie genres, including comedy, romance, horror, etc. Watching movies is not only used for entertainment, but can also be a way to learn new things and increase social awareness.

2.2.4 He's All That

‘He's All That’ is a comedy romance movie that has been airing on Netflix starting August 27, 2021. Mark Waters to director, has TikTok star Addison Rae in the lead role. There is also Tanner Buchanan who became the male lead. ‘He's All That’ movie is a remake of comedy romance She's All That (1999) movie about a popular boy and a geeky girl. However, in the ‘He's All That’ movie, a popular girl takes over a geeky boy.

2.3 Theories

This research concerned two problems. The first problem is the type of flouting maxim in the ‘He's All That’ movie using the theory from Grice (1975) to solve the problem. Grice’s theory about Cooperative Principle applied as the main theory in categorizing the types of flouting maxims. The second problem is

the reasons why the characters flouted the maxim. The second problem used the theory from Leech (1983).

2.3.1 Cooperative Principle

One of the most significant pragmatics theories is the Cooperative Principle. Make the conversational contribution that is necessary, at the time it is required, by the accepted purpose or direction of the dialogue in which you are participating Grice (1975:26). It means that the speaker must provide the necessary information based on the conversation's context. People assume that they will cooperate in conversation when they communicate without realizing it. This cooperative conversation can be achieved through the same maxim as the rule. This set of assumptions can help people come up with effective and efficient ways to use language in conversation. Grice (1975: 26) generates the guidelines for conversational categories or adages that will follow the cooperative principle, there are:

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2.3.1.1 Maxim of Quantity

Grice (1975: 45) stated the speaker have to make their contribution as informative as is required and is not permitted to make a contribution that is more informative than is required, implying that the speaker is neither excessively nor insufficiently informative, do not provide more information than is necessary; it may be argued that doing so would not flout the Cooperative Principle but would instead be a waste of time. Nevertheless, it might be argued that providing too much information can be misleading because it can bring up other issues and there

may be indirect impact to the hearers believe that there is a particular purpose in the excess of information.

Example: At a particular stage, the speaker needs four screws, the speaker expects you to hand me four, rather than two or six (Grice, 1975: 47).

2.3.1.2 Maxim of Quality

The speaker was obligated to speak the truth, according to the maxim of quality. "Try to make your contribution true; don't say something you don't believe to be true, and don't say anything for which you don't have sufficient evidence" (Grice, 1975:46).

Example: The speaker expects your contributions to be genuine and not spurious. If speaker need sugar as an ingredient in the cake you are assisting me to make, speaker does not expect you to hand me salt; if the speaker need a spoon, he does not expect a trick spoon made of rubber (Grice, 1975: 47)

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2.3.1.3 Maxim of Relevance

Maxim of relevance proposes the speaker to be relevant. Be relevant to follow this type of maxims (Grice, 1975: 46). This maxim also aids our comprehension of non-obvious utterances in discussions.

Example: The speaker expects a partner's contribution to be appropriate to immediate needs at each stage of the transaction. If the speaker mixing ingredients for a cake, speaker does not expect to be handed a good book, or even an oven cloth (Grice, 1975: 47)

2.3.1.4 Maxim of Manner

Maxim of manner suggests the speaker must say something clear in the conversation. According to (Grice, 1975: 40) be perspicuous and avoid obscurity of expression, avoid ambiguity, be brief (avoid unnecessary prolixity), and be orderly.

Example: The speaker expects a partner to make it clear what contribution he is making, and to execute his performance with reasonable dispatch (Grice, 1975: 47)

2.3.2 Flouting Maxim

Maxims are rules that participants in conversations, both textual and interpersonal, must abide by in order to keep the conversation flowing well. Cook (1989:31) there are instances in which the cooperative principle is purposefully violated, or flouted as Grice refers to the Cooperative Principle, but only in cases when the sender means for the recipient to see the actions in this way and the recipient actually does. According to Grice (1975: 49) a speaker may flout a maxim that he or she blatantly fails to fulfill the maxims of cooperative principle without any intention to devise or make a misunderstanding to convey hidden meanings in their utterances. Flouting maxim can be divided into the same number as maxim as follows:

2.3.2.1 Flouting Maxim of Quantity

This type of flouting maxim occurs when a speaker blatantly gives more or less information that is required, she or he may flout maxim of quantity and

deliberately talk either too much with the goal of the ongoing conversation (Grice, 1975: 52).

Example:

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

Dexter : Ah, I brought the bread.

(Yule, 1996: 40)

After hearing Dexter's answer in the conversation above, Charlene must assume that Dexter is cooperating and is completely unaware of the maxim of quantity. But he didn't mention cheese. If he brought cheese, he would say so, because he would follow the maxim of quantity. He had to make it clear what he meant that he didn't bring with him what he didn't say. However, in the above conversation, Dexter didn't mention that he didn't bring it with him, so he gave an answer that was less than Charlene expected. Therefore, Dexter flouted the maxim of quantity.

2.3.2.2 Flouting Maxim of Quality

Do not say that for which you lack adequate evidence (Grice, 1975: 53). When a speaker's contribution is false and they state anything without sufficient evidence, they violate the quality maxim. To flout this type of adage, the speaker may employ hyperbole, metaphor, sarcasm, and banter.

Example:

Speaker A: Your wife is probably deceiving you this evening.

(Grice, 1975: 53)

A flout may not be easy to spot, but the following seems to be an example. In the conversation above, speaker A tells B about B's wife "she is probably deceiving him this evening." Speaker A spoke without clear evidence. In the appropriate context, or with the appropriate gesture or tone of voice, it may be clear that A does not have sufficient reason to suppose this is the case. Therefore, the above example flouted the maxim of quality.

2.3.2.3 Flouting Maxim of Relevance

The maxim of relevance is exploited by making a response or observation which is very obviously irrelevant to the topic in hand (Thomas, 1995:70).

Example:

Speaker A : Mrs. X is an old bag.
Speaker B : The weather has been quite delightful this summer, hasn't it?

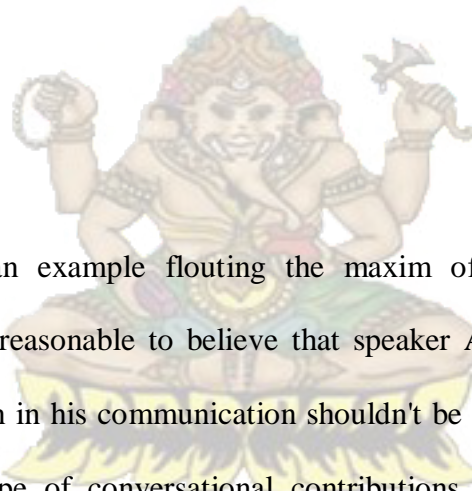
(Grice, 1975: 54)

The conversation above is an example of flouting the maxim of relevance. The conversation took place at a genteel tea party. Speaker A said, "Mrs. X is an old bag." There was a terrible moment of silence, and then speaker B said, "The weather has been quite delightful this summer, hasn't it?" Speaker B blatantly refuses to make what she says relevant to his answer. Thus, he implies that the statement made by speaker A should not be discussed, and that A has committed a social wrong. Therefore, speaker B gives a very irrelevant answer and intends to avoid the topic.

2.3.2.4 Flouting Maxim of Manner

The speaker flouts the maxim of manner because he/she appears to be obscure or ambiguous. They may say something not briefly or orderly (Grice, 1975:55).

Example: Speaker A and speaker B are speaking in front of a third party. For example, the third party is a child, then the speaker A may deliberately obscure, although not too vaguely. Speaker A hopes speaker B will understand and a third party not.



(Grice, 1975: 55)

Above is an example flouting the maxim of manner. Based on the example, it seems reasonable to believe that speaker A is indirectly expressing that the information in his communication shouldn't be disclosed to anybody else by making this type of conversational contributions. Speaker A expects that speaker B will notice that A is being purposefully evasive. Speaker A hopes that speaker B understands what he means, but the third party does not. It causes speaker A's utterances to be obscured.

2.3.3 The Reason of Flouting Maxim

The speaker intentionally breaks the rules in order for the listener to deduce the utterance's implied meaning, leading the hearer to infer more than one implicature. Speakers attempt to convey an unspoken meaning to listeners by breaking the cooperative principle's maxims. The flouting of a maxim occurs for a

variety of reasons, depending on the circumstances. Leech (1983) explained for types of illocutionary function of politeness, according to how they relate to the social goal of establishing and maintaining comity which related to the motivation of the flouting maxim. People may flout the maxims for the following reasons:

2.3.3.1 Competitive Reason

According to Leech (1983: 104) competitive occurs when the illocutionary goal competes with the social goal such as ordering, asking, demanding, and begging, etc. The illocutionary goal is a self-centered goal focused on the self-interest of each individual rather than the interests of others. The illocutionary goal and the social goal are in competition with one another. Competitive is of a negative character, its goal is to lessen the tension created by the conflict between what one wants to accomplish and what is polite behavior. Competitive goals are ones that are fundamentally impolite, like asking someone for a loan. On the other hand, a goal that refers to help others is referred to as a social goal.

2.3.3.2 Convivial Reason

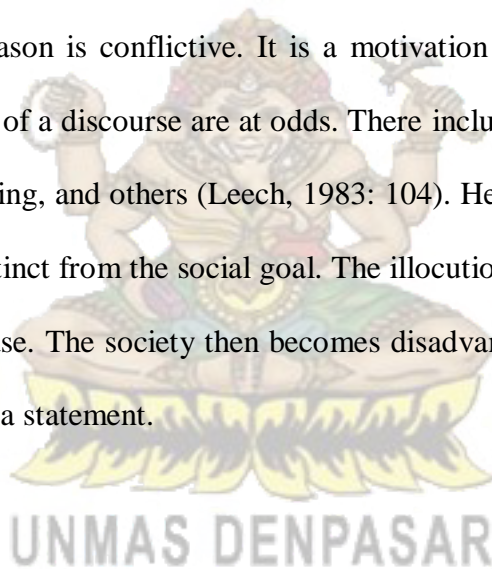
Leech (1983: 104) Convivial occurs when the illocutionary goal coincides with the social goal such as offering, inviting, greeting, thanking and congratulating. On the other hand, intrinsically politeness in this situation means looking for chances and takes a more positive form for seeking opportunities for comity. Here, there is no disadvantaged party in this situation. Both the self and society get advantages from an utterance.

2.3.3.3 Collaborative Reason

Collaborative occurs when the illocutionary goal is indifferent to the social goal. It includes asserting, reporting, announcing, and instructing (Leech, 1983: 104). Since the purpose of this explanation is to help the listeners understand, whether more or less information is given by the speaker, neither they nor the listener suffer any negative effects from the utterances.

2.3.3.4 Conflictive Reason

The last reason is conflictive. It is a motivation in which the social and illocutionary goals of a discourse are at odds. There include threatening, accusing, cursing, reprimanding, and others (Leech, 1983: 104). Here, the illocutionary goal is considerably distinct from the social goal. The illocutionary and social goals are opposing in this case. The society then becomes disadvantageous, while someone takes advantage of a statement.



CHAPTER III

RESEARCH METHOD

A research method is described as a procedure that is unavoidably used to identify the answer to a research question or problem that has been presented. Those methods comprised the data source, data collection, data analysis, and finding presentation.

3.1 Data Source

The researcher used the conversations from all characters in “He's All That” movie as the data source. The 2021 American “He's All That” movie, which Mark Waters directed based on a script by R. Lee Fleming Jr. The movie is a remake of She's All That (1999). The cast are Addison Rae, Tanner Buchanan, Madison Pettis, and Peyton Meyer. In September 2020, plans for a She's All That remake were announced, with Waters the director, Fleming Jr. would write the screenplay again, and Rae to star (Netflix, 2021). The story is about a popular student who is challenged to turn a student into an attractive and popular student to take to school prom night, and to be a cool guy and a prom king. It is basically unchanged from the original version of She's All That (1999). Prior to its August 27, 2021 Netflix release, The world premiere of the movie He's All That took place on August 25, 2021 at the Neue House in Hollywood, California. This movie runs for 1 hour, 31 minutes. This movie was widely discussed when it first aired because it is a remake of She's All That (1999). “He’s All That” movie is

the debut movie of TikTok artist Addison Rae, and the audience was curious about her acting skills. The visuals of this movie take place in many locations in the city of Los Angeles, California, United States, one of which is the iconic Union Station Train Station. Also, there are many flouting maxims in the dialogue uttered by all of the characters; this movie served as the data source. The utterances made by all of the characters in this movie that ignored the maxims of quantity, quality, relevance, and manner served as the main source of information.

3.2 Data Collection

The data were analyzed using observation methods and note taking techniques. In order to find out the flouting of maxims uttered by the characters in ‘‘He’s All That’’ movie, the steps in collecting the data can be seen as below:

1. Downloading the movie.
2. Watching the movie repeatedly to know the specifics of the conversation among the characters.
3. Making the transcription of the dialogue suspected of flouting the maxims.
4. Taking notes of the data that contained the flouting maxim spoken by the characters in the movie.

3.3 Data Analysis

In this study, the qualitative method was applied. The data were descriptively analyzed based on the maxims of quality, quantity, relevance, and manner that were flouted. It was also used to find out why the characters in the ‘‘He’s All That’’ movie flouted the maxim. The first problem was analyzed using

the theory proposed by Grice (1975). The second problem was analyzed using the theory proposed by Leech (1983) about the reason for flouting maxims.

3.4 Finding Presentation

The formal method and the informal method are ways of finding presentations. The data were presented using a table, graphs, symbols, or charts in a formal method. Meanwhile, in the informal method, the data were presented in narrative form, text, or a paragraph. In the formal method, the data were presented by showing the types of flouting maxims and reasons used by the characters in the table of percentages. The presentation also used the informal method of explaining the data descriptively based on the types of flouting maxims and the reasons for characters flouting the maxims in 'He's All That' movie.

