

NON-OBSERVANCE OF MAXIM IN “COCO” MOVIE: AN ANALYSIS OF FLOUTING MAXIM

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ABSTRACT

This research is aimed to investigate the Non-Observance of Maxim: An analysis of Flouting Maxim in Coco Movie. The focus of this research is figure out the non-observance of flouting maxims found in “COCO” and the most dominant types of flouting maxim. The researcher used the theory proposed by Grice (1979). The researcher used qualitative descriptive method to analyze the movie. The finding of the research shows that there are 28 utterances which include flouting maxim of quality, quantity, relation and manner. In flouting maxim of quality. There is only one utterance that breaks maxim of quality with the percentage (3,57%), six utterances that break maxim of quantity with the percentage (21,42%), nineteen utterances that break maxim of relation with the percentage (67,85), two utterances that break maxim of manner with the percentage (7,14%). Most all of the utterances are flouting by the main characters which they have a different reasons and purposes in disobeying maxim.

Keywords: Pragmatics, Flouting Maxim, Coco Movie, Non-Observance of Maxim.

INTRODUCTION

As social creatures, communication is an essential aspect which people used is an interaction. For that matter, language is used as a tool of communication. In a communication people deliver the meaning, such as sharing stories, ideas, experiences, and knowledge incapsulated in words and sentences. The problem is the listener often fails to understand what is meant by the speaker in a conversation. To avoid misunderstanding in a conversation the speaker and listener must obey the rules of conversation. But there are times when an error occurs in conversation or interaction due to several factors. These factors could be due to differences in culture, environment and experience, etc. and it can lead to false assumptions or misunderstanding between speakers and listeners. According to Herbert Paul Grice as expert has discussed and has his own theory about conversation that is conversational implicature which can help people to build a good and cooperative in conversation. Conversation implicature provide four principle that include in cooperative principle. Grice mentioned on his book, “make your contribution such as is required, at the stage at which it occur, by the accepted purpose and direction of the talk exchange in which you are engaged.”(1975:46). Cooperative principle has four principle called by maxim. Grice formulates maxim of quality, maxim of quantity, maxim of relevance and maxim of manner. As stated in Yule (1996). But in

other hand, some speaker cannot perform well in their conversation such as in the example before, of course there will be some mistakes that did by speaker. In this case, it can be called as non-observance of maxims. It means that the speaker breaks the maxims or does not observe the maxim of cooperative principle. According to Grice There are five ways of failing to observe the maxims (Thomas 1995:64): flouting a maxim, violating a maxim, infringement, opting out and the last is suspending a maxim. In this research, the researcher aims to analyze the non-observance of flouting maxim based on Grice’s theory in *coco* movie. Researcher uses movie because it gives real portrayal of conversation. The researcher can see the context and know the speaker and hearer expression by watching the movie.

Pragmatics

Pragmatics is a part of linguistics. There are some definitions of pragmatics based on some experts. (Yule 1996:4) Pragmatics is the study of the relationships between linguistic forms and the users of those forms. Only pragmatics that allows humans into the analysis. The advantage of studying language via pragmatics is that one can talk about people’s intended meanings, their assumptions, their purposes or goals, and the kinds of actions. Thus, pragmatics is appealing because it is about how people make sense of each other linguistically, or in simple pragmatics can be defined as a

focused study on the meaning of utterances delivered by the speaker and Interpreted by interlocutor. From the definitions above, it can be concluded that pragmatics is a field of linguistics study which does not only explain about language but also explain how to produce and understand the language use in our real life. It teaches us how to apply it in our daily life.

Implicature

Implicature are one of the studies in pragmatic and implicature was first introduced by Grice. Implicature is stated by Grice as a term "to account for what a speaker can imply, suggest, or mean as distinct from what speaker literally says" (Brown & yule 1983:31). In addition, according to yule (1996:35) implicature is an implicit meaning or additional conveyed meaning behind the utterance. Or in other word, implicature is implicit meaning; what the speaker says is not what the speaker means, or what is said is not what is meant. In simple implicature is an indirect meaning or implied meaning caused by what is conveyed.

Non-observance of Maxim

According to Thomas "people may fail to obey a maxim because they are unable to speak clearly or because they deliberately choose to lie". In interaction or communication with others, every individual must break the rules of maxim that have been described previously and it called as non-observance of maxim. This can happen for several reasons. The type of non-observance of the Flouting maxims can be classified into five that are: Flouting Maxim quality happens when the speaker gives the information that is false and that is not supported by evidence. Flouting Maxim of Quantity happens when the speaker gives too much information than as required. Flouting maxim of relation happens when the speaker doesn't give the relevant information in a conversation. Flouting maxim of manner happens when the speaker says unclear or ambiguous.

RESEARCH METHODOLOGY

Research is a process of steps used to collect and analyze information to increase the understanding of a topic or issue (Creswell, 2012:3). In this research the qualitative descriptive used for collecting and analyzing the data which includes in nonobservance of

flouting maxim that spoken by the character in "coco" movie. This research focused on the utterance of the characters which do not observe the cooperative, this research will only focus on flouting a maxim. The main source of data in this research is movie. This movie is chosen because there are many utterances which break the maxim and the genres. This movie has comedy, adventure, mystery, family, and animation.

RESULT AND DISCUSSION

After analyzing the data, after analyzing the data, the researcher finds 28 utterance in "Coco" movie which do not obey the maxims. They are divided into 19 utterances which include flouting maxim of relation and 6 utterances which include 6 flouting maxims of quantity. While there are only 2 flouting maxim of manner and the least is the maxim of quality which is only 1, most of all utterances are flouting by main characters. So, the most dominant flouting maxim in "Coco" movies is flouting maxim of relation.

Flouting Maxim of Quality

This type indicates that the speaker says what he believes to be true and what the speaker says must have sufficient evidence. This type only finds one data and it presents below:

Data 1 (Minute 36:12 – 36:24)

Hector: De La Cruz is a tough guy to get to. And I need to cross that bridge soon.

Like tonight so, you got any other family here, you know? Someone a bit more Accessible?

Miguel: Mm, nope.

Hector: don't yank my chain, Camacho. You gotta have some other family

Miguel: Only De La Cruz. If you can't help me, I'll find him myself.

Miguel's answer flouts maxim of quality because he gives the untrue information, Miguel lies to hector because actually he comes with his family, but their family doesn't give blessing to Miguel as a musician that's why he needs to find De La Cruz to get musician blessing, so from Miguel's utterance he flouts maxim of quality.

Flouting Maxim of Quantity

This type indicates that speaker must say as informative as possible. It means that the speaker should not to give more or less information than is required. This type found eight data and it presents below:

Data 1 (Minute 49:24 – 49:33)

Hector : you always this nervous before a performance?

Miguel : I don't know, I've never performed before.

Hector : what?! You said you were a musician!

Miguel : I am! I mean I will be. Once I win

Miguel's answer flouts maxim of quantity because he gives more information to hector, since hector gets shock and ask Miguel. Actually, he can answer "after winning this contest I will become a musician". But he says it to make him believe what he said, because of that, his answer is more informative than is required. So, Miguel flouts maxim of quantity by giving more information.

Flouting maxim of Manner

This type indicates that speaker's contribution should be brief It means that what the speaker says must be clear as possible and avoid ambiguity. This type of data finding is presented below:

Data 1 (Minute 43:37 – 43:42)

Hector : I promise we'll bring it right back.

Chicharron :like the time you promised to bring back my van ?

Hector : uh

Chicharron : or my mini-fridge?

Hector : ah , you see.

Hector's utterance flouts maxim of manner because his statement is ambiguous, it can be seen from the Chicharron response. Therefore, Hector's statement flouts maxim of manner because he gives an ambiguous statement.

Flouting Maxim of Relation

This type indicates that speaker's contribution should be relevant with the topic of conversation. It means that what the speaker says must be relevant with the topic of conversation. This type found data and it presents below:

Data 1 (Minute 57:17 – 57:23)

Security guard : invitation ?

Miguel : it's okay. Im ernesto great great grandson !

Miguel's answers flouts maxim of manner because his answer doesn't relate with security question. So, from Miguel's statement he flouts maxim of relation.

CONCLUSION

This researcher focuses on the non-observance of flouting maxim in *Coco* movie and classifies the most dominant maxim that appears in *coco* movie. This research uses qualitative descriptive approach and the data taken from the utterances of the chapters in *Coco* movie. This researcher uses Grice's theory to analyze the data.

The researcher finds four types of flouting maxim in this movie. The finding shows that there are 28 utterances which include flouting maxim of quality, quantity, relation and manner. In flouting maxim of quality. There is only one utterance that breaks maxim of quality with the percentage (3, 57%), six utterances that break maxim of quantity with the percentage (21, 42%), nineteen utterances that break maxim of relation with the percentage (67, 85), two utterances that break maxim of manner with the percentage (7, 14%). Most all of the utterances are flouted by the main characters which have different reasons and purposes in disobeying maxim.

Table of Percentage.

No.	Types of Flouting Maxim	Quantity	Percentage
1.	Flouting Maxim of Quality	1	3,57%
2.	Flouting Maxim of Quantity	6	21,42%
3.	Flouting Maxim of Relation	19	67,85%
4.	Flouting Maxim of Manner	2	7,14%
Total		28	100%

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