

THE VIOLATION OF GRICE'S MAXIM IN "BAD GENIUS" MOVIE

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Abstract

This study was focused on the violation based on Grice Maxim's Cooperative Principle theory in communication of characters in Bad Genius Movie. The purpose of this study is to analyze the violation of a sentence for every dialogue that is brought up by the main actor and the other person in the movie. The type of this research is descriptive qualitative and descriptive analysis method is used in analyzing the data. The data was collected from the conversation in the movie which contains conversational implicature in the character's utterances. The authors analyzed how the dialogue refers to the violation maxim contained in the film "Bad Genius". The results of identification showed that are violations maxim Quantity, Quality, Relations, and Manner

Keywords: Maxims, Violation, Bad Genius Movie

INTRODUCTION

The function of language is as a communication tool, because that language has a very important. Sirbu (2015) argue that language is basically a method for communication among individuals from a general public. Individuals use language as an apparatus of communication to state their needs, messages, data, and thoughts to others (Hamsah, 2018).

In proper communication, each party involved, namely between the speaker and the speech partner will always try to convey his speech effectively and efficiently. According to Sari (2011) which says that a speaker will try to make his speech always relevant to the context, clear and easy to understand, compact and concise and always on the problem so as not to spend the time of the other person.

The cooperative principle stated by Grice make conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged. The Cooperative principle is a theory of principle between speaker and hearer when they exchange the information in their talk. According to Grice (1975) in Lestary (2019) explains that Cooperative Principle leads the participants to make a contribution as is required in a conversation, cooperative principle which consists of four maxims (maxim of quantity, maxim of quality, maxim of relation and maxim of manner) Sometimes the speaker and the listener do a mistake in communication that where a conversation could not delivered properly and can be said to violation. Violation in conversation it is not only found in daily life, but violation in conversation also found in some media, such us movie, talk show, and sitcom. Violation maxim happens when the speakers know that the hearers will not know the truth and will only understand the surface meaning of the words. Violation maxims have four types; there are violation maxim of quantity, violation maxim of quality, violation maxim of relation, and violation maxim of manner.

Talking about films that are commonplace among all people, films have spread throughout the country because films include media that are able to attract attention and interest in watching to the public, film also includes a medium of communication by displaying moving images that can provide knowledge or experience that is happening in the scene the film aired, in accordance with the opinion Film as one of the mass media in which there is collaboration between moving images and put together with the words contained in the dialogue. In each dialogue through the words conveyed by the player, there is an interesting part of the conversation to be studied using the theory of Grice Maxim.

In this study the author examines not without reason, the author wants to identify why in every dialogue in this film there are many odd things, it is identified whether it includes Violation or not. Every dialogue in a film must have its own meaning in every speech that is delivered whether it lies to the other person or not because that is what the author will examine in this paper. The aim of the writer to identify this film in Violation Maxim is to ensure that the conversation part that clearly uses a violation of maxim, and identifies and analyze which part of the word uses Violation maxim Quantity, Quality, Relevant or manner role.

1. Grices maxim of Cooperative Principle

Grice's Maxim cooperative principle is used for communication that is always relevant to the context. Grice, s Maxim is divided into four principles. These principles make it very possible for effective communication.

a. Maxim of Quality

Quality maxim requires utterances that have enough evidence and are true. In this maxim, speakers do not allow to make contribution containing lies or untruth.

Consider the following utterances

A: How many maxims are there according to Grice?

B: According to the Grice book that I read, there are four maxims in the principle of cooperation.

A: What is a maxim?

B: Maximum quantity, maximal quality, maxim of relevance and maxim of manner (implementation).

In the example above, (B) contributed the correct information, that according to the Grice book he read there were four maxims, namely the quantity maxim, quality maxim, relevance maxim and method maximization (implementation).

b. Maxim of Quantity

Maxim of quantity requires the speaker to make contribution that is as informative as is required. When someone contributes more information than is required, then it can be said that he/she violated Quantity maxim. The speaker does not allow to make his contribution neither shorter nor longer than is required. For example, a reasonable speaker would choose speech (a) over speech (b):

(a) The blind man is a masseuse.

(b) The person who cannot see it turns out to be a masseuse.

Speech 1 is considered more effective and efficient, and contains truth values. Everyone certainly understands that blind people cannot see. Thus the element cannot see in speech (b) is considered excessive. The element that cannot be seen in (b) is considered to be in conflict with the quantity maxim because it only adds things that are clear and do not need to be explained again.

c. Maximz of Relations

The concept of this maxim is by saying something that is relevant to the topic. This maxim requires relevance between the speaker and the hearer. Consider the following example:

A: There is somebody at the door

B: I'm in the bath.

When A tells B that someone is coming in front of their door and hopes that B will open the door for the guest, then B says that he is in the bathroom at that time. B's answer implies that he expects A to understand where B is at the time, so B cannot open the door and see who is coming at that moment. Thus, it can be said that the connection between the speech participants does not always lie in the meaning of the utterance, but it can also lie in what the utterance implies.

d. Maxim of Manner

Maxim of Manner requires contribution that is clear, brief, orderly, and unambiguous. Speakers are required to say things that avoid ambiguity and obscurity of expression in order to not violate Manner maxim. In everyday speech discourse can often be found by a speaker who deliberately ignores this maxim, as seen in the dialogue below:

A: Let's stop and get something to eat.

B: Okay, but not M-C-D-O-N-A-L-D-S

In the spelling dialogue in speech B it aims to make children who like Mc. Donalds did not realize that his parents did not want to eat at Mc. Donalds. A speaker must interpret the words used by his interlocutors. In taxa (ambiguous) based on the context of its use. This is based on the principle of imprudence (ambiguity) that will not arise if cooperation between speech act participants is always based on careful observation of the pragmatic criteria outlined by Leech with the concept of the speech situation.

2. Motivation for Maxim Violation

One reason for disregarding the maxims is to assert territorial rights, so to speak, and to project one's self. Speakers tend to violate the maxims because they think it may cause offence, embarrassment toward others. They maintain good relations by a mutual respect for face and territorial rights of others. Subiyanto (2016) stated that this kind of cooperation goes under the general name of politeness. There are chances when speakers have to violate the maxims because they just do not want to cause offence and undermine other's self-esteem. They choose to violate the maxims and leave their utterances to others to take the implicit meaning of what they said.

3. Bad genius films

Bad Genius is a Thai film, this film tells about cheating on test tests to get money, the film was made in a fraud case in the STIC test. Four students who were cast in this film include Lynn (Chutimor Chuengcharoensukying) Bank (Chanor Santinatornkul) upapunpinyo) and Grace (Eisaya Hosuwan). In the story this movie takes the element of drama, tension arises in every scene in this movie, differences in social strata to a compulsion to do complete cheating are presented, very genius students make a very unique cheating technique so that the teacher does not know, the action is not free. Lynn was a smart student who was paid for by her friend because she was a student who was lacking in economic matters, in short, following the STIC international exam she planned the tensest, finally, the student admitted the actions she had made with her friends.

METHOD

Researchers conducted research with the Qualitative Descriptive research method, because researchers analyzed the data as a whole, with observations to find the results of data with

explanations that will be compiled in the form of dialogue conversations, this was stated by Suryana (2012) that descriptive research made a description that is structured and true about a particular object. This method does not collect data in numerical form, but data is collected in the form of text analysis. The author uses an analysis approach and observes a dialogue in “Bad Genius” film part of the main player and the interlocutor. The data are in the form of written text, so it is suitable for this research as Polkinghorne stated that, according to Cressweell (2014) in Snelson (2016) a qualitative study is defined as an inquiry process of understanding a social or human problem, based on building a complex, holistic picture, formed with words, reporting detailed views of informants, and conducted in a natural setting. To find data using this Qualitative Descriptive method, the author looks for each of the main characters' dialogue conversations and interlocutors in the film "Bad Genius". Gather each part of the utterance which uses violation maxim and is analyzed.

RESULTS AND DISCUSSION

Results

The author uses a theory that was presented by Grice's Maxim in the Cooperative Principle to find sentences including violation maxim in the dialogue film "Bad Genius" on the four player characters in the film, Rinrada, Grace, because of their characters that often use violation maxim.

The author collects all data dialogue in the form of a table, in the composition of each character and how many sentences violation contained in the dialogue. In this film, there are several dialogues from each scene analyzed with the violation sentence. The film is analyzed according to the storyline, which is a back and forth flows that in the first scene is the part where the story is backward. In the violation in this film, the dialogue begins with the recognition that gives reasons not in accordance with the facts that occur and is a violation maxim of Quality and gives an explanation that is not in accordance with what is asked in violation of the maxim of Quantity. And the character deliberately gives irrelevant information according to violation maxim relations and confusing and long-winded answers and Violation Maxim Manner.

MaximNumber

Maxim	Number
Quantity	6
Quality	1
Relevance	1
Manner	1
Total	9

Table 1. Number of Maxims

Discussion

After watching this episode, I found nine utterances containing maxim violations committed by the players. Lynn is the actor who violates the maxims the most. In the data, there are nine violations of maxims quantity and one of each maxims quality relation and manner. The followings are some of the data found :

A. Violation maxim of Quality in The Bad Genius Film

In accordance with what has been explained that maxim Quality is maxim's which violates the dishonesty of the answers posted by each character. Experts ... clearly seen in the following dialogue.

Excerpt (1)

Rindara : My name is Rinrada Nilthep.
I'm in grade 12 at Krungthep Thaweepanya School.
You can call to check my school records.
The STIC exam isn't beyond my ability.

Dialogue 1 tells a story in a printing press owned by a friend, Grace, in that dialogue Lyn (Call in the film *Bad Genius*) revealed the reason for being caught cheating on an International STIC test in the scene, Lyn with Grace, Bank, and Pat acted asking questions as if they were STIC members who asked if they were caught cheating. In dialogue 1 Lyn uses lies that are not in accordance with the truth or dishonest in the sentence "STIC Exams are not beyond my ability" clearly seen Violation of maxim Quality is that in fact he is a very genius student and STIC questions are not difficult for him, but in order not to get caught he revealed things that were lying and did not match what actually happened.

Excerpt (2)

Rindara : If we win, you wanna go this evening?
Bank : Nah. I don't like eating out.

In dialog two in a different scene before the Teen Genius race Lyn invites the Bank to eat outside if they win the competition but the Bank says that he does not like to eat outside even though the real reason is that the Bank wants to help his mother wash clothes. It is clearly seen in the dialogue that Bank deliberately said what was not true because for certain purposes which included violation maxim of Quality.

Excerpt (3)

Unknown people : Hey, you! Your basket grazed by mirror!

In dialogue three in the scene that is different the bank is delivering the finished laundry to the customer a few moments later there are 2 people who approach the bank and say that the default bank touches the motorbike of the two people but the original bank does not nudge anyone's motorbike just because the 2 people it was to beat the bank. It is clear that these 2 people lie for certain purposes which include violation maxim of Quality

Excerpt (4)

Rindara : Dad. You remember that programmer, Teen Genius? They want me to compete in Sydney. They need your bank statement for visa purposes.
Rindara dad : Who are you going with?
Rindara : With Bank.
Rindara dad : Huh?
Rindara : It's not just the two of us, there's a teacher too..

In the four dialog in the scene that is Lyn met his father at home to talk about his departure to Sidney to follow the STIC exam but Lyn said that he had the impression to take part in the Teen Genius race and in the same Scene Lyn asked his father's bank ID to make a visa but that actually Lyn asked his father's bank ID to make a permit abroad, it was clear that Lyn did not say the actual reason twice in this scene because for certain purposes including Violation of Quality

Excerpt (5)

Supervisor : Come on What are you doing?

Rindara : I seem to be sick can I go home now?

In dialog five of different scenes located in Sydney Australia On the day of STIC they completed the first test as planned but the bank experienced anxiety and was caught. Lynn struggled to memorize the final part and finally made it past. He was chased by the test administrator and pretended to be sick to leave the test center early. It is clearly seen that Lyn did not tell the official about this particular purpose including violation maxim of Quality.

Excerpt (6)

Security : What are you doing?
Rindara : Not. I'm not feeling well.
Security : This is not important.

In dialog six in a different scene at Sidney line seen running around the train station to avoid the security officer, then Lyn saw the automatic machine of the bread seller and drinks he bought it and ate it when the officer approached Lyn, he pretended to throw out bread and the drink and said that he was sick. It is clearly seen that the Lyn business does not give the security officer the real reason for a certain reason so this is violating maxim of Quality.

B. Violation maxim of Quantity in The Bad Genius Film

As explained earlier, in the maxims the quantity requires each speech participant to contribute as much and as much as needed by the interlocutor. But not always the speech is in accordance with the intent and purpose of the quantity maxim. As in speech :

Excerpt (1)

Grace : She's right. But, tutoring my friend isn't wrong, right?

Dialogue 1, the character in this dialogue is Grace, a friend of Lyn and Pat, who is revealing the reasons for what his friend is asking. In the sentence Grace said "But not teaching my friend is not wrong" looks very identical to the Violation maxim of Quantity because, basically the question given to Grace is not a question that leads to friendship but a question that wants to dig up information about what if he was caught by STIC member, because he did not want to be blamed he changed the subject.

C. Violation maxim of Relation in The Bad Genius Film

In a dialogue there is irrelevance in terms of answering something or saying something expert...

Excerpt (1)

Rindara dad : Tell me now what are you up to! Huh!
Grace : Lynn and Bank are a couple! They went on a secret trip.

Dialogue changes scene, in the story that is located at a printing press, Lyn and Bank are taking the STIC Examination in Sydney Australia, Lyn's father asks his friend Grace and gives an answer that is not in accordance with the topic in question, Please ask that his brother Lyn took part in the race in Sydney with her tutor. Because of his haste, Grace revealed that Lyn was dating a bank. In this sentence, Relation to what was asked and what was revealed was not on the topic, Grace changed the subject by changing the topic so that Lyn's father did not suspect that actually Lyn in Sydney to do the STIC problem was not for the race, and was finally given the reason to convince Lyn's father .

D. Violation maxim of Manner in The Bad Genius Film

There is a violation of the implementation maxim if the speaker does not speak directly. His speech is vague, taxa (ambiguous) excessive and uneven.

Context (1)

Pat : Okay, I admit I paid Lynn. But paying her for piano lessons.

In the same place and in the same situation acting giving reasons for cheating the test. In the dialogue presented by Pat. Pat said that he paid Lynn for lest piano. In fact they paid Lynn to study the log notes to use for cheating on the exam. Pat did not explain in detail what they were studying piano for, so Pat had violated the Maxims of Manner because Pat spoke ambiguous and coherent.

CONCLUSION

Based on data that has been analyzed by researchers that can produce a conclusion, that the character of the film bag Genius is deliberately violating Violation of maxim from Quality, Quantity, Relations and Manner. Because in the dialogue the information conveyed by each character is inadequate, dishonest, incompatible, and unclear. The character that most uses breaking maxim is Rinrada who often violates maxim quality.

It can be seen in each dialogue that the average character deliberately violates the maxim because to achieve certain goals, so that what they want can run smoothly. This research can be an example in examining film in terms of dialogue that violates maxim.

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