

AN ANALYSIS OF FLOUTING MAXIMS IN "COCO" MOVIE

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Abstract

This research aim to analyze the maxim flouting that were flouted by the characters in the Coco movie script based on Grice's cooperative principle. This research used descriptive qualitative method to support in analyzing the data. The data sources of this research were the coco movie and its script. The data were accumulated by downloading the Coco movie and script, watching the movie, and collecting the data from the script. The data analysis was conducted by organizing the data into narration, analyzing the data, and make the conclusion. The result of this research showed what types of maxim were flouted in the movie. The results of this research show that the maxim flouted 11 times in the whole dialogue of the movie. The maxim quantity flouted 5 times or 45%. The maxim of relation flouted 3 times or 27%. The maxim of quality flouted 1 times or 10%. The maxim of manner flouted 2 times or 18%. The most dominant maxim flouting is quantity maxim flouting.

Keywords: *Cooperative principle, Flouting Maxim, Coco Movie*

INTRODUCTION

As social creatures, people interact or communicate with one another in the form of conversation. It aims to keep the good social interaction among them. Beside giving or getting information, the conversation occurs to show the existence of the human in its surroundings. In linguistic especially in pragmatic field, there is a theory that explains how people can be cooperative in the conversation. It is cooperative principle. This theory is a principle of conversation that was introduced by philosopher (H. Paul Grice, 1975) in Zebua, (2017: 104). He states that the cooperative principle is the opinion that participants in the conversation usually trying to be informative, truthful, relevant, and clear. It means that every participant is supposed to give contributions in the conversations as required.

To be effective communication, there are four conversational maxims cooperative principles proposed by Thomas (1995: 63) in (Letters & Arts, 2012). They are Maxim Quantity, Maxim Quality, Maxim Relation, and Maxim Manner. These maxims make speakers and listeners can run conversation smoothly, hence, these maxims are related each other.

In this study, the researchers choose Coco movie by analyzing the maxim flouting through the conversation among the characters of the movie. Coco movie is a movie about the swift story about a young man who wants to become a musician and somehow finds himself communing with talking skeletons on the ground leading. This study is expected to be useful for the students, especially those in English department who are interested in pragmatics.

Cooperative Principle

Cooperative principle is a predominant principle in pragmatics that was developed by an English Philosopher, H.P. Grice (1975) in Zebua, (2017: 104). He said that cooperative principle is the opinion that participants in the conversation usually trying to be informative, truthful, relevant, and clear. It means that each participant is expected to give contributions in the conversations required. It is kind of a tacit agreement by both the speakers and listener to be cooperative in verbal communication. (Yule, 1996) in Destra Wibowo Kusumo, (2015: 9), stated that cooperative principle is the basic principle in pragmatics in which people are demanded to make their conversation as cooperative as possible, in line with the purpose of the conversation. Whereas Levinson, (2011: 102) the cooperative principle as the specification of “what participants have to do in order to communicate an effective, rational, co-operative way: they need to speak heartily, relevantly and clearly, while giving sufficient information”.

Maxim

Cutting (2002: 34) in (Zebua, 2017) proposed four conversational maxims cooperative principles. They are maxim of quantity, maxim of quality, maxim of relation, maxim of manner.

a. Maxim of Quantity

Maxim quantity means that speakers should be as informative as is required, that they should give neither too little information nor too much. Some speakers like to point to the fact that they know how much information the hearer requires or can be bothered with. People who give too little information risk their hearer not to be able to identify what they are talking about because they are not explicit enough. On the other hand, those who give more information than the hearer needs risk boring them. The effect of that maxim is to present that the statement is the strongest, or most informative, it can be created in a situation.

b. Maxim of Quality

Maxim of quality that speakers are anticipated to be sincere, to be saying something that they suppose correspond to reality. They are assumed not to say anything that they believe to be false or anything for which they less evidence. Some speakers like to attract readers' attention to the fact that they are just say what they believe to be true, and that they lack adequate evidence.

c. Maxim of Relation/Relevance

Maxim of relation means that speakers are assumed to say something relevant to what has been said before.

d. Maxim of Manner

Maxim of manner means that speakers must be bold and orderly and avoids obscurity and ambiguity.

The Maxims Flouting

According Grundy (2000: 78) in Rokhmania & Rokhmania, (2012) flouting maxim is a mainly silent way of getting an addressee to draw conclusion and hence recover an implicature. Moreover, Thomas (1995) in Letters & Arts, (2012: 23) explain that a flout occurs when a speaker blatantly fails to observe a maxim at the level of what is said, with the deliberate intention generating an implicature.

Types of Flouting Maxims

Based on Grice's theory in Nur & Fatmawati, (2015: 34) there are four types of flouting maxim. They are flouting maxim of quantity, flouting maxim of quality, flouting maxim of relation, flouting maxim of manner.

a. Flouting maxim of quantity

Flouting maxim of quantity means that the speakers of a conversation fail to fulfill the maxim of quantity in the Cooperative Principle. It includes whether the speakers are not as informative as is required or more informative rather than is requisite. Speakers become less informative or more informative when they flout maxim of quantity.

For example:

MIGUEL : These people are all your family?
 HECTOR : Eh, in a way... We're all the ones with no photos or ofrendas, no family to go home to. Nearly forgotten, you know? (beat). So, we all call each other cousin, or tio, or whatever.

b. Flouting maxim of quality

When a speaker flouts a maxim of quality, the speaker simply says something that does not represent what he or she actually thinks. The speaker fails to fulfill the maxim of quality; a maxim that requires the speaker to make a contribution that is true, that is not saying what is believed to be false and not saying that for which the speaker lacks of adequate evidence.

For example:

HECTOR : So, you can get any other family here, you know? Someone a bit more... accessible?
 MIGUEL : Mmm, nope.
 HECTOR : Don't yank my chain, chamaco. You gotta have some other family.
 MIGUEL : Only de la Cruz. If you can't help me, I'll find him myself.

c. Flouting maxim of relation

Flouting maxim of relation means that the speakers of a conversation fail to be relevant in communicating. Speakers are usually being unconnected in flouting of maxim relevance. However, being irrelevant does not necessarily mean that the speakers do not want to be relevant. Sometimes, speakers are being irrelevant because they want to hide something or to say something to others indirectly.

For example:

MIGUEL : Hey. Hey! You really know de la Cruz?
 HECTOR : Who wants to- (noticing Miguel) Ah! You're alive!

d. Flouting maxim of manner

To be clear in saying things is what all speakers try to do. However, in some occasion, ambiguity indeed happens whether the speaker intends to make it or not.

For example:

MIGUEL : You don't get to cross over.
 HECTOR : No one's ever put up my picture... (beat). But you can change that!

METHOD

This research is conducted by using descriptive-qualitative method. (Johnston, 2009: 7) explain that qualitative research generate narrative or textual descriptions of the phenomena under studies. Meanwhile, (Hancock, 1998) in Ibrahim, Arifin, & Setyowati, (2018) describes qualitative research as a research which is apprehensive with developing explanation of social phenomena.

This research is conducted by using a descriptive qualitative method to analyse the flouting maxim in Coco movie directed by Lee Unkrich. The data is collected by downloading the Coco movie and its script, wathcing the movie, and then analysing the flouting of maxim quantity, maxim quality, maxim relation, and maxim manner.

To choose the most frequently method among them, the writer use percentage category based on Multihajz's formula, in Selvia (2014) as follows:

$$P = F/N \times 100\%$$

P = Percentage

F = Frequency

N = Number of Maxims

RESULTS AND DISCUSSION

Results

The result of this research represent that the maxim flouts 11 times in whole dialogue of the movie.

The summary of the maxim flouting in the Coco movie is displayed in the table below:

Table 1. Summary of the Flouting Maxims

Maxim Flouted	Frequency	Control
Quantity	5	45%
Relation	3	27%
Quality	9	10%
Manner	2	18%
Total	11	100%

As shown in the table above, the total number of maxim flouting performed by Hector and Miguel in the Coco movie is 11 times. The most dominant maxim flouting is quantity maxim flouting. It flouted 5 times or 45%. The maxim of relation flouted 3 times or 27%. The maxim of quality flouted 1 times or 10%. The maxim of manner flouted 2 times or 18%.

Based on the table above, here are the explanations of each maxim that are flouted.

Table 2. The Flouting of Maxim Quantity.

No	Conversation	Reason
1	MIGUEL: These people are all your family? HECTOR : Eh, in a way... We're all the ones with no photos or ofrendas, no family to go home to. Nearly forgotten, you know? (beat) So, we all call each other cousin, or tio, or whatever.	Hector should simply answer "yes" or "no" but Hector giving too much information.
2	MIGUEL : No manches! You played with Ernesto de la Cruz, the greatest musician of all time? HECTOR : Ha-ha, you're funny! Greatest eyebrows of all time maybe but his music, eh, not so much.	Hector did not give the right reasons to reply to a statement from Miguel.
3	HECTOR : So what's the plan? What are you gonna play? MIGUEL : Definitely "Remember Me"	Miguel gives too little answer or information.

4	HECTOR : What?! You said you were a musician! MIGUEL : I am! (beat) I mean I will be. Once I win. HECTOR : That's your plan?! (beat) No, no, no, no, no, you have to win, Miguel.	Miguel did not give the right reasons to reply to a statement from Hector.
5	MIGUEL : You really did play together? HECTOR : Look, I don't want to fight about it. I just want you to make it right. Miguel can put my photo up and I can cross over the bridge. I can see my girl.	Hector should simply answer "yes" or "no" but Hector giving too much information.

According to the table above, the researchers discovered 5 conversations of the speakers containing flouting maxim quantity. The conversations of the maxim flouted is different each other.

Table 3. The Flouting of Maxim Relation.

No.	Conversation	Reason
1	MIGUEL : Hey. Hey! You really know de la Cruz? HÉCTOR : Who wants to-(noticing Miguel) Ah! You're alive!	Miguel asks to hector but hector diverts the topic because he is surprised that Miguel is a person who is still alive
2	MIGUEL : If you're such good friends, how come he didn't invite you? HÉCTOR : He's your great-great grandpa. How come he didn't invite you?	Hector failed to deliver the answers or responses requested by Miguel
3	HÉCTOR : You could have taken my photo back this whole time?! MIGUEL : But they hate music! I need a musician's blessing!	There is no alignment in the conversation.

According to the table above, the researchers discovered 3 conversations of the speakers containing flouting maxim relation. The conversations of the maxim flouted is different each other.

Table 4. The Flouting of Maxim Quality.

No.	Conversation	Reason
1	HECTOR : So, you got any other family here, you know? Someone a bit more... accessible? MIGUEL : Mmm, nope. HÉCTOR : Don't yank my chain, chamaco. You gotta have SOME other family MIGUEL : ONLY de la Cruz. If you can't help me, I'll find him myself.	Miguel lies to hector because actually Miguel comes with family.

According to the table above, the researchers discovered 1 conversation of the speakers containing flouting maxim quality. The conversations of the maxim flouted is different each other.

Table 5. The Flouting of Maxim Manner.

No.	Conversation	Reason
1	MIGUEL : You don't get to cross over. HÉCTOR : No one's ever put up my picture... (beat) But you can change that!	Hector replied with sentences that contain hidden meanings.
2	MIGUEL : You know where I can get a guitar? HÉCTOR : I know a guy...	There is no alignment in the conversation.

According to the table above, the researchers discovered 1 conversation of the speakers containing flouting maxim quality. The conversations of the maxim flouted is different each other.

Discussion

Build upon the research finding it can be concluded that the types of flouting maxim that can be discovered in Coco movie were flouting maxim quantity, maxim relation, maxim quality, and maxim manner. It can be define that all types of flouting maxim were applied or contained in the script of the movie.

From the result above, the researchers discovered that the total numbers of flouting maxim produced by main character from the Coco movie were 11 utterances. The maxim quantity flouted 5 times or 45%. The maxim relation flouted 3 times or 27%. The maxim quality flouted 1 times or 10%. The maxim manner flouted 2 times or 18%. The flouting maxim is dominated by maxim quantity.

CONCLUSION

According to the research above, the researchers concludes that four maxims introduced by Grice's in Cutting that covers the maxim quantity, maxim relation, maxim quality, and maxim manner are flouted by the speakers from the Coco movie. They are: The maxim quantity flouted 5 times or 45%. The maxim relation flouted 3 times or 27%. The maxim quality flouted 1 times or 10%. The maxim manner flouted 2 times or 18%. The maxim quality is the most maxim flouted by the speaker. There are several ways in flouting the maxim. They are giving less or more information, saying something untrue, giving irrelevance responses, and saying something ambiguous.

The researchers additionally hope this research could be useful for the next researchers who conduct research on pragmatic studies, especially on maxim conversations and additional references. The researchers also suggest the next researchers who conducted linguistic research analyzed the maxim conversation from another point of survey and with different aims. In addition, for other researchers, hopefully this research can be applied as a reference for another research about the maxim flouting and motivation of the flouted characters about the maxim but using different movie scripts.

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