**VIOLATION OF COOPERATIVE PRINCIPLES OF MAURICE IN THE *BEAUTY AND THE BEAST* MOVIE**

**Rani Wela Putri1, Silpia Rahayu2**

1 IKIP Siliwangi

2 IKIP Siliwangi

1 [raniwela95\_@student.ikipsiliwangi.ac.id](mailto:raniwela95_@student.ikipsiliwangi.ac.id) ,2 [silpiarahayu@ikipsiliwangi.ac.id](mailto:silpiarahayu@ikipsiliwangi.ac.id)

**Abstract**

This study is pragmatic studies. This study was created based on concerning the importance of efficient language use. The language use can be called efficient if the message is unambiguous, clear, and can be understood by both speaker and listener. This study puposes to investigating the violation of quality maxim, quantity maxim, relevance maxim and manner maxim of Grice Maurice maxim’s Cooperative Principle in conversation of characters in Beauty and the Beast movie. In fact, there are several maxim violations happened in human life especially figured in the movie. The maxim violation may cause misunderstanding while the conversation is going on. The type of this research using descriptive qualitative method, in this research, the data are collected from the conversation in the movie which contains coversational implicature in the character’s utterence. The result of the research show that there are four type of maxims that is violated by Maurice coversation in Beauty and the Beast movie. The four type of it such as maxim of quality, maxim of quantity, maxim of relevance and maxim of manner. The result of the research shows that the maxim of quality is the dominant, because the character give lack avident, maxim quantity, maxim of relation, and maxim of manner also violated in this movie.

**Keywords**: Cooperative Principles, Movie, Violation

**INTRODUCTION**

In social life, people would communicate of interact with others in the form of a conversation. It aims to maintain good relations among each other. Throughit also has specific objectives such as providing information, in the other hand can also get information of mutual benefit between two side in delivary or in the conversation must follow from between someone giving information or speaker with the listener. To produce a good understanding among them . In this case also the speaker and the hearer must actively in interact. In the proces of communication between speaker and listener also be cooperative, so that they can undestand each other with what they are talking about. Mael, (2018) says that the principles of cooperative play an important role in reaching point in a conversation because if there is a breach of the principle of cooperation, then the delivery of ideas in a conversation can not run properly.

In linguistic, especially in pracmatic there is an explanation or theory about how someone could become cooperative in the conversation. In the pracmatic itself is called as an attribute theory cooperative principle. Pragmatics is the study of language from the point of view of users, especially of the choices they make, the constrain in using language in social interaction and effect their use of language has on other participant in act of communication (Ulliyadhi & Raharja, 2019). The cooperative principle attempts to make explicit certain rational principles observed by people when they conseverse (Sobhani & Saghebi, 2014).

Based on Zebua, (2017) say that the cooperative principle is the assumption that participants in a conversatin normally attemt to be informative, truthful, relevant, and clear. Sekarwangi, (2019) says that pragmaticsconsiders the negotiation of meaning between speaker and listener, the context of utterance, and the meaning of potencial of an utterance. It mean that each participant predicted to give increation in the conversation as needed. When someone does not understand the context, and the coversation will not ideal, the context olso make the conversation a joke or humor, this situation in pragmatic languange can occur due to violation of cooperatice principle. Cooperative principle is the rule of communication which make our speaking become appropriate with the context or situation (Rosyidah, 2020).

Based on Kurniati, (2018) violation is defined as “the unostentatious” or ‘quiet’ non-observance of a maxim. It means, whwn the speaker intentionally decides not to used cerain maxim in the convertation to couse misunderstanding on the listener. Chairunnisa & Natsir, (2016) stated that there are five purposes that can be achieved by violated maxims, namely: to show respect to the hearer or listener, to create hyperbole and irony, to change a topic, to keep secret and to create humor.

Based on Li, (2015) in there are four conversational maxims in cooperative principle. The fourth maxims such as maxim of quality, maxim of quantity, maxim of relevance and maxim of manner. Here are the description of four maxim:

1. The intent of maxim qulity mean speaker provide information or talk something they are believe correspond to reality or talk about something correctly and accordance with the fact. Then between speaker and listener should be able to understand each other and they should avoid saying something that does not correspond to reality. according Wei & Wenfeng, (2015) maxim quality is do not say what you believe to be false and do not say that for which you lack adequate evidence.
2. The second maxim is maxim of quntity. It mean the speaker should be informative where the speaker and th listener should not make contribution more or less informative than is required. Such as the speaker asked “what time is it” last answered by listener “now ten ockloc,k, eleven o’cloch actually past ten and now we are learning”. From these example it can be conclude that in conversation to avoid something that make contributions more or less is needed. Then, vice versa, the speaker and the listener should not reduce the required contributions. Sinaga, (2018) maxim quantity expects someone to provide information as invormative as is required.
3. The third maxim is maxim of relevance. It mean this maxim relevant with regard to the information provided is appropiate and related to the topic or this maxim is which says that speaker are assumed to be saying something that is relevant to what say before. According Labobar, (2018) this maxim is violated because the speaker wants to change the topic.
4. The last maxim is the maxim of manner. It mean what say of speaker should be clear, concise and straight according to what people say. According (Zebua, (2017) this maxim is which says that the speaker should be brief and orderly, and avoids obscurity and ambiguity.

In communicating about something or someone that do communicate in interactions with the others are not always based on the maxim. People also do not follow the cooperative principle will be exist. But they realize that they are not using the maxim’s in the cooperative principle. Because it is not aware of this, hence there is theory that can be studied in the pragmatic which is about cooperative principle. In this case, the speaker violate and flout the maxims for achieving some purposes.In this research focusing about maxim’s violation in cooperative principle. Then, the violation is the condition in which the speakers do not purposefully fulfillor obey the four sub-maxim in Zebua, (2017). It mean the speaker can be say to violate the a maxim when they know that the hearer will not know the truth and will only undrstand the surface meaning of the words.

**METHOD**

In this study the researchers using the descriptive qualitative as resarch design. It investigates the utterance used by Maurice (father of Belle) in the Beauty and the Beast movie. In the obtaining the data using scrip and video.

The steps to collecting the data started with searcing the transcripts or dialogue and downloding the movie of Beauty and the Beast. After that, the research adjust the transcrip with conversation in the video. Then, the researcher analyzed the data through the following step, such as identifying the violation maxim based on the Grice’s cooperative principle of Maurice, clasifying the violation maxim based on their maxim.

The researcher functions as the data collector ad notes in the form a maxim which used to classify and analyze the violation in the conversation in the movie. Besides, for the trustworthiness, validityand reliability of the data, some expert arealso involved to verify the data. The purpose of verifying the data is to check the trustworthiness, validity and reliability of the data.

**RESULTS AND DISCUSSION**

**Results**

In this result, the researcher will discuss about maxim violation that happen in *Beauty and The Beast* Movie based on the theory Cooperative Principle and that is Maxim. The maxim such as quality maxim, quantity maxim, relevance maxim and the last is manner maxim. Thus, the researcher will explain the analysis below:

1. **Quality maxim**

Lumiere : You must forgive first impressions, I hope you are not too startled.

Belle : Why would I be started? I’m talking to a candle.

Lumiere : Candlelabra please, Enormous different, but consider me at your service. The

castle is your home now, so feel free to go anywhere you like.

Cogsworth : Except the west wing... which we do not have.

Belle : Why? What’s in the west wing?

Lumiere : Nothing...

Based on the conversation, the bridge they can see some side of the palace, and then the quality maxim happened. Base on the quality maxim which requires the speaker to speak the truth. But based on the “Exept the west wing... which wo do not have” in fact there is, but in the west wing there is a secret place in the castle.

Maurice : Odd? My daughter? Odd?

Belle : I don’t know. People talk.

Maurice : This is small village, you know. Small minded as well. But small also

means safe. Even back in Paris, I knew girl like you, who was so ...

ahaed of her time. So different. People mocked her. Until the day they

all found themselves imitating her.

In this conversation, Mourice say that their doughter is not odd   
refute or refuse to admit if indeed his daughter is indeed strange. Because the daughter is different from the other girls in her village. so Mourice tried to keep encouraging his daughter by not offending his daughter's heart. What Mourice say to his daughter is very different with the fact and this is a violation quality of maxim.

Belle : I should have been here with you

Maurice : Listen, Belle. It’s alright. Go. Live your life, and forget about me.

This conversation show about the lies of Maurice to his daughter. Based on condition, he is actually very scare but he do not want o make his daugther anxious. In this part maurice violated the maxim of quality. He say not in accordance with the reality.

The conversation above similar with the next conversation. Before Mourice say not accordance with reality. Based on this conversation, Belle doing lies or violation of quality maxim, such as

Maurice : I love you Belle. Don’t be afraid.

Belle : I love you too, papa. I’m not afraid.

Maurice : [*confused*] What? [*Belle pushes Maurice out of the dungeon and closes*

*the door*]

Based on this condition, they are near from the beast, imposible she not afraid. And this part Belle doing violation of maxim quality.

1. **Quantity maxim**

Maurice : please, please. Someone, someone. You help... Whoa,whoa. You must

help me. It’s Belle! He’s got, he’s got Belle. She’s locked in a dungeon.

Boy : who’s got her?

Maurice : A beast! A huge, horrid. Monstarous beast! My daughter’s life. Is in

danger. Why do you laugh? It’s not a joke. His castle is hidden in the

woods. It’s already winter there.

In this conversation, Maurice say somethingthat was not needed and said in a halt. It whould be better for him to covey information in a calm state, well it make the people around him easy to understand. However, because the condition and the precarious state it makes him to violate of maxim quantity.

Lefou : So moving on?

Gaston : No, Lefou! It’s the ones who play hard to get that are always the sweetest

prey. That what makes Belle so appealing, she hasn’t made a fool of herself

just to gain my favor. What would you call that?

1. **Relevance maxim**

Mourice : Belle, how did you find me?

Belle : your hands are ice. We need to get you home.

Mourice : Belle. Belle, you must leave here at once. This custle is alive. Now go

before he find you.

Very clearly seen in this conversation is not relevant to the actual condition. If maurice ask “ how did you find me” Belle should answer, how can the Belle process to find her father. Well, this is very violation of of relevance maxim in this conversation.

1. **Manner maxim**

Maurice : No. I’m surethis is the way. Do you hear those wolves? That means

we’re getting close to the castle.

Gaston : Look, enough is enough. We have to turn back.

Maurice : Stop.

That’s it. There it is. That’s is the tree. I’m sure of it. It-it was downed

by lighting at the time. But now it’s ... resumed an upright position

through sme sort of... magic or other.

In this conversation, Maurice violate the maxim of manner. He say was obscurity.

**Discussion**

Based on the result that had been analyzed, the researcher found in the Beauty and The Beast movie that obtain of violution maxim. The are four violution of maxim such as maxim of quality, maxim of quantity, maxim of relevance and maxim of manner. Here the result of discussed by researcher that foun in the Beauty And The Beast movie.

1. Maxim of quality

The result show there are four conversation which the speaker violution the maxim of quality in the movie.

1. Maxim of quantity

The result show there are two conversations which the speaker violution the maxim of quantity in the movie.

1. Maxim of relevance

The result show there is one conversation which the speaker violution the maxim of relevance in the movie.

1. Maxim of manner

The result show there is one conversation which the speker violution of the maxim of manner in the movie.

**CONCLUSION**

From the uterance in the Beauty and the Beast movie that has been investigated, it revealed that the total of violation of cooperative priciple use the Maurice coversation are 17. Where the total of violation thare are 8 violation of quality, 3 violation maxim of quantity, 3 violation maxim of relevance and 3 violation maxim of manner.

Based on the data the Maurice’s violation in Beauty and the Beast it can be concluding there are four type maxim such as quality of maxim, quantity of maxim, maxim of relevance and maxim of mannerwhich are violated by Maurice.

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