

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

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Abstract

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 purposes to investigate the violation of quality maxim, quantity maxim, relevance maxim and manner maxim of Grice Maurice maxim's Cooperative Principle in the conversation of characters in Beauty and the Beast movie. In fact, there are several maxim violations that happened in human life especially figured in the movie. The maxim violation may cause misunderstanding while the conversation is going on. Descriptive qualitative method was used in this research, the data are collected from the conversation in the movie which contains conversational implicature in the character's utterance. The result of the research shows that there is four type of maxims that are violated by Maurice's conversation 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 dominant, because the character give lacks evident, maxim quantity, maxim of relation, and maxim of manner are also violated in this movie.

Keywords: Cooperative Principles, Movie, Violation

INTRODUCTION

In social life, people would communicate or interact with others in the form of a conversation. It aims to maintain good relations among each other. It also has specific objectives such as providing information, in the other hand can also get information of mutual benefit between two sides in delivery 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 interact. In the process of communication between speaker and listener also be cooperative, so that they can understand 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 pragmatic there is an explanation or theory about how someone could become cooperative in the conversation. In the pragmatic 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 the effect their use of language has on other participants in act of communication (Ulliyadhi & Raharja, 2019). The cooperative principle attempts to make explicit certain rational principles observed by people when they converse (Sobhani & Saghebi, 2014).

Based on Zebua, (2017) says that the cooperative principle is the assumption that participants in a conversation normally attempt to be informative, truthful, relevant, and clear. Sekarwangi,

(2019) says that pragmatics considers the negotiation of meaning between speaker and listener, the context of utterance, and the meaning of potential of an utterance. It means that each participant was predicted to give increment in the conversation as needed. When someone does not understand the context, and the conversation will not ideal, the context also makes the conversation a joke or humor, this situation in pragmatic language can occur due to violation of the cooperative principle. The cooperative principle is the rule of communication that 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, when the speaker intentionally decides not to use certain maxim in the conversation to cause misunderstanding on the listener. Chairunnisa & Natsir, (2016) stated that five purposes 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 quality mean speaker provide information or talk something they are believe correspond to reality or talk about something correctly and in 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 to Wei & Wenfeng, (2015) maxim of quality does not to say what you believe to be false and do not to say that for which you lack adequate evidence.
2. The second maxim is the maxim of quantity. It mean the speaker should be informative where the speaker and th listener should not make a contribution more or less informative than is required. Such as the speaker asked “what time is it” last answered by listener “now ten o’clock eleven o’clock actually past ten and now we are learning”. From these example it can be concluded 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 informative as is required.
3. The third maxim is maxim of relevance. It mean this maxim relevant with regard to the information provided is appropriate and related to the topic or this maxim is which says that speaker is assumed to be saying something relevant to what say before. According to Labobar (2018) this maxim is violated because the speaker wants to change the topic.
4. The last maxim is the maxim of manner. It means what say of speaker should be clear, concise and straight according to what people say. According to Zebua (2017) this maxim is which says that the speaker should be brief and orderly, and avoid obscurity and ambiguity.

Communicating about something or someone that does communicate in interactions with the others are not always based on the maxim. People also do not follow the cooperative principle will exist. But they realize that they are not using the maxim in the cooperative principle. Because it is not aware of this, hence there is a theory that can be studied in the pragmatic which is about cooperative principle. In this case, the speaker violates and flout the maxims for achieving some purposes. In this research focuses on maxim’s violation in cooperative principle. Then, the violation is the condition in which the speakers do not purposefully fulfill

or obey the four sub-maxim in Zebua, (2017). It means the speaker can be said to violate the a maxim when they know that the hearer will not know the truth and will only understand the surface meaning of the words.

METHOD

In this study the researchers using the descriptive qualitative as research design. It investigates the utterance used by Maurice (father of Belle) in the *Beauty and the Beast* movie. In obtaining the data using scrip and video. The steps to collecting the data started with searching the transcripts or dialogue and downloading the movie of *Beauty and the Beast*. After that, the research adjusts 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 Grice's cooperative principle of Maurice, classifying the violation maxim based on their maxim.

The researcher functions as the data collector ad notes in the form of a maxim which used to classify and analyze the violation in the conversation in the movie. Besides, for the trustworthiness, validity and reliability of the data, some experts are also 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 maxim violation that happens 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:

a. 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 : Candleabra 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 can see some side of the palace, and then the quality maxim happened. Based on the quality maxim which requires the speaker to speak the truth. But based on the "Except 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 a 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, Maurice says that their daughter 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 Maurice tried to keep encouraging his daughter by not offending his daughter's heart. What Maurice says 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 shows the lies of Maurice to his daughter. Based on the condition, he is actually very scared but he does not want to make his daughter anxious. In this part Maurice violated the maxim of quality. He says not in accordance with the reality.

The conversation above is similar with the next conversation. Before Maurice says not in accordance with reality. Based on this conversation, Belle does 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 the beast, impossible she is not afraid. And this part Belle does a violation of maxim quality.

b. 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, monstrous 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 says something that was not needed and said it in a halt. It would be better for him to convey information in a calm state, well it makes the people around him easy to understand. However, because of the condition and the precarious state it makes him violate 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's what makes Belle so appealing, she hasn't made a fool of herself just to gain my favor. What would you call that?

c. Relevance maxim

Maurice : Belle, how did you find me?
 Belle : your hands are ice. We need to get you home.
 Maurice : Belle, Belle, you must leave here at once. This castle is alive. Now go before he finds you.

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

d. Manner maxim

Maurice : No. I’m sure this 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 lightning at the time. But now it’s ... resumed an upright position through some sort of... magic or other.

In this conversation, Maurice violates the maxim of manner. He says was obscurity.

Discussion

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

1. Maxim of quality

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

2. Maxim of quantity

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

3. Maxim of relevance

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

4. Maxim of manner

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

CONCLUSION

From the utterance in the Beauty and the Beast movie that has been investigated, it revealed that the total of violation of cooperative principle use the Maurice conversation are 17. Where the total of violations there are 8 violations of quality, 3 violations maxim of quantity, 3 violations maxim of relevance and 3 violations maxim of manner.

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

ACKNOWLEDGMENTS

For the first, Alhamdulillahirabbil'alaiin. All praises to Allah SWT, the Most Gracious and Merciful and greatest of all for guidance and blessing the researchers in completing this research. During completing the research, the researchers obtained many bits of help, suggestions, motivations and encouragement from beloved people such as my family, teachers, and friends. Then the researchers realize that this study is far from perfect but hopefully it can be useful to all the students who need it as a reference.

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