

**AN ANALYSIS OF FLOUTING MAXIMS IN
“FANTASTIC BEASTS: THE CRIMES OF
GRINDELWALD” MOVIE: PRAGMATICS
APPROACH**

THESIS



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**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF SOCIAL SCIENCES AND HUMANITIES
PUTERA BATAM UNIVERSITY
2022**

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**Submitted in Partial Fulfillment of the Requirement for the Degree of
English Sarjana Sastra**



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2022**

SURAT PERNYATAAN ORSINALITAS

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I, Erdayani, NPM 181210006

Hereby declare that the thesis entitled:

AN ANALYSIS OF FLOUTING MAXIMS IN “FANTASTIC BEASTS: THE CRIMES OF GRINDELWALD” MOVIE: PRAGMATICS APPROACH

Is the real work of myself and I realize that this thesis has been never published in other media before, partially or entirely, in the name of mine or others.

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the Degree of Sarjana Sastra (S1)**

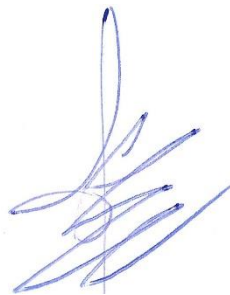
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**This thesis has been approved to be examined on the date as the indicated
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Mhd. Johan, S.S., M.Hum.

Supervisor

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui jenis dan alasan pelanggaran maksim yang diambil dari ucapan yang diucapkan oleh semua karakter dalam film. Teori (Grice, 1975) digunakan untuk menganalisis jenis pelanggaran maksim dan teori (Thomas, 1995) digunakan untuk menganalisis alasan pelanggaran maksim. Penelitian berjudul "An Analysis of Flouting Maxims in Fantastic Beasts: The Crimes of Grindelwald movie: Pragmatics Approach" mengambil film Fantastic Beasts: The Crimes of Grindelwald sebagai sumber data. Penelitian kualitatif digunakan dan semua ucapan dianalisis secara deskriptif. Penelitian ini menerapkan metode observasional dan teknik non-partisipatif oleh (Sudaryanto, 2015) karena data yang dikumpulkan dengan menonton film. Kemudian, dianalisis dengan menggunakan metode identitas pragmatis dan kompetensi pragmatis dalam teknik pemerataan oleh (Sudaryanto, 2015). Terakhir, hasil analisis disajikan oleh peneliti secara deskriptif dengan metode informal oleh (Sudaryanto, 2015). Temuan menunjukkan bahwa ada 31 data yang ditemukan dalam film. Ada 19 data jenis pelanggaran maksim di antaranya 7 data pelanggaran maksim kuantitas, 1 data pelanggaran maksim kualitas, 9 data pelanggaran maksim relasi, dan 2 data pelanggaran maksim cara. Ada 12 data alasan pelanggaran maksim antara lain 4 data pelanggaran maksim kuantitas, 3 data pelanggaran maksim kualitas, 3 data pelanggaran maksim relasi, dan 2 data pelanggaran maksim cara. Maksim yang paling dominan dilanggar oleh semua karakter adalah maksim relasi dan yang paling sedikit dilanggar adalah maksim kualitas dan cara.

Kata kunci: prinsip koperasi, pelanggaran maksim, pragmatik

ABSTRACT

The purpose of this research is to find out the types and the reasons of flouting maxims that are taken from utterances uttered by all characters in the movie. Theory of (Grice, 1975) employed to analyze the types of flouting maxims and theory of (Thomas, 1995) employed to analyze the reasons of flouting maxims. This research entitled “An Analysis of Flouting Maxims in Fantastic Beasts: The Crimes of Grindelwald movie: Pragmatics Approach” took Fantastic Beasts: The Crimes of Grindelwald movie as the data source. The qualitative research was employed and all the utterances were analyzed descriptively. This research applied the observational method and non-participatory technique by (Sudaryanto, 2015) because the data collected by watching the movie. Then, it were analyzed by using pragmatic identity method and pragmatic competence- in equalizing technique by (Sudaryanto, 2015). Lastly, the analysis result were presented by the researcher descriptively with the informal method by (Sudaryanto, 2015). The findings showed that there were 31 data found in the movie. There were 19 data of types of flouting maxim including 7 data of flouting quantity maxim, 1 data of flouting quality maxim, 9 data of flouting relation maxim, and 2 data of flouting manner maxim. There were 12 data of reasons of flouting maxim including 4 data of flouting the quantity maxim, 3 data of flouting quality maxim, 3 data of flouting relation maxim, and 2 data of flouting manner maxim. The most dominant maxim that flouted by all the characters was the maxim of relation and the least maxim that flouted were the maxim of quality and manner

Keywords: cooperative principle, flouting maxim, Pragmatics

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With all praise and gratitude, the researcher wants to pray to Allah SWT, who has granted His blessing so that the researcher can accomplish this thesis with the title AN ANALYSIS OF FLOUTING MAXIMS IN “FANTASTIC BEASTS: THE CRIMES OF GRINDELWALD” MOVIE: PRAGMATICS APPROACH well at the planned schedule.

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Batam, January 22, 2022

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CHAPTER I INTRODUCTION

1.1 Background of the Research

In society, language plays the most significant role. People are social beings who cannot live alone and must interact with others on a daily activities. Because of that, people need a tool to communicate with others in daily activities, which is known as language. It can be said that language and communication are intertwined with each other in daily conversation in society. Pragmatics is a discipline of linguistics that explores how language and context engage in conversation. Yule (1996) expressed that the study of pragmatics is concerned with the connection between language and its meaning in relation to its context. Therefore, the meanings of the utterance can be seen according to its context when the conversation happens.

A conversation can be happened when there are two people who play the role, which is the speaker and the hearer. Because communication is also about getting and sharing information, the utterance must be understood and clear enough to avoid any miscommunication between the speaker and the hearer in order to create a cooperative conversation. By following the Cooperative Principles, a cooperative communication can be created. People have to make the conversational contribution that is required by the conversation's agreed-upon purpose or direction at the moment it occurs

(Grice, 1975). Hence, a cooperative conversation occurs when both the speaker and hearer cooperate with one another by following cooperative principles.

The Cooperative Principles are separated into four maxims, or sub-principles. They consist of the quantity maxim, the quality maxim, the relation maxim, and the manner maxim (Grice, 1975). These four maxims outline how the speaker and hearer should behave during the conversation, which includes being as informative as necessary, stating the truth, being relevant, and attempting to be clear enough to develop a cooperative conversation. However, people often break those principles by flouting the maxims. Sometimes, the speaker's question and the hearer's answer is unconnected at all, but both of them still can understand each other. When a speaker purposely defies the rules of cooperative principles, and the hearer realizes that the speaker is doing so, yet both of them can still understand each other, this is known as flouting maxims. Flouting maxims happen when the speaker fails to fulfill the cooperative principles (Grice, 1975). Therefore, the research of flouting maxims is important to be analyzed.

The phenomena of flouting maxims can be found easily in society. The reason is that it frequently happens in daily conversation. Teaching learning process is conducted by online class because of COVID-19, so that the teacher and the students communicate passively by using Microsoft Teams as the media. The researcher found the phenomena of flouting maxims in online

class. The conversation happened between the teacher as the speaker and the student as the hearer. The conversation is shown below.

Teacher: "Where is the why itself?"

Student : **"From in order, sir. The second paragraph, sir. In order to understand the exact intention or determine the true meaning of a sentence, the help of semantics is required."**

The conversation above is classified as a flouting maxim of quantity because the student provided more information than it was required in response to the inquiry. The conversation above started when the speaker asked the hearer about the position of the reason why the speaker chose Semantics as the approach in the thesis proposal that written by the hearer. Then, the hearer answered the question from the speaker by giving more information about the position of the reason why that the hearer wrote. As agreed by Grice (1975), flouting maxim of quantity happens when the speaker provides additional information in the utterance. In the conversation above, the hearer did not purpose to create uncooperative principle. The reason why the hearer flouted the maxim because the hearer wanted to explain more about the position of the reason why in the paragraph. As argued by Thomas (1995), people frequently flout the maxim of quantity to explain more about something. Thus, the hearer explained the position by giving more information in the conversation above.

Communication also can be done by several informative media such as newspaper, radio, television, YouTube channel, and so on. It can be used to entertain or inform people. For instance, in the YouTube channel '*Good Morning Britain*', there is an interview video entitled '*Piers Morgan Debates*

Headscarf Ban with Muslim Women – Good Morning Britain'. In that video, there was a conversation happened between an interviewee and Morgan as the interviewer. The conversation is shown below.

- Morgan : “How would you feel if I said to you actually, sorry, before we go on there. Do you mind I don’t like your jacket?”
- Interviewee : **“Hey, this is not about you saying it to me. This is about a company and they have got policies saying it.”**

The conversation above is categorized as a flouting maxim of relation because the interviewee’s answer was not relevant to the question from the interviewer. In that conversation, the speaker and the hearer were talking about the policies of the company that did not allow its employee to wear a headscarf during office hours. Then, the interviewer asked the interviewee what if the interviewer said that the interviewer did not like the interviewee’s jacket, but the interviewee answered that question with a statement that irrelevant to the question from the interviewer. As declared by Grice (1975), when a speaker says something that has nothing to do with the previous question, this is known as flouting the relation maxim. In that conversation, the interviewee accidentally broke the rules of cooperative principle. The reason why the interviewee flouted the maxim because the interviewee wanted to avoid talking about the jacket. As agreed by Thomas (1995), people always flout the maxim of relation to avoid talking about something. Hence, the interviewee said that it was not the interviewee that did not agree with woman employee to wear headscarf in the company, but the policies of the company that made the rule about it.

Flouting maxim does not only occur in society and informative media, but also occurs in movies. In 2018, there was a movie entitled 'Fantastic Beasts: The Crimes of Grindelwald'. It was the sequel to the Fantastic Beasts and Where to Find Them film series. In the movie, there was an uncooperative conversation happened between Leta as the speaker and Newt as the hearer. An example of the phenomena is shown in the conversation below.

Leta : "They're ready for you, Newt."

Newt : "**Leta... what are you doing here?**"

The conversation above appeared in the minute 08:40 at the beginning of the Fantastic Beasts: The Crimes of Grindelwald movie. Because the hearer's response was irrelevant to the speaker's previous question, the dialogue above is classified as flouting the relation maxim. The speaker told the hearer that the ministers of magic were ready to meet him, but the hearer responded with a question that made the question and the answer was unconnected. As stated by Grice (1975), when a speaker flouts the relation maxim, the speaker provides unrelated statement to the previous topic. In the conversation above, the hearer he unconsciously broke the rules of cooperative principle.

The reason why the hearer flouted the maxim because the hearer wanted to change topic of the conversation. The hearer was shocked to see the speaker in the Ministry of Magic and the hearer spontaneously asked the speaker about the presence of the speaker there. The speaker was the hearer's old friend that became the wife of the hearer's brother and they had not seen each other for quite a while. As argued by Thomas (1995), people frequently flout the maxim

of relation to change the topic of the conversation. Therefore, the hearer flouted the maxim of relation because the hearer wanted to change the conversation topic. The researcher chose this movie as the data source because it contains the phenomena of flouting maxims. There are some utterances categorized as flouting maxims uttered by the characters in this movie. In addition, this movie has not been taken as the data source in the previous researches.

In order to prove the novelty of this present research, there are two researches that had been done related to flouting maxims that were taken by the researcher. The first is an article by Op.sunggu and Afriana (2020) and its goal was to discover the several types of flouting maxims and the reasons why the characters in the Wonder Woman film did so. The theories that were used in this research are the cooperative principle by Grice and the reason of flouting maxim by Thomas. This research implemented descriptive qualitative research method. The result of the analysis showed there were 12 data found in Wonder Woman movie, which were 7 data of flouting maxim relation, 1 data of maxim quality, 2 data of maxim manner, and 2 data of maxim quantity.

The second article by Sinaga and Handayani (2020) and its goal was to figure out what kinds of maxims were flouted and why the characters in the White House Down movie did so. The theories that were used in this research are the cooperative principle by Grice and the reason of flouting maxim by Thomas. This research conducted descriptive qualitative research method. The result of the analysis showed there were 15 data found in the White House

Down movie, which were 4 data of maxim quantity, 2 data of maxim quality, 5 data of maxim manner, and 4 data of maxim relation.

The two previous research and this present research applied the theory of Grice (1975) for analyzing the data. Also, the two previous research and this present research used different data sources. This present research will take the *Fantastic Beasts: The Crimes of Grindelwald* movie as the data source. This research will focus on the types of flouting maxims theory by Grice (1975) and the reason of flouting maxims theory by Thomas (1995). Furthermore, the phenomena that shown in the background led the researcher to conduct the research entitled “An analysis of Flouting Maxims in *Fantastic Beasts: The Crimes of Grindelwald* movie: Pragmatics Approach”.

1.2 Identification of the Problem

Based on the background of the research, there were several problems to be analyzed as follows.

1. The existence of uncooperative principles in communication.
2. The presence of flouting maxim in society.
3. The existence of flouting maxims in informative media.
4. The presence of flouting maxims in *Fantastic Beasts: The Crimes of Grindelwald* movie.
5. The types of flouting maxims in *Fantastic Beasts: The Crimes of Grindelwald* movie.

6. The reasons of flouting maxims in *Fantastic Beasts: The Crimes of Grindelwald* movie.

1.3 Limitation of the Problem

Based on the identification of the problem, the limitation of the problem consisted to main topics as follows.

1. The types of flouting maxims in *Fantastic Beasts: The Crimes of Grindelwald* movie.
2. The reasons of flouting maxims in *Fantastic Beasts: The Crimes of Grindelwald* movie.

1.4 Formulation of the Problem

Based on the limitation of the problem, there were to main problems to be answered as follows.

1. What are the types of flouting maxims in *Fantastic Beasts: The Crimes of Grindelwald* movie?
2. What are the reasons of flouting maxims in *Fantastic Beasts: The Crimes of Grindelwald* movie?

1.5 Objectives of the Research

This research was made to solve the problem of the research and aimed to achieve two purposes as follows.

1. To find out the types of flouting maxims in *Fantastic Beasts: The Crimes of Grindelwald* movie.
2. To reveal the reasons of flouting maxims in *Fantastic Beasts: The Crimes of Grindelwald* movie.

1.6 Significance of the Research

1. Theoretical significance

Theoretically, this research defines a number of functions. First and foremost, the focus of this research is to offer the reader with additional knowledge about flouting maxims and the several types of flouting maxims. Second, this research is made to enrich knowledge and experience in the application of materials into science research related to the flouting maxims. The last, this research is expected to be a good comparison and reference for the research that will be done in the future.

2. Practical significance

Practically, the following parties are likely to benefit from this research. First, in society, the speaker and the hearer should contribute in order to make cooperative communication. Second, both of the speaker and the hearer have to know about the flouting maxims, so that the hearer and the speaker will not create uncooperative communication. The last, both of the speaker and the hearer are understood each other the purpose of flouting maxims that had been done as well.

1.7 Definition of Key Terms

Pragmatics : The study that focuses in the relationship between language and context is called as pragmatics (Yule, 1996).

Flouting maxims : Flouting maxims happen when the speaker fails to fulfill the cooperative principles (Grice, 1975).

CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK

2.1 Pragmatics

Pragmatics is a discipline of linguistics that investigates the meaning of what people say in conversation. Yule (1996) stated that the study of how a hearer interprets what a speaker says is known as pragmatics. Simply, it is how the way the hearer analyzes what the speaker means by the utterances. Levinson (1983) mentioned that pragmatics is the study of language from a functional standpoint, with the goal of describing aspects of linguistic structure through non-linguistic influences and causes. Therefore, pragmatics is related to the principles of language usage in communication and how the way meaning is intended in utterances.

In communication, the importance of understanding pragmatics is to interpret the speaker's meaning based on the context and situation. Basically, pragmatics study is applied in order to make people avoid misunderstanding in communication. Yule (1996) declared that this form of research needs a knowledge of what the speaker is saying in a certain context, as well as how the context effects what is stated. Simply, Pragmatics is the study of language based on contextual meaning. Pragmatics is applied by analyzing the utterance that is spoken by the speaker.

From the explanation above, it can be seen that pragmatics is one of the linguistics branches that is used as an approach. It concerns the usage of language

and the contextual meaning in communication. It involves the speaker, the meaning, and the context in communication. Pragmatically, one of the phenomena that is related to the language and the speaker meaning is flouting maxim.

2.1.1 Cooperative Principles

The cooperative principles can be found in daily conversation. Grice (1975) stated that people have to consider making the conversational contribution that the agreed-upon objective or direction of the discussion engagement in which you are participating requires at the time. According to Grice (1975), this principle consists of four maxim that must be followed in order to create a cooperative communication. They consist of maxim of quantity, maxim of quality, maxim of relation, and maxim of manner. There are two kinds of cooperative principle, which are observance of maxims and non-observance of maxims.

The speaker and the listener should follow the rules of four maxims in order to achieve cooperative communication is called as observance of maxim. Meanwhile, non-observance of maxim occurs when both the speaker and hearer frequently disobey the cooperative principle in a conversation. It may be stated that both the speaker and hearer disobeyed the maxims. Non-observance of maxims occurs when the speaker and hearer are unable to fulfill the four sub-principles. According to Grice (1975), maxim non-observance can be classified into four types. They are violating maxims, opt out maxims, infringing maxims, and flouting maxims.

2.1.2 Flouting Maxims

Grice (1975) stated that when the speaker flouts the cooperative principles, this is known as flouting maxims. In the strictest sense, flouting maxims happens when a speaker breaks the rules of cooperative principles, resulting in uncooperative communication. The types and reasons of flouting maxims will be explained below.

2.1.3 Types of Flouting Maxims

According to Grice (1975), flouting maxim is divided into four types. They are flouting the maxim of quantity, flouting maxim of quality, flouting maxim of relation, and flouting maxim of manner.

A. Flouting Maxim of Quantity

The term flouting the maxim refers to a speaker who does not surely follow of the quantity maxim. Typically, the speaker provides less or more information in the utterance than is needed. Below is an example of flouting the quantity maxim.

A : Well, how do I look?
 B : **Your shoes are nice...**

(Cutting, 2002)

From the conversation above, it is obvious that B disobeyed the quantity maxim because his response was less detailed than was required. A asked about her whole appearance, but B answered the question by giving his opinion related

to A's shoes that she wore. Since B failed to fulfill the rules of the maxim of quantity, it can be concluded that B flouted the maxim of quantity.

B. Flouting Maxim of Quality

When a speaker disobeys the rules of the quality maxim, it is known as flouting the quantity maxim. It might happen when the speaker makes an untruthful statement. The following is an example of a quality maxim being disobeyed.

A : What if the USSR blockades the Gulf and all the oil?

B : **Oh come on, Britain rules the sea.**

(Levinson, 1983)

The conversation above happened between A and B. Because B's utterance was plainly false, it can be confirmed that B broke the quality maxim. A asked what if USSR the Soviet Union blockades the Persian Gulf and all the oil during the war, but B answered with an ironic statement that Britain rule the seas. In fact, Britain does not rule the seas. B failed to obey the rules of the maxim of quality, so that B flouted the maxim quality.

C. Flouting Maxim of Relation

A speaker can be said to be flouting the relation maxim if they do not follow the rules. Usually, the speaker's next word has nothing to do with the previous statement. One example of flouting a relation maxim is shown below.

A : So what do you think of Mark?

B : **His flatmate's a wonderful cook.**

(Cutting, 2002)

From the interaction above, it is clear that B flouted the relation maxim because the response was unrelated to A's earlier question. In that conversation, A asked about Mark. Instead of giving his impression about Mark, B mentioned about Mark's flatmate. Since B failed to fulfill the rules of the maxim of relation, it can be stated that B flouted the relation maxim.

D. Flouting Maxim of Manner

Flouting maxim of manner is a condition when the speaker cannot follow the rules of manner maxim. It might happen when the speaker does not give clear information. Following is one of the examples of flouting maxim of manner.

Interviewer: Did the United States Government play any part in Duvalier's departure? Did they, for example, actively encourage him to leave?

Official : **I would not try to steer you away from that conclusion.**

(Thomas, 1995)

The conversation above happened between an interviewer as the speaker and an official as the hearer. It can be seen that the hearer flouted the maxim of manner because he gave an unclear statement related to the question from the speaker. The speaker asked if United States Government did something in Duvalier as the president of Haiti. Instead answered with 'yes or no', the hearer gave an unclear statement and made his utterance became ambiguous. The hearer failed to follow the rules of the maxim manner, so that the hearer flouted the maxim of manner.

2.1.4 Reasons of Flouting Maxims

Thomas (1995) stated that people may completely ignore a maxim because they are unable to speak properly or because they are attempting to deceive others. Simply, people that fail to observe the maxim is not because they do not obey the cooperative principles, but because they have some reasons as follows.

A. Reasons of Flouting Maxim of Quantity

1. To explain more.

In order to make the utterance understandable for the hearer, the speaker often gives more information about the topic that they discuss. Thus, people tend to give more information in their utterances to make the hearer understand about it well, but unconsciously the speaker flouts the maxim of quantity.

2. To stress something.

The speaker always gives more information in the utterance to make the intended meaning clearly understandable for the hearer. In order to make the hearer understands about the intended meaning well, the speaker keeps giving much information in the utterances. Thus, it finally caused uncooperative communication.

3. To expect something.

Because the speaker expects something from the listener, the speaker will sometimes say additional words to show something in the utterance.

People tend to give additional utterances because they expect something from the hearer. Hence, they unconsciously flout the maxim of quantity.

4. To show panic.

People always flout the maxim when they a question that makes them panic and always answer the question with another question. When people in a panic condition, they tend to answer the question by giving another question. Therefore, it finally can lead to uncooperative communication because the rules of cooperative principles are broken by the speaker.

B. Reasons of Flouting Maxim of Quality

1. To convince the addressee.

Sometimes, people break the rules of the quality maxim is because they want to convince the hearer about something. The speaker does not want the hearer feels bad about something, so the speaker answers the question from the hearer with an untruth statement. Therefore, the speaker flouts the maxim of quality because the speaker does not tell the truth.

2. To cover something.

People always flout the maxim of quality because they want to cover something and do not want to the hearer feels bad. The speaker tends to give an untruth utterances in a conversation because the speaker wants to cover something from the hearer. It can be happened when the speaker does not want to offend the hearer if the speaker tells the truth. Thus, the speaker tells

lie in order to make the hearer does not feel bad and unconsciously it leads to uncooperative communication.

3. To hide something.

People always break the rules of the quality maxim is because they want to hide something from the hearer. The speaker tends to provide untruth statement in the utterances because the speaker wants to hide something from the hearer. It can be happened when the speaker wants the hearer does not feel bad about something, so that the speaker chooses to tell lie. Thus, it finally leads to uncooperative conversation.

C. Reasons of Flouting Maxim of Relation

1. To change the topic.

People frequently break off conversations because they do not like to share any information, therefore they change the subject while responding to the inquiry. The speaker tends to change the topic of the conversation because the speaker does not want to answer the question that is given. It can be happened when the question is very sensitive for the speaker. Thus, the speaker finally flouts the maxim of relation.

2. To give additional information.

In order to make the utterance clearly understandable for the hearer, the speaker always gives unnecessary additional information in the utterance. The speaker tends to give unnecessary additional information in a conversation to make the hearer understands about the topic well and the

speaker wants to avoid misunderstanding. Hence, it finally leads to uncooperative communication because the speaker breaks the rules of cooperative principles.

3. To avoid talking about something.

Sometimes, people break the maxim of relation because they do not want to avoid talking about something. It can be happened when the speaker does not want to make the hearer feels bad. The speaker tends to give irrelevant statement in the utterance to avoid talking about something. It can be happened when the topic is very sensitive and the speakers does not want to make the hearer feels bad about it. Therefore, the speaker unconsciously flouts the maxim of relation and caused uncooperative conversation.

D. Reasons of Flouting Maxim of Manner

1. To get attention.

People frequently use the same word in a conversation to draw the hearer's attention. The speaker tends to repeat the same word in the utterance to get the attention of the hearer in a conversation. The word that is repeatedly spoken by the speaker can lead to an ambiguous statement and cause misunderstanding in the conversation. Thus, the speaker finally breaks the rules of cooperative principles by flouting the maxim of manner.

2. To be clear.

Sometimes, people break the rules of the manner maxim is because they want to be clear to the hearer about something. The speaker tends to give

an ambiguous statement in a conversation in order to make the hearer fully understands about something. Unconsciously, the ambiguous statement can lead to uncooperative communication. Therefore, the speaker breaks the rules of cooperative principles by flouting the maxim of manner.

2.2 Previous Research

Natasya, Yuhendra, and Sari (2019) discussed the types of flouting maxims and the reason why flouting maxims appeared in the Finding Dory movie. The Finding Dory movie was employed as a data source in this research. This research implemented the descriptive qualitative method. It used the theory of cooperative principle by Grice (1975). According to the findings, there were 17 quantity maxims flouting, 1 quality maxim flouting, 16 relation maxims flouting, and 1 manner maxim flouting.

Nuzulia (2020) investigated the types and the most dominant types of maxims that flouted by Donald Trump in the interview with TIME in the Oval Office 2020. The data source was the transcript interview of Donald Trump with Time. The primary theory that used in this research was proposed by Grice (1975). The result revealed 11 utterances that flouted the maxim of quantity, 3 that flouted the maxim of relation, 2 that flouted the maxim of manner, and none that flouted the maxim of quality.

Hariyani and Setiawan (2020) analyzed the types and the motives of flouting maxim in Pokemon: Detective Pikachu movie. This research used the movie of Pokemon: Detective Pikachu as the data source. The cooperative

principle theory by Grice (1975) employed as the main theory. The result showed there were 8 cases of flouting the quantity maxim, 13 cases of flouting the quality maxim, 8 cases of flouting the relevance maxim, and 7 cases of flouting the manner maxim.

Marlisa and Hidayat (2020) discovered the types and the reasons of Flouting Maxim in Good Morning America talk show. The dialogue script from the Good Morning America talk show was used as the data source for this research. The main theory of this research was cooperative principle by Grice (1975). The result showed that there were 5 of maxim of quantity flouted, 2 of maxim of quality flouted, 3 of maxim of relation flouted, and 5 of maxim of manner flouted.

Helmie and Lestary (2020) also investigated the types and the reasons of Flouting Maxim in Home Alone 2 movie. The movie script was applied as the data source for this research. The theory of Grice (1975) used in this research as the main theory. The findings showed there were four maxims flouted in this movie, which were flouting maxim of quantity, flouting maxim of quality, flouting maxim of relation, and flouting maxim of manner.

Giriyani (2020) explored the types of flouting maxims in the Up! animated movie. The script of the movie used as the data source in this research. The main theory that used in this research was proposed by Grice (1975). The findings revealed that there were 6 flouted quantity maxims, 7 flouted quality maxims, 3 flouted relevance maxims, and 4 flouted manner maxims.

Jiwalno, Valiantien, and Setyowati (2020) found out the types of maxims that the characters in the Jackie movie flouted, as well as their motivations for

doing so. The script of Jackie movie used as the data source in this research. The main theory that was used in this research was proposed by Grice (1975). The result showed there were four maxims flouted in this movie, which were flouting maxim of quantity, flouting maxim of quality, flouting maxim of relation, and flouting maxim of manner.

The theory proposed by Grice (1975) was used in the previous research, and the present research will use the same theory. Furthermore, the data sources for the previous and present studies are different. The data source for this study was taken from the movie "Fantastic Beasts: The Crimes of Grindelwald", which had never been analyzed previously.

2.3 Theoretical Framework

This research starts with an explanation of pragmatics as the approach of the research. The researcher chose flouting maxims as the topic of this research and focus on the types of flouting maxims by Grice (1975). The types of flouting maxims are flouting maxim of quantity, flouting maxim of quality, flouting maxim of relation, and flouting maxim of manner. This research analyzed the reasons of flouting maxims by Thomas (1995). Those are to explain more, to stress something, to expect something, to show panic, to convince the addressee, to cover something, to hide something, to change the topic, to give additional information, to avoid talking about something, to get attention, and to be clear. The movie of "Fantastic Beasts: The Crimes of Grindelwald" will be analyzed by using both theories.

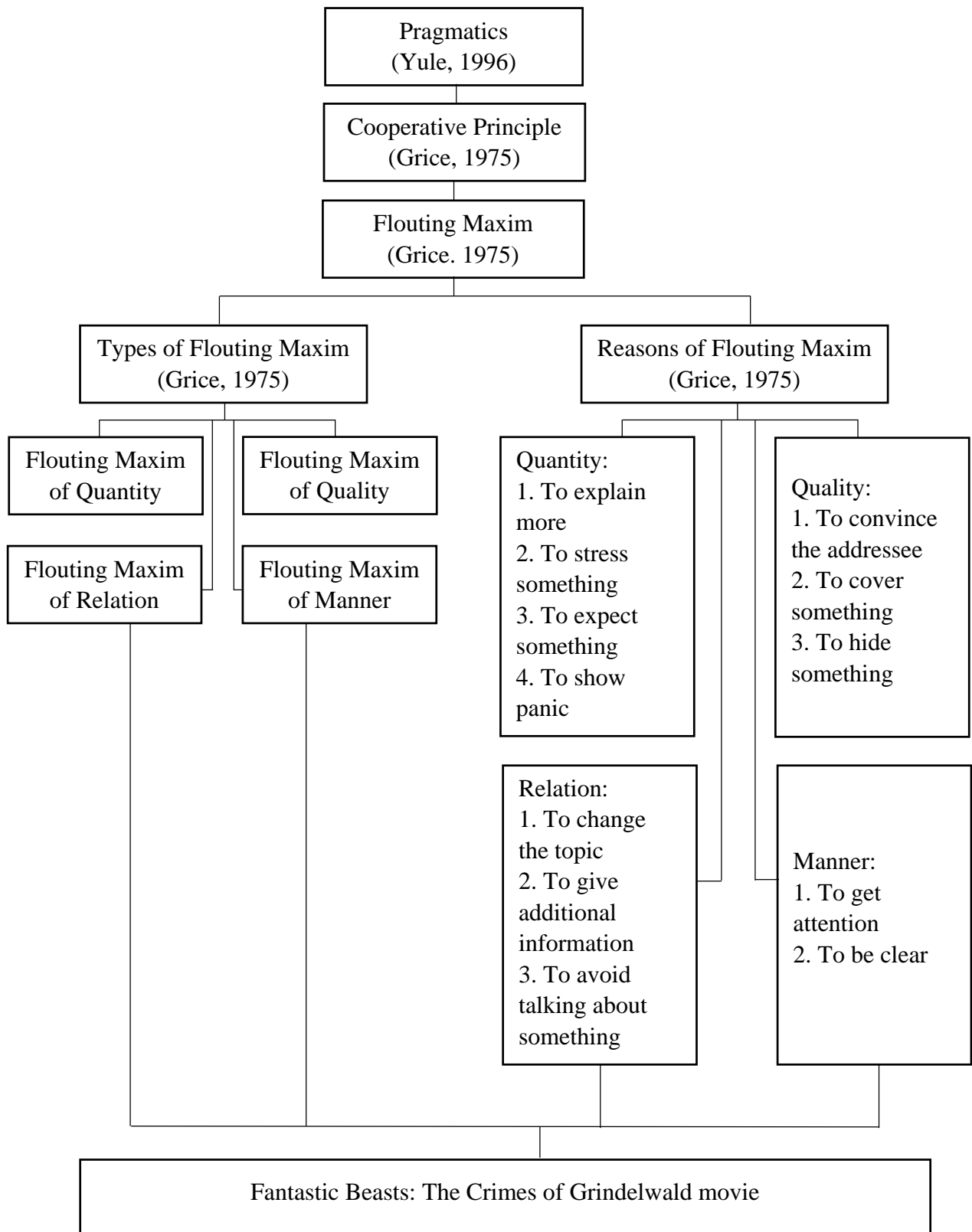


Figure 2.1 Theoretical Framework

CHAPTER III METHOD OF RESEARCH

3.1 Research Design

The descriptive qualitative research was applied in this research. Cresswell (2013) stated that qualitative research helps to specify from general definition to specific. It means that by applying the qualitative research, the researcher is able to conduct the research complexly. Qualitative research is applied to explore phenomena or issues that happen in society. Qualitative research is also conducted because the phenomena or issues need a complex and detailed understanding (Cresswell, 2013).

Words, phrases, and sentences were used to explain the phenomena in this research. Furthermore, the results of this research will be presented in a descriptive way. Hence, this research is a descriptive qualitative research. Grice's theory of flouting maxims was applied as the primary theory in this research. In addition, this research also applied the reasons of flouting maxims proposed by Thomas. Those theories were applied to analyze the types and reasons of flouting maxims in *Fantastic Beasts: The Crime of Grindelwald* movie.

3.2 Object of the Research

In this research, object of the research is the most significant aspect as well as the main analysis of this research. The researcher took flouting maxim on *Fantastic Beasts: The Crimes of Grindelwald* movie as the object of the research.

The types and reasons of flouting maxims were analyzed in this research by using the theories of (Grice, 1975) and (Thomas, 1995). Therefore, the researcher focused on the utterances that contain flouting maxims uttered by all characters on the movie.

3.3 Method of Collecting Data

In this research, the data were collected by using observational method. Sudaryanto (2015) declared that the observational method is one of the data collecting method that involves observing the data. The researcher observed the data by watching *Fantastic Beasts: The Crime of Grindelwald* movie. The researcher is not involved as the participant, thus it was categorized as non-participatory technique.

There were several steps in order to collect the data. First, the researcher watched *Fantastic Beasts: The Crimes of Grindelwald* movie. Second, the research downloaded the script of *Fantastic Beast: The Crimes of Grindelwald* movie. Lastly, the researcher listed the data that contain flouting maxims based on the theory of (Grice, 1975).

3.4 Method of Analyzing Data

In this research, the pragmatic identity method by (Sudaryanto, 2015) was employed in order to analyze the collected data. The pragmatics identity method is a method for analyzing utterances between a speaker and a hearer in a conversation (Sudaryanto, 2015). In addition, the pragmatic competence- in

equalizing technique by (Sudaryanto, 2015) was conducted in this research. Pragmatic competence- in equalizing technique is applied to equalize the data with the applicable theory (Sudaryanto, 2015).

The data were analyzed by the researcher by following several steps. First, the data of flouting maxims that occur in the movie were interpreted based on the context by the researcher. Second, the researcher classified the flouting maxims data that happened in the movie. Third, the types and reasons of flouting maxims in the movie were analyzed based on the context by the researcher. Lastly, the result of the analysis were considered to the types and reasons of flouting maxims in the movie.

3.5 Method of Presenting the Research Result

The last step in this research is to present the results of the analysis. The informal method by (Sudaryanto, 2015) was implemented in this research. Words, phrases, and sentences were used to present the result of the analysis in this research. The result of the analysis were not presented in the form of a diagram, chart, or table. The results of the analysis were presented in a descriptive way by the researcher. The presented research analysis were identified simply so that the readers might very well understand the topic under discussion.