

**ANALYSIS OF MAXIM IN "12 YEARS A SLAVE"
MOVIE: PRAGMATICS APPROACH**

THESIS



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

2023

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



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2023

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APPROVAL PAGE

ANALYSIS OF MAXIM IN "12 YEARS A SLAVE" MOVIE:
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THESIS

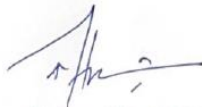
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Supervisor

ABSTRAK

Bahasa merupakan bagian penting dari komunikasi untuk menjadi alat bagi individu untuk terlibat satu sama lain. seperti apa yang ingin mereka ungkapkan. Penelitian ini bertujuan untuk menganalisis pelanggaran maksim pengambilan objek pada film dalam film 12 Years a Slave. Penelitian ini dimaksudkan untuk mengetahui jenis pelanggaran maksim, mendokumentasikan strategi yang digunakan, dan mencari alasan pelanggaran maksim dilakukan oleh karakter dalam film 12 Years a Slave. Penelitian ini mengacu pada penelitian kualitatif, yang menggunakan penelitian kualitatif Creswell (2014) yang mendukung alasan analisis pengetahuan. Data dikumpulkan dari naskah film yang mengandung pelanggaran maksim. Hasil penelitian menunjukkan bahwa empat macam pelanggaran maksim dilakukan selama film ini: kuantitas, kualitas, relevansi, cara dan strategi retorik oleh (Grundy 2000): seperti tautologi, meremehkan, berlebihan, metafora, ironi dan pertanyaan retorik. Penelitian ini akan menggunakan teori dari (Grice 1975) Penelitian ini akan menggunakan metode observasi dan teknik non-partisipatif (Sudaryanto 2015) karena informasi dikumpulkan dengan menonton film. Selain itu, ditemukan lima data kualitas maksim, lima data relevansi maksim, lima data kuantitas, dan lima cara maksim dengan menggunakan strategi retorik. Data ditemukan enam data metafora tiga data ironi, tiga data berlebihan, tiga data meremehkan, dua data pertanyaan retorik, dan dua data tautologi. Kemudian dianalisis dengan menggunakan metode identitas pragmatis (Sudaryanto 2015) Terakhir, hasil analisis peneliti akan disajikan secara deskriptif dengan metode informal (Sudaryanto 2015)

Kata Kunci: *pragmatik, maxim flouting, strategi retorik.*

ABSTRACT

Language is an important part of communication to be a tool for individuals to engage with one another. like what they want to express. This research aimed to analyze the maxim flouting which is taking objects on film within the film 12 Years a Slave. This study is meant to spot the kinds of maxim flouting, documenting the strategies used, and searching for reasons maxim flouting was performed by characters within the film 12 Years a Slave. This research referred to qualitative research, which used qualitative research by Creswell (2014) which supports the reason of knowledge analysis. Data collected from the film's script containing maxim flouting. The results showed that four sorts of maxim flouting performed during this film: quantity, quality, relevance, manner and rhetorical strategies by (Grundy 2000): such as tautology, understatement, overstatement, metaphor, irony and rhetorical question. This research will use theory by (Grice 1975) This study will be using observational methods and non-participatory technique (Sudaryanto 2015) because the info is collected by watching movies. Besides, it was found five data of maxim quality, five data of maxims relevance, five data of quantity and five maxims manner by using rhetorical strategies. The data found six data of metaphor three data of irony, three data of overstatement, three data of understatement, two data of rhetorical questions, and two data of tautology. Then analyzed using pragmatic identity method (Sudaryanto 2015) Finally, the results of the researcher's analysis are going to be presented descriptively by informal method (Sudaryanto 2015)

Keywords: pragmatics, maxim flouting, rhetorical strategies.

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CHAPTER I

INTRODUCTION

1.1 Background of the Research

Language is an essential part in human daily life. Language is a tool for individual to engage and communicate with others. It is what people are saying and what they want to express. Language also becomes the way to transmit messages to others. Language and communication are two elements that cannot be separated from human life. The language and society are so interwoven that one cannot comprehend without the other. Language has several purposes such as a tool for individual to socialize, to express their feelings, to share information and ideas, to establish good ties with others, and to keep other significant in their life.

A communication must be effective. In order to create an effective communication, it must involve two or more persons as conversation participants. They must be able to cooperate with one another so miscommunication could be avoided. The speaker has to convey their message clearly while the listener can grasp the meaning, even if the speaker's utterance is disguised.

However, in some circumstances the speaker may intentionally or unintentionally disobey the maxim which is known as flouting the maxim. There are several kinds of violation of maxims, like flouting maxim, violating maxim, opting out maxim, and infringing maxim. Each type of flouting of maxims occurs under different conditions and has different effects, the research will be focussed to maxim flouting

According to Grice (1975), People have good discourse if follow the rules of the Cooperative Principles. The principle of cooperation is divided into four principles of maxim. These four are the maxim of quality, the maxim of relevance, the maxim of quantity, and the maxim of manner. These elements keep the conversation going

The study of maxim is used as an observation methods for the participants to cooperate in the conversation. The existence of maxim in daily life must provide

or contribute information according to human needs. It should not provide more information than what is questionable or needed. Therefore, it can be considered as quantity maxim which means a speaker expected to provide sufficient information, relatively adequate, and as clear as possible. An example:

A : “What time will the plane take off?”
B : “The plane will take off on 5pm.”

In the example above, it is seen that the speaker “A” ask for the time of the plane take off as a state for asking for information. And then, “B” gives information that is needed by “A”. According to the cooperative principle by Grice (1975), it is considered as quantity maxim.

In a conversation, a maxim could be happened a violate. The failure to follow maximum standards of the speaker’ assumed is called flouting maxim. Flouting maxim happened when the speaker’s utterance could not be understood by the listener clearly. The existence flouting maxim could happen in our daily life whether the speaker realize it or they don’t.

Movie is one of literary work type in the form of audiovisual media. A movie has the power to chronicle people and the events that surround them. It is a type of symbolic representation of a human being. It is inspired by humans, created by humans, and performed by humans. It mirrors the actual world of human. It may be the best medium for interpreting human conversations. Therefore, it is very possible that flouting maxim could happen in the movie. This phenomenon often occurs in daily conversation so it becomes prevalent for human.

Twelve Years a Slave Movie is historic slavery film in 2013. It is an adjustment to the memoir of the Black freeman abducted and made into a slave,

Salomon Northup. It is a narrative about Salomon Northup's 12 years as a slave, between 1841 and 1853, until he got in touch with his buddy and was free from slavery. The only way to live in these circumstances is to accept his status as a slave. He tried at first to notify the people that he was a freeman, but he kept silent and subsequently continued to live as a slave. Northup, obviously, always tried to find a solution in his 12 years as a slave.

There were some researches that had been analyzed regarding to the flouting maxim, the first research is Flouting Conversational Maxim Used by Main Characters in Lie to Me by Faridah (2016) The object of the research discusses about flouting maxim in the film entitled Lie to Me using (Grice 1975) theory. The research of analyzed showed that there are thirty flouting maxim found in the film.

The second research is The Analysis of Flouting of Conversational Maxims on The Main Characters in Moana movie by Dini Nurfarwati¹, SitiNurAnisa², RasiYugafiat³ (2018) The object of the research discusses about Maxim flouting conversational of character in Moana movie using (Grice 1975) theory. The research of analyzed showed that there are forty-two maxims flouting found in this journal.

This third study is to find out the types of maxims violations contained in the novel Buffalo Bill and find out the reasons for the characters to violate the maxims. The researcher uses Grice's theory (1975) to find out the types and Cutting's theory (2002) to find out the strategies of the characters in the novel Buffalo Bill who violate the maxims.

Based on the phenomena above, the researcher is going to discuss the flouting maxim to explanation of the flouting maxim in several examples studied using four types of flouting maxim: quality, quantity, relevance, manner and analyze the rhetorical strategies in the flouting maxim will use the pragmatic approach.

1.2 Identification of the Problem

According to the research background described above from the “12 Years a Slave” movie, there are some problem stated below:

1. The cause of effectiveness communicating in daily interaction.
2. The existence of maxim flouting in conversation.
3. The maxims flouted reflected in 12 Years a Slave movie.
4. The types of flouting maxims in “12 Years a Slave” movie.
5. The rhetorical strategies of flouting maxims in “12 Years a Slave” movie.

1.3 Limitation of the Problem

The reseachers classify the limitation of the problem represented of the identification problem to focus on two problems only. The researchers focus to answer stated below:

1. The types of flouting maxims in “12 Years a Slave” movie.
2. The rhetorical strategies of flouting maxims in “12 Years a Slave” movie.

1.4 Formulation of the Problem

According to the problem above, the researcher divided the formulation of the problem into two questions:

1. What are the types of flouting maxims in “12 Years a Slave” movie?

2. What are rhetorical strategies of flouting maxims in “12 Years a Slave” movie?

1.5 Objectives of the Problem

In accordance with the problems that the researchers stated above. This research has two objectives as a focus of the data that could be seen below:

1. To reveal the types of flouting maxims in “12 Years of Slave” movie.
2. To discover the rhetorical strategies of flouting maxims in “12 Years a Slave” movie.

1.6 Significance of the Research

By doing this research, it is intended that the reader and other researches may profit from this research. Both theoretical and practical, these advantages are divided.

1. Theoretical Significance

This research was created to apply the knowledge of researchers and make knowledge about communication can be used with and last forever which this research provides an example of how to use maxim flouting in the correct along with examples.

2. Practical Significance

The research provides understanding to be able to better understand being cooperative. This study provides more reasons and references to pragmatic studies using maxim flouting. By this research, it is hoped that all language users can avoid making flouting maxims in daily conversation. It is done by obeying all cooperative principle.

1.7 Definition of Key terms

1. Pragmatics

Pragmatics examines how a person speaks and what speaker mean, which includes the situation or context in which the analysis is being conducted Yule (1996)

2. Flouting maxim

Identified rules of conversation, known as conversational maxims, based on which people interpret others utterance Grice (1975)

3. Types flouting maxim

Describes rational principles observed by people who follow the cooperative principle into effective conversation Grice (1975)

4. Rhetorical strategies flouting maxim

The rhetorical strategy is also considered to be scornful to the maximum of the Cooperative Principle. According to (Grundy 2000) Rhetorical strategies include tautology, understatement, metaphor, overstatement, statement, and irony. as described below.

CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORITICAL FRAMEWORK

2.1 Pragmatics

The purpose of studying pragmatics in a discussion is to investigate the speaker's utterance, including the meaning of the message conveyed by the speaker and received by the listener. The speaker's utterance is the concentrate context during the analysis occurs. It concerns regarding the interaction between the language forms and their users. Yule (1996) contrasts pragmatic from syntax and semantics in his book *Pragmatics*. Pragmatics concerns with the study of meaning as communicated by speakers and interpreted by listeners. Therefore, it is more concern with the analysis of what people mean by their utterances than what the words or phrases in utterances themselves mean. In short, Pragmatics is the study of speaker meaning. Yule (1996) defined it because the physical environment during which an expression is communicated. It is going to have a big influence on how people understand.

Pragmatics and context are the elements that cannot be separated. The study of pragmatic means observed the context of the speaker's utterance. Nunan (1993) provides more detailed explanation in his book. He defines context as "any environment that influences a dialogue."

In language, context refers to everything that is around us, such as a word or image with a sentence attached. It can be seen as in a print media, when a word,

phrase, or sentence is surrounded by additional content. This aids the reader in comprehending the relevant paragraph. Both of language and the social context of speech aid listeners in understanding what is being said. It will be understandable easily if the context is known by the listeners. This covers the character, subject, goal and backdrop of an occasion (e.g., joke, lecture, discussion, greeting, religious ceremony) and also the connection amongst them, participants and therefore the background information.

Within the non-linguistic context, the physical world is here incorporated. Yule (1996) also defined pragmatics as the study of interpretation of an encounter which is not spoken. Context features a crucial function to play to possess a grasp of a press release and therefore the appropriate interpretation. It helps people to know even a speaker's veiled meaning.

The scope of pragmatics is quite large as pragmatics analyzes language in usage. Grice also adds that the study of pragmatics categorizes the general cooperative principles that participants should observe to, such as get bound in a conversation which the participant involved at the moment when the action occurs. The cooperative principles is distinguished into four categories. These principles are called maxims which produce consistent results within it. These categories are quantity, quality, relevance and manner.

On the other hand, people don't always mean what they say literally when they building a conversation, in producing utterances there are five ways in which people fail to comply with the maxims, including: flouting maxim, violating maxim, infringing maxim, opting out maxim and suspending maxim. Flouting

maxim occurs when speaker blatantly fails to comply with a maxim without the intention of misleading the listener.

2.1.1 Flouting Maxim

Flouting maxim is one of the non-observed principles (Grice 1975). Flouting maxim occurs when the utterance does not reach the cooperative principles of maxims by breaking the maxim purposely in order to convey implied message. It occurs when the speakers blur the utterance's meaning to the listeners. Indeed, the flouting maxim misleads the comprehension deliberately. The speaker hopes that the listener can understand the implied message meaning even though the message and the context of the conversation contradict to each other.

In his definition, Thomas (1995) defined maxim flouting as consciously neglecting to obey a conscious failure to adhere to cooperative principles without the desire to deceive or create misunderstandings. This is caused by the speaker because he wants to catch the speaker's intent, both the meaning stated literally and the meaning implied. In this case, a speaker may transmit a meaning other than the literal meaning of the statement. The speaker then thinks that the listener will be able to deduce the speaker's implicit meaning. Yule (1996) incorporates the implicit meaning of maxim flouting conclude by the listener in a particularized conversational for a variety of reasons.

2.1.2 Types of Flouting Maxim

The flouting maxim are grouped into the similarity number of categories. Here is the explanation of the several kinds of flouting maxim.

1. Flouting Maxim Quality

When a speaker violates a quality maxim, the speaker simply says something that does not reflect what the speaker truly believes. The speaker unsuccessful to meet the quality maxim and demands the speaker to make a contribution that is truthful, which is including not saying what to considered false and not utterances what the speakers lacks appropriate proof of.

Peter: Well, how do I look?

Mary: Your shoes are nice. (Kurniati, Hanidar , 2018)

The conversation above Mary violated the maxim quantity by providing less information than needed. Peter asked about his appearance, but Mary answer it by commenting his shoes. Mary didn't say what Peter asked, which means she was not following the maxim quantity.

2. Flouting Maxim Relevance

Relevance flouting maxim means the speaker fails to convey the message with relevant information needed by the listener in the conversation. The conversation would be filled by irrelevant information which the speaker do it in purpose. Sometimes, speakers become irrelevant because they want to hide something or say something to someone else indirectly.

Danforth: "What become of the girl, Cody?"

Cody: "There she goes, Dick," (Winarta, Suastini, Jayantini 2022).

The conversation above Cody changed the topic and confused Danforth, thus the conversation above can be concluded as a violation of the maxim relevance. The statment is considered flouting maxim relevance because Cody suddenly changed the subject and changed the topic.

3. Flouting Maxim Quantity

Maxim quantity states that a listener should provide information or contributions according to the speaker needs and not provide more information than what is questionable or needed. It can be concluded that in maxim quantity, both participants are expected to provide sufficient, relatively adequate, and as informative as possible. Therefore, if one of the participants provides excessive information of what is needed by the opponent talk, it means they have violated the maxim.

A (a guest) and B (a receptionist). A dog comes and stands beside him.

Then A asks.

A: Does your dog bite?

B: No

A: (bends down to stroke it and gets bitten) Ow! You said your dog does not bite!

B: That is not my dog. (Kurniati, Hanidar , 2018)

The conversation above B is not actually lying that his dog doesn't bite. But in this case B has violated maxim quantity by providing less information than the listener needs. A talked about the dog with them, not the B's dog in his house.

4. Flouting Maxim Manner

Maxim flouting manner defines as the message conveyed tends to be clear, concise, orderly, avoiding ambiguity and unclear expressions. The information in conversation must be said clearly and not blurry (Yule, 1996).

Taxi Driver : Where you headed?

Somerset : Far away from here. (Ibrahim,Arifin,Setyowati 2018).

The conversation above Somerset's response violated the maxim manner. It is considered flouting because the utterance is ambiguous and does not provide clear information because there is no place named "far from here". He should have told

the driver specifically where he wanted to go. This case clearly violates the maxim of manner because the speaker must convey clear information (Yule, 1996).

2.1.3 Rhetorical Strategies of Flouting Maxims

Maxim flouting is often used in conversations. Some maxim flouting strategies are used intentionally or unintentionally. When a speaker says things and expects the listener can understand without having to say it directly, the strategy is also used in maxim flouting conversations. It determines whether the others are ready to gain the message meaning from the speaker and sometimes people use figurative language when they are talking to each other so that they can express their feelings more easily. Grundy (2000) stated that the rhetorical strategy is also considered to be scornful to the maximum of the cooperative principle. He also adds rhetorical strategies include tautology, rhetorical question, irony, metaphor, overstatement and understatement, as described below.

1. Tautology

Tautology is a figurative language style of repetition to emphasize something. It is an expression that often to explain the meaning precisely in a clearer way (Grundy 2000). In short, the purpose of tautology is to emphasize the intent of the statement. In its usage, it is implied repeatedly which is exaggerated. This figure of speech is actually considered as a waste of words and the sentence itself become ineffective. It also does not make necessary contributions, instead it makes the utterance seem not as informative as it needed.

The characteristics of tautology are usually to clarify the meaning contained in a sentence or statement, to make the hearer better understand what the author is saying, and tautology can make a sentence not seem rigid.

Ellen: I'm just confirming what the tabloids are saying, which is that y'all are getting married.

Gwen: **Oh, so if I say we are, then I say we are. And if I say no we're not, then that would be sad too.** (Trang, Hoa, 2020)

The statement above Gwen used repetition in order to emphasize the situation she was involved in. In this situation, Gwen used tautology in purpose to hide the truth. As a celebrity, she did not want to reveal her private life in public sphere. The statement that she used is considered as tautology.

2. Overstatement

According to Leech (1983), overstatement is the speech figure that a speaker uses to describe something clearer than certain circumstances. It is similar to hyperbole. It is a figurative expression which the usage seems exaggerated from facts or existing data to create a dramatic effect.

This figurative expression has several characteristic features. First, it uses excessive and sometimes nonsensical language. Second, the language used is dramatic. Then, the language style gives a certain effect. These features could be seen in the statement below

Seb : What are you doing? Please don't do that. Please don't sit on that.

Laura : Are you kidding?

Seb : Please don't sit on that. Don't sit on that. Don't sit on that **Hoagy Carmichael** sat on that!

Laura : Oh, my God!

Seb : "The Baked Potato" just threw it away. (Wahyuni, Arifin, Lubis, 2019)

The statement above is considered as overstatement. Instead of saying the chair is broken, Seb uses "Hoagy Carmichael" to make Laura move from her seat.

3. Understatement

Understatement describes excessive conversations that differ from hyperbole and figure of speech that creates something to comprehend but in reality it is crucial. The speaker's utterance is inversely proportional to what should be said. In some cases, understatement is used in criticism in order to impress the listener.

The characteristic of understatement is that it usually has an emotional and imaginative effect on the listener or the expressing and make the abstract more concrete.

Ellen: And the last time you were here, you were starting the "Endgame" movie right? Is that what you – you were starting that?

Brie: Yeah. **The little movie that could.** (Trang, Hoa, 2020)

The statement above explain that Brie called "Endgame" movie as a "little movie". It is considered understatement since everyone knows that "Endgame" movie is a blockbuster movie.

4. Metaphor

The one of strategy in maxim flouting used is metaphors. Metaphors is the use of an expression which there is a relevanceship between a "metaphorical" expression and a "literal" expression (Levinson 1983). Metaphors usually occurs at flouting maxim of quality and marked with the expression used that lack of evidence and the information is believed to be false. For instance, when the speaker is saying that his home is like banyan tree, the speaker has flouted the maxim of quality. The utterance's meaning is not interpreted literally. It does not means his house is like a banyan tree, but it is interpreted as his home is comfortable enough.

The characteristics of metaphor usually use words or phrases that have figurative meanings to equate or compare an object with another object.

Comparing an object or situation by using a direct comparison without any comparative words such as like, for example, and as if. Another example of metaphor could be seen in the statement below.

Jesse: So. Did she blow a gasket?

Anna: She paged Dad away from work. (Noertjahjo, Arifin, Ariani 2017)

The conversation above has found a phrase "blow a gasket" which considered as a metaphor that also worked as a figurative strategy. In her statement, Jessie wanted to know her mother's reaction after she received her petition.

5. Rhetorical Question

Rhetorical question is an interrogative sentence that actually contain a statement that do not require an answer (Levinson, 1983). This strategy occurs because the answer is known by the public or it is a fact that have been acknowledged by the public. Basically, rhetorical question is used as a satire or just to create a small talk.

rhetorical questions are usually asked to emphasize the sentence and do not expect an answer because they already know the answer.

It is usually a question whose answer is very clear and already known.

Ellen: How do I know it's not intentional?

Mark: How do you know I'm not narcoleptic? (Trang, Hoa, 2020)

The data above shows that Ellen is teasing Mark because of the fact that he falls asleep easily. Then, Mark replies the joke with the rhetorical question in response to Ellen's question.

6. Irony

The next strategy is irony. The irony is divided into irony itself, sarcasm and banter. According to Leech (1983), Irony is a seemingly friendly way to be offensive and banter is portrayed as an offensive way to be friendly. It can be concluded that banter and irony are the opposites of each other. Irony and banter can be put together in a sentence. The last classification of irony is sarcasm. Sarcasm is a kind of unfriendly irony which expresses satire (Cutting 2008). By using this, the speaker usually says something that could hurt the other participant.

The characteristics of irony are usually to hide the meaning of the actual expression and the speech delivered is inversely proportional to the actual facts. The speech uses subtle words, but has a harsh meaning in the form of satire.

Below data is the example of irony.

Anna : You've got the help. Jesse got arrested.
 Campbell : What? why is this my problem?
 Anna : Because I need you to get him out. You 're a lawyer.
 Campbell : I'm not his lawyer.
 Anna : But can't you be?
 Campbell : Why don't you call your mother? I hear she's taking new clients.
 (Noertjahjo, Arifin, Ariani 2017)

It can be seen that Campbell gave advice to Anna, in fact he implied a negative meaning such as "I don't want to help your brother, he is not my responsibility". Campbell knows that Sara is back at work as a lawyer and the point of Campbell's utterance in using the strategy of irony is to insult someone.

2.2 Previous Research

Hutapea (2017) analyzed the types and rhetorical strategies of maxim flouting in the conversations of Winfrey and J.K Rowling in the Oprah Winfrey Show. This research uses the Cooperative Principle theory from (Grice 1975) and this research method is a qualitative method. The data from this research are all utterances related to the violation of maxims uttered by Winfrey and J.K Rowling in the Oprah Winfrey Show which includes the flouting maxims, namely quality, quantity and manner.

Nurfarwati, Anisa Nur, and Yugafiati (2018) analyzed flouting maxims using descriptive qualitative methods to observe the results of flouting maxims in this journal. which is a character named Abdur Arsyad and an American comic named Kevin Hart use flouts maxim of quantity the most because of the influence of American culture which tend to be direct in communication also use Paul Grice (1989) proposed four cooperative principles that people expected to follow: maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner.

Nurfarwati (2018) analyze Flouting Maxim found in the popular film Finding Dory. This research has two main objectives, namely finding the type of Flouting Maxim in the film this journal proposed the theory of cooperative principle by Grice (1975). this journal found that maxim flouting occurs when the speaker does not observe the proper maximum during the conversation to make a certain meaning and is the invention of all kinds of flouting maxim.

Hamani and Puluhalawa (2019) discussed maxim flouting that occurs in Kungfu Panda movie. This study uses the Cooperative (Grice 1975) Principle and

theory is maximum quantity, maximum quality, maximum and maximum relevanceship flouting by the main character in Kungfu Panda Movie, it has been discovered that all the main characters all flouting all the types of maxims.

Hamani and Puluhulawa (2019) analyzed maxim flouting and characters in coco movie script based on Grice's cooperative principles. This study used descriptive qualitative methods to analyze data. The source of this research data is coco film and its use maxim flouting in the character.

Wahyuni, Arifin , B, and Lubis (2019) analyzed a film called La La Land. Therefore, this research is focused on the analysis of maxim violations committed by the main character in the film La La Land. This study aims to find the type of maxim violated by the main characters and also identify the implied meaning behind their speech. The data in this study was taken from movies in the form of speech. In relevance to the purpose of the above research, it was found that the main characters ridiculed all kinds of Gricean maxim. There are 44 data containing max breaches in the movie. In addition, it is also found that the implied meaning behind the main character's speech depends on the context of the conversation. Most implied meanings contain speech that serves to insult, scold, ask, and praise.

Lasiana and Mubarak (2020) provided the analysis of flouting maxim in Ruby Spark film. This research is to discover the type of flouting maxim found in speech between characters in movies. The theory used in this research was (Grice 1975) In this study, researchers applied qualitative descriptive methods. Ruby triggers the movie during their conversation. There are four types of maxim flouting found in film. Maxim quality, maximum relevant and maximum.

Op.Sunggu and Afriana (2020) analysis of flouting maxims in “Wonder Woman” movie. This research focus analyzed of flouting maxim in the conversation and find the reason the characters flouted the maxim using theory by Grice, researches using qualitative descriptive method by Sudaryanto.

2.3 Theoretical Framework

The research used pragmatics explanation as a research approach. This study will analyze maxim floating for the topic of this research according to Grice (1975). In maxim flouting, the researcher will analyze the types of maxim flouting and the theoretical strategies used by Grundy (2000) in the "12 Years a Slave" movie.

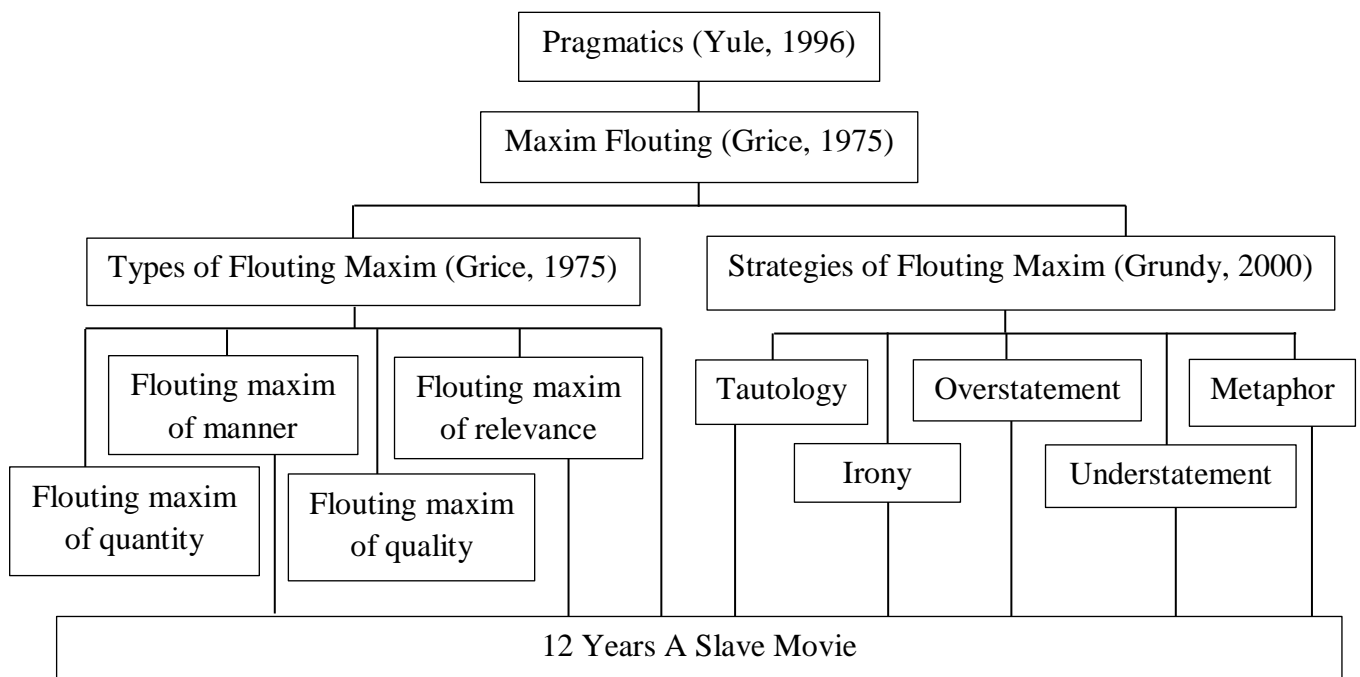


Figure 2.1 Theoretical Framework

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

The research method applied in qualitative research. Creswell (2013) states that qualitative research is a research approach that carried out to find out and explore aimed at social problems by individuals or groups. This research method focuses on the emergence of collected data for researchers to form an interpretation of the meaning of the information. Qualitative descriptive method will be used to conduct this research, because the data are in the form of words, sentences, and discourses. Qualitative research is also carried out because phenomena or problems require complex understanding (Creswell 2013). This method is useful for researcher to analyze the types of flouting maxim and rhetorical strategies used in "12 Years as a Slave" movie.

3.2 Object of the Research

The research took the 12 Years a Slave movie as the object of research. It is focussed on the characters's utterance that use maxim flouting. The types of flouting maxim and rhetorical strategies will be analyzed in this study using theory Grice (1975) and Grundy (2000).

3.3 Method of Collecting Data

The research collected data using observational method (Sudaryanto 2015) Observational method is one among the methods of knowledge collection involved data observation. Researcher will observe the data by watched 12 years as a slave movie and there are several steps to gather data. First, researchers will watch a 12-

year-old film as a slave. Second, the study will take the script on the “12 Years a Slave” movie, Lastly, researchers will analyze the re-script for data containing flouting maxims supported theory (Grice, 1975).

3.4 Method of Analyzing Data

This research will apply the pragmatic identity method theorized by (Yule 1996) In the discussion it investigates the speaker, the meaning of the speaker and also the listener. It also contains context or circumstances during analysis. (Yule 1996) the pragmatic contrast of syntax and semantics in his book Pragmatic in this case is pragmatic used because it concerns the interaction between the form of language and its users. The only ones that include humans in this study are pragmatic and not only does using communication Yule (1996) defined pragmatism as well as the study of interpretation of unspoken encounters. Context has an important function to play in order to have an appropriate understanding of statements and interpretations. It helps people to understand even the veiled meaning of the speaker.

3.5 Method of Presenting the Research Result

The final step of this research presenting the analysis result and it practiced the informal method consistent with (Sudaryanto 2015) are going to be applied during this study. The words, phrases, and sentences which will be used present the results of the analysis during this study. The results of the analysis won't be presented within the sort of diagrams, charts, or tables. The results of the analysis are going to be presented descriptively by the researcher. The research analysis

presented are going to be identified during a simple way in order that the reader may understand the subject under discussion.