

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

**THESIS**



**By:  
Putri Melania  
181210035**

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

**2023**

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

**THESIS**

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



**By:  
Putri Melania  
181210035**

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

**2023**

## SURAT PERNYATAAN

Dengan ini saya menyatakan bahwa:

1. Skripsi ini adalah asli dan belum pernah diajukan untuk mendapatkan gelar akademik (sarjana dan/atau sarjana), baik di Universitas Putera Batam maupun di perguruan tinggi lain;
2. Skripsi ini adalah murni gagasan, rumusan, dan penelitian saya sendiri, tanpa bantuan pihak lain, kecuali arahan pembimbing;
3. Dalam Skripsi ini tidak terdapat karya atau pendapat yang telah ditulis atau dipublikasikan orang lain, kecuali secara tertulis dengan jelas dicantumkan sebagai acuan dalam naskah dengan disebutkan nama pengarang dan dicantumkan dalam daftar pustaka;
4. Pernyataan ini saya buat dengan sesungguhnya dan apabila di kemudian hari terdapat penyimpangan dan ketidakbenaran dalam pernyataan ini, maka saya bersedia menerima sanksi akademik berupa pencabutan gelar yang telah diperoleh, serta sanksi lainnya sesuai dengan norma yang berlaku di perguruan tinggi

Batam, 28 Januari 2023 yang membuat pernyataan



**Putri Melania**  
181210035

**DECLARATION OF THE THESIS ORIGINALITY**

I, Putri Melania with NPM 181210035, undersigned below

Hereby declare that the paper entitled:

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

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

Batam, 28 January 2023



**Putri Melania**  
181210009

APPROVAL PAGE

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

THESIS

Submitted in partial fulfillment of the Requirements for the Degree of  
Sarjana Sastra

By  
Putri Melania  
181210035

The thesis has been examined on the date as indicated below:

Batam, 28th January 2023



Afriana, S.S., M.Pd.  
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.

## ACKNOWLEDGEMENT

First and foremost, praises and thanks to Allah, the Almighty, for His showers of blessings throughout to the researcher to complete this thesis entitled "Analysis of Maxim in "12 Years a Slave" Movie: Pragmatic Approach" The researcher would like to say thank you to beloved mother for prayer and blessing given endlessly to the researcher taking this undergraduate program. The researcher wishes to express her gratitude and appreciation to Mrs. Afriana, S.S., M.Pd. as supervisor who has contributed with his suggestions, patience, and time in arranging this thesis. Furthermore, the researcher would like to express sincere gratitude to all people who involve both directly and indirectly especially to:

- a. Dr. Nur Elfi Husda, S.Kom., M.Si. as Rector of Putera Batam University
- b. Dr. Michael Jibrang Rorong, S.T., M.I.Kom. as Dean of Faculty of Social Sciences and Humanities of Putera Batam University
- c. Nurma Dhona Handayani, S.Pd., M.Pd. as Head of Department of English Literature of Putera Batam University
- d. All lecturers of Department of English Literature, especially Mrs. Yunisa Oktavia, S.d., M.Pd. for their knowledge, motivation, and suggestion during my research at Putera Batam University
- e. All of the researcher's friends at Putera Batam University, and friends outside of Putera Batam University. Especially Pau, Joya, Joya's Family for their endless support.

Batam, 28 January 2023



Putri Melania

181210035



## TABLE OF CONTENTS

|  |            |
|--|------------|
| <b>SURAT PERNYATAAN</b> .....  | <b>i</b>   |
| <b>DECLARATION OF THE THESIS ORIGINALITY</b> .....                                 | <b>ii</b>  |
| <b>APPROVAL PAGE</b> .....   | <b>iii</b> |
| <b>ABSTRACT</b> .....  | <b>iv</b>  |
| <b>ABSTRACT</b> .....  | <b>v</b>   |
| <b>ACKNOWLEDGEMENT</b> .....   | <b>vi</b>  |
| <b>TABLE OF CONTENTS</b> .....   | <b>vi</b>  |
| <b>LIST OF FIGURE</b> .....  | <b>vii</b> |
| <b>CHAPTER I INTRODUCTION</b> .....  | <b>1</b>   |
| 1.1 Background of the Research .....   | 1          |
| 1.2 Identification of the Problem .....  | 4          |
| 1.3 Limitation of the Problem.....   | 4          |
| 1.4 Formulation of the Problem .....   | 4          |
| 1.5 Objectives of the Problem.....   | 5          |
| 1.6 Significance of the Research.....  | 5          |
| <b>CHAPTER II REVIEW OF RELATED LITERATURE AND<br/>THEORITICAL FRAMEWORK</b> ..... | <b>7</b>   |
| 2.1 Pragmatics.....  | 7          |
| 2.1.1 Flouting Maxim .....   | 9          |
| 2.1.2 Types of Flouting Maxim .....  | 9          |
| 3. Flouting Maxim Quantity .....   | 11         |
| 2.1.3 Rhetorical Strategies of Flouting Maxims .....                               | 12         |
| 2.2 Previous Research .....  | 17         |
| 2.3 Theoretical Framework.....   | 19         |
| <b>CHAPTER III RESEARCH METHODOLOGY</b> .....                                      | <b>20</b>  |
| 3.1 Research Design .....  | 20         |
| 3.2 Object of the Research.....  | 20         |
| 3.3 Method of Collecting Data.....   | 20         |
| 3.4 Method of Analyzing Data.....  | 21         |
| 3.5 Method of Presenting the Research Result .....                                 | 21         |
| <b>CHAPTER IV RESEARCH ANALYSIS &amp; FINDINGS</b> .....                           | <b>23</b>  |
| 4.1 Research Analysis .....  | 23         |
| 4.1.1 The Types of Flouting Maxim in the 12 Years a Slave movie .....              | 23         |
| 4.1.2 The Rhetorical Strategies of Flouting Maxim in 12 Years a Slave Movie .....  | 33         |
| <b>CHAPTER V CONCLUSION &amp; SUGGESTION</b> .....                                 | <b>45</b>  |
| 5.1 Conclusion .....   | 45         |
| 5.2 Suggestion.....  | 46         |
| <b>REFERENCES</b>  |            |
| <b>APPENDICES</b>  |            |
| Appendix 1. Curriculum Vitae   |            |
| Appendix 2. Data of the Research   |            |
| Appendix 3. Surat Keterangan Izin Penelitian                                       |            |

## **LIST OF FIGURE**

|                                       |    |
|---------------------------------------|----|
| Figure 2.1 Theoretical Framework..... | 15 |
|---------------------------------------|----|