

**AN ANALYSIS OF FLOUTING MAXIM IN “DUMB  
AND DUMBER TO” MOVIE: A PRAGMATIC  
APPROACH**

**THESIS**



**By:  
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**ENGLISH DEPARTMENT  
FACULTY OF HUMANITIES  
PUTERA BATAM UNIVERSITY  
YEAR 2018**

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



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YEAR 2018**

## **SURAT PERNYATAAN ORISINALITAS**

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### **AN ANALYSIS OF FLOUTING MAXIM IN”DUMB AND DUMBER TO” MOVIE; A PRAGMATIC APPROACH**

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I, Renidawaty, NPM No. 131210168

Here with declare that the thesis entitled:

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

**Batam, 14<sup>th</sup> March 2018**

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## **ABSTRAK**

Penelitian ini menganalisis jenis pelanggaran maksim yang terdapat dalam film “Dumb and Dumber to” yang berlandaskan pada prinsip kerja Grice. Hal ini mencakup perhatian dari para pembicara pada pelanggaran maksim. Dalam melakukan penelitian, peneliti menggunakan metode deskriptif kualitatif. Data diambil dari percakapan dalam film yang dijelaskan secara deskriptif. Langkah dalam pengumpulan datanya adalah menonton film “Dumb and dumber to” selama beberapa waktu untuk memahami keseluruhan isi cerita, mendownload dari internet, menyalinnya, dan memahami dialog yang berhubungan dengan pelanggaran maksim. Dari 15 data yang dianalisis peneliti menemukan bahwa keempat maksim grice dilanggar untuk tujuan tertentu. Maksim kuantitas dilanggar sebanyak lima kali (31,25%) yang umumnya bertujuan memberikan informasi tambahan, maksim kualitas dilanggar dua kali (12,5%) yang bertujuan membesar-besarkan sesuatu, maksim relavan dilanggar tujuh kali (43,75%) yang bertujuan untuk memberikan informasi tambahan, terakhir maksim cara dilanggar sebanyak dua kali (12,5%) yang bertujuan menyampaikan cara unik untuk menyusun kata-kata. Dari hasil tersebut maksim relavan adalah maksim yang paling sering dilanggar.

**Kata kunci: Teori percakapan Grice, Pelanggaran Maksim, dumb and dumber to**



## **ABSTRACT**

*This research analysed the kind of flouting maxim in the movie “Dumb and Dumber to” based on Grice’s cooperative principle. It covers the implicature, and the intention of the speaker in flouting maxim. To conducting the research, the researcher uses a descriptive qualitative method. The data are taken from the dialogues in the movie and explained descriptively. The procedure of analyzing data are describing the data of dialogue, describing the context, analyzing the maxim, and analyzing the intention. The researcher finds that all four Grice’s maxims are flouted in the movie with certain purposes. Maxim of quantity is flouted five times (31,25%), mostly for providing more information, maxim of quality is flouted two times (12,5%), generally for exaggerating, maxim of relevance is flouted seven times (43,75%) mostly indicating more information in the sense of reference, and finally maxim of manner is flouted two times (12,5%) that unique way of constructing word. The result shows there are 4 kinds of maxim that flouted by the main character, and flouting maxim relevance is the dominant.*

**Keywords:** *Grice’s Theory, flouting maxim, dumb and dumber to*

## MOTTO AND DEDICATION

### MOTTO:

*"i never dream for success, i work for it"*

### DEDICATION:

This thesis proudly dedicated to:

♥ My beloved father and mother ♥

♥ My beloved Sister and brother ♥

♥ My beloved one ♥

♥ English Department at PuteraBatam♥

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May God given mercy, peace and love for them, Amin.

Batam, 14<sup>th</sup> March 2018

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# **CHAPTER I**

## **INTRIDUCTION**

This chapter comprises the background of the study, the reasons why this research is conducted and why the movie is chosen as the object of study. The research focus also becomes a part of this chapter. Then, following the research focus, there is an explanation of the objectives of the research and the significance of the research. This chapter becomes the fundamental base for conducting the research.

### **1.1. Background of The Research**

Communication is the way to use language that used for many purposes. Communication are used for socializing, expressing feeling, sharing knowledge and ideas, maintaining good relationships with others, and others related to human interaction in life. There are two kinds of communication; they are verbal communication and non-verbal communication.

Non verbal communication is messages or information that exchanged or communicated without using any spoken or written word like body language, gestures, how we dress or act even. While in verbal communication, there is conversation. Becoming the most commonly used of human language, conversation

also has its function as a part of language. To do those functions well, there are some rules that should be followed by the participants of the conversation. To be successful in communicating through conversation, two or more people as the participants of a conversation should be able to be cooperative each other, so there is no misunderstanding in the conversation.

To make successful conversation, the speaker must say something clearly to make hearer understands the speaker's says. (Grice, 1975) argued that speakers intend to be cooperative when they talk. One way of being cooperative for a speaker is to give as much information as is expected.

According to (Levinson, 1983), "cooperative principle is a set of general rules to describe how participants cooperate in conversation to achieve smooth and efficient interaction". It means that, there are some rules that must be required to achieve the successful conversation.

Based on Grice theory, the rules are defined as maxim. It is the rule that give the way to the speaker to make successful conversation. Their conversation said to be successful when between the speaker and the hearer communicates cooperatively each other. To make a cooperative conversation they must obey the rules of being a good conversation itself. There are (1) maxim of quantity which means that a speaker should not talk too much but also not too little, (2) maxim of quality means that the speaker should tell the truth, (3) maxim of relation means that the speaker should be relevant with the previous sentence that has uttered and (4) maxim of manner means that should not say something which is ambiguous for the hearer.



However, in daily communication this ideal communication does not always occur. Sometimes, the speakers choose to break the rule of being informative as is required. On the other hand, the speakers sometimes give wrong information to Other. In other occasion, the speakers maybe say something that is not relevant. Also, the speakers sometimes give ambiguity and obscurity expressions when communicating with other. When these phenomena happen during conversation and the speaker wants to deliver meaning which is totally different to what is said, it means that the speaker flouts the conversational maxim. (Grice, 1975) suggested that a participant in a talk exchange may fail to observe the maxim by exploiting the maxim.

(Grundy, 2000) mentioned that whenever a maxim is flouted there must be an implicature to save the utterance from simply appearing to be a faulty contribution to a conversation. (Grundy, 2000) pointed out that the term “implicature” is coined by Grice to cover any meaning that is implied or conveyed indirectly or through hints, and understood implicitly without ever being explicitly. Grice’s theory is an attempt at explaining how an addressee gets from what is said to what is meant, from the level of expressed meaning to the level of implied meaning.

As we know that the speakers do not always state directly to their utterances what they actually want to say, but they imply in their utterances by saying the opposite meaning, using obscurity expressions or even giving totally wrong information. The speakers frequently mean much more than words actually say.

In fact, the speakers do not always do the maxims while having a conversation. In some cases the speakers flout the Grice maxim because the speakers have certain reason. For example;

*Boby : How are you?*

*Renata : oh the weather is not good today*

In this case Renata meets friend whom renata dislike, and Renata's friend makes a conversation firstly. Because Renata does not like Bobby, so Renata answer the question like that. Here, this answer is not expected by Renata's friend. Clearly Renata does not want to give a good respond to the speaker, so Renata change the topic. This situation already proved that Renata flouted a conversation maxim.

This strategy does not mean that both speaker and hearer are not being cooperative in conversation, but try to imply what the speaker and the hearer mean when convey the utterance through flouting maxim. In flouting maxim, speakers perform some strategies in order to convey the hidden meanings of their utterances. They are also having reasons and certain purposes in being uncooperative. Everyone indeed has the possibility to flout the maxim of Cooperative Principle. Then, it can be assumed that whether the conversation is in the real life or even in a movie or in a novel that the script is made by people, flouting maxim can be happened.

Movie or film is spoken discourse where we can also possibly find some implicature. (Bordwell, D. 2006) stated that films are like buildings, books, and symphonies, artifacts made by humans for human purposes. Movie is a kind of entertainment that is made based on social phenomena, social interest, and cultural

value. Moreover, the language used in the movie also the representation of the real life language.

In terms of pragmatics, the hidden message of dumb and dumber to can be the ways to convey the hidden message and can be flouting maxim as explained before. Therefore, studying the movie on maxim flouting is great to conduct. Moreover, since the movie is based on true story, it can reflect the real example of flouting maxim and the form of flouting maxim uttered by the main character.

The writer uses this theory because the writer is interested in knowing deeply about the common phenomenon that always happens in people's daily communication. In doing conversation, sometimes the speaker gives direct message to the hearer, and it can be understood by the hearer easily. But, if the speaker gives indirect message, the hearer tries hard to understand it through the analysis the conversation before.

It is impossible to obey the rules of maxim in their conversation. People may break the maxims when they interact each other. There are some possibilities for people to break the maxim: First, the speaker need to add much information to the hearer to make it clearer. Second, the speaker wants to entertain the hearer through humor in the conversation. Breaking the maxim is also happened, in the movie dialogue, poems, and music lyrics. Movie is the data which chosen by the writer for this research. Movies known as films are a type of visual communication which uses moving pictures and sound to tell stories. In the movie, there are complicated

conversations that use all off the element of the communication to transfer the message of the story to the hearers.

## **1.2. Identification of the Problem**

Based on the problem above the researcher is interest to conduct a research about the conversational Implicature in “dumb and dumber to” movie. The different ways in using communicating that used by people from different cultural background have the own style in communication, for example, in communication, promises, request, statement, and other. Something may be polite in a society but impolite in other society. Sometimes, people tend to express their idea directly or explicitly. In explicit, it means to focus more on the context to interpret the goals and meaning of utterances. Others prefer to use implicit way in expressing idea. In implicit, its mean they try to implicate meaning and something will be ambiguous. To prevent this, information or knowledge about style in speaking or ways in communicating something is very important to be known. There is about implicature might help in understanding what people say directly.

## **1.3. Limitation of the Problem**

In this research, the researcher limit only in analyzing daily conversation used in dumb and dumber to movie. This research focused on the conversation that used in the movie.

#### **1.4. Formulation of The Problem**

1. What kinds of flouting maxim that found by the character in “dumb and dumber to” movie?
2. What are the most flouting maxim that found by the character in “dumb and dumber to” movie?

#### **1.5. Objective of the Research**

1. To identify the kind of maxim that found in “dumb and dumber to” movie.
2. To identify the most flouting maxim that found by the main character in “dumb and dumber to” movie?

#### **1.6. Significances of the Research**

By doing a research related to maxim flouting, the researcher expects that the finding of the research are useful for many readers. Below are the significances of the research that may be obtained.

##### **1.6.1. Theoretical Significance**

The result of this study will contribute to the Cooperative Principle and flouting maxim theory formulated by Grice. It will strengthen Grice’s theory by performing how the assumption of conversational maxims goes on in the conversation and how the maxims are flouted by the speakers’ to imply what they intentionally mean.

This also gives more explanation about the flouting of conversational maxims in “Dumb and Dumber To” movie and the implicatures generated from the

conversations. It helps the description of language aspect that can be discussed through linguistic study, which focuses on the speaker's intended meaning constructed from their utterances to gain better understanding of communication in daily life. The research gives a wider example of flouting maxim in practice of practical significance.

### **1.6.2. Practical Significance**

- a. This research gives more understanding of being cooperative with or without flouting the Cooperative Principle.
- b. This research gives more references on pragmatics study of flouting maxim in Putera Batam University.
- c. This research gives contributions to the next research on pragmatic study and becomes a good reference for the candidate of researcher.
- d. This research gives the readers more knowledge of flouting maxims in Pragmatics.
- e. For the researcher, it can gain new experience and knowledge about the utterances and the types of Grice's maxims. Based on the statement above, this research is beneficial to give new knowledge and open new horizon about another field, especially in the movie transcript.

### **1.7. Key Terms**

- Pragmatic Approach : This is the study of those relations between language and context that are grammaticalized or encoded in the structure language (Levinson, 1983).
- Flouting Maxim : According to (Grice, 1975) said that a violation takes place when speakers intentionally refrain to apply certain maxims in their conversation to cause misunderstanding on their participants' part or to achieve some other purpose
- Movie : According to (Bordwell, D. 2006) a story or event recorded by a camera as a set of moving images and shown in a theater or on television; a motion picture.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK**

#### **2.1 Theoretical Framework**

In this chapter, the researcher will explain about the theories and previous studies underlying this research. The researcher used theories from books and some resources. The main theory of this research is pragmatic which is focused on maxim that flouted by the main character in “dumb and dumber to” movie.

##### **2.1.1 Pragmatic**

Pragmatics is the study of meaning (Yule, 1996). It studies the utterance of a speaker in a conversation, the meaning of the speaker, and also the meaning interpreted by the listener. It also includes context or the circumstances when the conversation occurs in the analysis. For that reason (Yule, 1996) describes pragmatics as a study of meaning in context. In his book Pragmatics, (Yule, 1996) differentiates pragmatics from syntax and semantics in the way of pragmatics concerns about the relationships of linguistic forms and the users of those forms. Pragmatic is the only one that includes human into the analysis. For that (Rowe, n.d.) states pragmatics as the study of the effect of context in meaning. It studies the practical use of language to obtain certain purposes. Then, the meaning of a speaker can be interpreted more accurately by understanding the context.



For context, (Yule, 1996) refers it to the physical environment where an expression is conveyed. It may give a great impact to the way people interpret an expression. In his book, (Nunan, 1993) gives a clearer explanation about it. Nunan states that context refers to any situation influencing a discourse. In the case of pragmatics, the discourse is the conversation among two or more people.

(Nunan, 1993) divides context into two types, linguistic context and nonlinguistic context. Linguistic context is the language of the society; the words, the utterances, and the sentences used by the surrounding. Whereas, non-linguistic context includes the type, the topic, the purpose, the participants, and the background knowledge of a communicative event (joke, greeting, religious ceremony, conversation), and also the relationship between them. Here, the physical environment is included in the non-linguistic context. (Yule, 1996b) also defines pragmatics as the study of interpreting what is unsaid in an interaction. To have a comprehensive understanding of an expression and the right interpretation, context has an important role. It will help people interpret even the hidden meaning of a speaker.

### **2.1.2 Cooperative Principle**

Grice as cited by (Grundy, 2000) formalized the observation that when people talk people try to be cooperative by elevating this notion into cooperative principle. One way of being cooperative is for a speaker to give as much information as is expected. Cooperative principle is a theory formulated by Herbert Paul Grice. It was

published firstly by Harvard University press in his article entitle “Logic and Conversation” in 1975. Grice proposed that participants in a communicative exchange are guide by a principle that determines the way in which language is used with maximum efficiency and effect to achieve rational communication.

(Levinson, 1983) summarized the cooperative principle as the specification of what participants have to do in order to converse in a maximally efficient, rational, co-operative way: they should speak sincerely, relevantly and clearly, while providing sufficient information.

In an attempt to describe how the cooperative principle work, Grice formulated guidelines for the efficient and effective use of language in conversation. The guidelines are known as the maxims of conversation. It should be underlined that (P. H. Grice, 1975) introduces quantity, quality, relation and manner as categories.

The fact that Grice as cited by (Thomas, 1995) expressed the cooperative principle in the imperative mood has led some casual readers of his work to believe that Grice was telling speakers how they ought to behave. What he was actually doing was suggesting that in conversational interaction people work on the assumption that a certain set of rules is in operation, unless the people receive indications to the contrary. Sometimes, in every area of life everyone makes similar assumptions all the time.

Grice gave a useful analogy that is driving a car to explain the theory. When we drive, we assume that other drivers will operate according to the same set of regulations as we do (or, at the very least, that they know what those regulations are). If we could not make such assumptions the traffic system would rapidly grind to a halt. Of course, there are times when we do have indications that another driver may not obey the rules (a learner, a drunk, a person whose car is out of control, an ambulance or fire tender with its lights flashing and siren blaring or that they may be following a different set of rules (a car with foreign number plates) and on these occasions we re-examine our assumptions or suspend them together. And of course, there are times when our assumption that others are operating according to the same set of rules is misplaced, and then an accident may occur.

For setting out his cooperative principle, Grice was suggesting that people are always good and kind or cooperative in any everyday sense of the word. Grice was simply noting that, on the whole, people observe certain regularities in interaction and his aim was to explain one particular set of regularities-those governing the generation and interpretation of conversational implicature.

Grice argues that without the assumption that the speaker is operating according to the cooperative principle, there is no mechanism to prompt someone to seek for another level of interpretation. (Thomas, 1995) mentioned that the observation that the speaker has said something which is manifestly untrue, combined with the assumption that the cooperative principle is in operation sets in motion the search for

an implicature. The four conversational maxims help us establish what the implicature.

In an attempt to describe how the cooperative principle works Grice formulated guidelines for the efficient and effective use of language in conversation. The guidelines are known as the maxim of conversation. It should be underline that (P. H. Grice, 1975) introduces quantity, quality, relation, and manner as categories.

### **2.1.2.1 Maxim**

#### **a. Maxim of Quantity**

According to Grice (P. Grice, 1975) the category of quantity relates to the quantity of information to be provided. The first maxim under this category requires one to “be as informative as required.” This maxim means that the speaker has to include all the information that the hearer requires to understand. If the speaker leaves out a crucial piece of information, the hearer will not understand what the speaker is trying to say.

On the other hand, providing too much information during course of a conversation can be perceived as superfluous and insignificant to the other person. According to the second maxim, which requires one to “be brief”, the speaker should avoid unnecessary, redundant information in his contribution.

#### **b. Maxim of Quality**

Under the category of quality, the maxim of truthfulness falls. This maxim refers to the importance of making only statements one believes to be true as (P. H. Grice, 1975) expects that the contributions to “be genuine and not spurious.” In short, the speaker is expected to be sincere and tell the truth. They are assumed not say anything that they believe to be false or anything for which they lack evidence. The reason is that if s/he gets making false statements s/he will lose one of the most important social assets a person can have, credibility.

### **c. Maxim Relation**

Under the category of relation, (P. Grice, 1975) place a single super maxim namely be relevant. The demand for relevance simply means that the speaker should only include information in the communication that is relevant to the topic being discussed.

### **d. Maxim of Manner**

Under the category of manner, which Grice understand as relating not to what is said but rather to how what is said is to be said. It assumes the speaker should be brief and orderly, and avoid obscurity and ambiguity expressions.

Grice emphasized that it is important to recognize these maxims as unstated assumptions we have in conversation. (Yule, 1996) assumed that people are normally going to provide an appropriate amount of information; we assume that they are

telling the truth, being relevant, and trying to be as clear as they can. Because these principles are assumed in normal interaction, speakers rarely mention them.

In short, these maxims specify what participants have to do in order to converse in maximally efficient, rational, cooperative way: they should speak sincerely, relevantly, and clearly, while providing sufficient information.

#### **2.1.2.2 Flouting Maxim**

Although Grice said that maxim are important, Grice realized that in some condition people have to do deliberate violation or flouting. The violation of maxim above may have some effect such as misunderstanding if the hearers do not give response to an implication or when the addressee fails to make an inference from the addressor's intention. It may be understood only if the hearers have the same background knowledge with the speaker. The knowledge include not only the rules for interpretation of linguistic items, but also the knowledge of the world, to which addressor can imply or refer.

(P. H. Grice, 1975) said there is something natural or normal that people do not obey the cooperative principles. If people flout conversation, it does not mean that communication will not be successful. In addition, the flouting of maxim can be many things, and there is no way of prescribing of particular violation as useful or detrimental. Then, the participant will understand the implication of the address or

whether the addressees know the situation or occasion. It means that addressees have the same thinking to imply what the speaker said based on the situation.

Based on Grice maxims, there are several criteria of flouting the maxim as distinguishing guidelines.

**a. The flouting of maxim of quantity**

Quantity maxim flouting means that the speakers of a conversation fail to fulfill the maxim of quantity in the Cooperative Principle. It includes whether the speakers are not as informative as is required or more informative than is required. Speakers become less informative or more informative when they flout maxim of quantity. This previous conversation can be an example of this kind of maxim flouting:

The flouting maxim of quantity focuses on one kind of maxim being flouted by the characters in *Dumb and Dumber* movie subtitle, which is the maxim of quantity. To fulfill the maxim of quantity, the speaker should make the quantity of the utterances as informative as it is required and the speaker is not allowed to make the utterances more than what is required or less than is required. When the utterance is not as informative as it is required, it means that the speaker flouts the maxim of quantity.

Example :

*Adele: Oh, what's in the box, honey? Hmm.*

*Mr. Pinchelow: Just a small gift.*

( 31.26)

Penny will join a science conference in El paso. Penny wants Mr. Pinchelow to go with her, but he cannot go there because he is not in a good condition. Mr. Pinchelow entrust a small box to Penny, he ask Penny to give it to Dr Walcott in El paso. Adele thinks that something which is inside the box is Mr pinchelow's precious invention. She wants to take that box, because she will sell the invention to earn much money for herself.

According to the theory of cooperative principles, Mr. Pinchelow's utterance "Just a small gift." is regarded as flouting maxim of quantity because he gives less information to Adele. Mr. Pinchelow does not answer completely whether the thing inside the box is a cake, accessories, or something else. Without saying "a small gift", Adele has known that it should be something small, because it is covered with the small box. Therefore, Mr. Pinchelow should explain more about the gift to Adele. Based on the theory of cooperative principles, Mr. Pinchelow should answer "the box contains my great invention and I want to give it to Dr. Wallcott" Towards Adele's utterance.

The inference drawn from Mr. Pinchelow utterance is that he hides something. He does not want to tell Adele the truth about the box. Adele always steals Mr. Pinchelow's valuable properties. Mr. Pinchelow knows that Adele will take it if he tells the truth about the box.

**b. The flouting of maxim of quality**



When a speaker flouts a maxim of quality, the speaker simply says something that does not represent what he or she actually thinks. The speaker fails to fulfill the maxim of quality; a maxim that requires the speaker to make a contribution that is true, that is not saying what is believed to be false and not saying that for which the speaker lacks of adequate evidence. An example of quality maxim flouting that breaks the maxim requiring a speaker to say what he believes to be true is in the following dialog.

In this maxim, the speaker is not allowed to say what he believes that it is untrue. The speaker should make a true contribution and he should say something that he has evidence for it. When the speaker does not give true information, it means that he flouts the maxim of quality.

*Example :*

*Lloyd: How much for a beer?*

*Bar keeper: It's gratis.*

*Lloyd: ooh. That sounds expensive.*

*(Moviesubtitle.org, 01.06.44)*

Harry and Lloyd want to meet Harry's daughter, Penny. They disguise as Dr. Pinchelow and his friend to enter to the building, because they do not have a ticket. They look for Penny in a bar, inside of the KEN building. They sit in a chair and order for a drink, but they do not have money.

According to the theory of cooperative principles, Lloyd's utterance "that sounds expensive." is regarded as flouting maxim of quality because he gives untrue response to bar keeper. Gratis means free, but Lloyd thinks it is expensive because he never heard that word yet. Based on the theory of cooperative principles, Lloyd should answer "Oh, it is great" Towards bar keeper's utterance.

The inference drawn from Lloyd utterance is that he wants to be looked a cool guy. He does not know what the bar keeper actually means. He does not know what is "gratis". Then he thinks that it is something expensive. "Gratis" has similar meaning with free.

**c. The flouting of maxim of relevance**

Relevance maxim flouting means that the speakers of a conversation fail to be relevant in communicating. Speakers are usually being irrelevant in flouting maxim of relevance. However, being irrelevant does not purely mean that the speakers do not want to be relevant. Sometimes, speakers are being irrelevant because they want to hide something or to say something to others indirectly.

In this type of flouted maxims, the utterances which are not relevant and more or less than what are required are categorized as flouted maxims of quantity and

maxims of relation. There is 1 utterance out of all of utterances discussed in this subchapter. Here are the elaboration of the discussions:

*Example*

*Billy: Is that you, Lloyd?*

*Lloyd: Very good. I didn't think you'd recognize me  
after all these years.*

*(Moviesubtitle.org, 05.46)*

Harry and Lloyd walk across the street. They meet their old friend, Billy. He is a blind man, tries to figure out who are talking beside him. He can recognize people based on the man's voice. He does not meet Lloyd for 20 years. He guesses the man who is talking to him is Lloyd.

According to the theory of cooperative principles, Lloyd's utterance "Very good. I didn't think you'd recognize me after all these years" is regarded as Flouted the quantity because Lloyd gives more information. Lloyd adds his answer which is actually not needed in relation to Bill's question by saying "I didn't think you'd recognize me after all these years". Lloyd says so because he wants to express what he thinks about Bill. Lloyd also flouts the maxim of relation, because he gives irrelevant information. Lloyd should answers 'yes' or 'no'. Based on the theory of cooperative principles, Lloyd should answer "yes, it's me" to Billy's guess.

The inference drawn from Lloyd utterances is he wants to cover up his feeling. He is surprised. He does not expect that Billy's guess is correct. He thinks that Billy forgets his voice because Billy does not meet him for 20 years.

**d. The flouting of maxim of manner**

To be clear in saying things is what all speakers try to do. However, in some occasion, ambiguity indeed happens whether the speaker intends to make it or not. Then, maxim of manner is not fulfilled as the result.

The flouted maxim of manner focuses the discussion on one kind of maxim being flouted by the characters in Dumb and Dumber to movie subtitle, which is the maxim of manner. To fulfill this maxim, the speaker should make his contribution as clear as it is required. The utterances should be brief and neat. When the utterances are not clear or not brief and neat, it means that the speakers flout the maxim of manner.

An example of manner maxim flouting is presented in the following dialog.

*Fraida: Look guys, it's me. Fraida Feltcher.*

*Lloyd: Yeah, right. Like we'd fighting over those blowfish jowls.*

*(Moviesubtitle., 18.41)*

They do not meet Fraida for long time. Fraida's appearance is changed, she is fatter than the last time they met.

According to the theory of cooperative principles, Lloyd's utterance "Yeah, right. Like we'd fighting over those blowfish jowls." is regarded as flouted maxim of manner, because Lloyd gives ambiguous response to Fraida. Lloyd agrees with Fraida's statement by saying "yeah, right", but he compares Fraida with blowfish jowl which indicates that he does not believe Fraida. The word "blowfish" indicates that Fraida is overweight comparing with the blowfish that has big body. Lloyd thinks that the girl is not Fraida Considering Fraida was slim, therefore he makes fun of her.

Based on the theory of cooperative principles, Lloyd should answer "yes, right. You are fatter than before" as true information. The inference drawn from Lloyd's utterance is that he disagrees to Fraida's statement. He does not believe in Fraida utterance, because Fraida gets fatter than before. The last time Lloyd meets Fraida, who has a beautiful face and her body is slim.

## **2.2 Review of Previous Research**

The study about flouting maxims has been conducted by many people. The most famous study of flouting conversational maxim is conducted to create humor through the Grice's theory. One of thesis which provokes humor by using this theory comes from (Aguslani, 2012), from Petra Christiani University. The researcher conducted an analysis of flouting conversational maxim entitled "*Flouting of Maxims Which Provokes Humor in The Big Bang Theory and Office Boy Shift 2 Movie Series*". This thesis used Gricean Maxims to look for the humor which

was created in Big Bang Theory and OfficeBoy Shift 2 Movie Series. In this study, the researcher compared two movies for looking the frequently appearance of flouting maxim in both movies. The researcher also gave a detailed explanation how the characters create humor through the flouting maxims. As a result, the study found that the characters in two movies flouted all maxims in the way to make humor appears in the movies. In the Big Bang Theory and Office Boy Shift 2 Movie, the maxim of relation was the maxim that often flouted with ratio of 18:10. The second most flouted was maxim of quantity with ratio 12:4. Maxim of quantity was put on the third place maxim flouted with ratio 5:4. And the last was maxim of manner with ratio 5:2.

Different with this study, the researcher's study do not focus on the humor. Provokes humor through flouting maxim has been conducted by many people. There were many studies of co-operative principles in focusing on flouting maxims to look for humor. Humor became a favorite one in doing research of flouting maxims. In the researcher's study, the character that is elected is not the kind of humorist person. The character is a typical of serious person. Since looking for the flouting maxim in the humorist person has been so many, the study is conducted to serious person as the main character of the movie.

The second thesis which concerned in the same field comes from (Diastuti,

2012) from State Islamic Studies Institute (STAIN) Slatiga. The researcher conducted a research entitled “The Analysis Maxim in *“Tears of the Sun” Movie*”. This research concerned in analyzing the cooperative maxims which was used by all characters in the movie through conversation. Different with the first thesis above, if the first thesis used flouting maxim, this thesis analyzed in observing maxims. In this thesis, the researcher focused to seek the kinds of maxims that were obeyed by all characters. In this case, the researcher also gave a detailed expression for showing that the characters observed the maxims. In the second focus, the researcher intended to find the characterization of the characters that were drawn through obeying maxims. The result is it has found that the actors and actress obeyed all of Grice maxims in Cooperative Principle. For maxims of quality, the researcher characterized the character as loyal soldier, brave, honest, satirist and responsible. The maxim of quality could show the kind of person which is patience, brave, distinct, and charitable. The characteristics of a person convey maxims of relations was loyal soldier, brave, honest satirist and responsible. For the last, maxim of manner was loyal, brave, distinct person, and responsible.

Although (Diastuti, 2012) study focused on obeying maxims to describe the character of the actor and actress that was played in the movie, the researcher’s study uses flouting maxim to characterize the character in the movie.

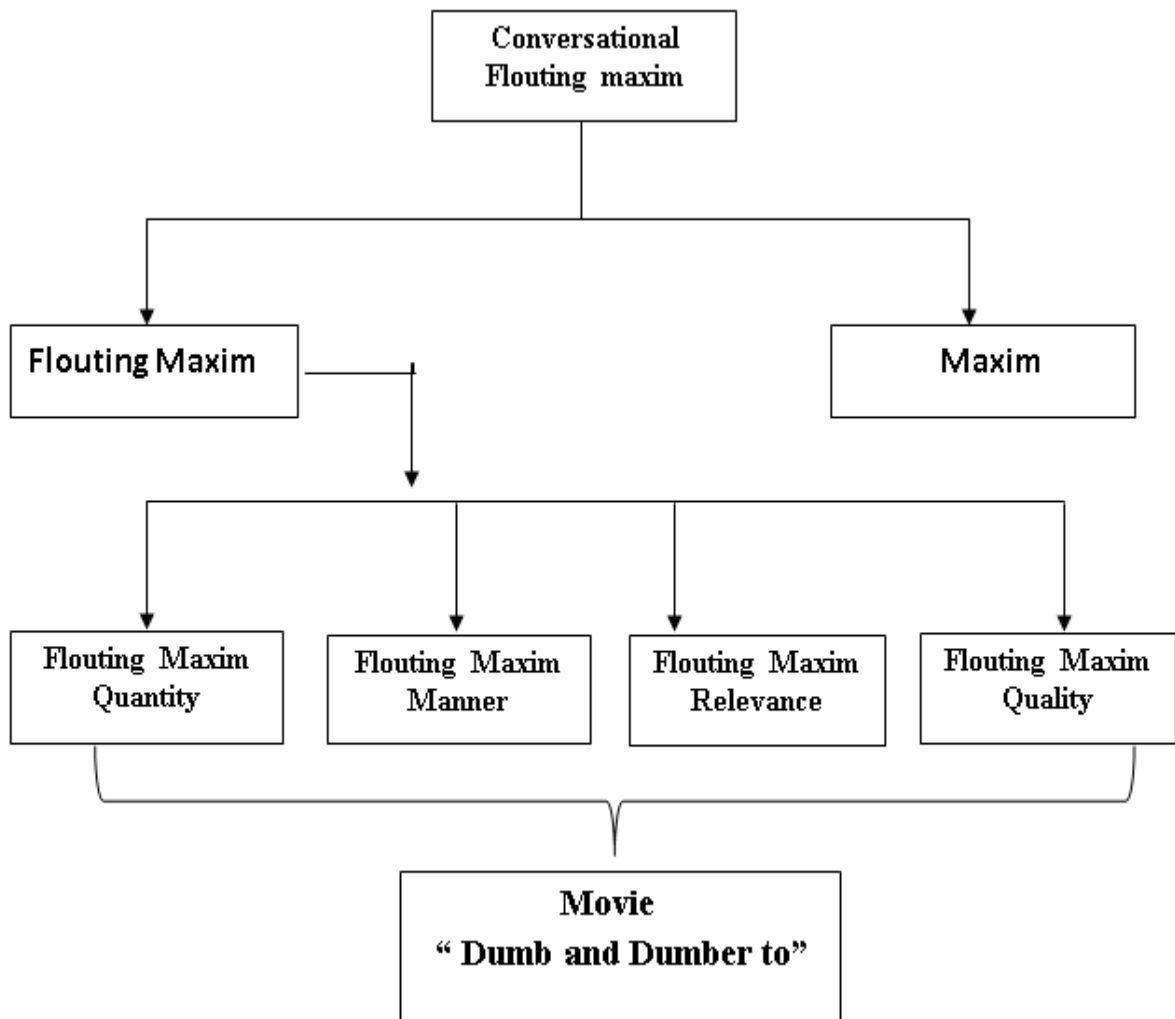
The third comes from (Inayati, 2014) from Universitas Padjajaran Bandung. The researcher used the Grice’s theory to analyze her research entitled *“Flouting Maxim*

*in Particularized conversational Implicature*". The researcher said that the drama contains the dialogue of the character which uses all of communication to transfer the message of the story to the audience. The researcher said in types of conversation there is a conversation called particularized conversational implicature which is an additional unstated meaning that depends on special or local knowledge. According (Inayati, 2014) understanding the additional conveyed meaning delivered implicitly, the hearer has to be able to clearly figure out what the speaker means. To build a good conversation, the participants of the conversation, the speaker and the hearer, should follow the conversational maxims. Particularized conversational implicature, however, flouts some conversational maxims. This paper shows how conversational maxims are flouted in particularized conversational implicature. The method used in the research is the descriptive analysis method. The analysis of the particularized conversational implicature was carried out through pragmatics analysis based on particularized conversational implicature theories developed by Grice (1975) and Yule (1996). The data for the research were taken from a drama serial entitled *Gilmore Girls* written by Amy Sherman-Palladino. In the research, the data of the particularized conversational implicature collected were classified and analyzed. The result of the research on the data indicates that particularized conversational implicature flouts two kinds of maxim which are maxim of relation (be relevant) and/or maxim of manner (be perspicuous, avoid obscurity of expression, avoid ambiguity, be brief, be orderly).



Based on all of the previous study above, the reseacher gets the differences with this researcher. The difference are found in the principle of the characters. The prevoius research finding was obeying the Gricean Maxims, while this research is focusing to find the flouting maxims in the characters.

## 2.1 Theoretical Frameworks Figure



## **CHAPTER III**

### **METHOD OF THE RESEARCH**

This chapter comprises the research method applied in conducting the research. It clarifies the type of study, the instrument used in the research, and the source of data. Furthermore, it also comprises the technique of data collection and the technique of data analysis.

#### **3.1 Research Design**

According to Suparyanto, research design is a plan on how to collect and processing the data in order to can be implemented to achieve the research objectives elements of the study design are: the type of research, target population, sampling methods, a large sampling, datacollection method, data processing method, it is necessary use statistics, how to draw conclusions

According to (Litosseliti, 2010), state that qualitative research was grounded in a philosophical position which is broadly “interpretivist” in the sense that it is concerned with how the social world is interpreted, understood, experienced, produced or constituted. While different versions of qualitative research might understand or approach these elements in different ways (for example, focusing on social meanings, or interpretations, or practices, or discourses, or processes, or constructions).

The researcher uses descriptive qualitative as the research design in this research because the researcher collects the data to find the answers of the condition of the movie. According to (Lia Litosseliti, 2010) qualitative research is concerned with structures and patterns, and how something is. In other words, descriptive research attempts to describe, explain and interpret the condition. The descriptive qualitative method allows the writer to observe and describe the existing data.

### **3.2 Object of the Research**

In this study, the object of the research is dialogue which obtained from the movie entitled “Dumb and Dumber To”. This movie is American comedy film co-written and directed by Bobby and Peter Farrelly. The original work was published by New Line Cinema in 2014.

### **3.3 Method and Technique of Collecting Data**

Method of data collection is an action of the researcher to get data needed in the research. Collecting of data is important of the research. It is because without data, the research will not ever happen. Collecting of data must be paid attention more to support the successful research.

The researcher used *metode simak* in this research. *Metode simak* is method done by listening, it means that the researcher listen to language usage (Sudaryanto,

2015). *Metode Simak* is usually called observation method. The observation method was applied by thoroughly observing the source language and their translations in the target language in Bahasa Indonesia. As stated by (Sudaryanto, 2015) that observation is a method that is done by conducting a research accurately and systematically.

To collecting the data, the researcher find out data from the movie which is appropriate with study focuses. Then, watch the movie in several times and make the transcription of the movie. The next step is writing the script into written dialogue that makes it available to be analyzed. To ensure the accuracy of the transcription, she precisely rechecked and compared it with the actual dialogue in the movie. Afterwards, the researcher identified and selected chunks of utterances uttered by all characters which flouts of conversational maxims. Finally, she systematically classified and arranged the data to be easily analyzed.

### **3.4 Method and Technique of Analyzing Data**

Data analysis is a process whereby researchers systematically search and arrange the data in order to increase their understanding of the data and to enable them present what they learned to others (Ary, 2009).

Since the study is about the flouting of conversational maxims, the researcher analyzed the data in the form the dialogue utterances based on Grice's theory about cooperative principle and conversational implicature. It is signaled by flouting one or

some of the four maxims of conversational maxims those are maxim of quantity, maxim of quality, maxim of relation and maxim of manner that indicate there is an implicature conveyed by the speaker to the addressee. To classify the flouted maxim the researcher analyzed the utterances performed by all characters one by one deeply by concerning to the context and the sequences of the dialogue among the characters occur.

The researcher used three steps in analyzing the data as suggested by (Ary, 2009), those are organizing the data, summarizing the data, and interpreting the data.

### **1. Organizing the data**

The first step in analyzing qualitative data involved organizing the data. Bogdan and Biklen as cited by (Ary, 2009) suggested that the researcher could actually begin some data analysis in the field while collecting the data.

In this step the researcher read the script in the movie, transcribed the movie and typed the data into good order. Then, the researcher coded all of the data which involve in flouting conversational maxims; Quantity maxim flouts, Quality maxim flouts, Relation maxim flouts and Manner maxim flouts by applying Grice's theory.

### **2. Summarizing the data**

The next step is to summarize. Here, the researcher began to see what is in the data. The researcher examined all the entries with the same codes and then classified the data that belongs to flouting maxim of Quantity, flouting maxim of Quality, flouting maxim of Relation, and flouting maxim of Manner. Then the researcher found the relationships among the categories.

### **3. Interpreting the data**

In interpretation, the researcher goes beyond the descriptive data to extract meaning and insight from the data. (Ary, 2009) proposed that interpreting qualitative data is difficult, because there are no set rules to follow. The quality of the interpretation depends on the background, perspective, knowledge, and theoretical orientation of the researcher, there are no statistical tests of significance to facilitate interpretation of qualitative data. Here, after the data are classified into the Quantity maxim flouts, Quality maxim flouts, Relation maxim flouts, and Manner maxim flouts, the researcher interpreted the hidden meaning behind each flouted maxim in that movie based on the context where and when the conversation took place.

### **3.5 Method and Technique of Presenting Data**

This study applied informal method to present the analyzed data. The implementation of this method is applied by the technique, namely the use of words and signs or symbols. The data were presented by categorizing the flouting maxim according to theory with the results of the analysis will be presented in tabular form description.