AN ANALYSIS OF FLOUTING MAXIMS IN TOMORROWLAND MOVIE BASED ON GRICE'S COOPERATIVE PRINCIPLE; PRAGMATICS APPROACH

THESIS

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ENGLISH DEPARTMENT
FACULTY OF SOCIAL AND HUMANITIES
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THESIS
Submitted in Partial Fulfillment of the Requirements for the Degree of Sarjana Sastra

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DECLARATION OF THE THESIS ORIGINALITY

I, Krishna Stevanie Simorangkir, NPM No.141210155

Hereby declare that the thesis entitled:

AN ANALYSIS OF FLOUTING MAXIMS IN TOMORROWLAND MOVIE BASED ON GRICE'S COOPERATIVE PRINCIPLE; PRAGMATICS APPROACH

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

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The thesis has been approved to be examined on the date as indicated below

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ABSTRAK

Prinsip dasar dalam komunikasi adalah lawan bicara harus bekerja sama dalam percakapan, namun kenyataannya tidak semua maksim dipatuhi setiap saat. Tujuan dari penelitian ini adalah untuk menemukan tipe-tipe pelanggaran maksim dan menemukan maksud ucapan pembicara dalam melakukan pelanggaran maksim. Penelitian ini adalah penelitian kualitatif. Dalam mengumpulkan data peneliti menggunakan metode observasi dengan teknik catat. Dalam menganalisis data peneliti menggunakan metode padan dengan teknik prakmatik. Data hasil penelitian disajikan dalam metode informal dalam bentuk kata-kata. Hasil analisis data menujukkan bahwa terdapat 4 tipe pelanggaran maksim yang semuanya mucul dalam film Tomorrowland. Dari 4 tipe pelanggaran maksim ditemukan 4 data mengacu kepada pelanggaran maksim kuantitas, 1 data mengacu kepada pelanggaran maksim kualitas, 12 data mengacu kepada pelanggaran maksim hubungan, dan 1 data mengacu kepada pelanggaran maksim sikap. Sementara maksud ucapan pembicara dalam pelanggaran maksim, ditemukan 8 data menunjukkan perasaan, 4 data untuk meyakinkan, 2 data menunjukkan sindiran, 2 data menunjukkan merubah topik pembicaraan, dan 2 data menunjukkan meminta melakukan sesuatu. Hasil penelitian menyimpulkan bahwa jenis pelanggaran maksim hubungan adalah yang paling sering muncul dalam film Tomorrowland. Sementara maksud sebagian besar pembicara dalam melakukan pelanggaran maksim adalah untuk menunjukkan perasaan dan meyakinkan. Maksud dari pelanggaran maksim berhubungan dengan konteks situasi. Hubungan antar karakter mempengaruhi maksud pembicara dalam pelanggaran maksim.

Kata Kunci: Prakmatik, Prinsip kerjasama, Pelanggaran maksim

ABSTRACT

The basic idea in communication is that interlocutors should be cooperative in conversation, but in fact not all maxims are obeyed at all times. The purpose of this research is to find the types of flouting maxims that appear in Tomorrowland movie and to find the intention of the speaker utterance in flouting of the maxim. This research is qualitative research. In collecting the data the researcher used observation method by using taking note technique. In analyzing the data the researcher used padan method by using pragmatic technique. All of the data results are presented in informal method by using words. The result of this data analysis shows there are 4 types of flouting maxims that all of them is appear in Tomorrowland movie. From 4 types of flouting maxims found 4 data refers to flouting maxims of quantity, 1 data refers to flouting maxims of quality, 12 data refers to flouting maxims of relation, and 1 data refers to flouting maxims of manner. Meanwhile for the intention of the speaker utterances in flouting of the maxims, found 8 data refers to show feeling, 4 data refers to convince, 2 data refers to satire, 2 data refers to change the topic, and 2 data refers to ask to do something. The results of this research conclude that the type of flouting maxim of relation is the most often appear in Tomorrowland movie. Meanwhile most of the speaker flout the maxim with the intention to show dislike and to convince. The intention of flouting the maxims relates to the context of situation. The relationship among the characters influences the intention of the speaker in flouting of the maxims.

Keywords: Pragmatics, Cooperative Principle, Flouting maxim

MOTTO AND DEDICATION

MOTTO

So which of the favors of your Lord would you deny?

(Q.S. Ar-Rahman: 55-13)

For indeed, with hardship (will be) ease. Indeed, with hardship (will be) ease.

(Q.S. Al-Insyirah: 5-6)

Allah does not charge a soul except (with that within) its capacity.

(Q.S. Al-Baqoroh: 286)

'Let's live while doing things we like' - OSH

DEDICATION

I dedicated this thesis to:

Allah Subhanahu wa ta'ala who always give His full of rohmah and blessing

My Mom; for her love and sacrifice

My endless love (*David Akbari & Juan Tondy Prima S)*

My beloved friends (*Yessy, Yusro, Melina and Riska*)

"I OWE THEM MANY THINGS"

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May Allah SWT given mercy, peace, and love for them. Aamiin.

Batam, 15 March 2018

Krishna Stevanie Simorangkir
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CHAPTER 1

INTRODUCTION

1.1　Background of the research

Linguistics is the study of language, in other words, it refers to a science that makes the language as the object of its study. One of the branches of linguistics that is concerned with the conditions of human language usage is Pragmatics which is determined by the underlying context of the language. The main function of language is a tool of communication. A successful communication needs the efficiency in delivering the information that is easier to understand for the speaker and the hearer. In conveying information from one to another, a conversation can be delivered well when both people are trying to be cooperative.

In order to create conversation running well, Grice introduces four principles that the speaker and the hearer must obey that called maxim. Maxim is a ground rule or subjective principle of action; in that sense, a maxim is a thought that can motivate individuals. In other words, maxim means a simple and memorable rule or guide for living. It consists of maxim of quantity, maxim of quality, maxim of relation, and maxim of manner. In this Cooperative Principle, the relationship between the actual utterances and the unspoken intent is not absolute. It means that the purpose of the utterances should be based on the context of the utterances situation that underlies the emergence of the utterances.

The basic idea of Cooperative Principle itself is that interlocutors should be cooperative in conversation, but in fact, not all maxims are obeyed at all times.

Cooperative Principle becomes an interesting phenomenon nowadays. Thus far there are same previous researchers related to Cooperative Principle had done before. Here the researcher found two previous studies selected to support this research. The first research is Inayati et al. (2014) had analyzed about how conversational maxims are flouted in particularized conversational implicature in the drama serial of Gilmore Girls. The second research is Foroughi & Reza (2015) that focus on what extent native speakers of English and native-speakers of Persian observed the Gricean maxim of quantity in their English writings.

Based on the previous research, the researcher finds the difference between what is being discussed. In this research, the researcher focuses in analyze pragmatics study from the different side that is an analysis of flouting maxim in the movie specifically. The data in this research is taken from Tomorrowland movie. This research is important to prove the theory of Grice related to Cooperative Principle. In addition, this research is important to be analyzed because can enhancing the knowledge, experience, insight as well as in the application of material science especially in flouting maxim, also giving further information for the readers about the use of flouting maxim, especially in the movie.

As people disobey the maxims, their utterances may contain a hidden meaning. The message will certainly be understandable if the speaker and the hearer have a background of knowledge in accordance with the principles that

exist. However, in a conversation, of course, there are also some intentions that are not mentioned or explained clearly and openly. This happens because of the implied intent delivery of speakers to the hearer or vice versa. The implicit delivery of intent which occurs in a conversation of the speaker to the hearer should be examined in order to be well understood by its meaning and intent. The implicit expression of intent is commonly referred to as conversational implicature.

Conversational implicature is the delivery of the intent of the speaker to the listener with a hidden meaning. In other words, this conversation implicature explains that might be interpreted, recommended, or intended by the speaker may differ from what is being said. Dealing with the four conversational maxims before, there are many occasions when people fail to obey the maxims: observe maxim, violating maxim, flouting maxim, and opt out maxim (Grice, 1975). In this research, the researcher will focus only on flouting maxim since it is the most important category in implicature. Flouting occurs when a speaker blatantly fails to observe a maxim at the level of what is said. Therefore, one of the underlying phenomena about flouting maxim in this research is that people often say too much or too little in conversation, making a false statement, going out of topic, or even making a vague statement in the conversation.

Below here is one of the examples of flouting maxim that appears in Tomorrowland movie which is related to flouting maxim:

The conversation occurred in the shop. The conversation is conducted by Casey and the cashier. It happened when Casey left her home and go to the US to

looking for the truth about the mysterious pin that she found in the jail. When she arrived in the US, she entered the shop and asked the cashier about the pin. In the middle of the conversation, Casey kept asking the cashier and forced her to tell the truth about the pin but the cashier instead asking back Casey where she found the pin.

The cashier   : Where did you get it?
Casey   : What can you tell me about it?

In the dialogue above, Casey's statement *"what can you tell me about it?"* shows that her utterance is not relevant with the context. In other words, Casey's statement is obviously irrelevant to the topic at hand by abruptly changing the subject. Her utterance implicates that Casey cannot wait to find out where the mysterious place exists and want to go there soon, so she urged the cashier to gives her information. As a result, Casey flouts the maxim of relation since her response is not relevant to the cashier's question, while the proper answer should be a place where she finds the pin. Based on the context above, Casey flouts the maxim of relation on her utterance to change the subject so that the cashier immediately gives her information about that pin.

Today, the use of Cooperative Principle not only found in daily conversation but also can be found in most of the movie that is being developed at this time. Tomorrowland movie as the example is an American science-fiction mystery adventure film directed and co-written by Brad Bird. This movie tells about a former boy genius named Frank and the gifted teenager named Casey who set out on a dangerous mission to unearth the secrets of Tomorrowland, an enigmatic location caught between time and space. This movie is chosen by the

researcher as the source of data also for some reason. The first reason is that the language of the movie represents natural conversation in family dominant in the U.S. The second reason is that the movie shows how Cooperative Principle is applied in family conversation especially the use of flouting maxim and it can be seen in the speaker's utterance that generates implicature.

Dealing with the phenomena that the researcher found, the researcher interests to analyze this movie to discover flouting maxim is used in it. The more explanation about the flouting maxim occurs in the movie will be discussed in the review of related literature.

1.2   Identification of the problem

Based on the background of the research, some problems can be identified as follow:

1. The difficulties in distinguishing the types of flouting maxim found in Tomorrowland movie

2. Less of understanding about the intention of the speaker utterances in flouting of the maxim in Tomorrowland movie

3. There are times when people may disobey the maxim

4. People either realizing it or not flouting of the maxim of cooperative principle in the conversation

5. The uncertainty in using flouting maxim in conversation

1.3 Limitation of the problem

Based on the identification of the problem above, the researcher limits the problem in other to focus the topic of the study. Considering to the limitation of the time, in conducting this study, the researcher limits the problem to:

1. The types of flouting maxim that appear in Tomorrowland movie

2. The intention of the speaker utterance in flouting of the maxim in Tomorrowland movie

1.4 Formulation of the problem

Dealing with the limitation of the problem, the researcher formulates the problem as follows:

1. What are the types of flouting maxim that appear in Tomorrowland movie?

2. What are the intention of the speaker utterance in flouting of the maxim in Tomorrowland movie?

1.5 Objectives of the problem

Based on the identification of the problems mentioned above, the objectives of researchers are as follows:

1. To find out the types of flouting maxim that appear in Tomorrowland movie

2. To find out the intention of the speaker utterance in flouting of the maxim in Tomorrowland movie

1.6 Significant of the problem

The significance of the study is the advantage that can be acquired from this study to both of the writer and the reader. The significance of the study can be divided into two types, theoretically and practically.

1.6.1 Theoretical

The result of this research are expected to give a representation of the use of flouting maxim in the movie. It is also can enhance the knowledge, experience, insight as well as in the application of material science and give further information for the readers about the use of flouting maxim, especially in the movie. The result of this research also are expected as a reference in the linguistic field especially in pragmatics study.

1.6.2 Practical

The significance of this research can be applied in pragmatics study for the next writer who has interested incooperative principle, especially in flouting maxim.

1.7 Definition of Key Word

Pragmatics	:	Pragmatics is concerned with the study of meaning as a communicated by a speaker (or writer) and interpreted by a listener (a reader). (Yule, 1996:3)
Cooperative Principle	:	Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged. (Grice, 1975:45)
Maxim	:	A general truth, fundamental principle, or rule of conduct. A maxim is a rule for good or sensible

		behaviour, especially one in the form of a saying. Maxim is a simple and memorable line, quote, or rule for taking action and leading a good life. (Grice, 1975:43)
Implicature	:	Implicature is a component of speaker meaning that constitutes an aspect of what is meant in a speaker's utterance without being part of what is said. (Horn & Ward (2006:3)
Conventional Implicature	:	Conventional implicature is not based on the cooperative principle or the maxims, don't have to occur in conversation, and they don't depend on special contexts for their interpretation. (Yule, 1996:45)
Conversational Implicature	:	Concern the way we understand an utterance in conversation in accordance with what we expect to hear. (Mey, 1993:46)
Flouting	:	Where the speaker deliberately and ostentatiously breaches or flout the maxim. (Levinson, 1983:104)

CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORETICAL

FRAMEWORK

In this research, the researcher reviews some literature which is related to the research that is held. The researcher takes some concepts and theories which have a correlation to this research that can help the researcher in doing this research.

2.1   Pragmatics

Pragmatics can be interpreted as a branch of linguistics that specifically examines the use of language in communication. According to Leech (1983:1) "pragmatics is how language is used in communication." It means that in pragmatics, the major aim of communication is considered the exchange of information. It is similar to Griffiths (2006:1) states "pragmatics concerned with the use of these tools in meaningful communication." It means that meaning is one of the most important elements in communication between the speaker and the hearer. That meaning would be understandable if the speaker and the hearer have background knowledge in accordance with existing principles. Here, meaning itself is not only explicitly stated but also implied.

Contrast with Levinson (1983:9) states "pragmatics is the study of those relations between language and context that are grammaticalized, or encoded in the structure of a language." It means that those aspects of the relationship between language and context that are relevant to the writing of grammars. When

discussing pragmatics, means that it is where the nation of context comes in. It is important to know the context in which the language is used. It is also significant to concern context when interprets the meaning of an utterance. It is supported by Mey (1993:41) states "context is more than just reference." It means that context itself plays an important role in its use.

Similar to Birner (2013:2) that states "pragmatics is the study of language use in context." It means meaning in pragmatic is generally implicit. It is because the same utterance will mean different things in different contexts, and will even mean different things to different people. Context basically is the relevant aspects of the physical or socials setting of an utterance. It is any background knowledge assumption that shared by the speaker and the hearer and which contributes to hearer's interpretation of what speaker means by a given utterance. In short, pragmatics is the study of context and language use. It is concerned on the aspect of the meaning that cannot be predicted by linguistic form. The focus of the pragmatics analysis is on the meaning of the speaker utterances on the conversation rather than on the meaning of words or sentences, and the interesting topic of this discussion is talking about implicature.

2.2 Implicature

Implicature can be defined as something that is more than what the words mean. According to Horn & Ward (2006:3) "implicature is a component of speaker meaning that constitutes an aspect of what is meant in a speaker's utterance without being part of what is said." It means that what a speaker intends

to communicate is characteristically far richer than what she directly expresses. There are two different sorts of implicature namely conventional implicature and conversational implicature. Both implicatures convey an additional level of meaning, beyond the semantic meaning of the words uttered. However, they differ in the case of conventional implicature the same implicature is always conveyed, regardless of context, whereas in the case of conversational implicature, what is implied varies according to the context of utterance. It is supported by Grice in (Birner, 2013) that distinguishes between what is said and what is implicated. Unlike conversational implicature (what is implicated) which is based on context-dependent and non-truth condition, conventional implicature (what is said) is truth-conditional and based on context independent.

2.2.1 Conventional Implicature

According to Yule (1996:45) "conventional implicature is not based on the cooperative principle or the maxims, don't have to occur in conversation, and they don't depend on special contexts for their interpretation." It means that conventional implicature is associated with specific words and result in additional conveyed meanings when those words are used.

2.2.2 Conversational Implicature

According to Mey (1993:45) "conversational implicature is something which is implied in conversation." It means that there is something which is left

implicit in actual language use. In other words, there are several intentions that are not explained clearly in a conversation. Mey also added that conversational implicature concerns the way we understand an utterance in conversation in accordance with what we expect to hear. According to Birner (2013:62) "one hallmark of conversational implicature is that the meaning of the utterance is not truth condition." It means the truth of the statement would not be affected. Another hallmark of conversational implicature is context dependent. It is because if the context were different, this particular form might not give rise to the same implicature. The more speaker and hearer know about the context in their conversation, the more qualified guess-work is going to be.

Based on (Birner, 2013) there are two kinds of conversational implicatures:

2.2.2.1 Generalized conversational implicature

It can be defined as something that is one which does not depend on particular features of the context. According to Yule (1996:41) "generalized conversational implicature arises when no special knowledge is required in the context to calculate the additional conveyed meaning." It means the hearer does not required in the special background knowledge in understanding what is meant by the speaker.

Example:

> Doobie : Did you invited Bella and Cathy?
> Mary   : I invited Bella.

In the example above, there is no special background knowledge of the context of utterance is required in order to make the necessary inferences. It shows clearly that Mary does not invite Cathy, she only invites Bella. So, the hearer can

easily understand the meaning of the speaker''s utterance although there is no special context of situation.

2.2.2.2 Particularized conversational implicature

It can be defined as something which depends on particular features of the context. According to Birner (2013:64) "particularized conversational implicature is unique to the particular context in which they occur." It means particularized conversational implicature typically associated with the proposition expressed. Conversations generally happen in very specific context in which locally recognized inferences are assumed. Such inferences are required in calculating the conveyed meaning resulted from particularized conversational implicature. Therefore, particularized conversational implicature happens when there is special knowledge of context required by the hearer in understanding what is meant by the speaker in the conversation.

Example :   Rick   : Hey, coming to the party tonight?
              Tom   : My parents are visiting

By her utterance, Dinda flouts the maxim of quantity and relation. She flouts the maxim of quantity since her response is not informative as is required. Her irrelevant response also shows the flout of maxim of relation. Because a simply relevant answer would be yes or no. Those who don't understand the context of the situation might be confused in understanding the conversation above.

2.3 Cooperative Principle

According to Grice in Hadi (2013) "cooperative principle has played a historically important role in pragmatics." It means the message in a communication will be successfully delivered by a speaker to the hearer if they can build a cooperation one and another. So, a communication needs the effectiveness and efficiency of delivering contribution of information that is easier for the speaker and the hearer. The speaker often means more than what they literary say and it is not easy to comprehend by the hearer. That is way Grice proposed the theory and offered to use theory of Cooperative Principle to avoid misunderstanding and misinterpretation between the speaker and the hearer. In order to make a conversation go on successfully and smoothly, the speakers both and hearer should hold a cooperative attitude. Grice's formulation of the CP is rather more detailed:

> "Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged."
> (Grice, 1975:45)

Based on the explanation above, Grice states that the basic idea behind the Cooperative Principle is that interlocutors are attempting to be cooperative in conversation and consistently to make their utterances appropriate in context because conversation can work only because both people are trying to be cooperative. In fact, when people speak they need to cooperate with ideas and the message, so there will be no miss communication between the speaker and the hearer.

Example :

A : Do you want a coat?
B : No, I really want to stand out here in the freezing cold with no clothes on.

The speaker has accidentally locked herself out of her house. It is winter, the middle of the night and she is stark naked. Based on the example above, B's answer looks untrue and uncooperative. B's answer can be said as sarcastic reply towards A's question. Thus, B flouts the maxim of Quality. Her response can be easily interpreted that she needs the coat offered by A.

Cooperative principle consists of four maxims: maxim of quality, maxim of quantity, maxim of relation and maxim of manner. Each of these maxims covers one aspect of linguistic interaction and describes what is expected of a cooperative speaker with respect to that maxim. By applying Cooperative Principle, the speaker allows the hearer to draw the assumptions about the speaker's intentions and the contextual meaning. The four conversational maxims will be elaborated as follow:

2.3.1 Maxim of Quantity

According to Grice, the category of quantity relates to the quantity of information to be provided, and under it fall the following maxims:

"Make your contribution as informative as is required (for the current purposes of the exchange) and do not make your contribution more informative than is required." (Grice, 1975:45)

Based on the explanation above, this maxim states that each participant's contribution to a conversation should be just as informative as is required; it should not be less informative or more informative (say enough, but don't say to

much). The spaker who gives insufficient information will cause failure in conducting a conversation. It is supported by Singh (2016) that states the quantity maxim leads hearers to search for the amount of information in a text or description.

Example :　　　A : What time do you work tomorrow?
　　　　　　　　B : Tomorrow I work at 2 pm

In the example above, B responds to A's question without adding other information. It means that B's responds just straight to the point.

2.3.2 Maxim of Quality

According to Grice, the category of quality falls a supermaxim that is trying to make your contribution one that is true and two more specific maxims:

"Don't say what you believe to be false and don't say that for
which you luck adequate evidence." (Grice, 1975:46)

Based on the explanation above, it means that this maxim focused on the quality of information that is given by the speaker. The speaker should try to make the contribution be true. Here, there are two important keywords in maxim of quality: truth and proof. This maxim also states that each participant's contribution should be truthful based on sufficient evidence. It is supported by Singh (2016) that states quality maxim prescribes that conversational partners should not say anything they believe to be false and also for which they lack adequate evidence.

Example :　　　A : Why were you late last night?
　　　　　　　　B : My car broke down.

In the example, B gives truthful information that the car broke down and that's why he was late.

2.3.3 Maxim of Relation

According to Grice (1975:46) "the category of relation namely be relevant." It means each participant's contribution should relate clearly to the purpose of the exchange (say only what is relevant). The maxim of relation requires being relevant to the context and situation in which the utterance occurs. It is supported by Singh (2016) that states relevance maxim refers to a special kind of informativeness which is related to the relevance of an utterance to its speech situation.

Example :   A : How is the weather today?
              B : It is rainy and cloudy.

In the example, B provides accurate information that is relevant to A's question.

2.3.4 Maxim of Manner

According to Grice (1975:46) "the category of manner this maxim states that in order to achieve efficient communication, it should be perspicuous and specifically (1) avoid obscurity, (2) avoid ambiguity, (3) be brief (avoid unnecessary prolixity), and (4) be orderly." It means speakers and hearers have to be obvious in giving contribution in a communication exchange. They also have to complete their performance with reasonable dispatch.

Example :   A : Where was the professor when class ended?
              B : She left class and went to her office.

In the example, B responds with brief and orderly information to the question posed by A.

2.4 Flouting maxim

As it is known that the main idea in cooperative principle in the conversation is the speaker and the hearer must be cooperative with each other, but in fact, people often disobey the maxims and this is called flouting maxim. According to Jia in Sobhani & Saghebi (2014) flouting of a maxim can be defined as occasions when one or several maxims are absent during communication processes. Similar to (Grice, 1975) that states a flout occurs when the speaker blatantly fails to fulfill the maxim. It is supported by Levinson (1983:104) that states "flout occurs when the speaker deliberately and ostentatiously breaches or flouts the maxims." It means that a flouts when the speaker expects the hearer to observe the implicature in the speaker's utterances without any intention of lying.

Here without cooperation, human interaction would be far more difficult and counterproductive. Therefore, the cooperative principle and the Gricean maxims are not specific to conversation but to verbal interactions in general. For example, it would not make sense to reply to a question about the weather with an answer about groceries because it would violate the maxim of relevance. Likewise, responding to a simple yes/no question with a long monologue would violate the maxim of quantity. However, it is possible to flout the maxim intentionally or unconsciously and thereby convey a different meaning than what is literally spoken.

Speakers who deliberately flout the maxim usually intend for the hearer to understand the speaker underlying implication. Therefore, cooperation is still taking place, but no longer on the literal level. Conversationalists can assume that when speakers intentionally flout a maxim, they still do so with the aim of expressing some thought. Thus, the Gricean maxims serve a purpose both when they are followed and when they are flouted. There are four kinds of flouting maxim that are generated as follow:

2.4.1   Flouting of maxim quantity

It occurs when a speaker blatantly gives more or less information than the situation requires.

> Example :   A: What time is it?
>   B: It's two o'clock, in fact, it's four pass two, and now it's Sunday.

In the example, the speaker conveys messages that are not as informative as they are required or the information is too much and unnecessary. B flouts the maxim of quantity, since he gives too much information to A, while too much information can distract the listener. However, it is not very difficult to recover the implicature that B wants to show to A that he is a kind of "on time" person.

2.4.2 Flouting of maxim quality

It occurs when speaker says something which is blatantly untrue or for which he or she lacks adequate evidence.

> Example : A   :   What is the Capital City of Indonesia?
>   B   :   I believe its Bogor, or maybe Jakarta, Indonesia has wide territory.

Based on the example, B flouts the maxim of quality since he gives the insincere answer for A's question. The implicature of this flouting maxim would be that B doesn't know exactly about Capital City of Indonesia.

2.4.3 Flouting of maxim relation

It occurs when a speaker makes a response or an observation which is very obviously irrelevant to the topic in hand (by abruptly changing the subject or by failing to address the other person's a goal). According to Grice in Inayati et al. (2014) that states in maxim of relation interlocutors have to be relevant. It means elevant here means that we as the speakers have to be relevant in answering the hearer's question. Meanwhile, irrelevant utterance in the conversation shows that the speaker flouts the maxim of relation.

> Example :   Mom : Have you done your homework?
>   Son   : My bicycle is broken mom.

In the example above, the speaker deviates from the particular topic being asked and discussed. The answer of the son is not answering the mother's question. The son tries to direct his mother's concern away from the question which he does not like.

2.4.4 Flouting of maxim manner

It occurs when a speaker makes a response ambiguously, not brief, and unable to speak orderly. In other words, it is exploited by making a response which is unclear so that the hearer cannot catch what the speaker means. So, obscurity expression and ambiguity in the conversation shows that the speakers flou the maxim of manner.

Example : A : I hear you went to the opera last night; how was the leadsinger?

B : The singer produced a series of sounds corresponding closely to the score of an aria from "Rigoletto".

Based on the example above, flouting of maxim manner arises because the B's statement is too wordy. Instead, B could have said: She sang badly.

2.5 Previous Research

In order to help the researcher for drawing the concept of this research, the researcher has read some previous researchers which are related to this research. The first researcher is Inayati et al. (2014) she discussed how conversational maxims are flouted in particularized conversational implicature in the drama serial of Gilmore Girls with entitle Flouting Maxims in Particularized Conversational Implicature. The method used in her 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 and Yule. The data of 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 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).

Contrast with the first researcher, the second researcher are Foroughi & Reza (2015) discussed what extent native speakers of English and native-speakers

of Persian observed the Gricean maxim of quantity in their English writings. Considering the observance/non-observance of quantity maxim, she was eager to know if there is any significant difference between English texts produced by both native English and Persian speakers as well as whether there is a meaningful difference between English and Persian texts produced by the same Iranian writers or not with entitle On Grice's Maxim of Quantity: A Comparative Study of Texts Written by Iranian Authors and Native Speakers of English. The aim of the research is to compare the texts produced by Iranian writers and native speakers of English with respect to Grice's maxim of quantity. The result of this research revealed that not only the native speakers of Persian language but also the native speakers of English language violated the quantity maxim of Grice in their English writings. From the analysis that she had done, she concludes that the frequency of violation of that maxim in native-English articles was less than those in both English and Persian texts produced by Iranian authors.

While the third researcher is Singh (2016) that analyzed about various issues of inferences generated via Grice's model in the interpersonal pragmatics involved in the character utterances in Vikram Seth's A Suitable Boy with entitle Cooperative Principle of Conversations in Vikram Seth's A Suitable Boy: A Socio-Pragmatic Assessment of Inferential Chains of Interpretation. The aim of his research is to demonstrate how pragmatic interpretative strategies can make an added contribution to the study of literature as well as to the development of pragmatic competence, critical thinking, and a better understanding of the use of naturally occurring language, both in literature and language classrooms. The

result of the research is the maxims of Cooperative Principle are not sufficient to account for the conversational complexities of the participants in all the communicative situations. Quite often, the politeness strategies are important in the management of one's conversational behavior sometimes as a complementary strategy and sometimes as a supplementary device.

2.6   Theoretical Framework

This research contains the framework which gives a brief summary to help the researcher in explaining how the research works. This theoretical framework is a process of theories that will be used in the analysis of the theory of pragmatics approach by Grice. This research departs from the phenomenon in pragmatics that includes in cooperative principle called flouting maxim. Here, the researcher uses Tomorrowland movie as the data source. Dealing with the phenomenon of flouting maxim, the researcher has chosen two types that could be analyzed. First, the researcher focuses on types of flouting maxim that appear in the movie. Second, the researcher focuses on the intention of the speaker utterances in flouting of the maxim in the movie.
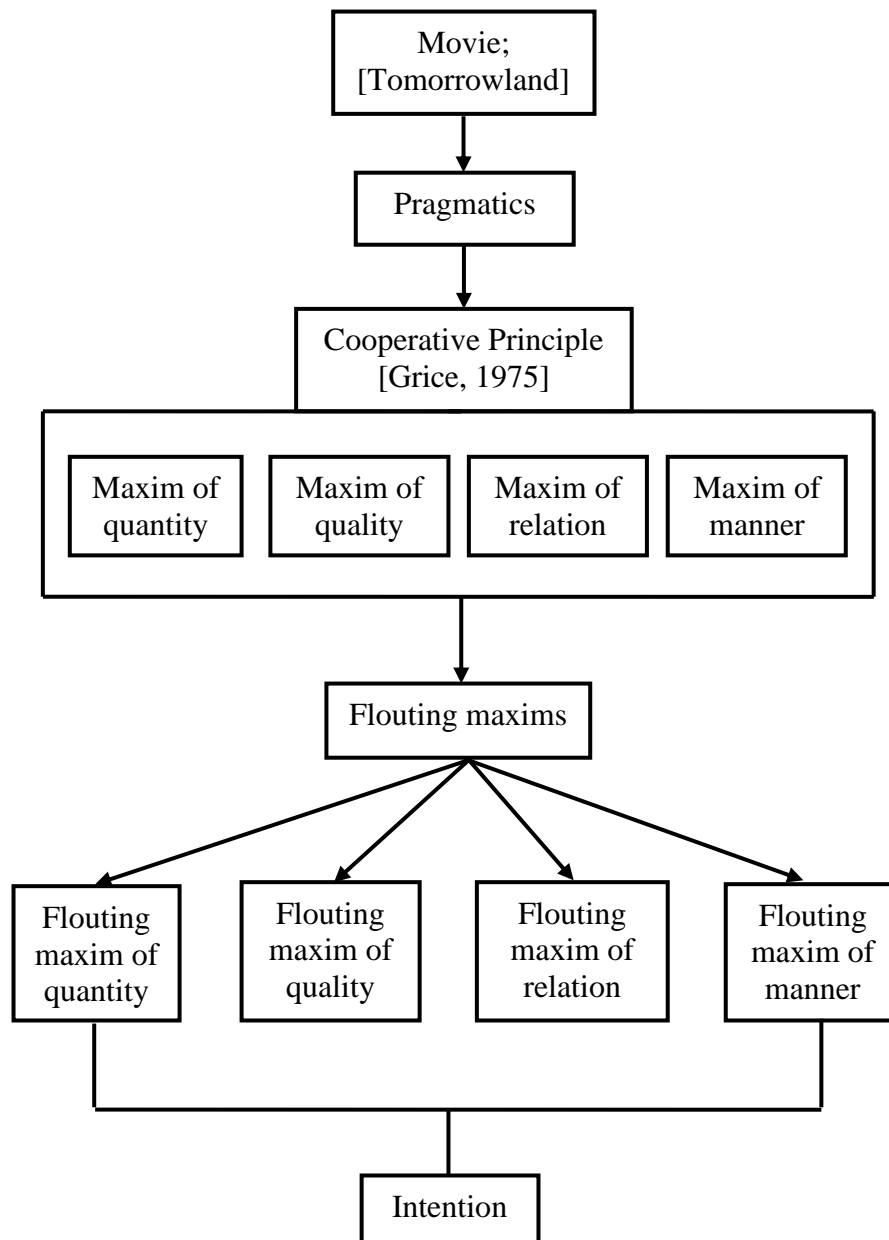
Figure 2.1 theoretical framework

CHAPTER III

RESEARCH METHOD

3.1 Research Design

This research goes from the phenomenon that the researcher found related cooperative principle called flouting maxim that appear in Tomorrowland movie. After finding the phenomenon to be researched, the researcher deepening the material through journals, books, articles, etc. Then, the researcher formulates the problem and collect the required theory. Continued with analyzing the data that already collected and concludes by drawing a conclusion. This research is qualitative research with descriptive technique. Descriptive technique means that the data in this research are in the form of sentences and words, not in the form of numbers (J, 2011).

3.2 Object of the Research

According to Hatch and Farhady in Sugiyono (2010:38) "... object could be defined as the attributes of a person who had variations between one person and another which it could distinguish between one and another." It means the object could make the differences of one research with the other research. In this research, the researcher focuses in flouting maxims in the movie. The data source is taken from Tomorrowland movie, while the data itself is all the utterances that contain flouting maxim which are uttered by speakers in Tomorrowland movie.

Here, the researcher analyses the data with using Pragmatics approach theory by Grice.

3.3 Method of Collecting data

In process of collecting data, the researcher used an observation method with taking note technique by Sugiyono to describe and interpret the data. In this research, the researcher collects the data by applying some steps:

1. The researcher download Tomorrowland movie from the internet.

2. The researcher watches the movie that already had subtitle.

3. During watching the movie, the researcher listing all of the utterances in the dialogue that contain flouting maxim.

4. After that, the researcher identifies all the utterances in the dialogue which flout the maxim.

5. Then, the researcher writes the all the data in the note-taking and classifies based on types and the intention.

3.4 Method of Analyzing data

Methods of analyzing data which introduced by Sudaryanto (2015) have divided into two there are *Padan* (distributional method) and *Agih* (identity method). In this research, the researcher uses *Padan* (distributional method) with *Pragmatic* technique where the decisive element or *alat penentu* is *mitra wicara.*

Followings are the procedurs of analyzing the data:

1. Describing the context of a situation in which the speaker flouts the maxim.

2. Analyzing the data based on Grice's Cooperative Principles to find out the types of flouting maxim that appear in the movie.

3. Analyzing the intention of the speaker's utterance in flouting the maxim in the movie.

4. Drawing conclusion.

3.5   Method of presenting data

In this research, the researcher used combination presentation method. In this method, the researcher presented the result of data analysis by word and also by using table and figure. The research presented the result of data analysis based on the purpose of the research.