AN ANALYSIS OF FLOUTING MAXIMS IN "SOMETHING BORROWED"MOVIE MANUSCRIPT: PRAGMATICS APPROACH

THESIS

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DEPARTMENT OF ENGLISH LITERATURE
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PUTERA BATAM UNIVERSITY
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Submitted in Partial Fulfillment of the Requirements for the Degree of Sarjana Sastra

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ABSTRAK

Penelitian ini menjelaskan studi tentang pragmatik dengan spesifik tentang pelanggaran maksim yang ditemukan dalam sebuah film yaitu "Something Borrowed". Tujuan dari penelitian ini adalah untuk mengetahui jenis pelanggaran maksim dan alasan mengapa para pemeran dalam film tersebut melanggar jenis maksim dalam percakapan mereka. Pelanggaran maksim yang dapat ditemukan berupa ucapan yang berisikan pelanggaran pelanggaran dalam komunikasi antar pemeran film. Teori yang digunakan dalam penelitian ini adalah Grice dan Thomas. Dalam penelitian ini, peneliti menggunakan metode deskriptif kualitatif. Metode pengumpulan data adalah observasi. Langkah-langkah yang dilakukan dengan menonton film "Something Borrowed" lalu mengamati percakapan yang berisikan pelanggaran maksim dan menemukan alasan mengapa para pemeran melanggar maxim tersebut selama percakapan berlangsung. Hasil dari penelitian ini menunjukan bahwa ada empat jenis maksim yang ditemukan di dalam film tersebut. Total data keseluruhan ialah 14 (46,6%) data untuk jumlah pelanggaran maksim relevan, 1(3,3%) data untuk maksim kuantitas, 12 (40 %) data untuk maksim kualitas dan 3(10%) data untuk maksim cara. Alasan pelanggaran maksim juga beragam seperti mengabaikan pernyataan lawan bicara,mencoba mengalihkan pembicaraan sehingga membuat percakapan tersebut tidak relevan, adapun dengan alas an lain yakni menutupi suatu hal, tidak ingin menyakiti perasaan lawan bicara serta sengaja membuat lawan bicara berpikir dengan apa yang dimaksud oleh si pembicara.

Kata kunci: pragmatics, maxim, flouting maxim

ABSTRACT

This research describes a study of pragmatics especifically about flouting maxims found in a film called "Something Borrowed". The purpose of the research is to find out the types of maxims flouting and find also find the reasons why the characters flouted the maxims in their conversations. The theory used in this research is Grice and Thomas. In this study, researchers used a qualitative descriptive method. Data collection method is observation. The steps taken by watching the movie "Something Borrowed" then observe conversations that contain of flouting maxims and their reasons for flouted the maxim during their conversation. The results of the research show that there are four types of maxims found in the movie. Total all of the data are 14(46,6%) data for flouting maxim relation, 1(3,3%) data for flouting maxim quantity, 12(40%) data for maxim quality and 3(10%) data for flouting maxim manner. The reasons for used flouting maxim in the movie also vary such as ignoring the statement of the other person, trying to change the conversation so that it makes the conversation irrelevant, while with other reasons that cover up something, do not want to hurt the other person's feelings and deliberately make the other person think with what is meant by the speaker.

Keyword: pragmatics, maxim, flouting maxim

ACKNOWLEDGMENTS

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CHAPTER I

INTRODUCTION

1.1 Background of the Research

One of the activities that can never be separated from humans is talking or communicating with others using language that they understand. Therefore, to study the existing language, then a topic or special study of language is called Linguistic. Linguistics is the scientific study of languages it involves analyzing language form, language, meaning, and language in context. In linguistics, there are several studies or topics, such as pragmatic, semantic, syntax morphology and so many others. In this research, the researcher will discuss one part of the linguistic material that is pragmatic.

Levinson (2018) said Pragmatics is the study of how context affects the meaning such as how sentences are interpreted in certain situations (or the interpretation of linguistic meaning in context). To analyze the pragmatic meaning of utterance, the listener must understand the context of speech or conversation because many people do not know the context of the conversation, which results, interrupted conversation, wrong meaning and misunderstanding. not only talking about meaning, in pragmatic we must interpret an expression based on an existing context, it is a difference between semantic and pragmatic studies. According to Allot (as cited in Cruz, 2015) context is that context is an expression that signifies a source of information that can help the listener in finding out what the speaker wants to say.

Apart from understanding what is the meaning of the context of a

conversation, the speaker and listener must understand the cooperative principle which consists of several sub-principals, namely maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner. Based on the explanation above, the researcher will choose one of the topics from pragmatic that is flouting of maxim, where the topic is against or violates the provisions of the cooperative principle. In this study the researcher will analyze what types of flouting exist in a movie and the reasons for using the flouting.

According to Yule (as cited in Aisya & Padang, 2019) Flouting maxim occurs when the speaker sometimes speaks more than the words they say, in this case, they want to express additional meaning for the listener. Therefore sometimes people do not always say what is actually being conveyed. What is said can mean different, refute, or more than what is conveyed. In addition to expressing other intentions, some people choose to violate the cooperative principle for reasons not to offend the speaker, or prefer lying to tell the truth just to maintain mutual feelings towards the speaker.

According to Cutting (as cited in Kurniati Hanidar & Mada, 2018) there are four types of flouting maxims that is flouting maxim of quantity, flouting maxim of quality, flouting maxim of relation and flouting maxim of manner. In this research, the researcher will discuss what flouting maxims are in Something Borrowed movie, the researcher will analyze the types of flouting maxims and the reasons for using flouting maxims in the movie and researchers choose this movie to be the object of the research. The phenomenon of flouting maxim is actually not only happening in a movie, but also often happens in daily life, for example

when we are talking to others, either directly or through social media examples in social media is often people give comments which out of tune or have nothing to do with the posts in the social media.

Therefore the researcher wants to analyze this, and choose a movie as the object of research. This movie tells the story of two women, Darcy and Rachel, who were friends from childhood to adulthood, and in this movie they like the same man, but Darcy is more dominant than Rachel, which Rachel always keeps the feelings of her friends, even though she knows that she likes to the man named Dex. This is what makes Rachel lie against her best friend Darcy. The lie was expressed by Rachel in the form of flouting maxim in the movie script and the dialogue of their conversation.

The study of flouting maxims has been done by several others namely, the first is Fitri & Qodriani (2016)they analyze flouting maxim in Divergent novel and use Gricean theory. In this research they are focus on types of flouting maxims in movie, and also the function use flouting maxim in the movie. The second is Hanna ester (2017) she analyze flouting maxim in movie script of The Jungle Book. The aims of her research are to describe the flouted maxim and describe the function of flouting maxim, and her research used the Grice's theory named cooperative principle with the four types of maxims.

The third is Hassani & Salatiga (2019) they analyze of flouting maxims on Twitter Influencers' Tweets, the aims of their research is to discover the use of maxim principle on the tweets that made by certain of Indonesian social media influencers. The data is taken from Twitter.com and twitter app and captured the

tweets randomly and analyzed it. The fourth is Ibrahim, Arifin, & Setyowati (2018) they analyze of flouting maxim in Seven movie script. This research focused on analyzing flouting maxims that were flouted by the characters and the motivation of the characters flouted the maxims. This research also used the Grice's theory about the cooperative principle.

The fifth is Kurniati (2018) this research analyze the flouting of Grice maxim in the movies Insidious and Insidous 2. The aims of the research are to investigate the functions of flouting maxims that the characters made when speaking to other characters. This research used cooperative principle theory by Grice and used qualitative and quantitative method to analyze the data. The sixth previous research by Lestary (2019) this research analyze of flouting maxims in conversation speaking of the main characters in the movie of Home Alone 2 "Lost in New York" by John Hughes. The aim of the research is to investigate the four maxims by Grice theory which are flouted in the main characters. This research used the descriptive qualitative method to analyze the data.

The last previous research has done by Natasya & Sari (2019) they analyzed of flouting maxims in Dory movie, the aims of their research are to find the types of flouting maxims in the movie and explaining why flouting maxims appears in the movie. This research also used the cooperative principle theory by Grice (1975). To analyse the data they applied data collection by Sudaryanto (1993) by teknik simak bebas liat cakap (SBL).

1.2 Identification of the Problem

Based on the background research, the identification of the problem in

this research is about:

1. Types of Flouting Maxim "Something Borrowed" movie.

2. The reason used flouting maxim in "Something Borrowed" movie.

3. The function of flouting maxim in "Something Borrowed" movie.

4. The context of situation when the characters flout the maxims in "Something

Borrowed" movie.

1.3. Limitation of the Problem

Based on identification of the problem the researcher limited the problem

only two research questions that below:

1. Types of Flouting Maxim "Something Borrowed" movie.

2. The reason used flouting maxim in "Something Borrowed" movie.

1.4 Formulation of the Problem

Based on the limitation of the problem, the researcher formulates the main

problems to be answered as stated in following research questions:

1. What are the types of Flouting Maxim in "Something Borrowed"

movie?

2. What are the reasons used flouting maxim in "Something Borrowed"

movie.

1.5 The objective of the Research

In this research, there are some objectives of the research as:

1. To analyze the types of Flouting Maxim "Something Borrowed" movie.

2. To find the reason used flouting maxim in "Something Borrowed" movie.

1.6 **Significance of the Research**

The significance of the research can be seen as follows:

1. Theoretically

Theoretically, this research has some purpose. First, hopefully, this research gives further information to the readers about cooperative principle and also the type of flouting maxims in conversation. The second, researcher hopes this research also enhance our knowledge, which can be used in applying scientific research, especially regarding our knowledge of conversational implicature which is related to cooperative principle, and the last after reading this paper, the researcher hopes people can understand about the flouting maxim.

2. Practically

This research is expected to be useful for people who read it, especially for students who use English in a conversation. Second, the researcher helps to make a more practical contribution to the reader, such as phenomena that occur in real life in the violation of a maxim. This research can also help readers to clarify a violation of a conversation.

1.7 Definition of Key terms

Flouting maxim : A particularly salient way of getting an addresse

to draw an inference (Grundy, 1995: 40)

Pragmatics : The study of context in the language used.

(Moescler, 2012)

Context : An utterance signifies a source of information that

assists the hearer in finding out what the speaker

wishes to express**.** (Allott 2010: 38)

Cooperative Principle **:** The opinion that participants in the conversation

usually trying to be informative, truthful, relevant,

and clear. (H. Paul Grice, 1975)

Movie : A story playing on the screen or television by

recording of moving images (Merriam, 2018)

CHAPTER II

REVIEW OF RELATED LITERATURES AND THEORETICAL

FRAMEWORK

2.1   Pragmatics

In this research, researchers will choose one approach that will be used to analyze data, namely the pragmatic approach. Therefore, before we use this approach, it would be nice to know the meaning of pragmatic. According to Yule2010 (as cited in Lestary, 2019) pragmatics is the study of the relationships between linguistic forms and the users of those forms, but in other hand According to J.birner (2013)Pragmatic is the way to know what someone meant by what they said, it's not enough to know the meanings of the words. Which is from these statements can be interpreted that each utterance has an implicit meaning of what was conveyed. As the example where Rachel needed money for such an important matter, but at that moment Rachel did not have enough money, and she told Darcy that, and asked if she had money or not.

The pragmatic meaning in Rachel's utterance is that she wants Darcy to help her by lending her money to Rachel without saying it directly. Based on the explanation above it can be seen that each utterance delivered in pragmatic analysis has a hidden meaning, the listener must be able to interpret the utterance through the context that is happening, if the listener does not understand the context of the situation then the conversation cannot run smoothly.

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2.1.1 Context

In this study, researchers will discuss the context because context is very important in research that uses a pragmatic approach, because to analyze a meaning in pragmatic context is needed so that the context. And then from that context we can find out the meaning implicit in an utterance delivered by the speaker. According to Allott (as cited in Cruz,2015) states that the context in a speech can be a source of information that helps the listener in finding out what the speaker wants to say. And without having to interpret the allegations that have nothing to do in the conversation. Because pragmatics interested in the meaning of the speaker and how the listener interprets it, context is very important for pragmatics.

Therefore to interpret an utterance the listener must understand the context first. If they do not understand the context, the listener cannot understand the essence of the speaker. Example:

Context: Rina and Mega are classmates in linguistics courses, during the learning process lecturers give them assignments and must be collected tomorrow before 10 am. After the bell rang to signal a break they went to the canteen and gathered with friends from several majors.

> *Mega: Rina what should we order?*
> *Rina: I want fried rice and orange ice.*
> *Mega: that's all?*
> *Rina: yeah, I think it is enough for me, so how about you?*
> *Mega: I think I want to eat Meatball and order cappuccino*
> *(After waiting a while, their meal arrived)*
> *Mega: Rina, what time tomorrow our assignment is*
> *collected? Rina: before 10 am.*

Mega: Okay, please remind me tomorrow.

Based on conversation above we can see that Rina knows what Mega means without asking detailed questions. This can be realized because Rina knows the context of the conversation referred to by Mega. So from this conversation we can find out the function of a context, if Rina does not understand the situation or context in the conversation, she might ask Mega back what she meant.

2.1.2 Implicature

This theory of implicature was first introduced by scientist Grice. In his theory, he explained that Implicature is an implied meaning in an utterance that is delivered by the speaker, because not everyone speaks by conveying the meaning directly, some people prefer to convey it in an utterance that contains an implied or special meaning. According to Grice in Musyahda (2011) implicature is the first to systematically study cases in which speaker meaning differs from sentence meaning. Someone usually uses many ways to express something. Then that is the implicit meaning of speech is expressed indirectly. Meaning when people produce implicit meaning or meaning can be indirectly defined as an Implicature.

Grice said that there are two types of implicature namely conventional implicature and conversational implicature, but in this research the researcher will focus on conversational implicature, because this research is related to a conversation. Therefore the researcher will explain in detail about the conversational implicature. Grundy in Rahayu (2016) said that the conversational implicature is not intrinsically related to any expression. The

implications of the conversation can be deduced from the use of some utterances in context.

Conversational implicature are divided into two types namely generalized conversational implicature and particularized conversational implicature. The first is conversational implicature that is inferable without reference to a special context, said Gazdar in Jaufillaili (2019). It's mean that no special knowledge is required to figure out the additional meaning.

Example:

A: are you studying and working right now?

B: I'm studying

From the example above can explained that context is not needed in the conversation, because the conversation above A has no implied meaning to B. The second is Particularized conversational implicature it is occurs when a conversation take a place in a specific context.

2.2 Cooperative Principle

One of the influences so that our conversation runs smoothly is the continuity between the speaker and the listener. It's mean that people should follow some principle when they are talking to each other and this principle called cooperative principle. According to Grice 1975 (as cited in Fang & Xin, 2017) the cooperative principle has four maxim that will explain in the following. Basically, there are two things people can do with the maxim: observing the maxims and not observing the maxims.

2.2.1 Observance of Maxim

The first thing that people can do with maxim is to observing the maxim. It means that the participants of the conversation fulfill the maxims by obeying all the rules in principle. The following are types and examples of observance the maxims

1. **Maxim of Quality**

In this maxim, Grice explains that speech must really be based on what happens in real life. Therefore from Grice's opinion it can be concluded that people must say what they believe and what actually happened. For a clearer explanation we can see an example below.

A: what are you doing?
B: **I'm watching movie.**

We can see the example above as an example of maxim quality, because A asks B what he is doing, and B answered based on the fact that he is watching a movie. The answered was the true condition of what happening to B and this is called as a cooperative principle.

2. **Maxim of Quantity**

The maximum quantity requires the speaker in a conversation to be informative as required. Therefore it can be interpreted that the speaker must understand the information that the listener needs, which means not giving too much or too little information. We can see the example below.

X: Where did you buy your

shoes? Y: I bought it from

Nagoya hill.

In the example above, Y provides direct information as it is needed. Y does not provide too much information and too little information related to the question given by X. Even actually Y could provide more information than the answer above, Y does not do it because Y followed the rules of the maxim of quantity.

3. Maxim of Relevance

The point of maxim of relevance is that speakers are required to be relevant in say something related to what was asked. In the question and answer section, speaker must answer the question correctly. They must provide related answers question. We can see the example below.

> Kevin: What do you eat
> Randy? Randy: **It is**
> **Pizza, Kevin**.

It can be seen that the conversation between Randy and Kevin can be categorized as both cooperative. Because as we saw when Kevin asked what was being eaten by Randy and He responded that he was eating pizza, as we know pizza is a type of food. Then from that we know that this is an example of maxim of relevance.

4. Maxim of Manner

The last sub-principle is maxim of manner, in this maxim requires participants in a conversation to say something can be easily understood by each speakers and listener. Which mean that the conversation will not make ambiguity in their conversation means that the listener will more easily understand what is being said by speaker. In this case the speaker will convey information that is clear, concise and easily understood by the listener. Let's take

a look for the example below.

> S: What do you think about the movie we just watched?
>
> L: **I think is a good one,because the movie is the most memorable   movie in my opinion.**

Based on the example above we can see that is cooperative principle, because while S asking the opinion about the movie that they watched, L answered the question or give the information with clearly, not make S fell confused. And the dialog above showed that both of speakers followed the rule of maxim of manner.

2.2.2 Non Observance of Maxim

Sometimes, participants in a conversation often do not follow the four sub-principles. This means that the participants failed to observe the maxims. Failure to observe the maxims is done by violating the rules of the Grice theory, the cooperative principle. This is also called the non-observance principle. There are four ways in naming several cases related to failure to observe the maxims, namely, opt out, violating, infringing and flouting. of the four types, the researcher will focus on analyzing the flouting.

2.2.3 Flouting Maxims

In a conversation, flouting of the maxims often occur. The flouting may be committed by the speaker, or the listener responding to a conversation. Flouting of the cooperative principle occurs when the speaker does not provide true information, or in other words there is no relation between the speaker and the listener. Based on Grice (as cited in Hanna Ester, 2017) there are some of flouting maxims.

1. **Flouting maxim of Quantity**

Flouting maxim of quantity often occurs when the speaker makes a contributions that is not in accordance with the partner the speaker needs. And can be said not in accordance with the intent and purpose of the maxim quantity itself. We can see the example below.

> A: What is your name?
> B: My name Lisa, I move in Jakarta, but my family live in Medan.

Based the example case above we can see that B flouted maxim of quantity. That is because B gives excessive information to A. As we know, when A asks the name of B, and she actually just said her name, but in this case B gives information about her family, which is not questioned by A. Then, it is clearly proven that B has flouting maxim of quantity.

2. **Flouting maxim of Quality**

According to Grice (as cited in Fang & Xin, 2017) flouting maxim happened while the speaker is not telling the truth. In other words the speaker contributes incorrectly and says something that does not have adequate evidence. In this case the speaker can use hyperbole, a metaphor to flouting the maxim of Quality. Look at the example below.

> *Mother: Zayn, do you have any homework today?*
> *Zayn:* ***There is no homework for today (wrong information)***

From the example above we can find out that Zayn has flouting maxim of quality. When his mother asked, Zayn didn't tell the truth. He gave the wrong information because he was afraid his mother would make him study. Then in this

case we can conclude that the dialogue above is an example of flouting maxim of quality.

3.   Flouting of maxim Relation

The point from flouting maxim of relation, when the speakers are not required to be relevant in say something and not related to what was asked. In the case the speaker not give the relevant information and can be said the speaker flouting maxim of Relation. Look the example below.

> Husband: How much the new dress cost, honey?
> Wife   : **Can you help me to wash the dishes?**

The dialog above shows the existence of flouting maxim of relevance. This can be seen from the answers that given by his wife. We can see that in the dialogue the husband ask, how much the wife's new dress cost. But if we consider the answer from the wife has nothing to do with the question or we can say there is no relation between question and answer. The wife should mention the nominal amount of the price of the dress, but in this case, she instead gave a question back to her husband. From the answer by his wife, we know the reason why the wife flouting the maxim. It can be the price of her dress is expensive and she is afraid that if her husband will be angry to her if he knows the price of the dress.

4.   Flouting of maxim Manner

In this flouting of maxim manner requires participants in a conversation to say something can be easily understood by each speaker and listener. But when the speaker did not followed the rule of maxim manner it's mean that they flouting of maxim manner. It means that the conversation will make ambiguity in their conversation and the listener will more confused and misunderstand what is being

said by speaker. Just look the example below.

> A: *Could you please close the door?*
> B: ***I feel hot.***

From the dialog above we can see the existence of flouting maxim of manner. If we examine the questions given by A, then the answer that should be given by B is "Okay" or "Not" but the answer from B actually makes the A confused, because the A does not know the purpose of the B's utterance in that case can lead to a confusing perception for A. the answer that given by B maybe tell something that he won't close the door because he fell hot at that time.

2.3 Reason of Flouting Maxim

According to Thomas (1995) in Siliwangi (2018)there are some reason why people flouting the maxim in conversation:

2.3.1 Flouting maxim quantity:

1. To explain more about something by giving much information.

2. To stress something in order to make the intended meaning more clear for the listener to follow.

3. To expect something; sometimes people act and say more words to show something. They use this condition to expect something from others.

4. To show panic, people are said to be mocking the quantity saying when he answers a question by asking lots of questions as a sign to show panic.

2.3.2 Flouting maxim quality:
1. To cover something.

2. To convince the hearer.

3. To hide something.

2.3.3 Flouting maxim Relation:
1. To change the topic of conversation.

2. To provide unnecessary additional information.

3. To avoid talking about something.

2.3.4 Flouting maxim Manner:
1. To get attention.

2. To be clear.

2.4 Previous Research

Before analyze the data, the researcher will explain the research that has been done that related to the topic to be analyzed. The first research has been done by is (Hassani & Salatiga, 2019) they analyze of flouting maxims on Twitter Influencers' Tweets, the aims of their research is to discover the use of maxim principle on the tweets that made by certain of Indonesian social media influencers. The result from their research are most of conversations were not obeying the maxim of relevance principles and in other words do not imply maxim of relevance.

The second research is Ibrahim (2018) He analyze of flouting maxim in Seven movie script. This research focused on analyzing flouting maxims that were flouted by the characters and the motivation of the characters flouted the maxims. This research also used the Grice's theory about the cooperative principle. The result from the research showed the types of maxim were flouted in the movie and

what motivation that led the characters to flout the maxims.

The third research done by Kurniati (2018) This research analyze the flouting of maxim in the movies Insidious 1 and Insidous 2.The aims of the research to investigate the functions of flouting maxims that the characters made when speaking to other characters. This research used cooperative principle theory by Grice and used qualitative and quantitative method to analyze the data. The result from the research is the character of Insidious flouted all of the maxims.

The fourth research from Lestary (2019)this research analyzed of flouting maxims in conversation speaking of the main characters in the movie of Home Alone 2 "Lost in New York" by John Hughes. The aim of the research is to investigate the four maxims by Gricean theories which are flouted in the main characters. This research used the descriptive qualitative method to analyze the data. The result from the research there are four maxims flouted by the main characters

The fifth research has done by Natasya & Sari (2019) they analyzed of flouting maxims in Dory movie, the aims of their research are to find the types of flouting maxims in the movie and explaining why flouting maxims appears in the movie. This research also used the cooperative principle theory by Grice (1975). The result from the research that found is flouting maxim occurs when speaker does not observe a proper maxim during conversation to make certain meaning and is the discovery of all types of flouting maxim.

The sixth previous research has been done by Fitri & Qodriani (2016) The aims of the research is to investigate flouting maxims on the major characters of Divergent novel. The result of the research is flouting maxims of cooperative principles in this novel show the strong bond between the characters in their conversation. So that, the research will focus on what are the kinds of maxims flouted by the characters in Divergent novel.

The seventh research from Gustary Dikramdhanie & Tract (2018) in this research she analyze flouting maxim in Mata Najwa talk show. The aims of the research are to analyzed flouting maxim of cooperative principle and finding out the implicature of flouting maxim. The research used the descriptive qualitative method. The result from the research showed that the guest speaker of the show flouted all the maxims. The guest speaker flouted maxims through six manners that are giving more and lack information, saying something that lack of evidence, giving irrelevance responses, saying something ambiguous unclear and giving unnecessary prolixity (verbosity).

The eighth research has been done by Asri (2015) she analyzed flouting maxim in English foreign language classroom interaction. The aim this research to investigating how the conversational implicatures especially flouting maxim are being formed in teacher and students dialog during EFL teaching and learning process. The research used qualitative method and the result of her research is during the conversation, all speakers successful in observing maxims. The proportion of non-observance maxim is only 2%. Maxim that flouted by speaker are maxims of quantity, quality and manner.

The ninth previous research was done by Hamani & Puluhulawa (2019) they just focus to analyzed flouting maxim in Kungfu Panda movie, and they used Grice theory to analyzed the data, and the result is all the character flouting all the type of the maxims in the movie. The ten previous research was done by Marlisa & Hidayat (2020) they analyzed flouting maxim in Good Morning America talk show. The aim of their research to find out the performed flouted maxim by the guest. And the result is the highest flouting maxim in the talk show were flouting maxim quantity and flouting maxim manner.

The eleventh research was done by Putra (2014) He analyzed flouting maxims in Ruby Spark movie. The aim of the research is to find out flouting maxims in utterance. And the result from the research is the most maxim flouted is maxim of quantity. The another previous research was done by Ariwangsa Rahmastra, Gede Sosiowati, & Putra Yadnya (2018) they analyze strategies flouting maxim in Lincoln movie script. And find the result of their research is all maxims were flouted in the movie script.

The next research was done by Aziz, Mustafa, & A'la, (2019) they analyze one of comedy movie in Indonesia. This research focus on analyze the types of maxim that flouted movie. And the result is all characters performed all the type of flouting maxims. The last previous research was done by Susanto, (2017) in this research he analyze the types of flouting maxim in Need for Speed movie by using qualitative method. From his analyzed he found the 15 data that contained flouting of maxim.

After explaining some of the previous research, the researchers can conclude some similarities that exist in some of the research. The first is most researchers analyzed the flouting maxim in a movie to be used as an object of research, but there are also some other researchers choosing talk shows as the object of research. And secondly, in research that has been done, the theory used is the same, namely the theory of Grice.

And the last thing is that all the research that has been done has been analyzed using descriptive qualitative methods, but each researcher uses a different expert. It can be said that this research will have little similarity with the research that has been done. This happens because this research was also carried out in a movie as a research object. But uses different data and uses theory from Grice. And in this study will use a research method from expert Sudaryanto, who clearly in previous studies has never used this method.

2.5   Conceptual Framework

This research using pragmatic approach by Yule and using theory of Cooperative principle by Grice to analyze the type of flouting maxim and for the reason the researcher using theory of Thomas 1995 (as cited in Sobhani & Saghebi, 2014)
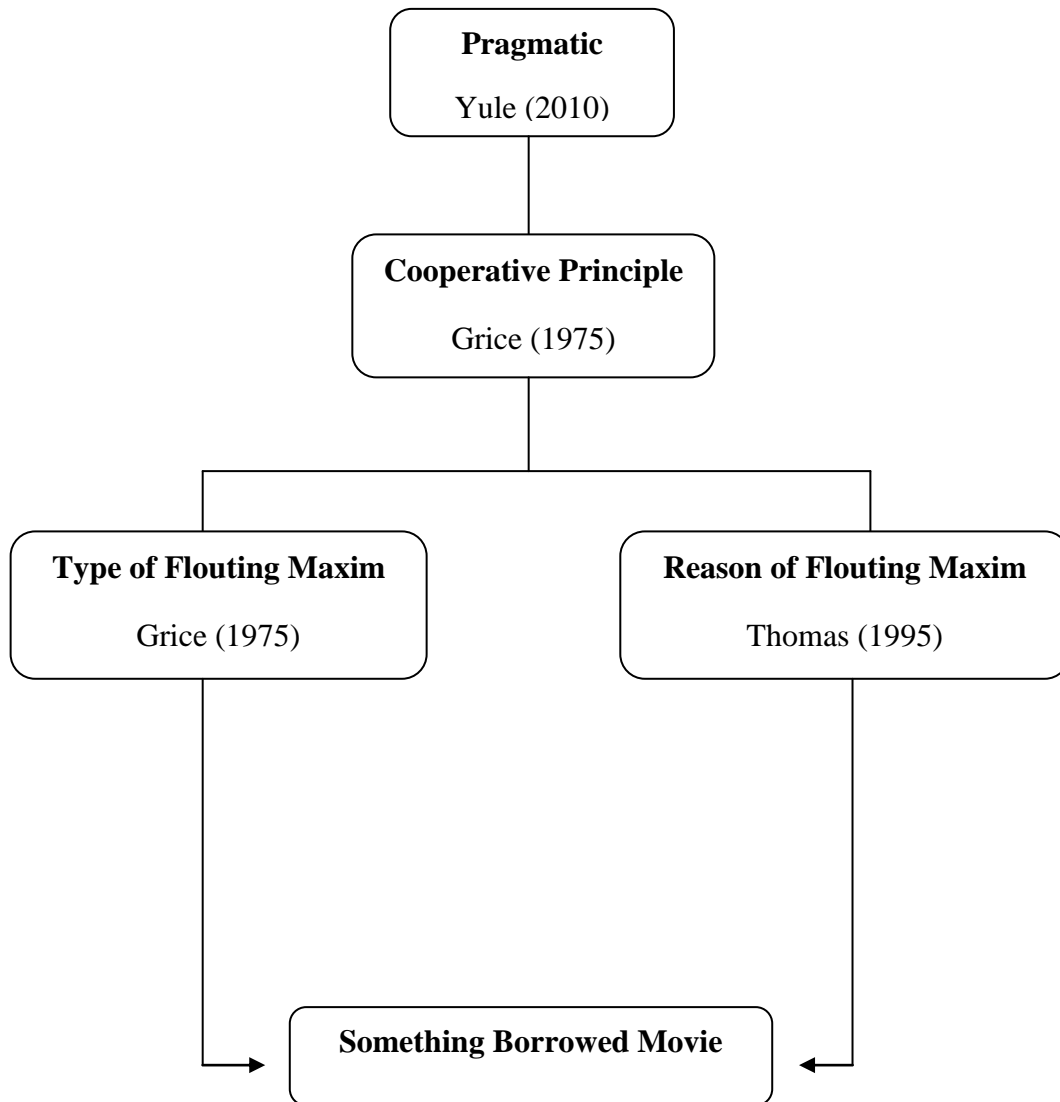
Figure 2 1 Conceptual Framework

CHAPTER III

METHOD OF THE RESEARCH

3.1   Research Design

Research design can also define as a systematic and scientific research to make the information clearer in a specific situation. The purpose of doing research is to find out the answers by applying the scientific procedures with the purpose and also to find out the truth that is hidden and has not been discovered yet. This research is conducted by using qualitative descriptive method. It focus on the data in form of description or words written as stated in Sudaryanto (2015). This study uses qualitative because the data taken is not statistical data but descriptive data. First of all, the data will be collected, and classified and analyzed where the results of the analysis can answer the questions in this study. Therefore, this is the most appropriate method used in analyzing the types and factors that influence the use of flouting maxim in the "Something Borrowed" movie.

3.2   Object the Research

Because this research uses a qualitative method, the data of this study are in the form of utterances containing diatribe maxims in the movie titled "Something Borrowed" However, the prominent data from this study are the utterances of the main characters. Data context is a dialog that contains the flouting saying.

3.3   Method of Collecting Data

In collecting data, researchers used the method of observation. Based on Sudaryanto (2015)He stated that the observation method is a technique for

obtaining information about human behavior by watching and recording without direct contact. Because of that researchers use the method of observation for watching movies. In this study, researchers used non-participatory techniques to collect data because no one is involved. There are several procedures that researchers will carry out in collecting data**.**

1. The researcher watching the movie.

2. The researcher read the script Something Borrowed Movie.

3. Classifying the data in the movie based on Grice theory.

4. The researcher selected the data that related to the topic that will analyze.

3.4   Method of Analyzing Data

According to Sudaryanto (2015) after collecting data, researchers then analyze   the   data.   The process of grouping data based on each class is classification.   In analyzing the data the researcher first identifies utterances related to flouting maxim. The researcher then categorizes the data regarding flouting maxim based on Grice's theory and analyzes the data related to flouting maxim classification theory in pragmatic theory.

3.5   Method of Presenting Result Data

In this study, researchers presented the results of the analysis using the method by Sudaryanto (2015). The method used is informal because the results and findings are all explained in words and sentences namely textual.