

**AN ANALYSIS OF FLOUTING MAXIM IN “LOGAN”
MOVIE; PRAGMATICS APPROACH**

THESIS



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

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MOVIE; PRAGMATICS APPROACH**

THESIS

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



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2018**

DECLARATION OF THE THESIS ORIGINALITY

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Batam, 14th March 2018

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**AN ANALYSIS OF FLOUTING MAXIM IN “LOGAN”
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Demikian pernyataan ini saya buat dengan sebenarnya tanpa ada paksaan dari siapapun

Batam, 14 Maret 2018

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I praise Jesus Christ as a son of God is merciful and compassionate researcher who has been blessed in completing this thesis entitled AN ANALYSIS OF FLOUTING MAXIMS IN “LOGAN” MOVIE; PRAGMATICS APPROACH. The researcher would like to say thanks to her family Mrs. Nurlela Manurung and Mr. Martua Sinaga for their love, inspiring and blessing given to her endlessly in taking her undergraduate program. The researcher wishes to express her gratitude and appreciation to Mr. Mhd. Johan, S.S, M.Hum, as her advisor who has contributed his ideas and time in arranging this thesis.

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May God gives mercy, peace, and love for them. Amen.

Batam, 10th March 2018

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ABSTRAK

Judul yang diangkat dalam penelitian ini adalah AN ANALYSIS OF FLOUTING MAXIM IN "LOGAN"; PRAGMATIC APPROACH. Dalam istilah yang lebih spesifik, yang bertujuan mengidentifikasi jenis maksim pelanggaran maksim dan mencari pelanggaran maksim yang paling dominan dilakukan oleh tokoh-tokoh di film Logan. Dalam melakukan penelitian menggunakan metode deskriptif kualitatif. Data dikumpulkan dari ujaran tokoh-tokoh yang mengandung pelanggaran. Pelanggaran maksim diambil dari dialog di film dan dijelaskan secara deskriptif. Hasil penelitian menunjukkan bahwa (1) ada empat jenis pelanggaran maksim yang dilakukan oleh tokoh-tokoh: pelanggaran maksim kuantitas, pelanggaran maksim kualitas, pelanggaran maksim relevansi, dan pelanggaran maksim pelaksanaan (manner), (2) pelanggaran maksim yang paling dominan atau sering dilakukan oleh tokoh-tokoh dalam film. Langkah mengumpulkan data adalah menonton film berjudul "Logan" secara berulang untuk memahami keseluruhan cerita, mendownload naskah dari internet dan menyalinnya ke film dengan mengambil semua ujaran yang berisi pelanggaran maksim sebagai data dan apakah apa ujarannya sama dengan apa yang tertulis. Prosedur analisis data menggambarkan data dalam bentuk dialog, menggambarkan konteks, menganalisa pelanggaran maksim, dan menganalisis niat. Berdasarkan jenis-jenis pelanggaran maksim, pelanggaran maksim relevansi berada pada tingkat tertinggi atau yang paling dominan dan pelanggaran maksim kualitas dan pelanggaran maksim pelaksanaan (manner) berada pada peringkat terendah dengan persentase yang sama.

Katakunci : pragmatic, pelanggaran maksim, naskah, film

ABSTRACT

The title raised in this study is AN ANALYSIS OF FLOUTING MAXIMS IN “LOGAN” MOVIE; A PRAGMATICS APPROACH. In more specific terms aimed identifying the types of maxim flouting and seeking out the most flouting maxim performed by the main characters in Logan movie. In conducting the researcher uses a descriptive qualitative method. The data were collected from the utterances of main characters containing flouting maxim. They were taken from the dialogues in the movie and they are explained descriptively. Results of the research show that (1) four types of flouting maxim are performed by the characters: flouting maxim quantity, flouting maxim quality, flouting maxim relevance, and flouting maxim manner, (2) the most flouting maxim done by main characters in the movie. The steps of collecting data are watching the movie entitled “Logan” for several time to understand the whole story, downloading the script from the internet and copying it to the movie taking all utterances which contain flout of the maxim as the data and whether what was spoke is the same as what was written. The procedure of analyzing data are describing the data in form of dialogue, describing the context, analyzing flouting maxim, and analyzing the intention. In terms of types, flouting maxim of relation is in the highest rank and flouting maxim quality and flouting maxim manner are in the lowest rank with same percentage.

Keywords: pragmatic, flouting maxim, transcript, movie

MOTTO AND DEDICATION

MOTTO

Do not waste your time by doing meaningless things

DEDICATION

This thesis proudly dedicated to:
♥ My beloved father and mother ♥
♥ My beloved Sisters and brothers ♥
♥ English Department at PuteraBatam ♥

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I praise Jesus Christ as a son of God is merciful and compassionate researcher who has been blessed in completing this thesis entitled AN ANALYSIS OF FLOUTING MAXIMS IN “LOGAN” MOVIE; A PRAGMATICS APPROACH. The Writer would like to say thanks to her family Mrs. NurlelaManurung and Mr. MartuaSinagafor the love, inspiring and blessing given to her endlessly in taking this undergraduate program. The writer wishes to express her gratitude and appreciation to Mr.Mhd. Johan, S.S, M.Hum, as her advisor who has contributed his ideas and time in arranging this thesis.

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CHAPTER I

INTRODUCTION

1.1. Background of the Research.

Language is very important for human life. It uses to communication with others. Communication itself is the act to deliver a message to others. People use language to communicate to express ideas and feelings. According to Hurlock in (Daroah, 2013) language means the communication to symbolize thought and feelings to convey meaning to others. Therefore, language and communication cannot be separated.

One of the studies that explain about the language is Linguistic. Linguistics is a scientific study of language. Linguistic word comes from the Latin "lingua", which means the language. According to (Kridalaksana, 1993), linguistic word is defined as the science of language or language of scientific inquiry. Meanwhile according to Wardhaugh in (Muhassin, 2010), linguistics is the study or studies language scientifically. From all of the definition, it can be concluded that linguistics is the study of the language.

The aims of linguistics is to understand how the faculty of mind language works. It also describes how works of language work. Linguistic observe patterns in language and language itself try to understand what principles encourage the understanding and production of language by our brains.

One of the study in linguistic is pragmatic. Pragmatic is the study of those relations between language and context that are grammaticalized or encoded

in the structure language, (Levinson, 1983). It teaches how people comprehend and produce a communicative act or speech act in a concrete speech situation which is usually a conversation analysis. It distinguishes two intents or meanings in each utterance or communicative act of verbal communication. One is the informative intent or the sentence meaning, and the other the communicative intent or speaker meaning (Leech, 1983). The ability to comprehend and produce a communicative act is referred to as pragmatic competence (Kasper, 1997) which often includes one's knowledge or the way someone how to respond questions nicely when conversation.

Pragmatic is also strong to find out why interlocutors can successfully converse with one another in a conversation. A basic idea is that interlocutors obey certain principles in their participation so as to sustain the conversation. One such principle is the Cooperative Principle which assumes that interactants cooperate in the conversation by contributing to the ongoing speech event (Grice, 1975). Understanding the Principles Cooperative is similar to understand the conversations that do not meet the maxim. That is maxim flouting the topics of interest related to Cooperative Principle. With the flouting maxims, that person is uncooperative, but in fact, they do. They flout of maxims have some particular reason. Behind the utterance in maxim flouting have been delivered, there some hidden meaning and specific objectives that try conveyed by the speaker.

In flouting maxim, speakers do some strategies to deliver hidden meanings of their utterances. The people are also having reasons and purpose in being uncooperative. Everyone has the possibility to flouting maxims of Cooperative

Principle. Then, it can have assumed that flouting maxim can happen in conversation in real life or even in a movie or in a novel script made by people.

Flouting can find in some Medias like in novel, talk show, and also in a movie, for instance in “LOGAN” movie. “LOGAN” is an action movie also known as 'Wolverine 3'. The movie will retell the old Logan (Hugh Jackman) and has previously been really not to use the power of his claws for crime. Until one day He broke his promises because there is an evil organization that tries to use and utilizes the power of the mutants in the future as a dangerous weapon and a malicious purpose.

As main character in this movie Logan does some flouting maxim in his conversation with his Daughter. Conversations that trigger audience’s emotion and laugh will be alert, since situation action involves the same characters in various day to day situations. The most interesting flouting maxim happened when Logan does not know that his daughter is not mute. In previous times his daughter did some flouting maxim by keep her mouth or gave some expression to the interlocutor.

The researcher is interested to conduct a research under the title "An Analysis of Flouting maxim in “Logan” Movie; A Pragmatic Approach". Many people still don’t know about maxim, whereas they passed lots of maxim that they can found in daily life especially in a movie that they had watched. By analyzing the flouting maxim, it can develop knowledge and science. It is the reason that makes the researcher decided to choose the research title. This research is expected to be useful in providing the information for the student, especially the

student of English department who are interested in pragmatic. Furthermore, the researcher hopes that this research helps the student in exploring the subject so that they can study more about the maxim. For the other researcher who is interested to make another research about maxim, hopefully this research will lead them to conduct a more comprehensive research about the maxim.

1.2 Identification of the Problem

Based on the background of the research above, the researcher found some of the problems, the identification of the problems to be solved as follows:

1. The types of flouting maxims in “Logan” Movie.
2. The reason of characters in “Logan” movie to flout maxim
3. The dominant maxim found in “Logan” movie by characters
4. The relation between characters and characterization character with the way the maxims are conveyed in “Logan” movie

1.3 Limitation of the Problems

The purpose limitation issue to facilitate the direction and purpose of the research is conducted. This researcher focused on the on the conversation that used in “LOGAN” movie.

1.4 Formulation of the Research

Based on the limitation above, the problem in this research can be formulated, as follow:

1. What are types of flouting maxims in “Logan” Movie?

2. What the dominant maxim found in “Logan” movie after by characters?

1.5 Object of the Research

Based on the formulation of the problem, the objective of the research in specific is to analyze the flouting maxim in Logan Movie. In general, the objectives of the research are:

1. To identify the types of flouting maxim that found in “Logan” Movie.
2. To find out the dominant maxims in “Logan” Movie by the characters

1.6 Significance of the Research

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

1.6.1 Theoretical Significance

The research is expected to contribute some advantages for the development of language theory especially in Maxims and pragmatic study as one of the linguistic studies that focuses on the language uses of society.

1.6.2 Practical Significance

- a. The research gives more understanding of being cooperative with or without observing the Cooperative Principle.
- b. The research gives more references on pragmatic study of maxim flouting in Putera Batam University.

- c. The research gives contributions to the next research on pragmatic study and becomes a good reference for the candidate of researcher.
- d. The research gives the readers more knowledge of non-observance of the maxims in Pragmatic.

1.7 Definition of the Key Terms

- Pragmatic Approach** : Pragmatic is the study of those relations between language and context that are grammaticalized or encoded in the structure language,(Levinson, 1983).
- 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 are engaged. (Grice, 1975)
- Maxim** : 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 purposes. (Yule, 1996)

CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK

2.1 Theoretical Framework

This chapter considers about the writer's explanation of the theory which uses for analyzing the cooperative principle maxims and violation toward them. In analyzing of "LOGAN", the writer uses the pragmatic approaches about the human language usage and Yule maxim theory of cooperative principle.

The writer uses pragmatic approaches due to pragmatic is the branch of linguistic that focusing on the structure of a language as communication tool. Moreover, the writer uses cooperative principle and its component; maxim of quality, quantity, relevance and manner, as the framework theory, because they focus on the communication in which the process of interaction is to follow this principle to achieve purpose of the speaker's utterance and the deviation toward them violated the principle.

2.1.1 Pragmatic

Pragmatic is the systematic study of meaning (Yule, 1996). Many experts of pragmatic define the term differently. (Yule, 1996) classifies the meaning of pragmatic into four kinds as follows: (1) pragmatic is the study of speaker

meaning, (2) pragmatic is the study of contextual meaning, (3) pragmatic is the study of more get communicated than is said, (4) pragmatic is the study of the expression of relative distance.

In line with Yule, (Rowe, 2006) states pragmatic 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 and know the meanings of utterances depend not only on general linguistic knowledge like grammar and lexicon but also depend on the context.

Moreover, in pragmatic, keeping one is face by paying attention to politeness is really concerned. Then, politeness itself is an interaction to show awareness of another person’s face (Yule, 1996). Some aspects that the participants of the conversation have to be taken note of are face saving act, face threatening act, and face wants. In addition, speakers sometimes give implicit meaning beyond their utterances namely implicature in the conversation they are involved. Grice uses the term implicature to refer to what speakers can imply, suggest, or mean as distinct from the speakers literary say (George, 1996).

In the other hand, (Peccei, 1999) the focus of pragmatic analysis is on the meaning of speaker’s utterances rather than the meaning of words or sentences. It concentrates on aspect of meaning that cannot be predicted by linguistics knowledge about physical and social world. Thus, pragmatic has different meaning and it focuses and connects to the speech situations.

Pragmatic is the study of “invisible” meaning, or how we recognize what is meant even when it is not actually said or written (Yule, 1996). In addition,

Griffith says pragmatic is concerned with the use of tools in meaningful communication (Griffiths, 2006). So, pragmatic is study about how people understand of meaning not only by what said or written but also by interpreting the situation and context which hides another meaning. Those words mean pragmatic plays more in context and situation than just in what said and written by the first party.

Based on all explanations about pragmatic from the experts above, the researcher conclude that pragmatic is the study of how to make meaningful communication by interpreting speaker's utterances and intentions which has invisible meaning and not only about what is said or written, but it focuses in contextual and situational to get the intended meaning.

2.1.2 Cooperative Principle

Cooperative Principle is one of the significant theories in Pragmatic. (Grice, 1975) explains that Cooperative Principle leads the participants to make a contribution as is required in a conversation. The aim and the direction of talk exchange determine the requirement. Grice in (Wardhaugh, 2006) also states that, conversation is a cooperative activity. That is when speakers and listeners can understand each other in a conversation. People can share what is the intend to share smoothly, also can accept each other's, meaning despite the status close friends, parents, teachers, sellers and buyers, and others. The speakers behave in a particular way to lead the listeners to understand the speakers' utterances so the listeners are able to give appropriate responses to the speakers' utterances. The

concept of cooperative activity leads the listeners to assume that all speakers are always cooperative.

Cooperative Principle is a predominant principle in pragmatic that was developed by an English philosopher, H.P. Grice. It is a kind of agreement by both the speakers and listeners to be cooperative in verbal communication. Hence, this principle is the ground rules in which they need to be observed when the participants in the conversation are speaking and also interpreting utterance in conversation. As a cooperative activity, (Grice, 1975) proposes some rules that should be obeyed in doing a conversation. These rules are formulated in a principle of cooperating called Cooperative Principle. Cooperative Principle has four sub principles called maxims; maxim of quantity, quality, relevance, and manner. These maxims determine what participants have to do to converse in a maximally efficient, rational, and cooperative way (Levinson, 1983).

2.1.3 Maxim

According to (Grice, 1975), it is important to recognize these maxims as unstated assumptions we have in conversations. We assume 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 (as stated by George Yule, in his book “Pragmatics”). Moreover (Grice, 1975) said that there is general cooperative principle between speaker and hearer, which roughly, controls the way in which a conversation may proceed. He then

distinguishes four categories under each of which there are several maxims. These are:

2.1.3.1 Maxim of Quantity

The participants make contribution as informatively as is required for the current purpose of the exchange. The people should not make the contribution more or less informative. It means that, the participant's contribution in talk exchange should be informative as it is needed. The participant also should not inform the information more informative than required. In other words, the point of this maxim is the speaker should give enough information. (Grice, 1975) clarifies that the maxim of quantity has sub-maxims, i.e.: "Make your contribution to the conversation as informative as necessary!" and "Do not make your contribution to the conversation more informative than necessary!"

(Grice, 1975) briefly gives the example of observance of the maxim of Quantity as in the following illustration: "If you are assisting me to mend a car, I expect your contribution to be neither more nor less than is required, at a particular stage I need four screws, I expect you to hand me four, rather than two or six".

Based on the illustration above, the researcher concludes that maxim of quantity must relate to the quantity of information which will be said by the speaker. If someone asks one question, the speaker is expected to answer it by one informative answer and as required and expected by the hearer. The observance of the maxim of quantity is exemplified in the following example

A: Did you go to Bobby's party last night?
B: Yes, I did

The boy has given just the right amount of information. He has said precisely what he meant, no more and no less, and has generated no implicature (i.e. there is no distinction to be made here between what she says and what she means, there is no additional level of meaning). Thus, in usage of maxim of quantity, the amount of responses as required is the point. The second party is not expected to give less or more information than the first party as hearer expected.

2.1.3.2 Maxim of Quality

Maxim of quality gives contribution to what the speaker believes to be true. It means that the speaker should tell the right information. (Grice, 1975) suggests that a conversation should be genuine and sincere and speak the “truth” or facts. He formulates this maxim as, “Do not say what you believe to be false!” and “Do not say that for which you lack adequate evidence!”.

On the other words, both sub-maxims require the conversational members only say the truth. (Grice, 1975) briefly gives the example of observance of the maxim quality as in the following illustration: “I expect your contribution to be genuine and not spurious. If I need sugar as an ingredient in the cake you are assisting me to make, I do not expect you to hand me salt; if I need a spoon, I do not expect a trick spoon made of rubber”.

Based on the illustration above, the researcher concludes that maxim of quality is maxim which focuses on the truth and knowledge of the speaker is important thing in this maxim. The second party must say as the truth and facts of

the conditional. The first party is expected to get facts and truth from the second party. There is a following sentence of maxim of quality:

A: Where is the Eiffel tower located?
B: In Paris

Here, contribution of the interlocutor is a truth of the answer. In responding A's question, B give a clearly answer. So, in maxim of quality, the speaker should say something or answer the questions based on what they really know, if they hesitate their answer would be false, they shouldn't do it.

In line with Grice, (Cutting, 2002) states that to fulfill the maxim, the speakers should be sincere and say anything that they believe match to reality. The speakers tend to observe the maxim of quality by using hedges such as 'as far as I know', 'I maybe mistaken, but...', 'I'm not sure if this is right, but...', or 'I guess' (Yule, 1996).

2.1.3.3 Maxim of Relation

Maxim of relation is concerned with the relevancy of contribution made by speakers in communication exchange. In (Grice, 1975) outlines that, speakers should "be relevant", i.e. say things related to the current topic of the conversation. (Grice, 1975) briefly gives the example of observance of the maxim of relation as in the following illustration I expect a partner's contribution to be appropriate to immediate needs each stage of the transaction; if I am mixing ingredients for a cake, I do not expect to be handled a good book, or even an oven cloth (though this might be an appropriate contribution at a later stage)"

Based on the illustration above, maxim of Relation is maxim that just focused on relevant of the topic and the statement. The conversation exactly must be relevant, which can make the conversation run well. (Thomas, 1995) confirms that the maxim of Relation is exploited by making a response and observation which is very obviously irrelevant to the topic in hand e.g. by abruptly changing the subject, or by overtly failing to address the person's goal in asking a question. Here is the example of maxim of Relation:

A: where you will go today?

B: I will go to the market.

In responding A's question, B was gave a relevant answer. This utterance is fulfilled the maxim of relevance cause the answer is relevant to the questions. Thus, the focus on the maxim of Relation is about the relevant from the statement when make a conversation.

2.1.3.4 Maxim of Manner

Maxim of manner suggests that speakers have to try presenting meaning clearly, concisely orderly, and avoid ambiguity and obscurity of expression. (Grice, 1975), then, breaks it down into four subordinates:

1. Avoid obscurity of expression;
2. Avoid ambiguity;
3. Be brief (avoid unnecessary wordiness) and;
4. Be orderly. Shortly, this manner requires the speakers to speak directly, orderly, not ambiguous and not exaggerating.

(Grice, 1975) briefly gives the example of observance of the maxim of manner as in the following illustration: "I expect partner to make it clear what

contribution he is making, and to execute his performance with reasonable dispatch". Based on the illustration, the researcher concludes that maxim of manner is maxim which is straight utterances without ambiguity. The speaker must say something without ambiguity which can make the conversation being obscurity. Here is the following for the maxim of manner:

A: What do you think about our lecturer?

B: I really like the way he teaches us. Every his subject is always easy to understand after his explanation.

In this example, the second party can answer the question of the first party about their lecturer clearly. In usage of maxim manner is focusing on the speaker or second party to response straightforwardly and clearly avoid ambiguity.

2.1.4 Flouting Maxim

Flouting maxims is the only way of breaking maxims which generates implicature. (Cutting, 2002) states that a speaker who flouts maxims expects the hearers to appreciate the meaning implied but he/she appears not to follow the maxims. Moreover, (Black, 2006) explains that a speaker who flouts maxims is actually aware of the Cooperative Principles and the maxims. In other words, it is not only about the maxims that are broken down but that the speaker chooses an indirect way to achieve the cooperation of the communication. In line with (Black & Curse, 2006) states that a speaker deliberately against one or more maxims and he/she can be said to be obeying the Cooperative Principles since he/she breaks the rules for some good communicative reasons.

On the other hand, Grice said that maxims are important, he realized that in some condition people have to do the deliberate violation or flouting as he calls them (Cook, 1992). The flouting maxim may have some effects such as misunderstanding if the hearer does not give respond to an implication (Gumperz, 1982:) or when the addresser fails to make an inference from the addressor's intention (Introduction, Chierchia, Press, & Semantics, 1990). Thus, it may be understood only if the hearer has the same background knowledge with the speaker. The knowledge includes not only the rules interpretation of linguistic items, but also the knowledge of the world, to which addressors can imply or refer (Coulthard, 1977)

Beside that Gazdar said that in something natural or normal that the speaker/hearer do not obey the cooperative principle (Mey L, 1993). If the speaker/hearer flouts their conversation, it does mean that communication will not be successful. In addition, the flouting of maxim can be many things, and there is no way of prescribing a particular violation as useful or detrimental. Then, the participant will understand the implication of the address or whether the addressees know the situation occasion. It means that the addresses have the same thinking to imply what the speaker said based on the situation.

2.1.4.1 The Flouting 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 (Yule, 1996). Below is can be the example of flouting maxim of quantity.

A : I hope you brought the bread and the cheese.
B : Ah, I brought the bread.

In this conversation, B tries to say that what is not mentioned is not brought. He intentionally gives too little information to respond to A's utterance so A as the hearer of A is expected to understand the unstated meaning of 'Ah, I brought the bread.' By saying that utterance, B has flouted maxim of quantity because he does not give the required information.

2.1.4.2 The Flouting 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 (Cutting, 2002). 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. Here, the example of maxim flouting of quality:

A: Teheran's in Turkey isn't it, teacher?
B: And London's in Armenia I suppose.

In the case presented through the dialogue, A's statement is false. Teheran is not in Turkey, so B states falsely that London is in Armenia to suggest that the statement of A is not correct.

2.1.4.3 The Flouting Maxim of Relevance

According to (Thomas, 1995), a statement is made to be irrelevant to the topic in maxim of relation flouting. Moreover, (Cutting, 2002) says that, the

speaker who flouts the maxim of relation expects the hearers to be able to imagine what the utterance did not say and make the connection between his/her utterance and the preceding one. Relevance maxim flouting happens when a speaker fails in conversation to be relevant when communicating. Commonly, the speakers are 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 (Yule, 1996). This is the example of flouting maxim of relevance.

Annie : Betty, the phone is ringing.

Betty : I am in the bath.

In this exchange, Betty has flouted maxim of relevance by being irrelevant. Betty states an answer with a different topic. Here, Annie is expected to be able to receive Betty's unstated message. Since Betty is in the bath, Annie is expected to answer the phone.

2.1.4.4 The Flouting 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. Those who flout the maxim of manner are being obscure and often trying to exclude a third party (Cutting, 2002).

2.2 Review of Previous Research

Related to maxim flouting, there have been many researchers conducting the study of it. Fitria Nurhayati is one of the researchers focusing on the maxim flouting as her object of study in 2012. He used descriptive-qualitative method with the entitled "*A Pragmatic Analysis of Maxim Flouting Reflected in the Oprah Winfrey Show in the Exclusive Interview with J. K. Rowling*" aims to describe the types of maxim flouting in the talk show. Besides, it aims to identify politeness principle as maxim flouting in the talk show and explain the purposes of maxim flouting in the talk show. In this thesis Fitria relates maxim flouting to the politeness principle by Fitria. She argues that the most common reason for flouting maxims of Cooperative Principle is to be polite to the others. Therefore, in her thesis, the analysis is about maxim flouting and politeness principle.

The findings of her research are as follows. First, there are three types of maxim flouting in the interview; maxim of quantity, manner, and relevance. The highest rank is placed by quantity maxim flouting. Second, there are six maxims of politeness principle that are found in the interview; agreement maxim, modesty maxim, tact maxim, generosity maxim, approbation maxim, and sympathy maxim. Finally, the purposes of maxim flouting in the interview based on the self-presentation of Rowling are found in four types. They are identity development, social approval, self-esteem, and social reward. Identity development and social approval place at the highest rank since Rowling shares much of her life experience and wishes that she is accepted, with her personality and thought, by the public.

Another research which focuses on the maxim flouting were conducted by Isasa Ali Umar Al-Qaderi in (2015) entitled *A Pragmatic Analysis of Applying Violating the Maxims to the Yemeni Dialect*. The prime aim of this research is to investigate Gricean Theory of Conversational Implicature and its application to the Arabic language. For the purpose of investigating such a theory, semi-structured interviews with 15 Yemeni participants were audio-recorded, transcribed, translated and then interpreted. There were four Ph.D. candidates, four M.A. candidates and seven B.A. candidates. Both a qualitative and a quantitative approach were adopted. The analysis focused on violating the conversational maxims. The findings showed that Gricean Theory of Conversational Implicature can be applied to Arabic language, particularly the Yemeni dialect. In addition, the results revealed that the maxim of Quality was most frequently violated. Then follow by the maxims of Quantity, Relation and Manner respectively.

The last of reference of this research is Jihan Achyun Kusuma is one of them who also focus on maxim flouting as the object of her study. His thesis was done in 2012 entitled *“A Socio- Pragmatic Analysis of the Flouting of Cooperative Principle Maxims Done by the Main Character in Cinderella Man”*. This research is aimed at investigating men’s linguistic features, analyzing the flouting maxims of cooperative principles and explaining the reasons why the male main character in Cinderella Man flouts certain maxims of cooperative principle. This research employed mainly descriptive qualitative method and quantitative method to support in interpreting and analyzing the data. The theories

that were used to explain the sociolinguistics aspects were language and gender by Wardaugh and also Wodak and Blanke. The theory of Cooperative Principles by Grice used 31 to explain the types of maxim flouting. In his thesis found the main character often break rules of communication. He flouts the maxim of cooperative principle in highly number. The result flouting maxim of quantity reached 23 (44%), flouting maxim of quality 5 (10%), flouting maxim of relation 16 (31%) and flouting maxim of manner 8(15%).

In addition, for the reason of maxim flouting, the researcher applied the theory by Wardaugh. The results of the research show that the main male character employed all the four kinds of men's linguistic features. On the other hand, the main male character flouted all the types of maxim flouting. She also found out that the reasons why the main male character flouted the maxim were to show power, give detail information, and express emotion and solidarity.

CHAPTER III

METHOD OF THE RESEARCH

3.1 Research Design

This chapter consists of the research method applied in conducting the research. It clarifies the type of the research, 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. The aim of this research is to identify type of flouting maxim that appears in "Logan" movie. In this research, the researcher used descriptive qualitative data because the type of that research is textual analyses which intend to analyze maxim used among the main character in "Logan" movie. According to (Sugiyono, 2008), Qualitative method is a research method which based on the philosophy post positivism this method is used to examine the condition of nature object (as side of experiment) where the examiner as a key instrument. The analysis data is qualitative and the result of qualitative method emphasizes to more meaning than generalization.

According to Holloway in (Wahyuni, 2012), qualitative research is a form of social inquiry focusing on the interpretation of experience and the world by people. To Support this statement, (Vanderstoep & Johnston 2009) stated that, qualitative research produces narrative or textual description of the phenomena under study. Obtaining rich and in-depth information is the characteristic of qualitative research. This research focused on the detailed explanation and aimed

to present in-depth information related to maxim flouting as the result. In this way, it was considered as qualitative research.

3.2 Object of the Research

The object of this research is very essential role in a research as to be analyzed in order to get the conclusions drawn as the result within this research. Therefore, in order to get the conclusion from the essential of the object or the data is considered valid and accurate. The data as the primary sources of the research were the script obtained from the conversations among the characters which appeared. In this case, the context of data was the dialog in which the main character becomes one of the participants and flouts the maxims of Cooperative Principle. The object of this research is maxim in "Logan" movie. According to (Sugiyono, 2008), Object of the research is a scientific target to get the data with the purpose and usefulness of something objective, valid, and reliable about something.

3.3. Method of Collecting Data

Data are important things in a research. The researcher chooses the appropriate method in order to find qualified data. There are a lot of methods that can be used to collect data. For this research, the method of collecting data used is observation method, which is according to (Sudaryanto, 1993) this method are not involve in the conversation. After that researcher watch the movie while doing taking notes to write transcripts in the movie. Furthermore, the process of data collection followed some steps below.

1. The researcher downloaded "Logan" movie completed with the script.
2. The researcher watched the movie and reading the script
3. The researcher watched the movie again and read the transcript of the dialogue to check whether what was spoke is the same as what was written.
4. The researcher collected the data from the scripts which reflect the phenomena of maxim flouting.
5. The researcher classified the utterances performing maxim flouting in the movie base on the categories of flouting
6. The researcher transferred the data to the data sheet.

3.4 Method of Analyzing Data

Data analysis is the most important to this research. The data are analyzed through descriptive technique. Thus, the data are analyzed to identify the maxim used and analyzed to categorize the violations of maxim descriptively. The data analysis process started from evaluates all of data from note taking observations that have been written in the personal documents. However the nature and the number of remaining constituent element of existing after the technique have not changed (Sudaryanto, 1993). Here the steps that are applied by the writer in collecting and analyzing data, they are:

1. The researcher categorized the raw data that had been recorded. Some categorizations were made as a form of identification on the data of the research.

2. The researcher interpreted the data in order to answer the formulation of the problem. In this step, the researcher got to know what was important in each data and what it meant.
3. The researcher made classification of the data into four groups of maxims to make be easier in analyzing the data as arranged.
4. The researcher drew the conclusions of the research based on the findings.

3.5 Method of Presenting Result Analyze

As mentioned above, after researcher watch the movie over and over, all of data made classification of the data into four groups of maxims. Researcher explained each flouting maxim in to paragraph. According to (Sudaryanto, 2015), there are two method of presenting result analysis, namely formal and informal. Meanwhile informal method is the researcher used in this research. From this method, the researcher explained about flouting maxim of the main character utterances in "Logan" movie and made percentage for each maxim in sentence. By this percentage, the researchers and readers are easy to understand the result of analysis data which give. Finally, the conclusion of the study and suggestion for future research presented at the final part of research.