

**AN ANALYSIS OF FLOUTING MAXIM IN  
"BAD BOYS FOR LIFE" MOVIE:  
PRAGMATIC APPROACH**

**THESIS**



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

**2023**

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**Submitted in Partial fulfillment of the Requirements for the degree of  
Sarjana Sastra**



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PRAGMATIC APPROACH

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**DECLARATION OF THE THESIS  
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I, Dion Ahmad, NPM No 191210048

Hereby declare that the term paper entitled:

**AN ANALYSIS OF FLOUTING MAXIM IN "BAD BOYS FOR  
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Is the real work of myself and I realize that this thesis has never been published in other media before, partially or entirely, in the name of mine or others

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**APPROVAL PAGE**  
**AN ANALYSIS OF FLOUTING MAXIM**  
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Sastra

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## ABSTRAK

*Untuk mengidentifikasi pelanggaran maxim, dapat dipahami melalui ujaran seseorang di dalam media, seperti film atau sebuah saluran di media sosial. Pelanggaran maxim ditemukan di dalam ujaran yang terdapat di film "Bad Boys for Life". Penelitian ini bertujuan untuk menganalisis jenis pelanggaran maxim dan alasan pelanggaran maxim. Peneliti menggunakan studi pragmatik yang menjelaskan tentang pelanggaran maxim. Peneliti menganalisis pelanggaran maxim tersebut dari ucapan yang dilontarkan oleh pembicara. Penelitian ini menggunakan teori yang dikembangkan oleh Grice (1975) untuk menelaah jenis pelanggaran maxim dan teori Thomas (1995) untuk menelaah alasan pelanggaran maxim. Metode deskriptif kualitatif adalah metode yang digunakan melakukan penelitian ini dan metode observasi untuk mengumpulkan data. Langkah-langkah yang dilakukan peneliti yaitu menonton, mendengar dan mengamati alur cerita dari film "Bad Boys for Life". Penelitian ini menganalisis empat maxim yang dikemukakan oleh Grice dan mengaplikasikannya untuk meneliti ujaran yang terdapat pada film tersebut. Hasil dari penelitian tersebut ditemukan 3 data pelanggaran kuantitas maksim, 9 data pelanggaran kualitas maksim, 17 data pelanggaran relevansi maksim dan 10 data pelanggaran pelaksanaan maksim. Kemudian, ditemukan juga beberapa alasan pelanggaran maksim yang meliputi, memberikan informasi yang berlebihan karena ingin memperjelas perkataannya, mengubah topik pembicaraan karena adanya topik yang sensitif dan tidak harus dibahas. Dalam penelitian ini maksim yang paling dominan yaitu relevansi maksim karena film komedi memberikan ujaran yang sulit untuk dipahami dan tidak relevan dengan topik yang sedang dibicarakan. Kesimpulan yang bisa diambil adalah semua orang pernah melanggar maksim dengan sengaja atau pun tidak sengaja.*

Kata kunci: Pragmatik, Prinsip kerja sama, Pelanggaran maksim

## **ABSTRACT**

To identification a flouting maxim, it can be understood through someone's utterance in the media, such as a movie or a channel on social media. Flouting of the maxim was found in the utterances of the film "Bad Boys for Life". Therefore, this study aimed to analyze the types of flouting of the maxim and the reasons for flouting the maxim. The researcher used a pragmatic study that explained flouting of maxim. The researcher analyzed the flouting of maxim from the utterances made by the speaker. This study used the theory developed by Grice (1975) to examine the types of flouting maxim and theory Thomas (1995) to examine the reasons flouting maxim. Qualitative descriptive method was the method used to conduct this research and the observation method to collect data. The steps taken by the researcher were watching, hearing and observing the storyline of the film "Bad Boys for Life". This study analyzed the four maxim put forward by Grice and applied that to examine the utterances contained in the film. The results of this study found 3 data on flouting of the quantity of maxim, 9 data on flouting of the quality maxim, 17 data on flouting of the relation maxim and 10 data on flouting of manner maxim. Then, there were also several reasons for flouting the maxim which included giving excessive information because they wanted to clarify what they said, changing the topic of conversation because there was a topic that was sensitive and did not have to be discussed. In this study, the maxim that is most dominant relevance of maxims because comedy film gave utterances that are difficult to understand and irrelevant to the topic being discussed. The conclusion that can be drawn is that everyone has flouting maxims deliberate or unintentionally.

Keywords: Pragmatic, Cooperative Principle, Flouting maxim.

## ACKNOWLEDGMENT

Praise and gratitude toward thank God for the abundance of grace and guidance, so that the thesis discusses which about “AN ANALYSIS OF FLOUTING MAXIM IN “BAD BOYS FOR LIFE” MOVIE: PRAGMATIC APPROACH” can be completed.

This thesis is submitted in partial fulfillment of the requirement for English Sarjana Sastra in Putera Batam University. To finish this thesis, author has recognized obstacles and difficulties encountered but the assistance, encouragement and guidance from many, this task can be completed in time.

Author wants to give thanks to the following for every valuable time was that was dedicated to help author during the data gathering, processing and writing of this thesis.

1. Mrs. Dr. Nur Elfi Husda, S.Kom., M.SI as the rector of Putera Batam University
2. Dr. Michael Jibrael Rorong, S.T., M.I.Kom. as the dean of Social Sciences and Humanities Faculty of Putera Batam University.
3. Mrs. Nurma Dhona Handayani, S.Pd., M.Pd as the head of English Literature Program Study.
4. Zia Hisni Mubarak, S.Pd., M.Pd as the thesis supervisor.
5. To all lecturers and staff in Putera Batam University.
6. Author’s parents and family who always give some suggestions, help and support the author.
7. My friend Daffa, Dian, Yayang, Nadha, Rindang, and Anggi who always help and give support in improving this thesis.
8. To everyone who cannot be mentioned one by one.

May God bless and always.

Batam, August 4<sup>th</sup> 2023.



Dion Ahmad

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# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Research

Communication is a skill needed by humans to convey a message. The Speaker can convey a thought and get clear information through communication. According to (Erdayani & Ambalegin, 2022) Language is a part that will not disappear from human life because it has a function as a tool that really helps humans. Meanwhile, communication can be carried out in various ways, such as e-mail, talk face to face and online with social media. Unfortunately, sometimes the purpose of communication did not always goes well. Therefore, good communication follows the cooperative principle developed by Grice. According to Grice (1975) communication must be practiced clearly so that did not occur misunderstanding.

The use of language in communication is known as pragmatics. According to (Biner, 2013) pragmatic is understanding what the speaker's means effectively, The meaning is called implicature. To find out the meaning of implicature in communication, the speaker convey a message with its own meaning and the hearer try to understand the message being conveyed. Hence, Grice (1975) stated to carry out clear communication, the speaker and the hearer must understand what is in the communication. However, speakers often deliver messages that are illegible, confusing, or out of sync, making it difficult for hearers to understand the speaker. Following the cooperative of principle is facilitates effective communication.

Basically the cooperative of principle emphasizes that in communicating, each speaker must be able to convey the message well. The intended message is provide



correct information, clear, coherent, and relevant in the conversation. According to Grice (1975, as quoted in Cutting, 2002) there are four maxims that must be applied to create good communication, they are called maxim quantity, maxim quality, maxim relation and maxim manner. In communication, the speech participants do not always observe by the four maxims. Non-observance is the speaker does not follow cooperative maxims. Thomas (1995) stated flouting maxim is when the speaker is not misleading but the speaker wanted the hearer looking for implicature in conversation. Therefore when the speaker did not deliberately fail to fulfill the maxim, the aim is to communicate the message effectively.

The study of flouting maxims is a part of pragmatics. On the other hand pragmatics can be explained that the meaning conveyed by the speaker must be interpreted or understood by the other person (Yule, 1996). This is because the message shipped by the speaker can give meaning that cannot be explained in a message. The study of language complements in communication is known as pragmatics. Thus, rather than only studying words, phrases, or sentences in a message, what is taught in pragmatics is more prevalent in what the speaker means by his speech. The term implicature then refers to this sense. Here are some examples of utterances with implications so readers can understand the idea of implicature.

The phenomenon of flouting maxim is mostly done by language users. As a medium used by language users in everyday life, social media also often causes conversations that result in flouting maxims. Language users on social media also create a phenomenon when speaker express feelings to listeners. This time the researcher found the phenomenon of flouting on YouTube, especially in the video

entitled "Bill Gates Talks Divorce, Jeffrey, Elon Musk". The video was published by the YouTube channel "Today" on 3 may 2022. The conversation was found in bill gates answered and it is shown below.

Presenter : "Misinformation on social media is killing people, do you agree?"  
 Bill Gates : "**Absolutely, it's been weird that you know vaccines have been attacked as you know being overall that negative or there's some conspiracy here it is terrible well**".

The utterance above occurred between the presenter as a hearer and bill gates as a speaker. It happened at the minute **(04:23) – (04:47)**. The conversation took place on Today interview. Before that, the hearer asked agree or disagree with the speaker statement. Unfortunately, the speaker responded with a lot of information. As a result the speaker fails to full the maxim. According to Grice (1975) someone who gave a lot of information and gave little information was called quantity maxim.

Another phenomenon of floating maxim was produced in talk shows. The researcher found the act of flouting maxim in the YouTube video "The Late Late Show with James Corden" with the title "Kendall and Harry are doing "spill your guts Test". It was published on December 11, 2019. The conversation was spoken below.

Harry style : "Who's the most unlike super modal?"  
 Kendell Jenner: "**I have answer but I can't say it**".

The conversation above took place between Harry Style as the hearer and Kendell Jenner as the speaker. It happened at the minute **(05.32) - (05.40)**. The hearer asked the speaker who is the most hated model. The speaker chose not to answer the question and said he could not say it. The speaker flouting the maxim of

manner by giving a statement that ambiguous answer. Grice (1975) Stated flouting manner maxim is when the speaker gave an ambiguous opinion.

Next phenomenon was took from Interview. The flouting maxim found in the YouTube Channel” Real Time with Bill Maher” with the title “Elon musk (full interview)”. The video publish on April 29 2023. The conversation between Elon musk and Bill Maher below.

Bill Maher : We talk about what changes happen in the world, who actually make change happened you are one of those people probably?  
 Elon Musk : **Um you know, I just want to say I love this audience.**

The utterance occurred when the hearer (Maher) was asking to the speaker (Musk). It happened at minute **(1:11) - (1:24)**. The statement from The speaker (Elon musk) was not relevance because the speaker did not answer the question. According to Grice (1975) the speaker fails fulfill the maxim relation when the topic was changed.

The researcher also found flouting in the film. The film that was found to have this phenomenon was the film "Bad Boys for life". This film is comedy and action. Mike Lowrey and Marcus Burnett join the special team of the Miami Police Department AMMO to take down the ruthless Armando, who is on a mission to kill Mike at the behest of his mother, Isabel. This film is published in 2020 and this film is specifically about the team of detectives. The conversation is as below and it was produced in **(14:16) – (14:26)**.

Marcus: “Have you really been in love?”  
 Mike : **“Of course I mean I was in love. One time A long time ago”**

In this movie Marcus and Mike make a conversation. Marcus as the hearer and mike as the speaker. The hearer was asking have you really been in love. The

listener answered the many information and broke the cooperative. The conversation flouting of maxim quantity because Grice (1975) stated it was given a lot of information and little information called quantity.

There were other conversations of “BAD BOYS FOR LIFE” movie that showed. In the conversation below, there is another conversation and researcher found flouting maxim. The conversation was said in **(12:02)-(12:30)**.

Mike : “When’s the last time you had sex?”

Marcus: “**None of your damn business**”.

The dialogue above happened between Marcus as the speaker and Mike as the hearer. It was categorized as flouting the Relation Maxim because the speaker gave statement that unrelated to the previous question. The hearer asked about what the last time before, but the hearer answered by giving unnecessary additional information. Because the speaker's response was unrelated to the hearer's question, the speaker was thought to have flouted the relation maxim Grice (1975).

This research used several studies to support the research. The study from Erdayani & Ambalegin, (2022) aimed at discovering the types of flouting maxim during the conversation. The theory by Birner was applied as the main theory. The movie “Fantastic Beasts and where to find them” was used as the data source. The final of this study found 15 data of flouting maxim. The dominant types found was the flouting maxim of quantity.

The next previous study from (Juniati & Afriana, 2020) purposed at finding maxim flouting. The Grice’s theory of flouting maxim was applied in this studies. The data source of this previous study was “Wonder Women” movie. This previous study found 13 data of flouting maxim. The Flouting maxim quantity occurred 2

data, the flouting maxim quality found 1 data, the flouting maxim relation appeared 7 data, and lastly the flouting maxim manner found 2 data.

In additions, the similarities from the two previous studies and this present research the topic and the main theory. This research took the data source from movie titled “BAD BOYS FOR LIFE”. This research aimed at finding out about the types and reason of the flouting maxims in Movie. This research will focus on the types of flouting maxims theory by Grice (1975) and the reason of flouting maxims theory by Thomas, (1995). Furthermore, the phenomena that shown in the background led the researcher to conduct the research entitled “An Analysis of Flouting Maxim in “Bad Boy for Life Movie: Pragmatic Approach”.

### **1.2 Identification of the problem**

Based on the research background and the phenomena from the movie the research formulates some problems stated below

1. The Types of Flouting Maxim in “Bad Boys for Life” Movie.
2. The Reasons of Flouting Maxim in "Bad Boys for Life" Movie
3. The Strategy of Flouting maxim in “Bad boys for Life” Movie
4. The context of situation when the characters flout the maxims in “Bad Boys for Life” movie.

### **1.3 Limitation of the problem**

Based on identification of the problem, the researcher limited the research due to time and tools to analyze. Limitation of the problem consisted of the main topics as follows:

1. The Types of Flouting Maxim “Bad Boys for Life” movie.
2. The Reasons of using Flouting Maxim in “Bad Boys for Life” movie.

#### **1.4 Formulation of the problem**

Based on the limitation of the problem above, the research formulates the question below:

1. What are the types of Flouting Maxim in “Bad Boys for Life” movie?
2. What are the reasons of using flouting maxim in “Bad Boys for Life” movie?

#### **1.5 The objective of the research**

This research wants to overcome the problems stated above. By answering or finding the questions below:

1. To analyze the types of flouting Maxim “Bad Boys for Life” movie.
2. To find the reason used flouting maxim in “Bad Boys for Life” movie.

#### **1.6 Significance of the research**

##### **1. Theoretical significance**

Theoretical, this research has a purpose. First, it is hoped that this research will convey information to speakers about the principle of cooperation and the types of violation of maxims in speech. Second, the researcher expects that this study will add to the repository of knowledge that can be utilized to apply scientific research, particularly in relation to conversational implications of the cooperation principle. And last, the researcher wishes for readers to comprehend the maxims that have been flouted after reading this.

## 2. Practical significance

Everybody who reads this research is anticipated to find it helpful, but students who are accustomed to speaking English in conversation will particularly benefit. Second, by including phenomena that defy the maxims and occur in actual life, the researcher aids in making contributions that are simpler for the reader to understand. Additionally, this research can aid readers in understanding the causes of flouting conversational rules.

### 1.7 Definition of key terms

**Pragmatics** : Pragmatics is the study of meaning as interpreted between language and context (Yule, 1996).

**Implicature** : Implicature is designed to clarify sentences that are interpreted and sentences that are pronounced differently by speakers (Grice, 1975).

**Cooperative principle** : The cooperative principle is a form of how to communicate well (Grice, 1975).

**Flouting maxim** : The flouting maxim is a form of conversation that has an implied meaning and it is not intentional (Grice, 1975).

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE AND THEORITICAL FREMWORK**

#### **2.1 Pragmatics**

Pragmatics is the study of meaning as interpreted between language and context (Yule, 1996) Interpretation requires the listener to find context to know the speaker's intention. Birner (2013) also stated that pragmatic is the study of language applied in context. This means that pragmatic is about using language and dealing with context. This study is observe to the use of language and the meaning of context. Speaker and listener understand each other.

The linguistic division is pragmatic. It focuses on the analysis of how a speaker or writer conveys meaning and how listeners or readers interpret that meaning (Yule, 1996). The use of language in discussion and communication is also studied by pragmatics. This focus study reveals how a particular situation affects what they say. This requires considering how speakers organize what they want to say or what they want to say according to the person they are talking to, where, when, and under what circumstances (Yule, 1996).

#### **2.1.1 Implicature**

According to Grice (1975) Implicature is designed to clarify sentences that are interpreted and sentences that are pronounced differently by speakers. As the interlocutor, the listener have to remember what the speaker was saying for understanding implite meaning. Thus, that the interlocutor will start to think about the meaning in the conversation and relate it to the context that is happening. Based



on the explanation above, the writer can conclude that implicature is a way to explain the hidden meaning of a word in a conversational discourse.

### **2.1.2 Cooperative Principle**

The cooperative principle is a form of how to communicate well. By following the cooperative principle, communication will be clear and effectively. According to Grice, (1975) the cooperative principle is that as a conversation participant must contribute to the conversation as needed in accordance with the purpose or direction of the conversation exchange received in which it is involved. In principle, this cooperation can be referred to as an agreement between the speaker and the interlocutor, and this is in accordance with the statement (Levinson, 1983). There are four types of maxims that must be obeyed by communication participants (Grice, 1975) namely maxim quantity, maxim quality, maxim relation and maxim manner.

#### **2.1.2.1 Observance**

Grice (1975, as quoted in Levinson, 1983) stated observation is a speaker who obeys and follows the cooperative principle. In this case the speaker understands the context of the maxims. Hence, observation reveals that speakers and listeners are cooperative by providing the desired information. There are four maxim cooperative principle:

##### **A. Quantity**

In the conversation participants only provide the necessary information, and do not provide more informative contributions than needed. Based on this explanation, it can be concluded that the speaker only provides sufficient information and

nothing more. Grice (1975) said that in the maxim of quantity, the speaker is required to provide the required information and may not provide too little or too much information. The example below:

Zookeeper : “Ready to get out there and meet your public?”  
Snake : “**yes**”.

According to (Safitri & Ambalegin, 2022) the phenomena is observance of quantity maxim. Because the speaker gave a clear answer. According to Grice (as quoted in Safitri & Ambalegin, 2022) quantity maxim gave statement simple and did not talk too much.

## **B. Quality**

According to Yule (1996) Quality maxim requires that each participant provide correct information, its mean, that quality maxim requires the contribution of each conversation participant in providing correct information. Therefore, neither the speaker nor the interlocutor said anything wrong, and each contribution must be supported by sufficient of evidence. Grice also (1975) stated that each individual uttered things that had evidence and the statements conveyed were true. If in a conversation there is a speaker who did not have sufficient evidence of what he said, there may be some reason behind it. Example:

Ali : “When is physics exam?”  
Jordan : “**This Saturday**”

The utterance above used a maxim quality because according to (Sari & Afriana, 2020) the answer by Jordan is truth.

### C. Relation

According to Grice (1975) in relational maxims, participants must make relevant contributions in the conversation. To comply with the maxim of relation, the speakers were required to say something that is relevant to what is being discussed now or in the past. Yule (1996) stated that to observe relational maxims, speakers can use several expressions such as "oh, by the way", "anyway", or "well, anyway". The example could be seen below:

Rara : ‘‘Hei, do you like K-pop music?’’  
 Astra : ‘‘**Of course I do**’’  
 Rara : ‘‘Who is your favorite group?’’  
 Astra : ‘‘**Blackpink, how about you?**’’  
 Rara : ‘‘Ahh I like blackpink too, but I like BTS more’’

According (Sari & Afriana, 2020) the utterance between Astra and Rara was used a maxim relation. Each other answered the question relevant.

### D. Manner

Participants in the conversation have to provide clear and unambiguous statements Grice (1975). In this context it can be concluded that the speaker should avoid ambiguity and the conversation must be orderly and clear. According to Cutting, (2002) verbal exchange of information in conversations or interviews tends to run smoothly and successfully when the participants follow social conventions called conversational maxims. The example from (Safitri & Ambalegin, 2022) below:

Jacinta : Now, once you’re through the city, head for the Blue Mountains  
 Nigel : They sound pretty. What kind of blue?  
 Jacinta : **Kind of a smoky eucalyptus blue**

The conversation occurred between Jacinta and Nigel. The speaker gave a clear answer according to maxim of manner.

### **2.1.2.2 Non-Observance**

The participant conversation who do not follow the four rules of the cooperative principle are called non-observance (Munthe & Ambalegin, 2021). This means that participant failed to obey the maxims. Failure to comply with maxims is done by do not follow the rules of Grice's theory, the cooperative principle. This is also called the principle of non-observance. There are four ways to mention several cases related to failure to comply with the maxims, namely opting out, breaking, infringing and flouting. Of the four types, researchers will focus on analyzing floating.

#### **2.1.2.2.1 Flouting Maxim**

In conversations, the flouting of maxims often occur in community. The flouting can be committed by the speaker, or listeners responding to the conversation. The flouting maxim is a form of conversation that has an implied meaning and it is not intentional. People always break these rules in many ways base on Grice (as cited in Erdayani & Ambalegin, 2022). Flouting of the cooperative principle occurs when the speaker did not provide correct information, or in other words there is no relationship between the speaker and the listener. According to Grice (1975) there are four of flouting maxims.

#### **A. Flouting of Quantity**

The flouting maxim of quantity requires that each participant contribute as much as is required by the other person, but if the speaker provides too little or too

much information than is required Grice (as cited in Cutting 2002). It can be said that the information provided is not sufficient according to the needs of the interlocutor. Example:

Queenie : Hey, Mr. Scamander, you prefer pie or strudel?  
Newt : **I really don't have a preference.** (Erdayani & Ambalegin, 2022)

It was classed as flouting the quantity maxim because the hearer gave too little information. The speaker asked if the hearer prefer pie or strudel, but the hearer answer was not informative.

### **B. Flouting of Quality**

Flouting the maxim of quality usually says something that is not clear and does not represent what they thought Cutting (2002). In the maxim of quality, there are other ways for the speaker to fail this maxim, namely by using hyperbole, metaphor, irony, and satire.

Beast : “Who are you? What are you doing here?”  
Maurice : **“I was lost in the wood sand...”** (Florentina & Ambalegin, 2021)

Maurice's utterance exemplifies the quality maxim because he was telling the truth about being lost in the woods.

### **C. Flouting of Relation**

The flouting maxim of relevance can occur if the speaker did not make a relevant contribution to the topic of conversation and makes statements that were irrelevant to the topic. The speakers who fails relational maxims expect listeners to be able to imagine what was not said in their utterances and make connections between their utterances and previous utterances delivered by the speaker Grice

(1975 as quoted in Cutting, 2002). The example took from (Devi & Ambalegin, 2021).

Alice : “There! Did you see it?”  
 Imogene : **“He’s a prince. But, he cannot marry me unless he renounces his throne. Isn’t it tragic?”**

The utterance took between Alice and Imogene. It could be seen that the conversation used flouting relation maxim. Imogene failed the cooperative principle because the speaker was giving unrelated answer.

#### **D. Flouting of Manner**

According to Grice (1975) the speaker failed in maxims of manner usually exploit it by giving ambiguity, unclear expressions, and not providing detailed explanations. The example took from: (Marlisa & Hidayat, 2020).

Host 2 : “Owhh that was you have worth it?”  
 Guest : **“Ummm so was so nice hit by Bruce Lee”**

The conversation happened between host and guest. The answer from the speaker flouted the maxim manner because Jackie answered winking create some jokes there.

#### **2.1.2.2.2 The Reasons of Flouting Maxim**

Thomas (1995) argued that every participation did not completely ignore the cooperative principle. In other words, the participants involved in the conversation have reasons why they failed to comply maxims. There are the reason according to Thomas (1995):

## **A. Flouting Maxim Quantity**

### **1. To explain more**

The participant provide many of the subjects discussed to help hearer. Therefore the speaker usually conveyed the message in detail even though it was contrary to the quantity maxim.

### **2. To stress something**

The participant of speaker conveyed the message a lot of information to the listener because the meaning spoken by the speaker can be clearer for the listener to understand.

### **3. To expect something**

The speaker uttered more statements because the speaker expected which were desired from hearer. There is example of reason quantity maxim:

The Hearer : What are you doing here? Do you want?

The Speaker : **Have a chat, first of all, agent john h. please accept my sincerest apologies for the whole mix-up in Roma**

In the conversation above the speaker answered with many words. The reason the speaker wanted to provide additional information to the listener.

## **B. Flouting Maxim Quality**

### **1. To convince the addressee**

The speaker tried to persuade and convince the listener. Unfortunately the speaker did not follow the quality maxim because the speaker gave a false and unproven statement.

## 2. To cover something

The speaker would cover something because the speaker did not want the listener to know what happened to the speaker. In other words, the speaker failed to comply with the maxim to cover something that might not be able to convey by the speaker.

## 3. To hide something

Participants failed to comply with the maxim of quality because the speaker wanted to hide something up. The speaker deliberately lie so that the listener did not know. There is example of Reason flouting quality :

The hearer : How's do you find me?

The speaker : **Well, the same way I knew that you were gonna steal the egg in roman**

The utterance above between speaker and hearer. The speaker did not want hearer know if the speaker followed hearer from Roman. So the answered from speaker reason to hide something.

## C. Flouting Maxim Relation

### 1. To change the topic

The speaker ended the conversation because the speaker did not like to provide information, therefore the speaker changed the topic of conversation.

### 2. To give additional information

The speaker included additional messages because the speaker wanted the listener not to misunderstand and understand what the speaker was saying.



### 3. To avoid talking about something

To avoid sensitive speech, the speaker failed to comply with the maxim because the speaker does not want to hurt the listener's feelings. There is example of reason relation:

The hearer : What Do you got in the bag?  
 The speaker : **You' are American. What's your bring?**

The conversation can be analyzed that the speaker wanted change the topic because the speaker panic.

### D. Flouting Maxim Manner

#### 1. To get attention

The participant of speaker often used the same words to get attention. The words spoken to the listeners resulted in unclear conversation and caused misunderstanding.

#### 2. To be clear

The speaker usually provided clearer statements, so that listeners can understand the conversation. But the speaker often make ambiguous statements. Unintentionally, unclear sentences can cause disturbance communication. There is example of reason manner:

The hearer : How do you get free?  
 The speaker : **He shot the cuff**

The speaker answered the question from hearer is not clear and ambiguous. The reason is speaker want to get attention from hearer.

## 2.2 Previous Research

The first research was looking for purpose types of flouting maxims and the reason behind their inclusion in the Finding Dory movie were addressed by (Natasya & Sari, 2019) This study used the Finding Dory movie as a data source. The descriptive qualitative approach was used in this study. It made advantage of Grice's cooperative principle hypothesis (1975). The results showed that there were 17 quantity maxims, 1 quality maxim, 16 relation maxim, and 1 manner maxim.

The second research described prior research that was relevant to the subject being investigated before beginning to evaluate the data. The first study was conducted by (Op.Sunggu & Afriana, 2020) who examined how the "wonder women" film flouted adages. This study was based on how frequently people make mistakes when interacting in social settings. Due to the conveyance of ambiguous information, some communication failures frequently produce ambiguity. In relation to the subject, the researcher conducted a study that examined how the characters in the Wonder Woman movie disregarded the rules and determined they used theory of Grice, (1975).

The third research from (Nuzulia, 2020) investigated the types and the most dominant types of maxims that flouted by Donald Trump in the interview with TIME in the Oval Office 2020. The data source was the transcript interview of Donald Trump with Time. The primary theory that used in this research was proposed by Grice (1975). The result revealed 11 utterances that flouted the maxim of quantity, 3 that flouted the maxim of relation, 2 that flouted the maxim of manner, and none that flouted the maxim of quality.

The next fourth research aimed to the types and motives of maxim-flouting in the *Pokemon: Detective Pikachu* film were examined by (Setiawan & Haryani, 2020). *Pokemon: Detective Pikachu* served as the data source for this study. Grice (1975) Cooperation principle theory was used as the foundational theory. The findings revealed eight instances of quantity maxima being broken, thirteen instances of quality maxima being broken, eight instances of relevance maxima being broken, and seven instances of way maxim being broken.

The fifth research by (Marlisa & Hidayat, 2020) found the forms and causes of Flouting Maxim. For this study, the dialogue script from the *Good Morning America* discussion show served as the data source. Cooperative principle by Grice, (1975) served as the primary theory for this investigation. The findings revealed that there were 5 maxims of quantity, 2 of quality, 3 of relation, and 5 of way that were flouted.

Another the sixth research (Tami & Handayani, 2021) examined how television series break moral precepts. This study used descriptive qualitative research, where the data were utterances made up of phrases, sentences, and words. They were gathered by unbiased observation and subjected to pragmatic identity analysis for analysis. This study set out to identify the kinds and methods of maxim-flouting employed by the characters in the third season of the Netflix series *Stranger Things*.

The seventh research done by (Devi & Ambalegin, 2021) *The Type of Flouting Maxim Found in "Alice in Wonderland" Movie*. This study aims to determine the types of maxim flouting used by the characters in the film. This research is focused on Grice's theory (1975) about the types of flouting of maxim.

The eighth previous research from (Florentina & Ambalegin 2021). The article analyzed the flouting maxim in “Beauty and the beast”. The study purpose to find type flouting maxim by actor. The article used Grice’s theory of flouting maxim and this research used descriptive qualitative research design as formed. The research found 13 flouting maxim in the main character movie, namely 4 quality, 4 quantity, 3 relation and 2 manner.

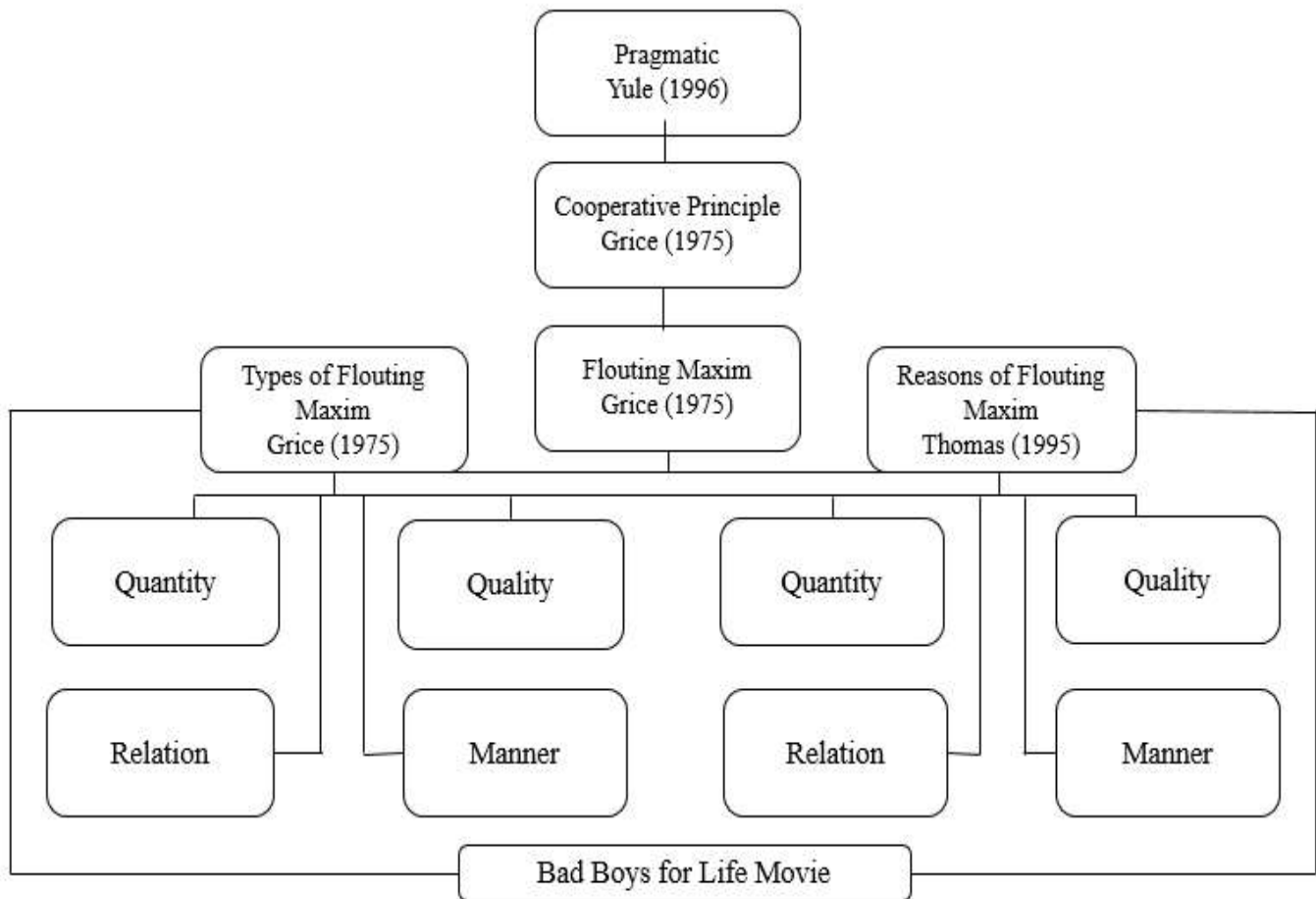
The researcher can take certain conclusions about similarities between some of the research after describing some of the previous research. The first is that the majority of researcher choses to study the flouting maxim in a film as their subject of study, although some other researcher choses talk programs. Second, the theory employed in previous studies the Grice hypothesis has always been the same.

The last is that descriptive qualitative methodologies have been used to assess every piece of research, but different subject matter experts have been used by each researcher. It can be claimed that there won't be much overlap between this research and previous studies. This is true because this research was used as a research item in a movie. None the less, makes use of alternative data and Grice’s theory. Additionally, this study will make use of a research methodology developed by expert Sudaryanto, who obviously had not used it before.

### **2.3 Theoretical Framework**

This study used a pragmatics based approach, with the theme of flouting maxims. The research considered many sorts and forms of flouting maxim to be examined in this research. The theory of Grice, (1975) about flouting types will be used. The research also will use theory of Thomas (1995) to analyze the reason

flouting maxim. For data source, this research used movie with the title “bad boy for life”.



**Figure 2.1 Theoretical Framework**

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

This research was a qualitative descriptive research proposed by Abbot and McKinney, (2013). This research is a descriptive qualitative research, because this research analyzes about phenomena that happened in daily conversation. The researcher used descriptive qualitative as the research design. Qualitative research was used to explore the social phenomenon, reveal the meaning in communication, or build a detailed understanding of social life (Leavy, 2017). According to (Creswell, 2012) research studies that were related to phenomena that occur in everyday speech as well as social problems and things made with words are all things that can be analyzed using the qualitative technique.

The phenomenon that motivated this study was a typical conversational occurrence. The analysis of the phenomena was followed by a descriptive presentation of the findings. The primary theory in this analysis is the cooperative principle theory put forth by Grice in 1995. It is utilized to examine maxim flouting in the film *Bad Boy for Life*.

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

In this research, object of the research is the most significant aspect as well as the main analysis of this research. The research subject chose by the researcher is the *Bad Boy for Life* movie. In this study, the types and reason of flouting maxims were examine utilizing the ideas of (Grice, 1975) and (Thomas, 1995). As a result,

the researcher concentrated on dialogue used by characters in the movie that flouted a principle.

### **3.3 Method of Collecting Data**

In collecting data, the researcher employed the method of observation to gather data. According to Sudaryanto (2015), the observation method is a way to study human behavior by observing and recording without making direct contact with the subject. Because of this, researchers watch movies using the method of observation. Due to the lack of participants, the researcher in this study used non-participatory procedures to gather data.

In order to gather data, the researcher will follow a number of steps. The researcher first watched the film. Second, the researcher read the screenplay for the film *Bad Boy for Life*. Putting the data in the movie into a third Grice theory-based classification. Fourth, the researcher decides data would be relevant to the subject of the analysis.

### **3.4 Method of Analyzing Data**

After collecting the data, the researcher then analyzes it, according to Sudaryanto, (2015). The researcher then uses Grice's theory to classify the data pertaining to flouting maxims, and pragmatic theory is used to assess the data pertaining to the classification theory of flouting maxims. This mentions that the analysis will be done by finding out the elements that relate to pragmatics. For technique, pragmatic competence- in equalizing will be applied because this research will equalize data and theory. "Pragmatic competence- in equalizing refers to technique of equalizing data and theory" (Sudaryanto 2015).

For the steps, there were several steps. Firstly, the research found context of utterances that the researcher highlights. Secondly, the researcher equalized the data and the types of flouting maxim theory. Thirdly, the researcher equalized data with the reasons of flouting maxim theory. In the last, the research result showed the types and reasons of flouting maxim.

### **3.5 Method of Presenting Research Result**

The researcher used Sudaryanto (2015) method in this investigation and reported the findings of the analysis. The method utilized is informal because all of the outcomes and conclusions are textual, or stated in words and sentences.