

**AN ANALYSIS OF FLOUTING MAXIM IN "THE
STRANGER THINGS" TELEVISION SERIES:
PRAGMATICS APPROACH**

THESIS



By:

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**ENGLISH DEPARTMENT
FACULTY OF SOCIAL SCIENCES AND HUMANITIES
UNIVERSITY OF PUTERA BATAM
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**Submitted in Partial Fulfillment of the Requirements Thesis for the Degree of
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2021**

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This thesis has been approved on the date as indicated below

Batam, 3rd March 2021



**Nurma Dhona Handayani, S.Pd., M.Pd.
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ABSTRAK

Penelitian ini merupakan penelitian deskriptif kualitatif, di mana data-datanya berupa ujaran-ujaran dalam bentuk kalimat-kalimat, klausa-klausa, dan kata-kata. Data dikumpulkan dengan teknik observasi dan non partisipasi. Data-data tersebut dianalisa dengan menggunakan analisis identitas pragmatis. Tujuan penelitian ini adalah untuk mengetahui jenis-jenis dan fungsi-fungsi ujaran pelanggaran maksim yang digunakan oleh actor-aktor dan aktris-aktris dalam serial televisi “*The Stranger Things*”. Dalam menentukan jenis-jenis ujaran pelanggaran maksim, peneliti menggunakan teori Grice (1989). Sedangkan fungsi-fungsi terjadinya ujaran pelanggaran maksim didasarkan pada teori Leech (1983). Dari data yang diperoleh, ditemukan 30 data terkait dengan jenis-jenis ujaran pelanggaran maksim yang muncul di serial televisi “*The Stranger Things*”. Temuan menunjukkan bahwa semua jenis pelanggaran maksim ditemukan di serial televisi “*The Stranger Things*”. Jenis yang paling sering muncul adalah jenis pelanggaran maksim Relevansi dan yang paling jarang muncul adalah jenis pelanggaran maksim Cara. Selain itu, tiga dari empat jenis fungsi pelanggaran maksim ditemukan. Mereka adalah fungsi kompetitif, fungsi kolaboratif, dan fungsi konflik. Jenis fungsi yang sering muncul adalah fungsi kolaboratif, sedangkan fungsi keramahan tidak muncul dalam serial televisi “*The Stranger Things*”. Demikian, pelanggaran maksim dan fungsinya dapat ditemukan dalam dialog para actor di serial televisi “*The Stranger Things*”.

Kata kunci: Pragmatik, Prinsip Kooperatif, Pelanggaran Maksim

ABSTRACT

This research was a qualitative descriptive study, which the data were utterances in the form of sentences, clauses, and words. The data were collected through an observation and non participatory technique. They were analyzed by using the pragmatic identity analysis. The aims of this research were to find out the types of the flouting maxim and the Functions for the flouting maxim used by the actors and actress in The Stranger Things. In determining the types of the flouting maxim, the researcher used on the theory of Grice (1989). Meanwhile the Functions for the flouting maxim were based on the theory of Leech (1983). From the collected data, it was found 30 data related to the flouting maxim appeared in The Stranger Things television series. The findings showed that all types of the flouting maxim were found in The Stranger Things television series. The type that most frequently appeared was the flouting maxim of relevance and the least was the flouting maxim of manner. Moreover, three of four Functions for the flouting maxim were found. They were competitive Function, collaborative Function, and conflictive Function. The Function for the flouting maxim that most frequently appeared was the collaborative Function meanwhile, the convivial Function was not appeared in The Stranger Thing television series.

Key words: Pragmatics, Cooperative Principles, Flouting Maxim

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CHAPTER I

INTRODUCTION

1.1 Background of the research

Communication is a crucial part of a human being. Every people need to communicate in their lives, which will help the society to be formed and developed. Communication is generally defined as a process of delivering information, message, or ideas. Book as cited in Nofrien (2016), communication is a process of conveying the information through verbal and nonverbal symbols to be interpreted by the receiver so that produce an action. Communication is not simply as a sequence of messages expressed in turns between the speaker and the receiver, it is structured into an adjacency pair (Brennan, 2010). It means that, in verbal or nonverbal communication, the participants need to consider the context related to the conversation takes. It will be successful if there is the same understanding, in both parties, the sender and receiver (Turhamun, 2015). Meanwhile, in linguistics, good communication can be achieved by following the Cooperative Principle purposed by Grice.

Cooperative principle is the contribution of the participants at the stage in which it occurs, and what they are engaged (Grice, 1989). It orders the participants to make a conversational contribution according to the context required. Grice developed the classification into 4 sub-principles, they are 1) maxim of quantity (be

informative), 2) maxim of quality (be truthful), 3) maxim of relevance (be relevant), and 4) maxim of manner (be clear). These 4 sub-principles must be obeyed by the participants to make a successfully good conversation.

Meanwhile, in making conversation, sometimes the participants disobey the four maxim principles, the participants flout the maxims in their conversation to be understood by the addressees, or what participants' utter may be related to some motive, such politeness, style of speaking. Flouting is a particularly silent way of getting the hearer to draw an inference and an implicature (Grundy, 2000). Meanwhile, Cruse (2011) stated that the flouting maxim is a signal to the hearer that the speaker is not following the co-operative principle. Below is an example provided by Thomas(1995) in his book entitled *Meaning in Interaction*.

"Great, that's really great! That's made my Christmas"

The utterance above indicated the flouting maxim, uttered by an ambulance man. It said by him in case when he picked up an unconscious man just before the Christmas Eve. The man was drunk and vomited all over the ambulance and the man who went to help him. Certainly, the ambulance man was peeved of that situation. Instead of saying words which representing his anger, he said the opposite to express his anger. From the utterance *"Great, that's really great! That's made my Christmas"* above, the ambulance man showed that he told something that did not represent what

he felt. It can be known that ambulance man flouted the maxim of quality by saying something was not true.

In relation to the types of flouting the maxims, some strategies are used by the participants. Cutting (2002) stated that there are some ways of flouting maxim principles. They were overstatement (giving too much information), understatement (giving too little information), hyperbole (exaggerating), metaphor (figuratively), irony (expresses a positive sentiment but implies a negative one), banter (saying something bad that implied good one), irrelevant statement (saying something irrelevant), and ambiguous statement (unclearly). Following is an example of the use of strategy in flouting maxim provide by Cutting in *Pragmatics and Discourse: A Resource Book for Students* book.

A : “How do I look?”

B : **“Your shoes are nice”**

(Cutting, 2002)

From the conversation above, the speaker B flouted the maxim of quantity by using the strategy of giving too little information. In context of speaker A asked about her/his appearance to the speaker B, and then speaker B did not answer the question as the speaker A required. The speaker A asked about her/his whole appearance, meanwhile the speaker B was just giving his opinion only about her shoes that she wore. The speaker B gave his/her comment less than the speaker A expected. It could be concluded that the speaker B failed in fulfilling the maxim of quantity by giving

less information than it should be. Hence, the speaker B was flouting the maxim of quantity by using the strategy of giving too little information (understatement).

Moreover, there are four Functions for flouting maxim were classified by Leech (1983), they are (1) Competitive (when the illocutionary goal competes with the social goal), (2) Convivial (when the illocutionary goal coincides with the social goal), (3) Collaborative (when the illocutionary goal is indifferent to the social goal), (4) Conflictive (when the illocutionary goal conflicts with the social goal). Following is one examples of the Function for flouting maxim.

Anna : “Betty, the phone is ringing”
 Betty : “**I’m in the bath**”

(Cutting, 2002)

The conversation above showed that Betty failed to fulfill the maxim of relevance by giving an irrelevant answer. Other than that, it showed the Function for the flouting maxim had done by Betty. The competitive Function was the Function which led Betty to flout the maxim. According to the context, Betty understood that Anna wanted her to answer the phone, but she refused it because she needed to finish her bath. Here, Betty’s illocutionary goal was to make Anna understood that she could not answer the phone or to make Anna to answer it by herself. Meanwhile, the social goal was to help Anna to answer the phone. Betty’s utterance showed that she just put herself first and refused to help Anna. It was known that Betty’s illocutionary goal competed to the social goal. Because of the competition between Betty’s

illocutionary goal and her social goal, it could be concluded that the Function of the flouting maxim of relevance was the competitive Function.

The types, strategies, and Functions for the flouting maxim were appeared in some literary works, novel, drama, short movie, film, television show, and others. One of the examples found in The Stranger Things television series. Following is one of the utterances that indicate the flouting maxim appeared in The Stranger Things.

Dustin : “Race back to my place? The winner gets a comic”
 William : “Any comic?”
 Dustin : “Yeah”.
 Dustin : **“Hey! Get back here! I’m gonna kill you!”**
 William : “I’ll take your X-man 134!”

(The Stranger Things S1:E1)

The conversation above involved Dustin and his best friend, William. This conversation took place while they were on their way back home. They were cycling and betted a comic for who won the race. William started the race by cheating, hence Dustin got mad and yelled at him that he was going to kill him. Here, Dustin flouted the maxim of quality by saying something that he would not really do, killing his best friend. He flouted the maxim by expressing the negative sentiment but implied the positive one, called as banter strategy. It showed his close relationship with William, it was his offensive way to be friendly because they were best friends. Meanwhile, the Function for the flouting maxim was conflictive Function. It cloud be seen from Dustin’s social goal and illocutionary goal that conflicted. The social goal here,

Dustin wanted to show his intimacy to his friend, he showed his offensive way to be friendly. On the other hand, the words "...I'm gonna kill you!" showed the illocutionary goal, which it was meant to be to threaten his best friend to stop his bicycle. Hence, Dustin flouted the maxim of quality by the strategy of banter and the Function of the flouting maxim was the conflictive strategy.

Some previous studies about the flouting maxim were attached, in order to make some differences. One of them has done by Setiawan & Haryani (2020) which examined types and the motives in using flouting maxim appeared in the movie "Pokémon: Detective Pikachu". As a result, it is found the 8 cases of flouting and four motives found in the flouting maxim used by Tim Goodman and Pikachu. Another example is the study has done by Kurniati & Hanidar (2018), which aimed to identify the flouting maxims used by the characters in the movies, "Insidious" and "Insidious 2", and also the Functions. The results show that the entire maxim flouted by characters. Furthermore, some Functions are to avoid making the main character upset, provide comprehensive explanations, convince the hearer, and criticize someone's action. Meanwhile, this research using a television series "The Stranger Things" as the data source. The types of flouting maxims are analyzed by pragmatic identity method using the theory of Cooperative Principles purposed by Grice and the Functions why the flouting maxim appeared using the theory of Leech. As a whole, there are some differences and similarities found between this research and the

previous researches. The differences are in the data source, the aims, analyzing data, and the results. Meanwhile, similarities are in the topic of discussion and the objective of the research, namely types of flouting maxims.

Based on the phenomena shown in the background, the researcher interested to conducting this research. It was related to the types and Functions for the flouting maxim appeared in the three seasons of The Stranger Things television series. Thus, the phenomena leaded research to conduct the research entitles “An Analysis of Flouting Maxim in "The Stranger Things" Television Series: Pragmatics Approach”

1.2 Identification of the problem

Based on the background of the research, it is identified some problems.

1. The types of flouting maxim that appeared in "The Stranger Things" television series.
2. The strategies in flouting maxim that appeared in "The Stranger Things" television series.
3. The Functions for the flouting maxim that appeared in "The Stranger Things" television series.

1.3 Limitation of the problem

Based on the identification of the problem, the researcher limited the research into two categories.

1. The types of flouting maxim that appeared in "The Stranger Things" television series.
2. The Functions for the flouting maxim that appeared in "The Stranger Things" television series.

1.4 Formulation of the problem

Based on the limitation of the problem, it is formulated some of the research questions.

1. What are the types of flouting maxim that appeared in "The Stranger Things" television series?
2. What are the Functions for the flouting maxim that appeared in "The Stranger Things" television series?

1.5 Objectives of the research

The objectives of this research are expected to answer the research questions above.

1. To describe the types of flouting maxim that appeared in "The Stranger Things" television series.
2. To describe the Functions for flouting maxim that appeared in "The Stranger Things" television series.

1.6 Significances of the research

1.6.1 Theoretical significance

Theoretically, this research is expected to give further information for the readers about pragmatics study. It is also expected to contribute to delivering the acknowledgment of the cooperative principle, especially for the flouting maxim studies. The researcher hopes this research can develop knowledge about the flouting maxim, its types, Functions, and its application.

1.6.2 Practical significance

Practically, this research is expected to be useful for the following parties. The result of this research is able to give a little contribution to the education field and also for the future researcher who interests to do the related research, especially for the flouting maxim. This research can be used as a reference for the future researcher or to explore it further, more than what was found in this research regarding the flouting maxim.

1.7 Definition of key terms

Pragmatics : Pragmatics is the study of speaker meaning (Yule, 1996).

Cooperative principle : Cooperative principle is the contribution of the participants at the stage in which it occurs, and what they are engaged (Grice, 1989).

- Flouting maxim : When the speaker fails to observe the maxims but he/she expects the hearer to appreciate his/her implied meaning (Cutting, 2002).
- Television series : A group of episodes of a television program broadcast in regular intervals.
- The Stranger Things : A science fiction horror streaming television series which released by an American entertainment services provider.

CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK

2.1 Pragmatics

According to Yule (1996), pragmatics is the study of speaker meaning. It is an invisible meaning, which must be understood when it is not written or said. Kreidler (2013) stated that pragmatics focuses on someone's ability to understand the situation intended by the speaker based on the speaker's background or linking the new information with what has happened before. It necessarily involves the interpretation of what people mean in a particular context and how the context influence what is said. The context in pragmatic linguistic studies is used as a tool to discuss the meaning of utterances. It has a significant role in understanding the meaning of speech or text. Yule (1996) stated that context simply means the physical environment in which a word is used. According to Levinson (1983), the basic consideration for understanding language is the language itself and the context. Thus, the context can be divided into two parts, linguistic and non-linguistics context.

Linguistics context is a reference obtained from the speech or text that has been spoken previously. For example is "*What you said is hurting me*", the words "*What you said...*" refer to the utterance that has been previously spoken by the partner. Meanwhile, non-linguistics context concerns with a wider range of references,

like physical, psychological, social, and general background. They are used to determine the meaning of language usage and will help the hearer in having a better understanding also in giving the appropriate answer. Therefore, context has strongly relation to the pragmatics field.

It means that, in defining a sentence or utterance, the hearer cannot simply judge the meaning through the literal words it is because, it deals with the speaker's intention, background, or context. Therefore, the hearer is expected to have a good comprehension in interpreting the utterances said by the speaker. In its development pragmatics has several specifications that could be analyzed further namely deixis, presuppositions, speech act, and implicature.

2.2 Cooperative principle

The conversation is a cooperative activity that involves two or more parties. Each of the parties must be allowed the opportunity to participate (Wardaugh as cited in Ismaliyah, 2015). In order to make a cooperative and successful conversation, there is a set of rules that must be applied by the participants, it is called the Cooperative Principles. The rules are first introduced by British philosopher, Herbert Paul Grice. Grice as cited in Nurjannah et al. (2020) stated that the Cooperative principles order the participants to make a conversational contribution according to the related context. It means that the participants contribute as necessary, at the stage at which conversation takes place, and by any accepted purpose or direction through the

conversational exchange. Subsequently, Grice expands the Cooperative Principles into four sub-principles called maxims. Maxims are rules that must be followed by the participants in order to be cooperative. The cooperative principles was observed if the speaker complies the maxim rules, in the other side it was non-observed if the speaker does not comply the maxim rules.

2.2.1 Observed cooperative principles

Observed cooperative principle is a condition when the speakers fulfill the four maxims sub-principle.

a. Observed maxim of quantity

Maxim of quantity is fulfilled by the participants when he/she provides the information by not saying more or less information than the situation demands (Cutting, 2002). Meanwhile, Grundy (2000) stated that the participants must make a contribution as informative as required. It means that, the speaker must give the information as the listener required or as much as necessary, not give too much or too little information to observe the maxim of quantity. Following is one of the examples were provided by Yule (1996), in his book *Pragmatics*.

“So, to cut a long story short, we grabbed our stuff and run”

The utterances above probably produced by the speaker, after someone asked about her/his recent vacation. The speaker knew that if she/he gives too little information,

the hearer cannot identify what the speaker meant. Meanwhile, if she/he gives too much or detail of her/his recent vacation, it would boring the hearer. This word “...*to cut a long story short...*” showed that the speaker cooperative in this conversation. By saying “...*to cut a long story short...*” to she/he maintains to give too much information about her vacation. Hence the speaker observed the maxim of quantity. Another example of the observed maxim of quantity is provided below:

Steve : “Do you bring the bread and cheese that I asked?”

Yuri : “**Yes, I bring them**”

The conversation above involved Steve and Yuri. In context of Steve had asked Yuri to bring bread and cheese before, it showed that Yuri observed the maxim of quantity. The ‘*them*’ word was related to the bread and cheese. In accordance with the requirements in observed maxim of quantity, Yuri was cooperative. She said an informative comment, not less or more. Hence Yuri observed the maxim of quantity in the conversation.

b. Observed maxim of quality

Maxim of quality is fulfilled by the participants when he/she is honest and says anything that they believe appropriate with the truth or the reality (Cutting, 2002). In addition, Grundy (2000) states that to realize the maxim of quality, the participants should not say something that lacks evidence. The speakers tend to observe the maxim of quality by enclosing the boundaries like, "as far as I know", "I may be

mistaken, but...", "I guess...", or "I'm not sure if this is right, but ..." in their utterances (Yule, 1996). This maxim is observed if the speaker saying something that they believe corresponds to the reality. Following dialogue is an example provided by (Cutting, 2002) in *Pragmatics and Discourse: A Resource Book for Students* book.

A: "I'll ring you afternoon then"

B: "Erm, I shall be there **as far as I know**, and in the meantime have a word with Mum and Dad if they're free. Right, bye-bye sweetheart"

A: "Bye-bye, bye".

(Cutting, 2002)

The conversation involved the speaker A and B. The context was the speaker A told that she/he wanted to call the speaker B again on the afternoon. However, the speaker B was not sure whether she/he would be able to answer the speaker A call or not. The speaker B was observing the maxim of quality by avoiding telling something not true to the speaker A. She/he indicates the possibility would happen and her/his uncertainty by saying '*as far as I know*'. It can be said that the speaker B does not lying. Hence, it is categorized as an observance maxim of quality. Another example provided below:

Roney : "How was your breakfast?"

Melaney : "**As usual, it was so delicious**"

The conversation involved Roney and his sister, Melaney. Roney made his sister breakfast and asked for her opinion. Melaney always loves her brother's cooking, she think that he was really good at cooking. In the conversation, Melaney said

something was true that the cooking was delicious. She said something that she thought it was true. Hence Melaney here observed the maxim of quality.

c. Observed maxim of relevance

As stated by Cutting (2002), the maxim of relevance or maxim of relation is fulfilled when the participants giving the relevant information to the previous utterances or statements. Meanwhile, Grundy (2000) stated that the maxim of the relevance is fulfilled when the participants give related information to the topic discussed. An example of observed maxim of relevance is provided in the following.

Ann : “Excuse me, can you help me?”

Ben : **“Yes, of course”**

Ann : “How can I get to the library?”

Ben : **“Turn left at the second intersection, go straight, and you will see the library after the laboratory”**

The conversation involved Ann and Ben. They met in a campus and they did not know each other. Ann asked do Ben could help or not, and Ben’s answer was related previous utterance by Ann, by saying ‘*yes, of course*’. Then, Ann asked for a direction to Ben, he explained how she could get to the library. Both utterances of Ben are concluded as the observed maxim of relevance, because he answered the previous utterances in relevant way.

d. Observed maxim of manner

Maxim of manner is fulfilled when the participants provide the information briefly and orderly. The speakers must avoid obscure and ambiguous (Cutting, 2002). Some speakers observe the maxim of the manner by uttering 'this may be sound a bit confused', 'I'm not sure if this makes sense', 'I don't know if this is clear at all', or 'just to clarify the point' (Nugroho, 2019). Below is the example provided by Cutting (2002) in *Pragmatics and Discourse* book.

*Thank you, chairman, jus – **just to clarify one point**, there is a meeting of the police committee on Monday and there is an item on their budget for the provision of the career.*

(Cutting, 2002)

The utterance above was when an assistant tell her/his superior about the meeting would held, clearly detailed. It was known that the speaker above observed the maxim of manner. As the requirement of observing maxim of manner, the speaker said the point that clarifying the information without any ambiguity and obscurity. The words '*just to clarify one point*' make the information clearer that there is meeting on Monday and there is an item on their budget for the provision of the career. Hence the speaker above is observing the maxim of manner.

2.2.2 Non-observed cooperative principles

Grice in Yule (1996) stated that people will have a successful conversation if they fulfill the cooperative principles. The speaker must comply the entire maxim to

be cooperative in a conversation. In spite of that, the principles are not always obeyed by the participants. In a condition when the speaker does not fulfill the maxims principles, it is known as non-observed cooperative principles. According to Grice in Cutting (2002), there are four forms of non-observed maxim, they are violating, opting out, infringement, and flouting.

a. Violating

Violating is a form of the non-observance cooperative principles which it happens when the speaker intentionally conveys a statement in order to make misleading conception to the hearers (Thomas as cited in Cutting, 2002). In this non-observance form, the hearer only know the word's surface meaning and does not know the truth Cutting (2002). It can be said that, in violate the cooperative principles, the speaker intentionally to make the hearer not to see the whole truth. The speaker covers up things that he/she does not want to be known by the hearer. Following example show the violating maxim.

Husband : "How much did that new dress cost, darling?"

Wife : "**Less than the last one**"

(Cutting, 2002)

The conversation above involved a husband and his wife. It happened in a mall when they were about to pay the dress which his wife has chosen. In the conversation above, the wife intentionally said insincere answer, to cover up the price of the new dress, instead of saying the price that been asked. It can be said that the wife violate the maxim of quality by saying something insincerely.

b. Opting out

Another way to fail in fulfilling the cooperative principles is opting out. It is a condition when the speaker indicates the unwillingness to cooperate (Cutting, 2002). She/he does not refuse to be cooperative in a conversation, she/he just expresses their unwillingness to tell in the way expected. As provided by Thomas (as cited in Cutting, 2002), the examples of opting out are a priest refusing to repeat information given in confidence, and a police refusing to release the name of the victims until the relatives have been informed first. In this form the speaker does not intentionally become misleading or imply something. Following is another example of the opting out of the maxim.

Anne : “Tell me why he got divorced?”

Katty : **“Of course not. It’s something very private, stop to figure it out cause you don’t need to know”**

The conversation above involved Anne and Katty. Anne was curious about the cause of their friend's divorce and tried to get the information from Katty. Katty knew really well what made their friend get divorced. Even so, Katty would not tell Anne about it. It can be known that Katty failed to observe the maxim. She opted out of the topic and told Anne to stop to get some information about their friend's divorce. Hence Katty here failed to observe the maxim by opting out of the topic.

c. Infringement

In infringement, non-observance of cooperative principles happens because of the speaker's imperfect linguistic performance. As stated by Thomas (as cited in Cutting,

2002), the speakers which possibly infringe the cooperative principle are: who simply incapable of speaking clearly, who has an imperfect command of the language (foreign learner or a child), and impaired performance (nervousness, drunkenness, excitement). The same as the opting out form, this form the speaker does not intentionally being misleading or implying something. Following was the example of infringement provided.

Bean : “I ... I mean...”

Jane : “What?”

Bean : “ ...”

The conversation above involved Bean and Jane, when Bean tried to tell Jane about his feeling. Bean had had a long crush on Jane. He had prepared everything to express his love for Jane before. He had practiced saying romantic words for Jane. However, on the day he confessed, he was very nervous. That what was made Bean tongue-tied and end with did not say anything. Hence, Bean here infringed the maxim.

d. Flouting

Cutting (2002) says when a speaker appears not to follow the maxims but he/she expects the hearer to appreciate his/her implied meaning, it is said he/she is flouting the maxims. Flouting a maxim also signals to the hearer that the speaker is not following the co-operative principle (Cruse, 2011). In addition, Black as cited in Hidayati (2015) explains that a speaker who flouts maxims is actually aware of the Cooperative Principles and the maxims. For any good communicative Functions, the participants can be said to be obeying the cooperative principle even though the

participants are deliberately against one or more maxims principle (Cruse as cited in Hidayati, 2015). In other words, it is not only about the maxim principles that are flouted but that the speaker chooses an indirect way to acquire cooperative communication.

1) Types of flouting maxim

a) Flouting maxim of quantity

Flouting maxim of quantity when the speaker does not fulfilled the maxim of quantity. The speaker provides the information by saying too more or less information than the situation demands. It means that the speaker does not make a contribution as informative as required. Followings conversation is the example of flouting maxim provided by Cutting in *Pragmatics and Discourse: A Resource Book for Students* book.

A: "How do I look?"

B: "**Your shoes are nice . . .**"

(Cutting, 2002)

From the conversation above, the speaker B flouted the maxim of quantity. In context of the speaker A asked about her/his appearance to the speaker B, and then speaker B did not answer the question as the speaker A required. The speaker A asked about her/his whole appearance, meanwhile the speaker B was just giving his opinion only about her shoes that she wore. The speaker B gave his/her comment less than the speaker A expected. The bolded utterance above also implied that the

speaker A's appearance did not totally look nice. It could be concluded that the speaker B failed in fulfilling the maxim of quantity by giving less information than it should be. Hence, the speaker B flouted the maxim of quantity.

b) Flouting maxim of quality

Flouting maxim of quality is the condition when the speaker does not fulfill the maxim of quality. The speaker conveys something was not true, does not represent the truth or reality. Flouting maxim of quality is also happen when the speaker says something that lacks evidence as a truth and saying something what is believed to be false. Following is one of the examples of flouting maxim.

Emily : "How was your breakfast?"

Ben : "Yum, **this is a lovely undercooked egg you've given me here, as usual**"

(Cutting, 2002)

The conversation above, happen in context that Emily cooked the egg unwell for Ben. Ben complained to Emily by said something was not true. Ben knew that undercooked egg may contain the dangerous *salmonella* bacteria which could cause disease, thus he did not like to eat the undercooked egg. By saying the 'lovely' word, he does not represent the undercooked egg in reality. Hi utterance was intended to hurt Emily, it was also implied that Emily had to learn more about cooking. Hence in this conversation, Ben flouted the maxim of quality.

c) Flouting maxim of relevance

As stated by Cutting, the maxim of relevance or maxim of relation is fulfilled when the participants giving the relevant information to the previous utterances or statements. It means that, flouting maxim of relevance happen when the speaker giving irrelevant statements or information to the topic discussed. Following is the example of flouting maxim of relevance.

A : “There’s somebody at the door”

B : “I’m in bath”

(Cutting, 2002)

The conversation above involved the speaker A and the speaker B. It happened in the house which someone knocked their house door from the outside. From the conversation above, the speaker B understood what the speaker A meant. The speaker A wanted him/her to open the door but the speaker B responded an irrelevant comment to the speaker A which implied that he could not open the door or asked the speaker A to open the door by her/himself. She/he expects that the speaker A to understand her/his location. In the other words, the comment was not appropriate or did not have any relevance to the previous statement, it can be concluded that B as the speaker failed to observe the maxim of relevance.

d) Flouting maxim of manner

Flouting maxim of manner is happen in condition when the speaker does not provide the information briefly and orderly. It can be said that, the speakers saying

something obscure and ambiguous. Following is one of the examples of the flouting maxim of manner provided by cutting in *Pragmatics and Discourse: A Resource Book for Students* book.

Wife : “Where are you off to?”

Husband : “I was thinking of going out **to get some of that funny white stuff for somebody**”

Wife : “OK, but don’t be long—dinner’s nearly ready”

(Cutting, 2002)

The conversation above happened between the husband and wife. The husband was about to go out. The wife asked about where her husband wanted to go. The husband answered the question by giving the wordy and unclear comment, it can be seen in the words ‘*somebody*’ and ‘*funny white stuff*’. However, the wife could understand what her husband intended to. He did not want their little daughter knew and too excited so she did not want to eat her dinner, because he wanted to buy some ice cream or marshmallow she likes. So that the husband was flouted the maxim of manner, because he said something indirectly and long-windedly.

2) Functions for flouting maxim

Mey (2001) stated that there is no specific way to determine the Function why the flouting maxim occurs, unless the speaker is going through the conversation. However, there are things that could help to find the Function for the flouting maxim. It is related to the illocutionary functions stated by Leech (1983). Two of the four

functions are lead to the Function why people flout the maxim principle. They are namely for the Functions of politeness. Politeness is a tiny part of flouting maxim, thus the Function for flouting maxim will be similar to the illocutionary function (Fatmawati, 2015). Following are some Functions that could lead people to flout the maxim principles.

a) Competitive

The competitive Function was a condition when the speaker has an illocutionary goal and social goal which competes (Leech, 1983). It intended to ordering, asking, demanding, and begging to the hearers. In this type of Function, the illocutionary goal is a self-centered goal, which the speaker don not care about others and just putting themselves first. Meanwhile the social goal is a goal that puts self-interest aside for the others' benefit. The competitive Function means that the illocutionary goal takes precedence. Following dialog is the example of the competitive Function.

Anna : “Betty, the phone is ringing”

Betty : **“I’m in the bath”**

(Cutting, 2002)

The conversation involved Betty and Anna. It happened when the phone in their house was ringing. According to the context, Betty understood that Anna wanted her to answer the phone, but she refused it because she needed to finish her bath. Here, Betty’s illocutionary goal was to make Anna understood that she could not answer the phone or to make Anna to answer it by herself. Meanwhile, the social goal was to

help Anna to answer the phone. Betty's utterance showed that she just put herself first and refused to help Anna. It was known that Betty's illocutionary goal competed to the social goal. Because of the competition between Betty's illocutionary goal and her social goal, it could be concluded that the Function of the flouting maxim of relevance was the competitive Function.

b) Convivial

This type of Function was a condition when the speaker has an illocutionary goal that coincides to the social goal. The social goals in this type of Function like thanking, offering, inviting, greeting, and congratulating (Leech, 1983). In this condition, neither party is disadvantaged, both the speaker and the hearer are equally happy. Following is the example of convivial Function.

Mother : "Congratulation! For the Math Olympiad, so proud of you Nancy!"

Nancy : **"It's also you! I can't imagine if you did not support me"**

The conversation involved Nancy and her mother. Her mother congratulated her for her achievement in the Math Olympiad. Here the convivial Function was a Function that led Nancy to flout the maxim of relevance. The bolded utterance showed that Nancy implied to say thank to her mother, which as the illocutionary goal. Meanwhile, the social goal was to compliment her mother back, because she had supporting her to the Math Olympiad achievement. It showed that the illocutionary goal and social goal were supported and coincided each others. In addition, Nancy and her mother and they both were happy and satisfaction in the conversation.

Therefore, the convivial Function led Nancy to flout the maxim of relevance in the conversation.

c) Collaborative

Collaborative Function happens when the speaker has an illocutionary goal that indifferent to the social goal, includes reporting, instructing, announcing, and asserting (Leech, 1983). In other words, the speaker is apathetic or does not care about the others wanted. In this condition, the illocutionary and the context were collaborated in order to give understanding. Following is the example of flouting maxim of quantity that led by the collaborative Function.

Doobie : “Did you invite Bella and Cathy?”

Mary : “**I invited Bella**”

(Yule, 1996)

The conversation involved Doobie and Mary. They were about to marry. Doobie asked to Mary if she invited Bella and Cathy or not. Mary answered with the less information than Doobie asked. As the illocutionary goal here, Doobie was expected to understand the implied meaning from Mary, which meant that she did not invite Cathy. Mary in this conversation incompletely answered the question. She did not care about the Doobie’s complete question, because he was jealous to Cathy—Doobie’s ex-girlfriend. It gave understanding to Doobie that Mary did not invite Cathy. It showed that the context and the illocutionary goal work together in

defining Mary's intended meaning. Therefore, the collaborative Function led Mary to flouting the maxim of quantity.

d) **Conflictive**

The conflictive Function is a Function when in a conversation the speaker has the illocutionary goal which conflicts to the social goal. They are in the form of cursing, threatening, accusing, reprimanding (Leech, 1983). In this type of the Function, the illocutionary goal and the social goal are very different. The example is provided below.

Rose : "How's your meal?"

Billy : "What a **lovely undercooked egg** you've given to me. Yum!"

(Cutting, 2002)

The conversation above, happen in context that Rose cooked the egg unwell. She made it for Billy's breakfast. Billy complained to Rose by using the irony, the expression of meaning by using language that normally signifies the opposite. Billy knew that undercooked egg may contain the dangerous *salmonella* bacteria which could cause disease, thus he did not like to eat the undercooked egg. However, he said the "lovely" word that inversely proportional to the "undercooked egg". His illocutionary goal intended to offend Rose. The social goal was to complimenting Rose or to advise her lack. Billy said something that conflicted into what he was feeling about the meal. Hence, Billy flouted the maxim of quality for the conflictive Function.

2.3 "The Stranger Things" television series

The Stranger Things is a science fiction horror streaming television series. It is released by an American entertainment services provider, which was created and directed by Duffer Brothers. This series premiered on 15 July 2016. It is set in the fictional rural town of Hawkins, Indiana, during the early 1980s. The nearby Hawkins National Laboratory apparently performs scientific research for the United States Department of Energy, but secretly does experiments into the paranormal and supernatural, including those that involve human test subjects. Accidentally, they have created a portal to an alternate dimension, the "Upside Down". The influence of the Upside Down starts to affect the unknowing residents of Hawkins in disastrous ways.

This series consists of three seasons. The first season is set in November 1983 when Will Byers is kidnapped by a creature from the Upside Down. His mother, Joyce, and the town's police chief, Jim Hopper, search for Will. At the same time, a young psychokinetic girl called Eleven escapes from the laboratory and helps to find Will with his friends, Mike, Dustin, and Lucas by their own efforts. The second season is set in October 1984, Will has been rescued, but few know of the details of the incident. When it is discovered that Will is still being influenced by entities from the Upside Down, his friends and family learn there is a larger threat to their universe from the Upside Down. The third season is set on several months later. The third season is set several months later, in the days leading up to the Fourth of July

celebration—America Independence Day, in 1985. The new Star court Mall has become the center of attention for Hawkins' residents. Hopper becomes increasingly concerned about Eleven and Mike's relationship while still trying to care for Joyce. Unbeknownst to the town, a secret Soviet laboratory under Star court seeks to open the gateway to the Upside Down, allowing the entities from the Upside Down to possess people in Hawkins and creating a new horror to deal with.

2.4 Previous study

There are some previous studies related to the Cooperative Principle have been done by the previous researchers. The first previous study has been done by Setiawan & Haryani (2020) which examined types and the motives in using flouting maxim appeared in the movie "Pokémon: Detective Pikachu". This research used the qualitative method, which the data in the form of sentences from the utterances of Tim Goodman and Pikachu. As a result, the researchers found that there are 8 cases of flouting and four motives found in the flouting maxim used by Tim Goodman and Pikachu.

The second previous study has done by Marlisa & Hidayat (2020) which aimed to find and analyze the flouting maxim in Good Morning America (GMA) talk show. This study was done by the qualitative descriptive analysis, based on the Grice's Cooperative Principle theory. From the observation, it was found all types of flouting maxim. In addition, this study also revealed the rationales behind maxims

flouting which were to build fun communication and to elaborate the explanation during the talk show.

The third study has done by Nugroho (2019), this study aimed to find Grice's maxims flouting in the subtitling of Central Intelligence movie. This study specifically identified the pragmatic equivalence and types of Grice's maxim flouting in the subtitling of Central Intelligence and also describe the strategies used in flouting the maxim principles. This research was designed as a descriptive qualitative research. The finding showed the achievement of pragmatic equivalence in the subtitling of Grice's maxims flouting in the Central Intelligence movie.

The fourth previous study has done by Hidayati & Husaini (2015). This study examined the types, strategies, and functions of the flouting maxim used by the main characters in the "Devil Wears Prada" movie. This descriptive qualitative study found that all types of maxim flouting were found in the movie. They were functioned as convincing, surprising, boring, frightening, causing, insulting, alarming, getting the hearer to do something, and getting the hearer to realize something. Subsequently, giving too much information as one of the strategies to flout the maxim of quantity becomes the strategy that is mostly used.

The fifth previous study is aimed to find out the maxim flouting committed by the characters in Avengers: Infinity War movie and to describe its maxim flouting strategies, which has done by Nurjannah et al. (2020). This research was conducted

by using the qualitative method. The data were collected by watching the movie and reading its transcript. Then they were analyzed and classified based on the type of maxim flouting by Grice. The result showed that the characters in the movie committed to flouting all four types of Gricean maxims. In addition, ten kinds of strategies to flout the maxims were found. They were overstatement, understatement, metaphor, irony, banter, sarcasm, irrelevant statement, ambiguous statement, tautology, and rhetorical question.

The sixth previous study has done by Hassani (2019). This study discovered the use of maxim principles on the tweets made by certain Indonesian social-media influencers. The data was taken from social media, Twitter.com. The researcher captured the tweets randomly and analyzed them by using the maxim relevance principle as the tool of analysis. The result shows vary most of the conversations were not obeying the maxim of relevance principles, or in other words do not imply the maxim of relevance principle. Moreover, the intentions are to make jokes and to run the conversation smoothly while doing the flouting.

The seventh previous study has done by Aisya & Fitrawati (2019) which aimed to find the types of flouting of maxim and the Functions of indirectness in flouting the maxim done by Politician guests in two episodes of Mata Najwa Talk Show entitled *Adu Lantang Jelang Penentuan* and *Babak Akhir Pilpres*. The result found 55 utterances were flouting Grice's maxim principles. It is also found that the

Functions for indirectness in flouting the maxim were varied such as interestingness, increasing the force of messages, competing goals, and politeness.

The eighth previous study has done by Ariwangsa Rahmastra et al. (2018). This study aimed to identify the strategies applied and the Functions for maxim flouting by the characters in Lincoln movie script. In collecting the data, the researchers used the documentation method and note taking technique. As the result, it was found all types of maxim flouting were appeared in the movie script, among six strategies of maxim flouting, four strategies were applied in Lincoln movie script, and some Functions lead the characters to flout the maxim, like demanding, offering, accusing, reprimanding, cursing, threatening, announcing, instructing, greeting, reporting, asserting, and insulting.

The ninth previous study has done by Kurniati & Hanidar (2018), which aimed to identify the flouting maxims and also the Functions. It is a qualitative and quantitative study, which the data is taken from a movie, "Insidious" and "Insidious 2". The results show that the entire maxim flouted by characters. The flouting maxim of quantity is the most fluently flouted. Furthermore, some Functions are to avoid making the main character upset, provide comprehensive explanations, convince the hearer, and criticize someone's action.

2.5 Theoretical framework

Firstly, the definition of pragmatics was described, then, it was narrowed down to the cooperative principle theory purposed by Grice (1989), which could be observance and non observance. This research focused on the non-observance maxim which leading to the types and Functions in flouting the maxim. In determining the types of flouting maxim the theory purposed by Grice (1989) was used. The types of flouting maxim were divided into four, they are flouting maxim of quantity, flouting maxim of quality, flouting maxim of manner, and flouting maxim of relevance. Meanwhile, in determining the Functions for the flouting the maxim, the theory purposed by Leech (1983) was used. The Functions for flouting maxim were divided into four, they are competitive, convivial, collaborative, and conflictive. Both theories used the contexts that happen in the three seasons of *The Stranger Things* as a tool in analyzing the meaning of utterances and in determining the types and Functions. To conduct this research, which is about the types and Functions of flouting maxim in *The Stranger Things* television series, the theoretical framework is drawn in an analytical schema below.

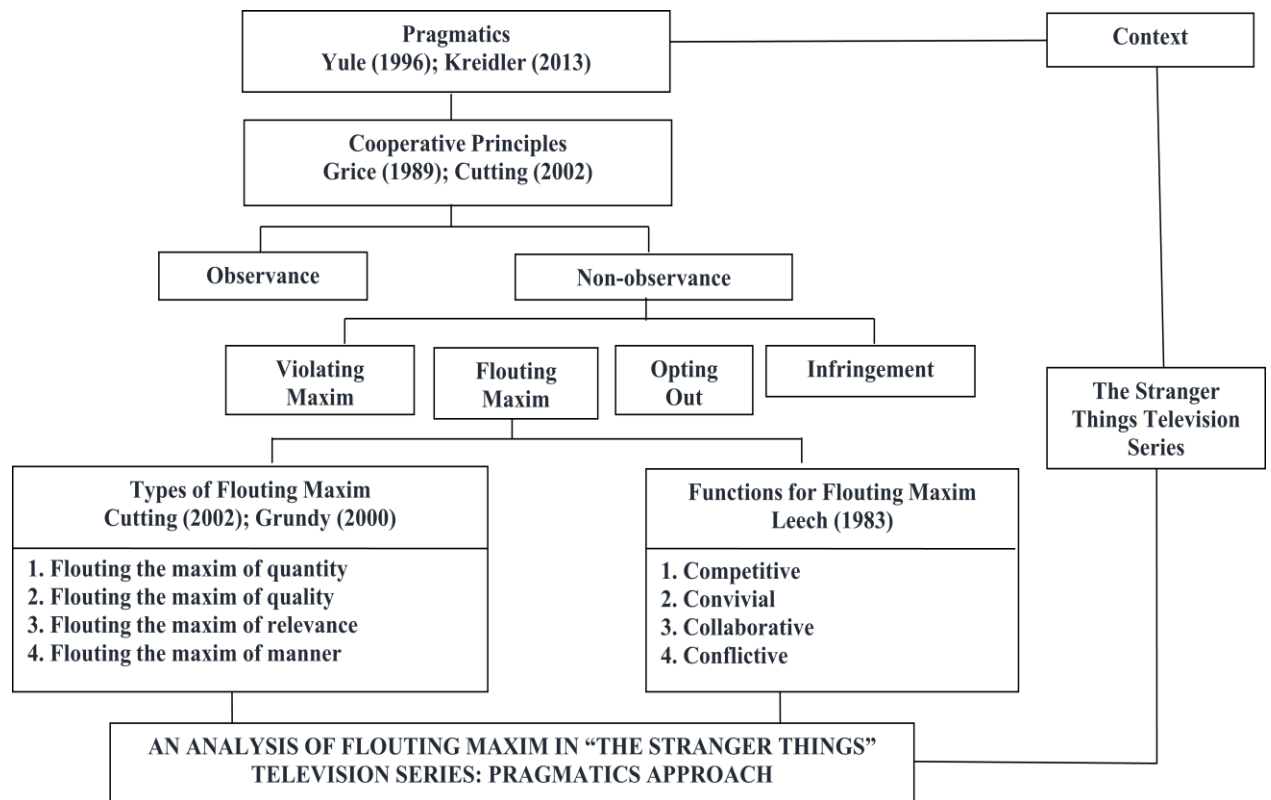


Figure 2.1 Theoretical Framework

CHAPTER III

METHODOLOGY

3.1 Research Design

This research was conducted by using the descriptive qualitative method. Descriptive qualitative is defined as a means used to explore and understand the meaning of an individual or group related to a social or human problem (Creswell, 2009). Meanwhile, according to Handayani & Satria (2018) is a method which provides a systematic, realistic, and valid description of a situation. Qualitative research aimed to describe and explain the variations, relationships, and individual experiences or group norms. In the process, this research includes questions and procedures, data collection, data analysis, and the interpretations of the data. Hence, the phenomena in this research would be described and analyzed in a description in order to get a more depth-understanding of maxim flouting in a television series, “The Stranger Things”.

3.2 Object of the Research

The object of the research is the most important thing in a research. In this research, the types and functions in flouting the maxims that appeared in the three seasons of “The Stranger Things” television series were analyzed. The types would

be classified based on the theories purposed by Grice (1989) and the functions would be categorized using the theory purposed by Leech (1983).

3.3 Method of Collecting Data

The data was collected by an observational method. Sudaryanto (2015) stated that the observational method is a method of collecting data by observing the data. The researcher observed the data by watching and hearing the utterances of the characters in the three seasons of “The Stranger Things” television series. As far as the observation of the data collections were concerned, the researcher used a note-taking technique to collect the dialogues and the contexts.

3.4 Method of Analyzing Data

After the data were collected, they were analyzed by using the pragmatic identity method, in which the data were compared with the theory in order to find the similarities and differences (Sudaryanto, 2015). To answer the research questions, the data found were identified to find the similarities based on the main theory—maxim principles theory purposed by Grice, so that the types could be categorized. After the type categorizations, the data would be analyzed to find the functions of flouting maxim in “The Stranger Things” television series.

3.5 Method of Presenting the Analysis Result

Since the analysis results were written in the descriptive form, this research used the informal method in presenting the data. It is a method that presenting the result descriptively by using words and sentences (Sudaryanto, 2015). The analysis results were presented to get a more depth-understanding of the flouting maxim principles found in “The Stranger Things” television series.