

DESCRIPTIVE ANALYSIS OF FLOUTING MAXIM IN MOVIE *LOCKED DOWN 2021*

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Abstract

Communication is one of the essential aspects of human life. Every day people will communicate to exchange information, express opinions, or share experiences. In his book entitled *Logic and Conversation*, H.P Grice, mentions the rules that people can apply in their communication. The rule is the cooperative principle. The cooperative principle consists of four parts, the maxim of quality, the maxim of quantity, the Maxim of manner, and the Maxim of relation. And flouting maxim happens when people don't follow the rules. This study uses qualitative descriptive methods to provide detailed explanation of the flouting maxims in the dialogue movie. Based on the author's research in this final project, people commit to flouting the maxims for various reasons. The maxim of relations is the highest flout in this research. Flouting maxim in the dialogue can also affect the storyline of a movie. Actors and actresses commit transgressions to cover up one event after another. This trick makes the movie interesting because the audience is curious about what will happen next until their lies are exposed.

Keywords: Cooperative Principle, Flouting Maxim, Pragmatics

a. Introduction

Based on its roots, the word "communication" is from the Latin language "communicatio" which means building harmony or conformity between two or more people. Communication is one of the most effective interactions with other people or interlocutors. Yule et al. (2004) stated that communication is a general system to exchange information from one person to another.

Communication can happen when people try to interact with others. Communication is a tool to conveying ideas, thoughts, feelings or messages between individuals or groups. With communication, people can build a relationships, exchange knowledge, and even coordinate actions. On the other hand, good communication is the key to establishing harmonious and healthy relationships with other people. The ability to be a good listener, convey ideas and giving clearly information than can be understood by others can prevent misunderstandings. To make a good communications people must follow some rules. These rules are needed to make the information that they want to offer to other people are accurate, relevant, and easy to understand. Craig (2006:38–48) stated that communication is an essential activity in human daily life. People can do it well or poorly based on its forms. Paying attention to the speaker is better to create a good interaction in communication. So, in this research, the writer will use rules called "*cooperative principles*" promoted by Paul Grice in his book *Logic and Conversation* (1975). Grice stated that the cooperative principle includes four maxims. The first is the maxim of quantity that helps to detect truth or lie. Secondly is the maxim of quality to control how much or less information people giving while having a conversation with others. Third is the maxim of relation to helping people give a suitable answer. Fourth is the maxim of manner contributing to avoid ambiguity statement.

These rules will help people manage a conversation while communicating with others. The writer feels properly using this theory as a basis for this research because this theory can help the writer to determine how a violation occurs in a conversation. The maxims can cover many aspects of communication, such as practicing listening skills, telling the truth, and the ability to respect the person you are talking to. Communication is a common thing that we do every day. Sometimes, either consciously or unconsciously, we make mistakes. The writer chose a movie titled *Locked Down 2021* as an object of this research. The locked-down situation during the pandemic of COVID-16 inspires Dough Lime to create a movie. Dough Liman, an American movie director, collaborates with Steven Knight. They both try to write a script and make a movie with romantic comedy genre.

This movie tells the story of the difficulties experienced by a couple in London who wants a divorce. Nevertheless, they end up stealing a Diamond and making money to support their life after separation. Through the dialogue of the movie the writer want to find how many flouting maxims that the actress did. The writers chose to apply Grice's theory known as the Cooperative Principle in this research. This theory is effective to examine how the actors and actresses in the movie communicate during a pandemic.

b. Literature Review

Pragmatics

Pragmatics is a branch of linguistics that is new or in the education field. Rahardi (2020:4-5) states that as the newest field in the study of pragmatics, it examines the implied intentions of the speaker without releasing the external context. Pragmatics is one part of the branch of semiotic studies. Semiotic studies consist of three branches of science: syntax, semantics, and pragmatics Morris (1995:50). The characteristic of pragmatics is the use of language by the user. By looking directly at the use of language in society, pragmatics can be understood clearly Yuliantoro, (2020: 9-10). So, from the statements above, it can be said that pragmatics is the study of language, which is very context-bound but not context-free.

Pragmatic reviewed how the opposite speaker received or interpreted a story or message given by the speaker. It also can facilitate the learners to find the appropriate language in their situation. Bardovi and Dörnyei (1998) stated pragmatism is the rule of saying what to whom, when and in what context. Pragmatics is often categorized as the study of meaning context. Yule (1996:3-8) mention that pragmatics is the study of the meaning of an utterance, which includes the interpretation of what people mean in a particular context. Horn and Ward (2008) Pragmatics is the study of the meaning of a linguistic act adapted to the conversation's context.

In its use, pragmatic theory is used to assess the goals, values, and intentions of a literary work aimed at readers. In other words, pragmatics is the study of language bound to context. Speakers and listeners, when interacting, have their strategies for using language; they can be the same or different. Context's role in a conversation determines the meaning behind a statement or writing. The context here can be very broad because it covers many aspects. Rahardi (2020:4-5) said that the pragmatic context is closely related to the personal views of the speaker and listener, which are embodied in situational, cultural, and social contexts.

Flouting maxim is one of the studies in pragmatics. Studies in pragmatics do not merely review words or phrases but also about hidden meanings in a conversation. This is where implicatures emerge in dialogue. To understand implicatures in a conversation, people must pay attention to the context of the conversation. Yuliantoro (2020: 36) says that something implicitly in speech or written in writing has a closed meaning. So, it can be said that implicature is speech with a hidden meaning. To find out the hidden meaning, listeners must be able to analyze a narrative both verbally. In daily life, communication aims to maintain social relations and remain harmonious. Thus, the strategy must guarantee that a message can be conveyed well. Complying with the maxims of the principle of cooperation makes information clearer, more accurate, and better quality.

Cooperative Principle

Good communication can build a good social life, too. As social creatures, communication has become the most important part of socializing tools. Effective communication happens when people try to cooperate. Language is one of the suggestions tools that are used to convey messages. The language used can be spoken or written. The spoken language uses sounds or body signals. At the same time, written language uses media such as newspapers, television, radio, and magazines. The use of spoken and written language cannot be separated from the context of the news or message. In communicating, the speaker and listener usually exchange messages verbally or non-verbally, hoping both parties can understand the messages well. However, in certain situations, the listener and speaker need more time to digest the meaning of a speech. Sometimes, what is written is not necessarily true, and what is heard is not certain. In other words, there is a hidden meaning behind it.

Harmonious communication is closely related to maxims. By adhering to the principles of cooperation, communication becomes harmonious. The cooperative principle is a theory about how people contribute to a conversation. This theory was founded by Grice (1975). In his book *Logic and Conversation*, he said that people should obey rules in conversation to make sure that they give a piece of correct information. The cooperative principle includes four maxims: quality, quantity, relations, and manner. Sahara (2019), in his journal, said that if all these maxims are found in a dialogue or conversation, it can be ensured that the dialogue is informative. The Cooperative Principle, which consists of the four maxims above, is a means for the speaker to convey information to the other person.

Flouting Maxim

Many things can happen when communicating. People exchange information with one another. The language used is varied, depending on the situation and the content of the news to be conveyed. Sometimes, it is to give a reprimand or warning or maybe even sarcasm.

In conversation, people should provide information that matches the question. Nevertheless, many people rarely go wrong by giving the incorrect answer even though they do this for many reasons Grice (1975:30). So, this violation is called flouting maxims

English Text in Movie

Language is a communication tool used to convey ideas. The diversity of language use in human life occurs due to social interactions by communities or groups. These interactions occur in a variety of situations. In informal situations such as everyday conversations, people often use non-standard language and are relaxed. People use formal or standard language in formal situations such as meetings, ceremonies, or state events. The use of language in everyday life occurs in two

forms, spoken and written. Language, in its use, constantly adapts to the situations and conditions in which communication happens.

The language used in film conversations can sometimes be formal and sometimes informal. It should be emphasized that the film involves conversations from various backgrounds. Nevertheless, informal language is more often used. Joos (1962) differentiates formal language use into five levels: frozen, formal, consultative, casual, and intimate. The language used in romantic comedy films tends to be intimate and casual (Ramdhani & Amalia 2020). The dialogue in the film is based on various concepts. So the language used also varies. Therefore, flouting of maxims in a film dialogue can trigger humor, intentionally or unintentionally. (Ibraheem & Abbas ,2016).

Flouting Maxim in Movie

The flouting maxim is very interesting to discuss because it helps people understand the hidden meaning in an utterance. The flouting maxim can occur at any time and in any context. Movies have the concept of conversations between characters whose dialogue and situations have been arranged by the director and scenario writer. Flouting of maxims can occur when people start to exchange information with others.

There are two elements in conversation: transfer and receive the information. The Flouting maxim is the main trigger in conversational implicature. When a speaker violates the four maxims, the speaker does not intend to lie. However, it directs the listener to look for the hidden meanings. In its application, the speaker hopes listeners can easily understand the speaker's meaning. In a movie, flouting maxim can also occur specifically in movie dialogues with the humor genre. Aristyanti et al. (2020) stated that the flouting maxim is the most effective way to create humorous dialogue in a movie. In addition, flouting maxims can also improve students' analytical skills in learning foreign languages at school. Lestari & Helmie (2020) also mentioned that if a flouting maxim occurs in movie dialogue, it does not indicate that the communication has failed and stagnated. On the other hand, flouting maxim can create humor in a dialogue. Sadehvandi & Khosravizadeh (2011) stated that flouting maxim could also occur in a conversation involving two people with different social statuses and educational backgrounds. Their out-of-sync questions and answers can create humor. And here are the flouting maxims based on Grice's theory:

a. Flouting maxim quality

Maxim of quality can be flouted when the information is false, or the hearer lies. Grice (1975:34) stated that people can flouting the maxim of quality if they spread or tell lies about an event while making a conversation with others.

Example 1:

Girl: "Where have you been?"

Boy: "I just walk around, to get some fresh air."

(in fact, he wants to go to the other building to meet his friends)

Explanation:

In the conversation above, a girl asks the boy where he wants to go. The boy responded to the girl's question by giving a false statement. He lied by saying, "I just walk around, to get some fresh air." Judging by the way the boy answers, maybe he is the type of person who does not want to talk frankly to people he just met. Nevertheless, on the other hand, the boy does not want to seem like he is ignoring the girl's questions, so he tries to answer, "I just walk around to get some fresh air." The girl just believed in the boy. When in fact, the boy wanted to go to another building to meet his best friend, whom he bumped into the girl later on the way. When they greeted each other, their conversation contained flouting maxims of quality because the boy did not give the correct answer where he was going. Based on the rules of maxims, the boy flouts the maxims of quality. This deliberate lie aims to maintain the norms of politeness and greeting one another.

b. Flouting maxim Quantity

Maxim of quantity can be flouted when the information is too much or less. Grice (1989:33) stated that people can be proved to flouting the maxims of quantity when they unwillingly cooperate with the maxim and give too much information as required.

Example:

Speaker A: "what is your full name?"

Speaker B: "My full name is Johannes Christian, but you can call me Chris, and I am from Canada" (in fact, the speaker is just asking for his full name)

Explanation:

In the conversation above, speaker A and speaker B engage in a conversation to get to know each other. Speaker A asks for speaker B's full name because she wants to get information about his full name. Speaker B responds to speaker A's question by telling him his full name. However, it did not stop there, and speaker B gave other information about himself, namely his nickname and origin "My full name is Johannes Christian, but you can call me Chris, and I am from Canada." In this case, speaker B is the type of person who is friendly and open. When meeting new people, speaker B will talk about himself. However, in the rules maxim, speaker B flouting the maxim of quantity because he gives too much information about himself. He should answer speaker A, "My full name is Johannes Christian." Nevertheless, in everyday conversation, this type of person, like speaker b, is the type who can liven up the atmosphere in a conversation.

c. Flouting maxim relation

Maxim of relation can be flouts when the hearer does not get the meaning behind the speaker's utterance. Grice (1975:35) stated that People can flout the maxim of relation if they give statements or answers that are inappropriate or deviate from the topic being discussed.

Example:

Girl: "What time is it?"

Boy: "I am still working."

The boy flouts the maxim relation because he does not get the girl's intention for asking the time. The girl wants to say that it is time for a break. However, the boy,

who was still busy with his work, did not want to be disturbed, so he said, "I am still working." and hoped the girl would leave him alone.

d. Flouting Maxim of Manner

Maxim of manner can be flouted when the hearer gives the ambiguity and not brief. Grice (1975:35) stated that people can flout the maxim of manner if they give confusing or unclear statements, making the interlocutor guess the meaning behind the statement.

Example :

Girl: "Did you enjoy your vacation in Bali?"

Boy: "There is a lot of instagramable place in Bali that you should visit if you go there."

Explanation:

In the conversation above, the girl asks the boy about his holiday experience while on the island of Bali. The girl wants to know whether the boy enjoys his holiday in Bali or not. However, the boy responded to the girl's question with an answer that did not match the girl's question. The boy mentioned that there are many great places to take photos on Bali Island, which is fun. The boy knows that when most people go on vacation, they like to take pictures of themselves. That is why the boy said, "There is a lot of instagramable place in Bali that you should visit if you go there." Behind this statement, the boy wants to say that his vacation on the island of Bali is delightful because there are many good spots for taking pictures. If it is connected with the rules of maxims, the boy flouts the maxim of relation because it answers not following the girl's question. Even though behind the incorrect answer, the girl can understand that the boy enjoyed his vacation on Bali Island.

c. Method

The researchers used a qualitative descriptive method. (Nassaji, H. 2015) stated that qualitative descriptive research is a method used to collect data to understand, clarify, and provide an in-depth description of a phenomenon. This method focuses on profound observation to get a complete result. It can also help to describe appropriate information. This method is considered very suitable to be applied in this research because it describes and draws the problem in more detail. It can help to describe a person, genesis, or phenomena. The result of this study is a detailed explanation of the flouting of maxims that occur in the film's dialogue.

Method of the Data Collection

The author collects data from the *Locked-down 2021* movie script. There are five steps to collect the data. Firstly, the author downloads the movie script from (Scraps from the Loft, 2021). Secondly, the writer reads all the movie scripts while

watching the movie to understand the background of the conversation in the script. Next, the author highlights the script to mark the dialogue detected as flouting the maxims. Fourthly, the author was figuring out the meaning of the dialogue. Lastly, the writer wrote down all the data obtained and immediately separated according to the type of flouting maxim.

Method of the Data Analysis

According to the maxims category, all the data will be collected and analyzed in this study. The author uses four steps to analyze the data according to Wong L (2008) as follow :

a. Categorizing the data

The author downloaded the *Locked-down 2021* movie script from (scraps from the loft, 2021) and read all the dialogues while watching the movie. After that, the author highlights the dialogues that have the potential to violate maxims. Next, this data is written in a new document to separate it from the dialogue that does not flouting the maxims. Thus the movie script is divided into two categories, namely dialogue that flouts maxims and dialogue that does not contain flouting maxims. The writer will choose dialogues that flout the maxims to be investigated further.

d. Identifying significant patterns

The second step is identifying the data. The author selects the dialogues that flout the maxims and identifies each dialogue to find out the types of flouting maxims. After that, the author groups the dialogues according to the types of maxims, namely the maxim quantity, quality, quantity, and relation, maxim manner.

e. Drawing meaning from the data

The third step is to analyze each dialogue according to the flouting of the maxims using the Grice theory Cooperative Principle. The author provides a detailed explanation of why the flouting of the maxims occurred in conversation.

f. Building a logical chain of evidence

This last step aims to make a logical sequence of events in the film's storyline. After that, the author concludes the effect of flouting maxims on the movie's storyline. The conclusion will be done in a narrative description.

4. Findings and Discussion

a. Types of flouting maxim founds in movie *Locked Down 2021*

4.1 Data finding of flouting maxims

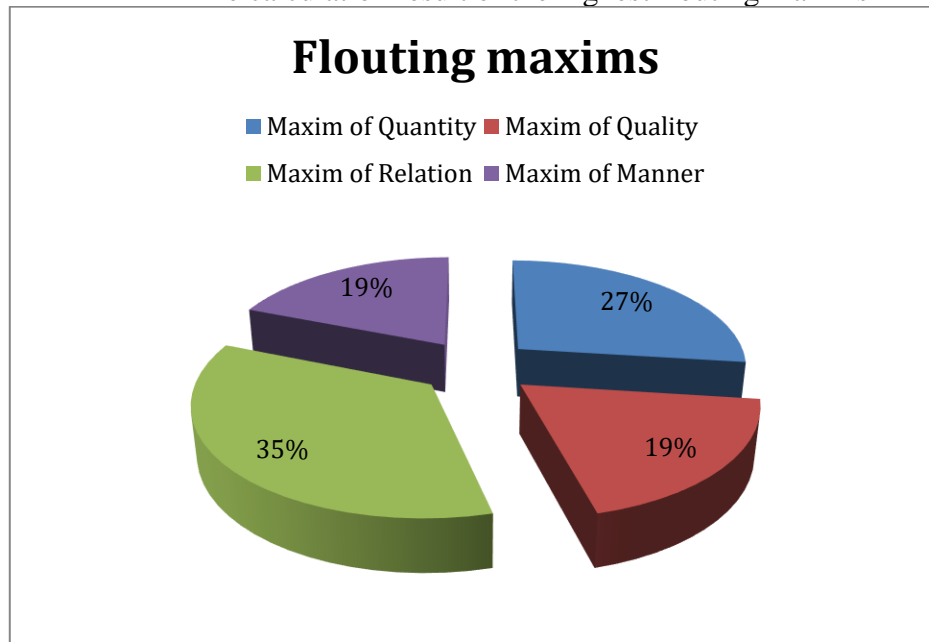
| NO | Maxims | Frequency |
|----|-------------------|-----------|
| 1 | Maxim of quality | 10 |
| 2 | Maxim of quantity | 14 |
| 3 | Maxim of relation | 18 |

| | | |
|-------|-----------------|----|
| 4 | Maxim of manner | 10 |
| Total | | 52 |

Table 4.1 shows the finding of flouting Maxim in the movie *Locked Down 2021*; there are 52 data found. The maxim of quality was flouting ten times, the maxim of quantity was flouting 14 times, the maxim of relation was 18 times, and the maxim of manner was flouting ten times.

b. The most flouting maxims in the movie *Locked-Down 2021*

Pie chart 4.2
 The calculation result of the highest flouting maxims



The highest frequency maxim that was flouting is the Maxim of relation 35% because the movie is set to be romantic comedy genre. So flouting the maxim of relation by saying something that does not relate to the questions or statement makes this movie looks funny and exciting. The second maxim with high frequency is the Maxim quantity of 27%. The movie contains a lying scene, so the actors like to give more and less information about something to make them safe from a bad or urgent situation. The third maxim that has been flouting is the Maxim of manner 19%, and the last one is the maxim of quality 19%; both of them have the same frequency.

Discussion

Below is an example of the flouting maxims taken in the conversation in *Locked-down 2021*.

a. Maxim of Quality

Paxton : *Why were you mad at him?*

[Linda] : *I wasn't mad.*

Paxton : *Yes, you were. It was you.*

In this conversation, Paxton asks why Linda is mad at David. In that telephone conversation, Paxton and David only discussed bicycles, which had nothing to do with Linda. Linda denied being angry by saying, "I wasn't mad." Linda did this to cover her nervousness about a hidden agreement between her and David. Paxton was unaware that David had bought him the bike using Linda's money. Linda did this on purpose so that Paxton would not feel indebted to her after they parted. In this conversation, Linda is violating the maxim quality by lying that she is not angry when she is angry with David.

b. Maxim of Quantity

The other maxim that was flouted by the main character is a maxim of quantity. Maxim of quantity can be flouted when the listener gives too little or too much information. The other conversation where they flout the maxim of quantity is in the scene when Linda and Paxton are arguing at home and try to get separated.

Paxton : I licked opium off little green bulbs from the garden.

Linda : No, you didn't.

Paxton: Yes, I did. Our garden is full of heroin. You go beyond the washing line, it's like the Helmand Province.

In this conversation, Paxton confessed that he had used opium, a type of marijuana, which he obtained from a couple of teenagers. He also provided additional information to Linda that their garden was overgrown with plants containing opium by saying, "It's like the Helmand Province." Paxton provided this additional information to convince Linda that he was indeed licked on opium. In the maxim of quantity rule, Paxton should answer "yes, I did." but Paxton provided additional information about their garden being overgrown with opium poppies. This information makes Paxton violate the maxim of quantity.

c. Maxim of Relation

The third maxim that has been flouted is a maxim of relation. This moment can happen when the answer is unrelated to the question. The conversation from the movie *Locked Down 2021* contains a flouting maxim of relation.

Linda: Shall we start without Timothy?

Donald: By the way, I am also wearing shoes. [laughs]

In this conversation, Linda goes online meeting with her work team at Miracore group. Linda asks permission to start a meeting without Timothy. Linda was the type of person who was always on time, and waiting for Timothy would only waste her time. Donald, one of the members who had joined the meeting, responded to Linda's question with an answer that did not match the question. He said that he was not only well-dressed for the online meeting but also wore shoes. Donald only spoke to break the silence and wanted to get a compliment from Linda. Donald's answer to Linda's question flouting the maxim of relation. Donald should have answered yes or no and not need to explain his appearance.

d. Maxim of Manner

The last maxim that the main characters have flouted is manner. This maxim can be flouted when the answer is ambiguous or unclear. As we can see in the conversation below:

Linda: Paxton chose it.

Linda's friend: Who is Paxton?

Linda: Mmm, anyway. We have a problem, so shall we get on?

In this conversation, Linda and Paxton are at Harrods to carry out their mission of moving Harris diamonds. In this mission, Paxton uses a fake identity; he uses the name, Edgar Allan Poe. Linda was very nervous because they were about to steal the real diamonds and exchange them for fake ones. This nervousness kept Linda from concentrating, so she rushed to call Paxton by his real name. Linda's friend was confused and asked, "Who is Paxton?". Linda was suddenly shocked and confused about what to answer. Linda then changed the subject by saying, "Mmm, anyway. We have a problem, so shall we get on?" This topic diversion saves them from the question above. In the maxim of relation, Linda makes a violation because she gave an unclear answer. She did not answer the question and instead replaced the topic with a counter-question. Because if Linda answer that question, she cannot control her mind, so their lies will be exposed, and their plan will fail.

5. Conclusion

The Ethics in communication is honesty. It is very important to tell the truth and not hide the facts. Honest communication can help to build harmonious relationships. Apart from honesty, using polite language and respecting other people's privacy is also a form of cooperative communication. On the other hand, using harsh, degrading words or joking with ridicule can damage communication and cause misunderstandings. Based on Paul Grice's Theory about cooperative principle, there are four maxims that people should follow. This maxim was made to facilitate communication to be easier, understandable, and smoother for both listener and speaker. Even like that, most people frequently flout the maxim to achieve a specific purpose. Flouting Maxim is more found in comedies or movies that contain humor. In a conversation, whether in a film or everyday conversation, humor is created when someone says something irrelevant to the context of the conversation. Usually accompanied by the use of funny words in a certain language style. In this context, especially in the dialogue of the film *Locked Down 2021*, which is a film in the romantic comedy genre, the humor that occurs often contains flouting maxims, specifically the maxim of relationship.

Flouting the maxim is not a mistake in a conversation. When people flout the maxim, they must have their reasons, depending on who and when they are talking. They were flouting the maxims consciously with a specific purpose. The flouting maxim in the film makes the dialogue sound funny and the audience curious about the next scene. Flouting maxims in dialogue can attract the audience to watch the film until the end to find answers. In entertainment, flouting maxims can be a tool or idea for writing scenarios. So far, no film has directly carried the

theme of flouting maxims in its dialogue. Hopefully, through this research, the author can enlighten readers and help them develop ideas about flouting maxims in films. On another side, there are also people unconsciously flouting the maxim that cause misunderstanding to others. So, when people have a conversation with others, they try to speak clearly and follow communication rules. Maxim can be flouted in a specific condition and purpose. so to create humor, the main characters flout the four maxims. Because they flout the maxims, the movie's storyline becomes more fun. At the same time, flouting the maxims can make the audience curious about what would happen next.

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