



TYPES OF FLOUTING MAXIMS IN THE MOVIE *A STAR IS BORN*

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ABSTRACT

Flouting maxims happens when speakers flout a maxim or they fail to fulfil the maxims of Cooperative Principle to convey hidden meaning in their utterances. This study is concerned on finding out the types of flouting maxims that used by the characters in the movie *A Star Is Born*. This study was applied the theory of pragmatics from Grice (1975) to find out the types of flouting maxims and supported theory of context of situation from Halliday and Hasan (1989). The data were collected by observation method and analysed by descriptive qualitative method. The findings showed that there are 4 types flouting maxim used by the characters. The result of the study showed that the types of flouting maxim found in the movie are 20 data. The dominant flouting maxim that uttered by the characters in this movie is flouting maxim of quantity, its frequency 9 (45%). The finding shows that the most dominant flouting maxim that used by the characters is flouting maxim of quantity because the characters in this movie want to emphasize and give clear information about the main character, who is achieving her dream of becoming a big singer when the main character has to go through various difficult circumstances. On other words, the characters want to avoid making the hearer upset, so that they provide comprehensive explanations and convince the hearer.

Keywords: *cooperative principle, flouting maxims, types, movie*

ABSTRAK

Pelanggaran maksim sering terjadi saat pembicara melanggar maksim atau mereka tidak dapat memenuhi maksim dari prinsip kerjasama untuk menyampaikan makna yang tersembunyi dari ucapan-ucapan pembicara. Penelitian ini bertujuan untuk mengetahui jenis-jenis pelanggaran maksim yang digunakan oleh karakter film yang berjudul *A Star Is Born*. Penelitian ini difokuskan pada teori Grace (1975) untuk mengetahui tentang jenis-jenis pelanggaran maksim dan didukung oleh teori Halliday dan Hasan (1989) untuk mengetahui situasi saat percakapan tersebut terjadi. Penelitian ini menggunakan metode observasi secara langsung dan deskriptif kualitatif dalam menganalisa data. Hasil penelitian ini menunjukkan bahwa ada 4 jenis pelanggaran maksim yang digunakan oleh karakter. Hasil penelitian menunjukkan bahwa jenis *flouting maxim* yang terdapat dalam film berjumlah 20 data. Pelanggaran maksim yang dominan diucapkan oleh para tokoh dalam film ini adalah pelanggaran maksim kuantitas

dengan frekuensi 9 (45%). Hasil penelitian menunjukkan bahwa pelanggaran maksim yang paling dominan digunakan oleh para tokoh-tokoh dalam film adalah pelanggaran maksim kuantitas karena para karakter dalam film ini ingin menekankan dan memberikan informasi yang jelas mengenai karakter utama, yang sedang meraih mimpinya untuk menjadi seorang penyanyi disaat karakter utama harus melewati berbagai keadaan yang sulit. Dengan kata lain, para karakter ingin menghindari membuat pendengar kesal, memberikan penjelasan yang komprehensif dan meyakinkan pendengar.

Kata kunci: *prinsip kerjasama, pelanggaran maksim, tipe, film*

INTRODUCTION

Communication is the way people convey the meaning from one to another. However, in the communication some issues might happen due to misunderstanding between the speaker and the hearer. There will be the hidden intention or meaning in some utterances. Sometimes in communication, the speakers provide unclear utterance since the listeners found difficulties to comprehend. Therefore, it is important to know the implied or hidden meaning of the utterances in a communication by understanding the topic and context of the situation in this study. Pragmatics is the study of meaning which is related to speech situations. It means, that pragmatic is related to the study how context contributes to meaning (Leech, 1983: 6).

Dealing with language and communication, Cooperative Principle proposed by Grice describes the effectiveness of communication. It could be described that speakers and listeners should give contribution each other, so the conversation between them may come to the same understanding of the meaning they are trying to convey. There are four conversational maxims based on Grice's theory (1975): maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner. However, in the conversation speakers may break the rule of the maxims.

The flouting of maxims occur in daily communication or in movies among the characters. The study focuses on flouting the maxims since this is important in

making communication more effective and make sentence acceptable to listener. According to Grice (1975), stated that flouting maxim happens when the speakers fail to fulfil the certain maxim in communication. In other words, the speakers may flout the maxim to convey the hidden meaning in their utterances. There are four of flouting maxims such as flouting maxim of quantity, flouting maxim of quality, flouting maxim of relevance and flouting maxim of manner.

Kurniati and Hanidar (2018), in their study entitled *The Flouting of the Gricean Maxims in the Movies Insidious and Insidious 2* stated that the characters flouted all the maxims. Those are flouting maxim of quality, flouting maxim of quantity, flouting maxim of relevance and flouting maxim of Manner. The most common types of flouting maxim found in *Insidious* is 9 cases of the flouting maxim of quality and from *Insidious 2* is flouting maxim of relation. The reason that indicate in *Insidious* and *Insidious 2* flouted the maxim are to avoid making the characters upset, provide comprehensive explanations, convince the hearer, and criticize someone's action.

Devian Try Gustary and Meirina Dikramdhanie (2018), in their study entitled *The Analysis of Flouting Maxim in Mata Najwa's Talkshow 'Gengsi Merebut Kursi'*. The study is aimed at analyzing the flouting of Grice's Cooperative Principles and find out the implicature of the flouting maxims. Descriptive qualitative method was employed. The result of the research shows that the most maxim being flouted was the maxim of manner with percentage 44.8%.

Based on Bayu Garna Pradika and Kori Amaliah Puji Rohmanti (2018), in their study entitled *An Analysis of Flouting Maxims In "Coco" Movie*, were analyze the maxim flouting that were flouted by the characters in the *Coco* movie script based on Grice's cooperative principle. This research used descriptive qualitative method to support in analyzing the data. The data sources of this research were the *coco* movie and its script. The data analysis was conducted by organizing the data into narration, analyzing the data, and make the conclusion. The result of this research showed what types of maxim were flouted in the

movie. The results of this research show that the maxim flouted 11 times in the whole dialogue of the movie. The maxim quantity flouted 5 times or 45%. The maxim of relation flouted 3 times or 27%. The maxim of quality flouted 1 times or 10%. The maxim of manner flouted 2 times or 18%. The most dominant maxim flouting is flouting maxim of quantity.

Rofa Marlisa and Didin Nuruddin Hidayat (2020), in their study entitled *The Analysis of Flouting Maxim in Good Morning America (GMA) Talkshow*, which Jackie Chan was invited as the guest star. The goals of this research are to find out the performed flouted maxims by the hosts and the guest and to reveal the reasons behind the occurrence of the maxims. In this study, qualitative method were used to collect the data from a video. Then, to find and analyze the flouting maxim showed in the video, the researchers used Grice's theory. The result showed that all four types of maxim flouting were committed by both Jackie Chan and the two hosts of the GMA talk show. The highest flouting maxims found were flouting the maxim of quantity and manner. Further, the study also revealed the rationales behind maxims flouting which were beneficial to build fun communication and to elaborate more explanations.

Cahyani, Utami and Putra (2020), in their study entitled *An Analysis Of Flouting Maxim Found In The Film 'The Hustle'* shows that this study found all types of flouting maxim, there are flouting maxim of quality, flouting maxim of quantity, flouting maxim as relation, flouting maxim of manner. The highest occurrences of flouting maxim are flouting maxim of quantity and the lowest is flouting maxim of quantity. In this study, collaborative motivation is the highest motivation used by the characters in the film and the lowest is convivial motivation.

The flouting maxims in the movie might be created to achieve the purpose of entertaining. Movie is a form of symbolic expressions of human being (Merriam-Webster, 2020). The movie represents the daily life because of the inspiration of the movie comes from events in human life. A Star Is Born movie is

a romantic American movie that was produced by Bradley Cooper in 2018. It tells about a musician (Jackson) helps a young singer (Ally) to make her dream come true as a big singer star. The communication among the main characters and the supporting characters are very attractive. So, sometime they do not utter the message directly and do not always speak explicitly. They may be flout the cooperative maxim in their communication.

MATERIAL AND METHOD

Cooperative Principle

According to Grice (1975), he states that while people are exchanging their verbal information in communication, they need to be cooperated with each other. It means, how listeners and speakers act cooperatively each other to be understood in a particular way. He also states that people will successfully convey the information in conversation if they fulfill the Cooperative Principle that consists of four maxims in conversation. Grice (1975) divided four ways for effective communication as follows:

The Maxim of Quantity

According Grice, Cutting (2002) states that in obeying the maxim of quantity, the speaker should provide information that is required by the hearer. It should not be too much or too little than is required. The possibility that may occur if the speaker gives too little information is that the hearer is unsatisfied by the information provided.

The Maxim of Quality

According to Grice (1975: 39) said that in this maxim, the participants of the conversation have to be as truthful as it required or should give the information based on what happens in real life. It means that speaker and hearer in a conversation must say what they believe to be true and in fact it can happen.

The Maxim of Relevance

According to Grice (1975: 42) said that between the speaker and the listener must be relevant in communicating. The speaker must not say anything out off-topic and anything that has no correlation or is not related to what is being discussed.

The Maxim of Manner

According to Grice (1975: 45) stated that the explanation in a conversation must be clear, unambiguous, and concise in order to reach the cooperative principle in an interaction. Then this is called the saying good manners. To avoid misunderstanding and ambiguous meaning, the listener must have a relationship, background knowledge or listener can guest the meaning from the utterance that given by speaker because it can useful for participants to understand the meaning conveyed by the speaker.

Flouting Maxim

According to Grice (1975) a speaker may flout a maxim, that is he or she blatantly fail to fulfill the maxims of Cooperative Principle without any intention to device or make a misunderstanding to convey hidden meanings in their utterances. Flouting maxims divided into four maxims as follows:

Flouting Maxim of Quantity

The flouting maxim of quantity happens when the speaker blatantly give less or much information than is really needed to the hearer.

Flouting Maxim of Quality

The flouting maxim of quality happens when the speaker is not telling the truth, in other words, it is lying. On the opposite of what the speaker is actually supposed to say.

Flouting Maxim of Relevance

The flouting maxim of relevance happens when the speaker says something irrelevant or unrelated. When the speaker fails to deliver the answer or response requested by the hearer, or the speaker deliberately changing the topic of conversation from the interlocutor.

Flouting Maxim of Manner

The flouting maxim of manner happens when the speaker utters something ambiguous. An ambiguous response or answer from the speaker makes the listener have to go deeper into what the speaker really means.

METHODS

The data of this study were taken from the conversation among the main and supporting characters in the movie *A Star Is Born*. They are: *Ally, Jackson Maine, Ramon, Bobby, Lorenzo Campana, Wolfie and Noodles*. The researcher were collected the data through direct observation method by watching the movie for several times and downloading the movie script to strengthen the data. The data were classified into types of flouting maxims such as: flouting maxim of quantity, flouting maxim of quality, flouting maxim of relevance and flouting maxim of manner. Then, the data analysed qualitatively by using some theories, such as theory of Cooperative Principle from Grice (1975) to identify types of flouting maxim.

RESULT AND DISCUSSION

Our finding shows that there are four types of flouting maxims that dominantly used by the characters in the movie *A Star Is Born*, they are flouting maxim of quantity, flouting maxim of quality, flouting maxim of relevance and flouting maxim of manner. It can be seen in the table below:

Table 1:Types of Flouting Maxim in A Star Is Born Movie

| No. | Type of Flouting Maxim | Frequency | Percentages |
|-----|-----------------------------|-----------|--------------|
| 1. | Flouting Maxim of Quantity | 9 | 45% |
| 2. | Flouting Maxim of Quality | 2 | 10 % |
| 3. | Flouting Maxim of Relevance | 6 | 30 % |
| 4. | Flouting Maxim of Manner | 3 | 15 % |
| | Total | 20 | 100 % |

Based on the table above, it can be seen that the total of flouting maxim in *A Star Is Born* movie is 20 data. The dominant flouting maxim that uttered by the characters in this movie is flouting maxim of quantity with frequency 9 times (45%). While, the least type is flouting maxim of manner with frequency 3 times (15%). The flouting maxim of manner becomes the lowest because in this movie the characters rarely in critical situation.

Flouting Maxim of Quantity

Flouting maxim of quantity happens when the speakers give more or less amount of the information that required. In the movie *A Star Is Born*, nine utterances which can be categorized as flouting maxim of quantity are found. This analysis is supported by Grice (1975). The selected examples are explained as follows:

Data 1:

Ramon : Did he cry?

Ally : Yeah, he cried. **He laughed. He yelled at me.**

Ramon : You broke his heart, mama!

(00:05:52-00:05:55).

The data above is a conversation among the characters of Ramon and Ally. The conversation took place in the kitchen of the restaurant. Based on the movie,

Ramon was Ally's best friend, Ally was a singer-songwriter and part-time worker in a restaurant. In that situation, the relationship of Ally and her boyfriend was over, it happened when she talked with her boyfriend through the phone in the toilet. So, Ramon was asked Ally by a question. The utterance of Ally belongs to flouting maxim of quantity, because she gave more information than required to Ramon about the condition of her boyfriend. Actually, Ally could answer the question just by saying "Yeah, he cried". Thus, Ally's utterance can be categorized into the type of flouting maxim of quantity.

Data 2:

Ally : So why are you in here, huh?

Jack : Sorry?

Ally : What brings you here?

Jack : Oh, I was playing right around here tonight. **I'm a musician.**

(00:13:57-00:13:60).

The conversation was happened among Ally and Jack, Ally was a singer-song writer and Jack was a musician. It was happened in the dressing room of Bleu Bleu Bar. The conversation was started by Ally, because Ally felt curios to Jack about how Jack could found this place.

The utterance of Jack belongs to flouting maxim of quantity, because he gave more information to Ally that he could get the Bar because he was a musician and was playing in a place that nearby the Bar. Jack supposed to be answer the question by saying "Oh, I was playing right around here tonight". Therefore, Jack's answer can be categorized as flouting maxim of quantity.

Data 3:

Lorenzo : This is all my fault.

Ally : You don't have that kind of power, Dad. Eat your food. How many times you carry my piano up the stairs? How many times did you sit there while I wrote a song?

Lorenzo : **Always.**

Ally : It's okay. You didn't do anything. It's not your fault.

Lorenzo : You're just the greatest person in the world.

(01:41:41 – 01:42:13).

The conversation was happened on dining table of Jack's house in the morning, during the breakfast time. When Lorenzo and Ally were talking. Lorenzo is Ally's father. In that situation, Lorenzo took a deep breath. Ally sat beside her father. Ally looked over to him but his body was shaking because of his cry. Because Lorenzo felt disappointed with Jack. Ally would like to know what Lorenzo felt, so the conversation was started by Ally.

As can be seen above, the utterance of Lorenzo can be categorized as flouting maxim of quantity, because he gave less amount of the information that Ally was needed. Actually, Lorenzo could answer the question just by saying about the specific time of the question that was mentioned by Ally, which can be answered "I do every day". Thus, the answer of Lorenzo belongs to type of flouting maxim of quantity.

Flouting Maxim of Quality

According to Grice (1975), if speaker says untrue or the speaker tells lie which means the speaker denies something that is believe to be false. Flouting maxim of quality occurs two times in A Star Is Born movie which the speaker flouts the maxim of quality when the simply say something that obviously does not represent what they think. The selected examples are explained as follows:

Data 4:

Jack: Oh, I was playing right around here tonight. I'm a musician.

Ally: How'd your show go?

Jack: Uh... **I think** it went all right.

(00:14:02-00:14:04).

The conversation took place in the dressing room of Bleu Bleu Bar. The participants of the conversation are Jack and Ally. In that situation, the show was over, Ramon as Ally's best friend was asked Jack to talk with Ally. Then, they were talking, Jack told Ally that he was a musician and was playing nearby the Bar. Ally was asked Jack a question about his show. Flouting maxim of quality had done by a participant namely Jack.

Jack's utterance belongs to flouting maxim of quality, because the answer from Jack by saying "I think it went all right". In this sentence he said "I think" that is untrue sentence. The maxim of quality in which can be categorized into flouting maxim of quality because he says untrue about what he said.

Data 5:

Jack : You know, I had a thing when I was little. I was born with this thing in my ear. Couldn't hear... What do I wind up being? A singer. So, you never know... Look... Talent comes everywhere, everybody's talented. Don't you understand what I'm trying to tell you?

Ally : **I don't like it. But I understand it.**

(00:20:47-00:20:50).

It was happened in the Cop Bar. Ally hesitates, because it was unexpected moment that she met with a musician namely Jackson Maine. While Ally was a singer and song-writer and part-time worker in a restaurant. On the movie, there are two participants doing the conversation such as Ally and Jack. Flouting maxim of quality had done by a participant namely Ally.

As can be seen above, this data is containing of flouting maxim that appear on the movie, the answer from Ally by saying "I don't like it. But I understand it". In this sentence she said "But" that is untrue sentence. The maxim of quality in which can be categorized into flouting maxim of quality because she says untrue about what she said.

Flouting Maxim of Relevance

There are six utterance of flouting maxim of relevance which occur in the movie. Which flouting maxim of relevance occurs when the response is obviously irrelevance to the topic or change the topic. Based on Grice's theory (1975), which flouting maxim of relevance occurs when the response is obviously irrelevance to the topic. The following examples of the data as follows:

Data 6:

Jack : Can I ask you a personal question?

Ally : Sure.

Jack : Do you write songs or anything?

Ally : **I don't sing my own songs.**

Jack : Why?

Ally : I just don't feel comfortable.

(00:18:56-00:19:01).

Based on A Star Is Born movie, the conversation was happened in the cop bar, Ally's show was over. So, Ally and Jack were drinking in the cop bar. Ally got a rum and Coke, Jack got his regular drink, gin on the rocks with a twist. The participants on the conversation were Ally and Jack.

The conversation between Jack and Ally obviously irrelevance to the topic because Ally answered the question from Jack by flouting maxim of relevance. It should be answered by "No, I don't write songs" but she just asserted Jack by her utterance. Thus, the utterance of Ally can be categorized into type of flouting maxim of relevance.

Data 7:

Jack : What are you writing down in here?

Ally : **That's my songbook.**

(00:50:54-00:50:55).

The conversation took place at Roadside Mexican Restaurant in the lunch time. Jack was still holding his helmet, looking through a glass case picking out

toppings to tacos. Jack went back to their booth, where Ally was sitting with her songbook. Ally was writing down some notes. The participants on the conversation were Ally and Jack.

The utterance of Ally belongs to flouting maxim of relevance. It can be categorized because she makes the conversation unmatched by answering the question “That’s my songbook”. The answer from Ally is irrelevance to the topic, she supposed to be answer it cooperatively by saying “I am writing a song for my next album”. Thus, it belongs to flouting maxim or relevance.

Data 8:

Ally : What did I say about smoking in this house?

Lorenzo : (to Wolfie) Outside!

Wolfie : Who are you?

Lorenzo : **Who am I? It's my house.**

Wolfie : I know it's your house. But you smoke, too.

Lorenzo : All right, forget it.

(00:30:42-00:30:44).

The conversation was appeared in the early morning at Ally’s house. When Ally walked up the stairs. Then, met with her father namely Lorenzo. In that situation, Ally saw the mess kitchen, so Ally immediately began cleaning. Ally felt upset because her father’s friends were smoking in her house. Wolfie as Ally’s uncle was asked a question to Lorenzo “Who are you?” because Wolfie was offended to Ally. The participants on the conversation were Wolfie, Lorenzo and Ally.

The utterance of Lorenzo belongs to flouting maxim of relevance. It can be categorized because he makes the conversation unmatched by asking a question “who are am I? It’s my house”. The answer from Lorenzo is irrelevance to the topic, actually he should answer it cooperatively by saying “I am Lorenzo”. But, he implied another meaning in his utterance. It might be Lorenzo wants to emphasize that Lorenzo is the owner of the house. Thus, it can be into type of flouting maxim of relevance.

Flouting Maxim of Manner

Based on Grice (1975), when the speaker asks or tells something, the listener should answer it as clear as possible and not obscure or ambiguous. In this flouting maxim, the characters fail to fulfil the maxim of manner that requires the listener to be clear, brief and orderly in starting their utterances. It is the last ranks happened in A Star Is Born movie. It appeared only three utterance in the movie.

Data 9:

Jack: Can I touch your nose?

Ally: Oh, my gosh.

Jack: Um... Let me just touch it for a second. You're very lucky.

Ally: Oh, really? Yeah, not really. **My nose has not made me lucky.**

(00:19:42-00:19:57).

The conversation above was happened in the evening at the Cop Bar, when Jack and Ally were drinking in the crowded downtown bar. Jack looked at her. When Ally turned her head profile, took her finger and runs it down from her forehead, over her nose, down to her chin. Then, they were talking about Ally was not comfortable when she was singing. As can be seen in the conversation above, Ally said that “My nose has not made me lucky”. That is maxim of manner, because she was not giving clear information to Jack why her nose has not made her lucky. Ally utterance makes Jack feel obscure and he needs more explanation from Ally. It means, the utterance of Ally belongs to flouting maxim of manner.

Data 10:

Noodles : Let's do it today, for real. I'll call my cousin right now. It's Saturday. Nobody's gonna be in there. Let's go.

Ally : (to Jack) You really wanna do that?

Jack : Yeah. **That place has magical quality to it.**

Ally : (laughing) It what? It ‘has a magical quality?’

Jack : It does.

(01:16:11-01:16:13).

The last conversation as a data of flouting maxim of manner was happened in the morning when the breakfast time at Noodle's dining room. Ally was sitting with Noodle's family. Then, Jack was sliding something onto her left hand which is "ring finger". So, the guitar string twisted into a makeshift engagement ring. They looked at each other.

As can be seen above, Jack answered Ally's question by saying "That place has magical quality to it". The utterance of Jack makes Ally feels obscure and she needs more explanation from Jack. It means that Jack has successfully deliberated maxim of manner in the conversation, because Jack gave unclear explanation about his utterance. It can be categorized as flouting maxim of manner.

CONCLUSION

This study analysed types of flouting maxims in *A Star Is Born* movie. There are 20 data of flouting maxims found in *A Star Is Born* movie. The finding shows that there are four types of flouting maxims, which predominantly used by the characters in the movie *A Star Is Born*, they are: flouting maxim of quantity (45%), flouting maxim of quality (10%), flouting maxim of relevance (30%) and flouting maxim of manner (15%). Each character in this movie has different emotion when they deliver their utterances depend on the context of situation, the topic that being discuss, the participants, and language role. Of four types of flouting maxims flouting maxim of quantity is the most dominant type which found in this movie. This type became more dominant than the others due to the genre of this movie, which is a romantic drama movie. Which the characters in this movie usually give more information to deliver their ideas and utterances in the conversation.

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