



The Types of Flouting Maxim Found In *Alice In Wonderland* Movie

Ida Ayu Popy Wulandari Pratiwi¹, Ni Made Verayanti Utami², Ni Nyoman Deni Ariyaningsih³

English Study Program Faculty of Foreign Languages, Mahasaraswati Denpasar University, Bali, Indonesia¹²³

dayupopy1@gmail.com, verayanti.utami@gmail.com, nym.deni@yahoo.com

Abstract

This study entitled The Types of Flouting Maxim found in *Alice in Wonderland* movie. The study aimed to find out the types of flouting maxim used by characters. This study focused on Grice (1975) about the types of flouting maxim. This study applied descriptive qualitative method in analyzing the data. To get a valid data, this study used note taking as a technique. 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 25 data. The dominant flouting maxim that uttered by the characters in this movie is flouting maxim of relevance with the frequency 10 (40%). The finding shows that the most dominant flouting maxim that used by the characters is flouting maxim of relevance because the characters in this movie try to hide the main character's existence by changing the topic in the conversation.

Keywords: *flouting maxim, types, movie*

Abstrak

Penelitian ini berjudul *The Type of Flouting Maxim Found in "Alice in Wonderland" Movie*. Penelitian ini bertujuan untuk mengetahui jenis-jenis pelanggaran maksim yang digunakan oleh karakter pada film tersebut. Penelitian ini difokuskan pada teori Grice (1975) tentang jenis-jenis pelanggaran maksim. Penelitian ini menggunakan metode deskriptif kualitatif dalam menganalisis data. Untuk mendapatkan data yang valid, penelitian ini menggunakan teknik pencatatan. Hasil penelitian menunjukkan bahwa ada 4 jenis pelanggaran maksim yang digunakan oleh karakter. Hasil penelitian menunjukkan bahwa jenis *flouting maxim* yang terdapat dalam film berjumlah 25 data. Pelanggaran maksim yang dominan diucapkan oleh para tokoh dalam film ini adalah pelanggaran maksim relevansi dengan frekuensi 10 (40%). Hasil penelitian menunjukkan bahwa pelanggaran maksim yang paling dominan digunakan oleh para tokoh-tokoh dalam film adalah pelanggaran maksim relevansi karena para karakter dalam film ini berusaha menyembunyikan keberadaan sang pemeran utama dengan cara mengubah topik pembicaraan.

Kata kunci: *pelanggaran maksim, tipe, film*

I. INTRODUCTION

Pragmatics is a branch of linguistics concerned with the use of language in social contexts and the ways people produce and comprehend meanings through communicating. One form of communication is conversation, to make a conversation cooperatively, the conversation must follow the rules of the cooperative principle. The

cooperative principle is how a person interacts with other people. Actually, this explains what are the basics or principles in an individual's interaction with another individual.

In a conversation, the speaker assumes that the listener can work together in interacting so that they can achieve the desired target in the conversation. For this reason, the speaker assumes that the listener has the same basic terms as the speaker. However, there are times when an error occurs in communicating or interacting due to several factors. These factors could be due to cultural differences and different linguistic experiences between the speaker and the listener. And that leads to wrong assumptions. That's why we need the basics of interacting or communicating. According to Grice (1975), these basics are divided into four conversational maxims, including: quantity, quality, relation, and manner. In talking with other people, every individual must commit the flouting maxims that have been described previously. This can happen for several reasons.

According to Grice (1975), flouting itself is where the speaker blatantly fails to convey something to the interlocutor. Usually the flouting that occurred was deliberate by the speaker. The speaker actually wants the listener to look for other meanings of his words, which flouting the maxim. The flouting maxims are divided into four, namely flouting maxim of quantity, flouting maxim of quality, flouting maxim of relevance, and flouting maxim of manner. Flouting maxim of quantity happens when a speaker blatantly gives more or less information that required, she or he may flout maxim of quantity and deliberately talk either too much with the goal of the ongoing conversation. Flouting maxim of quality happens if the speaker says something untrue or the speaker tells a lie which means he or she denies something that is believed to be false. Flouting maxim of relevance happens when someone does not want to answer the question and directly change the topic. Flouting maxim of manner, such flouts involve absence of clarity, brevity and also transparency of communicative intentions.

Based on Ibrahim, Arifin and Setyowati (2018), in their study entitled *The Flouting of Maxim in the Seven Movie Script*. In their study, there are four types of flouting maxim of quality, flouting maxim of quantity, flouting maxim of relation and flouting maxim of manner. The researcher also found three motivations that influenced the characters flouted the maxim. Those are competitive, collaborative and conflictive.

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.

Evidoyanti and Kustini (2012), in their study entitled *A Pragmatic Analysis of the Flouting Maxims in Kick Andy Talk Show: "Laskar Pelangi"* Based on Grice's *Cooperative Principle* shows that this study found three types of flouting maxim, there are flouting maxim of quantity, flouting maxim of relevance and flouting maxim of

manner. This study stated that the most frequently maxim flouted encountered was the maxim of quantity and the least frequent maxim was the maxim of manner.

Sunggu and Afriana (2020), in their study entitled Flouting Maxim in “Wonder Woman” Movie shows the most dominant types of flouting maxim is flouting maxim of relations. This study stated that all the characters in Wonder Woman movie was flouted all types of maxims.

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 floating of maxim not only can be seen in real life but also in the films. Therefore, the film was the data source used to analyze the flouting of maxim in this study because it represents the reality in which people flout the maxim almost every day. *Alice in Wonderland* movie specifically chosen by analyzing the flouting maxim through the conversation among the characters of the movie.

II. MATERIALS AND METHODS

2.1 Cooperative Principle

The concept of cooperative principle, according to Grice (1975), he argues that people need to cooperate with each other while exchanging their verbal information in communication. Grice (1975) states that people will have a successful conversation if they fulfill the Cooperative Principle that is realized by four maxims of conversation. Grice (1975) divided four ways for effective communication as follows:

2.1.1 The Maxim of Quantity

Following 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. On the other hand, if the speaker gives too much information than is required will risk boredom for the hearer (p.35).

2.1.2 The Maxim of Quality

According to Grice (as cited in Aisya & Padang, 2019) said that in this maxim both of speaker or listener should give the information based on what happens in real life. It is meant that everyone in a conversation must say what they believe to be true and in fact it can happen.

2.1.3 The Maxim of Relevance

According to Grice (as cited in Sunggu & Afriana, 2020) said that between the speaker and the listener must be relevant in communicating. The speaker must not say anything off-topic or outside the discussion and anything that has no correlation or is not related to what is being discussed. This maxim serves as a tool that connects interaction with each other.

2.1.4 The Maxim of Manner

According to Grice (as cited in Andy & Ambalegin, 2019) said that the explanation must be clear, unambiguous, and concise in order to reach the cooperative principle in an interaction. Then this is called the saying good manners. The opposite of clear expressions or good manner can be ambiguous and unclear statements will be considered a violation of proverbs. To avoid misunderstanding and ambiguous meaning, the listener must have a relationship, background knowledge or listener can guess the meaning from the utterance that given by speaker because it can useful for participants to understand the meaning conveyed by the speaker.

2.2 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 same number as maxim as follows:

2.2.1 Flouting Maxim of Quantity

The flouting maxim of quantity happens when the speaker blatantly give too little or too much information than is really needed.

2.2.2 Flouting Maxim of Quality

The flouting maxim of quality happens when the speaker is not telling the truth, in other words, is lying. The speaker may say something that is very contradictory or the opposite of what the speaker is actually supposed to say. In addition, there are also cases where the speaker has shown that he is not interested in an ongoing conversation by saying something which has very proved impossible.

2.2.3 Flouting Maxim of Relevance

The flouting maxim of relevance happens when the speaker says something irrelevant or unrelated. An example of this flouting is where the speaker fails to deliver the answer or response requested by the interlocutor. The speaker does not answer the interlocutor in accordance with the question. Another example is the speaker deliberately changing the topic of conversation from the interlocutor.

2.2.4 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. Then the listener may assume something completely different from what the speaker actually meant.

2.3 METHODS

The data of this study were taken from the conversations by the characters in *Alice in Wonderland* movie. This movie was chosen because this movie has a unique story, the visual effect is amazing, and the characters do more chance to flout the maxims. This study used observation method to collect the data. The data were analyzed by using descriptive qualitative method. This study used the theory from Grice (1975) to classify the types of flouting maxim.

III. RESULTS AND DISCUSSION

In this movie, there were 25 data that can be categorized as the types of flouting maxim. The types of flouting maxim can be seen in table below.

No.	Type of Flouting Maxim	Frequency	Percentages
1.	Flouting Maxim of Quantity	7	28%
2.	Flouting Maxim of Quality	5	20 %
3.	Flouting Maxim of Relevance	10	40 %
4.	Flouting Maxim of Manner	3	12 %
	Total	25	100 %

Table 1: The Types of Flouting Maxim in Alice in Wonderland Movie

Based on the table above, it can be seen that the total of flouting maxim in *Alice in Wonderland* movie is 25 data. The dominant flouting maxim that uttered by the characters in this movie is flouting maxim of relevance with frequency 10 times (40%). While, the least type is flouting maxim of manner with frequency 3 times (12%). The flouting maxim of manner becomes the lowest because in this movie the characters rarely in critical situation that demands to be orderly.

3.1 Flouting Maxim of Quantity

According to Grice (1975), the flouting maxim of quantity happened when a speaker blatantly gave more or less information than required. The example of this type can be seen below:

Data 1 (*Alice in Wonderland* movie 01:20:49)

Alice : “Don’t go. I need your help. I don’t know what to do.”
Absolem : “I can’t help you if you don’t even know who you are, stupid girl.”
Alice : “I’m not stupid. **My name is Alice. I live in London. I have a mother named Helen and a sister named Margaret. My Father was Charles Kingsley. He had a vision that stretched half-way around the world and nothing ever stopped him. He would have liked it here. I’m his daughter. I’m Alice Kingsley.**”

In this scene Alice flout the maxim of quantity. When Alice thinks Absolem will die and by the time the chrysalis begins to cover his body, Alice asks Absolem to not to go because she needs his help. Then the Absolem says this to Alice “I can’t help you if you don’t even know who you are, stupid girl.”. Alice used one of the types of flouting maxim which is the flouting maxim of quantity. The use of flouting maxim of quantity “I’m not stupid. **My name is Alice. I live in London. I have a mother named Helen and a sister named Margaret. My Father was Charles Kingsley. He had a vision that stretched half-way around the world and nothing ever stopped him. He would have liked it here. I’m his daughter. I’m Alice Kingsley.**” By use that utterance, Alice gave more information than required by the interlocutor with the goal of making the listener understand better.

Data 2 (*Alice in Wonderland* movie 00:03:53)

Alice : “I’m sorry. I’m tired. I didn’t sleep well last night.”
Helen Kingsley : “Did you have bad dreams again?”
Alice : “Only one. It’s always the same ever since I can remember.”

The conversation above happens when Alice and her mother on the way to the Ascot Estate. Alice apologized to her mother for not being nice and she said that she didn’t sleep well last night. Then her mother ask “*Did you have bad dreams again?*” to Alice. Alice used one of the types of flouting maxim which is the flouting maxim of quantity by saying “Only one. **It’s always the same ever since I can remember.**” It is shown that the information given by Alice is more than required. She should answer *Only one*, that was enough to response her mother question.

3.2 Flouting Maxim of Quality

Grice (1975) stated this flouting maxim happened when the speaker said something untrue or the speaker told lie which was meant he or she denies something that was believed to be false. The example of this type can be seen below:

Data 3 (*Alice in Wonderland* movie 00:26:45)
Red Queen : “Did you steal my tarts?”
Frog : “**No, Your Majesty**”

This conversation happened in a long hall with frog footmen. The Red Queen's angry scream came because she lost her tarts and she asks all the frog footmen about her tarts. She walks the row, studying the face of each frog. In the end, she whirls to leer into the face of one terrified frog. This conversation showed that the frog flouted the maxim of quality. It could be seen when he answered the Red Queen utterance by saying “**No, Your Majesty**”. In fact, the frog has eaten the cake and tells lies to the Red Queen. Here, he failed to fulfill the maxim of quality because he gave an untrue answer by saying “**No, Your Majesty**” just to save himself.

Data 4 (*Alice in Wonderland* movie, 01:38:27)
Alice : “Lowell?”
Lowell : “Alice, we were just... Hattie’s an old friend”

The conversation happened when Alice back away and walked into the garden, she saw her sister’s husband, Lowell, kissing a strange woman and look intimate with Hattie. Alice immediately called Lowell and Hattie runs off. This conversation shown that Lowell flouted the maxim of quality because he tries to explain Hattie just his old friend by saying “**Alice, we were just... Hattie’s an old friend**”. In this conversation, Lowell utterance could be categorized into flouting maxim of quality because Lowell was saying untrue and not based on the fact that he has a relationship with Hattie.

3.3 Flouting Maxim of Relevance

According to Grice (1975), this flouting maxim occurs when the response was obviously relevant to the topic. The example of this type can be seen below:

Data 5 (*Alice in Wonderland* movie 01:11:48)
Cheshire Cat : “It’s a pity about all this. I was looking forward to seeing you Futterwacken.”
Mad Hatter : “I was rather good at it, right?”
Cheshire Cat : “**I really do love that hat. I would wear it to all the finest occasions.**”

Based on the movie, the conversation happened in the underground jail when the Hatter cleans his hat and he looks so sad. Then the Cheshire Cat appears outside the bars. He regretted that this happened to Hatter and he said that he was looking forward to seeing Hatter Futterwacken. Then, the Hatter said that he was rather good at it. Cheshire Cat was used the flouting maxim of relevance when he response Mad

Hatter utterance. By uttering “**I really do love that hat. I would wear it to all the finest occasions.**” show that he used the flouting maxim of relevance by change the topic and made the conversation unmatched.

Data 6 (Alice in Wonderland movie 00:09:46)

Alice : “There! Did you see it?”

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

From the conversation above, Alice tried to chasing the white rabbit. She tells that she sees a rabbit in a waistcoat to Aunt Imogene, but Aunt Imogene said that she can’t be bothered with Alice fantasy again. Then Alice tried to tell Aunt Imogene that she sees that rabbit again and want Aunt Imogene to see it. Aunt Imogene flouted the maxim of relevance by responded the question and made the conversation unmatched. She flouted the maxim of relevance by saying “He’s a prince. But, he cannot marry me unless he renounces his throne. Isn’t it tragic?”. She should answer it by saying Yes or No answer to make the conversation runs cooperatively.

3.4 Flouting Maxim of Manner

According to Grice (1975), flouting maxim of manner occurs when the characters failed to be perspicuous, brief and orderly. The example of this type can be seen below:

Data 7 (*Alice in Wonderland* movie 00:08:38)

Lady Ascot : “Imbeciles! The gardeners planted white roses when I specifically asked for red!”

Alice : “**You could always paint the roses red.**”

The conversation happened in the garden when Lady Ascot gives the information about Hamish to Alice before they married. Then Lady Ascot shock when saw the gardeners planted the white roses meanwhile she asked for red. Alice flouted the maxim of manner by saying “You could always paint the roses red”. That was shown as a flouting maxim of manner because she gave an answer that was not an answer that required. In this conversation, to make the conversation cooperatively she should answer it not ambiguously and as clear as possible.

Data 8 (Alice in Wonderland movie 00:07:05)

Twins : “We have a secret to tell you”

Alice : “If you telling me, it’s not a secret.”

Twins : “**No, we don’t. In fact, we won’t**”

Based on the conversation above, Alice met with the twins in the garden. In this conversation, the twins want to tell a secret to Alice and then Alice said it will not be a secret if they tell it to her. the twins flouted the maxim of manner by saying “**No, we don’t. In fact, we won’t.**” That was flouting maxim of manner because their answer was not clear and ambiguously and make the hearer confused. They should

answer it as clear as possible and not ambiguous to make the conversation runs cooperatively.

IV. CONCLUSION

Regarding the discussion above, it can be concluded that there are 25 data of flouting maxim found in *Alice in Wonderland* movie. 7 data are classified into flouting maxim of quantity, 5 data is flouting maxim of quality, 10 data is flouting maxim of relevance, and 3 data belongs to flouting maxim of manner. The dominant types of flouting maxim used by the characters is flouting maxim relevance because the characters in this movie try to hide the main character's existence to save her from the terror. While, the least type of flouting maxim is the flouting maxim of manner. The character in this movie rarely uses ambiguous because the characters rarely in a critical situation that demands to be orderly.

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