



## An Analysis of Flouting Maxim in the Tall Girl Movie

Ni Kadek Misiantari<sup>1</sup>, I Gusti Ayu Vina Widiadnya Putri<sup>2</sup>, Ida Ayu Putri Gita Ardiantari<sup>3</sup>

English Study Program Faculty of Foreign Languages, Mahasaraswati University Denpasar, Jl. Kamboja No. 11 A Denpasar – Bali 802331<sup>123</sup>

Correspondence Email : [author@email.com](mailto:author@email.com)

### Abstract

The aim of study deals with flouting maxim in a movie entitled Tall Girl. People in conversation can run smoothly if follow the cooperative principle. Grice (1975) stated that a cooperative principle in which at the stage at when it occurs by receiving the purpose or direction exchange in which are engaged. There are four maxims that make up the cooperative principle namely maxim of quality, maxim of quantity, maxim of relevance, maxim of manner. However, not all conversation runs smoothly, sometimes people are uncooperative while conveying the information, this case known as flouting maxim. This study discusses maxim that was flouted by the characters in the Tall Girl movie. This study focuses on analyzing the types of flouting maxim and the reason why the characters flouted the maxims in the Tall Girl movie. There are two theories used to analyze the data in this research. First, the theory of cooperative principle was proposed by Grice (1975) to analyze the type of floating maxim and the second theory from Leech (1983) to analyze the reason why the characters flouted the maxim. The researcher used a descriptive qualitative method to describe the data to answer the problem of the study. The result of the study shows that there are 10 data of floating maxim in Tall Girl Movie.

**Key words:** *floating maxim, the reason for characters floated the maxim, Tall Girl movie.*

### Abstrak

Kajian ini berkaitan dengan kajian pelanggaran maksim dalam film berjudul Tall Girl. Orang-orang dalam percakapan dapat berjalan lancar jika mengikuti prinsip kooperatif. Grice (1975) menyatakan bahwa prinsip kooperatif dimana pada tahap itu terjadi ketika menerima pertukaran tujuan atau arah yang terlibat. Ada empat maksim yang membentuk prinsip kooperatif yaitu maksim kualitas, maksim kuantitas, dan maksim relasi, maksim tata krama. Namun tidak semua percakapan berjalan dengan lancar, terkadang masyarakat tidak kooperatif dalam menyampaikan informasi, hal ini disebut dengan pelanggaran maksim. Penelitian ini membahas tentang maksim yang dilanggar oleh para tokoh dalam film Tall Girl. Penelitian ini berfokus pada analisis jenis-jenis pelanggaran maksim dan alasan mengapa para karakter melanggar maksim dalam film Tall Girl. Ada dua teori yang digunakan untuk menganalisis data dalam penelitian ini. Pertama, teori prinsip kooperatif yang dikemukakan oleh Grice (1975) untuk menganalisis jenis-jenis pelanggaran maksim dan teori kedua dari Leech (1983) untuk menganalisis alasan mengapa para tokoh melanggar maksim. Metode yang digunakan dalam peneliti ini adalah metode deskriptif kualitatif untuk mendeskripsikan data guna

menjawab permasalahan penelitian. Hasil penelitian menunjukkan bahwa terdapat 10 data floating maxim dalam film Tall Girl.

**Kata kunci:** pelanggaran maksim, alasan melanggar maksim, film Tall Girl

## Introduction

The conversation is a part of human life in which two or more individuals communicate to share their feelings, thoughts and ideas. Communication is always associated with the language process, conversely when talking about language, it is always associated with communication (Kanvas in Widiadnya, 2021). People communicating with each other can be successful when the listener is able to understand what the speaker said. Occasionally, in normal conversation, the listener does not grasp what the speaker is attempting to say. The conversation is going smoothly when the participant follows the rule of the cooperative principle.

According to Grice (1975) a cooperative principle in which at the stage at when it occurs by receiving the purpose or direction exchange in which are engaged. There are four maxims that make up the cooperative principle namely maxim of quality, maxim of quantity, maxim of relevance, maxim of manner. The participant requires to observe the manner of cooperative principle in conversation to achieve the purpose of communication. In daily conversation, flouting maxim is commonly used to deliver a hidden meaning. According to Grice (1975:49) flouting means blatantly failing to obey the maxims. Flouting maxim works when the speaker implies meaning behind utterance.

However, in fact not all conversation runs smoothly, some people are uncooperative while conveying the information and it is called flouted. According to Cutting (2002) that flouting maxims happens when the speakers seem not to follow the maxims but expect the listener to deduce the intended meaning. Flouting maxims does not occur in real life but also in movies. Movies are often used as entertainment for everyone in the world. It can affect people's emotions. Fun movies can affect people's emotions and make them laugh. Some movies can capture people's emotions to make them feel sad, cry and scared. Movies have some aspects which can reflect the phenomena of people who flouted the maxims.

In this study, a movie entitled Tall Girl is chosen as the data source. Tall Girl movie is an American teen romantic comedy film released in 2019. There is nothing wrong with being a woman with above average height, but this is a big problem for a teenager named Jody (Ava Michelle). Jodi Kreyman is 1.87m tall. Since she was three years old at that time. She has been tall for her age, which has made her unreliable her entire life. Understudies frequently inquire Jodi, "How's the weather up there?" In addition, Jodi's older sister Harper is of normal tallness and a numerous excellence

pageant winner. Jack Dunkleman, a life-long friend, regularly inquires her out, but she is hesitant, somewhat since he's much shorter than Jodi. Until one day, Stig Mohlin is a new student from Sweden who is tall and handsome, and really gives hope to get a sweet teenage romance.

Based on the phenomena above, one major theory that has been effective for analysis is flouting maxim. This study aims to analyze the types of flouting maxims and explain the reason why the maxims are flouted in the Tall Girl movie. The characters flouted the maxim because there was a reason that meant but it was not saying directly to the interlocutors. By knowing the reason, the listener can get the hidden meaning that the speakers implied in their utterance.

## **Method**

There are two theories and one supporting theory used in this study. It is used to help analyze or solve problems. The first theory from Grice's maxim theory (1975) is used to analyze the types of flouting maxims and second theory is proposed by Leech (1983) to analyze the reason why the characters flouted the maxims in the movie. The theory proposed by Halliday & Hasan (1985) is used as supporting theory of context situation.

The research data was taken from the utterances that contained flouting maxim in the Movie entitled Tall Girl. This movie is an American teen romantic comedy released in the United States on September 14th, 2019 directed by Nzingha Stewart and Screenplay written by Sam Wolfson. The duration of the movie is 102 minutes. The data source is taken from the utterances that are uttered by major and supporting characters because the utterances consist of many flouting maxims that are necessary for this study. The reason for selecting this movie as the data source is because it contains a lot of flouting maxims among the conversation uttered by the characters. There are some methods of collecting the data used in this study. Those are downloading movies and the script of the Tall Girl movie, watching the Tall Girl movie, using note-taking techniques to document the data and selecting the utterance which contains flouting maxim. The process of processing and analyzing data before presenting it. This research used a descriptive qualitative method. The theory of Grice (1975) is used to analyze the type of floating maxim and the second theory is the theory from Leech (1983) is used to explain the reason why the characters flouted the maxim. Formal and informal approaches used in this research to present the findings were described in this analysis. The data would be presented using the formal method including showing images and tables to show the percentages of the flouting maxims that were found in the movie "Tall Girl". The informal method is going to be used in explaining the reason why the characters flouted the maxim.

## Result and Discussion

The theory of Grice (1975) to analyze the type of floating maxim and theory from Leech (1983) to explain the reason why the characters flouted the maxim. The result of the study shows that there are 10 data of floating maxim in *Tall Girl* Movie. It is important to show data identified in *Tall Girl* movie, as follows:

**Table 3.1 Flouting Maxim in the *Tall Girl* movie**

Flouting maxim	Frequency	Percentage
Floating maxim of Quantity	5	50%
Floating Maxim of Quality	1	10%
Floating Maxim of Relevance	2	20%
Floating Maxim of Manner	2	20%
Total	10	100%

As shown in the table above, all types of flouting maxim occurred in the *Tall Girl* movie. The total number of floating maxim performed by characters is 10 numbers of occurrence. In the data source, flouting maxim is most dominant that flouted by the characters which appeared 5 times (50%) the characters give more information to strength their opinion to give right information that it is required. Followed by flouting maxim of manner which appeared 2 times (20%), flouting maxim relevance which appeared 2 times (20%), and the lowest data is flouting maxim of quality which appeared 1 time (10%).

**Table 3.2 The Reason of Using Floating Maxim in *Tall Girl* movie**

Flouting maxim	Frequency	Percentage
Competitive	1	10%
Convivial	2	20%
Collaborative	4	40%
Conflictive	3	30%
Total	10	100%

In the table above, are the reasons why the characters flouted the maxim. The highest occurrence is collaborative reason with 4 number of occurrences (40%). Collaborative reason becomes the most dominant reason of characters flouting the

maxim because of the purpose of providing understanding. Furthermore the lowest reasons are competitive and convivial which has the same 2 number of occurrences (20%).

### 1) Flouting Maxim of Quantity

Grice (1975) stated flouting the maxim of quantity means that the speaker of a conversation fails to fulfill the term of maxim of quantity in the cooperative principle. The information which belongs to the flouting maxim of quantity is the information which contains less or more information from ongoing conversation. In some cases, additional information might be required as a proof of the utterance of information, but in maxim, by giving additional information directly doing flouting maxim of quantity. The data as the presenting below:

#### Data 1



Figure. 3.1.1. Helaine gave illusion to Jodi about face adversity at dining room  
(Tall Girl movie, 00.07.20)

- Jodi : I mean, what adversity did you face exactly?  
Helaine : Well, I was not popular with the girls in my class because I was so beautiful. I mean, I had to say no to nine suitors. It was very stressful. **It was a lot of pressure. I was like “no. no, don’t call again. No maybe, flirt a little. Flirty, flirty, still no. no, no. eh. No, no.” Anyway, does that count as adversity?**  
Jodi : No. it doesn’t.

According to the theory of Halliday & Hasan (1985), the context in which linguistic interaction takes place gives the participants a great deal of information about the meanings that are being conveyed. The conversation above took place in the living room. The field was explaining about the adversity that Helaine faced. The tenor of conversation above involved Jodi, Helaine and Richie as Jodi’s parents. The goal of the conversation was to give Jodi comprehension about adversity that Helaine faced in her college. In that situation, Helaine gave advice to Jodi that she must be strong to face the adversity, because Jodi was being bullied and having trouble getting a guy to approach her. At that time, Jodi felt annoyed by her mother then she asked back by asking “what adversity did you face exactly?”. Helaine answered by explaining more information to give Jodi an

understanding of her experience when she faced adversity. The utterance of Helaine contains more information “It was a lot of pressure. I was like “no. no, don’t call again. No maybe, flirt a little. Flirty, flirty, still no. no, no. eh. No, no.”

Based on the conversation above Helaine’s utterance belongs to flouting the maxim of quantity because she gave more information that Jodi did not require in conversation. In that situation, Jodi wanted to know how to face adversity with her mother. In there, Helaine explained with more statements than Jodi needed. Actually, Helaine could answer by responding “I was not popular with the girls in my class because I was so beautiful. I mean, I had to say no to nine suitors” without providing more information. These utterances showed that Helaine flouted the maxim of quantity.

The reason Helaine flouted the maxim of quantity belongs to collaborative reasons. Leech (1983) states that when the illocutionary purpose is unrelated to the social goal, it is called collaborative. The reasons include asserting, reporting, announcing, and instructing that are included in this reason. It belongs collaborative because she wanted to give Jodi the illusion of facing adversity by explaining her experience when she was in college. Helaine utterance “It was a lot of pressure. I was like “no. no, don’t call again. No maybe, flirt a little. Flirty, flirty, still no. no, no. eh. No, no.” showed that she would assert Jodi's way to deal with difficulties such as the example of her experience that she has explained in conversation. Her social goal was to assert Jodi how to face adversity and her illocutionary goal was to encourage Jodi who was facing difficulties. Helaine utterance category as asserting.

## Data 2



Figure 3.1.2. Stig and Dunkleman talked about horrible person in their room  
(Tall Girl movie, 00.49.52)

Stig : Am I a horrible person?

Dunkleman : No man.

**No people... these thing happen. People have minor lapses in judgment.**

Based on the theory of Halliday & Hasan (1985), the context in which linguistic interaction takes place gives the participants a great deal of information about the meanings that are being conveyed. The preceding conversation happened in the bedroom. The field of this conversation was talking about Stig cheating

Kimmy because he was dating Jodi. The tenor was Stig and Dunkleman. The goal of the conversation was to ask whether Stig's action was wrong or not who had dated and kissed Jodi. Dunkleman was giving suggestions to Stig about his action with Jodi. In that situation, Dunkleman tried not to be angry with Stig, because Stig was his friend, on the other hand Dunkleman hid his jealousy when Stig explained that he had kissed Jodi. He kept giving value to what Stig has done. Stig asked, "Am I a horrible person?" but Dunkleman gave more information by saying "No people... these things happen. People have minor lapses in judgment".

Dunkleman's utterance category as flouting maxim of quantity because he gives more information than Stig required. In the conversation above, Stig asked Dunkleman about his nature that he was cheating on his girlfriend "Kimmy" because dating Jodi. Dunkleman answered Stig's question by saying "No man. No people... these things happen. People have minor lapses in judgment." His utterance was showing blatantly failing to follow the maxim of quantity because he gave more answers. He could say "No man" enough for Stig without adding more information. "No people... these things happen. People have minor lapses in judgment" showed that he flouted the maxim of quantity because that utterance did not need to be uttered to make the conversation become brief.

The reason Dunkleman flouted the maxim of quantity belongs to collaborative reasons. Leech (1983) stated when the illocutionary purpose is unrelated to the social goal, it is called collaborative. The reasons include asserting, reporting, announcing, and instructing that are included in this reason. The utterance of Dunkleman was asserting that Stig action has happened and deviated in judgment by saying "No people... these things happen. People have minor lapses in judgment". His social goal was to assert to Stig that he was not a horrible person, while his illocutionary goal was to detract Stig's fear that he had cheated his girlfriend Kimmy because he was dating Jodi.

### Data 3



Figure 3.1.3. Stig asking Dunkleman's condition in the room  
(Tall Girl movie, 00.50.55)

Stig : Are you okay?  
Dunkleman : Yeah. I'm fine  
**Good.**

As a theory of Halliday & Hasan (1985), the context in which linguistic

interaction takes place gives the participants a great deal of information about the meanings that are being conveyed. The conversation above was held in the bedroom. The field of conversation was talking about Dunkleman who had heard that Stig was dating Jodi. The tenor was Stig and Dunkleman. Stig talked to his friend in one bedroom about Dunkleman who had sadly heard of Stig's action with Jodi. Dunkleman was one of Jodi's best friends since they were children. Dunkleman, who knew that Stig had dated Jodi answered Stig question by giving more information to his utterance by responding "Yeah. I'm fine. Good". The utterance "good" was showing that he ensured his condition that he really was in a good situation.

Dunkleman utterance was classified as flouting maxim of quantity because he provided more information than it was required by Stig. In the discussion above, Stig was asking Dunkleman if he had explained all of his actions with Jodi. Dunkleman was jealous of Stig because he was able to paralyze Jodi's heart. Dunklem did not want to show his sadness to Stig. He answered Stig's question by saying more information "Yeah. I'm fine. Good". Actually he could just give a brief response by just saying "Yeah. I'm fine."

The reason Dunkleman flouted the maxim of quantity belongs to collaborative reasons. Leech (1983) stated when the illocutionary purpose is unrelated to the social goal, it is called collaborative. The reasons include asserting, reporting, announcing, and instructing that are included in this reason. Based on the conversation above, Dunkleman did not want Stig to know that he was jealous heard that Stig had a date with Jodi. His social goal was to report that he really had great condition, while his illocutionary goal was to make Stig feel happy because he did not want Stig knowing that he was really jealous.

#### Data 4



Figure 3.1.4. Kimmy threatening Jodi on the phone

(Tall Girl movie, 00.27.09)

Jodi : Schnipper!  
Kimmy : Gotcha  
Jodi : Okay, what the hell is wrong with you?  
Kimmy : Oh, don't be so best supporting actress I saw the way you were looking at Stig in art class. You jaw was practically on the floor. So Schnipper and I just thought we'd have a little fun. **Besides, you really don't think a guy as hot as Stig would be into you, do you?**



**I mean, let's face it, Jodi. You are the tall girl. You'll never be the pretty Girl.**

Based on the theory of Halliday & Hasan (1985), the context in which linguistic interaction takes place gives the participants a great deal of information about the meanings that are being conveyed. The conversation above happened in Jodi's bedroom. The field was talking about Stig which was when Jodi always pay attention to him then Kimmy as his girlfriend felt jealous. The tenor was Jodi, Schinpper and Kimmy as her friends in the class. The purpose of the conversation was Kimmy wanted to inform Jodi not to approach and looked at Stig at school. In this case, Schinpper and Kimmy were testing Jodi by disguising himself as Stig. This plan was from Kimmy because Kimmy had known that Jodi had fallen in love with Stig. She was hearing the previous conversation between Jodi and Schnipper on the phone. Immediately Kimmy interrupted then bullied Jodi that Stig would never love Jodi then she said "you really don't think a guy as hot as Stig would be into you, do you? I mean, let's face it, Jodi. You are a tall girl. You'll never be a pretty Girl.

Kimmy's utterance categories as flouting maxim of Quantity because Kimmy was providing more information than required by Jodi. The discussion above, Kimmy felt annoyed with Jodi because she always looked at Stig where it made Kimmy jealous and unrivaled. When Kimmy interrupted the conversation between Jodi and Schnipper then Jodi got angry by saying "Okay, what the hell is wrong with you?". With that, Kimmy immediately vented her frustration with providing more response by saying "Besides, you really don't think a guy as hot as Stig would be into you, do you? I mean, let's face it, Jodi. You are a tall girl. You'll never be a pretty Girl".

The reason Kimmy flouted the maxim of quantity belongs to conflictive reason. Based on the theory Leech (1983) conflictive is a reason where the illocutionary goal of a conversation conflicts with the social goal. They include threatening, accusing, cursing, reprimanding and others. The case above, Kimmy was attempting to threaten Jodi by flouting the maxim of quantity. Her social goal was to threaten her to not approach Stig. Apart from that, the illocutionary purpose is to express herself without considering Jodi's feelings. In the example above, the sentence "you really don't think a guy as hot as Stig would be into you, do you? I mean, let's face it, Jodi. You are a tall girl. You'll never be the pretty Girl" produced conflicting. Kimmy wanted to intimidate Jodi for the mistake of liking Stig. Kimmy's reason for the maxim flouting was conflictive.

**Data 5**



Figure. 3.1.5. Dunkleman assert Stig at canteen

(Tall Girl movie, 00.19.02)

Stig : Why can't you be seen with me?  
Dunkleman : you wanna know why?  
Stig : yeah.  
Dunkleman : you make me UBC  
Stig : UBC?  
Dunkleman : No, you...ugly by comparison. **Look, when I'm not around you, I'm a strong six, weak seven. But when I'm around you, I'm barely a three like, barely.**

Based on the theory of Halliday & Hasan (1985), the context in which linguistic interaction takes place gives the participants a great deal of information about the meanings that are being conveyed. The conversation happened in the canteen area. The field was appreciated by Dunkleman as Stig's friend at their college. The tenors were Dunkleman and Stig. The goal of the conversation was that Stig knew that he became popular in the school. In that situation, Stig was thanking Dunkleman because he became a good friend and introduced himself to the other students. On the other hand, Dunkleman feels defeated because Stig has become popular and many people like him in the school. Dunkleman was annoyed by expressing "you make me UBC". Stig did not catch the meaning of the Dunkleman statement. He asked back about UBC and the Dunkleman gave a response that was not required by Stig "Look, when I'm not around you, I'm a strong six, weak seven. But when I'm around you, I'm barely a three like, barely."

Dunkleman's utterance belongs to flouting maxim of quantity because he gave more information that it is required by Stig. In that case, Dunkleman was annoyed because Stig has competed with him so that his friends at school are fond of and care for Stig. Dunkleman did not accept it, so he flouted the maxim of quantity by giving more information that Stig required. As Dunkleman's utterance "Look, when I'm not around you, I'm a strong six, weak seven. But when I'm around you, I'm barely a three like, barely".

The reason for flouting the maxim of quantity belongs to Collaborative. Leech (1983) explains when the illocutionary purpose is unrelated to the social goal, it is called collaborative. The reasons include asserting, reporting, announcing, and instructing that are included in this reason. In the situation above, Dunkleman was breaking the quantity maxim because he wanted to assert Stig that he was invisible when he was around Stig. His illocutionary goal was to assert the phenomena that were happening. His illocutionary goal to vent his anger. The context supports Dunkleman's statement in this situation, so Stig knows the intended meaning of his utterance that he has been rivaled ever since Stig was in this school.

## 2) Flouting Maxim of Quality

The speaker disobeys the maxim of quality by saying something that is not representative of what he or she truly believes, or their contribution is not accurate, or they say something that is not backed up by enough facts. (Grice, 1975) Said if flouted, it may be difficult to locate, but a gesture or tone of voice in the right situation will reveal the flouting maxim. Grice (1975) adds that figures of speech like irony, metaphor, meiosis and hyperbole can flout the maxim of quality. The key word is giving untrue information to the listener. The data in the following discussion:

### Data 6



Figure. 3.2.1. Kimmy and Schnipper talking Jodi's appearance at canteen  
(Tall Girl movie, 00.53.19)

Kimmy : what does she think make up and a new hair cut gonna make her less ugly? Do you think she's less ugly?  
Schnipper : **uh no. no. no, she's like, you know the same amount of ugly, right?**

According to the theory Halliday & Hasan (1985), the context in which linguistic interaction takes place gives the participants a great deal of information about the meanings that are being conveyed. Where, the conversation above happened in the canteen of college. The field was talking about Jodi's appearance where she looked really beautiful. The tenor of the conversation involved Kimmy and Schnipper. The goal of the conversation was to ask Schnipper about the judgment of Jodi's appearance. In this situation, Kimmy was showing Jodi who started changing herself to wearing make-up and changing haircut. Kimmy was envious of Jodi because she was prettier than Kimmy. Immediately, Kimmy asked Schnipper about his judgment toward Jodi's appearance. She asked "what does she think make up and a new haircut gonna make her less ugly? Do you think she's less ugly?" Schnipper was surprised to see Jodi's appearance which was very beautiful, until he was slow to answer Kimmy's question. Here, Schnipper did not want to tell the truth that Jodi looked beautiful. He did not want Kimmy to get mad at himself then he answered in front of Kimmy by saying that Jodi kept ugly "uh no. no. no, she's like, you know the same amount of ugly, right?".

Based on the dialogue above, Schnipper was categorized as flouting the maxim of quality because he provided untrue information to Kimmy. He told what

she believed to be false. The utterance ““uh no. no. no, she’s like, you know the same amount of ugly, right?”. Showed that he gave untrue information. In that situation, Schnipper in front of Kimmy that he kept saying Jodi was ugly because he knew that Kimmy hurt Jodi. Also, he did not want to get mad at Kimmy.

The reason he flouted the maxim of quality belongs to conflictive reason. According to Leech (1983) Conflictive is a reason where the illocutionary goal of a conversation conflicts with the social goal. They include threatening, accusing, cursing, reprimanding and others. It is because there was a clash between Schnipper’s illocutionary goal and social goal. He was attempting to Jodi in front of Kimmy by saying “uh no. no. no, she’s like, you know the same amount of ugly, right?” because he knew that Kimmy was very hurt with Jodi. His sosial goal was to inform Kimmy by attempting Jodi that she was like the same amount of ugly then his illocutinary goal was to protect himself from Kimmy so that she did not get angry with him. Schnipper’s utterance belongs to a conflictive reason.

### 3) Flouting Maxim of Relevance

When speakers in a communication fail to follow the relevance maxim, they are making irrelevant assertions. Typically, the speakers are irrelevant or inconsequential. The flouting maxim happens when the participant does not want to answer the question based on the topic. The data can be seen as below:

#### Data 7



Figure. 3.3.1. Jodi hide in the bathroom

(Tall Girl movie, 00.30.11)

Fareeda : Out now.

Jodi : Excuse me, I’m reading

Fareeda : You’re hiding

Jodi : I don’t want run into Kimmy.

Fareeda : She prank called you, Jodi. So what?

Jodi : Easy for you to say.Okay. Nothing rattles you.

Fareeda : Plenty stuff rattles me, I just roll with it.

Jodi : **Well, this is how I roll. I like your outfit, by the way, might be of your best designs.**

Based on the theory of Halliday & Hasan (1985), that the context in which

linguistic interaction takes place gives the participants a great deal of information about the meanings that are being conveyed. This conversation happened in a bathroom of college. The field was talking about Jodi who had been pranked by Kimmy. The tenor of the conversation was Jodi and Fareeda as her best friends. In that situation, Jodi was reading while hiding herself inside the bathroom of college because she did not want to meet Kimmy. Her friend “Fareeda” came looking for her then asked about the incident that Kimmy was pranked Jodi’s self. Fareeda informs her that an incident was booming in their class. Jodi, who was getting angry by her question because she did not like to hear about that phenomenon then answered by responding “Well, this is how I roll. I like your outfit, by the way, it might be one of your best designs”.

Jodi utterance was classified into flouting maxim of relevance. It was because she gave a response that was not relevant to the topic of discussion. In the conversation above, Fareeda informed Jodi regarding the phenomenon in which Kimmy was pranked by calling her then she answered by another responding “Well, this is how I roll. I like your outfit, by the way, it might be of your best design”. Her utterance completely failed to address the interlocutor’s goal in asking a question. Her utterance clearly showed that she did not want to continue discussing the phenomena that was happening to herself.

The reason Jodi flouted the maxim of relevance belongs to convivial reason. Leech (1983) stated convivial is a reason for maxim flouting where an illocutionary goal coincides with the social goal as in offering, inviting, greeting, thanking and congratulating. The social goal in the discussion above was Jodi hearing the issue that was booming in her class, and the illocutionary goal was Jodi thanking Fareeda who cared for herself. Jodi’s utterance “Well, this is how I roll. I like your outfit, by the way, might be of your best design” flouted the relevance principle by thanking Fareeda for pay attention and searching herself in the bathroom. Jodi was very appreciative of Fareeda’s notice. The reason for flouting maxim was a convivial one, because both parties wanted to receive satisfaction from the discussion.

### **Data 8**



Figure. 3.3.2. Stig beg Jodi in the place of homecoming event  
(Tall Girl movie, 01.33.51)

Stig : Jodi wait, Jodi. Oh,oh. Jodi, I’m so sorry. I’m...I’m so sorry for everything.  
Thank you. You speech was beautiful.  
Jodi : Thank you for saying that.

Stig : **Yeah. I broke it off with Kimmy. Finally.**

Halliday & Hasan (1985) explain, the context in which linguistic interaction takes place gives the participants a great deal of information about the meanings that are being conveyed. The conversation above took place in the place of the event. The field was giving congratulation to Jodi because he had performed at the King and Queen home party. The tenor of the conversation involved Jodi and Stig. In that situation, Stig was pursuing Jodi after she got out of the event. Stig called her to thank Jodi. Then Jodi answered his statement by saying thanks and did not have a special feeling for him. Stig who began inserting with Jodi that he wanted Jodi being his girlfriend informed “Yeah. I broke it off with Kimmy. Finally”.

Stig’s utterance was categorized as flouting the maxim of relevance. It was because he gave a response that was irrelevant to the topic. In the preceding conversation, Jodi was respectful to his statement because he had appreciated her performance in the party. Then Stig replied with an irrelevant statement by answering “Yeah. I broke it off with Kimmy. Finally.” His utterance blatantly failed to observe the maxim of relevance which required the speaker to be relevant to the topic of discussion.

The reason Stig flouted the maxim of relevance belongs to convivial reason. According to Leech (1983) convivial is a reason for maxim flouting where an illocutionary goal coincides with the social goal as in offering, inviting, greeting, thanking and congratulating. It is because he would propose to Jodi as his girlfriend and inform that his relationship with Kimmy had broken. His social goal in the discussion above was to offer her as his girlfriend by saying his relationship was already cut off “Yeah. I broke it off with Kimmy. Finally” then his illocutionary goal was hoping Jodi would accept his proposal for having a relationship. So his utterance was classified into offering.

#### 4) Flouting Maxim of Manner

Grice (1975) state flouting the maxim of manners involves the lack of briefness of communicative intention. It occurs when a conversational member wants to exchange, hide, or avoid discussing the topic. Whether the speaker intended for it or not, the ambiguity occurred. The data as discussion below:

#### Data 9



Figure 3.4.1. Stig beg to Kimmy at Homecoming party

(Tall Girl movie, 01.29.41)

Kimmy : What’s wrong?

- Stig : I can't do this.  
Kimmy : why not?  
Stig : Because I made a mistake, because being Ingvar Kruger wasn't a great as I thought, it was going to be.  
Kimmy : What's an Ingvar Krueger?  
Stig : **Doesn't matter.**

As theory Halliday & Hasan (1985), the context in which linguistic interaction takes place gives the participants a great deal of information about the meanings that are being conveyed. The conversation above took place at the homecoming party. The field was talking about being Ingvar Kruger that was not great for Stig. The tenors included Kimmy and Stig. In that situation Kimmy and Stig were celebrating a homecoming party then they enjoyed the party while dancing together. At the age of seventeen, Stig was very attractive and all the girls wanted to train with Ingvar Kruger "tall handsome guy, very popular". After he released his character, being Ingvar Kruger was not great for him. Stig never told this case to Kimmy, but he informed Kimmy that she did not understand what he was actually meant by asking "What's an Ingvar Krueger?". Stig did not explain to Kimmy by avoiding the conversation by answering "Doesn't matter".

Stig's utterance belongs to flouting the maxim of manner because he exchanges and avoids discussing the topic in the conversation. In the conversation, Stig was said that he had made a mistake because being Ingvar Kruger was not great for him. While, he never told Kimmy about an Invang Kruger. Here, Kimmy was confused about what was an Ingvar Kruger but Stig avoided Kimmy's question by responding "Doesn't matter". His utterance blatantly failed the maxim of manner that he avoided Jodi Statement.

The reason Stig flouted the maxim of manner categorized as competitive reason. According to Leech (1983) ordering, requesting, demanding and begging are examples of competitive illocutionary goals that contend with social goals. Goals in the intended meaning. Conversational goals are classified into two categories: self-centered and social aims. Stig's illocutionary goal and his social goal are in direct competition in the case above. The social goal was to beg Kimmy not to think about it, while his illocutionary goal was to protect himself from Kimmy's anger if he explained about Ingvar Kurger. Here, Stig recognizes the situation, when Kimmy asked him about an Ingvar Kruger. Then, he purposely flouts the maxim of manners by avoiding to answer Kimmy's question and criticism to be "doesn't matter". Stig defies the maxim of manner in the dialogue due to a competitive reason.

### Data 10



Figure. 3.4.2. Jodi angry to Stig on the phone

(Tall Girl movie, 00.40.02)

Jodi : Hello?

Stig : Hi Jodi, this is Stig from school.

Jodi : You know what Schnipper? **You really chose the wrong day to mess with me okay? The next time I see you, I'm gonna take my size 13 nikes and I'm gonna kick you in the nard hard. Okay, do... Do you understand me? My big feet plus your tiny little nards equals pain.**

Halliday & Hasan (1985) state, the context in which linguistic interaction takes place gives the participants a great deal of information about the meanings that are being conveyed. In the dialogue above happened on the phone. The field was about Stig wanted to know Jodi who they had same class together. The tenor were Jodi and Stig as new exchange student in the college. In that situation, the first time Stig came in the college, he did not know the students in his class. With good intentions, Stig wanted to get to know Jodi and he called her by introducing himself "Hi Jodi, this is Stig from school". Besides that, Jodi was traumatized because previously one of her friend called her claiming to be stig, even here she still hate it and immediately getting angry by saying "You know what Schnipper? You really chose the wrong day to mess with me okay? The next time I see you, I'm gonna take my size 13 nikes and I'm gonna kick you in the nard hard. Okay, do... do you understand me? My big feet plus your tiny little nards equals pain". Here Stig did not understand with Jodi's statement because he did not what was happened into Jodi's self.

The case above, Jodi was categorized as flouting the maxim of manner because she exchanged the statement with another response that did not match the topic of discussion. In the conversation above, Jodi was traumatized and still harbors a hatred for ridicule from her friend Schnipper. She did not know it was Stig who was calling her. She firmly conveyed his anger by Saying "You know what Schnipper? You really chose the wrong day to mess with me okay? The next time I see you, I'm gonna take my size 13 nikes and I'm gonna kick you in the nard hard. Okay, do... Do you understand me? My big feet plus your tiny little nards equals pain". Her utterance showed that she failed to follow the maxim of manner and she gave a response that did not match to Stig's statement.

The reason for Jodi flouting the maxim of manner was categorized as



conflictive. Leech (1983) stated conflictive is a reason where the illocutionary goal of a conversation conflicts with the social goal. They include threatening, accusing, cursing, reprimanding and others. In the case above, Jodi was expressing to accuse Stig by flouting the maxim of manner. Her social goal was to accuse Stig by saying "You know what Schnipper? You really chose the wrong day to mess with me okay? The next time I see you, I'm gonna take my size 13 nikes and I'm gonna kick you in the nard hard. Okay, do... Do you understand me? My big feet plus your tiny little nards equals pain". While, her illocutionary goal was to wreak her emotion because their friend once acknowledged him as Stig. Jodi's utterance produces conflicting words and the reason for the maxim flouting is conflictive.

## **Conclusion**

This study on flouting maxims is found in the conversation that flouted by characters in the Tall Girl movie through the use of several theories. The theory proposed by Grice (1975) was used to analyze the types of flouting maxims found in the movie and the theory proposed by Leech (1983) was used to analyze the reason why the characters flouted the maxims in the movie. This study also uses the theory proposed by Halliday and Hassan (1985) as a supporting theory to describe the context of a situation when the characters flouted the maxim in the movie.

Based on the types of flouting maxims proposed by Grice (1975), the characters in the Tall Girl movie perform four types of flouting maxim, which are flouting maxim of quantity, flouting maxim of quality, flouting maxim of relevance and floating maxim of manner. From all the types of flouting maxims that are done by the characters in the movie, the floating maxim of quantity and relevance was the most dominant data number in the movie, with 5 occurrences (50%). The characters in this movie are mostly floating maximums of quantity to strengthen their idea and convince the listener that the information had the right purpose. While, flouting maxims of relevance and manner had the same with 2 number of occurrences (20%). Furthermore, the characters in the Tall Girl movie perform the flouting maxim for various reasons. The highest occurrence is collaborative reason, with 4 occurrences (40%). Collaborative reason has become the most dominant reason the characters flouted the maxim in the movie, because the characters did not notice the impact of their utterance. Then, the lowest occurrence is competitive reasons, which appear 1 times (10%). By explaining the reason why the characters flouted the maxim that the reader can know the hidden meaning which is implied by the speaker.

## **Reference**

- Adawiyah, R. 2016. Flouting Maxim Used by the Main Characters in "Focus" Movie. Thesis. Malang: Faculty of Humanities, Maulana Malik Ibrahim State, Islamic University.
- Angga Andika Putra, I. P. 2021. An Analysis Of Flouting Maxim Found In Ready Player One Movie. Thesis. Denpasar: English English Study Program, Faculty of Foreign Languages, Mahasaraswati Denpasar University.

An Analysis of Flouting Maxim in the Tall Girl Movie – Ni Kadek Misiantari<sup>1</sup>, I Gusti Ayu Vina Widiadnya Putri<sup>2</sup>, Ida Ayu Putri Gita Ardiantari<sup>3</sup>

- Cutting, J. 2002. Pragmatic and Discourse - In A Resource Book for Students. London and New York: Routledge.
- Dictionary, C. Meaning of Movie. Retrieved May 05, 2021, from <https://dictionary.cambridge.org/dictionary/english/movie>
- Grice, H. P. 1975. Logic and Conversation. London: Longman.
- Halliday, M., & Hassan, R. 1985. Language, Context, and Text: Aspects of Language in a Social-Semiotic Perspective. Oxford: Oxford University Press.
- Ibrahim, Z., Arifin, B. M., & Setyowati, R. 2018. The Flouting Maxim in the Se7en Movie Script. Vol. 2, No.1, Hal: 81-94. Jurnal Ilmu Budaya.
- Leech, G. 1983. Principle of Pragmatic. London and New York: Longman.
- Rizkyah, A. 2017. The Flouting Maxims Used by The Main Character In "Magic Hour " movie. Thesis. Surabaya: English Department Faculty of Letters and Humanities State, Islamic University.
- Wikipedia. Tall Girl Movie. Retrieved September 14, 2021, from Wikipedia: [https://en.wikipedia.org/wiki/Tall\\_Girl](https://en.wikipedia.org/wiki/Tall_Girl)
- Wolfson. Retrieved September 14, 2021, from [subslikescript.com](https://www.subslikescript.com): <https://www.subslikescript.com>
- YouTorrent. Retrieved September 14, 2021, from <https://yts.mx.com>
- Widiadnya, A. V. 2021. The Violation Maxim Of Student In Faculty Of Foreign. Vol.4, Number 1, Page: 51. Language and Education Journal Undiksha