



Flouting Maxims in Alita Battle Angel Movie

Katarina Ade Kusuma¹, I Gusti Ayu Vina Widiadnya Putri², Ida Ayu Mela Tustiawati³

English Study Program Faculty of Foreign Languages, Mahasaraswati Denpasar University, Jl. Kamboja No.11A, Dangin Puri Kangin, Denpasar Timur, Bali, Indonesia¹²³

kusumakatarina@gmail.com, vina.ayu422@gmail.com, mela.tustiawati@unmas.ac.id

Abstract

The aims of this study are to analyze the types of flouting maxim and the reason for flouting maxim found in the *Alita Battle Angel* movie. Flouting maxims is an important thing to consider in making communication more effective and making the sentences acceptable for the listener. This study focused on analyzing the types of flouting maxim and the reason why the characters flout the maxim by using the theory from Grice (1975) and Leech (1983). Grice (1975) theory is used to classify the types of flouting maxims and the theory from Leech (1983) is used to find out the reason for flouting the maxims. This study used descriptive qualitative method in analyzing the data and this study used note-taking technique in collecting the data. The result of the study showed that the types of flouting maxims found in the movie are 20 data. The highest occurrence in the *Alita Battle Angel* movie is the flouting maxim of relevance which takes 10 data (50%). The finding shows that the highest occurrence of flouting maxim is the flouting maxim of relevance and the collaborative reasons become the most dominant reason for flouting maxim in this movie.

Keywords: *flouting maxim, the reason for flouting maxim, Alita Battle Angel movie*

Abstrak

Tujuan dari penelitian ini adalah untuk menganalisa jenis-jenis pelanggaran maksim dan alasan mengapa pelanggaran maksim terjadi pada flim *Alita Battle Angel*. Pelanggaran maksim adalah sesuatu yang penting untuk dipertimbangkan dalam membuat kalimat lebih efektif dan dapat diterima dengan baik oleh pendengar. Penelitian ini difokuskan dalam menganalisis jenis-jenis pelanggaran maksim dan alasan mengapa karakter di flim tersebut melanggar maksim dengan menggunakan teori Grice (1975) untuk mengklasifikasikan jenis-jenis pelanggaran maksim dan teori Leech (1983) untuk mengetahui alasan mengapa karakter tersebut telah melanggar maksim. Penelitian ini menggunakan metode deskriptif kualitatif dalam menganalisis data dan menggunakan teknik note taking dalam pengumpulan data. Hasil dari penelitian ini menunjukkan bahwa jenis pelanggaran maksim yang terdapat dalam film berjumlah 20 data. Pelanggaran maksim yang paling tinggi pada film *Alita Battle Angel* adalah pelanggaran maksim relevansi dengan frekuensi 10 (50%). Hasil penelitian menunjukkan bahwa pelanggaran maksim relevansi adalah pelanggaran maksim paling tinggi dan jenis alasan kolaboratif menjadi yang paling dominan digunakan untuk melanggar maksim.

Kata kunci: *pelanggaran maksim, alasan melanggar maksim, flim Alita Battle Angel*

Introduction

The cooperative principle or conversational maxims explain the success of the conversation depends on the various speaker approaches to the interaction Grice (1975). The communication is going well or cooperatively, if the speakers follow the rules of cooperative principle. A Cooperative principle consists of four conversational maxims which help a conversation run clearly and effectively. To avoid misunderstanding the conversation of listeners and speakers, one must obey the maxim (Putri & Winarta, 2021: 50). Maxim is a rule of conversation, which consists of some ways to push the speaker or the listener to speak on the right track in the conversation in order to avoid any ambiguity and misunderstanding. According to Grice (1975) there are four conversational maxims, they are maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner.

Maxims are used to maintain daily conversation to reach the ideal communication. In some cases in daily conversational interaction, the ideal communication does not occur for some reasons. One of the reasons is the participants fail to observe the maxims whether it is deliberately or accidentally in a communication. The other reason is the knowledge of the participants in a conversation that may in return give wrong information or respond to the order. It occurs that people sometimes avoid being relevant in the conversation. In this case, people have flouted the maxim. Flouting maxim occurs when a speaker deliberately ceases to apply the maxims to persuade their listener to infer the hidden meaning behind the utterances. Based on Pradika and Rohmanti (2018), their study entitled *An Analysis of Flouting Maxims in Coco movie*. In their study, all the types of flouting maxims by Grice that covers the maxim of quantity, maxim of relevance, maxim of quality, and maxim of manner are flouted by the characters in the *Coco* movie. The most dominant maxim flouting in this movie is flouting maxim of quantity. Sunggu and Afriana (2020), in their study entitled *Flouting Maxims in Wonder Woman movie* stated that the characters flouted all the types of flouting maxims. All the types of maxims that have been flouted by the characters are aimed to create an interesting movie storyline. This study uses a script to analyse the data. The most common type of flouting maxim found in the *Wonder Woman* movie is 7 cases of the flouting maxim of relevance. The characters in the movie used the flouting maxim of relevance because the characters try to hide the main character's existence by changing the topic in the conversation.

Natasya, Yuhendra and Sari (2019), in their study entitled *Flouting Maxims in Finding Dory movie* explained that the purposes of this study are to find out the types of flouting maxims and why the flouting maxims appear. The flouting maxims found in the *Finding Dory* movie are 35 data. The study used the descriptive qualitative method in analysing the data. Helmie and Lestary (2019), their study entitled *An Analysis of Flouting Maxims in Conversation of the Main Character in the Movie of Home Alone 2 "Lost in New York" by John Hughes*. In this study all types of flouting maxims are flouted by the main characters, they are flouting maxim of quantity, flouting maxim of quality, flouting maxim of relevance, flouting maxim of manner. The flouting maxim of quantity is the highest rank and flouting maxim of relevance is the lowest rank that found in this study with the reason for flouting maxims are the conflictive reason type has the highest rank in its occurrence. Susanto, Fathol (2017),

in his study entitled Analysis of Flouting Maxim in Need for Speed 2014 movie used qualitative method in analysing the data. There are 15 data found in this study with the highest rank of the flouting maxim of relevance. This study explained about the effects of flouting maxims, such as angry, disappointed, normal, confusion, offense, surprised, and suspicious.

This study is focused on flouting maxims because this is an important thing to consider in making communication more effective and making sentences acceptable for the listener. Through the movie, people will easier to understand about flouting maxim. People can consider their utterances with other people in daily life to avoid ambiguity if they understand about flouting maxim and people also can deliver the purpose or the meaning on their utterances clearly, so the listener will know about the purpose of the utterance. In the case of flouting the maxims, the context of the situation influences an on-going conversation. The context of the situation helps the participant to understand why the flouting maxims can happen.

Method

This study used two main theories to solve the problems. The first theory is from Grice (1975) is used to analyze the types of flouting maxims in the *Alita Battle Angel* movie. The second theory is from Leech (1983) to find out the reasons why the characters flouted the maxims. This study also used theory from Halliday & Hasan (1985) to support the analysis by explaining the context of the situation in the conversation.

The data of this study were taken from the conversations by the characters in *Alita Battle Angel* movie. The *Alita Battle Angle* is an American cyberpunk action movie released in the United States on February 14th, 2019 directed by Robert Rodriguez and written by Cameron and Laeta Kalogridis. This movie is an action movie that tells about an epic adventure towards hope and strength. The duration of the movie is 2 hours. The data source is taken from the utterances from all the characters that flouted the maxims. This movie was chosen because it contains a lot of flouting maxims among the conversation of the characters in this movie and this movie also has a long duration. In analysing the data, this study used note-taking techniques and matches the data with the theory from Grice (1975) to analyse the types of flouting maxims and the theory from Leech (1983) to find out the reasons for flouting the maxims. The data are presented by the formal and informal method. The formal method is used to explain the data by providing the tables of the percentages of the flouting maxims. The informal method is used to give a brief explanation of the reason for flouting the maxims.

Result and Discussion

In this movie, there were 20 data that can be categorized as the types of flouting maxims. The types of the flouting maxims can be seen in the table below.

Table 1: The Types of Flouting Maxim in *Alita Battle Angel* Movie

Types of Flouting Maxims	Frequency	Percentage
Flouting Maxim of Quantity	4	20%
Flouting Maxim of Quality	2	10%
Flouting Maxim of Relevance	10	50%
Flouting Maxim of Manner	4	20%
Total	20	100%

As shown in the table above, 20 data of flouting maxims are found. Those consist of 4 flouting maxims of quantity, 2 flouting maxims of quality, 10 flouting maxims of relevance, and 4 flouting maxims of manner. The highest flouting maxim uttered by the characters is the maxim of relevance. This is exactly half of the occurrences of flouting maxims in the movie; it appears 10 times in the movie with its percentage 50% the characters in this movie usually change the topic of the conversation. Following the flouting maxim of relevance, there are flouting maxim of quantity that appears 4 times (20%), flouting maxim of quality which has the lowest occurrence that occurs 2 times (10%). The last is the flouting maxim of manner that appears 4 times (20%).

Table 2: The Reasons for Flouting Maxims

Types of The Reasons	Frequency	Percentage
Competitive	4	20%
Convivial	1	5%
Collaborative	14	70%
Conflictive	1	5%
Total	20	100%

From the table above, the percentage of the data are counted by dividing the total data of the reason for the flouting maxim. *Alita Battle Angel* movie uses all types of reason. The highest occurrences are the collaborative reason. This data even exceeds half of the occurrences, which appear 14 times (70%). This reason consist of 3 asserting which follow the type of flouting maxim quantity, and manner, 9 announcing which follow all the types of flouting maxim, 2 data of instructing appear to follow flouting maxim of relevance. Based on the movie, this reason uses by the characters to inform some information, to state something, and to guide other characters.

3.1 Flouting Maxim of Quantity

Grice (1975) explained that the flouting maxim of quantity happened when the speaker fail to fulfil the maxim which requires the speaker to give enough information clearly and be informative as is required. Some of the characters in the *Alita Battle Angel* movie give too much information that makes them flout the maxim of quantity. The example of this type can be seen below:

Data 1 (*Alita Battle Angel* movie 00:15:23)

Chiren : “Hey, kids!”

Alita : **“What’s your problem?”**

Based on the theory of Halliday & Hasan (1985), the conversation above took place in front of Doctor Ido’s house. The field is when Chiren saw Alita and wanted to greet her in front of Doctor Ido’s house. The tenor of the conversation above involved Chiren and Alita. In this situation, Chiren felt surprised when she saw a girl who used Chiren daughter’s body go out from Doctor Ido’s house. Chiren greeted Alita and grabbed her hand. The mode of the conversation has a purpose to ask Alita about her hand that she used.

In the conversation Alita flouted the maxim of quantity. When Chiren greeted Alita by saying “Hey, kids” but Alita answered the question by saying “What’s your problem”. In this case, Alita has flouted the maxim of quantity because she gives more information than required. Actually, Alita could answer the question by saying “Oh Hi Madam, what’s up?”. Based on Leech (1983) theory, the reason for flouting the maxim in this conversation belongs to competitive reason type, because Alita wants to ask Chiren about what her problem is and why Chiren grabbed her hand.

Data 2 (*Alita Battle Angel* movie 01:16:25)

Alita : Does it bother you...that I’m not completely human?

Hugo : **You are the most human person I have ever met.**

In this scene the conversation happened in the evening at the hall of an empty building near the café bar. The field is when Alita walked around with Hugo and talked about her new body. The tenors in the conversation above were Alita and Hugo. The mode of the conversation has a purpose to make Alita felt more confident with herself.

From the conversation above, the utterance from Hugo belongs to the flouting maxims of quantity. Hugo answered the question by saying “You are the most human person I have ever met”. In his statement, Hugo gives more information than required by using many words to answer Alita’s question. Hugo also uses figurative speech in his utterance which is Hyperbole in the sentence “you are the most human person”. Actually, Hugo could answer the question by just saying “No, I don’t” but he gave more information in his utterance to make Alita did not feel insecure about herself. Based on the movie, the reason Hugo flouts the maxim of quantity is he wants to make Alita does not feel insecure because she is a cyborg. Based on Leech (1983) theory, the reason Hugo flouts the maxim of quantity belongs to collaborative reason types because the social goal is asserting to Alita that he does not feel uncomfortable at all because Alita is just a cyborg. The illocutionary goal is Hugo wants to tell Alita that he loves her, no matter she is.

3.2 Flouting Maxim of Quality

The 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. Grice (1975) adds if figure of speech like irony, metaphor, meiosis and hyperbole

can flout the maxim of quality. The data of the flouting maxim of quality can be seen in the following discussion:

Data 3 (*Alita Battle Angel* movie 00:53:47)

Alita : I've been on others like it, haven't I? Haven't I?

Doctor : **Ouf, whatever you were, it's not who you are now**

According to Halliday & Hasan (1985), the field of this conversation is when Alita and Doctor Ido were in Doctor Ido's lab and Alita forced Doctor Ido to unite the body because she believed that she had connected to each other with that body, but Doctor Ido refused to do it. The tenors of the conversation were Alita and Doctor Ido. However, the flouting maxim of quality had done by Doctor Ido. Based on the movie, Alita was angry because Doctor Ido refused her to unite the body that she has found and did not accept her statement that she had a relation with the warship and that body. The mode in the conversation uses language that could be considered as the spoken language in terms of the dialogue.

The utterance from Doctor Ido belongs to flouting maxim of quality. It is because he denied Alita and he did not want to tell the truth to her. Actually, Doctor has already known that Alita was just not a warrior; she was the greatest berserker cyborg that interested in conflict without hesitation. Doctor Ido did not want Alita to be in war again so that is way he did not want to tell the truth. According to Leech (1983) theory, the reason Doctor Ido flouts the maxim of quality is competitive reason because in his utterance, he denied telling the truth about Alita. His social goal is begging Alita to forget who she was in the past and just focus on who is she now, while his illocutionary goal is he does not want to unite that body with Alita because he knows that it is too dangerous for her.

3.3 Flouting Maxim of Relevance

Grice (1975) stated that the flouting maxim is classified into the relevance if a speaker does not give relevant response in exchange. In the *Alita Battle Angel* movie, this maxim is the first rank of flouting maxim that is used to announce, instructing, thanking, asking, and etc. For further explanation the examples of flouting maxim of relevance are provided as follows:

Data 4 (*Alita Battle Angel* movie 00:20:31)

Hugo : You've got some talent for this game.

Alita : **I've got to home now.**

Based on the movie, the conversation happened in the afternoon at the motor ball field. The field is when Hugo invited Alita to play motor ball with his friends for the first time. Hugo felt amaze by Alita because she can win the motor ball match even though that was the first time she played motor ball. In the conversation there were two tenors, they were Hugo and Alita. The mode in the conversation has a purpose to announce Hugo that Alita had got to home.

The conversation above refers to flouting maxim of relevance. It belongs to flouting maxim of relevance because Alita made the conversation unmatched by

response a different topic to Hugo. She should responses Hugo's statement cooperatively by saying "Thank you, it also you in charge", and therefore she flouted the maxim of relevance and it occurs when the response is obviously irrelevant to the topic or change the topic. Based on Leech (1983) theory, the reason for flouting maxim of relevance is convivial because Alita wanted to thank Hugo but she was too shy to do that.

Data 5 (*Alita Battle Angle* movie 01:22:59)

Alita : Ido, can a human love a cyborg?

Doctor : **Why? Does this cyborg love a human?**

In the movie, the conversation above happened in the evening at the locker of motor ball match. The field is when Alita was preparing herself to join the motor ball match while Doctor Ido and Nurse Gerhad helped her to wear the roller skates. Hugo was not there because he had a job that he had to finish immediately. When Doctor Ido helped Alita to wear the roller skates, she was asking about love to Doctor Ido. The tenors in the conversation were Alita and Doctor Ido. However, the flouting maxim of relevance had done by Alita. The mode in the conversation has a purpose to ask Alita about love.

The conversation between Alita and Doctor Ido belongs to the flouting maxim of relevance, because Doctor Ido answered the Alita's question irrelevance to the topic. Doctor Ido has to answers the question cooperatively by saying "Yes, human might love a cyborg". He implied another meaning in his utterance. It might be Doctor Ido wanted to know about Alita's feeling by asking "Why? Does this cyborg love a human?", and therefore he flouted the maxim of relevance. According to Leech (1983) theory, the reason for flouting maxim in the conversation above is competitive because Doctor Ido asked back to Alita about love that she asked before.

Data 6 (*Alita Battle Angle* movie 00:44:18)

Vector : Claymore is a rebuilt. Why is he not tracking?

Cherin : **Alita is here.**

The conversation above happened in the evening at the motor ball match. The field is when Hugo invited Alita to watch a motor ball match. That was the first time Alita watched a motor ball match. In the middle of the match, Hugo wanted to introduce the top player of motor ball, and the team crews of the match to Alita. There, Hugo introduced all the team to her, including Vector and Cherin. They were run the business of motor ball. Cherin felt surprised because she saw Alita there. Vector and Cherin were hunting Alita, they wanted to destroy Alita because Alita was the strongest cyborg from zalem. In the conversation there are two participants, they are Vector and Cherin. The mode in the conversation above has a purpose to announce Vector that Alita was there.

Based Grice (1983) the conversation above belongs to flouting maxim of relevance. In Cherin's statement by saying "Alita is here", she has answered the question irrelevance to the topic because she saw Alita in the motor ball match. She should answer the question by telling about the Claymore that Vector asked her.

According to Leech (1983) theory, the reason for flouting maxim of relevance is collaborative, because the social goal is she wants to tell Vector that Alita is in the motor ball match. The illocutionary goal is she wants to hide because Alita saw her.

3.4 Flouting Maxim of Manner

According to Grice (1975) theory, the flouting maxim of manner happens when the speakers fail to fulfill the maxim of manner that requires the listener to be clear, brief, and orderly in stating their utterance.. Then there are some examples of utterances in this movie that contained flouting maxim of manner.

Data 7 (*Alita Battle Angle* movie 00:58:25)

Alita : And who did you kill to acquire it?

Zapan : **A hunter – warrior is a solidarity predator. You’ll be competing against us for the kill.**

The conversation happened in the evening at Kansas café bar. The field is when Alita has just registered as a hunter-warrior accompanied by Hugo. They went to Kansas café bar to find the other hunter-warriors. They met a lot of hunter-warriors including Zapan. Zapan was a vain hunter-warrior who owned the Damascus blade. The conversation started with Alita, because Alita wanted to know about who did he kill to acquire the Damascus blade. Zapan was very arrogant when Alita asked about that. The tenors in the conversation were Alita and Zapan. The mode in the conversation above use a spoken language in terms of the dialogue.

The conversation above refers to the flouting maxim of manner. Zapan answered Alita’s question unclearly by saying “A hunter – warrior is a solidarity predator. You’ll be competing against us for the kill”. His utterance was ambiguous and unclear. He made Alita think that Zapan got the Damascus blade because he was the greatest hunter warrior or he just wanted to tell Alita that she will be competing against Zapan for the kill as a hunter warrior. According to Leech (1983) theory, the reason for flouting maxim in the conversation above is conflictive because Zapan was threatening Alita that she will be competing against him for the kill as a hunter warrior.

Data 8 (*Alita Battle Angle* movie 00:58:25)

Alita : Did you ever find peace?

Doctor : **I found you.**

The conversation above happened in the evening at Doctor Ido’s workroom. The field at this time is when Doctor Ido has just finished uniting the body that Alita has found in the sinking warship. The tenors in the conversation were Alita and Doctor Ido. The mode or the language used by the participants is a spoken language in terms of the dialogue.

Based on Grice (1975) theory, the conversation above belongs to flouting maxim of relevance. It is because in Doctor Ido’s statement, he did not give Alita clear information. His utterance was ambiguous, and it made Alita feel surprised and confused about the meaning of his utterance. According to Leech (1983) theory, the reason for flouting maxim above is collaborative because the social goal is Doctor Ido

wanted to share his happiness because he found his daughter again even though his daughter has passed away. The illocutionary goal is Doctor Ido did not want to show his sadness to Alita because his daughter has already passed away.

Conclusion

This study found all types of the flouting maxims that performed by the characters in this movie such as; the flouting maxim of quantity, quality, relevance, and manner. From the four of flouting maxims, the most dominant flouting maxim uttered among the characters is the flouting maxim of relevance. It is followed by the flouting maxim of quantity which is about 20% or 4 times in occurrences, then 2 times (10%) for the flouting maxim of quality, next 10 times (50%) for the flouting maxim of relevance, and the last 4 times (20%) for the flouting maxim of manner. The flouting maxim of quantity found has the function to show how much information has been delivered among the characters in the *Alita Battle Angel* movie. Next, the flouting maxim of quality found is used to infer hidden meaning which is untrue by the characters in the movie. Then, the flouting maxim of relevance found has the function to change the topic, because the characters did not want to answer the other character's question or did not want to say things directly. Last, the flouting maxim of manner found has the function to encourage clearer information among the characters in the movie. The reason for flouting maxim, there are four reasons lead by the characters in the *Alita Battle Angel* movie to flout the maxim. There are competitive, collaborative, convivial, and conflictive reasons. Based on the movie, collaborative reasons become the most dominant reason for flouting maxim in the movie.

Reference

- Grice, H. P. (1975). *Logic and conversation* in Peter Cole and Jerry Morgan.
- Leech, G. (1983). *Principles of Pragmatics*. London: Longman Inc.
- Cutting, J. (2002). *Pragmatics and discourse: A resource book for students*. London: Routledge.
- Levinson, S. C. (1983). *Pragmatics*. London: Cambridge University Pres.
- Yule, G. (1996). *Pragmatic*. Oxford: Oxford University Press.
- Hornby, A.S. (2006). *Oxford Advanced Learner's Dictionary of Current English*, Oxford University Press, UK.
- Sunggu, & Afriana. (2020). Flouting Maxims in "Wonder Woman" Movie. *Linguistic, English Education and Art (LEEA) Journal*, 4 (1), E-ISSN 2549-3819.
- Pradika, B., & Rohmanti, K. (2018). An Analysis of Flouting Maxims in "Coco" Movie. *Professional Journal of English Education*, 5 (1), E-ISSN 2614-6258.
- Susanto, Fathol. (2017). An Analysis of Flouting Maxim in "Need for Speed 2014" Movie. *Pioneer Journal*, 2 (9).
- Helmie, & Lestary. (2019). An Analysis of Flouting Maxims in Conversation Speaking of the Main Character in the Movie of Home Alone 2"Lost in New York" by John Hughes. *Joepallt Journal*, 1 (7), E-ISSN 2338-3739.

Flouting Maxims in Alita Battle Angel Movie – Katarina Ade Kusuma¹, I Gusti Ayu Vina
Widiadnya Putri², Ida Ayu Mela Tustiawati³

- Natasya, Yuhendra, Sari. (2019). Flouting Maxim in Finding Dory Movie. *Jurnal Kata: Penelitian tentang Ilmu Bahasa dan Sastra*, 2 (3), E-ISSN: 2502-0706.
- Putri & Winarta. (2021). The Violation Maxim Of Student in Faculty of Foreign Languages, Mahasaraswati Denpasar University. *Language and Education Journal Undhiksa*, 4 (1), E-ISSN: 2613-9529.
- Movie of Alita Battle Angel <https://103.194.171.185/alita-battle-angel-2019-nonton-film-subtitle-indonesia/>.