



Flouting Maxim in *He's All That* Movie

Ni Putu Ira Suartini¹, Komang Dian Puspita Candra²

English Study Program, Faculty of Foreign Languages, Mahasaraswati Denpasar University^{1,2}, Jl. Kamboja No. 11A Dauh Puri Kangin, Denpasar, 80233

Correspondence E-mail: irasuartini99@gmail.com, dianpuspitacandra@unmas.ac.id

Abstract

This research discuss flouting maxim found in *He's All That* movie. The purpose of this research is to determine the types of maxim that flouted by the whole characters in the movie. The data collecting was conducted by observation method. The technique for collecting data is by watching the movie for many times. Then, taking notes the utterances spoken by the characters, and categorized the scripts into types of flouting maxim. After that, the data were analyzed using the descriptive qualitative method. The researcher applied Grice's theory to conduct this research. The findings showed that all the types of maxim were flouted by the characters in *He's All That* movie. The first is flouting maxim of quantity, second is flouting maxim of quality, third is flouting maxim of relevance, and fourth is flouting maxim of manner. Flouting maxim of quantity is the most often appears. The characters clearly give less or more information than is necessary in *He's All That* movie. In addition, the characters give more information because they want to strengthen the information given to the interlocutor. Then, they want the interlocutor to understand the topic despite their lack of information.

Keywords: *types, flouting maxim, movie*

Abstrak

Penelitian ini mengulas tentang pelanggaran maksim yang terdapat dalam film *He's All That*. Tujuan dari analisis ini yaitu untuk mengetahui jenis-jenis maksim yang dilanggar oleh para tokoh dalam film. Data dikumpulkan dengan menggunakan metode observasi. Teknik pengumpulan datanya adalah dengan menonton film berkali-kali. Kemudian, mencatat ucapan-ucapan yang diucapkan oleh karakter, dan mengkategorikan naskah ke dalam jenis pelanggaran maksim. Setelah itu, data dianalisis menggunakan metode deskriptif kualitatif. Peneliti menerapkan teori yang dikemukakan oleh Grice (1975) untuk melakukan penelitian ini. Temuan penelitian menunjukkan bahwa semua jenis maksim dilanggar, seperti pelanggaran maksim kuantitas, pelanggaran maksim kualitas, pelanggaran maksim relevansi, dan pelanggaran maksim cara, digunakan oleh para karakter dalam film *He's All That*. Maksim pelanggaran yang paling sering diucapkan oleh semua tokoh adalah maksim kuantitas karena para tokoh secara terang-terangan memberikan informasi yang kurang atau berlebih dari yang diperlukan di film *He's All That*. Selain itu, karakter lebih banyak memberikan informasi karena ingin memperkuat informasi yang diberikan kepada lawan bicara. Lalu, mereka juga memberikan informasi yang tidak lengkap karena mereka ingin menghindari atau tidak ingin membahas topik yang sedang dibahas.

Kata kunci: *tipe, pelanggaran maksim, film*

Introduction

Language is a means of communication for human that used to communicate one to another. (Bloomer et al., 2005) stated that language is the means of communication that cannot be separated from human life. Language has many functions that are expanding of socialization, giving arguments, expressing feelings, and maintaining a good relationship with others. According to (Widiani et al., 2021), communication is the process by which speakers and listeners exchange ideas, information, and messages with one another. The process of communicating can be done in written and spoken. There is a difference between the use of spoken language and written language. When someone applies written language, the use of language has a formal format and special attention is paid to the grammar applied. When applying spoken language, the speaker is more concerned with the correct delivery of the content of the utterance than the grammar of the resulting utterance. In a conversation, the speaker delivers certain information through language, and the interlocutor tries to capture the meaning of the information conveyed. Therefore, a good communication requires strong understanding between the speaker, and the interlocutor. However, it frequently happens when a speaker communicates in a less specific, unclear, or disorganized manner that the listener is unable to fully understand what the speaker means. As stated by (Yule, cited in Ulfah and Afrilia, 2018), that word and meaning recognition are necessary components of communication. Hence, it's important to understand the hidden or implied sense of discourse in communication by comprehension the context of situation in this research. Pragmatics concerned with examining how context affects meaning (Leech, 1983: 6). By knowing the context of the situation in a conversation, the speaker and the interlocutor will know the intended meaning of the utterances that may be conveyed by the participants, which is known as implicature.

Grice's Cooperative Principle, which deals with language and communication, describes the effectiveness of communication. According to Grice (1975) people will be successful if they fulfill the cooperative principles described in the four maxims, there are: maxim of quantity, maxim of quality, maxim of relation, and maxim of manner. In fact, a speaker may unintentionally violate the cooperation principle, which states that the four maxims are not always followed by the participants (Wahyuni et al., 2019). Flouting maxim occurs when maxim is not followed or not obeyed in a communication. A flout occurs when a speaker blatantly disobeys the maxim in what is said, with the intention of intentionally creating an implication (Thomas, 1995: 65). Meanwhile, Cutting (2002: 37) argues that flouting maxims happens when speaker shows disobedience to the maxim and expects the listener to appreciate the implied meaning. There are also occasions when the cooperative principle is deliberately flouted, or violated, as Grice terms them, but only if the sender intends for the recipient to interpret them in this way, and only if the recipient actually does (Cook, 1989: 31). (Grice, 1975: 49) argues that a speaker can disobey a rule by blatantly failing to uphold the cooperative principle's maxims without intending to create confusion or imply ulterior meanings in their statements. The researcher will explain some previous study related to this research.

The first research is a research written by (Puteri, 2018) entitled *The Flouting of Cooperative Principle Maxim in Inside Out Movie*. The purposes of her study is to analyze the types of flouting maxim, realization of flouting maxim, and the reason of flouting maxim in *Inside Out* movie. The data were taken from the utterances spoken by the characters in the movie. Qualitative method applied in her study. The findings showed there are 30 utterances flouting of maxims, and all type of maxims were flouted. Flouting of maxim of quantity is the primarily frequently type flouting. The difference between her study and the current study is they used the different data source. In addition, this previous study explains the realization and reason why flouting maxim appears in the *Inside Out* movie, while the current study only focuses on analyzing the types of flouting maxim in *He's All That* movie. Whereas, the similarity is they used the theory proposed by Grice to conduct the research.

The second research is a study entitled *Flouting Maxim in Finding Dory Movie* written by (Natasya & Sari, 2019). The data were collected from the *Inside Out* movie, then analyzed by an uninvolved conversation observation technique and analytical method. The theory of cooperative principle by Grice applied in this research. The findings showed that flouting maxim appears when a speaker does not adhere to an appropriate maxim during a dialogue to make certain meaning. The study found all of flouting maxim in the movie. The difference between the study written by Natasya & Sari, and the current study is the data source. The *Finding Dory* movie is the data source of the previous study, and *He's All That* movie is the data source of the current study. Meanwhile, the similarity is they used the same theory is Cooperative Principle's Grice.

The third study written by (Op.Sunggu & Afriana, 2020) entitled *Flouting Maxim Found in the Wonder Woman Movie*. *Wonder Woman* movie is the source of this study. The method used to conduct this research is qualitative descriptive method. Their research used the theory from Grice (1975). The results showed all types of maxims were flouted by the characters in the movie. In their research, maxim of relation was the most often flouted. The difference between their study and the current study is that they both use different data sources. Meanwhile, the similarity is that they used the same theory proposed by Grice (1975).

The fourth study entitled *Flouting of Maxim in the Se7en Movie Script* written by (Ibrahim, Arifin, & Setyowati, 2018). The study focused on analyzing the maxim that was flouted in the movie. The data were collected from the *Se7en* movie, then, analyzed by qualitative method. They used theory from Grice to conduct the research. The findings showed the types of maxim were flouted and the reason why flouting maxim occurs. The difference between this study and the current study is that they use different data sources. The previous study used data from *Se7en* Movie Script, and the current study used data from *He's All That* movie. Whereas, the similarity is they applied the same theory proposed by Grice to conduct the research.

The researcher conduct the research to find types of maxims that flouted by the whole characters in *He's All That* movie. (Grice, 1975) stated there are four types of flouting maxim. First is flouting maxim of quantity, second is flouting maxim of quality, third is flouting maxim of relevance, and fourth is flouting maxim of manner. Flouting maxim can be found in the utterances that are spoken by the characters. Movie can show some phenomenon more clearly than other types of

media due to a number of factors. Unlike novels, movies provide a clearer picture through context, setting, facial expressions, and other factors. This movie was chosen as the data source, because *He's All That* movie had a lot of flouting maxim among the dialogs uttered by the whole characters.

Method

The data of this research were taken from the dialogue among the whole characters in *He's All That* movie. This movie was a remake of the previous movie entitled *She's All That* (1999), which was basically, like the original version. The data were analyzed by using observation method and note taking technique. There are several steps in collecting the data; first, the researcher downloading the movie. Second, watching the movie for several times to know the conversation among the characters. Third, making the transcription of the conversation suspected of flouting maxims. Fifth, taking note the data that contained of flouting maxim uttered by the characters in the movie. This research used qualitative method. The data descriptively analyzed based on Grice's theory about Cooperative Principle in categorizing the types of flouting maxim. They are flouting maxim of quantity, flouting maxim of quality, flouting maxim relevance, and flouting maxim of manner.

Result and Discussion

Based on the data collection and data classification that has been done by the researcher. The results showed all types of flouting maxims appears in *He's All That* movie, such as: flouting maxim of quantity, flouting maxim of quality, flouting maxim of relevance, and flouting maxim of manner. The results show that the most frequently flouted is maxim of quantity due to the information given that is less or more than what is required. When they give more information, they want to convince their interlocutor from the ideas or information that they uttered. Meanwhile, they want the interlocutor to understand the topic despite their lack of information. Flouting maxim of quality saying an untrue utterance and lack of evidence. Flouting maxim of relevance appears when the characters provide an irrelevant response than necessary. Then, flouting maxim of manner occurs when giving an ambiguous and unclear information. The analysis of each data can be seen as below:

Flouting Maxim of Quantity

When a speaker blatantly give more or less information that required, they may flout maxim of quantity and deliberately talk either too much with the goal of the ongoing conversation (Grice, 1975: 52).

Data 1



Figure 1. Alden is telling Nisha the drink she brought.

Nisha : ‘Sorry, I gotta ask. What are you drinking?’
Alden : ‘**It’s my signature birthday cocktail. It’s got cranberry juice, fresh raspberries, cherry pop rocks.**’

(*He’s All That*, 00:43:46 – 00:43:55)

The participants in the conversation were Nisha and Alden. The conversation happened in the evening during Alden's birthday party. In that situation, Nisha and Alden didn't know each other, but Nisha came to the birthday party because Padgett invited her. At first, Alden just greeted Padgett because Padgett is her best friend, but because Nisha saw the drink and wanted the drink that Alden brought, she immediately asked, "Sorry, I got ask. What are you drinking?", then Alden answered, " It's my signature birthday cocktails. There's cranberry juice, fresh raspberries, and cherry pop rock. "

In the conversation between Alden and Nisha above, Alden's answer flouted maxim of quantity due to the answer that she gave more than necessary by mentioning other drink variants. Alden gave more information because she wanted to show that at her birthday party there was not only one variant of the drink that was being brought, but many variants. Actually, to comply with the maxim of quantity, Alden just need to answer Nisha's question by saying "It's my signature birthday cocktail." However, because of the more than necessary information she gave by saying "It’s got cranberry juice, fresh raspberries, cherry pop rocks," Alden's answer flouted the maxim of quantity.

Data 2



Figure 2. Alden explains to Padgett when she found out about Padgett's real life.

- Alden : ‘Your mom’s a nurse. You can’t afford a car. You live in that dumpy shack on Clinton. We know you don’t live at the Palisades Lofts.’
Padgett : ‘How long have you known?’
Alden : ‘ A year. **We didn’t say anything. We didn’t wanna hurt your feelings. Don’t worry. Your secret’s safe with me.**’

(*He’s All That*, 00:56:14 – 00:56:32)

The data above is a conversation between Alden and Padgett. The conversation above took place at their school. Based on the movie, Alden and Padgett were best friend who support each other, but in the conversation above, Alden was discriminating against Padgett because she actually knew that Padgett lied about her life. Padgett was surprised to hear that, and asked "How long have you known?", then Alden gave her more information than Padgett need.

In the conversation, Alden gave more information than Padgett's question. In order to follow the maxim of quantity, Alden just need to say "A year." She gave too much information because she wanted Padgett to know that he already knew about Padgett's real life. However, she deliberately pretended not to know, with the excuse of not wanting to hurt Padgett's feelings. In addition, Alden gave the information because she wanted to embarrass Padgett by speaking to her in a crowded situation at their school. Due to the more of information that Alden gave, the utterance conveyed by Alden was categorized as a flouting maxim of quantity.

Flouting Maxim of Quality

When a speaker's contribution is false and they state anything without sufficient evidence, they violate the quality maxim. To flout this type of adage, the speaker may employ hyperbole, metaphor, sarcasm, and banter (Grice, 1975:53).

Data 3

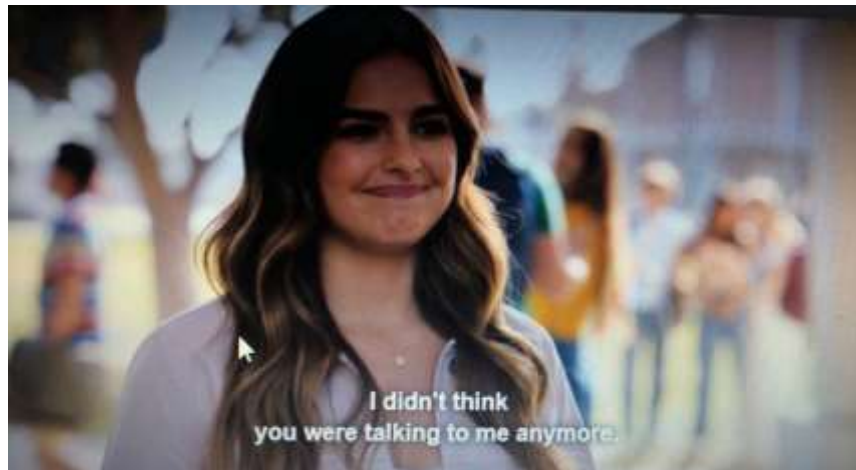


Figure 3. Padgett didn't expect that Cameron would speak to her.

Padgett : "You got a sec?"
Cameron : "I didn't think you were talking to me anymore."

(*He's All That*, 00:57:37 – 00:57: 44)

. The conversation above happened at their school. In that situation, Padgett was with Quinn, and then Cameron came because he wanted to talk to Padgett. Meanwhile, Padgett thought that Cameron would no longer talk to her because something had happened to them on the night of Alden's birthday party, and Cameron had to accept that his beloved camera was damaged by falling into the pool that night. His camera fell because of Jordan, who is Padgett's ex-boyfriend. Padgett understands how much Cameron took care of his camera because it was given to him by his late mother. Therefore, Padgett thought that Cameron would never speak to her again because she was the one who invited him to come to the party.

Based on Padgett's answer, type of maxim that she flouts was maxim of quality. She gave an untrue answer and lack of evidence by saying "I didn't think you were talking to me anymore." The answer from Padgett was markedly untrue. She said that because she thought that Cameron will not talk to Padgett anymore. In fact, Cameron met and talked to Padgett. That's why she flouted maxim of quality.

Data 4



Figure 4. Nisha explains to Cameron that she will be fine in UC, Riverside.

- Nisha : “Well, wherever we do end up, as long as we get back by August for my orientation.”
- Cameron : “University of California, Riverside, really?”
- Nisha : **“What? I think I’d do really well there without having to work very hard.”**

(He’s All That, 00:07:34 – 00:07:41)

Nisha and Cameron were the participants of the conversation. The conversation happened at their school. The two of them are best friends, and they are planning a trip to Portugal. In the conversation, Nisha agreed with what Cameron had planned as long as they returned in August for her orientation. Then Cameron asked if Nisha really wanted to study there.

Nisha answered, "What? I think I'd do really well there without having to work very hard." Based on Nisha's answer in the conversation above, she said "I think" which is a statement that is lack of evidence. The answer was given by Nisha without sufficient evidence because she wanted to convince Cameron that she will really well in UC Riverside without having to work very hard. Therefore, she flouted the maxim of quality.

Flouting Maxim of Relevance

The maxim of relevance is exploited by making a response or observation which is very obviously irrelevant to the topic in hand (Thomas 1995:70).

Data 5



Figure 5. Alden is teasing Padgett.

- Padgett : "You're running against me?"
Alden : "Don't look so surprised. I know all the same people you do. The difference is I didn't just hemorrhage 94,000 followers."
Padgett : " Oh my God."

(*He's All That*, 00:55:32 – 00:55:41)

The conversation above is data from the flouting of relevant maxims. Padgett and Alden were present during the conversation. The conversation, according to the movie, took place at their school. Previously, they were friends, but in the situation above, a surprising thing happened. Alden joined the list as prom night queen, and became a rival to Padgett, who had been nominated because she was famous and an outstanding student. Padgett asked, "You're running against me?", and Alden's answer to Padgett's question was obviously irrelevant.

Alden obviously gave an irrelevant answer to Padgett's question, with the aim of embarrassing Padgett, who has lost 94,000 followers on social media. Padgett had to lose a lot of followers because her photo went viral on social media. She was crying and looking ugly. However, Alden, who is Padgett's best friend, even quips her and joins in registering as a prom queen to go against Padgett. She should answer by answering "yes or no," so, the effectiveness of the communication can be obeyed. Alden's answer is classified as a flouting maxim of relevance because her answer was irrelevant to Padgett's question with the aim of insinuating Padgett.

Flouting Maxim of Manner

The speaker flouts the maxim of manner because they appears utterances which to be obscure or ambiguous. They may say something not briefly or orderly (Grice, 1975:55).

Data 6



Figure 6. Nisha realized she made a big

Nisha : "It's near Legoland. I effing love Legoland."
Cameron : "Isn't University of California San Diego the one near Legoland?"
Nisha : **"I think I made a huge mistake."**

(He's All That, 00:07:44 – 00:07:50)

The discussion described above is evidence of flouting of maxim manner. The conversation's participants were Cameron and Nisha. In that situation, they talked about Nisha's plans to attend the University of California, Riverside, and she told Cameron that she really likes Legoland. Then, Cameron asked to her, "Isn't the University of California, San Diego, the one near Legoland?" and Nisha answered the question unclearly and make the hearer confused. Nisha's answer becomes ambiguous as it doesn't provide any further explanation as to what a huge mistake she made.

Based on Nisha's answer, she flouted the maxim of manner by saying "I think I made a huge mistake." Actually, the conversation above could be clearer and Cameron got an easy to understand answer if Nisha answered it with "yes or no." However, what Nisha meant was that she enrolled at the wrong university because she thought UC Riverside was close to Legoland, whereas UC San Diego was near Legoland. Nisha hopes Cameron understands what she is saying without giving a clear answer. Nisha gave an unclear explanation of her utterance, the information she gave classified as flouting maxim of manner.

Conclusion

The focus of this research is analyzing the types of flouting maxims in *He's All That* movie. The writer used Grice's theory to analyze the data. The result of data analysis can be concluded that all types of flouting maxim performed in the movie.

Based on the analysis, the most frequently flouted is the maxim of quantity. In order to strengthen the information they wish to impart and convince the interlocutor with their words, the characters in the movie generally ignored the maxim of quantity. The characters also give less information than it is necessary because they want to avoid the topic of the conversation, and provide more information than is necessary. Flouting maxim of quality is giving information without providing sufficient evidence or lack of evidence, and presenting sarcastic information. Flouting maxim of relevance appears when the characters give an irrelevant answer to speaker's question. Then, flouting maxim of manner is provide an ambiguous or obscure expression to the interlocutor.

References

- Bloomer, A., P. Griffiths, and A. J. Merrison. 2005. *Introducing Language in Use*. New York: Routledge.
- Cook, G. 1989. *Discourse*. New York: Oxford: Oxford University Press.
- Cutting, J. 2002. *Pragmatics and Discourse: a Resource Book for Students*. New York: Routledge.
- Grice, H. P. 1975. *Studies in the Way of Words*. London: Harvard University.
- Ibrahim, Z., Arifin, M. B., & Setyowati, R. (2018). *the Flouting of Maxim in the Se7En Movie Script*. Jurnal Ilmu Budaya.
- Leech, G. 1983. *Principles of Pragmatics*. Longman Inc.
- Natasya, D., & Sari, N. (2019). *Flouting maxim in Finding Dory movie*. Jurnal Kata: Penelitian Tentang Ilmu Bahasa Dan Sastra, 3(2), 321–328.
- Op.Sunggu, E. J., & Afriana, A. (2020). *Flouting Maxims in "Wonder Woman" Movie*. Linguistic, English Education and Art (LEEA) Journal, 4(1), 1–12.
- Thomas, J. 1995. *The Meaning of Interaction: an Introduction to Pragmatics*. New York: Longman.
- Ulfah, R. A. A. N., & Afrilia, R. (2018). *An Analysis of Flouting Maxim in "the B.F.G" Movie*. PROJECT (Professional Journal of English Education), 1(5), 687. <https://doi.org/10.22460/project.v1i5.p687-695>
- Wahyuni, M., Arifin, M. B., & Lubis, I. S. 2019. *An Analysis of Flouting Maxims Done by Main Characters in La La Land Movie*. Jurnal Ilmu Budaya, <https://doi.org/http://dx.doi.org/10.5281/ilmubudaya.v3i3.2212>
- Widiani, D.A.I., Candra, K.D.P., & Suastini, N.W. (2021). *Flouting of Conversation Maxims in 'Avengers : Endgame' Movie*. IJELAL, 02(01). <http://dx.doi.org/10.21111/ijelal.v2i1.5688>