

**AN ANALYSIS OF FLOUTING MAXIMS IN
“WONDER WOMAN 1984” MOVIE**

**A Thesis
Submitted as a Partial Fulfillment of
The Requirements for S-1 Degree**

By:

**SELA NOVI SELVIA
NPM. 1711040147**

**Study Program : English Education
Advisor : Yulan Puspita Rini, S.S, M.A
Co-Advisor : Irawansyah, M.Pd**



**TARBIYAH AND TEACHER TRAINING FACULTY
STATE ISLAMIC UNIVERSITY RADEN INTAN
LAMPUNG
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ABSTRACT

AN ANALYSIS OF FLOUTING MAXIMS IN “WONDER WOMAN 1984” MOVIE

By:
Sela Novi Selvia
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This research aimed to analyzed the flouting maxims in “Wonder Woman 1984” movie. In more specific terms, this research is aimed at classify the types of flouting maxims, to find out the strategies that used, and to analyze the reasons used by the main character to flout the maxims in “Wonder Woman 1984” movie.

This research was descriptive-qualitative research, which means that this research used qualitative approaches. The data of the research were in form of utterances that contain flouting maxims which were spoken by the main characters in “Wonder Woman 1984 movie”. The context of the research was the dialogues of the movie. The data sources of this research were the “Wonder Woman 1984” movie and its script. Meanwhile, the primary instrument of this research was the researcher herself, and supported by a data sheet as the secondary instrument. The data were collected by downloading the movie and its script, watching the movie, and then collecting the data which reflect the phenomena of flouting maxims. The data analysis was conducted by categorizing the data into types, strategies, and the reasons of flouting maxims, analyzing persued data, checking the accuracy of the data, and then drawing conclusion. To ensure the trustworthiness of the data, the data were by consulting to the expert lecture who are majoring in linguistics.

The results of the research are as follows. First, all types of flouting maxims are found in the movie. Second, all strategies of flouting maxims are applied by the main character: tautology, understatement, overstatement, metaphor, rhetorical question, and irony. Third, not all the reasons that lead by the main character to flout the maxims are collaborative, convivial, and relevance flouting maxims, only competitive not appear in the movie. There are 32 data found in Wonder Woman 1984 movie. In terms of types, quantity flouting

maxims and quality flouting maxims are in the highest rank. In terms of strategies, understatement is the most frequently used and rhetorical questions and Irony are the most rarely used. Finally, dealing with reasons for flouting maxims, collaborative reason has the highest rank and competitive reason has the lowest rank in its occurrence.

Keywords: *An Analysis, Flouting Maxims, Wonder woman 1984 movie*



DECLARATION

Hereby, I state this thesis entitled “An Analysis of Flouting Maxims in Wonder Woman 1984 movie” is completely my own work. I am quite well aware that from several sources I have quoted statements and ideas and are fully recognized in the document.

Bandar Lampung, 08 April 2022

The Researcher,



Sela Novi Selvia

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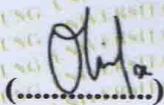
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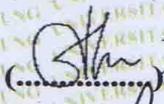
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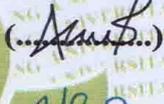
ADMISSION

A thesis entitled: AN ANALYSIS OF FLOUTING MAXIMS IN "WONDER WOMAN 1984" MOVIE, By: SELA NOVI SELVIA, NPM: 1711040147, Study Program: English Education, was tested and defended in the final examination session held on: Monday, March 07th 2022.

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MOTTO

لَهُ مُعَقَّبَاتٌ مِّنْ بَيْنِ يَدَيْهِ وَمِنْ خَلْفِهِ يَحْفَظُونَهُ مِنْ أَمْرِ اللَّهِ ۗ إِنَّ اللَّهَ لَا يُغَيِّرُ
مَا بِقَوْمٍ حَتَّىٰ يُغَيِّرُوا مَا بِأَنفُسِهِمْ ۗ وَإِذَا أَرَادَ اللَّهُ بِقَوْمٍ سُوءًا فَلَا مَرَدَّ لَهُ ۗ وَمَا
لَهُمْ مِّنْ دُونِهِ مِنْ وَّالٍ - ۱۱

“For their (humans) there are angels who always take turns guarding them, from the front and behind them. They guard it by Allah's command. Verily, Allah will not change the condition of a people until they change the condition of themselves. And if Allah will evil for a people, then none can resist it and there is no protector for them except Him.”

(Q.S Ar-Ra'ad: 11)¹

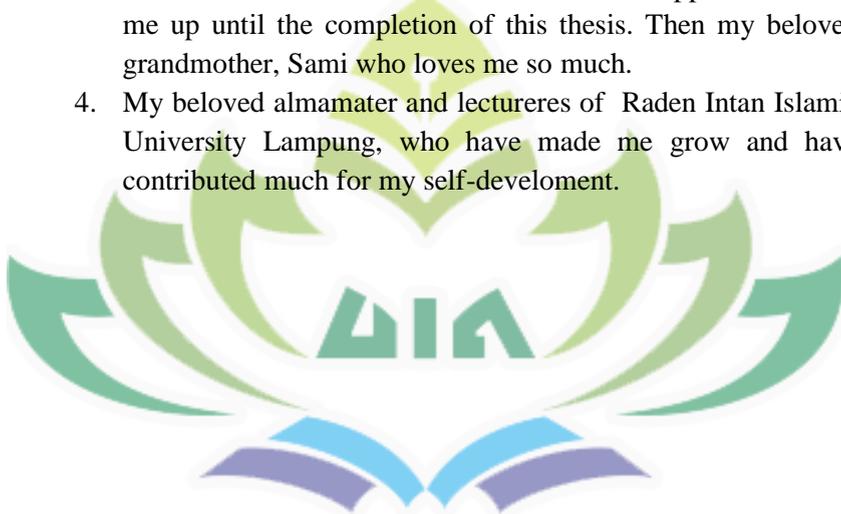


¹ “Al-Qur’an Dan Terjemahannya,” n.d., <https://quran.kemenag.go.id/sura/13>.

DEDICATION

From deep of my heart, this thesis is dedicated to everyone who cares and loves me. I would like to dedicate this thesis to :

1. Allah SWT who always loves and keeps me everywhere and everytime
2. My beloved parents, Mr. Mardiono and Mrs. Yuliana, and Alm. My mother who always love me and keep on praying for my life and success. Never ending support to finish this thesis. Thanks for all the motivation.
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4. My beloved almamater and lecturers of Raden Intan Islamic University Lampung, who have made me grow and have contributed much for my self-development.



CURRICULUM VITAE

The name of the researcher is Sela Novi Selvia. She was born on November 3rd 1999 in Kotabumi, North Lampung. She is the third child of five children from a lovely couple Mr. Mardiono and Alm. Mrs. Sugiarti. Her mother was die when she was 8 years old and she had a stepmother after that, and her name is Yulina. She has three borthers, they are Rendi Alen, Alan Nico and Fiko farero. She has one sister namely Gita Dea Amara.

The researcher began her study in Kindergarten at TK Bhakti Angkasa 2 Semuli Raya. Afterward, she continued elementary School at SDN 02 Rejosari in 2005 and finished in 2011. After that, she continued her study at Junior High School at SMPN 12 Kotabumi and finished in 2014. Then, she continued her study at Senior high School at SMAN 1 Kotabumi and finished at 2017. In the same year, she continued her study to Raden Intan Islamic University Lampung as S1-degree student of Tarbiyah and Teacher Training Faculty Study Program in English Education.

The researcher has participant in a competition when she was in High School. One of the competition the researcher won was in a youth scientific work competition held by the school, and she won first place. The researcher has also jointed the association of UKM Bahasa on campus. The researcher has a hobby of painting, sketching and also making DIY and likes to sew.

Author

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Alhamdulillah robbil ‘alamin All praise are just for Allah S.W.T, the almighty and the All Merciful Allah for His blessing that researcher can complete this thesis as one of the requirements for accomplish the Undergraduate of S-1 degree.

This thesis entitled “ An Analysis of Flouting Maxims in Wonder Woman 1984 Movie” is presented to the English Education Study Program of Raden Intan Islamic University Lampung” would not be completed without help, guidance, and advice from others. it is a big pleasure to acknowledge the generosity of the following persons for their encouragement, support, and the most important, their guidance and advice. Then the researcher would like to thank the following people for their ideas, time and guidance for this thesis:

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Finally, none or nothing is perfect and neither in this thesis. Any correction comments and criticism for the betterment of this thesis are always open heartedly welcome. Thank you

Bandar Lampung, 28 April 2022

The Researcher



Sela Novi Selvia



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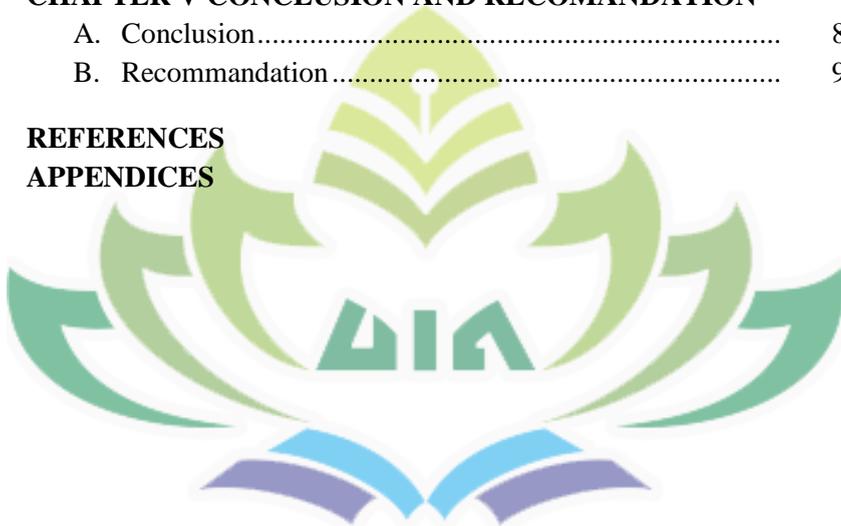
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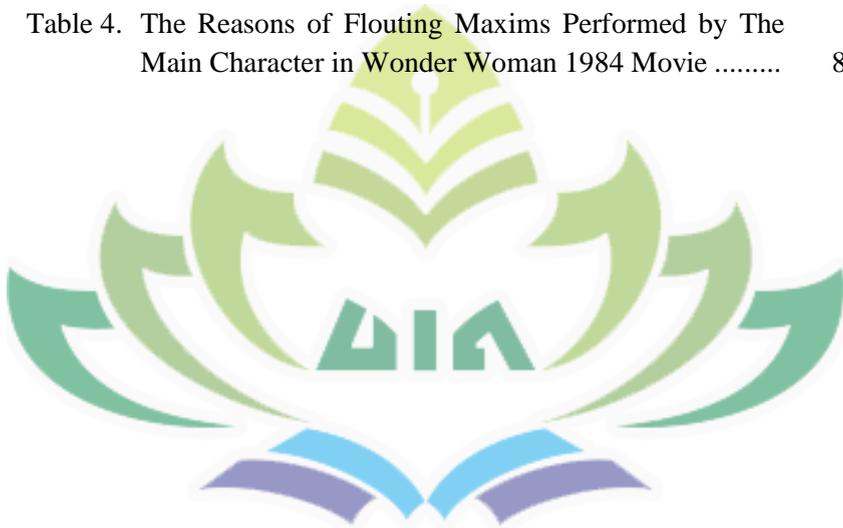
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CHAPTER I

INTRODUCTION

A. Title Affirmation

First the terms in this research will be explained, before describing further discussion. This is to avoid misinterpretation of the title of this research and make it easier for the reader to review its contents, and to discuss the scope of the research. Therefore there are restrictions on the meaning of the sentence in this research. In other words, at this moment the keywords of this research will be explained. As for the title in this research is “**An Analysis of Flouting maxims in Wonder Woman 1984 movie**”, the terms contained in the title of this research are as follows:

1. An Analysis

An analysis is a thinking activity to describe and explain something that results from considering something carefully. This is also conveyed by Gorys Keraf in Nur Afika, an analysis is a process to solve something into interrelated parts. In another sense, analysis is a set of activities and processes that are interrelated to solve problems. Components become more detailed and combined to form a conclusion¹. For that in this research is analyzed it, to solve flouting maxims in Wonder Woman 1984 movie.

2. Flouting maxims

Flouting maxims belongs to the forms of the non-observance cooperative principle. It is non-observing of the maxims of cooperative principle by intentionally breaking the maxims to convey hidden meanings. Grice specifically evolves the principle into four sub-principles called maxim, they are; maxim of quantity, maxim of quality, maxim of relation and maxim of manner.² When someone flout the maxims, the conversation between the two of them becomes chaotic and

¹Nur Afika, “The Analysis of Student’s Learning Strategies and Language Styles in Learning at SMA N 9 Pinarang,” *English Program Tarbiyah and Adab Departement, State Islamic Institute Parepare*, 2009.

²Peter Cole, ed., *Speech Acts*, 5. ed, Syntax and Semantics 3 (New York u.a: Academic Press, 1982), 45–49.

also there is misunderstanding or misperception. Moreover, Black explained that a speaker who flouts maxims is aware of the Cooperative Principles and the maxims.³

3. Wonder Woman 1984 Movie

Wonder woman 1984 is currently showing in Indonesian cinemas. The film is a 2020 American superhero film based on the DC Comics character Wonder Women. It is the sequel to Wonder Women (2017) and the ninth DC Extended Universe (DCEU) film. The film is directed by Patty Jenkins from a script co-written with Geoff Johns and David Callahan. The film stars Gal Gadot, Chris Pine, Kristen Wiig, Pedro Pascal, Robin Wright, and Connie Nielsen. The film was released on December 16, 2020 in Indonesia and on December 18 in the United States. This film has a duration of 2 hours 37 minutes. Wonder Woman Movie has a rating of approx, based on IMDB and Rotten Tomatoes.

From several meanings of words that are the key term in this research, then what the researcher means by the title of the thesis *An Analysis of Flouting maxims in Wonder Woman 1984 movie* is to identify the types, to analyze the strategies, and to find out the reason used by the main character to flout the maxims in wonder woman 1984 movie.

B. Background of The Problem

The conversation is a tool used to communicate with each other related to language. Conversation occurs when two or more people are interacting, and it takes place and time. When someone is having a conversation, they want to convey information or a purpose. Levinson defined that conversation as a speaking activity carried out by two people who take turns and discuss a certain context. In a conversation, someone must understand what the speaker means, therefore the speaker must speak in context so that

³Elizabeth Black, *Pragmatic Stylistics*, Edinburgh Textbooks in Applied Linguistics (Edinburgh: Edinburgh Univ. Press, 2006), p.25.

the listener does not misunderstand it.⁴ Therefore, in order for the message to be conveyed properly between speaker and hearer, cooperation needed both of them. When a direct conversation, the listener must understand the speaker, they must assume the meaning in that context. To make a good conversation, Grice stated that both speakers and hearers are generally cooperating.⁵

To cooperate in conversation, speakers must work closely with listeners so that the conversation runs successfully and without misunderstanding. Grice proposed the principle of cooperation to providewhat speakers and listeners expect. He said that cooperate with each other when having a conversation, use the necessary language, and with the purpose and direction of the conversation accordingly. Grice stated that cooperative principles order the participants to make the conversational contribution as it is required, at the stage at which it occurs, and by the accepted purpose or direction of the talk exchange. Furthermore, cooperative principles areelaborated in four-sub priniples called maxims. They are the maxim of quantity, maxim of quality, maxim of relation and maxim of manner.⁶ These four maxims organize how the participants should participate in a conversation such as telling the truth, being relevant, and trying to be as clear as they can to make the conversation run smoothly. Yet, some people often flout the maxims by infringing, violating, opting out, suspending, or flouting them. Unlike flouting, the other kinds of the failure of observing maxims do not generate implicit meaning within them.⁷

Understanding Cooperative Principle is not far from understanding conversation that is not fulfilling maxim. That is flouting maxims that becomes an interesting topic related to Cooperative Principle by flouting maxims, people seems to be

⁴Stephen C. Levinson, *Pragmatics*, Cambridge Textbooks in Linguistics (Cambridge [Cambridgeshire] ; New York: Cambridge University Press, 1983), p.284.

⁵H. P. Grice, *Studies in the Way of Words* (Cambridge, Mass: Harvard University Press, 1989), 26.

⁶Ibid.

⁷Melinda Kurniati and Sharifah Hanidar, "The Flouting of the Gricean Maxims in the Movies *Insidious* and *Insidious 2*" volume 5, number 1 (April 1, 2018): 65.

uncooperative, but actually, they do. They flout of maxim because of some certain reasons. Behind the utterances in which flouting maxims occurs, there are some hidden meaning and certain purpose that is tried to be conveyed by the speaker. In flouting maxims, speakers perform some strategies in order to convey the hidden meanings of their utterances. They are also having reasons and certain purposes in being uncooperative. Everyone indeed has the possibility to flout the maxim of Cooperative Principle. Then, it can be assumed that whether the conversation is in the real life or even in a movie or in a novel that the script is made by people, flouting maxims can happen.⁸

The researcher chose this theory, the writer saw many phenomena that happened in around, in daily activity when did the conversation. In doing conversation, people may flout the maxims when they do interaction each other. There are some possibilities for people to flout the maxims. Maybe, they need to add too much information to the hearer to make clearly information, or the speaker wants to entertain to the hearer through humor in their conversation.

A movie is one of some kinds of entertainment. Bordwell and Thompson stated that the movie are equal with buildings, books, and symphonies. It is an artifact that is made by humans for humans' purpose. A movie is defined as an art that can be a reflection of human's life since it is made based on social phenomena and cultural values⁹. It is also classified as a form of spoken discourse in which the phenomena that the researcher analyzes, that is flouting maxims are reflected. In movies, unlike in novels, the phenomena are depicted clearer through the context, setting, facial expression, and the like. Hence, analyzing flouting maxims through a movie can represent the analysis in terms of the occurrence of flouting maxims.

⁸Siti Nur Khasanah Fatmawati, "A Pragmatics Analysis of Flouting maxims Performed by Solomon Northup in 12 Years a Slave Movie" (Yogyakarta, Universitas Negeri Yogyakarta, 2015), 3.

⁹David Bordwell and Kristin Thompson, *Film Art: An Introduction*, 5th ed (New York: The McGraw-Hill Companies, 1997), 3.

Wonder Woman 1984 chose because this movie had 59% ratings and 73 % audience scores by rotten tomatoes, and this movie also had a modern visual effect¹⁰. The film has been delayed several times due to the COVID-19 pandemic. In the end of 2020, the Wonder Woman movie appeared in cinemas and streaming services. This movie received a lot of enthusiasm from the audience because during the pandemic the cinemas were closed and this movie was one of the first to be shown after the cinemas closed. Not only the achievement of this movie, this movie also contains a fairly deep message about honesty, the importance of being grateful, and also acting within limits. In this film there is also the use of language that attracts researchers to research it. One of them is the flouting maxims performed by the main character. This creates a lot of misunderstandings between the main character and the others so that the information conveyed is not understood by the conversation partner. For this reason, it would be interesting to conduct an analysis to find the flouting maxims in this movie.

The researcher chose Diana as the main character in this film for analysis. Diana is someone who has special advantages from ordinary people. The character she plays was a protagonist, wise, and authoritative role. She grew up on Themyscira, a hidden island that is home to the Amazons. This film was set in the 1980s, and it is a continuation of the previous film. Because Diana was a woman who had special powers, she could live long time. Because Diana came from an Amazonian background, the language she used very simple and she also used proverbs to communicate. This was what makes Diana different from other characters. Because of that, she did a lot of misunderstandings with her speaking partner, which was meant for a specific purpose, or she had her own reasons for using the language that causes her to do flouting maxims. Therefore, the researcher chose Diana as the focus subject.

This research has an aim to know the flouting maxims contained in the Wonder Woman 1984 movie. For this reason, the

¹⁰“Ratings of Wonder Woman 1984 Movie,” n.d., www.rottentomatoes.com/m/wonder_woman_1984.

researcher analyzed the types of flouting maxims used by the main character in the movie, and the strategies used by the main character to flout the maxim and also the main character's reasons why flout the maxim uses each theory from Grice, Grundy and Leech.

C. Identification and Limitation of The Problem

Based on the background of study above, the researcher limited on the types of flouting maxims, the strategies and the reason used by the main character in the Wonder Woman 1984 movie. In order to have specific research, the researcher decide to identification the utterance on the script which contain the flouting maxims.

D. Formulation of the Problem

There are some topics under pragmatics that can be subject of this research. They are deixis expressions, speech acts, politeness strategies, implicature, cooperation, etc. Yet, in this study, the researcher only focuses on analyzing flouting maxims, the strategies and the reasons that occurs in Wonder Woman 1984 movie. It covers the four types of flouting maxims. They are maxim of quality flouting, maxim of quantity flouting, maxim of relation flouting, and maxim of manner flouting. Also, the strategies used by the main character to flout the maxims and the reasons of the main characters to flout maxim in the movie are analyzed in this research. Regarding the background of the study, there are three problems proposed in this study. They are as follows.

1. What are the types of flouting maxims used by the main character in the Wonder Woman 1984 movie?
2. What are the strategies of flouting maxims used by the main character in the Wonder Woman 1984 movie?
3. Why do the main character flout the maxims in Wonder Woman Movie 1984 movie?

E. The Objectives of the Research

Related to the research focus, the research objectives are stated as follow :

1. To classify the types of flouting maxims used by the main character in Wonder Woman 1984 movie.
2. To find out the strategies used by the main character in Wonder Woman 1984 movie
3. To analyze the reasons used by the main character to flout the maxims in Wonder Woman 1984 movie.

F. Significance of the Research

In reference the objectives of the research, this research is expected to give both theoretical and practical contributions to some parties.

1. Theoretical Significance

It is expected that this research can give information in linguistics research especially in pragmatics and could enrich the specific knowledge in linguistics field, especially on flouting maxims and how the flouting maxims reflects the social issues

2. Practical Significance

- a. The research gives more understanding of being cooperative with or without observing the cooperative principle.
- b. The research gives more references on the pragmatics study of flouting maxims in State Islamic University Raden Intan
- c. The research gives contributions to the next research on the pragmatic study and becomes a good reference for the candidate of researcher.
- d. The research gives the readers more knowledge of the non-observance of the maxims in pragmatic.

G. Relevance Studies

There are some researcher have done the researched about analysis of flouting maxims. First based on the research that has been conducted by Triza Hamani and Yulan Puluhulawa, with the title “Pragmatics Analysis of Flouting maxims Done By The Main Characters In Kungfu Panda Movie By Jonathan Aibel & Glenn Berger”. This research purpose is to find out the dominant flouting of maxims in the Kungfu Panda movie. This research used the Grice’s Cooperative Principle and Cutting’s Theory they are maxim quantity, maxim quality, maxim relation and maxim of manner that flouting by the main character in Kungfu Panda Movie script. The result of this research is the maxim of quantity flouting becomes the main type of flouting maxims which is performed by the main charactes.¹¹

Second research was conducted by Devian Try Gustary and Meirina Dikramdhaniewith the title “The Analysis of Flouting maxims in Mata Najwa’s Talkshow “Gengsi Merebut Kursi”. This research aimed at analyzing the flouting of Grice’s Cooperative Principles and finding out the implicature of theflouting maxims. This research revels that there are 1 occurrence of flouting the maxim of quality, 9 occurrences of flouting the maxim quantity, 13 occurrences of flouting the maxim of manner, and 6 occurrences of flouting the maxim of quality. Maxim of manner is the most often flouted as it is indicated by obscure and unclear responses.¹²

Third research has entitled “The Analysis of Flouting maxims in Good Morning America (GMA) talk show by Rofa Marlisa and Didin Nuruddin Hidayat. The goals of this research are to find out the performed flouted maxim by the hosts and the guest and to reveal the reasons behind the occurrence of the maxim. In this research, to find and analyze theflouting maxims showed in the video, the researchers used Grice’s theory, the cooperative

¹¹Triza Hamani and Yulan Puluhualawa, “Pragmatics Analysis of Flouting maxims Done by The Main Characters in Kungfu Panda Movie by Jonathan Aibel & Glenn Berger” 08 no. 1 (2019).

¹²Devian Try Gustary and Meirinia Dikra Mhdanie, “The Analysis of Flouting maxims in Mata Najwa’s Talkshow “gengsi Merebut Kursi;,” *Journal Ilmiah FKIP Universitas Subang* 4 no.1 (2018).

Principles consisting of four maxim types : Quality, Quantity, Relation, and Manner. The result showed that all four types of flouting maxims were committed by both Jackie Chan and the two hosts of the GMA talk show. The highest flouting maxims found were flouting maxims of quantity and manner.¹³

Another research which focuses on the flouting maxims were conducted by Zulfah Ibrahim, M. Bahri Arifin, Ririn Setyowati has entitled “The Flouting of Maxim in The Se7en Movie Script”. This research focused on analyzing flouting maxims that were flouted by the characters in the Se7en movie script and the motivation of the characters flouted the maxims. This research used qualitative research method. The result of the research showed what types of maxim were flouted in the movie and and what motivation that led the characters to flout the maxims. There are four flouting of maxims in the Se7en movie script, they are maxim of quantity, maxim of quality, maxim of manner, and maxim of relevance. Then, there are three motivations that influenced the characters flouted the maxims; they are competitive, collaborative, and conflictive.¹⁴

Fifth research has entitled “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” by Juhar Helmie, Nurcusi Gunawan Lestary. The goals of this research is to find out the flouting maxims in that movie and also to know the reason of the main characters to flout the maxims. The researcher used descriptive qualitative method. And the the result, there are four maxims flouted by the main chararcter, they are flouting maxims of quantity, quality, relvance and also manner, and there are several reasons of flouting those maxims are data finding also

¹³Rofa Marlisa and Didin Nurudin Hidayat, “The Analysis of Flouting maxims in Good Morning America (GMA) Talkshow,” *Journal of Language, Education, and Humanities* 7 no. 2 (2020): 132–42.

¹⁴Zulfah Ibrahim, M. Bahri Arifin, and Ririn Setyowati, “The Flouting of Maxims in the Se7en Movie Script,” *Jurnal Ilmu Budaya, Mulawarman University* 2, No. 1 (January 2018): 81–94.

revealed that the communication could still even though the main character flouting the maxim.¹⁵

Based on recent research, the similarity between those research and this research is to analysis flouting maxims uses Grice's Theory, they are: Maxim of quantity, quality, relation, and manner. But, the difference between previous research and this research is that those research only focus on flouting maxims, but in this research not only find out flouting maxims, but the strategies used and the reasons used of the main character to flout maxim in Wonder Woman 1984 movie.

H. Research Method

1. Research design

Research Methodology is commonly defined as a way or method to thinking and prepared to completed the research and reach the goal of the research. This research used the descriptive-qualitative method. Meanwhile, Vanderstoep and Johnston explained that qualitative research produces narrative textual descriptions of the phenomena under study.¹⁶ This research used a descriptive qualitative method because it described and analyzed the phenomena of the study in a narrative description. This method be applied because it intend to analyzed and described the utterances that flouted, and strategies used to flout the maxims and the reason it. Moreover, Creswell stated that qualitative research begins with assumption, a worldview, the possible use of a theoretical lens, and the study during research problems inquiring into the meaning individuals or groups ascribe to a social human problem. Hence, it was not simply analyzing and describing the data but also interpreting the data to get a rich and more in-

¹⁵Jauhar Helmie And Nursuci Gunawan Lestary, "An Anlysis of Flouting Maxims in Conversation Speaking of the Main Character in the Movie of Home Alone 2 'Lost in New York' by John Hughes," *Journal JOEPALLT* vo. 7 no. 1 (March 2019), <https://jurnal.unsur.ac.id/jeopallt>.

¹⁶Scott W. VanderStoep and Deirdre D. Johnston, *Research Methods for Everyday Life: Blending Qualitative and Quantitative Approaches*, 1st ed, Research Methods for the Social Sciences (San Francisco, CA: Jossey-Bass, 2009), 7.

depth understanding of flouting maxims in the Wonder Woman 1984 movie.

2. Research subject

The subject of this research was the movie of wonder woman 1984. The data of the research was documents such as transcript dialogue and video/movie. This movie downloaded at 26 July 2021 and the duration of the movie is about 2 hours, 31 minutes. The researcher took the data from the transcript of that movie. The script of this movie is obtained from <https://scrapsfromtheloft.com/2020/12/26/wonder-woman-1984-transcript/>.

3. Research instrument

The main instrument of this research was a human instrument of the writer herself with the script of Wonder Women movie as a supporting instruments. Then, the researcher read and studied the script carefully and repeatedly to found the required data. Finally, the researcher had analyzed and identified the selected data by using Grice's conversational maxims theory and the rhetorical strategies by Grundy, and the reasons by Leech theory for the main character in Wonder Woman 1984 movie. There for the researcher in this study had the roles in all the steps: planing the research, collecting the data, analyzing the data, and drawing the conclusion. However, a data-sheet needed as a secondary instrument in conducting this study about flouting maxims in Wonder Woman 1984 movie. The form of the data-sheet is as follows.

Table 1. Sample Data-Sheet of Types, Strategies, and the Reasons of Flouting maxims in Wonder Woman 1984 Movie

No	Data	Types of flouting maxims				Strategies of flouting maxims						Reasons for flouting maxims				Code	Explanation
		QN	QL	RL	MN	TL	OS	US	MT	RQ	IR	CM	CV	CL	CF		

Notes :

Types of flouting maxims :

QN : Quality

RL : Relation/relevance

QL : Quantity

MN : Manner

Strategies of Flouting maxims

TL : Tautology

MT : Metaphor

OS : Overstatement

RQ : Rhetorical question

US : Understatement

IR : Irony

Reasons for Flouting maxims

CM : Competitive

CL : Collaborative

CV : Convivial

CF : Conflictive

4. Data collecting technique

In collecting data, following steps are used were :

- Downloading the script from the internet
- Watching the movie to know the whole story and re-correcting the script of the movie
- Collecting all the utterances which include flouting maxims
- Identifying the utterances based on each type of flouting maxims

5. Data source

The source of the data that used in this study was a western movie entitled “Wonder Woman 1984 movie”. The researcher focused in dialogues and analyze the dialogue with the script.

6. The Technique of Analyzing Data

Qualitative data analysis is defined as working with data which includes organizing, classifying, synthesizing, and understanding the data, and also determining the data that presented said Bogdan and Biklen¹⁷. Considering this definition, in this research, the procedures of data analysis were as follows:

1. Classify

To start the analysis, firstly the researcher categorized the raw data that had been recorded. Some categories made as a form identification on the data of the research.

2. Coding

After the identification of data was done, the researcher represented the data in code. Coding will use as a sign of categorization of the data in this research. The coding systems are as follows:

e.g : QN/01/TL/CL = QN: Quantity (type of flouting maxims)

01: Number of occurrence

TL: Tautology (Strategy of flouting maxims)

CL: Collaborative (reason for flouting maxims)

3. Interpreting

After coding the data, the researcher interpreted the data in order to answer the formulation of the problem. In this step, the researcher got to know what

¹⁷Dewi Satria Elmiana, “Critical Analysis on The Contribution Made by Qualitative Research to English Language Teaching,” *Queen’s University Belfast UK* volume 4, number 1 (May 2017): 81.

is important in each data and what it means. Data sheet was need in step of interpretation.

4. Discussing

In this step, a comprehensive analysis of the interpreted data was done. The researcher discussed the result of data interpretation. Then, the result of the discussion is use to make a conclusion.

5. Concluding

This is the last step in which the researcher draw the conclusion of the research based on findings.

I. Trustworthiness of Data

Validity and reliability should be reconsidered in qualitative term for establishing the authenticity and trustworthiness of a research. In this case, Lincoln and Guba use different terms for generalizability, internal validity, reliability, and objectivity in the trustworthiness of data. Having the similar meaning, they name those concepts as transferability, creadibility, dependability, and conformability for the trustworthiness of qualitative research¹⁸.To deal with this trustworthiness, the researcher of this research applied triangulation method, i.e the cross-validation of qualitative analysis.It approves the sufficiency of the data in the research.Below are two kinds of triangulation used in this research.

1. Investigator/Validator Triangulation

Doing investigator triangulation, the researcher applied peer correction.Other observers investigate the findings of the research found by theresearcher.Here, the researcher conducted the triangulation of the data with a lecture that teach linguistics in English Education Department.

¹⁸Satu Elo et al., “Qualitative Content Analysis: A Focus on Trustworthiness,” March 2014, 2.

2. Theory

Theory triangulation in this research was conducted by using multiple theories in the process of analyzing and interpreting the data. Each single set of data was interpreted by using three different theories related to flouting maxims. Those theories were the theory of Grice, Grundy, and Leech.

J. Systematic Discussion

CHAPTER I INTRODUCTION

This chapter consists of detailed affirmation, background of the problem, identification also limitation of the problem, formulation of the problem, the objectives of the research, the significance of the research, the relevance studies, the research design and systematic discussion. This introduction is useful for providing initial information to readers about this research and for building a research framework so that readers can understand this research.

CHAPTER II REVIEW OF RELATED LITERATURE

In this chapter contains the theoretical framework that is relevant to the theme of this research. This intended to provide an overview to the reader regarding the theories that the researcher uses as a reference or foundation in this research. This chapter consist some review of pragmatic, cooperative principle, flouting maxims, strategies of flouting maxims, reasons for flouting maxims, Wonder Woman 1984 movie, and conceptual Framework. This review is useful to provide readers with a brief summary of the object to be studied, which is intended to provide an overview of the object of research.

CHAPTER III DESCRIPTION OF THE RESEARCH OBJECT

In this chapter contains a general description of the object and presentation of research facts and data. In this chapter, the researcher explains the general object which is more concise and

the researcher also gives an overview of how the researcher presents the facts and data to be analyzed.

CHAPTER IV ANALYSIS OF THE RESEARCH

In this research contains the findings that have been researched and analyzed and then the findings are explained in detail. However, only some of the data is explained, the full details are listed in the appendix.

CHAPTER V CONCLUSION AND RECOMENDATION

In this research contains conclusions drawn from research that has been found and also recommendations from researchers.



CHAPTER II

REVIEW OF RELATED LITERATURE

A. Pragmatics

Pragmatics is one of many subfields of linguistics. From various linguistic fields, pragmatics is one of the sub-fields of linguistics that has a very broad scope. Pragmatics is the study of meaning in a particular context. This is also conveyed by Leech who stated that pragmatics is related to the meaning of a context¹⁹. Leech's statement is in line with Kreidler's opinion which stated that the main focus of pragmatics is one's efforts to get meaning from a specific situation, understand what the speaker means, integrate updated information with what has happened before, and interpret what the speaker means²⁰.

In this case, Yule said that pragmatics is related to how to analyze what is meant or conveyed, not only about the meaning but also about the words in a speech and the phrases in the speech itself. Yule also mentioned that there are 4 definitions of pragmatics, namely: pragmatics is a field that examines the meaning of the speaker, secondly, pragmatics is a field that studies meaning according to the context, the third is a field that examines the meaning that is spoken or examines the meaning communicated or communicated by the speaker²¹. And lastly, pragmatics is a field that examines forms of expression according to social distances that limit the participants involved in certain conversations. Therefore, pragmatics is not only a study that studies the meaning of an utterance and does not only depend on general linguistic knowledge such as grammar and others but also depends on the context.

Not much different from Yule's opinion, according to Levinson pragmatics is the study of linguistic culture that requires

¹⁹Geoffrey N. Leech, *Principles of Pragmatics*, Longman Linguistics Library, title no. 30 (London ; New York: Longman, 1983), 6.

²⁰Charles W. Kreidler, *Introducing English Semantics*. (Taylor & Francis, 1998), 19, <http://www.myilibrary.com?id=33324>.

²¹George Yule, *Pragmatics*, 21. [impr.], Oxford Introductions to Language Study (Oxford: Oxford Univ. Press, 2014), 3.

sources used by a person to communicate.²² On the other hand, pragmatics is a linguistic field that shows the utterances conveyed by speakers related to the context. Levinson also thought that pragmatics is a related study of psychological and sociological phenomena involved in a context. Levinson also provided several definitions for the term pragmatics. He defined pragmatics as (1) the study related to the use of language (2) the study of language viewed from a functional point of view which is in line with aspects of linguistic structure (3) the study of the relationship between language and the context in which it is grammatical or encoded in the structure of language (4) the study of all aspects of meaning that are not captured in semantic theory (5) the study of the relationship between language and context which is the basis for language explanation or understanding (6) the study of the ability of language users to match sentences with appropriate contexts (7) study about deixis, implicature, presuppositions, speech acts, and aspects of discourse structure.²³ Because pragmatics is closely related to the study of language use, in pragmatics there is a scope of study based on experts. They are all deixis, reference and inference, presumptual and entailment, speech act, politeness, implicature and cooperative principle.

1. Deixis

First of all that concerns under pragmatics where there is a relationship between language and context can be called deixis. Yule stated that deixis is a study related to "pointing" through language and using deictic expressions.²⁴ Deixis divides deictic expressions into three types, namely, personal deixis such as 'I' and 'you', spatial deixis such as 'here' and 'there', and temporal deixis such as 'now' and then. Deixis is also one of the main concepts in pragmatics²⁵. According to Yule deixis means 'pointing' through language. Deixis is all linguistic forms used to designate something. In line with Yule, Levinson in his book stated that deixis is the study of deictic

²²Levinson, *Pragmatics*, 3.

²³Ibid.

²⁴Yule, *Pragmatics*, 129.

²⁵Ibid., 9.

expressions in language. Deixis expression is a term used to describe the linguistic form of pointing at something based on its context. He mentioned that there are 3 main classifications of deixis, the first is persona (eg me, and you) then space deixis (here, there), and temporal deixis (now, then). In this case, Levinson proposes two additional deixis classifications, namely discourse deixis (eg as mentioned earlier, in the conclusion) and social deixis (eg honorific form: Mr. Smith, dine, residence).²⁶

2. Speech Act

In addition, another focus under the umbrella of pragmatics is speech acts. Yule explained that in expressing oneself, a person usually takes action through speech. Not only utterances with grammatical structures that are usually conveyed by someone, but there are also actions in their utterances. The action taken is called a speech act. As an example taken, pastor saying 'I now declare you husband and wife in that speech, the pastor not only says something, but he takes action, namely marrying two people. As another main concept of pragmatics, speech acts are more dominant than actions A performed in an utterance. Speech act is an activity carried out in the speaking process. Speech act is divided into several dimensions, namely locutionary speech acts, illocutionary acts, and perlocutionary acts. According to Searle speech acts are generally classified into five types, they are declaration, representation, expressive, commission, and directive. A declaration is a speech act accompanied by a concrete action, for example the words 'you are fired' spoken by a boss to his employees. A representative is a speech act that aims to state what the speaker believes. A representative example is 'he doesn't write about linguistics'. Then, a speech act that aims to express a psychological state is classified into expressive. An example of an expressive is 'I'm really sorry' while making a guilty face. Directives are speech acts that aim to make the listener do something through their

²⁶Levinson, *Pragmatics*, 119–20.

speech, such as 'don't touch'. Then the last is commissive, which is a speech act that aims to bind the speaker to something that will be done in the future for example, 'I promise to pay your debt'²⁷

3. Politeness

Moreover, in pragmatics, keeping one's face by paying attention to politeness is really concerned. Then, politeness itself is an interaction to show awareness of another person's face. Some aspects that the participants of the conversation have to be taken note of are face-saving act, face threatening, and face wants. Politeness is a central concept of pragmatics concerning the polite behavior of people when they speak. In his book, Yule defined politeness as a situation in which people show awareness of another person's self-image. In this case, politeness can be the effect of both, distant or close relationships between people²⁸. Similar to Cooperative Principle in a conversation, politeness has also politeness principle.

4. Implicature

The next part of pragmatics is implicature. Speakers sometimes give implicit meaning beyond their words in a conversation. Grice used the term implicature to refer to something that can be implied, suggested, or interpreted by the speaker that is different from what the speaker says. According to Grice, a conversation will be successful even if someone does not say what they mean, but they will understand the implicit meaning conveyed²⁹. As Yule thought that pragmatics is the study of how people describe what is not said. Grice used the term implicature to express the unstated meaning of one's speech. There is meaning added in a conversation including implicature³⁰. Grice divided implicature into two types, namely conventional implicature and conversational implicature.

²⁷John R Searle, *Expression and Meaning: Studies in the Theory of Speech Acts* (Cambridge: Cambridge Univ. Press, 2012), 11–14.

²⁸Yule, *Pragmatics*, 60.

²⁹Cole, *Speech Acts*, 43.

³⁰Yule, *Pragmatics*, 35.

Conventional implicatures are associated with certain words and produce additional meanings that are conveyed when those words are used. As exemplified in the saying 'he is poor but honest'. The interpretation of this saying is that he is poor, but he is honest. There is more meaning in these words. The second type of implicature is conversational implicature. This type of implicature is included in the context of understanding the additional meaning that is spoken from a statement. The meaning of an utterance in conversational implicatures is stated indirectly in the utterance. One example is in the following dialogue:

Charlene : I hope you brought the bread and the cheese.

Dexter : Ah, **I brought the bread.**

In the conversation above, it can be explained that Dexter is trying to convey the implied meaning, that he didn't bring cheese. Dexter hopes that Charlene can figure out what it means. Charlene has to understand the unspoken meaning of Dexter i.e. Dexter doesn't bring cheese. The implied meaning that is concluded from the conversation above is included in the Implicature.

The next topic under the umbrella of pragmatics is cooperative principles. A cooperative principle is the basic in pragmatics in which people are demanded to make their conversation as cooperative as possible, in line with the purpose of the conversation. This principle results from the common assumption about communication as a cooperative effort. In this principle, there are four sub-principles called maxims which provide more detailed principles of conversational cooperation. Those maxims are maxim of quantity, maxim of quality, maxim of relation or relevant, and maxim of manner. Related to this matter, a further explanation is provided, that is in the next point of Cooperative Principle³¹

³¹Ibid., 37.

B. Cooperative Principle

The cooperative principle is the most important part of pragmatics which was developed by an English philosopher named H.P Grice. The cooperative principle is like a rule in the conversation between speaker and listener to cooperate in verbal communication. The cooperative principle makes a conversation better and directs contributions as needed in the conversation.³² The cooperative principle is a basic rule that must be obeyed and fulfilled by people in conversation. This is so that the speaker and hearer can interpret the utterances conveyed in the conversation. Then Grice specifically developed the principle into four sub-principles called maxims. These maxims determine what the speaker and hearer should do in a conversation so that the conversation that takes place does not cause misunderstandings. This maxim will make the speaker and hearer communicate optimally in an efficient, rational, and cooperative manner.³³ Grice divided a maxim into 4 types, namely maxim of quantity, maxim of quality, maxim of relation and maxim of manner. In communicating, there are two possibilities that people can do with maxims, first observing maxims and not observing maxims. It will be explained as follows.

1. Observance of maxims

The first thing that people can do with the maxim is observing the maxim. It means that the participants of the conversation fulfill the maxims by obeying all the rules in the principles. The following are the types and examples of observance of maxims.

a. Maxim of Quantity

When observing maxim of quantity, the speaker should give information as required and give neither too little nor too much information.³⁴ In other words, the speakers should give enough information as which is needed by the listeners. Maxim of quantity requires

³²Cole, *Speech Acts*, 45.

³³Levinson, *Pragmatics*, 102.

³⁴Joan Cutting, *Pragmatics and Discourse: A Resource Book for Students*, Reprinted, Routledge English Language Introductions (London: Routledge, 2006), 34.

speakers in a conversation to be as informative as is required for the current purpose of the exchange. This means that the speakers neither give much information nor too little information. The speakers should know how much information the listeners require so the speakers do not give more information than is required. For example we can see in the utterance below :

- (1) My neighbors who are all pregnant
- (2) My neighbors who are all pregnant woman.

It can be seen from the two examples above that the first utterance is more concise and effective than the second utterance. The second utterance provides information that is redundant and slightly distorted. Everyone knows that only women can get pregnant. Thus the word “woman” in the second utterance makes things not clearer this is contrary to the maxim of quantity. According to Yule, some speakers are said to observe the maxim of quantity by saying ‘as you probably know’, ‘to cut a long story short’, or ‘I won’t bore with all the details’, but it was an exciting trip’. The speaker prevents herself to give too much information.³⁵

b. Maxim of Quality

The next type of observance of maxims is that of quality in the maxim of quality, a speaker is expected to be able to provide sufficient, relatively adequate, and as informative information as possible. Such information should not exceed the information needed by the speaker. The maxim of quality requires that every participant in the conversation tells the truth. Conversation participant’s contributions should be based on adequate evidence and not say something that is believed to be wrong. Honesty and truth are the essences of this maxim of quality. This is in line with Grice, Cutting which stated that to understand the maxim of quality, the speaker must say what is in a

³⁵Yule, *Pragmatics*, 38.

honest, sincere sense and say whatever they believe is following with reality³⁶. Speakers often use utterance such as ‘as far as I know’, ‘I may be mistaken, but...’, ‘I’m not sure if this is right, but...’, or ‘I guess’. In the dialog below, the speaker tends to observe the maxim of quality.

A :I’ll ring you tommorow afternoon then.

B : Erm, I shall be there**as far as I know**, and in the meantime have a word with Mumand Dad if they’re free. Right, bye-bye sweetheart.

A : Bye-bye

B says ‘as far as I know’ to indicate that B is not completely sure that he/she will be there if A rings him/her. B prevents his/herself from lying by stating that B is unsure of his/her statement.

c. Maxim of relation/relevance

The next type is maxim of relation, the speakers are required to be relevant in saying something. Speaker says something relevant to the previous saying in conversation. In a question and answer section, speakers should answer the question appropriately. They should give the related answer to the question. Cutting explained that, to fulfill this maxim, the speakers are expected to say something relevant to what is said before. To observe the maxim of relation, the speakers can use some expression like ‘oh, by the way’, ‘anyway’, or ‘well, anyway’³⁷. By saying ‘not to change the subject, but is this related to the budget?’ the speaker tends to be cooperative. She begins her statement by saying ‘not to change the topic’ to prevent misunderstanding by changing the topic suddenly.

d. Maxim of Manner

The last type of observance is a maxim of manner. Grice via Yule ordered the participants to avoid obscurity of expression, avoid ambiguity, avoid unnecessary

³⁶Cutting, *Pragmatics and Discourse*, 35.

³⁷Ibid.

prolixity, and to be orderly³⁸. Levinson said that made contribution between the participant relevant, it means make the contribution that relevant or make it as topic of the conversation. In this maxim, the participant does the conversation should avoid the utterance that unclear expression, which will make the hearer misinterpret the context of the utterance.³⁹

2. Non- Observance of Maxims

Sometimes, the participants of the conversation seem do not to use the four sub-principles. It means that the participants fail to observe the maxims. They usually have their reasons why they fail to observe the maxims. According to Thomas the speaker wants to lie toward the hearer or they are incapable of speaking clearly (they are nervous, frightened, have a stammer, etc). Those are some occasions when people fail to observe the maxim in their daily, it is called thenon-observance of maxims. The failure of observing maxims is done by breaking the rules of them whether deliberately or accidentally and it is called non-observance maxims. There are four ways of naming some cases related to the failure to observe the maxims. They are opting, violating, infringing, and flouting.⁴⁰

a) Opt-Out

A speaker who opts out of the maxims shows an unwillingness to cooperate. He/she wants to be looked uncooperative. Grice explained that a speaker who opts out from the operation both of the maxim and cooperative principle, he or she may say, indicate or allow it to become plain that he is unwilling to cooperate in the way the maxim requires. Sometimes he/she cannot reply in the way expected because of legal or ethical reasons. On the other hand, the speaker does not want to appear uncooperative. The example of opting out the maxims is

³⁸Yule, *Pragmatics*, 37.

³⁹Levinson, *Pragmatics*, 102.

⁴⁰Jenny Thomas, *Meaning in Interaction: An Introduction to Pragmatics*, Learning about Language (London ; New York: Longman, 1995), 64–65.

when a police officer refuses to release the name of an accident victim until the relatives have been informed by saying 'I am afraid I can't give you that information' or by using an expression like 'no comment'⁴¹

b) Violation

Thomas in cutting stated that a speaker who violates the maxims knows that the hearer does know the truth and he/she will only understand the superficial meaning of the words⁴². Mey said, that violation as "the unostentatious non-observance generate a misleading implicature by saying something untruth or insincere, irrelevant or ambiguous. So in this violating maxim the speaker with intention wants to give wrong information to the hearer. He/she intentionally generate a misleading implicature by providing insufficient information, saying something that the speaker is insincere, irrelevant, or ambiguous so that the hearer wrongly assumes that the speaker is cooperating. In line with thomas says that maxim violation is a quiet act that has an intention to mislead the meaning. It is also known as lying. An example of maxim violation is as follow.

A : Does your dog bite?

B : **NO.**

A : ow! You said your dog doesn't bite!

B : **That isn't my dog.**

This dialogue happens in peter sellers film in which B is Pink Panther. He asks A, as a receptionist, who completely knows that B was asking about the dog in front of her, not her dog at home. Yet, in this dialogue, she intentionally gave him the wrong information.

⁴¹Cutting, *Pragmatics and Discourse*, 40.

⁴²Ibid.

c) Infringement

Thomas stated that a speaker who infringes the maxims fails to observe the maxims because he/she has imperfect linguistics performance. It can happen if the speaker has an imperfect command of the language such as a child or a foreign learner when their performance is impaired, or if they are simply incapable of speaking clearly.⁴³ Mey stated that infringing maxim is described as an action done by the speaker “with no intention of generating an implicature, and with no intention of deceiving, fails to observe a maxim.” It happens if the speaker has imperfect command of the target language. An example of infringing the maxims is shown below.

A: Could you please bring me those screws?

B : I’m busy **finding the tabs**.

The dialogue above happens when two aircraft technicians are maintaining a plane. B is hanging over so that when A asks for some screws, the B cannot speak clearly to answer A’s question

d) Flouting

Flouting maxims is the only way of breaking maxims that generates implicature. Cutting stated that a speaker who flouts maxims expects the hearers to appreciate the meaning implied but he/she appears not to follow the maxims. On other hand, flouting maxims is intentionally breaking the maxims to convey hidden meanings and lead the listener to find out the implied meaning from the flouting maxims.⁴⁴ Flouting maxims are different from violating maxims. Maxim can be violated, which means that they are not adhered to. Violation maxims happen for instance when someone is liable to mislead someone. In the flouting maxims, Levinson said the person doesn’t

⁴³Thomas, *Meaning in Interaction*, 74.

⁴⁴Cutting, *Pragmatics and Discourse*, 37.

intend to mislead the person who hears or sees another meaning from the word that the speaker talks.⁴⁵

Moreover, Black explained that a speaker who flouts maxims is actually aware of the Cooperative Principles and the maxims⁴⁶. In other words, it is not only about the maxims that are broken down but that the speaker chooses an indirect way to achieve the cooperation of the communication. In line with Black, Curse stated that a speaker deliberately against one or more maxims and he/she can be said to obeying the Cooperative Principles since he/she breaks the rules for some good communicative reasons. More detail will explain further in the next review.

C. Flouting maxims

Flouting maxims belongs to the forms of non-observed Cooperative Principle. It is non-observing of the maxims of cooperative principle by intentionally breaking the maxims to convey hidden meanings. Flouting the maxims is different from violating the maxims in terms of the purposes. The speakers do flouting maxims to lead implied meaning to the listener. They have no intention to generate a misleading implicature in the conversation. On the other hand, maxim violation is intended to mislead the listeners' understanding about something. Thomas in his definition explains that flouting maxims means intentionally failing to follow the maxims of the Cooperative Principle without any intention to deceive or make a misunderstanding.⁴⁷ The only reason is that the speaker wishes the listener to understand the meaning of the speaker, either the literal expressed meaning or the hidden meaning. Here, a speaker may convey different meanings from the literal meaning of the utterance. Then, the speaker assumes that the listener will be able to infer the implicit meanings of the speaker. For some reason, Yule included the

⁴⁵Levinson, *Pragmatics*, 237.

⁴⁶Black, *Pragmatic Stylistics*, 25.

⁴⁷Thomas, *Meaning in Interaction*, 65.

implicit meaning of flouting maxims drawn by the listener in a conversation in the particularized conversational implicature as has been explained above. The types of flouting maxims are divided into the same number of the maxims of the Cooperative Principle. It is Grice's theory that is used as the basic notion. Therefore, there are four types of flouting maxims: they are quantity flouting maxims, quality flouting maxims, relevance/relation flouting maxims, and manner flouting maxims. Below is the explanation of those types of flouting maxims.

a. Quantity Flouting maxims

Quantity flouting maxims means that the speaker of a conversation fails to fulfill the maxim of quantity in the cooperative principle. When flouting the maxim of quantity, the speaker seems to give too little or too much information than is required. It can be said that the information that is given is insufficient. An example of maxim of quantity flouting is shown below.

A : Well, how do I look?

B : **your shoes are nice**

Speaker B here flouts the maxim of quantity because B gives opinion only about the shoes while A asks for the opinion of the whole of his/her appearances. In this case, B gives less information than is required. Therefore, B is said to flout the maxim of quantity. It leads A to infer an Implication that his/her appearance is not good enough except for his/her shoes.

b. Quality flouting maxims

According to Cutting, a speaker who flouts the maxim of quality commonly says something that does not represent what she/he thinks. The other ways of flouting the maxim of quality is by using hyperbole, metaphor, irony, and banter. A speaker seems to flout the maxim of quality when he/she exaggerates his/her statement like 'I could eat a horse' ⁴⁸. The speaker uses hyperbole to flout the maxim of quality. The speaker expects the hearer to

⁴⁸Cutting, *Pragmatics and Discourse*, 37.

infer an implication that he/she is very hungry that he/she can even eat a horse.

Another maxim of quality flouting includes the dialogue presented below.

A : Teheran's in Turkey isn't it, teacher?

B : and **London's in Armenia** I suppose.⁴⁹

In the case presented through the dialogue, A's statement is false. Teheran is not in Turkey, so B states falsely that London is in Armenia to suggest that the statement of A is not correct.

c. Relevance/relation flouting maxims

According to Thomas a statement is made to be irrelevant to the topic in maxim or relation flouting.⁵⁰ Moreover, Cutting says that the speaker who flouts the maxim of relation expects the hearers to be able to imagine what the utterance did not say and make the connection between his/her utterance and the preceding one. The example of the maxim of relation flouting is presented in the following dialogue.

A : Where's Bill?"

B : **there's a yellow VW outside sue's house.**

In the dialogue, B's contribution seems to fail to fulfill A's question. Yet, there is a possible connection between B's utterance with preceding one in which A can draw an implication that if Bill has a Yellow VW, he may be in Sue's house. The phenomenon below is another example of the maxim of relation flouting

Annie : betty, the phone is ringing

Betty : **I'm in the bath**

In this exchange, Betty has flouted the main of relevance by being irrelevant. Betty states an answer with a different topic. Here, Annie is expected to be able to receive Betty's unstated message. Since Betty is in the bath, Annie is expected to answer the phone.

⁴⁹Levinson, *Pragmatics*, 110.

⁵⁰Thomas, *Meaning in Interaction*, 70.

d. Manner flouting maxims

To be clear in saying things is what all speakers try to do. However, on some occasion, ambiguity indeed happens whether the speaker intends to make it or not. Those who flout the maxim of manner are being obscure and often trying to exclude a third part. An example of the maxim of manner flouting is clearly shown in the following dialogue between a husband and wife.

A : where are you off to?

B: I was thinking of going out to get some of that **funny white stuff** for **somebody**

A : Ok, but don't belong – dinner's nearly ready.

In this case, B, as the husband, says something in an ambiguous way by mentioning 'that funny white stuff' to replace 'ice cream' and mentioning 'somebody' to replace 'his daughter'. It is done to make his little daughter does not become excited and want to eat the ice cream before dinner if he/she knows that the funny white stuff is ice cream.

D. Strategies of Flouting maxims

flouting maxims can be done in many various ways. Some strategies can be applied by a speaker to do it. When a speaker states things and expects the others to get his implicit meaning, strategies play an important role in it. It may determine whether the others will be able to get the implicit meaning or not.

Grice stated that the use of flouting maxims causes many of the traditional 'figures of speech'. Here, figures of speech are the effects of flouting maxims.⁵¹ However, on the other hand, Grundy has a different opinion about it. In his book, Grundy stated the rhetorical strategies which includes figures of speech may be considered flouting the maxims of the cooperative principle. Here, rhetorical strategies are the means of flouting maxims, not the effects. To answer the second objective of this research, this theory of rhetorical strategies is used. According to

⁵¹Levinson, *Pragmatics*, 109.

Grundy, rhetorical strategies include tautology, metaphor, overstatement, understatement, rhetorical question, and irony. For further explanation, rhetorical strategies as the strategies of flouting maxims in detail are as follows.⁵²

a. Tautology

Tautology is the first rhetorical strategy considered flouting the maxims of the cooperative principle. According to Grundy tautology is an expression used frequently to express a complex meaning more easily. It is conventionally an idiom. Because of the frequency of use, the meaning of an expression becomes more idiomatic but easier to understand. Levinson stated that in principle, simple and obvious tautologies have no communicative import. However, in terms of pragmatics, they may have a great deal to convey a message in a communicative event.

An example of tautology is ‘boys will be boys’. Here, ‘boys’ is used frequently and because of it, a difficult explanation about a male person, child or adult, who will behave similarly, becomes easier to express. Besides, another example is in the expression of ‘enough is enough’ to express the feeling of the speaker who has been exhausted being patient, this expression is effective to be used. The repetition of ‘enough’ indicates that the expression is a tautology. Alike the first example, the general form of tautology can be seen in this example. As a strategy of flouting maxims, tautology is intentionally used to break the maxims and convey some hidden messages. The example below shows tautology that flouts the maxim of quantity :

At the end of the day the church can only **afford to pay** the number of people it can **afford to pay**⁵³.

This tautology is different from the previous examples. It is unlike an idiom. However, it is indeed a

⁵²Peter Grundy, *Doing Pragmatics* (London; New York: Routledge, 2013), 76–77, <https://www.taylorfrancis.com/books/e/9780203784310>.

⁵³*Ibid.*, 125.

tautology since there are expressions that are used frequently. *Afford to pay*. Here, the tautology flouts the maxim of quantity since it lacks information. It does not give a contribution that is required so it is not as informative as is required. To observe maxim of quantity, the speaker should mention an exact number of the people, instead of using tautology.

b. Overstatement

Overstatement is the second strategy of flouting maxims. It is the opposite of understatement. According to Leech, overstatement is similar to hyperbole. That is a case where a speaker describes something stronger than the actual state of affairs. It is a kind of figure of speech. As the term 'hyper' means over or above, hyperbole is making something above the reality⁵⁴. An example of flouting maxims by using overstatement is provided in the following quotation :

Remember that as a teenager you are **the last stage in your life** when you will be happy to hear that the phone is for you

In the statement above, there is an overstatement of assuming that adults are *never* happy to hear that the phone is for them. That a *teenager is the last stage* is also an overstatement indicating a flouting maxims. The maxim that is flouted here is the maxim of quality. The speaker says something that lacks adequate evidence so his/her contribution is not one that is true. This is flouting the maxim of quality

Besides, overstatement may be described as stating more than what is necessary for a conversation. Another example of flouting maxims using overstatement as the strategy is as in '*I try to call a hundred times, but there was never any answer.*' Here, a hundred times indicates the overstatement. It is unnecessary in the conversation. Other expression of flouting maxims are such as *I could eat a horse, I am starving to death, and I am dying of hunger*. Instead of

⁵⁴Leech, *Principles of Pragmatics*, 145.

saying *I am hungry*; some speakers choose to flout the maxim of quality by exaggerating the fact. Exaggerating is a form of an overstatement. In some cases, overstatement is justified for polite beliefs⁵⁵. It is used in praising others such as *'That was a delicious meal!'*

c. Understatement

Understatement is the opposite of overstatement. If overstatement describes something stronger than the actual state of affairs, on the other hand, understatement or litotes describes something weaker than the actual state of affairs. Understatement has a different exaggeration from hyperbole. It is a figure of speech that makes something understated or less important, while in fact, it is incredible.

In some cases, understatement is used in criticism. *I wasn't over-impressed by her speech* is an example of litotes to criticize things. Here, the fact is that the speaker is impressed by the speech. However, the speaker has a high expectation before, so when the speech is done, he is not over-impressed since his expectation is higher than the fact. Understatement is used to express his/her disappointment about it. Another example of understatement is criticism is in *'That wasn't such a bad meal that you cooked.'* Here, the negative statement is the one indicating understatement

Moreover, instead of negative statement, understatement also includes euphemism, stating an unpleasant subject by using inoffensive expression⁵⁶. That is when a speaker avoids an unpleasant word by saying another softer diction of word. For example, instead of saying *workers are dismissed*, a speaker says that the workers are made redundant. Here, *made redundant* is the euphemism. It understates the degree to which things are bad. In addition, to understate a degree in euphemism, some adverbials of degree are usually used, such as a bit, a little, and rather. Then,

⁵⁵Ibid., 146.

⁵⁶Ibid., 147.

therefore, it can be concluded that litotes or understatement is a way of underplaying disfavored aspects of meaning.

An example of understatement that flouts the maxims of the cooperative principle is provided below.

Jean : what do you think of Cindy?

Laila : **she is not a bad-looking girl**

Here, Laila uses a negative statement to flout the maxim of manner. She flouts the maxim that requires her to be brief. Using understatement, Laila tries to say that Cindy is rather a good-looking girl.

d. Metaphor

The next strategy of flouting maxims is by using metaphor. Metaphor in *the interaction theory* is the use of an expression in which there is the relationship between 'metaphorical' expression and 'literal' expression⁵⁷. The relationship is a relation where it can change the meaning of the other. 'metaphorical' expression can change the meaning of 'literal' expression or vice versa. In essence, metaphor describes a person or object in a literary way by referring to something that is considered to have similar characteristics to the person or object that is trying to describe. Saying a metaphor *my house is a refrigerator in January*, the 'metaphorical' expression is *refrigerator* and the 'literal' expression is *house*. Here, *refrigerator* can change the meaning of house. House is not merely a place here, but it is a very cold place since it is considered to have similar characteristics to a *refrigerator*.

Metaphor usually flouts the maxim of quality. It is for the used expression that lacks evidence and believed to be false. By saying the metaphor *my house is a refrigerator in January*, the speaker has been flouted the maxim of quality. The house of the speaker is not in the shape of refrigerator. It is for sure believed to be false by the speaker. There are some examples of flouting the maxim by using this

⁵⁷Levinson, *Pragmatics*, 148.

strategy, as in ‘my house is a refrigerator in January’⁵⁸. The statement should not be taken literally and the hearer is expected to understand the implied meaning of the speaker’s utterance that his/her house is very cold in January. Other examples are in the form of conventional euphemism which is also considered as a form of metaphor such as when a speaker says ‘I’m going to wash my hands’ which means ‘I’m going to urinate’, ‘she’s got a bun in the oven’ which means ‘she’s pregnant’, and ‘he kicked the bucket’ which means ‘he died’

e. Rhetorical Question

The rhetorical question is a rhetorical strategy in which a question is used to make a statement, not to get an answer. It has an obvious answer that can be used to deliver a statement. The rhetorical question is used to force the interpretation of the question to the listener. The use of this rhetorical question to flout the maxims of the cooperative principle is provided in the following dialog.

Bert : do vegetarians eat hamburgers?

Ernie : Do chickens have lips?

Here, Ernie’s statement is an example of the rhetorical question. It has no intention of asking and seeking an answer. On the other hand, it is intended to make a statement and give the answer to Bert’s question. Using rhetorical question, Ernie tries to say that the answer of Bert’s question is ‘no,’ just like the answer to his question that chickens have no lips. Moreover, another example of rhetorical question used as the strategy of flouting maxims is in the question *was Mussolini going to be moderate?*. When the speaker believes that Mussolini was not going to be moderate, he has flouted maxim of quality by stating this rhetorical question. It breaks the maxim which requires him to say what he believes to be true.

⁵⁸Cutting, *Pragmatics and Discourse*, 38.

f. Irony

The next strategy used to be flout maxims of Cooperative Principle is irony. The irony relies on three classification ; they are irony itself, banter and sarcasm. In general, the irony is a figure of speech that suggests a different meaning than is said. Leech in his book compares irony and banter as a pair. He states that irony is a friendly way of being offensive. On the other hand, banter is described as an offensive way of being friendly. It is said that irony and banter are opposite of each other⁵⁹. However, in the use of irony and banter, they are usually being a pair that is intended to be used together. Banter is described as mock irony. An example of irony is an expression of a teacher perceiving his student who comes late to the class by saying, “well, it is too early, good morning.” Here, the teacher says something positive but intends to say the negative one. The teacher uses irony to tease his student and convey an opposite meaning with his real utterance. The teacher does quality flouting maxims by saying what is not true.

On the contrary, banter states something negative but intends to convey a positive one. Banter is usually indicating intimacy or friendship to stating something negative is not a problem. According to Leech, there are two principles of expressing banter in the conversation : first, saying something untrue, and second, saying something impolite to the listener. This is done to show the solidarity of the speaker and the listener. Alike irony, banter is considered as being unserious. An example of banter used for flouting maxims is in the following conversation :⁶⁰

- Ali : I'm beginning to realize why em why jobs in language schools run out so sharply in the autumn and the spring. **It's all these damn MSc students and their wives.** Heh..heh
- Bob : heh. Heh. Heh. Heh.

⁵⁹Leech, *Principles of Pragmatics*, 144.

⁶⁰Ibid.

Ali : Now, I know why I was never wanted after October.

Bob : Yeah that's right

Here Ali pretends to be angry with Bob after knowing that Bob's wife gets a job teaching English as a Foreign Language, the same job as Ali's. Ali is not angry, but because of the close relationship of Ali and Bob, Ali pretends to be. Ali flouts the maxim of quality by using banter. He is saying something that is not true, disobeying the principle of the quality maxim, i.e. that the speaker should make a true combination.

Finally, the last classification of irony as the strategy of flouting maxims is sarcasm. Sarcasm is a form of irony that is not friendly. By using this, speakers usually intend to hurt another

Anne : how about your meal?

Willy : yum, **this is a lovely undercooked egg you've given me here, as usual.**

Here, Willy intends to hurt Anne and flouts the maxim of quality. The egg is not lovely for Willy.

Another way to flout the maxim of quality is by using irony. According to Leech, the irony is a seemingly friendly way of being offensive (mock-politeness). In addition, Cutting stated that by using irony, a speaker expresses a positive sentiment but implies a negative one. The phenomena of irony can be seen in the statement 'if only you know how much I love being woken up at 4 am by a fire alarm' when a student comes down to breakfast one morning. Through the student's statement she expects his/her friends to know that she means the opposite. Moreover, sarcasm, a form of irony that is not so friendly, is usually intended to hurt. A form of sarcasm is reflected in the statement 'This is a lovely undercooked egg you've given me here, as usual. Yum!' in the utterance, the

speaker first gives a compliment, yet it implies negative meaning.⁶¹

E. Reason For flouting maxims

By flouting the maxims of the cooperative principle, the speakers intend to deliver an unstated meaning to the listener. As Leech and Thomas remark in Mey, people can flout or intentionally break one of the conversational maxims to lead the listener or reader to assume more than one conversational implicature in an exchange. Mey stated that flouting the maxims can be due to many reasons. There is no certain limitation of the reasons for flouting maxims. It depends on the situation. The speakers can flout a maxim in the same situation for different reasons. Nevertheless, speakers can flout two different maxims for the same reason⁶².

In his book, Leech explained some illocutionary functions of politeness. Those are the functions of saying something with some hidden meanings to act politely in front of others. Those functions are somehow related to the reasons people flout the maxims of the cooperative principle⁶³. Politeness is a small part of flouting maxims since sometimes people are just being polite even they are being exaggerated or being irrelevant. As a result, the reasons for flouting maxims will be similar to the illocutionary functions of politeness. The reasons that may lead people to flout the maxim of the cooperative principle are :

1) Competitive

This reason relates to the illocutionary goal that competes with the social goal as in ordering, asking, demanding, and begging⁶⁴. The goal is the intended meaning, here, the illocutionary goal is a self-centered goal, a goal which concerns more on each person's self and does not care about the others. On the other hand, its opposite, social goal

⁶¹Cutting, *Pragmatics and Discourse*, 38.

⁶²Jacob Mey, *Pragmatics: An Introduction*, 2nd ed (Malden, MA: Blackwell Publishers, 2001), 78–79.

⁶³Leech, *Principles of Pragmatics*, 104.

⁶⁴*Ibid.*

means a goal that aims to bring advantage to others. For this type of reason, there is a competition between the illocutionary goal and the social goal. An example of the competitive reason is in the following dialog:

Annie : Betty, the phone is ringing

Betty : **I'm in the bath**

In the example above, there is a competition between the illocutionary goal of Betty and her social goal. Her social goal is helping Annie to answer the phone, while her illocutionary goal is finishing her activity. Here, Betty understands the condition, i.e that Annie asks her to answer the phone. Then, she intentionally flouts the maxim of relevance because she refuse to answer the phone by saying "I'm in the bath". In the dialog, a competitive reason leads Betty to flout the maxim of relevance. Her illocutionary goal finally is over her social goal.

2) Convivial

This is a reason for flouting maxims where an illocutionary goal coincides with the social goal as in offering, inviting, greeting, thanking, and congratulating⁶⁵. Here, there is no disadvantaged side ; both self and society are happily getting advantages from an utterance.

Samira : I can't imagine for sure. Perfect score for your grammar.

Julie : **it's also you in charge**

In the conversation above, the social goal is that Julie receives to compliment and the illocutionary goal is that Julie responds the compliment with thanking. Here, there is no competition, but a perfect goal meeting. Julie flouts the maxim of relevance to thank Samira for her help in teaching grammar to Julie. Julie does not concern about the compliment, but more above her own need to thank. Since both sides aim to gain satisfaction in the talk, the reason for flouting maxims is a convivial reason.

3) Collaborative

⁶⁵Ibid.

Collaborative happens when an illocutionary goal is indifferent to the social goal. There are asserting reporting, announcing, and instructing that are included in this reason. Here, the illocutionary goal and the social goal work together for a purpose of giving understanding. This reason is closely related to the flouting of quantity maxim. An example of flouting maxims with a collaborative reason is provided below :

Charlene : I hope you brought the bread and the cheese.

Dexter ; Ah, **I brought the bread** ⁶⁶

In the example above, the reason for Dexter to flout the maxim of quantity is that he wants to tell Charlene that he does not bring any cheese. His illocutionary goal is reporting what he has done. In this case, the context supports Dexter's response, so Charlene understands the intended meaning of Dexter.

4) Conflictive

The last reason is the conflictive reasons. It is a reason where the illocutionary goal of a conversation conflicts with the social goal. They are including threatening, accusing, cursing, reprimanding, and others. here, the illocutionary goal and the social goal are very different. Then, society is disadvantaged, while someone dominates the advantage of an utterance.

Anne : how about your meal ?

Willy : Yum, **this is a lovely undercooked egg you've given to me here, as usual.**

Here, Willy intends to hurt Anne and flouts the maxim of quality. The social goal is complimenting Anne is advising for her lack. On the other hand, the illocutionary goal is stating what she feels without caring about the others feeling. In the dialog above, the word 'lovely' becomes the conflictive word. The meal is not lovely, and then Willy wants to reprimand

⁶⁶Yule, *Pragmatics*, 40.

Anne. Willy states the contrary, so in this case, the reason for the flouting maxims is conflictive.

F. Wonder Woman 1984 movie

Wonder women 1984 is currently showing in Indonesian cinemas. The film is a 2020 American superhero film based on the DC Comics character Wonder Women. It is the sequel to Wonder Women (2017) and the ninth DC Extended Universe (DCEU) film. The film is directed by Patty Jenkins from a script co-written with Geoff Johns and David Callahan. The film stars Gal Gadot, Chris Pine, Kristen Wiig, Pedro Pascal, Robin Wright, and Connie Nielsen. The film was released on December 16, 2020 in Indonesia and on December 18 in the United States. This film has a duration of 2 hours 37 minutes. Wonder Woman Movie has a rating of approx., based on IMDB and Rotten Tomatoes.

Set in the 1980s, this film tells about Diana Prince (Gal Gadot) in fighting crime in 1984. This film tells the adventures of Wonder Women in facing her new enemies, Max Lord (Pedro Pascal) and The Cheetah (Kristen Wiig). Here, Maxwell Lord is a businessman armed with a mysterious stone who is the subject of a film conflict. On the other hand, the cheetah who works as an archaeologist who originally helped Diana eventually betrayed Diana because of being tempted by power. This film not only tells the story of Gal Gadot's actions to eradicate crime, but also how Diana brings back her lost lover, Steve Trevor (Chris Pine).

It must be admitted, not a few people hope this film can avoid the mistakes of the first film. However, the first film also looks stunning. It's hard to find annoying fatal errors. The plot of this film is not a continuation of the first film. Diana has lived with humans for more than six decades. The story in the second film is a stand-alone story. The only things from the first movie that came back, were Diana and Steve Trevor. Both films feature a completely new world, a different era, a different Diana, and a new story. So do not be surprised if at the beginning of the film the audience guesses what story will be brought this time. This

film is indeed a sequel to Wonder Woman, but a prequel to Man of Steel (2013), Batman VS Superman (2016).

The visual quality, especially each successful action scene, makes the viewer's gaze never leave the screen. Wonder Woman 1984 still relies on slow-motion scenes and smooth CGI effects. As the beginning of the trailer, we are presented with the first scene of the Amazon Olympics. Young Diana (Lily Aspel) competes with her Amazonian brethren. Diana always wanted to prove herself worthy. Amazonian game was the perfect opportunity for her. Wonder Woman's movements when attacking, running, or defending are well realized by Gal Gadot and the team that created it. That way, fighting scenes aren't boring. Gal Gadot understands how to apply physical language to all of Wonder Woman's moves. This Israeli actress makes sure that every sling, whip and stroke of Wonder Woman is a perfect fit for the character.

Regarding the nature of humanity, this film seems to be careful in applying it to all characters, including the extra players. Like Christian Wiig's transformation from Barbara Ann Minerva to classic Wonder Woman's arch-enemy, the cheetah. His anger and ambition stemmed from the frustration and abuse he had experienced. Barbara who was initially considered a nerd turned into a likable like Diana. Unfortunately, because her ambition was misguided, Barbara couldn't control her popularity. Overall, this second film is colorful and has a touching story in Diana Prince's life, both personally and for the characters. This story easily hit the spotlight as modern DC's most enjoyable film, successfully proving that superhero movies don't have to be explosive to be superheroic. Behind it all, Wonder Woman 1984 teaches gratitude for what we have. Excessive desire will only make people greedy. Therefore, not all human wishes on this earth can be granted. Especially if it brings disaster to others.⁶⁷

⁶⁷“Ratings of Wonder Woman 1984 Movie.”

G. Conceptual framework

flouting maxims is a part of the pragmatics concept involving an act of disobeying the rules of being cooperative in a conversation. Disobeying the rules by flouting maxims is different from disobeying the rules by violating. This research focuses on flouting maxims uttered by the characters in Wonder Woman 1984 movie.

However, the analysis focused only on the Cooperative Principles within the utterances of the characters in the movie. The theory of Cooperative Principle proposed by H.Paul Grice contains four sub-principles called maxim namely maxim of quantity, maxim of quality, maxim of relation/relevance, maxim of manner. The maxims are like the rules of the conversation to run smoothly. They also rule the participants to be cooperative in the conversation by fulfilling all the maxims. In conversations, however, the participants deliberately choose not to follow the maxims, yet they expect the hearers to get the implied meaning behind their utterances. It is called maxims flouting. The participants who flout the maxims are concerned with the Cooperative Principles, but they choose a different way to achieve a good communication.

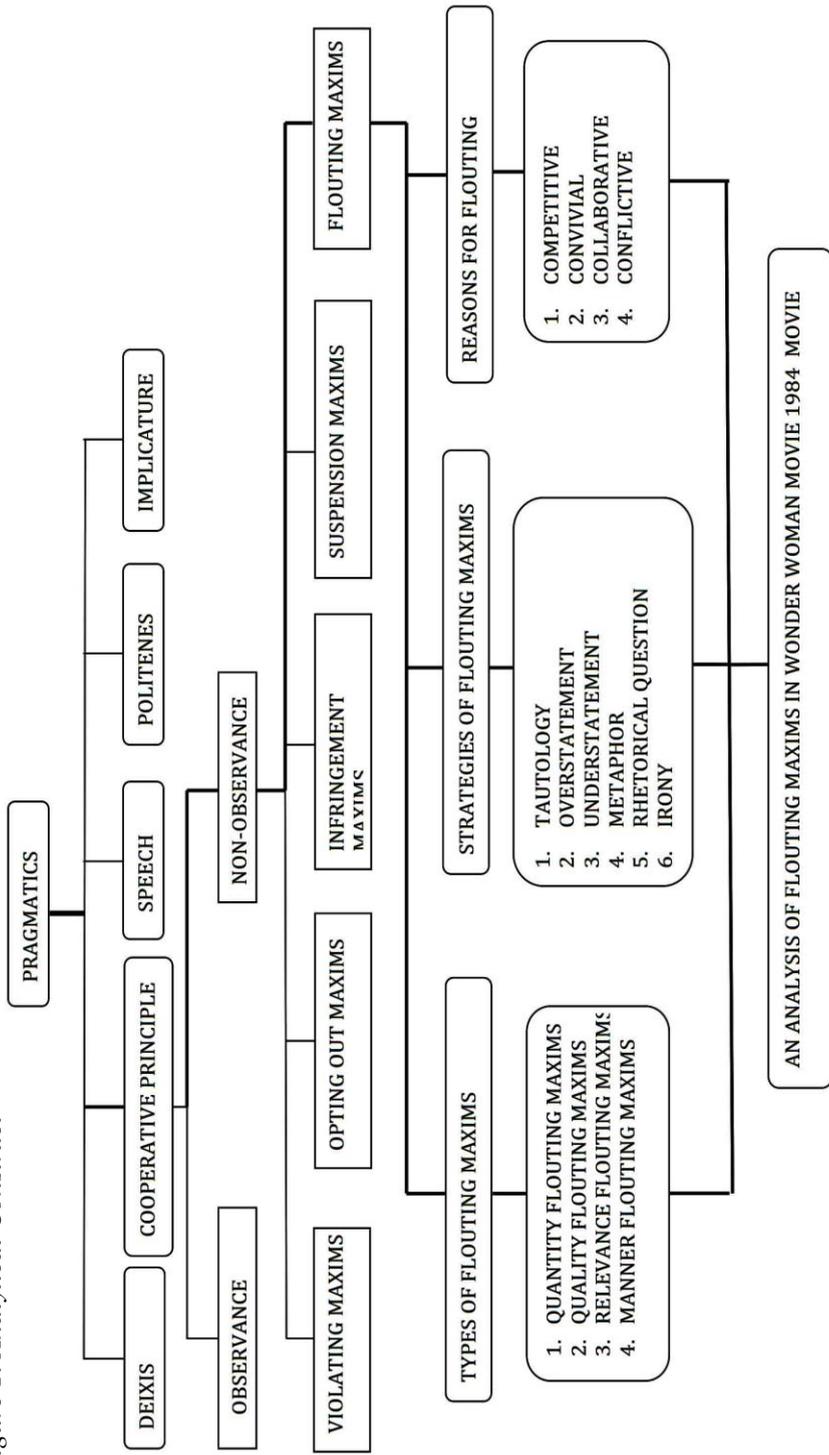
To flout the maxims, people use many strategies. The theory of Grice is the most suitable theory to answer the second objective of this research. Grice stated that people may flout the maxims of the Cooperative principle by using rhetorical strategies. The strategies include tautology, overstatement, understatement, metaphor, rhetorical question, and irony. Those are the strategies used to convey someone's intention in flouting maxims. For some cases, the speakers' implied meanings reflect the reason for flouting maxims. To answer the objective of identifying the reasons for flouting maxims, Leech's theory of illocutionary Function is used. Therefore, the reasons may be competitive (ordering, asking, demanding, begging), convivial (offering, inviting, greeting, thanking, congratulating),

collaborative (asserting, reporting, announcing, instructing), or conflictive (threatening, accusing, cursing, reprimanding)

Finally, flouting maxims is a social phenomenon in linguistics. In this research, the three theories above will use for the analysis. By combining those theories, this research is hopefully able to present the most comprehensive findings of flouting maxims in Wonder Woman 1984 movie.



figure 1. Analytical Construct



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