



an analysis of flouting maxim in utterances of main characters in *elemental: forces of nature* movie

Sofia Ayu Nur Imani

Universitas 17 Agustus 1945 Surabaya, Indonesia

Email: sofiaayunurimani78@gmail.com

Bramantya Pradipta

Universitas 17 Agustus 1945 Surabaya, Indonesia

Email: bramantya@untag-sby-ac.id

Abstract. This research aims to determine the flouting of the maxims used in the main character of *Elemental: Forces of Nature* movie through qualitative methods using Herbert Paul Grice's theory of cooperative principles. To conduct this study, the researcher collected data by observing the utterances produced by the characters Amber Lumen and Wade Ripple in the *Elemental: Forces of Nature* movie, which was downloaded from the Disney+ Hotstar application. The purpose of this research is to determine the types of flouting maxims. Then, identify and analyze flouting maxims often used in the main character's utterances. The findings show that the main character flouts the maxim forty times in this movie. It is known that the maxim of quantity appears fourteen times, the maxim of quality appears four times, the maxim of relevance appears nineteen times, and the maxim of manner appears three times. This means that the maxim of relevance is the maxim most often flouted by the main character, while the least flouted maxim is the maxim of manner. Wade Ripple frequently flouts the maxim of relevance ten times, and Amber Lumen only nine times. Lastly, Amber Lumen often flouts the maxim of manner three times.

Keywords: Cooperative Principle, *Elemental: Forces of Nature*, Flouting Maxim, Herbert Paul Grice's Theory.

INTRODUCTION

Pragmatics is a linguistic field concerned with meaning, mainly how language is used in human communication. According to Leech (1983), pragmatics is the study of meaning within specific speech situations. This involves understanding that a speaker's choice of words and expressions within a given context conveys literal meaning and implied meanings and assumptions about the speaker's intentions. Understanding pragmatics is an essential key to communicate in daily life.

Humans are social creatures, so they need to interact with other humans. One of the human activities is activity communication. The communication process will not always run smoothly, with misunderstanding or a lack of clarity due to a misinterpreted message. Misinterpreted messages can occur when there is a failure to adhere to or adequately understand the conversational maxims. Grice (1975) stated that conversations can cause miscommunication because conversation participants may not always follow the

principles of cooperation perfectly. This can happen if participants do not provide enough information, use ambiguous language, or do not pay proper attention to the context and purpose of the conversation. Grice (1975) states that to achieve good communication, participants in the conversation should strive to make contributions consistent with the mutually accepted goal or direction of the conversation. In other words, conversation participants must communicate relevantly and cooperatively so that the other party can understand their messages well.

Grice (1975) stated that the principle of cooperation consists of four essential aspects in conversation: quantity, quality, relevance and manner. The maxim of quantity does not give too much or too little detail; the maxim of quality does not say what you believe to be false or that for which you lack adequate evidence; the maxim of relevance contributes information that is pertinent to the topic of conversation; and the maxim of manner avoids ambiguity and obscurity. Grice (1975) states that flouting maxims occurs when a speaker intentionally flouts one of the maxims to convey a meaning indirectly, often relying on the listener to infer the implied meaning.

Grice (1975) stated flouting of maxims occurs when speakers intentionally flout one of conversational maxims to imply a meaning beyond the literal interpretation of their words. Flouting of maxims do not only occur in daily life but can occur in conversations in movies. One of them is a *Elemental: Forces of Nature* movie that tells the story of two different characters, Amber Lumen, a fire element, and Wade Ripple, a water element. Like fire, Amber Lumen has a fiery nature, while Wade Ripple has a calm nature like water. Even though they are different, they both fall in love and try to find similarities with each other.

Several researchers have examined conversations in novels and movies, such as research conducted by Machfudi et al. (2022). The purpose of this research is to analyze the types and meanings implied in this research and to examine the types of Grice's principles of cooperation that are most often carried out by the main characters in the novel. Second, Shboul (2022) analyzes the pragmatic devices of speakers' flouting maxims in Jordanian Arabic, the linguistic forms employed, most and the least maxims flouted, and whether gender affects the frequency of flouting of maxims or not. Then, Latifatun (2020) This research analyzes the types of maxims most flouted by the characters in the movie and the most dominant types of maxims. Then, Setiawan and Haryani (2020) This research analyze the types of maxims flouted by the movie's characters and the reasons behind the flouting maxim. The last is by Fadillah and Imperiani (2020). This research analyzed the non-observance of maxims among Indonesians and foreigners male and female passengers at Indonesian airports when the customs officers checked the passengers.

The difference between this research and previous research lies in the research object, such as using conversations with Jordanian speakers. Then researched the reasons behind his character flouting the maxim and also researched Indonesians and foreigners male and female passengers. Therefore, the researcher examined the *Elemental: Forces of Nature* movie through the flouting maxims committed by the main characters and found the most frequently used flouting maxim in Grice's theory. By analyzing maxim flouts in movies, researchers can better understand the application of communication principles through maxim floutings in movies, which can influence audience perceptions.

LITERATURE REVIEW/ TINJAUAN PUSTAKA

The first previous research for the study was conducted by Machfudi et al. (2022). This research employed a qualitative research approach using the content analysis technique.

In this study, the researcher used a theory proposed by Grice's cooperative principle. The finding showed that Grice's cooperative principle in this study consisted of two types: the first type was the observance maxim, which included the maxim of quality, the maxim of quantity, the maxim of relation, and the maxim of manner. The second type was the non-observance maxim: flouting, violating, and opting out. The result showed that all types of Grice's cooperative principles were found, and the maxim of violating was the most frequent type of Grice's cooperative principle found in the novel.

Second, the following previous study, namely Shboul (2022) Grice's theory (1975), is used to analyze the pragmatic devices of speakers' flouting maxims in Jordanian Arabic, the linguistic forms employed, the most and the least maxims flouted, and whether the gender affects the frequency of flouting of maxims or not. The researcher also employed a qualitative research method to collect the data. The result showed that Jordanian speakers flout maxims as an indication or hint for an implicature that the speaker makes for positive purposes that aim to maintain and strengthen social intimacy. Additionally, this study offers more in-depth explanations of the relationships between flouting's dimensions, drawing on micro, meso and macro concepts as one way to depict how implicature is made by the speaker and grasped by the hearer for securing social goals in Jordanian Arabic.

Third, a previous study was conducted by Latifatun (2020). The result of this study is that 11 utterances flout the maxim of quantity, three flout the maxim of relation, two flout the maxim of manner, and no flout the maxim of quality are found in this study. After analyzing the findings, the most dominant type is flouting the maxim of quantity, which means that Trump frequently gives more information than required to express his interest and to show his power as a president and his nationalism as a representative of America. Fourth, a previous study was conducted by Setiawan and Haryani (2020). The theory used in this research is a theory by Grice about the cooperative principle, and the descriptive qualitative method was applied. Through the research, there are 8 cases (22.22%) flouting the maxim of quantity, 13 cases (36.11%) flouting the maxim of quality, 8 cases (22.22%) flouting the maxim of relevance and 7 cases (19.44%) flouting the maxim of manner. There are four motives found in flouting the maxim; there are competitive motives in 16 cases (45.71%). Convivial motive 4 cases (11.42%). Collaborative motive in 6 cases (17.14%), and conflictive motive in 9 cases (25.71%).

Lastly, a previous study was conducted by Fadillah and Imperiani (2020). This descriptive qualitative research applied the theory of cooperative principles by Grice (1975) to identify the maxims in a conversation between passengers and customs officers and Cristoffersen's (2005) theory in analyzing the possible reasons for breaking maxims. The passengers broke the Maxim of Quantity, the Maxim of Quality, and the Maxim of Relation. Also, the passengers flouted more about the maxims of quantity in the conversation. Moreover, most of the maxims were broken due to the reason to convince someone. The passengers were likely to flout the maxim quantity to convince the customs officer with an indicator to avoid the process of customs declaration for each item that the passengers brought from overseas.

The similarities between the current research and the previous studies are the use of Grice's (1975) theory and a qualitative descriptive approach. The difference between this current research and the previous studies of Machfudi et al. (2022) lies in the research method, which uses qualitative research and content analysis techniques and examines types of observance and non-observance maxim in the second research conducted by Shboul (2022). The difference lies in the research object, which uses conversations with

Jordanian speakers. Then, the difference with the third researcher lies in his research, which found the reason behind his character flouting the maxim. The difference with the last research lies in the research object: Indonesians and foreigners male and female passengers. However, this study differs in the focus of the analysis to find the most dominant flouting maxim quantity, quality, relevance and manner used in utterances of the main characters, Amber Lumen and Wade Ripple, in the *Elemental: Forces Of Nature* Movie.

METHOD/METODE

This research analyzed the phenomenon of the flouting maxim used in the utterances of the main characters. It then identified and analyzed frequently flouting maxims used in the utterances of the main characters. The data collection was done by applying Grice's maxims method.

This research uses a descriptive qualitative approach. Creswell (2002) noted that qualitative research analyzes the data for description and themes using text analysis and interprets the more significant meaning of the findings. Bogdan and Biklen (1982) state that qualitative research is descriptive, in which the data is collected in the form of words or pictures rather than numbers. Descriptive research suggests that research conducted based on existing facts or phenomena empirically lives on the speakers.

According to qualitative research, humans are the best instrument for conducting research. Lincoln and Guba (1985) emphasized that "the human instrument is the only instrument which is capable of grasping and evaluating the meaning of the interaction." The main instrument in this research is the researcher herself. The role of the researcher is to identify, collect, classify, and analyze data. The secondary instrument in this research is data taken from conversations or utterances containing flouting maxims used in utterances of the main characters.

The source of data in this research is movie. This research used data from utterances especially the main characters, Amber Lumen and Wade Ripple, in the *Elemental: Forces of Nature* movie. The data of this research are the utterance containing flouting maxim. The data were collected through observation of utterances, produced by characters Amber Lumen and Wade Ripple in *Elemental: Forces of Nature* movie. The selected movie was downloaded from Disney+ Hotstar application. The researcher also used the script of the movies to collect more precise utterances. After the utterances being observed, the utterances will be listed in a transcription. The steps are :

1. Watching movie of "Elemental: The Nature Forces" on Disney+ Hotstar.
2. Writing down the utterances that contain flouted maxims.
3. Matching the transcribed utterances with the script of the movies.
4. Providing data codes to make it easier to classify the types of flouted maxims quantity, quality, relevance, or manner that have been found in dialog conversation of the movies.

Categorizing each identified instance according to which maxim it appears to flout (quantity, quality, relevance, or manner). This categorization help the researcher in organizing the data for further analysis. Researcher used the table for categorizing the types of flouting maxim.

NO	UTTERANCES	Types of Flouting				EXPLANATION
		QN	QL	RL	MN	
1.						
2.						
3.						
4.						

Table 2.1 Table of Categorizing Types of Flouting Maxims

Identifying and analysing the most dominant flouting maxim used in the utterances. Drawing on the conclusion based on the analysis of the data.

RESULT AND DISCUSSION

4.1. Findings

The data below shows the data collected based on the type of maxim flouting in the main character's conversation or speech. Four types of maxim floutings are analyzed, namely the maxims of quantity, quality, relevance, and manner. Floutings of this maxim occurred forty times. The following is an explanation of each type of maxim flouting and the amount of data involved: which are flouting the maxim of quantity that occurs fourteen times, flouting the maxim of quality that occurs four times, flouting the maxim of relevance that occurs nineteen times, and flouting the maxim of manner that occurs three times.

NO	Types of Flouting Maxims	Total of Data
1.	Quantity	14
2.	Quality	4
3.	Relevance	19
4.	Manner	3
TOTAL		40

Table 4.1 Types of Flouted Maxims by Main Characters Amber and Wade

4.2. Discussion

This research analyzed how the main characters in *Elemental: Forces of Nature* movie flouted Grice's maxims, particularly focusing on the cooperative principle through the analysis of utterances. The researcher found that Amber Lumen and Wade Ripple consistently flouted all types of maxims. This can be seen from the analyzing of the flouting maxims by the main character.

4.2.1. Flouting Maxims Quantity

In *Elemental: Forces of Nature* Movie, flouting maxim of quantity occurs fourteen times by the main character of Amber and Wade. The character in the movie flout the maxim of quantity because it gives too much information that is not required. The use of the

flouting maxim of quantity is to expect something, or the speaker might flout the maxim to give too little or too much information. In this movie, the type of flouting the maxim of quantity can be seen in those examples below:

Data F-AmQn-1

Customer : "All of this and the.. Oh! the sparklers are buy one, get one free?"

Amber : "**That's right.**"

(1:34:02 – 1.33.59)

The context above describes a situation where Amber is serving customers in her father's shop. Amber's father wanted to see if his daughter was ready to take over the business by giving Amber the opportunity to interact with customers directly

In the conversation, a customer asked Amber about the fireworks promotion: "All of this and the.. Oh! the sparklers are buy one, get one free?" Amber answered simply, "That's right." Answers that are too short can cause confusion or misunderstanding. In this case, Amber flouted the maxim of quantity. While Amber's answer is correct, it is too short and does not provide enough information about the details of the promotion. The customer may misunderstand that he thinks he can get free fireworks without fulfilling the purchase requirements, thereby causing problems during the transaction. In serving customers, it is important to provide sufficient and clear information so that customers understand promotions or offers correctly. This shows professionalism and ability in handling business. In order not to flouting the maxim of quantity and provide sufficient information, Amber can give a more complete answer, such as "That's right. To get one free sparkler, you need to buy one first. It's a great deal!" This answer provides clarification on the terms of the promotion and ensures that customers understand that they must purchase one firework to get one free firework. This avoids potential misunderstandings and shows that Amber is capable of providing good customer service, which is important for showing her father that she is ready to take over the business.

4.2.2. Flouting Maxims Quality

Data F-AmQI-1

Mother's Amber : "Which is more than I ever smelled on this one."

Amber : "**Oh, goody, this old chesnut.**"

(1:30:41 – 1:30:38)

The context above discusses a conversation between Amber and her mother, who is a match maker. In this conversation, Amber's mother teases Amber by stating that she has never had any feelings of love for Amber. Amber responded with a sarcastic comment "Oh, goody, this old chestnut." so Amber violates the maxim of quality. The maxim of quality also includes clarity and honesty in communication. Amber's sarcastic response creates confusion in the conversation. Amber's answer did not directly respond to her mother's statement in a clear and honest way. A sarcastic comment like "Oh, goody, this

old chestnut" could mean that Amber has heard the comment many times and is bored or annoyed, but doesn't express it directly. This may lead to misunderstandings regarding how Amber truly feels about her mother's comments. Sarcasm is often difficult to interpret and can easily be misinterpreted. Her mother may not catch the sarcastic tone and assume Amber doesn't care or isn't interested, when in fact Amber is annoyed or tired of the repetitive comments. To keep the conversation clear and not misleading, Amber should provide a more direct and relevant response to her mother's statement. This will help avoid confusion and make communication more effective. To comply with the quality maxim and provide a clearer response, Amber could provide a more direct response, such as "Mom, I know you've mentioned this before, but I just don't feel the need to talk about my love life right now." This answer provides a clear explanation that Amber has heard these comments many times and does not want to discuss them. This avoids misunderstandings, as well as showing Amber's true feelings in a more honest and direct way.

By providing clear and direct responses, Amber keeps the quality of the conversation high and ensures that her intentions and feelings are not misinterpreted. This also helps keep communication with the mother open and honest.

4.2.3. Flouting Maxims Relevance

In this movie, the flouting maxim of relevance is occurs 16 times. It is similar highest rank with maxim quantity. The characters have used flouting of the maxim of relevance:

Data F-AmRI-2

Amber's father : "Ah. She take over when she's ready."

Amber : "**And speaking of ready, we are more than ready for you to actually buy something if you'd ever get up off your lazy ash.**"

(1:31:37 – 1:31:28)

Amber's response in this conversation flouted the maxim of relevance by introducing an unrelated topic and failing to answer or respond to her father's statement directly. Lack of relevance reduces the quality of communication in a conversation. Amber moved from one topic to another. Amber seems intent on communicating to customers that she is ready to inherit her father's shop. He used the metaphor that just as he was ready to take over the shop, customers must also be ready to buy goods rather than just sitting around. To maintain relevance and improve the quality of communication, Amber should respond to her father's statement first before moving on to a message to customers "Absolutely, Dad. I'm ready to step up whenever needed. And speaking of being ready, we'd really appreciate it if you, dear customers, could support us by making a purchase today instead of just browsing around." In this way, Amber shows that she understands and responds to her father's statement before moving on to another topic she wants to address with the customer.

4.2.4. Flouting Maxim Manner

Data F-WdMn-1

Wade : **“You’re so hot”**

Amber : “Excuse me?”

(1:15:43 – 1:15:40)

Wade's statement in this exchange flouts the Maxim of Manner by flouting social norms and lacking politeness or tact in its delivery. The direct and potentially offensive nature of the compliment may be perceived as inappropriate in the given context.

Data F-AmMn-2

Wade : “I love you, Ember Lumen. And I’m pretty sure you love me too.”

Amber : **“No, Wade, I don’t.”**

(24:30 – 24:23)

Amber's response in this exchange flouts the Maxim of Manner by being blunt and lacking tact in her rejection of Wade's declaration of love. Her response has the potential to hurt Wade's feelings and fails to adhere to the social conventions of polite and sensitive communication in such situations.

4.2.5. The Most Frequently Of Flouting Maxim Used By The Main Characters Of *Elemental: Forces of Nature* Movie

The researcher finds forty utterances of the flouting maxim in the *Elemental: Forces of Nature* movie; the following categories are based on Grice's quantity, quality, relevance, and manner maxims. As shown in the following table:

NO	Types of Flouting Maxims	Total of Data
1.	Quantity	14
2.	Quality	4
3.	Relevance	19
4.	Manner	3
TOTAL		40

Table 4.2 Types of Flouted Maxims by Main Characters Amber and Wade

The current study examines the flouting of maxims committed by the main characters in the *Elemental: Forces of Nature* movie, namely Amber Lumen as a fire element and Wade Ripple as a water element. As we have seen in the table above, the maxim most frequently flouted by the main character in this movie is the Maxim of Relevance, which are nineteen times. Then, the maxim that was most frequently flouted after the Maxim of Relevance was the Maxim of Quantity, which are fourteen times. Followed by Maxim of Quality, which are four times. And the last one is Maxim of Manner, which are three times.

As Grice (1989) stated in the theory of flouting of maxims, the rules of the Maxim of Relevance is being relevant. We should stay focus on the topic of the conversation in order to make the conversation effective. The main characters in the *Elemental: Forces*

of *Nature* movie, namely Amber and Wade, often flouted the Maxim of Relevance by presenting a lot of information that is irrelevant with the focus of the conversation. This can happen because the speaker uses it to avoid something, such as something they don't want to discuss. On the other hand, this can also happen because the speaker is rambling, causing confusion or mislead to the listener, so that the communication does not run effectively.

CONCLUSION

This study analyzed the types of maxims that Amber Lumen and Wade Ripple flouted as the main character in the *Elemental: Forces of Nature* movie and the maxim that the most flouted by Amber Lumen and Wade Ripple. To achieve the objectives of the study, the researcher taken the data from a movie platform which is called *Disney Hotstar*. This study used a movie entitled *Elemental: Forces of Nature* which tells about the fire element named Amber and the water element named Wade which are trying to fight fate to be united, but this is hard because they are two different elements so it is difficult to unite. Apart from that, Amber, the fire element, is also trying to fight her temper so that she can inherit her father's shop.

Based on the analysis of the data, the researcher discovered that the main characters in the *Elemental: Forces of Nature* movie flouted all types of maxims in in their conversation. The researcher used Grice's theory about cooperative principle to analyze the flouting of maxims. The main characters flouted the maxims forty times in this movie. It was found that the maxim of quantity occurred fourteen times, the maxim of quality occurred four times, the maxim of relevance occurred nineteen times, and the maxim of manner occurred three times. This means the maxim of relevance is the maxim that the main characters flouted the most, while the maxim that is the least flouted is the maxim of manner.

The most who often flouted the maxim quantity was Amber Lumen with a total of thirteen times while Wade Ripple only flouted one times. Then, Amber Lumen often flouted maxim quality a total of four times. Wade Ripple often flouted maxim relevance with a total of ten times and Amber Lumen only nine times. Lastly, Amber Lumen often flouted maxim manner a total of three times. In other words, the main characters choose to not obey the cooperative principle in some of their conversations. Thus, in a conversation, people can be uncooperative or flouting all the types of maxims.

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