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The Pragmatic Analysis of Flouting the Cooperative Principle in The Movie "Free Guy"

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Abstrak

Para peneliti mengambil penelitian salah satu bagian dari pragmatik. Prinsip kerjasama sangat diperlukan dalam percakapan agar pembicaraan dapat berjalan dengan lancar. Prinsip kerja sama dapat dijelaskan dengan memperhatikan maksim prinsip kerja sama. Oleh karena itu, penelitian ini menganalisis pelanggaran maksim. Untuk memperkuat analisis, peneliti menggunakan teori Grice (1975) sebagai pedoman dalam melakukan analisis. Film dengan judul "Free Guy" ditetapkan sebagai data analisis peneliti. Film bergenre komedi sering kali menampilkan pelanggaran terhadap kaidah-kaidah tertentu. Oleh karena itu peneliti memilih film yang bergenre komedi. Peneliti juga menggunakan metode kualitatif sebagai desain penelitian karena penelitian terhadap data ini menghasilkan kata, kalimat atau frase. Peneliti juga menggunakan metode observasi dan teknik catat untuk memperoleh data. Hasil penelitian ini, peneliti memperoleh total 10 data terkait pelanggaran maksim. Meliputi, (3) kuantitas, (3) metode, (3) hubungan, dan (1) kualitas. Hasil penelitian menunjukkan bahwa pelanggaran maksim kualitas merupakan jenis pelanggaran yang hanya muncul satu kali dalam data.

Kata Kunci: *Film, Maksim, Pelanggaran, Pragmatik*

Abstract

The researchers took research one part of the pragmatics. The principle of cooperation is needed in conversation so that the conversation can run smoothly. The principle of cooperation can be explained by paying attention to the maxims of the principle of cooperation. Therefore, this study analyzed flouting of maxims. In order to strengthen the analysis, the researchers used theory of Grice (1975) as a guide in conducting the analysis. Movie with the title "Free Guy" was determined as the data analysis of the researchers. Movies with the comedy genre have flouting maxims that often appeared. Therefore, the researchers chose a film with the comedy genre. The researchers also used qualitative methods as a research design because research on this data produced words, sentences or phrases. The researchers also used observation methods and note-taking techniques to obtain data. The results of this study, the researchers obtained a total of 10 data related to flouting maxim. Including, (3) quantity, (3) method, (3) relationship, and (1) quality. The results showed that the flouting of the maxim of quality was a type that appeared only once in the data.

Keywords: *Flouting, Maxim, Movie, Pragmatics*

INTRODUCTION

Communication is a fundamental pillar in human life that allows them to interact and exchange information. Pragmatics is a branch of linguistics that studies the relationship between language, social context, and the understanding of meaning in human communication. Pragmatics is about understanding the use of language in context (Birner, 2012). In an effort to understand how human communication functions, two key concepts in pragmatics that need to be considered are the Principles of Cooperation.

According to Grice (1975) stated that the Cooperation Principle is the idea that speakers and listeners naturally tend to work together to achieve effective and efficient understanding. The Cooperation Principle implies that all parties to the conversation will seek to contribute cooperatively. However, sometimes, in certain situations, speakers may deliberately violate these principles. This phenomenon of violation of the principle of cooperation can be found anywhere, one of which is in movies. One of these phenomena can be seen below.

Jack: I was just here last night... don't you remember?

Servant: Mr. Hockley and Mrs. DeWitt Bucketer continue to be most appreciative of your assistance.

The above phenomenon showed one of the violations of the principle of cooperation, namely the maxim of quality and the maxim of relevance. The speaker stated that Mr. Hockley and Mrs. DeWitt Bucketer greatly appreciated the assistance provided by listeners. However, the speaker provided no concrete evidence or details to support the statement.

This invites the implicature that the speaker may not have concrete evidence or further information about the appreciation.

Based on the above phenomenon, the maxim violation phenomenon can be found in the movie. Flouting the Maxim is a phenomenon in pragmatics that occurs when a speaker intentionally violates one of the maxims of the cooperation principle (Grice, 1975). The specific phenomena can be found in the data of this study. One flouting of maxim as below.

Guy: Says who?

Buddy: Don't make waves, Guy. You know, I heard of this guy not you Guy. but a guy who tried to stop a crime once. Tried to be a hero...

In the conversation above, there is an example of flouting the maxim of relevance. Based on Grice (1975) described that the flouting maxim of relevance when Someone who conveys information that is not relevant to the topic. The answer did not answer the question asked by the questioner. The connection between these initial phrases and the story of the person trying to stop this crime is not very clear, inviting the listener to look for a deeper meaning behind this conversation.

Flouting the maxim is a concept in conversation theory which states that in communicating. However, there are certain situations where flouting of the maxims is done intentionally to create a certain communication effect, such as films with the humorous genre. Movies often use flouting the maxim to create humor. When a character in a movie violates maxims in a ridiculous way. Based on the above phenomenon. The researcher decided to have the movie "Free Guy" as data analysis.

RESEARCH METHOD

This study used a qualitative approach with a focus on a deep understanding of the relationship between language, pragmatics, daily life, and conversation. The qualitative research process is an alternative choice in the design of research methods (Flick, 2014). Qualitative techniques in film refer to the approaches or methods used by filmmakers to convey messages or utterance. Meanwhile, Taylor et al. (2016) stated that qualitative method in film refer to the approaches or methods used by filmmakers to convey messages, stories. Qualitative researchers understand how words are from different viewpoints (Merriam & Tisdell, 2016).

The researchers collected data by observing speech. This researcher applied the observational method. Observation is a research method that involves direct observation of the behavior, situation or phenomenon being investigated (Sugiyono, 2018) . The researchers applied note-taking techniques in this research. There were several steps for

data collection. First, the researchers watched the full film without cutting the time. Second, researchers wrote scripts to get data. Finally, the researcher selected data based on theory.

RESULT AND DISCUSSION

The total of data is 10 entries which were divided into 4 types, and each type has a different frequency of occurrence. There were four types identified, namely Quantity, Relation, Quality, and Manner. From a total of 10 data entries, Quantity and Relation each appeared 3 times, indicating that there was a connection and relevance between the two. Quality appeared only once. Meanwhile, Manner also appeared 3 times.

Types	Frequency
Quantity	3
Relation	3
Quality	1
Manner	3
Total	10

Data 1

Pitcher: Is that really your name? Guy? I mean, why didn't your mother just name you 'Person'. Or 'You'.

Buddy: I have a friend named Hugh

At that data, the flouting maxim of manner occurred. Pitcher expressed his confusion regarding the name Guy and tried to state his views on the name in a somewhat unorthodox and indirect way. He uses humorous rhetoric using very common names like 'Person' or 'You' as alternative examples. Buddy provides an indirect and seemingly irrelevant answer to a question Pitcher previously asked about Guy's name. He conveyed information about his friend named Hugh

Data 2

Buddy: So how about it? Beers on the beach after work?

Guy: Of course, we're going for beers on the beach after work.

In the conversation above, there was an example of flouting the maxim of quality. In that sentence, Guy gave an answer that seemed exaggerated or not totally accurate by using the expression "Of course". Flouting the maxim of quality occurred when Guy deliberately gave a very strong, even exaggerated, affirmation to the previous question statement asked

by Buddy. In truth, Buddy had only asked if they were going for a beer on the beach after work, but Guy responded with an exaggerated affirmation, implying that they would definitely be going and there was no hesitation whatsoever.

Data 3

Girl: What have you got?

Man 2: Proof of a secret level. That's what you're looking for, right?

Man 2's answer seems to be indirectly related to Man 1's question, but its relationship to what Man 1 is actually looking for or intending is not clear. Then the above phenomenon can be stated as a flouting maxim of relation. Flouting the maxim of relevance occurs because Man 2's answer seems irrelevant to Man 1's question directly.

Data 4

Buddy: Look, Guy! Guy! Guy! What about beers on the beach?

Guy: Excuse me! Hey! Hey!

The conversation above showed an attempt to flout the maxim of manner. Speaker Buddy used to repeat the word "Guy" three times in succession to get Guy's attention. The repetition felt a bit unusual and intense, violating the maxim of manner which demanded clarity and order in conveying messages. Likewise, Guy also used the repetition of the word "Hey" twice. Flouting the maxim of manner with intensive repetition of words as in this conversation is often used in situations where someone wants to attract attention.

Data 5

Girl: Sorry, are you closing?

Waiters: Yes. We usually don't put the chairs on the tables, one-small-coffee over-four-hours girl.

In the conversation above, there is flouting the maxim of quantity. The speaker used this expression to describe a woman who only ordered one small coffee but sat there for four hours. The speaker responds to information by providing additional information or telling other topics to the listener. Flouting the maxim of quantity occurs because the speaker provides very detailed information.

Data 6

Robber: What'd you say?

Guy: Hi. I'm gonna need your sunglasses. Ooh. Ow. I'm just gonna... I'm gonna need your sunglasses for a sec.

In this question, the robber asked what Guy had said earlier. However, Guy did not provide a directly related answer to the question. Instead, he immediately turned to a request to borrow the robber's sunglasses by saying "Hi. I'm gonna need your sunglasses". Flouting the maxim of relation occurs because Guy does not provide appropriate or relevant answers to the robber's questions. He indirectly ignores or avoids explaining what he actually said before.

Data 7

Buddy: Guy. Guy! Where you going?

Guy: *Leaving without permission*

Guy left the conversation without permission in an impolite manner and did not follow the norms of good communication. He didn't tell or give Buddy an explanation before leaving, leaving Buddy in a confused and disconnected state. When someone leaves a conversation without giving an explanation or saying goodbye, it's flouting the maxim of manner. The maxim of manner demands that the conversation be regular, clear and uninterrupted. When someone abruptly leaves a conversation without explanation or goodbye, they are violating the rules of communication etiquette that demand smoothness and order in communication. Flouting the maxim of manner can occur in various situations, such as typing.

Data 8

Guy: I... Lose? How am I supposed to get rid of my skin?

Rabbit: Take it off, man. Just, take it off.

In this context, Guy is an NPC and Rabbit is a player. In this sentence, Guy expresses his confusion after losing and asks how he can "get rid of my skin". The question seems irrelevant to the context of the previous conversation, so it invites attention and requires further context. Flouting the maxim of relevance occurs because this conversation seems to have a deeper implicature or implied meaning behind Guy's question and Rabbit's answer.

Data 9

Reporter: How about you?

Keys: Code

Reporter: Code?

The use of flouting the maxim of quantity in conversation when the Reporter asks Keys about Keys' opinion or answer related to the previous topic or question. However, the answer given by Keys was only one word, namely "Code". This answer feels incomplete and does not provide sufficient information to answer questions from the Reporter. Flouting the maxim of quantity occurs because Keys provides inadequate or incomplete information in response to questions from Reporters. He only gave one word in response, when he should have given a more complete answer or provided more information to adequately answer the question.

Data 10:

Player: Are you Blue Shirt Guy?

Guy: Yeah, maybe.

In the conversation above, there is an example of flouting the maxim of quantity. because Guy's "Yeah, maybe" corresponds to the question "Are you Blue Shirt Guy?" submitted by the Player. The answer provides an appropriate and quite informative response to the question posed. Guy's answer felt a bit ambiguous and indirect. He uses the word "maybe" (maybe) to indicate uncertainty or doubt about his identity as the "Blue Shirt Guy". This answer does not provide a clear or detailed explanation as to whether or not he really is the "Blue Shirt Guy".

CONCLUSION

Comedy and humor films have a close relationship because comedy films are a film genre that aims to entertain the audience by presenting elements of humor. Therefore, in this study, researchers used the identity technique as an analytical technique. Based on the research above, the appearance of the type of flouting maxim of quality only appears once. While the other three types namely, quantity, quality, and relation appeared three times.

Flouting the maxims of relation in communication can have a relationship with comedy films because comedy films often use humor which involves shifting or breaking the usual rules of communication. The relationship between flouting the maxim of quantity and flouting the maxim of manner with comedy films is related to the use of humor which involves insufficient or excessive information, as well as unusual or ridiculous language styles. The use of flouting the maxim of quantity and flouting the maxim of

manner helps create comic situations that can entertain the audience in comedy films.

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