

AN ANALYSIS OF FLOUTING MAXIMS IN *THE BREADWINNER*

ANIMATION MOVIE

A GRADUATING PAPER

Submitted in Partial Fulfillment of the Requirements for Gaining
the Bachelor's Degree in English Department



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Atas perhatiannya, kami mengucapkan terima kasih.

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A FINAL PROJECT STATEMENT

I certify that this graduate paper is definitely my own work. I am completely responsible for the content of this graduating paper. Other researcher's opinion or finding included in this research is quoted or cited in accordance with ethical standards.

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MOTTO

“The only impossible journey is the one you never begin”

-Tony Robins-

“Jika engkau terus percaya, pasti akan ada jalan”

-The Adams-



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DEDICATION

*I dedicate this graduating paper to my dearest parents who have given me
everything endlessly*

*To my siblings, my family, my friends, my classmates, and those who believed in
me and always motivated me*

And myself, who have never given up until this day



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Lastly, I realized that this graduating paper is not adequately perfect because the greatest perfection only belongs to Allah SWT. Hopefully, the readers can give advice and suggestions to improve this graduating paper.

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ANIMATION MOVIE

By: Laillia Ajeng Anindyah

ABSTRACT

People communicate with each other through language, and communication is an essential aspect of human life. This study examines instances of flouting maxim in *The Breadwinner* animation movie. When someone deliberately breaks one of Grice's four maxims - quality, quantity, relations, and manner - it is called a flouting maxim. The purpose of this study is to determine the types of flouting maxims that occur in the dialogue of conversation between the characters in this film and how these maxims are applied in the exchange. Descriptive qualitative methods are used in this study, using data collected from the dialogue transcripts of the movie. Grice's theory of the cooperative principle was used to categorize and identify utterances that flouted the maxim. According to the results, 24 utterances flouting the maxim. Of these, seven flouting the maxim of quantity, four flouting the maxim of quality, eight flouting the maxim of relation, and five flouting the maxim of manner. The most frequently flouted maxims are those concerning quantity and relation. The maxim of relation is often flouted by giving irrelevant answers to avoid being honest or expressing emotions. The quantity maxim is often flouted for to save time or to express an implicit message, either by giving too little or too much information.

Keywords: *Flouting maxims, cooperative principles, and The Breadwinner*

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ABSTRAK

Manusia berkomunikasi satu sama lain melalui bahasa, dan komunikasi merupakan aspek penting dalam kehidupan manusia. Penelitian ini meneliti contoh-contoh penyimpangan maksim dalam film animasi *The Breadwinner*. Ketika seseorang dengan sengaja melanggar salah satu dari empat maksim Grice - kualitas, kuantitas, hubungan, dan cara - itu disebut penyimpangan maksim. Tujuan dari penelitian ini adalah untuk menentukan jenis-jenis penyimpangan maksim yang terjadi dalam dialog percakapan antara karakter dalam film ini dan bagaimana prinsip-prinsip maksim- ini dilakukan pelanggaran. Metode deskriptif kualitatif digunakan dalam penelitian ini, dengan menggunakan data yang dikumpulkan dari transkripsi dialog film. Teori Prinsip-prinsip Kerjasama dari Grice digunakan untuk mengkategorisasi dan mengidentifikasi ucapan-ucapan yang menyimpang dari maksim. Terdapat 24 ucapan yang menyimpang dari maksim. Dari jumlah tersebut, tujuh menyimpang maksim kuantitas, empat menyimpang maksim kualitas, delapan menyimpang maksim hubungan, dan lima menyimpang dari maksim cara. Adapun Maksim yang paling sering dilanggar adalah maksim kuantitas dan relasi. Maksim relasi sering dilanggar oleh pembicara dengan jawaban yang tidak relevan, dan hal ini dilakukan untuk menghindari kejujuran atau mengekspresikan emosi. Sementara itu, Maksim kuantitas sering dilanggar oleh pembicara untuk menghemat waktu atau mengekspresikan pesan tersirat, baik dengan memberikan informasi yang terlalu sedikit atau terlalu banyak.

Kata kunci: *Penyimpangan maksim, prinsip kerjasama, dan The Breadwinner*

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LIST OF ABBREVIATIONS

M : Manner

QLT : Quality

QTY : Quantity

R : Relation



CHAPTER I

INTRODUCTION

1.1 Background of Study

Language is an important part of human life since it is a means of communication. People require relationships and interactions with others to keep their lives going. They must create a good relationship by doing some communication. In addition, Pearson and Nelson (2017) argue that people will communicate practically every minute of their life since they can't avoid it. Communication is important in almost every aspect of life. In communication, the speaker and interlocutor must build a good relationship by exchanging information. The information that is transferred should be able to be understood by the receiver. Communication will take place when the individuals involved have some talk. According to Parvanch and Nikan, 2011, p. 122, "The conversation is a reciprocal action. It shows that the participants engage in good reciprocal behavior which enables them to understand each other's words which leads to a good conversation."

In a conversation, sometimes the interlocutors fail to understand the speaker's meaning. To prevent misunderstanding in communication, interlocutors must comprehend the speaker's meaning or goal. The study of the speaker's meaning is also known as pragmatics (Yule, 2010, p.127). According to Atefah (2012, p. 69), in pragmatics, information exchange is thought to be the primary goal of communication. In addition, Paltridge (2005,

p. 53) stated that pragmatics is the study of meaning in relation to the context in which a person speaks or writes. It implies that effective communication can be created when participants provide clear information. There are guidelines in pragmatics for creating effective communication. Based on the Grice theory, there are four components to construct good communication with others: truthfulness, delivering the required information, relevance, and clarity. These recommendations are referred to as the "cooperative principle" (Grice, 1975).

Basically, the cooperative principle explains that in communication, every participant of the speech must give good contribution. Grice formulates the cooperative principle as, "make your conversational contribution such as it required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged" (1975, p. 45). The intended contribution is to provide the interlocutor with sufficient information, which includes correct, clear, coherent, and relevant information. In this principle, four maxims must be applied to develop a good communication: the maxims of quality, quantity, relevance, and manner (Kurniati & Hanidar, 2018).

This means that speech participants do not always follow these four maxims in their communication. Some of them are still disobeying the cooperative principle by giving an inappropriate answer to the questions (Cahyani, 2020). Flouting maxims refers to the speaker's clear and deliberate failure to meet a certain maxim (Grice, 1991). People have a specific purpose in conversations, perhaps to create hidden meanings in their words. In the

context of flouting maxims in communication, there are unique roles that need to be used, such as keeping a good relationship between the speaker and the interlocutor because the language used will be better and more polite when flouting the maxim (Hidayati, 2018).

Flouting maxims can also be found in movie transcripts and dialogue. In the movie's dialogue, this case is frequently used by the characters. Used to liven up dialogue and make people guess what the speaker's intentions. It is appropriate to apply the flouting maxim theory to analyze a movie that contains flouting maxims in the character's conversations. This study focuses on the dialogue of conversations of the main character, Parvana, and several supporting characters (her family and friends) in *The Breadwinner* animation movie.

The Breadwinner represented Parvana as the protagonist main character who is forced by circumstances to be the breadwinner for her family in the Taliban era since her father was arrested by the Taliban soldiers. Parvana changed her appearance into a boy by cutting her hair so that she looked like a boy, which is also called *bacha posh* (Seswita, 2021, p. 2). She did it because the Taliban forbade all women from leaving the house without male family members. This is the only way that Parvana can support her family by freely selling and working in the market without a man in her house.

Some of the conversations from Parvana and the other characters in *The Breadwinner* indicate that they flout the maxims. Grice's theory states that when people break conversational maxim rules, they are implying a hidden

meaning they want to express, and it is also called as implicature (Grice, 1975, p. 44). Similarly, Thomas defined implicature as to imply, which is to indicate, suggest, or convey some ideas indirectly through language (Thomas, 1995, p. 58).

Based on the elaboration of the theory of flouting maxim, the researcher is interested in analysing the animation movie of *The Breadwinner*. This research is important to understand others through the participants of communication during the conversation. Furthermore, the researcher is interested in analysing this animation movie because it contains a lot of utterances between the characters that flout the maxims.

1.2 Research Questions

The researcher formulated the main problems to be answered as follows:

1. What are the types of flouting maxims in “The Breadwinner” animation?
2. How are those flouting maxims realized in “*The Breadwinner*” animation?

1.3 Objectives of Study

In this research, there are some objectives of the research are written below:

1. To find out the types of flouting maxim in “*The Breadwinner*” animation.

2. To analyze how these flouting maxims are realized in “*The Breadwinner*” animation.

1.4 Scope of Study

The scope of this study is limited to the analysis of flouting maxims in *The Breadwinner* animation. It includes an analysis of the types of flouting maxims in the movie and the realization of their usage. The researcher used the theory of cooperative principles to identify the types of flouting maxims found in the movie and their realization. The study focuses on *The Breadwinner* movie that directed by Nora Twomey. All instances of conversations within the movie are examined by using flouting maxims of cooperative principles.

1.5 Significance of Study

1. Theoretical benefits

This research is projected as a reference and provides additional information to all readers on the cooperative principle and types of flouting maxims by Grice's theory in conversation. From this study, the researcher hopes it can improve the knowledge and provide insight into scientific research, especially about the cooperative principle.

2. Practical benefits

This research gives the insight both speakers and listeners that cooperative principles are important during the communication process. Therefore, the use of Grice's maxims in cooperative principles can be obeyed or not obeyed by participants in their speech in their certain conditions and situations.

1.6 Literature Review

In the context of flouting maxims, researchers have found some previous research. The first research is a journal written by Marlisa and Hidayat (2020) entitled “*The Analysis of Flouting Maxim in ‘Good Morning America’ (GMA) Talkshow*”. They conducted research on flouting maxims in the *Good Morning America* talk show, focusing on Jackie Chan’s guest appearance. According to their findings, the maxims of quantity and manner were the most frequently flouted. The researchers also discovered the rationales behind the flouting of maxims, such as making humorous communication and providing deep explanations.

Second, a graduating paper conducted by Rizkiyah (2017) entitled “*The Analysis of Flouting Maxim in The Movie ‘Big Friendly Giant’ and Its Application in Teaching Speaking for Senior High School*”. Rizkiyah analyzed the flouting maxims used in the “*Big Friendly Giant*” movie and how they may be used to teaching public speaking. The findings revealed that the movie contained four categories of flouting maxims: quantity, quality, relevance, and manner. The study highlighted the potential application of flouting maxims in teaching speaking, particularly in activities that involve asking and giving opinions.

Third, the journal entitled “*An Analysis of Flouting Maxims in ‘Coco’ Movie*” conducted by Pradika and Rohmanti (2018). They conducted the research by using descriptive qualitative. Data for this study were collected using a descriptive qualitative approach. The statistics are gathered from the

script and the film "Coco" by downloading the script, seeing the film, and extracting information from the script. The researchers undertake data analysis by organizing the data into a story, then examining the data involved, and finally drawing conclusions. The conclusions of this investigation indicated the types of flouted maxims in the film. This analysis reveals that the maxim was flouted 11 times throughout the film's dialogue. The maxim of quantity was flouted five times (45%), the maxim of quality once (10%), the maxim of relation three times (27%), and the maxim of way twice (18%). The most common type flouted by the characters is the maxim of quantity.

Fourth, a journal entitled "*An Analysis of Flouting Maxim in The Adam Project Movie*" was written by Holifatunnisa and Wuryandari (2023). They used a descriptive qualitative method, and the research was conducted using *The Adam Project* movie as the object to be analyzed. The data used were utterances from all characters in this film containing a flouting maxim. The researchers took several steps in collecting data. First and foremost was watching *The Adam Project* movie repeatedly. Second, determine the flouting maxim type used in the movie's utterances. And lastly, take notes and indicate the utterances reflecting the element of the flouting maxim. In this regard, 30 utterances of flouting maxims in *The Adam Project* movie were found by the researchers. They identified four types of flouting maxims: the maxim of quality, the maxim of quantity, the maxim of relation, and the maxim of manner. The flouting maxims are 8 for quality, 4 for quantity, 4 for relation,

and 14 for manner. At the same time, the most flouting maxim that frequently occurs in this movie is the flouting maxim of manner.

Fifth, Jannah (2022) conducted a graduating paper titled “*An Analysis of Flouting Maxims Used by Students During Proposal Seminar*”. She used the descriptive qualitative method based on text analysis to identify flouting maxims among English Teaching Department students during a proposal seminar at UIN Mahmud Yunus Batusangkar. The data in this study comes from 11 documents that contain exchanges between students, examiners, and advisors during the Proposal Seminar, which was held using an online platform. From the data description and analysis, there were three kinds of flouting maxims found during the proposal seminar for the 2021/2022 academic year, out of four. They are: the flouting maxims of quality, quantity, and relation. This study identified 91 utterances that flouted the maxims. The most prevalent was flouting the maxim of relation in 41 utterances (45%), followed by flouting the maxim of quantity in 33 utterances (36%), and lastly by flouting the maxim of quality in 17 utterances (19%).

After presenting several studies that analysing the flouting maxims above, the researcher finds some similarities and differences. The similarity is that all were discussing the kinds of flouting maxims of the conversation. Furthermore, so far, the dialogue of conversations between the characters in *The Breadwinner* movie has never been studied by any researcher before, and thus this research will surely be different from previous studies.

1.7 Theoretical Approach

This study aims to analyze various types of flouting maxims in *The Breadwinner* animation. Based on the focus of this study, the researcher applies the cooperative principle theory from Grice (1975) to describe the types of flouting maxims in *The Breadwinner* movie. As described above, the cooperative principle requires speakers and interlocutors must have the same desire to express and interpret the meaning of a speech. Apart from that, both the speaker and interlocutor require cooperation to ensure effective communication. The theoretical approach of this research is grounded in the cooperative principle and the concept of flouting maxims, aiming to explore the types of flouting maxims in *The Breadwinner* animation and understand the reasons for their usage in conversation. The theoretical framework for this research will explained further in chapter two.

1.8 Method of Research

1.8.1 Type of Research

This study used mixed methods by combining qualitative and quantitative approaches. Mixed methods research is defined by Johnson (as cited by Arifah, 2023) as a type of research that blends components of qualitative and quantitative research approaches for broader purposes. On the same angle, Clark and Ivankova (2016), as cited in Hariyanto (2023: p.47), mentioned that the mixed method is a common approach for integrating qualitative and quantitative methods in conducting the data analysis. In addition, Creswell (2013, p. 297) described that mixed methods

are effective when combining both qualitative and quantitative research. This method can be useful for those who want to explain quantitative results with a qualitative follow-up data collection and analysis.

The type of mixed method used by the researcher is explanatory sequential design. According to Ivankova et al. (2006, p.5), this kind of mixed method involves two phases. The first phase is collecting and analyzing the quantitative data. Then, the second phase is using the results to plan, explain, elaborate, or build the qualitative data.

1.8.2 Data Sources

The data source of this research is extracted from *The Breadwinner* animation movie which was based from the novel “*The Breadwinner*” by Deborah Ellis published in 2001. The animation movie is downloaded from Bilibili.tv (<https://www.bilibili.tv/id/video/2041413209>). Then, the movie transcript is downloaded from [imsdb.com](https://www.imsdb.com).

1.8.3 Data Collection Technique

To analyse *The Breadwinner Animation Movie*, the researcher used the observation method. Observation method is a technique for collecting data in which a person (usually trained) observes subjects of phenomena and records information about the phenomena characteristics (Kumar, 2023). The researcher carried out several steps to collect data. First, the animation movie was downloaded from the internet (<https://www.bilibili.tv/id/video/2041413209>). The researcher then observed the movie by watching the movie several times to gain a deep

understanding of the conversation. In the next step, the researcher rewrites the downloaded transcript into Microsoft Excel. After that, data is matched and validated with the movie dialogue with the movie transcript by reading it carefully to ensure that the transcript is the same as the film dialogue. In this step, the researcher also edited the downloaded movie transcript from imsdb.com and added the timespan to the movie transcript manually. Then, the researcher identified the flouting maxims in it.

1.8.4 Data Analysis Technique

In this research, the researcher uses the distributional method. Haugen (as cited in Pangestu, 2021) explains that the distributional method is a language analysis method in which the analyzes is derived from the language under study. In analyzing the data, the researcher takes the following steps. First, in the process of analysing the data that has been collected, the researcher classifies and identifies the utterances that contain the flouting maxims into four types of flouting maxims. Furthermore, the researcher categorizes the utterances of *The Breadwinner* movie into four types of flouting maxims such as quantity, quality, relation, and manner. When the researcher found certain utterances that indicated flouting maxims, the researcher marked the utterances and then wrote down those utterances in the bank sheet. Selection of the data is an important task to fulfill the requirements and avoid inappropriate data that are irrelevant to the research questions (Hariyanto, 2023, p. 50). In analysing quantitative data, the researcher used descriptive quantitative. According to Creswell (as

cited in Rahi, 2017), descriptive quantitative research is a method that uses numbers in data collection using mathematical models as a methodology for analyzing data. Second, after identifying the flouting maxims, the researcher explains and describes how those flouting maxims are realized by the characters in the movie. In addition, the researcher added the contexts of the conversation to provide information about the situations when the conversations appear. Malinowski (1935, p. 307) points out that language only becomes understandable when it is presented in its proper context. Each instance is analysed in its context to determine the type and realization for flouting the maxims. The final step was to draw a conclusion based on the analysis. These steps of analysing the data in line with Miles and Huberman's (1994, p. 10-11) model qualitative data analysis. It has three steps of investigation: data reduction, data display, and conclusion drawing/verification.

1.9 Paper Organization

This graduating paper is organized into four chapters. The first chapter is the introduction which consists of the background of the study, research questions, objective of study, scope of study, significance of the study, literature review, theoretical approach, method of research (type of research, data sources, data collection techniques), and paper organization. The second chapter of this research consists of a theoretical approach for this research project, they are the explanation of pragmatics, cooperative principle, types of maxims, and types of flouting maxims. The third chapter consists of the

findings and discussion of this research. This chapter serves the data's complete findings and the discussion thoroughly. The last chapter provides the conclusion and suggestions for future research.



CHAPTER IV

CONCLUSIONS AND SUGGESTIONS

4.1 Conclusions

As elaborated in previous chapters, this study discusses *The Breadwinner* animation movie. This research has used the theory of Grice's cooperative principle and flouting maxims. Furthermore, this research is focuses on identifying the types of flouting maxims and finds the realization of flouting maxims that made by the main characters in *The Breadwinner* movie.

After accomplishing this study, the researcher finds four types of flouting maxims used by the characters of *The Breadwinner* movie, namely: flouting the maxim of quantity, flouting the maxim of quality, flouting the maxim of relation, and flouting the maxim of manner. The researcher found 24 utterances from the characters in *The Breadwinner* that contained flouting maxims. They are seven flouting maxims of quantity, four flouting maxims of quality, eight flouting maxims of relation and five flouting maxims of manner. The highest maxim realized by the characters is the maxim of relation. The researcher also finds that the realization of flouting maxims is distributed in some contexts, which are 1) a father's advice to his daughter, 2) not to prolong the conversation, 3) hiding the truth and protecting the daughter, 4) giving support and shows an acceptance, 5) asking for cooperation in helping someone, 6) expressing the feeling, 7) convincing to do something, 8) asking support and help.

4.2 Suggestions

In this research, the researcher has several suggestions :

1. In this research, the researcher analyses the conversations in *The Breadwinner* animation movie which focused on the types of flouting maxims of cooperative principles and how the characters realized it. For the next researchers, the researcher suggests to analyse any other types of non-observance maxims such as opting out, violating, infringing, or suspending. Hopefully, further research can develop ideas and find better objects to enrich this study. It is widely open for all the next researchers who want to conduct research related to this study to provide more variety of knowledge.
2. The researcher hopes that this research will gives a contribution to understanding the maxims of the cooperative principle and its flouting maxims. Furthermore, it is hoped that the research will provide inspiration and guidance for those undertaking research so that the result will be better than this.
3. The writer hopes that through this research, the readers or other researchers can sharpen their knowledge of Grice's cooperative principles because it is the tool of the conversation to be received. The researcher suggests to the reader and other researchers to deeply explore the knowledge about the cooperative principle, especially its flouting maxims. Learn and develop more about it in order to apply it into everyday conversations.

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