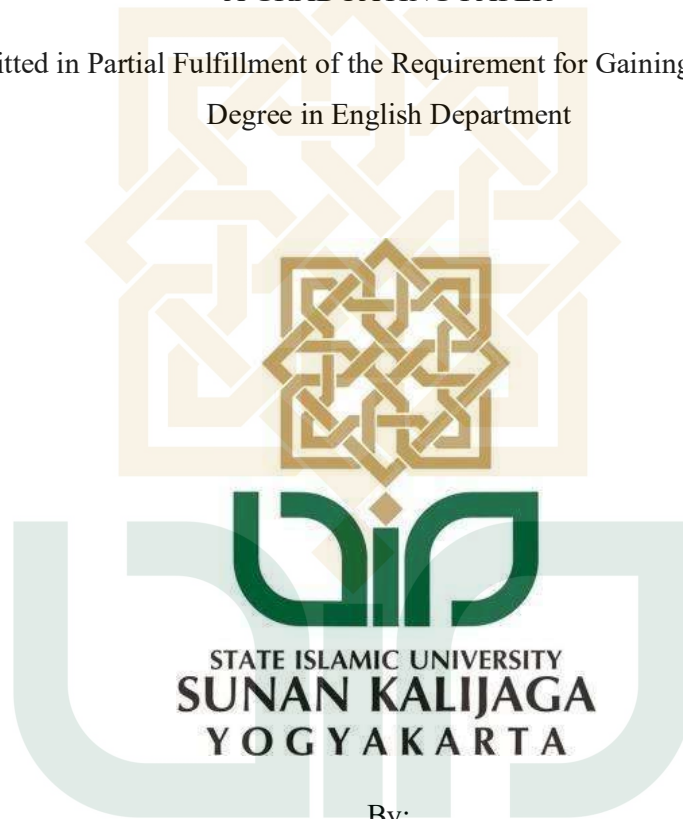


**AN ANALYTICAL STUDY OF FLOUTING MAXIMS IN
THE DIALOGS BY KAMALA KHAN IN MS. MARVEL MOVIE SERIES**

BY BISHA K. ALI

A GRADUATING PAPER

Submitted in Partial Fulfillment of the Requirement for Gaining the Bachelor
Degree in English Department



By:

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MARVEL MOVIE SERIES BY BISHA K. ALI

kami menyatakan bahwa skripsi tersebut sudah dapat diajukan pada sidang Munaqosyah untuk memenuhi salah satu syarat memperoleh gelar Sarjana Sastra Inggris.

Atas perhatiannya, kami mengucapkan terima kasih.

Wassalamu'alaikum Wr. Wb

Yogyakarta, 09 Agustus 2025
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MOTTO

فَإِنَّ مَعَ الْعُسْرِ يُسْرًا , إِنَّ مَعَ الْعُسْرِ يُسْرًا

"So, surely with hardship comes ease," and "Indeed, with hardship (will be)"

Al-Inshirah verses 5-6



DEDICATION

This paper is dedicated to my dearest family, especially to my beloved parents, Bapak and Ibu, whose encouragement and faith in me have been my strength throughout this academic pursuit.



VALIDATION



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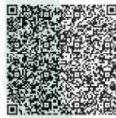
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FINAL PROJECT STATEMENT

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.

Yogyakarta, August 8th 2025

The signature,

A handwritten signature in black ink is written over a red and white 10,000 Rupiah postage stamp. The stamp features the Garuda Pancasila emblem and the text 'SEPULUH RIBU RUPIAH', '10000', and 'METERAI TEMPEL'.

03067AMX441796813 • Ina Aisya

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I would like to thank Allah SWT for His blessings and mercy, and the One who has given me knowledge. Also, because of His blessings, I can finally complete my graduating paper entitled " An Analytical Study of Flouting Maxims in The Dialogs by Kamala Khan in Ms. Marvel Movie Series by Bisha K. Ali". I realize that this graduation paper will never be completed well without any support and help from many people. At this moment, I am going to express my deepest gratitude and appreciation to:

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

Wa'alaikumussalam Wr. Wb.

Yogyakarta, 8th August 2025

Nuril Muna Aisya

LIST OF ABBREVIATIONS

Qn: Quantity

Ms: Meiosis

Ql: Quality

I: Irony

R: Relation

PF: Patent Falsehood

Mn: Manner

RF: Rhetorical Question

GMI: Giving More Information

SSI: Saying Something Irrelevant

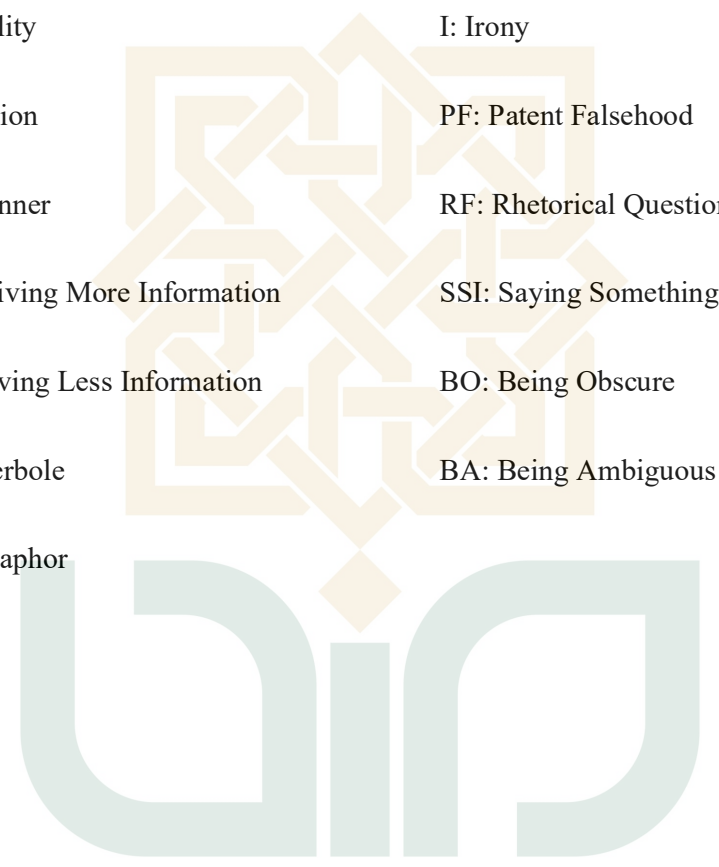
GLI: Giving Less Information

BO: Being Obscure

H: Hyperbole

BA: Being Ambiguous

Mt: Metaphor



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**AN ANALYTICAL STUDY OF FLOUTING MAXIMS IN THE DIALOGS
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ALI**

By: Nuril Muna Aisya

ABSTRACT

This study analyses the application of Grice's Cooperative Principle (1975) through maxim flouting in Kamala Khan's dialogue in the film Ms. Marvel. The research examines how communicative deviations from conversational maxims generate implicit meanings and achieve pragmatic functions within cinematic discourse. This research applied the qualitative method with descriptive interpretation of the data. This study uses primary data directly from the 2022 Ms. Marvel series. The findings reveal systematic flouting across all four maxims in twenty-five identified instances. Flouting the maxim of quantity occurs in seven cases (four cases of giving more information and three cases of giving less information). Quality maxim flouting appears in seven cases employing hyperbole (three), meiosis (one), irony (one), patent falsehood (one), and rhetorical questions (one). Flouting the maxim of relation with eight cases of saying something irrelevant responses, while manner maxim flouting occurs in three instances involving obscurity and ambiguity. This pattern indicates Kamala Khan's preference for topic diversion and irrelevant responses as primary mechanisms for social negotiation and conflict avoidance strategies. The conversational implicatures generated through flouting the maxim demonstrate remarkable complexity, encompassing frustration expression, emotional support provision, humor creation, sensitive topic avoidance, friendship intimacy demonstration, and adolescent identity exploration. These multidimensional implicit meanings illustrate the pragmatic sophistication of maxim flouting in generating nuanced communicative content that surpasses literal discourse effectiveness. The study concludes that systematic maxim flouting serves as a sophisticated communicative strategy for character development, particularly in representing adolescent social interactions and identity negotiation within contemporary cinematic narratives.

Keywords: *Cooperative Principle, Conversational Implicature, Flouting Maxims, Ms Marvel Movie*

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ALI**

By: Nuril Muna Aisyah

ABSTRAK

Penelitian ini menganalisis penerapan Prinsip Kooperatif Grice (1975) melalui pelanggaran maksim dalam dialog Kamala Khan di film Ms. Marvel. Penelitian ini meneliti bagaimana penyimpangan komunikatif dari maksim percakapan menghasilkan makna implisit dan mencapai fungsi pragmatik dalam diskursus sinematik. Penelitian ini menggunakan metode kualitatif dengan interpretasi deskriptif terhadap data. Penelitian ini menggunakan data primer langsung dari seri Ms. Marvel tahun 2022. Temuan menunjukkan pelanggaran sistematis terhadap keempat maksim dalam 25 kasus yang diidentifikasi. Pelanggaran maksim kuantitas terjadi dalam tujuh kasus (empat kasus memberikan informasi lebih banyak dan tiga kasus memberikan informasi lebih sedikit). Pelanggaran maksim kualitas muncul dalam tujuh kasus yang menggunakan hiperbola (tiga), meiosis (satu), ironi (satu), kebohongan terang-terangan (satu), dan pertanyaan retorik (satu). Pelanggaran prinsip hubungan terjadi dalam delapan kasus dengan memberikan respons yang tidak relevan, sementara pelanggaran prinsip cara terjadi dalam tiga kasus yang melibatkan ketidakjelasan dan ambiguitas. Pola ini menunjukkan preferensi Kamala Khan untuk mengalihkan topik dan memberikan respons yang tidak relevan sebagai mekanisme utama dalam negosiasi sosial dan strategi menghindari konflik. Implikasi percakapan yang dihasilkan melalui pelanggaran maksim menunjukkan kompleksitas yang luar biasa, mencakup ekspresi frustrasi, pemberian dukungan emosional, penciptaan humor, penghindaran topik sensitif, demonstrasi kedekatan persahabatan, dan eksplorasi identitas remaja. Makna implisit multidimensi ini menggambarkan kecanggihan pragmatik pelanggaran maksim dalam menghasilkan konten komunikatif yang bermakna, melampaui efektivitas diskursus literal. Studi ini menyimpulkan bahwa pelanggaran prinsip secara sistematis berfungsi sebagai strategi komunikatif yang canggih untuk pengembangan karakter, terutama dalam menggambarkan interaksi sosial remaja dan negosiasi identitas dalam narasi sinematik kontemporer.

Keywords: *Cooperative Principle, Conversational Implicature, Flouting Maxims, Ms Marvel Movie*

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CHAPTER 1

INTRODUCTION

In the first chapter, the researcher will present the basis of the research, starting from the background, problem formulation, scope of research, benefits of research, objectives of research, research methods, and theoretical framework.

1.1 Background of Study

Language serves as the fundamental cornerstone of human communicative interaction, functioning as an indispensable medium through which individuals articulate thoughts, emotions, and cognitive processes in both personal and social contexts (David Crystal, 2003, p. 6). This primary role of language in human society establishes it as more than merely a tool for information transmission; rather, it constitutes the very fabric of social interaction and meaning-making processes (Halliday, 1978, p. 108). The significance of language extends beyond simple communication, as it enables humans to construct shared realities and maintain complex social relationships through symbolic representation (Sapir, 1921, p. 221).

Language functions as a crucial 'bridge' enabling humans to connect their thoughts and emotions, facilitating the complex process of interpersonal understanding (Hariyanto, 2017, p. 1). This bridging function operates within the broader framework of what Berger and Luckman (1996, p. 37) conceptualize as "the social construction of reality," wherein human beings, as inherently social creatures, utilize communicative interaction to construct and

maintain their social reality. The process of social construction through language involves continuous negotiation of meaning, where participants collaboratively create shared understanding through their communicative exchanges (John R. Searle, 1995, p. 13).

Communication scholars have developed comprehensive definitions that capture the multifaceted nature of human communicative behavior. Communication is conceptualized as "a transaction, a symbolic process that requires people to regulate their environment by (1) building relationships between fellow human beings; (2) through the exchange of information; (3) to strengthen the attitudes and behavior of others; and (4) trying to change those attitudes and behavior." (Sakti, n.d., p. 2, as cited in Cangara, 2016, p. 21-22).

Conversation, defined as any form of discourse or spoken interaction occurring in daily life, represents a fundamental mode of human social engagement (Sacks et al., 1974, p. 696). Effective conversation requires a delicate balance of give and take between speakers and listeners, creating a collaborative environment that minimizes misunderstandings and misinterpretations (Goodwin and Heritage, as cited in Aisyah, 2021, p. 1). This collaborative nature reflects the inherently cooperative aspect of human communication, where participants work together to achieve mutual understanding (Clark, 2022, p. 92).

The concept of conversational implicature introduces additional complexity to communicative interaction. Conversational implicature encompasses non-temporary implications that emerge through everyday

linguistic usage and shared knowledge, while simultaneously involving transient implications that arise specifically within conversational contexts (Khairunas et al., 2020, p. 17). This dual nature of implicature demonstrates how meaning extends beyond literal linguistic content, encompassing both stable cultural knowledge and context-specific interpretations (Grice, 1989, p. 24).

Despite the collaborative nature of conversation, misunderstandings frequently occur between speakers and listeners, often resulting from the complex interplay between direct and indirect meaning (Levinson, 1983, p. 97). To address these communicative challenges, Paul Grice developed the Cooperative Principle, which articulates how people attempt to make conversations successful. According to Grice (1989, p. 26) Grice defines the cooperative principle as "Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged."

Grice's framework includes four conversational maxims that describe the relationship between utterances and their interpretation: Quality, Quantity, Relation, and Manner (H. P. Grice, 1975, p. 45). These maxims provide normative guidelines for effective communication within socially acceptable parameters. The maxim of Quality requires speakers to provide truthful information, while Quantity demands appropriate amounts of information. Relevance ensures topical coherence, and Manner promotes clarity and organization in communication (Thomas, 2013, p. 62).

Empirical observation reveals that speakers frequently deviate from Grice's maxims in actual communicative practice, engaging in what scholars term "flouting" behaviors (P. B. and S. C. Levinson, 1987, p. 145). Flouting occurs when speakers deliberately flout the maxims while expecting listeners to derive implied meaning from these violations (Cutting, 2002, p. 37). This strategic flouting serves multiple communicative functions beyond simple rule-breaking.

Flouting the maxims serve several important communicative purposes in natural discourse. First, breaking maxims often introduces linguistic nuance and subtlety, allowing speakers to convey complex meanings that a direct statement cannot achieve (Leech, 1981, p. 80). Second, strategic flouting the maxims can capture the listener attention and create memorable communicative moments (Tannen, 2007, p. 156). Finally, maxim flouting contributes to linguistic artistry and creativity, as evidenced in literary dialogue found in plays, films, novels, and short stories (Simpson, 1997, p. 130).

This study examines how Kamala Khan flouts conversational maxims in her dialogue patterns while investigating the underlying factors that motivate such maxim violations. The selection of Kamala Khan as the primary data source reflects her central role as the protagonist and her characteristically humorous communicative style. According to Fhadilah Chaessar Aulia et al. (2024, p. 3), *Ms. Marvel* is a miniseries that tells the story of Kamala getting superpowers and trying to do good to others, where in this film there are many *da'wah* messages that can be taken. The miniseries' genre combination of action,

comedy, and science fiction provides an ideal context for examining maxim-flouting behaviors, particularly within humorous conversational exchanges where such violations frequently occur for comedic effect (Attardo, 2024, p. 233).

1.2 Research Question

Based on the description of the background above, the researcher wants to discuss the problems regarding as follows:

1. How are the maxims flouted by Kamala Khan?
2. What are the factors that influence Kamala Khan doing flouting maxims?

1.3 Objective of Study

As stated in the previous research question, one significant objective of this paper is to objectively provide an understanding of specifically; to find out how the cooperative principle, especially the flouting maxim are being formed in the main character of Ms. Marvel movie. This goal is important for providing an understanding of the diverse types of flouting maxims that may be applied for a diverse type of speech. In addition, this research also reveals the factors of how Kamala flouts and also explains the implied meaning of the dialogue which contains flouting maxims in Kamala's dialogue.

1.4 Significance of Study

The analysis of flouting maxims within Kamala Khan's dialogue using descriptive qualitative methodology offers substantial theoretical and practical benefits that extend beyond literary criticism into broader domains of linguistic and communicative research. The significance of this study is as follows.

1. From a theoretical perspective, analyzing maxim flouting in fictional dialogue contributes significantly to our understanding of pragmatic competence and strategic communication. Such research illuminates how speakers manipulate conversational expectations to achieve specific communicative goals, thereby expanding theoretical frameworks in pragmatics and discourse analysis (Jef Verschueren, 2014, p. 58). The study of maxim flouting in multimedia contexts particularly enhances our comprehension of how pragmatic principles operate across different communicative modalities and cultural contexts (Grundy, 2008, p. 145). Furthermore, the descriptive qualitative approach enables researchers to capture the nuanced interplay between linguistic form and communicative function, providing empirical evidence for theoretical claims about implicature and inference processes (Blakemore, 1992, p. 67).
2. The practical implications of such research extend into multiple domains of applied linguistics and communication studies. Educational applications include the development of more effective language teaching methodologies that incorporate pragmatic awareness, enabling students to understand not only what is said but also what is implied through strategic maxim violations (Kasper & Rose, 2002, p. 89). This understanding proves particularly valuable in intercultural communication contexts, where different cultural groups may employ distinct strategies for flouting maxims (Spencer-Oatey, 2008, p. 156).

Professional communication training programs can benefit from insights into maxim flouting patterns, as such knowledge enables practitioners to recognize and appropriately respond to indirect communication strategies in workplace settings (Drew & Heritage, 1992, p. 78).

3. Overall, the analysis of cooperative principle violations, particularly maxim flouting behaviors, represents a crucial area of investigation that maintains significant relevance for both theoretical and applied linguistics. Such research facilitates the maintenance of effective communication patterns, reduces the likelihood of misunderstandings, and strengthens social interaction across diverse communicative contexts (Gumperz, 1982, p. 156). The systematic application of these analytical frameworks enables individuals to communicate with greater clarity, relevance, and efficiency, ultimately improving interpersonal understanding and relationship quality. The comprehensive examination of Kamala Khan's dialogue patterns through this theoretical lens provides valuable insights into contemporary communicative practices while contributing to the broader scholarly understanding of pragmatic phenomena in multicultural contexts. These contributions extend beyond academic discourse to inform practical applications in education, professional training, and intercultural communication initiatives.

1.5 Literature Review

There are several scientific researches that are relevant to this topic. The researcher has read reference journals to support the research material. Many previous literatures have revealed the phenomenon of flouting maxims with the object of the movie, novel, etc. According to Misiantari (2025), this study analysed flouting maxims in the "Tall Girl" movie using Grice's (1975) theory for maxim types, Leech's (1983) theory for violation reasons, and Halliday & Hassan's (1985) theory for situational contexts. The findings revealed that characters performed all four types of flouting maxims: quantity, quality, relation, and manner. Flouting maxim of quantity emerged as the most dominant with 5 occurrences (50%), primarily used to strengthen ideas and convince listeners of information validity. Flouting maxims of relation and manner each occurred twice (20%). Regarding motivational factors, collaborative reasons dominated with 4 occurrences (40%), as characters remained unaware of their utterance impact, while competitive reasons appeared least frequently (10%). Understanding these violation reasons enables readers to decode the implied meanings conveyed by speakers through their flouting behaviours.

On the other side, according to Wahyuni et al. (2019), this study examined flouting maxims in the "La La Land" movie, recognizing that while maxims facilitate smooth communication, speakers often flouted them to convey implicit meanings. The research employed qualitative content analysis to investigate maxim flouting by main characters and identify implied meanings in their utterances. Findings revealed that main characters flouted all types of Gricean maxims across 44 instances of flouting behavior. The analysis

demonstrated that implied meanings were context-dependent, predominantly manifesting as insulting, rebuking, requesting, and praising functions, thereby illustrating how maxim flouts serve as strategic communicative devices in cinematic discourse.

The researcher also adopted an academic paper from Hamani & Puluhalawa (2019), this study analysed maxim flouting in the "Kung Fu Panda" movie, recognizing that while maxims determine conversational cooperation, speakers strategically flouts them to convey implicit meanings, maintaining underlying cooperative intent. Employing Grice's Cooperative Principle and Cutting's theory, the research examined all four maxim types (quantity, quality, relation, manner) flouted by the main characters. Findings revealed that all characters flouted every maxim type, with quantity flouting predominating as characters provided insufficient rather than excessive information to enhance clarity for listeners. Conversely, quality and manner flouting occurred infrequently due to characters' assertive personalities, as they consistently avoided providing unclear information that might impede hearer comprehension, demonstrating strategic communicative behavior in animated discourse.

In addition to academic journals that are references for this research, researchers also refer to a thesis by (Setyoko, A.B., 2022). In his undergraduate paper, this study identified various strategies employed by characters in the "The Taqwacores" movie to flout conversational maxims. Quality maxim violations utilized five strategies: hyperbole, metaphor, irony, patent lies, and

rhetorical questions, while relation maxim flouting involved irrelevant responses, and manner flouting maxim employed unclear communication. Quantitative analysis revealed rhetorical questions as the most frequent strategy (4 occurrences), followed by excessive information provision and irony (3 each), with hyperbole, metaphor, patent falsehood, irrelevant statements, and unclear communication occurring twice each, and insufficient information provision appearing once. The study further elucidated implied meanings embedded within each maxim-violating utterance, demonstrating the strategic nature of conversational non-compliance in cinematic discourse.

Researchers also included one of the undergraduate papers by Anindyah, L. A. (2024), which focused on *The Breadwinner* animation movie as the object. According to the results, the analysis identified 24 instances of maxim flouting, distributed across quantity (7), quality (4), relation (8), and manner (5) cases. Relation and quantity maxims emerged as the most frequently flouted categories. Relation maxim flouting predominantly involved providing irrelevant responses as strategic mechanisms for avoiding honesty or emotional expression, while flouting the maxim of quantity served dual communicative functions of time efficiency and implicit message conveyance through either insufficient or excessive information provision. These patterns demonstrate speakers' systematic exploitation of conversational maxims for pragmatic communicative purposes.

Based on some research references above, the researcher wants to reveal the speech flout made by Kamala Khan in *Ms. Marvel's* miniseries. The

researcher uses Grice's theory of pragmatics by referring to flouting maxims. Flouting maxims focuses on techniques used in conversation to convey richer or implicit meanings, which allow speakers and listeners to communicate in more subtle and complex ways. In this research, the researcher uses a qualitative method with the final result in the form of interpreting the phenomenon of the problem formulation descriptively by combining inductive and iterative techniques in the data analysis process.

The novelty of this study lies in its specific focus on Kamala Khan as a Muslim-American superhero character, representing the first pragmatic analysis of maxim flouting within the context of Islamic cultural identity and adolescent identity negotiation in contemporary cinema. The research gap addressed is the limited scholarly examination of conversational implicature strategies employed by ethnic minority protagonists in superhero films, particularly those navigating cross-cultural identity conflicts. The distinction from previous studies is evident in three key aspects: first, unlike earlier research that analyzed multiple characters or employed broader theoretical frameworks, while Setyoko's previous work on the same film categorized flouting strategies, this research provides deeper pragmatic interpretation connecting maxim violations to adolescent identity exploration; third, this study uniquely demonstrates how systematic maxim flouting functions as sophisticated narrative devices for representing Muslim-American cultural experiences, offering insights into multicultural communication patterns absent in previous pragmatic analyses of superhero films.

1.6 Theoretical Framework

H.P. Grice's Cooperative Principle, first articulated in his influential 1975 work "Logic and Conversation," establishes a fundamental framework for understanding how speakers and listeners collaborate to achieve effective communication. The principle posits that conversational participants operate under a mutual assumption of cooperation, working together to facilitate meaningful exchange of information.

1.6.1 Cooperative Principle

The success of conversational interaction fundamentally depends on the mutual engagement and cooperation of all participants involved in the communicative act. According to (H. P. Grice, 1975, p. 45) successful conversation occurs when all speakers actively participate and adhere to collaborative communicative principles. The principle operates on the fundamental premise that both speakers and hearers enter conversations with an implicit agreement to cooperate, working collaboratively to construct meaningful and coherent discourse (Levinson, 1983, p. 101). This cooperative framework requires participants to make essential assumptions about their interlocutor's intentions and commitment to productive communication (Thomas, 1995, p. 62). As Yule (1996, p. 37) emphasizes, the cooperative principle serves as a foundational mechanism that enables conversational participants to generate and interpret meanings beyond the literal content of utterances.

1.6.2 Flouting Maxims

When a speaker appears to be letting go of a maxim and expecting their listeners to understand the implication, this is known as flouting the maxim. As cited from Cutting (2004, p. 36-39) in his book entitled *Pragmatics and Discourse*, he explains the four phenomena of flouting maxims, namely Maxims of Quantity, Maxims of Quality, Maxims of Relation, and Maxims of Manner.

a) Quantity

When a speaker contributes more information than is necessary or less information than is necessary for the exchange's current goal, they are flouting the rule of quantity.

b) Quality

When a speaker says something for which there is insufficient support, they are flouting the rule of quality. It can take the form of metaphor, sarcasm, litotes (understatement), banter, irony, or hyperbole (overstatement).

c) Relation

If an orator's contribution lacks relation, they flout the relation maxim.

d) Manner

When a speaker flouts the rule of manners, their contribution may be imprecise, confusing, or disorganized.

1.7 Research Method

1.7.1 Type of Research

This research applied the qualitative method with descriptive interpretation of the data. According to W & Cresswell (2009, p.70) qualitative methods are a systematic research approach to understanding social or human phenomena through in-depth and descriptive studies. This approach is designed to generate a deep understanding of the experiences, perceptions, and interpretations of individuals or groups in their natural contexts. Holloway and Wheeler (2010) state in Aminah (2022, p. 470) that qualitative research is a subset of social inquiry that examines how individuals interpret their experiences and the environment in which they live. This research uses qualitative methods because qualitative research can be used in research related to the fields of language and or social science. Referring to Endang Werdiningsih & Abdul Hamid B, (2022, p. 39) Qualitative research in the field of language is imperative, meaning that what is studied is the lingual phenomenon that is the object of research, and the phenomenon really lives in language use. Qualitative research emphasizes a deep understanding of language use, social context, and subjective meanings contained in communication. Thus, this research does not emphasize measurement and numerical analysis to identify patterns and

relationships in language use that are more objective and generalizable.

1.7.2 Data Sources

This study uses primary data directly from the 2022 Ms. Marvel series, which consists of six episodes with an average duration of 45 minutes. The researcher limited this study to episodes 1 and 2, as these are the only episodes featuring the most dialogue from Kamala, with 32 conversations in the first episode and 19 conversations in the second episode, averaging 45 minutes per episode. Meanwhile, Ms. Marvel is a 2022 American miniseries created by Bisha K. Ali, based on the Marvel Comics character Kamala Khan / Ms. Marvel.

1.7.3 Data Collection Technique

The note taking method was employed by researcher to gather data for this investigation. According to Saran et al. (2022, p. 1), note taking method is a technique or approach used to record information or material that is being studied or discussed, so that it is easy to understand and remember. In linguistic analysis, the note-taking method plays an important role in organizing and recording information related to language elements, whether from the perspective of syntax, semantics, phonology, morphology, or pragmatics. Note-taking systems or methods in linguistic analysis can help researchers or learners in understanding, categorizing, and

structuring complex linguistic data in an efficient way. In this instance, the movie script serves as documentation. The researcher selects the Ms. Marvel movie script and then reads it as part of the data collection process. The researcher compiles and documents the movie script's maxims of flouting.

The data collection process involved several stages of systematic documentation and analysis, beginning with a comprehensive review of selected episodes to identify cases of deviation from conversational principles. Next, researchers use detailed transcription procedures to record dialogues verbatim. As noted Braun & Clarke (2006, p. 87), effective qualitative data collection requires “repeated readings of the data” to achieve a deep understanding of the content, a principle that guided the repeated examination of the dialogue sequences in Ms. Marvel. The recording methodology facilitates systematic categorization of maxim flouting incidents based on Grice’s four maxims of Quality, Quantity, Relation, and Manner while simultaneously documenting the violating factors and analyzing the implications of meaning from the context of the flouting committed by Kamala.

1.7.4 Data Analysis Technique

In the other hand, to analyzing data researcher used descriptive analysis in explaining the phenomenon of flouting maxims. Qualitative research has an inductive way of thinking (empirical-

rational or bottom up). This method is used to obtain grounded theory, which is a theory derived from data and not from hypotheses. Thus the research is generating theory Arikunto (2006) in Fiantika, Wasil M, Jumiya, Honesti, Wahyuni, Jonata (2022, p.1).

The activity of reading data, making initial codes and developing them into categories is an iterative technique. In qualitative research, iterative techniques are used to collect data and analyze it repeatedly. Researchers often collect data, analyze data, and then return to collect data again with adjustments based on previous findings. This allows the researcher to dig deeper and refine the research approach over time (Sudarsyah, 2013, p. 21-22).

In analyzing the data, the researcher will use several steps adapted from (Kothari, 2004, p. 18). The following procedures are used to analyze the data in this study:

a Editing

At this stage, after recording all transcriptions of Kamala's conversations in the Ms. Marvel movie, the researchers separated irrelevant data from relevant data. The researchers analysed the data by grouping it into types of flouting using the cooperative principal theory.

b Coding

Coding was performed after editing. The coding process involved assigning codes or symbols to the data obtained. In this

study, the researchers assigned data codes in the format (episode number.Conversation time.data number). As in the example below.

Yusuf : “Oh Kamala, my Kamala. The rule is a long and winding one, never fully stop at stop signs.”

Kamala: “Way too early for poetry, Abbu.”

The above conversation is an example of code Eps.01.00.02.44-00.02.53.D.1

c Classification

The classification in this study was modified in accordance with Grice's maxim theory. At this stage, the researcher also categorized the data proven to contain flouting maxims along with the implied meaning of the statements (utterances) and analyzed the factors that cause flouting maxims.

d Tabulation

At this stage, researchers created a data table in Microsoft Excel containing classified data, including codes, utterances, types of flouting and their factors, semantic implications, and the context of the conversation.

e Interpretation

At this point, the researcher described the data and connected it to Grice's theory. Subsequently, the investigator arrived at inferences grounded in theory and interpretation in

order to establish the validity of the findings.

1.8 Paper Organization

Four chapters will cover this research. The background, research objectives, research question, purpose of the study, theoretical framework, theoretical approach, literature review, and research methods are all explained in the first chapter, which also serves as an introduction and has multiple sub-chapters. The second chapter will explain the theoretical framework that describes the theory the researcher used to analyze each utterance in the film. In order to determine the meaning of the utterances and demonstrate gender inequality based on the choice of sentences used, the third chapter includes discussion and data reduction. The final chapter concludes with conclusions and recommendations for further research.

CHAPTER IV

CONCLUSION AND SUGGESTION

In Chapter 4, the researcher will present the conclusions of the research results and add suggestions for future researchers who take up similar topics.

4.1 Conclusion

Based on the analysis of data collected on flouting the maxims in Kamala Khan's dialogue in the film *Ms. Marvel*, this study concludes several important findings that contribute to the understanding of the application of Grice's cooperative principal theory in the context of film character communication. The first finding shows that Kamala Khan consistently flouts all four types of maxims in Grice's cooperative principle. Flouting of the maxim of quantity occurs in seven cases, consisting of four cases of giving more information and three cases of giving less information. Flouting of the maxim of quality was also found in seven cases, employing varying strategies, including the use of hyperbole in three cases, understatement in one case, irony in one case, patent falsehood in one case, and rhetorical questions in one case. Flouting of the maxim of relation occurred in eight cases through the use of irrelevant responses (saying something irrelevant), while flouting of the maxim of manner were found in three cases, consisting of being obscure in one case and being ambiguous in two cases.

Frequency analysis reveals an interesting communication pattern, where out of a total of 25 identified flouting the maxims, the maxim of relation was the most frequently flouted with eight cases, followed by the maxims of quantity and quality, each occurring in seven cases, and the maxim of manner in three cases.

This frequency distribution indicates that Kamala Khan tends to use communication strategies that divert the topic of conversation or provide irrelevant responses as the main mechanism in her social interactions, particularly in situations that require negotiation or conflict avoidance.

Every flouting of maxims committed by Kamala Khan produces complex and multidimensional implicit meanings (conversational implicatures). These implicit meanings include expressions of frustration and disagreement with certain situations, demonstrations of affection and emotional support for loved ones, the creation of humor and comedy in conversation, strategies for avoiding sensitive or uncomfortable topics, manifestations of closeness in friendships, and expressions of complex and multifaceted adolescent identity. The diversity of these implicit meanings demonstrates the ability of maximum transgression to communicate richer and more nuanced messages compared to literal communication.

4.2 Suggestion

Based on the findings obtained in this study, there are several recommendations for further research that can deepen and broaden the understanding of the application of Grice's cooperative principal theory in the context of pragmatic analysis of film characters. From the perspective of expanding the scope of the research, future studies are encouraged to analyze other characters in the film Ms. Marvel to gain a more comprehensive understanding of communication patterns within the context of a Muslim-American family. Exploring the dynamics of communication between characters such as Muneeba Khan (Kamala's mother), Yusuf Khan (Kamala's father), Aamir Khan (Kamala's

brother), and other supporting characters can provide a more holistic perspective on how maxim flouting functions within the communication ecosystem of an immigrant family. Additionally, a comparative analysis of maxim flouting committed by characters from various cultural backgrounds in the superhero film genre can reveal both universal and culturally specific patterns in pragmatic communication strategies. This comparison can be conducted by analyzing characters from other superhero films that feature ethnic and cultural diversity, thereby identifying whether there are variations in the use of maxim flouting based on different cultural contexts.

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