



**THE PRAGMATIC ANALYSIS OF MAXIM FLOUTING
PERFORMED BY THE CHARACTERS IN THE SUBTITLE OF
PARASITE MOVIE**

Presented as a partial fulfillment of the requirement for the Undergraduate
Program

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STATEMENT OF AUTHENTICITY

I honestly declare that this thesis is my own writing, and it is true that I do not take any scholarly ideas or work from others. Those all cited works are quoted in accordance with the ethical code of academic writing.

Tangerang, June 29th, 2020



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The writer realizes this final project is far from perfect. The writer would like to apologize if there are mistakes words in this study. Thus, any suggestions and critical comments are welcome for the betterment of this study. Although this final project still far from perfect, the writer hopes that it can be useful for readers.

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ABSTRACT

The title of this study is “The Pragmatic Analysis of Maxim Flouting Performed by the Characters in the Subtitle of *Parasite* Movie”. This research deals with pragmatics study. The purpose of this study is to find out the types of maxim flouting and the reasons of maxim flouting performed by the characters in the movie *Parasite*. The data was analyzed by using Grice’s theory of Cooperative Principle. In conducting this research, the writer applies qualitative and quantitative method. Qualitative method was concerned with the description of the data in the form of utterances which were performed by the characters in the movie. Meanwhile, the use of quantitative method was only to determine the percentage of the data. The form of the data were dialogues which is collected from the subtitle of the movie. Moreover, *Parasite* movie and its subtitle became the sources of the data. The data were collected by downloading and watching it through VIU. In analyzing this research, the researcher (1) identifying the data, (2) classifying the data, (3) analyzing the classified data, (4) checking the accuracy of the analyzed data, (5) reporting and drawing the conclusions of the data. Furthermore, from the result, there are 94 utterances which flout all types of maxim. Maxim of Quantity becomes the type that mostly flouted by the characters with percentage 52%. The writer also finds the characters in the movie flout the maxim because of some reasons. They are to give more detailed information, to save the time, to avoid the conversation and others. Thus, the writer concludes that maxim flouting is needed to make the conversation goes smoothly.

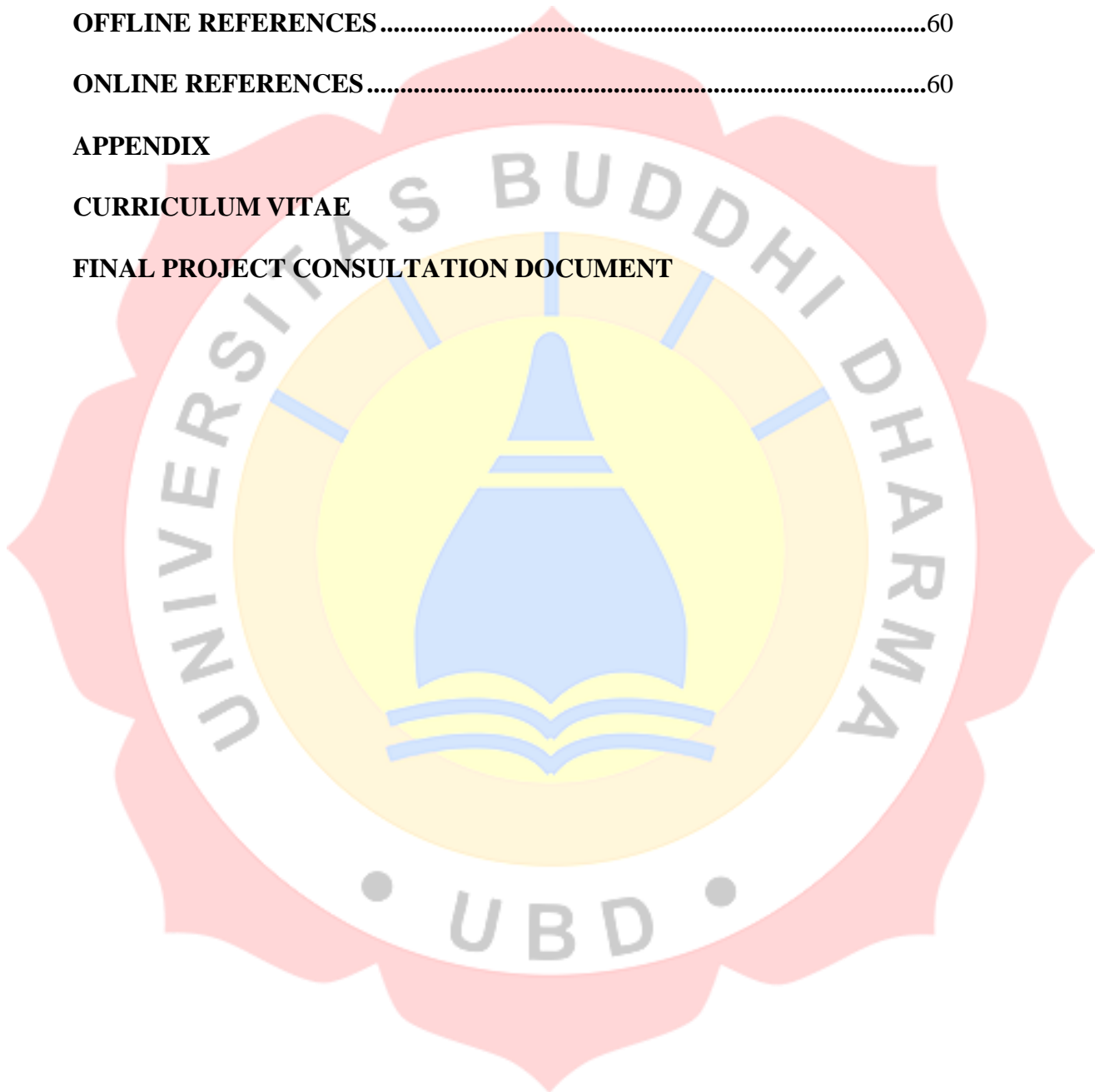
Keywords: Pragmatic, Cooperative Principle, Maxim flouting, *Parasite*, Characters.

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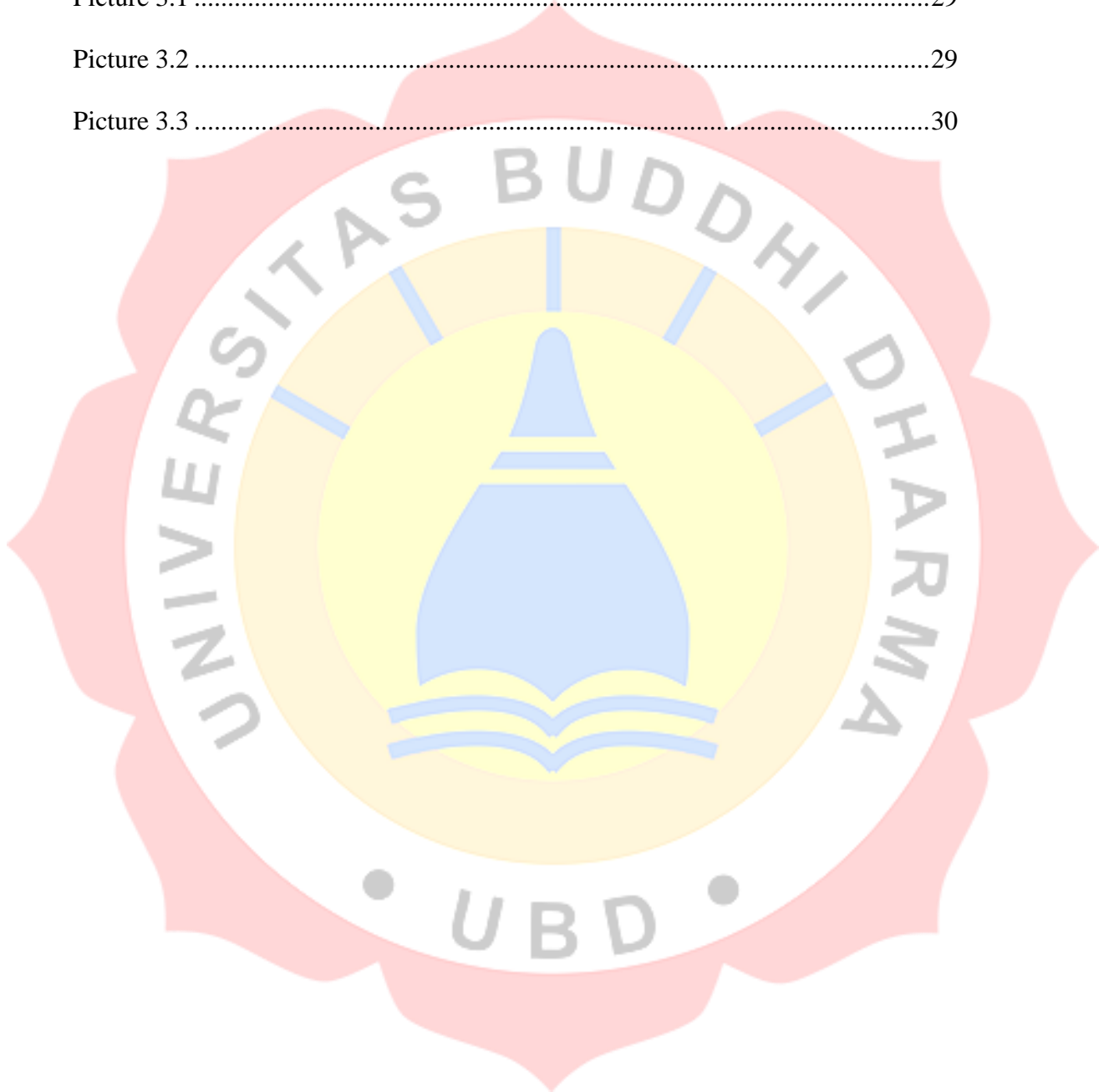
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CHAPTER I

INTRODUCTION

1.1 Background of the Study

As social beings, language is an important aspect for the human's life. Language which in general is meant as a communication tool that is owned by humans. Language is also believed as the ability possessed by humans to communicate with other humans, which can be in written, oral, or with certain symbols form such as body movements. According to Plato, language is a statement of one's thoughts and feelings through intercession or media. Kridalaksana (1985:12) states that language is a system which has meaning used by a group of people to communicate.

Communication itself is an interaction between two people or more to convey information, such as messages, ideas, thoughts or feelings. Communication is needed by humans because basically humans are created as social beings. As social beings, they need to socialize with others to be able to survive. By communication, humans can build and have a good relationship between them. Shannon and Weaver (1949) said that communication is a form of interaction between people which influence each others. In general, communication is divided into two main types. They are verbal and non-verbal communication. Non-verbal communication is any communication without using words. They communicate by using the body language, gestures and facial expressions. Verbal communication is the opposite of non-verbal communication, it uses language to communicate. One example of verbal communication is a conversation.

Conversation is one of the most used form of verbal communication. It is an interactive communication between two or more people. Through a conversation, they can exchange their ideas, opinions or feelings of each other about some topics. The goals of a conversation itself is to exchange information and build a relationship. And to achieve that, the participant needs to be cooperative. A philosopher Grice (1975) states that in a conversation, the participants must be cooperative. It means each participant realizes their contribution in the conversation and try to be informative, truthful, relevant, and clear. This concept finally called Cooperative Principles. The cooperative principles is divided into four maxims of conversation, called Gricean maxims. These four maxims describe specific logical principles observed by people who follow the cooperative principle to achieve an effective communication. They are maxim of quantity, maxim of quality, maxim of relation, and maxim of manner.

Maxim of quantity means in the conversation, the participants are required to talk no more or less, they must be as informative as required. Maxim of quality demands the participants to say the truth, supported by real evidence. Maxim of manner means the participants may not be ambiguous and obscure, must be brief and clear when they told the information. And lastly, maxim of relevant means in the conversation, the participants must be relevant to the topic. This principle actually help us to avoid misunderstandings happen between the participants. Yet some of people do not realize when they disobey this rule and make the misunderstandings happen. Breaking this maxim is usually called maxim flouting. Some maxim flouting happens because they are not only seem to be uncooperative but actually there are some purposes why they do it.

As people sometimes do not realize it how often they do a conversation with their surroundings, the researcher realizes that many people often break this rule when having a conversation. People often do this unconsciously without realizing they do it and do not know how the impact of it. Some will make misunderstandings and the worse one could ruin their relationship. That is the reason why the researcher chooses maxim flouting to be the object of this research. The other reason because the researcher finds out recently analyzing the maxim flouting which under pragmatics study has become an interesting topic to be conducted. This phenomenon is not only occur in real life. It also happens in the dialogue of the movie.

By this research, the researcher chooses *Parasite* movie as the object to be analyzed. In this research, the researcher would like to analyze the maxim flouting performed by the characters in *Parasite* movie. *Parasite* is a South Korean black comedy thriller movie. It premiered at the 2019 Cannes Film Festival on May 21st, 2019, then released in South Korea itself on May 30th, 2019. This movie is about a greed and class discrimination threaten the newly formed symbiotic relationship between the wealthy Park family and the destitute Kim clan. The word “parasite” in Oxford online dictionary (2020) means an organism that lives and gets food from another organism. As the meaning of the word parasite itself, the movie is telling a story about the poor Kim family who live as a “parasite” of the wealthy Park family. The reason why the researcher picks this movie to be the object of the research because this movie won leading four awards at the 92nd Academy Awards or commonly known as “Oscars”. They are Best Picture, Best Director, Best Original Screenplay and Best International Feature Film. It becomes the first South Korean

movie to receive Academy Award recognition, as well as the first film not in English to win the Best Picture. The other awards that won by *Parasite* are the Golden Globe Award for Best Foreign Language Film, the BAFTA Award for Best Film Not in English Language and becomes the first film not in English to win the Screen Actors Guild Award for Outstanding Performance by a Cast in a Motion Picture.

Besides winning many awards, the researcher chooses this movie as the object of this research because the story is quite interesting. According to a review from Cinema Poetica (Tiga Review Terbaik Parasite yang Menegaskan Film Ini Layak Dapat Oscar, 2020) although it is just a movie, but the story in this movie is telling about a social life between the rich and the poor family which is could be happened in real life. This movie awakens the audience about the dark side of a misguided social class after we laugh at poverty. Not only that, if we dig in more about the word “parasite” as the title of this movie, it has more meaning. The philosophy behind the title *Parasite* is a satire against the “*chaebols*”. The *chaebols* is a nickname for a rich family in South Korean who had family-based wealth from confiscation of Japanese heritage assets, state debt disbursement, to monopoly proceeds. The perfect capitalist metamorphosis which became a South Korean national issue in 1948-1960. So, the word “parasite” in the title is indeed not just a matter of the poor family's metaphor which sucks the riches' wealth away.

Due to the movie is only in Korean language, the researcher's analysis focuses on the subtitle of the movie. Subtitle is the words or statements that appear at the bottom of a movie screen as a translation of the dialogue that is spoken in foreign language. The researcher chooses to analyze the subtitle of the movie

because she does not really understand the Korean language. Why the researcher decides to choose analyzing the subtitle of the movie beside the movie is only in Korean language, she has found that subtitle is really an important thing while watching foreign movie. Subtitle is very useful, especially for Indonesians who loves watching movies. The other advantage of subtitle is for people who get hearing loss. They might watch the movie with the subtitle on, so they can understand the story of the movie without hearing, just read the dialogue as it is spoken.

1.2 Statement of the Problem

As mentioned before in the chapter 1.1, the researcher is interested in analyzing the maxim flouting and the reasons why they flout the maxims. Flouting the maxim is a situation when a speaker appears not to follow the maxims but expects the listeners to appreciate the meaning implied. She realizes that there are still many people do not know how they cooperate in a conversation, how to be more cooperative during the conversation thus causing misunderstanding. The researcher suggests that by analyzing the maxim flouting, it is able to help both the researcher and other students of linguistics to get more understandings about maxim flouting, what is the impact and how this could impact the other things. In this research, the researcher focuses on analyzing the maxim flouting performed by the characters in the subtitle of the movie *Parasite*. In the other hand, the researcher would like finding out the types of maxim flouting, what is the type of maxim that is mostly flouted by the characters and the reasons why they flout the maxim.

1.3 Research Questions

1. What types of maxim flouting performed by the characters in the subtitle of the movie *Parasite*?
2. What is the type of maxim mostly flouted by the characters in the subtitle of the movie *Parasite*?
3. What are the reasons of flouting maxims showed by the characters in the movie *Parasite*?

1.4 Goals and Functions

By doing this research, there are some goals and functions that is desired to achieve by the researcher.

1.4.1 The Goals of Study

Goals is almost similar with purpose or aim. It explains some desired results that the researcher would like to achieve, especially in this thesis. Related to the research problems, the goals are stated as follows:

- a) to show the types of maxims that are flouted by the characters in the subtitle of the movie *Parasite*
- b) to reveal the most type of maxim flouting by the characters in the subtitle of the movie *Parasite*
- c) to reveal the reasons of flouting maxims showed by the characters in the movie *Parasite*

1.4.2 The Functions of the Study

By doing this research on maxim flouting, the researcher expects that this research can contribute to give some good advantages. The researcher expects this research can be useful both theoretically and practically.

- a) Theoretically, this research is expected can enrich the knowledge of pragmatic analysis especially maxim flouting. And It also can be the source of information about maxim flouting analysis.
- b) Practically, this research is expected can be a reference and help in analyzing maxim under pragmatic studies for students of English Department. By reading this research, it is expected can be useful for people to be more aware of being cooperative in a conversation in order to make the conversation run smoothly and help them to avoid misinterpretation or misunderstanding while flouting the maxim in a conversation.

1.5 Scope and Limitation

The scope of this research is pragmatics because it deals with cooperative principle which derived by Grice (1975). This study focuses on analyzing the maxim flouting (they are maxim of quantity, maxim of quality, maxim of manner, and maxim of relevance), what is the most type of maxim flouting and the strategy they use to flout the maxim. Because the film is not in English language but Korean, the researcher focuses on analyzing the subtitle in Indonesian. The researcher analyzes the dialogue all the characters in the movie. The reason why the researcher chooses analyzing all the character's statement because every character in the movie tend to flout the maxim by having their own purposes.

1.6 Conceptual Framework

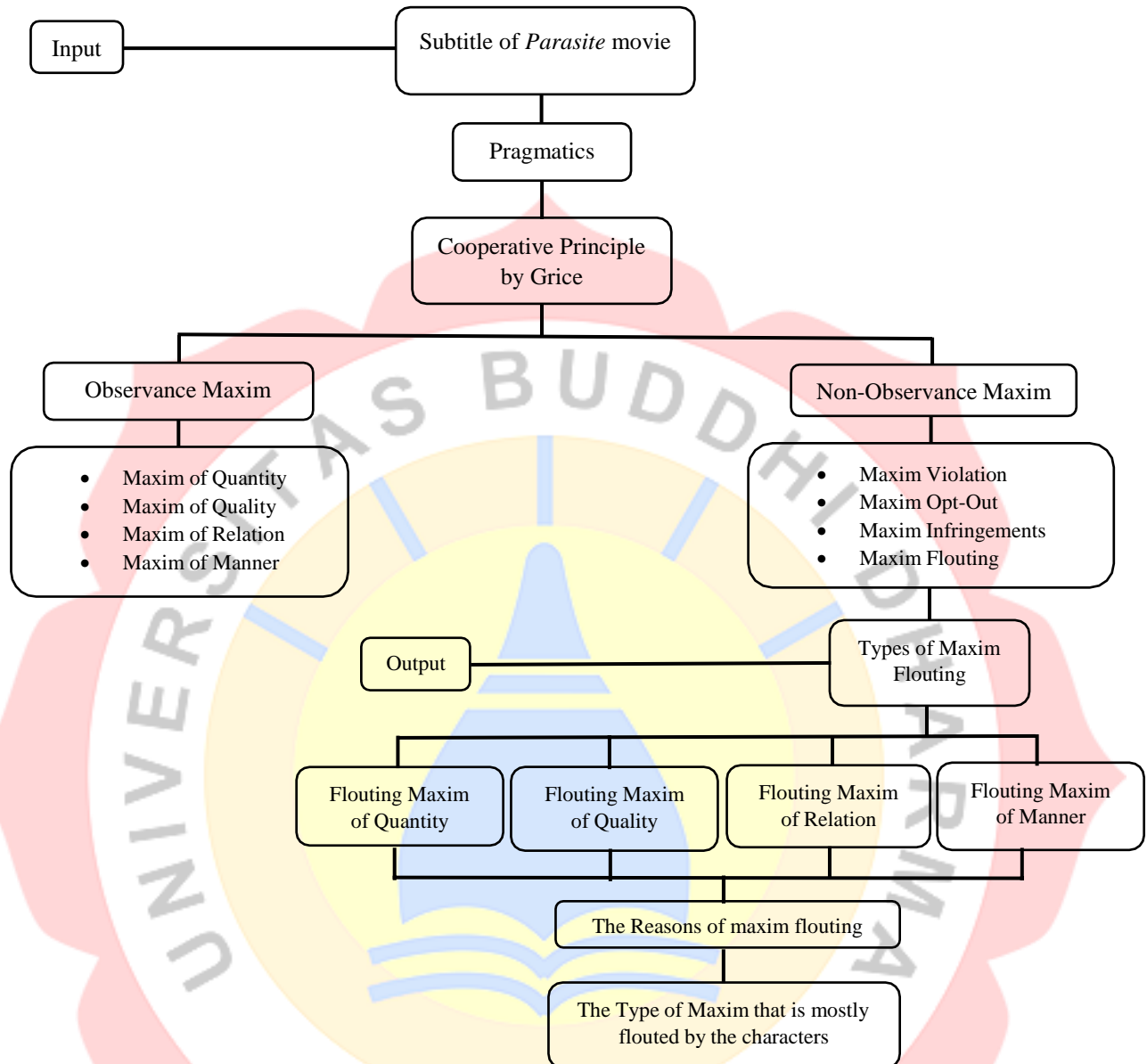
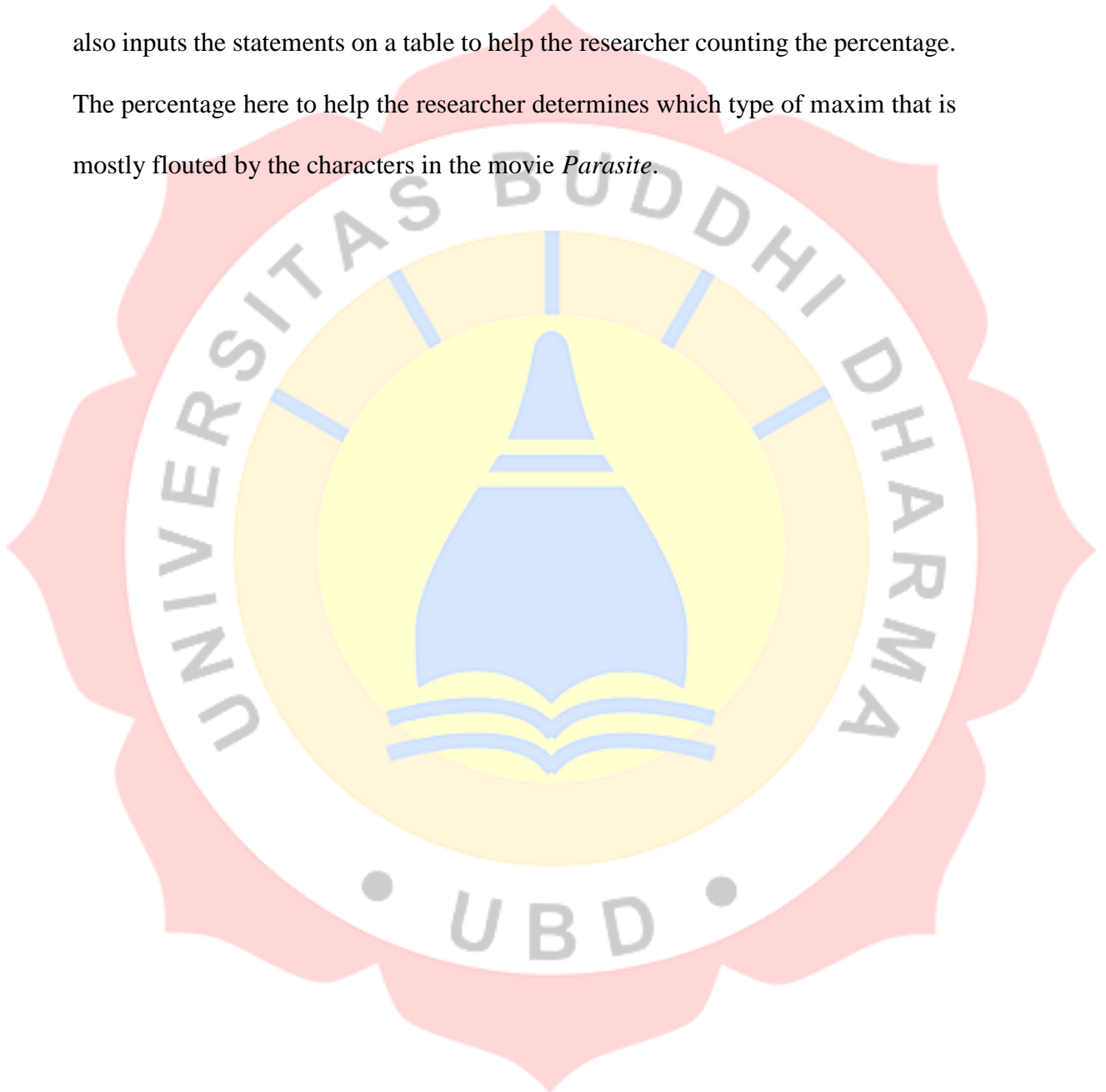


Figure 1.1 Conceptual Framework

From the framework above, here below are the explanation:

The researcher uses the data that is the Indonesian subtitle from the movie *Parasite* as it is only in Korean language. The researcher gets the subtitle by downloading it from <https://subs.dog/subtitles/2256677/Parasite-Gisaengchung-/>. After that, the researcher checks the compatibility by watching the movie. After done with the subtitle, the researcher begins analyzing the statements in the subtitle. Then she

determines which statements are might be flout the maxim then analyze the reason why they flout the maxim using Grice theory of Cooperative Principle. The researcher also classifies what type of maxim that they flout. Then counts the classified data and calculate the percentage with the simple formula in excel. She also inputs the statements on a table to help the researcher counting the percentage. The percentage here to help the researcher determines which type of maxim that is mostly flouted by the characters in the movie *Parasite*.



CHAPTER II

THEORETICAL BACKGROUND

2.1 Review Study

The research about maxim is quite popular recently, especially for maxim flouting. That is become one of the reasons why the researcher chooses this topic to be conducted. In this chapter the researcher would like to give three examples of research with the topic maxim which used as the reading materials and references before researcher doing this research.

First previous study is “Analysis on Maxim of Cooperative Principle Violation by Dodit Mulyanto in StandUp Comedy Indonesia Season 4” by Ahmad Ulliyadh IAIN Salatiga (2015). The object of his research is finding out what maxim are violated by Dodit Mulyanto in order to raise the humor in StandUp Comedy Indonesia Season 4 and how Dodit violates the maxim. This research is conducted using qualitative method. The data source are the 17 videos of Dodit Mulyanto’s speech during his performance in StandUp Comedy Indonesia Season 4 which has been transcribed by the researcher. The data are the utterances of Dodit Mulyanto which considered contain the violation of maxim. The data are collected using the check list instrument and then analyzed based on the violation on each maxim. At the end, the researcher draws the conclusion which is in accordance with the research finding.

The results of the research show that all maxims of the cooperative principle violated by Dodit Mulyanto during StandUp Comedy Indonesia season 4. These maxims are: (1) maxim of quantity (2) maxim of quality, (3) maxim of relation, and

(4) maxim of manner. The researcher finds there are twelve data on the maxim of quantity violation, whereas the maxim of quality violated in thirteen data, maxim of relation is the most frequent maxim to be violated, it is proved by the research finding that it was violated 22 times. Hence, the fewest violation occurred on the maxim of manner which only occurred two times. In this research, the researcher also finds various ways that Dodit did to violate the maxim.

Dodit violated the maxim of cooperative principle in order to raise humor of the audience. Because Stand Up Comedy itself is a comic style in which a comedian performs in front of a live audience, usually speaking directly to them. Comedians give the illusion that they are dialoguing, but in actuality, they are monologuing a grouping of humorous stories, jokes and one-liners, typically called a shtick, routine, act, or set. Some stand-up comedians also use props, music or magic tricks to enhance their acts.

The other reasons Dodit violated the maxim are by adding an unnecessary sentence to his information and that unnecessary additional information succeeds to raise humor; by telling lies and saying something that is believed to be false by the audience; by making the speech which is unmatched with the topic or his own statement before; and by using ambiguous language.

Second previous study is “An Analysis of Flouting Maxims in ‘COCO’ Movie” by Bayu Garna Pradika and Kori Amaliah the student of IKIP Siliwangi (2018). This research aims to analyze the maxim flouting that were flouted by the characters in the Coco movie script based on Grice’s cooperative principle. Coco movie is a 3D computer-animated fantasy produced by Pixar Animation Studios and released by Walt Disney Pictures on November 22, 2017. This movie is about

12-year-old boy named Miguel who is accidentally transported to the Land of the Dead, where he seeks the help of his deceased musician great-great-grandfather to return him to his family among the living and to reverse his family's ban on music. The researcher applies descriptive qualitative method on this research. The data sources of the research are the coco movie and its script. The data are accumulated by downloading the Coco movie and script, watching the movie, and collecting the data from the script. The data analysis is conducted by organizing the data into narration, analyzing the data, and make the conclusion.

The result of this research shows that the maxim flouted 11 times in the whole dialogue of the movie. The maxim quantity flouting was discovered in five conversation. The maxim of relation flouted in three conversation. The maxim of quality flouted only once. And the maxim of manner flouted in two conversation. It makes the maxim quantity flouting become the most type of maxim of cooperative principle that flouted by the characters in "COCO" movie.

The third preview studies is "A Pragmatic Analysis of Maxim Flouting Performed by the Characters in This Boy's Life Movie" thesis which is conducted by Wisnu Ngudi Arto the student of Yogyakarta State University (2015). In his thesis, the objectives of the research are finding out the type of maxim flouting used by the characters in This Boy's Life movie, and the strategies they use to flout the maxim by using the Grice's theory of Cooperative Principle. This Boy's Life itself is a drama movie in 1993 which distributed by Warner Bros and directed by Michael Caton-Jones. Whereas this movie was adapted from Tobias Wolff's self-written autobiography. The movie told a lot about the conflict between Toby, his mother, Caroline, and his abusive stepfather, Dwight. Toby was portrayed by

Leonardo Di Caprio. Meanwhile, Dwight Hansen was portrayed by Robert De Niro and Caroline was portrayed by Ellen Barkin. The movie was very successful in portraying the conflict between the protagonist and the antagonist. The movie was also successful in portraying the relationships among some characters.

The reason why the researcher chooses this movie to be analyzed because of some characters in the movie tend to dominate and provoke other characters to look for implicature behind their utterances. They seemed often break the cooperative of principle. Since the characters of the movie usually do not always follow the rules of the Cooperative Principle as it proposed by Grice, the other problems also can be analyzed such as maxim infringement, maxim opt out, maxim violation, and maxim flouting, but the mostly appear is maxim flouting.

He applies qualitative and quantitative method to conduct this research. He applies qualitative method to describe the phenomenon of the maxim flouting by interpreting the data. The data of the research is form in lingual units, such as words, phrases, clauses, sentences and the utterances of the characters which found in the conversation in the movie. The script of the movie was downloaded from <http://www.script-o-rama.com>.

In the movie, he finds out that all types of maxim are flouted by the characters. The total of maxim flouting that has been found is 60 utterances. They are 20 maxim of quantity, 17 maxim of quality, 13 maxim of relation and 10 maxims of manner. Among those maxims, the characters flout most maxim of quantity with 33.33%. On the second rank, quantity maxim flouting is followed by quality maxim flouting with the percentage of 28.33%. The third rank is relation

maxim flouting with the percentage of 21.67%. Then, manner maxim flouting with the percentage of 16.67% becomes the least prominent among all.

Based on the second objective of this research, all of the types of maxim are flouted by using some strategies. On many occasions, there are ten strategies which is used to flout maxim. They are tautology, overstatement, understatement, metaphor, hyperbole, irony, banter, sarcasm, changing the topic, and being obscure. Tautology, overstatement, and understatement are the strategies which are mainly used to flout maxim of quantity. Overstatement strategy becomes the most used strategy to flout maxim of quantity with the occurrence of 15 times out of 60. The characters who flout maxim of quality using overstatement strategy tend to give too much information when they are talking about something. It happens when some characters in the movie try to convince the other characters to think more about the detailed information which is given.

Although all the previous studies above dealt with analyzing the maxim based on Grice's theory of cooperative principle, this research is different from those previous studies. The first previous study is focus on the maxim violation and the ways they violate the maxim in Dodit's speech in Stand-Up Comedy. The second one is looking for the maxim flouting by the characters in the COCO movie. The last one is finding the types of maxim flouting and the strategies that used by the main character in This Boy's Life movie. The differences between this study and those three previous studies are the focus and the object of this research. The objectives of this research there are three; finding out the types of maxim flouting, determines the most type of maxim flouting, and the reason why they flout the maxim. The data that researcher uses is the subtitle of the movie which has been

translated into Indonesian. However, to answer the three research questions of this study, the same theory as those three previous studies is applied. That is Grice's theory of cooperative principle.

2.2 Pragmatics

Pragmatics is a branch of Linguistic studies which is concerned with the field of communication and its meaning. Pragmatics also can be defined as the study of language use in context – as compared with semantics, which is study of literal meaning independent of context. Yule (1996:3) stated that pragmatics is the study of meaning as communicated by the speaker and interpreted by the listener within particular context. In this case what the speaker wants to say is actually more what is said. Moreover, the meaning of words or utterances that is said by the speaker is according to the context. Context in here means with whom the speaker talks to, where, when and how is the situation. It is about how the context can influence what is said. Generally, in pragmatic is not only depend on general linguistic knowledge like grammar and lexicon but also the context. Pragmatics covers several sub-fields such as deixis, reference and inference, speech act, politeness, implicature, cooperative principles, etc.

2.3 Cooperative Principle

The rules that help humans to achieve the goal of the conversation is called cooperative principles. Grice (in Betty,2013) stated that the participants in a conversation should have conversational contribution such as is required. Grice's fundamental insight was that the conversation can work only because each

participant is trying to be cooperative, trying to make their contribution appropriate to the conversation at hand. According to Grice's theory of Cooperative Principle there are observance and non-observance maxim.

2.3.1 Observance Maxim

Cutting (2002:34) states that observance maxim is a condition when people are able to fulfill the Cooperative Principle.

a. The Maxim of Quantity

The first maxim of cooperative principle is the maxim of quantity. It says that speakers should be as informative as is required. They should not give too much or little information. Some speakers like to point to the fact that they know how much information the listener requires or can be bothered with, and say something like, 'Well, to cut a long story short, she didn't get home till two.' People who give too little information risk the listener not being able to identify what they are talking about because they are not explicit enough; those who give more information than it is required risk boring the listener.

Example:

Anne : Hi Joe, how are you?
Joe : I'm fine.

In the conversation above, how is maxim of quantity applied. Joe here follows the maxim of quantity as he answers Anne's question as it is required. Anne is only asking his condition, and then he answers that his condition is fine. No less or no more.

b. The Maxim of Quality

This maxim is sometimes known as “say what is true” or something those lines, it says that the speakers are expected to be sincere, to be saying something that they believe corresponds to reality. They are assumed not to say anything that they believe to be false or anything for which they lack evidence. Some speakers like to draw their hearer’s attention to the fact that they are only saying what they believe to be true, and that they lack adequate evidence. For example:

Tommy puts his jacket on the sofa, then he goes to the bathroom. Rio outs from his room and looking for the jacket because he wants to go out. Rio finds a jacket on the sofa and takes it. After Rio goes home, Tommy asks him

Tommy : Where is my jacket?
Rio : I take it.

In the conversation above, Rio follows the maxim of quality as he says the truth that he really takes the jacket which is Tommy’s own.

c. The Maxim of Relation

The maxim of relation is sometimes called the maxim of relevance, because it is composed of only “be relevant”. The term “relation” is appropriate for this maxim because it has to do with the relationship between the current utterance and others preceding and following it, and more generally with the relationship between the current utterance and the entire-context, both textual and situational. What is meant by this maxim is that the current utterance must have something to do with the context; it must be related to what has come before it in the discourse and/or what is going on in the situation. Example:

Q: Do you have any bank accounts in Swiss banks, Mr. Bronston?

A: No sir.

Q: Have you ever?

A: The company had an account there for about six months, in Zurich.

Here, Bronston violates the maxim of quantity certainly, by not saying enough – specifically, by not answering the particular asked of him. On the other hand, the answer he does give, violates maxim of relation as well. His answer, concerning an account held by his company, is strictly speaking irrelevant to what he has been asked, concerning his own accounts.

d. The Maxim of Manner

The maxim of manner says that we should be brief and orderly, and avoid obscurity and ambiguity. Unlike the other three maxims, this one is a bit of a grab bag of points that are neither tightly related nor opposing sides of the same coin. For example, avoiding ambiguity and being brief, while both important to clear communication, are really quite distinct things: It is possible to be long-winded and unambiguous, or to make an ambiguous utterance in very few words. Similarly, one can present things in an orderly way while nonetheless being neither brief nor unambiguous. Example:

Mary : What the day is today?

Robby : It is Wednesday.

Mary : What the date is today?

Robby : It is 25th.

The conversation above is clear without the appearance of misunderstanding. It was perfectly brief and well ordered.

2.3.2 Non-Observance Maxim

However, in daily communication it is impossible that people always follow the maxim of Cooperative Principle. The phenomenon when people seems do not follow the maxims in Cooperative Principle can be defined as non-observance maxim. Cutting (2002:36) states that there are four ways of not observing maxims. They are maxim violation, maxim opt out, maxim infringement, and maxim flouting.

a. Maxim Violation

A speaker can be said to 'violate' a maxim when they know that the listener will not know the truth and will only understand the surface meaning of the words. The speaker deliberately supplies insufficient information, says something that is insincere, irrelevant or ambiguous, and the listener wrongly assumes that they are cooperating.

If a speaker violates the maxim of quantity, they do not give the listener enough information to know what is being talked about, because they do not want the listener to know the full picture. You may know the Peter Sellers film in which the Pink Panther asks a hotel receptionist about a little dog beside the desk:

A: Does your dog bite?

B: No.

A: (Bends down to stroke it and gets bitten) Ow! You said your dog doesn't bite!

B: That isn't my dog.

The receptionist knew that he was talking about the dog in front of her and not her dog at home, yet she intentionally did not give him enough information, for reasons best known to herself. Another example:

Husband: How much did that new dress cost, darling?

Wife: Less than the last one.

Here, the wife covers up the price by not saying exactly the price of the dress. In this case, the wife has violated the maxim of quantity by not giving the answer is required. The wife, when asked ‘How much did that new dress cost, darling?’ could have violated the maxim of quality by not being sincere, and giving him the wrong information: ‘Thirty-five pounds’.

Needless to say, not all violations of the maxim of quality are blameworthy. In many cultures it is perfectly acceptable to say to a child of five, ‘Mummy’s gone on a little holiday because she needs a rest’, rather than ‘Mummy’s gone away to decide whether she wants a divorce or not.’ A lie that protects is a lie with good intentions, what we call a white lie, and covering up the truth to be kind.

In answer to ‘How much did that new dress cost, darling?’ the wife could have answered violating the maxim of relation, in order to distract him and change the topic: ‘I know, let’s go out tonight. Now, where would you like to go?’ She could have violated the maxim of manner, and said, ‘A tiny fraction of my salary, though probably a bigger fraction of the salary of the woman that sold it to me.’, in the hope that could be taken as an answer and the matter could be dropped. In the sheltered home example, the old lady answers the interviewer’s question in a way that could be said to be violating the manner, in that she says everything except what the interviewer wants to know:

X: What would the other people say?

Y: Ah well I don’t know. I wouldn’t like to repeat it because I don’t really believe half of what they are saying. They just get a fixed thing into their mind.

Her ‘half of what they are saying’ is an obscure reference to the other people’s opinion, and ‘a fixed thing’ contains a general noun containing vague reference.

She may be using these expressions to avoid giving a brief and orderly answer, for the moment.

b. Maxim Opt Out

A speaker opting out the maxim indicates an unwillingness to cooperate, although they do not want to appear uncooperative. They cannot reply in the way expected, sometimes for legal or ethical reasons, and they say so (e.g. 'I'm afraid I can't give you that information'). Examples are a priest or counsellor refusing to repeat the information given in confidence, and a police officer refusing to release the name of an accident victim until the relatives have been informed (Thomas 1995: 74-5).

c. Maxim Infringement

A speaker infringing a maxim fails to observe a maxim because their imperfect linguistic performance. This can happen if the speaker has an imperfect command of the language (a child or foreign learner), if their performance is impaired (nervousness, drunkenness, excitement), if they have a cognitive impairment, or if they are simply incapable of speaking clearly (Thomas 1995: 74). For example, there was an advertisement on British television about a woman waiting for her boyfriend Wain to find a way of proposing to her. Her was so tongue-tied that she gave up waiting for him to ask her to marry him, desperately exclaiming, 'Oh Wain!' Similarly, some writing seems to observe the maxims but their unfortunate choice of words creates unintentional ambiguity.

d. Maxim Flouting

Maxim flouting is when a speaker appears not to follow the maxims but expects the listeners to appreciate the meaning implied. Just as with an indirect speech act, the speaker assumes that the listener knows that their words or utterances should not be taken at face value and they can infer the implicit meaning behind those words or utterances.

- Flouting Maxim of Quantity

In this case, the speaker who flouts the maxim of quantity seems to give too little or too much information. Sometimes when the listener is asked by the speaker for a such information, the listener answer it by giving an answer which is not required as the speaker wish. For example, in the conversation below:

Peter : Well, how do I look?

Mary : Your shoes are nice.

In the conversation above, Peter knows that Mary is not giving all the information that he needs. Mary does not say that the sweet-shirt and jeans do not look nice, but Mary knows that Peter will understand the implication as he asks about his whole appearance but Mary only give a comment about his shoes.

- Flouting Maxim of Quality

Flouting maxim of quality might be done in several ways. Firstly, people often say something that obviously does not represent what is actually they think. The example just like Sir Bowra said “I think you would be happier in a larger – or a smaller – college”. He flouts the maxim by knowing that the student would understand what he was getting at and hear the message behind his words. People also can do flouting the maxim of quality by exaggerating as in the hyperbole. For

example, “I could eat a horse”, or “I’m starving”, which are established exaggerating expressions. No speaker would expect their listener to say, “What, you could eat a whole horse?” or “I don’t think you are dying of hunger – you don’t even look thin’. The listeners here would be expected to know that the speaker simply meant that they were very hungry.

- **Flouting Maxim of Relation**

The speaker usually flouts the maxim when they expect the listener will be able to imagine what the utterance does not say and make the connection between their utterance and the preceding one. Just like if we hear “The baby cried. The mommy picked it up” (Garfinkel 1967), we assume that the “mommy” was the mother of the crying baby and that she picked the baby up because it was crying. Similarly, in the following exchange:

A: There’s somebody at the door.

B: I’m in the bath.

B expects A to understand that his present location is relevant to her comment that there is someone at the door, and that he cannot go and see who it is because he is in the bath. Other intended meaning is He also asks her to go see who it is.

- **Flouting Maxim of Manner**

Those who flout the maxim of manner, appearing to be obscure, are often trying to exclude a third party. Here the example:

A: Where are you off?

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

A: Ok, but don’t be log-dinner’s nearly ready

In the conversation above, B speaks in an ambiguous way by saying “that funny white stuff” and “somebody”. It is because he is avoiding saying “ice-cream” and “Michelle” so that his little daughter does not become excited and ask for ice cream before her meal.

2.4 Movie

Most of etymologists (from online etymology, 1912 perhaps 1908) assume that the word “movie” is a shortened form of 1896 usage “moving picture” in the cinematographic sense.

The movie that researcher chooses is *Parasite*. *Parasite* is a South Korean black comedy thriller movie directed by Bong Joon-ho, who also co-wrote the screenplay with Han Jin-won. It stars many well-known South Korean actors such as Song Kang-ho, Lee Sun-kyun, Cho Yeo-jeong, Choi Woo-shik, Park So-dam and Jang Hye-jin. It premiered at the 2019 Cannes Film Festival on 21 May 2019, then released in South Korea itself on 30 May 2019. This movie is about a greed and class discrimination threaten the newly formed symbiotic relationship between the wealthy Park family and the destitute Kim clan.

What makes this movie is attracted the researcher to be the object of the research because this movie won many awards. The main awards of this movie is the leading four awards at the 92nd Academy Awards or commonly known as “Oscars”. They are Best Picture, Best Director, Best Original Screenplay and Best International Feature Film. It becomes the first South Korean movie to receive Academy Award recognition, as well as the first film not in English to win the Best Picture. The other awards that won by *Parasite* are the Golden Globe Award for

Best Foreign Language Film, the BAFTA Award for Best Film Not in English Language and becomes the first film not in English to win the Screen Actors Guild Award for Outstanding Performance by a Cast in a Motion Picture. Besides winning many awards, the researcher chooses this movie as the object of this research because the story is quite interesting and not a common genre which usually used for a movie. The story is about a social life between the rich and the poor family.

2.4.1 Subtitle

It is not the new thing again for Indonesian people watching foreign movie using subtitle. Subtitle according to vocabulary.com, an online dictionary is the words or statements that appear at the bottom of a movie screen as a translation of the dialogue that is spoken in foreign language. It is very useful, especially for Indonesian people who likes watching but afraid could not understand what the movie is about because the characters in the movie talk in foreign language or got hearing loss, the subtitle might be the helpful way for them. It is very different with some countries, especially in Europe and America which their language becomes the Universal language. Some movies would be made in two version, the original version and English version.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Approach

Research approaches generally divided into qualitative and quantitative approach. Qualitative approach is primarily exploratory research. It usually uses words or language, may also pictures or photographs and observations. Qualitative approach is used to find out the answer questions about why and how people behave in the way that they do. It provides in-depth information about human behavior in descriptive explanation. Quantitative approach according to Sugiyono (2012:7) is a research approach that is used to analyze a certain population or sample in numerical. It is also called traditional approach because it has been used for a long time to do a research. Quantitative research approach is usually used to quantify attitudes, opinions, behaviors, and other defined variables.

In conducting this research, the researcher applies both approaches. The qualitative is used to gain an understanding about the topic, maxim flouting and gives the explanation briefly about types of maxim flouting. The quantitative is used to help the researcher in finding out what is the most types of maxim flouting that is used by the characters in the movie and support the analyzed data.

3.2 Data Types

In research, the data can be classified into two categories (Primary and Secondary Data, 2015). The first one based on who collected it, it is divided into primary and secondary data. Primary data is a data which is collected by an investigator for a

specific purpose. Secondary data is a data which is originally collected by someone else. And based on the nature of the data, it is divided into two types; qualitative and quantitative data. Qualitative data is a data that presents words and sentences which describes qualities or characteristics. Qualitative data is usually collected using questionnaires, interviews, or observations, and commonly appears in narrative form. Quantitative data is an information about quantities. Quantitative data is usually expressed in numerical form which can be put into categories, or in rank order, or measured.

In this research, the researcher uses secondary data which the researcher gets by downloading it and it is also a qualitative data as the data is in dialogue form. The data is the subtitle from the movie *Parasite*. In order to answer one of the research questions that is the type which is most flouted by the characters in the movie, the researcher also uses quantitative data. The quantitative data here is the number of maxim flouting of each type which is taken from the analyzed data.

3.3 Data Source

The source of the data for this research is the movie which the researcher watches it from the application on the smartphone called VIU. VIU according to Wikipedia is a streaming media from Hongkong which provides dramas, movies, etc. with local language subtitle. The second data source is the subtitle which the researcher gets by downloading it from <https://subs.dog/subtitles/2256677/Parasite-Gisaengchung-/> (2020).

3.4 Data Collection Method

In this research, the researcher uses qualitative data which is the subtitle of the movie and the movie itself. The researcher gets the subtitle by downloading it through internet. After that, the researcher checks the compatibility between the subtitle that I got with the subtitle which is shown on the screen while watching the movie. After that, the researcher finds out the statement which flout the maxim. Then, starts analyzing the maxim flouting in the statements which performed by the characters in the movie. Then, how many maxim flouting that is found in the subtitle will be processed to find out what is the most type of maxim flouting performed by the characters and find out the reasons of maxim flouting done by the characters in the movie.

3.5 Data Analysis

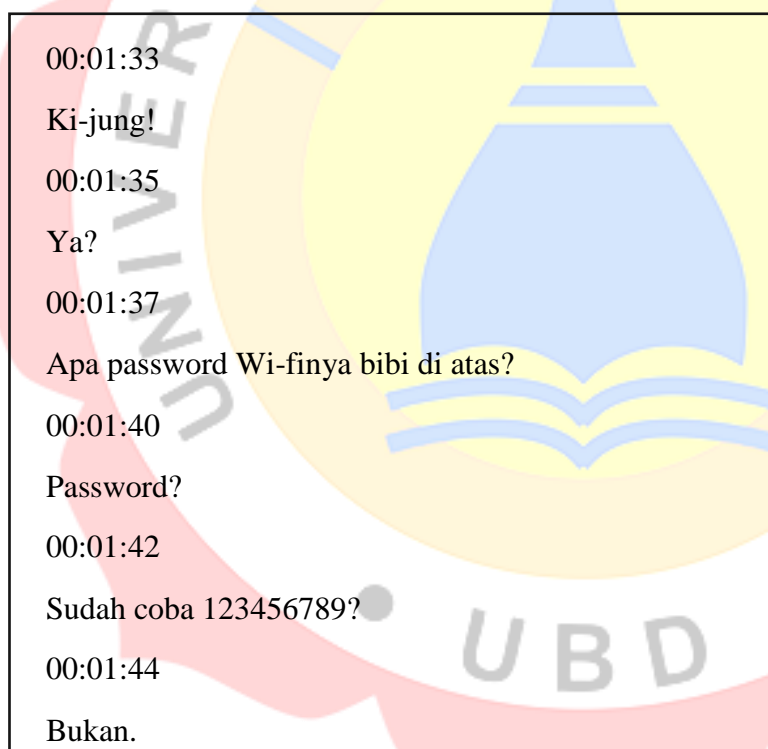
Data analysis is a process of applying statistical and/or logical techniques to describe and illustrate and evaluate a data. According to Shamo and Resnik (2003) a number of analytic procedures provide a way of transforming the data into a useful information. While data analysis in qualitative research can include statistical procedures which the data is continuously collected and analyzed almost simultaneously. The form of the analysis is determined by the specific qualitative approach taken (field study, analysis, biography, oral history) and the form of the data (notes, documents, audiotape, videotape).

In this research, the research does some preparation to finish it. It is divided into some steps. The first thing the researcher does is watching the movie. The example is shown below.



Picture 3.1

Then the subtitle itself is written down like this:



Picture 3.2

Secondly, the researcher analyzes the subtitle above which have organized just like a conversation below and find out the maxim flouting.

Ki-Woo: Ki-jung!

Ki-Jung: Ya?

Ki-Woo: Apa password Wi-finya bibi di atas?

Ki-Jung: Password? Sudah coba 123456789?

In analyzing the data, the researcher uses Grice's theory of Cooperative Principle. In the data above, the researcher realizes that something does not follow the maxim. Then the researcher marks it first then continues to analyze the other data.

Ki-Jung: Password? Sudah coba 123456789? (Quantity)

Picture 3.3

The third, process the findings to determine the most type of maxim flouting performed by the characters in the movie and the reasons why they flout the maxim. To make it easier in determining, the researcher uses a table. The last step is drawing the conclusion based on the result of the analysis.