



An Analysis of Cooperative Principle in Back to the Outback Movie: Pragmatic Approach

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Abstract

In this study, the cooperative principles described by the characters in the Back to the Outback movie are implemented using Grice's theory. The research uses qualitative descriptive to explain the data. Sudaryanto collected data using non-participatory and observational methods. The data was then examined using the Pragmatic Identity Method and the Matching method. The data were examined in context using the pragmatic identity method. There are four types of maxims in the cooperative principle found. the total maxim of data is 32 data. the results found maxim of quantity data as much as 9 data, maxim of quality 6 data, maxim of manner 10 data, maxim of relation 7 data. The most widely used data is the maxim of manner. Lastly, the maxim of quality is the data that is used the least by the characters in the Back to the Outback movie.

Keywords: Cooperative Principles, Movie, Observance maxims, Pragmatics

Introduction

Pragmatics has one field that appears as a linguistic level that is different from other levels. Pragmatic phenomena can be observed in every media, magazine, newspaper and around us. In a conversation, there are so-called speakers and hearers. There is always a purpose behind the speaker's utterances when they make many utterances.

Observing a maxim means that both the speaker and the hearer have to communicate in a way where they have to be informative, telling the truth, relevant to the context, and be brief and clear with their utterance. The phenomenon of observance of maxim can be found all around us, on social media. in one of the YouTube videos of The Little Big Shots UK "Dan Rhodes Reveals What Got Him into

Magic" which was posted on his channel on April 26, 2022. It features Interviewer as the host and Dan as a guest star. below is an observance of maxim conversation.

Ellen : "When did you get into it?"

Vik : **"I got into it about five years ago"**.

The utterance that Interviewer as a speaker and Dan as a hearer at 00.31-00:35 minutes. The utterance takes place on a talk show stage. Before that, and was a magician who was 13 years old and he already wowed fans all over the world. speakers asked questions to hearer. the hearer answered **"I got into it about five years ago"** the hearer's answer contained the truth and the fact that he entered the world of magic at the age of 5 years old. The hearer's answer is called the maxim of quality, because the hearer's answer is honest. The hearer's answer also has the maxim of quantity, because the hearer answered in say enough, hearer's answer also has relation maxim and hearer's answer has manner maxim, the answer was not ambiguous and clear. According to Grice, (1975) this maxim implies the speaker saying something they think to be true and having evidence to back up their claims. The phenomenon in Observance of Maxim in one of the Disney films is "Back to the Outback" which was released in December 2021 and directed by Clarie Knight, Harry Cripps. The conversation between Zookeeper and Snake. below is an observation of maxim.

Zookeeper : "Ready to get out there and meet your public?"

Snake : **"yes"**.

The utterance was uttered by the zookeeper as a speaker to Snake as a listener for 00:03:41-00:03:44 minutes. It took place in a dark room that had several aquariums. The zookeeper took one of the animals for a show of which the snake was one of them. The speaker asks if the hearer is ready to meet people out there. Then, the hearer gives a clear answer. This phenomenon is called observation to maxim quantity. According to Grice, (1975) Maxim of Cooperative Quantity respondents simply say and don't talk too much and the answer is really needed by the speaker.

Research on the principle of cooperative conversation as theorized by Grice (1975) has been carried out by many researchers. (Napitupulu and Ambalegin, 2022) discusses the principles of cooperation used in the conversation in the "Zootopia" movie. This study aimed to analyzing the types of cooperative principles spoken by the characters in the movie "Zootopia". The results showed that the maximum number of data was 54 data. the most data, there are 17 data on maxim of quantity and maxim of manner which is least used by "Zootopia" movie characters, there are 7 data.

(Megah and Wahyuni, 2018) the use of the principle of cooperation in the "Omar" movie. In a study that looked at cooperative conversation, Grice (1975) theory supported a cooperative principle. This study aimed at analyzing types of

cooperative maxim in the "Omar" movie. The results showed that the maximum amount of data was maxim relation 47 data. Therefore, the minimum data maxim quality is 5 data.

Cooperative principles can be applied in various fields, as evidenced by previous research. Phenomena occur in everyday life, such as in movies, social media, internet, and oral communication. This theory is based on parallels between this study and the journals mentioned above. Grice's cooperative principle is also used in this study. The data source is the same as it was in the movie, but it is used differently in the conversation. The principle of cooperation was further investigated using Grice's theory (Grice, 1975) As a data source, the following films will be used. This study will look at the cooperative concept expressed by the characters in the film. The purpose of this study is to identify and investigate the various types of cooperative concepts that exist in movies.

In previous studies and current research using the theory of Grice (1975). The researcher uses the theory to identify the types of cooperative principles in the data source. The current study uses Grice's theory to analyze the data. This difference lies in the source of the data because this study uses a "back to outback" film. Therefore, this study aims to determine the types of cooperative principles of conversation in the film "back to outback".

Literature Review

The cooperation principle is a pragmatic guiding principle that should be followed by communication. Implementing the cooperative principle, speakers should let the hearers make assumptions about what the speakers are saying mean. So that the conversation goes well, it must obey the cooperative principle. Grice (1975) stated that you should make whatever contribution is required, at the time it is required, by the agreed-upon purpose or direction of the talk exchange in which you are participating. In the cooperative principle, speakers want to be understood and listeners want to be effective decoders of the messages they receive. There are four maxims that make up the principle of cooperation, namely there are maxims of quantity, maxims of quality, maxims of relation, maxims of manner. Each of these maxims has a specific function to play in facilitating cooperative dialogues, which will be discussed further below:

Maxim of Quantity

Grice (as a cited yule 2010) mentioned the maxim of quantity relates to the idea of making a conversational contribution that is as instructive as necessary for the current exchanges aims. As a result, it prevents people from talking too much or too little. As a result, the quantity maxim causes listeners to look for the most

information possible in a text or description. Many times, considerations of quality maxim in being true or untrue influence the quantity of discourse.

Mother : "What do you need for your examination tomorrow?"

Sisca : "Pen and dictionary"

Mother : "Anything else?"

Sisca : "No. it's enough" (Munthe and Ambalegin, 2021)

This dialogue between Mother and Sisca shows one maxim quantity because Sisca provides the information needed for her exam tomorrow.

Maxim of Quality

Grice (1975) stated this maxim relates to efforts to make the right contribution. Conversation partners shouldn't say anything they believe to be wrong and don't have enough evidence, according to the maxim of quality. Another feature of this maxim is that it competes with the maxim of quantity. In other words, the speaker's desire to avoid lying limits the amount of information conveyed.

Ali : "When is physics exam?"

Jorda : "This Saturday" (Sari and Afriana, 2020)

The phenomenon of maxim of quality is shown in the previous discourse. Jordan's response was consistent with the rules of quality rule. Jordan responded with the truth he believed was real.

Maxim of Relation

Grice (as a cited yule 2010) the maxim of relation is focused with making one's contribution relevant to the conversation's goals. The relevance maxim is a type of informativeness that is concerned with the relevance of a statement to its speech context.

Chao: Usually, I cook with pork it's less dry but..."

Claude: "Yes of course..."

Rachid: "I can assure you, Claude. I don't eat pork but I am not an Islamist! Look! I even drink wine" (Utami and Sudipa, 2021)

Following the above data, all the family members Following the above data, all the family members were invited by Chao to have lunch in his house. He is Chinese and so, he is making Chinese dishes. For the first exchange, he mentions that he usually cooks pork-based dishes but he changed it into turkey to make Rachid and David comfortable. But his speech does not make the interlocutor happy and Rachid seems to imply the speech satirically. To keep on the path, he responds, I am not an Islamist...". If we cannot find out what is behind the speech, Rachid's utterance is considered irrelevant to the speech event. were invited by Chao to have lunch in his house. He is Chinese and so, he is making Chinese dishes. For the first exchange, he mentions that he usually cooks pork-based dishes but he changed it into turkey to make Rachid and David comfortable. But his speech does not make the interlocutor happy and Rachid seems to imply the

speech satirically. To keep on the path, he responds „... I am not an Islamist...“. If we cannot find out what is behind the speech, Rachid's utterance is considered irrelevant to the speech event.

Maxim of Manner

When speakers have a clear conversation, this rule applies. Interlocutors must prevent confusion and ambiguity, as well as be brief and orderly, according to Grice (as stated in Yule, 2010). That is, interlocutors have made explicit statements. Don't say something with multiple meanings.

Raja of Marh : “It is not right. We too love our country. Who are they? Who are they? The land- “

The Chief Justice : “Your Highness, I cannot hear you”.

Raja of Marh : “I will speak louder, Sir”

The Chief Justice : “I cannot hear you, Your Highness...” (Thakur, 2016)

Any reasonably informed participant will know that the maxims of conversational cooperativeness are normally observed in highly academic and business talks and legal language which are mostly informative, content-oriented, and factual. Departing from this view, the extract under examination can be seen as a good example of the exploitation of the maxim of manner. By using an ambiguous remark to Raja of Marh (Your Highness, I cannot hear you), the Chief Justice is violating the maxim of manner (be perspicuous: avoid ambiguity).

Method

This research was a qualitative descriptive study. The information is represented by words, phrases, sentences, and paragraphs. Qualitative research begins with assumptions and the application of a theoretical framework to guide the investigation of a research problem that deals with the meanings that individuals or groups assign to social or human problems (Creswell, 2017). In collecting data, This research took the observation method by Sudaryanto (2015). The method of observation was done by watching the movie "Back to the Outback". There are several steps to collect data. first, watch the movie "Back to the Outback". Second, write conversation scripts. And the last, collect the collected answer data.

This research was to analyze the data using the pragmatics identity method by Sudaryanto (2015). The researcher's method for equalizing the data was the competence of equalizing technique. There are several research steps to analyze the

data. First, identify the context of the conversation. second, the researcher analyzed the types of observation of maxim by applying the theory Grice (1975). Finally, the researchers connected the data based on theory and the results revealed the types of observation of maxim in the movie "back to the outback"

Result

It was found that there were 31 cooperative principles data spoken by the characters in the Back to the Outback film. The cooperative principle is classified into (9) maxim of quantity, (6) maxim of quality, (10) maxim of manner, (7) maxim of relation. The 22 data were discussed in relation to the total number of data discovered.

No	Cooperative Principle	Frequency
1	Maxim of Quantity	9
2	Maxim of Quality	6
3	Maxim of Manner	10
4	Maxim of Relation	7
	Total	32

MAXIM QUANTITY

Data 1

Niger : Who’s going to tell us stories now?
Frank : **Maddie** (0:18:01)

The conversation above takes place in an aquarium where the animals live. Nigel as speaker and frank as hearer. Maddie and her friends are sad because she lost a friend, whose friend always tells her and her friends every night when they want to sleep. when night falls, the speaker asks Who's going to tell us stories now? hearer's answer is in accordance with the maxim of quantity.

Data 2

Jacinta : Hey! Aren’t you that snake who can kill 100 people in 10 second?
Maddie : **Not really** (0:25:29)

The above conversation took place in the middle of the sea. Jacinta as speaker and Maddie as listener. Maddie and her friends escape into the sea and find Jacinta who is a shark who already knows their destination. They want to meet their respective families. Then, Jacinta guessed if Maddie was the snake that killed 100 people in 10 seconds? the hearer gives an answer according to the maxim of quantity

MAXIM OF QUALITY

Data 1

Pretty Boy : You want me to stop doing this?

Maddie : **Yes, stop** (0:20:43)

The conversation above takes place in a park. there's Pretty Boy as speaker and Maddie as listener. when they wanted to run away from the zoo, there was a pretty boy who sounded the angklung very loudly. Maddie tells them not to ring the angklung too loud because later they will be caught by a guard. pretty boy asks, you want me to stop doing this? the hearer gives an answer according to the maxim quality because the hearer wants the speaker to stop doing it.

Data 2

Legs Luciano : How did you find us?

Maddie : **Jacinta gave us the password** (0:33:35)

The above conversation took place at a moat place. there's legs Luciano as speaker and Maddie as hearer. Maddie and her friends are at the moat when the humans want to kill them. they read spells so someone can help their hog. then, it was the legs that helped them from human entanglement. Speaker asked the hearer, how did find us? then, the hearer gave an answer according to maxim quality, that it was true that Jacinta gave the spell.

MAXIM OF MANNER

Data 1

Jacinta : Now, once you're through the city, head for the blue mountains

Nigel : They sound pretty. What kind of blue?

Jacinta : **Kind of a smoky eucalyptus blue** (0:28:52)

The conversation above took place on the seafront. there is Nigel as speaker and Jacinta as hearer. Jacinta took them to a city. Jacinta said that after passing through the city, Jacinta suggested going to the blue mountains. the speaker asked, what kind of blue? Then the hearer gives a clear answer according to the maxim of manner.

Data 2

Chazzie : And all that stuff you say in your show about how bad these animals are? Did you just make all that up too?

Charlie : **No, I meant every word of it** (0:55:54)

The above conversation took place on a hill. there is Chazzie as speaker and Charlie as hearer. Charlie is Chazzie's father aspiring to be an animal hunter and he comes to zoo tours growing a mustache and making up many stories. Charlie said that his mother died not from being swallowed by a giant python, but that his mother fled with a landscape architect named Bret. Chazzie asked her father, what

did his father tell him about bad animals? did Charlie make it up too? then the hearer answers with maxim of manner.

MAXIM OF RELATION

Data 1

Chazzie : What happened to your voice?

Charlie : **This is my voice** (0:55:04)

The above conversation took place on a hill. there is Chazzie as speaker and Charlie as hearer. Charlie didn't manage to catch the escaped animals. then, Charlie let out his original voice to be soft because Chazzie said that his father grew up outback. when Charlie released her original voice, Chazzie was shocked and asked Charlie What happened to your voice? Then the hearer's answer is according to the maxim of relation.

Conclusion

The cooperative principle in the Zootopia movie was examined using Grice's (1975) theory. This study discovered several cooperative principles in the Zootopia film. Four maxims were discovered to be necessary for cooperation in conversation. The maxims were the maxims of quantity, maxim of quality, maxim of manner, maxim of relation. The differences and applications of each maxim were also explained using the information from the film. There are 32 types of cooperation principles data. The maxim of the most frequently used method is 10 data found. maxim of quality found at least 6 data. These researchers can provide additional information regarding understanding and investigating cooperative principles on how to develop successful communication.

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