



The Strategy of Flouting Maxim by the Characters of The Little Mermaid Movie in “Live Action Version”

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Abstract

The purpose of this study is to find out the types and the strategies of flouting maxim in The Little Mermaid movie. This study uses the qualitative descriptive method. The theory used in this study based on Grice (1989) cooperative principle theories and the strategy flouting maxims based on Grundy (2002). It presents the two objectives in the study, namely, the types of flouting maxims and the strategy that are used to flout the maxim performed by the characters and conversation from the movie. The results show that all types strategies and flouted maxim are found in the movie, that are frequency of types flouting maxim flouting maxim quantity is 12 (44.44%), flouting maxim quality is 4 (14.81%), flouting maxim relevance is 7 (25.92%) flouting maxim manner is 4 (14.81%), and the most dominant flout maxim is the flouting the maxim of quantity is 12 (44.44%) utterances. All the types strategy flouting maxims are found in the movie, the strategy of understatement is the most frequently used to flouts the maxim of quantity with its appearance 10 times out of 27 data. The second strategy being obscure with appearance 7 times. The third strategy metaphor and changing the topic have the same frequency 3 times. The last one strategy overstatement and irony have the same frequency 2 times. It was also found the implied meaning behind main characters' linguistic maxims depending on the context of conversation. It is hoped that this study can provide benefits in terms of practically, for the English department students, lecturers, readers, and researchers.

Keywords: Strategy, Flouting maxims, The Little Mermaid Movie, Pragmatics;

Introduction

Humans are social creatures who need interaction with other people. Human interaction, such as that which occurs in families, communities, schools, and so on,

relies heavily on communication. As a communication tool, language can be used to convey desires, ideas, opinions, and what we feel to other people. People convey their opinions not always the same as what they mean. Here, both the speaker and listener must be cooperative for communication to be successful. Speakers sometimes don't realize that they are not working together. In most circumstances, the assumption of cooperation is so broad that it is expressed as the cooperative principle.

Therefore, it is necessary to apply pragmatic studies to language studies. By knowing what pragmatic studies are we can learn how to adapt polite behavior, depending on the conversation and our social environment. In pragmatics, there are eight studies discussed, namely speech situations, speech acts, implicatures, deixis, presuppositions, entailments, principles of politeness, and cooperative principle, as well as textual discourse and contextual discourse. In one of these pragmatic studies, the writer is interested in examining the cooperative principle or maxims. The cooperative principal maxim is the one that this study looks at. Grice put forward four maxims or cooperative principles that must be obeyed by speech participants to facilitate the communication process, namely the maxim of quantity, the maxim of quality, the maxim of relevance, and the maxim of manner.

Maxims can occur if the speech participants comply with the cooperative principle; conversely, if their speech does not fulfill the maxims in the cooperative principle, then the conversation is declared to have flouted the maxim or cooperative principle. Apart from adhering to the cooperative principle, communication also sometimes occurs that flouts the cooperative principle, namely that often the issues discussed are irrelevant, do not match the existing facts, are ambiguous, and the information seems excessive. If there is a deviation, it means that there are certain implications that the speaker wants to achieve. There are some problems that deal with flouting maxim.

When the speakers flout the maxims, they use some strategies in order to convey the implicit meaning of their utterances. In terms of strategy, flouting maxim can be done in many various ways. The rhetorical strategies which include figures of speech may be considered flouting the maxims of Cooperative Principle. Here, rhetorical strategies are the means of flouting maxim. These strategies include tautology, metaphor, overstatement, understatement, and irony. Tautology is an expression used frequently to express a complex meaning in an easier way. Then overstatement is a case where a speaker describes something stronger than the actual state of affairs. The opposite of overstatement is understatement is something weaker than the actual state of affairs. Next metaphor as the use of an expression in which there is a relationship between 'metaphorical' expression and 'literal' expression. Lastly irony is a figure of speech which suggests a different meaning than is said. They are types and strategies of flouting maxim.

Research on the flouting maxim has been carried out by many previous researchers, they have done a lot of research through conversations in films, talk shows, comedy shows, debates, and so on. Nobody researchers have looked into the

breaking of a maxim that happened in the Little Mermaid movie. In this study there are several reasons of choosing this movie to be analyzed. First, the story shown in The Little Mermaid movie is a live action version that is the same as the storyline in the animation by adding elements that further complement the storyline. Second, The Little Mermaid contains a refreshing musical that attracts everyone to watch the movie. Lastly, this movie contains a moral message so that we respect each other's fellow humans.

Based on the explanations above, this research has two objectives which are to find out the types and the strategies of flouting maxim in The Little Mermaid movie. The writer is interested in examining the flouting maxim committed by speakers in conversations in The Little Mermaid movie by Rob Marshall. Additionally, studying the flouting maxim in movies is a challenge. This movie can be a clear example of flouting maxims expressed by speakers to their interlocutors.

Method

This study uses the qualitative descriptive method, based on Moleong (1988) suggests that qualitative methodology is a research procedure that produces descriptive data in the form of written and spoken words from people and observed behavior. The data of this study are the form of utterances that contained flouting of the maxim in The Little Mermaid movie script. Nevertheless, the main data of this study are the utterances of the whole characters and the context of the data is also the utterances that contained flouting of the maxim in The Little Mermaid movie script. The writer collected the data from The Little Mermaid movie transcription as the data sources. In collecting the data, there are a few steps that the writer did:

1. Downloading The Little Mermaid movie from the Telegram application, link to the movie: (https://t.me/mermaid2023_id/4).
2. Printing the transcript from the scrapsfromtheloft.com link to website: (<https://scrapsfromtheloft.com/movies/little-mermaid-2023-transcript/>).
3. Watching the Little Mermaid movie to match the script from the website with the utterances from the movie.
4. Underlining the sentences containing of the flouting maxim and the strategies.

Findings and Discussion

Finding

The findings of the study show that all types of flouting maxim and the strategy of flouting maxim are found in conversation in the movie. They are flouting maxim, flouting maxim quality, flouting maxim relevance, and flouting maxim manner, and the strategy of flouting maxim they are overstatement, understatement, metaphor, irony, changing the topic, and being obscure. However, the in the calculation the writer use percentage technique as described below:

Table 1. Frequency of types flouting maxim

No.	Types flouting maxim	Total	Frequency
1.	Flouting Maxim Quantity	12	44.44%
2.	Flouting Maxim Quality	4	14.81%
3.	Flouting Maxim Relevance	7	25.92%
4.	Flouting Maxim Manner	4	14.81%
Total		27	100%

According to the above table, out of the four categories of maxims that are flouted in *The Little Mermaid* movie, the quantity maxim is the most frequently flouted, with a total of 12 maxims, or 44.44%, of quantity. because all the characters provide less information to the person, they are talking to about the topic being discussed. They don't provide as much information as necessary. This happens because the speaker wants to present strong information without being long-winded. Then followed by maxim relevance is 7 i.e. (25.92%), flouting the maxim of quality is 4 i.e. (14.81%), flouting the maxim of manner is 4 i.e. (14.81%).

Flouting of maxims in "*The Little Mermaid*" are based on four types of maxims, namely (1) flouting maxim of quantity, the way the speaker or main character often conveys too little information in response to the interlocutor, (2) flouting maxim of quality, the speaker provides information that is not in accordance with the facts in responding to the interlocutor, (3) flouting maxim of relevance, as the speaker answers the interlocutor, they make a less pertinent comment, (4) flouting maxim of manner, the discussion of the character is responded to with an ambiguous statement that confuses the interlocutor so that the listener or the interlocutor does not understand what the speaker is saying.

There are several impacts that flouting can have on the situations in the film. Flouting the maxim of quantity by providing less information and they want more information needed in the topic of conversation. They do not provide the necessary information. This happens because the speaker may want to convey the strongest possible information or may want to hide the truth. In flouting of the maxim of quality, the speaker provides information that is not in accordance with the actual facts to the interlocutor. In flouting of the maxim of relevance, not giving relevance to the topic of conversation or changing the topic in flouting of the maxim of relationship in this film because they may hide and avoid talking about something or make fun. In flouting of the maxim of manner, speakers often make their interlocutors confused about what is being said. If there is a flouting of the maxim of quantity, then the information provided may be more or less than necessary. Providing more information can make understanding clear and also make it difficult to understand the meaning. Lack of information delivery actually makes the information unclear.

All types of flouting maxim are flout using some strategy. In this study, the strategy of understatement is the most frequently used to flouts the maxim of quantity with its appearance 10 times out of 27 data. This phenomenon occurs because some characters tend to give responses that provide too little information. Thus, making them less informative in conveying responses to their interlocutors when discussing something. They want to provide a lot of detailed information, but the way they convey it sometimes confuses the person they are talking to. Flouting of the maxim of quantity occurs when speakers openly provide more or less information. The second strategy being obscure with appearance 7 times. The third strategy metaphor and changing the topic have the same frequency 3 times. The last one strategy overstatement and irony have the same frequency 2 times.

Discussions

The study results show that all types strategies and flouting maxim are found in The Little Mermaid movie. Among them are: flouting the maxim of quantity, flouting the maxim of quality, and flouting the maxim of relevance and flouting the maxim of manner. From the results of the analysis, writer found that there are 27 utterances that are flouted by film characters. Namely is 12 flouting the maxim of quantity (44.44%), 4 flouting the maxim of quality (14.81%), 7 flouting the maxim of relevance (25.92%) and 4 flouting the maxim of manner (14.81%). The writer also found that the strategy most frequently 10 times of understatement are utilized by characters to flout the maxim. The second is being obscure 7 times. Thirdly, metaphor and changing the topic have the same frequency are found 3 times. Last, the strategy of overstatement and irony have the same frequency found 2 times.

The most common one is the flouting the maxim of quantity. The frequency is 12 i.e. (44.44%). This happens when the characters in the film give uninformative responses to the topic being discussed. Here the characters can be said to not fulfill the maxim due to the lack of information obtained, the characters in the film also often change the topic of conversation, give inappropriate or irrelevant responses to their interlocutors, and finally the film characters also often express themselves words which is unclear and ambiguous. Strategy of understatement is the most common which is found 10 times, for flouting the maxim. This result almost reaches 50% of flouting maxim utterances. Speaking too little or too much is known as flouting the maxim of quantity. "The speaker who flouts the maxim quantity sees to give a too little or too much information," according to Cutting (2002) It indicates that the speaker did not provide the necessary information.

Apart from that, the writer also compared 22 research results that the writer had collected in earlier research. As this study's findings revealed the most dominant flouting Maxim of Quantity committed by the characters in the film The Little Mermaid are 12 (44.44%), and the strategy that often used to flout the maxim is understanding. Meanwhile the results of research conducted by Wahyuni et al (2019) focused on the main film characters in the film La La Land. There were 44

data that contained flouting of maxims in the movie. In addition, it was also found the implied meaning behind main characters' utterances depending on the context of conversation. Most of the implied meaning contained of insulting, rebuking, requesting, and praising. This difference may occur because the research objects are different and the focus of these two studies is different.

Then the differences in the results of this study are also different from Lubis (2023). The research results found by the writer focus on strategies and types of flouting maxim in the film *The Little Mermaid*. The writer found there were 27 data and the most prevalent one was flouting the maxim of quantity namely 12 (44.44%) and the most strategy of flouting maxim is understatement. while research conducted by Lubis (2023) focused on politeness maxims in the *Turning Red* movie. The writer results showed that there were 63 utterances containing politeness maxims in accordance with the context of the six maxims, namely the maxim of wisdom (14 utterances), the maxim of approval (8 utterances), the maxim of generosity (12 utterances), the maxim of politeness (5 utterances), maxim of approval (11 utterances), and the maxim of sympathy (13 utterances). The maxim of wisdom is the most dominant maxim, because the character is very careful in speaking and always makes wise decisions so that he and his interlocutor can accept the meaning of the expression and avoid misunderstandings with each other. Differences may occur due to different theories, different research objects and different research focuses.

Furthermore, differences in the study results also occurred in research conducted by Arto (2015). As a result of the research, the writer found that there were 27 data on flouting of the maxim and the most dominant is the flouting maxim of quantity, namely 12 (44.44%), and the most frequently used strategy is understatement. Meanwhile, the results of research found by Arto in the film *This Boy's Life* show that the floating maxim of quantity is the type of maxim that is most often used. A strategy many use to break this adage is exaggeration. This research is different because the research object is different.

Next, the results of this study found that the most prevalent flouting of the maxim quantity that is 12 (44.44%) of the 27 data and the most strategy used to flout the maxim is understatement. This occurred because the characters in *The Little Mermaid* movie, the speaker did not provide enough information to the person it was talking to. This is different from the results of research conducted by Purba & Pasaribu (2017). The researchers found 5 maxims of politeness in *Marhata Sinamot*, namely the Maxim of Wisdom, the Maxim of Approval, the Maxim of Generosity, the Maxim of Simplicity, and the Maxim of Agreement. Wisdom proverbs are dominantly used by *marhata sinamot* speakers. This difference occurs because of different research objects, different theories and different research focuses.

Lastly, differences were also found in other study, such as the study findings revealed that there were 27 data of flouting maxims with the maxim of quantity being the most common, namely is 12 (44.44) and the strategy most often used by

film characters is understatement. Meanwhile, in the results of research conducted by Septiani & Fatmawati (2021) show that the results of the research the flouting maxims in conversation between Widya Eka Septiani and Edo Meggi Fernando by whatsapp message is flouting maxim of relation, and revealing the reasons of flouting maxim showed by by conversation on whatsapp message between Widya Eka Septiani and Edo Meggi Fernando. This difference occurs because of different research objects, different theories and different research focuses.

The conclusion from all the results of the study comparisons that have been carried out above is that there are similarities in several literature reviews taken from previous studies, namely regarding the theory used, many researchers use the cooperative principle theory by Grice. Meanwhile, the difference with the previous studies described above is the research object, the writer raises a topic that has never been discussed in previous study, namely the flouting maxim strategy in the film *The Little Mermaid*. The results of this study are also rarely found in previous studies, namely flouting maxim quantity which is the most dominant is 12 i.e. (44.44%) of 27 data which is often done by the film characters, and why this happens is because the speaker responds to the topic of discussion with less information or the speaker does not want to tell the real facts, and the understatement strategy that is most dominantly used by the film's characters.

Conclusion

The writer can infer from the data description and analysis that:

1. The first objective, namely to describe the types of flouting maxims carried out by the conversations of the characters in the film *The Little Mermaid*. Four categories of maxims are flouted. There are maxim of quantity, quality, relevance, and manner. There are 27 utterances made by characters that flout maxims. The quantity maxim was the one that was flouting the most frequently is 12 i.e. (44.44%) utterances. Then, in second place was the flouting the maxim of relevance is 7 i.e. (25.92%) utterances. This was followed by flouting the maxims of quality and manner is 4 i.e. (14.81%) utterances. Flouting of the maxim of quantity is the most dominant. Flouting of the maxim of quantity also occurs because characters provide uninformative responses to the topic of discussion. Meanwhile, flouting of the maxim of quality and maxim of manner rarely occurs in films because characters rarely provide unclear facts in their conversations or say something that is untrue or lacks sufficient evidence.
2. In relation to the second objective, namely to find out of flouting maxim strategies carried out by the characters' conversations in the film *The Little Mermaid*, it can be concluded that all flouting maxim strategies are carried out by the characters in the film. These are overstatement, understatement, metaphor, irony, change of topic, and being obscure/ambiguity. Maxim can be realized with the utterances by the characters in *The Little Mermaid* movie. The most frequently

strategy used by the characters to flout the maxim are understatement, found 10 times. The second is being obscure 7 times. Thirdly, metaphor and changing the topic have the same frequency are found 3 times. Last, the strategy of overstatement and irony have the same frequency found 2 times. Exaggeration and understatement are used to flout the maxim of quantity. Meanwhile, metaphor and irony are used to flout the maxim of quality. Furthermore, topic changes are used to flout the maxim of relevance. The latter is not clearly used to flout the maxim of manner. The most frequently used strategy is understatement. In obeying the maxim of quantity, speakers must have clear information and clear understanding. On the other hand, flouting of the maxim of quantity means that the speaker does not receive clear information. This is because the characters often express sentences that are less informative regarding the topic of discussion.

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