The Pragmatic Analysis of Cooperative Principle in Turning Red Movie

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Abstract

This study examined several cooperative ideas expressed by characters in turning red movies using Grice's theory. This study used descriptive qualitative analysis to interpret the data. Observational methods and taking a note were used to collect the data by Sudaryanto. Following that, the data were analyzed using the Matching technique and the Pragmatic Identity Method to examine the data in context. The cooperation principle contained four types of maxims. There were 54 maxims of total in the data. It was discovered the results of maxim quantity with 13 data, 9 data maxim of quality, 3 data for the maxim of relevance, and maxim of manner with 9 data. Simple terms, the quantity maxim was the most widely used data piece. The maxim of relation was the smallest principle that the Turning red movie characters used.

Keywords: Movie; Observance maxims; Pragmatics

Introduction

In speaking, the speaker and the interlocutor both realize that there are rules that govern the use of their language for the actions and utterances of the interlocutor. As a result, there is such a thing as a cooperative principle. Grice, (1975) mentioned several maxims of cooperative principle, such as: maxim of quality, maxim of quantity, maxim of relevance, and maxim of manner. One of phenomena cooperative principle can be catch in social media YouTube namely "The Tonight Show" published on April 6th, 2022. It showcased Amanda Seyfried as the guest star and Jimmy as the host. The utterance of cooperative principle observance to maxims as follows.

Jimmy (S): "Do you do karaoke a lot?"

Amanda (H): **"I don't"**

The statement that was made involved Jimmy as like the speaker and Amanda as like the hearer in 0:23-0:57 minutes. It happened in the stage of the tonight show. Before the utterance was spoken. the speaker discussed one of the speaker's Instagram posted which showed the speaker was doing karaoke at that time with his friend. When speaker posed the question to hearer, in hearer's answer "I don't". According to Grice (1975), it was observance to *maxim of quantity* because the hearer said enough in conversation. Then it was observance *maxim of quality* because the hearer's answer the question truthful. It was also observance *maxim of relation* because the hearer's answer stayed relevant to the topic, the last observance *maxim of manner* because the hearer's answer is clear and avoid the ambiguous to the topic.

One of observance to maxims performance comes in various media such as movie. As discovered by the researcher, the cooperative principle appears in "turning red" movie. The movie released on March 1, 2022 is an American computer-animated, fantasy, comedy movie. The characters in the movie showed a lot of cooperative principles. One of cooperative to maxims found in the movie is as follows.

Mom (S): "who are these hip-hoppers and why they are call '4 town' if there are five of them?"

Meilin (H): **"ohh, I don't know"**

The statement that was made involved Mom as like the speaker and Meilin as like the hearer in 10:20-10:40 minutes. It was placed in the living room. Before the utterance was spoken. The speaker asked about hip-hopper which has 5 members but the group's name was '4 town'. Then the hearer's answer was "ohh, I don't know" so it means the hearer observance to *maxim of quality* because the hearer said truthful. Based on Theory of Grice (1975), It was also observance to *maxims of quantity* because the hearer said enough to the topic. And it was observance to *maxim of relation* because the hearer said relevant to the topic. The hearer didn't follow *maxim of manner* because the hearer's answer wasn't clear.

Many previous researchers have looked at the cooperative principle analysis. The theory of Grice (1975) was mostly employed by researchers. Napitupulu &

Ambalegin, (2022) from Putera Batam University. The aimed of this research looked into the kinds of cooperative concepts expressed by characters in the Zootopia films. The results in the Zootopia movie, there were 54 instances of characters expressing the cooperative principle. There were 17 data from maxim of quantity was frequently used14 data based on quality maxims. 16 data based on the relation maxim. then there were 7 data from maxim of manner.

Lazulfa and Pamolango (2018) from 17 Augustus 1945 Surabaya University also discuss cooperative principle in "in Kampoeng Inggris Pare". The principle of cooperation was backed up by theory of Grice (1975) in the study that looked at cooperative discussion. The aimed of this study was whether the tenants' conversations follow Grice's four maxims. The following ten sources of evidence are examined to see if they adhere to the cooperative principle. The result of this study also demonstrated that the relevance maxim was followed in Kampoeng Inggris Pare, Kediri.

It can be observed from the previous studies that the cooperative concept is used in a range of aspects. Because this situation occurred in human daily life, such as in movies, social media, and interpersonal conversations, it is diverse. The theory is the similarities between this research and the journals mentioned above. Grice's cooperative principle was also applied in this study. The data source is similar to that in the film, with the exception that one is mentioned in the conversation. This study used Grice's theory to further investigate the cooperative principle (Grice, 1975). Onward movie will be utilized as a data source. The cooperative principles expressed by the characters in the film will be examined in this study. The goal of this study is to discover and examine the different sorts of cooperative concepts that appear in the movie.

According to previous research above, the theory used to the data source to determine the different types of cooperative principle. The discrepancies were in the data source Because this study employed the "onward" movie. As a result, the goal of this study was to identify the different sorts of cooperative principles in the "Turning Red" movie.

Literature Review

The conversation can be deal between speaker and hearer when the conversation followed the cooperative principle rules. Grice (1975) mentioned the cooperative principle states that you should try to make your conversational contribution as clear, instructive, and relevant as possible in order to achieve the conversations objective. As emphasized by Meyer (2009) claims that the value of cooperation has been elevated to that of an independent principle. The cooperative principle is a set of conversational principles that must be followed by both the speaker and the listener in order to minimize misunderstandings during conversations by sending messages that are as clear as the speaker/hearer requires

and expects. The Maxim Quantity, Maxim Quality, Maxim Relation, and Maxim Manner are the four sub-principles of the Cooperative Principle.

Maxim of Quantity

Grice (as cited in Yule 1996) mentioned that it is important for the conversation to be as informative as the request or inquiry demands from the speakers. This means that the interlocutors should provide detailed responses and say enough don't say too much. Provide as needed to avoid misunderstandings.

Example:

Mrs Rupa Mehra (S): "Who is he?"

Lata: (Lata looked at Savita) "Just a friend"   Thakur (2016)

Looking at her response in the context of the quantity maxim. In context of her recent discovery that her daughter (Lata) was having an affair with a boy, Mrs. Rupa Mehra inquires, "Who is he?" Just a friend," Lata responds.

Maxim of Quality

This maxim demands for the speaker to state what they believe to be true and to provide proof to support their claims (Grice, 1975). it means the interlocutor doesn't need to answer if they are not sure and don't make claims for which they don't have sufficient evidence.

Example:

Rachid (S): "How was your vacation? "

Claude (H): "Great, Thanks" Sastrawan and Sajarwa (2021)

Rachid thinks his question in the conversation cited above has true proof. Naturally, since it is the case, the interlocutor agreeably answers the speaker's query and qualifies Rachid's statement as factual information by responding "Great, Thanks". Claude gives an implication that the speaker is telling the truth.

Maxim of relation

Grice stated (as cited Yule, 2010) in conversation, the presumption will be relevant. it means the interlocutor must say only what is relevant to the questioner or speaker. The main rule of maxims relation is to stay on topic and not deviate from it.

Example:

Boy: Excuse me, where is the office of Global E?

Nadia: There, in front of the black car. Lazulfa and Pamolango (2018)

The conversation between the kid who inquiries about the location of something and Nadia, who responds with a prepositional phrase, was the topic of the conversation. This demonstrates that the discussion is related to the maxim relevant with the current problem.

Maxim of manner

In a conversation, the presumption will be clear, brief, and orderly mentioned by Grice (as cited   Yule, 2010). It means the interlocutors must Be brief, clear and unambiguous in conversation or express anything with a double meaning.

Example:

Qara: "What are the ingredients in the making of milkshake?"
Anna: "A cup of milk, a cup of ice cream, and whipped cream" Sari & Afriana (2020)
     The dialogue above refers to maxim of manner. When Anna provided a clear, concise, organized, and unambiguous response.

Method
     The research was designed as descriptive qualitative research. The research design offered was qualitative by Cresswell (2013). As mentioned by Cresswell (2013), the people and locations under examination are taken into consideration during data collection, and inductive and deductive data analysis is used to identify patterns or themes in the data. Qualitative investigators use this new qualitative approach to inquiry to research this subject. This study employed an observational approach to gather data by Sudaryanto (2015). Watching the movie "Turning Red" served as the observational method major in research method. The researchers followed three steps procedure for data collecting. Firstly, the researchers watched "Turning Red" movie. Second, the researchers took a note of the utterances from the scripts and read the scripts. Lastly, the researchers started to connect the data based on Grice (1975) theory used in this study.
     The data that had been highlighted during the data collection process was then examined by the researcher. The pragmatic identity method of Sudaryanto (2015) was employed to examine the data in this investigation. Furthermore, Sudaryanto (2015) developed a pragmatic competence-in equalizing technique. To examine the data, the researchers conducted a few steps. First, the context of the highlighted statements was established by the researchers. Second, the researchers used Grice (1975) theory to examine the different sorts of cooperative principle. Finally, the result illustrated the kinds of cooperative principle performed in the film "Turning Red."

Results

It was discovered that characters in the Turning Red movie uttered 34 data of the cooperative principle. There are separate categories for those cooperative principles. maxim of quality (9), maxim of quantity (13), maxim of manner (9), maxim of relation (3). The 22 data were discussed in relation to the total number of data discovered.

No	Cooperative Principle	Frequency
1	Maxim of Quality	9
2	Maxim of Quantity	13
3	Maxim of Relation	3
4	Maxim of Manner	9
	Total	34

Discussion
Maxim of Quality
Data 1

    Mom (S)   : "Mei- Mei, do you want a snack?"
    Mei- Mei (H) : **"cool, great, thanks "(**12:08 – 12:34)

The conversation above took place in the bedroom. There was mom as speaker and Mei - Mei as the hearer. The speaker delivered the utterance as a question for hearer whether the hearer wants a snack from speaker. Thus, the hearer's answer observances to maxim of quality. Because it was truthful that the hearer wanted the snack.
Data 2

    Mom (H)   :" Mei- Mei stop, there is cure"
    Mei-Mei(S)   :" really? How did you know?"
    Mom (H)   **:" because it happened to me"** (28:21-28:47)

The conversation above took in the shrine. There was mom as Hearer and Mei-Mei as the speaker. The speaker did not accept the fact that her form turned into a red panda. And the hearer tried to calm her down. In this scene, the speaker filled maxim of quality. Because the hearer's answer truthful. The hearer said that it happened to her.
Data 3

Merriam (S):" Mei-Mei, what the heck happened?"
Mei-Mei (H):**"it is genetic, I got from my mom"** (32:33-32:44)

The conversation above took in the bedroom. There were Merriam as the speaker and Mei-Mei as the hearer. The speaker came to see the hearer and shocked that the Hearer changed became a red panda. The speaker asked the hearer about what happened to the hearer. The hearer's answer followed the maxim of quality. Because the hearer's answer was truthful by said that is genetic and the hearer got from her mom.
Maxim of Quantity
Data 1

    Mom (S)   : "Mei- Mei, what is this?"
    Mei- Mei (H) : **"it's nothing, just a boy "** (12:44- 12:55)

The conversation above took place in the bedroom. There were mother as speaker and Mei- Mei as the hearer. Speaker asked something to hearer when the speaker sees the painting that hearer hold behind her. Thus, the hearer's answer observances

to maxim of quantity because hearer said enough information when the speaker asked.

Data 2

    Mom (S)   :" I have ibuprofen, vitamin B, a hot water bottle and pads"

    Mei- Mei (H)   : **"alright, awesome"** (17:53- 18:01)

        The conversation above took place in a bathroom. There was mom as a speaker and Mei-Mei as a hearer. Speaker came to the bathroom after hearer screamed. Then the speaker tried to help the hearer by bringing medicine. The hearer already filled maxim of quantity. Because the hearer answer said enough what the hearer wants to say and did not say too much.

Data 3

    Mom (S)   :" hold on, you are not going out like that, are you?

    Mei-Mei (H) :**"my panda, my choice mom"** (1:28:17-1:28:32)

        The conversation above took place in front yard. There was mom as the speaker and Mei- Mei as the hearer. The hearer asked the permission to go hangout with her friends. And the speaker doubted the appearance of the hearer. Thus, hearer's answer followed the maxim of quantity. Because the hearer's answer said enough but don't say too much by said the panda was her choice.

Maxim of Manner

Data 1

        Mom   : "perhaps we should talk about what happening"

        Mei- Mei : **"No. I mean it is okay"** (18:19-18:29)

        The conversation above took place inside the car. There were mother as speaker and Mei-Mei as the hearer.   The speaker took the hearer to school by the car. the speaker tried to talk with the hearer but in this scene, the hearer did not want to talk about it. The speaker's response followed maxim of manner because the hearer refused clearly and briefly.

Data 2

    Merriam (S)   :" Ready to get your karaoke on?"

    Mei-Mei (H)   :" **Totally!"** (1:28:07-1:28:15)

        The conversation above took place in a front yard. There were Merriam as the speaker and Mei-Mei as the hearer. Speaker come to hearer's house for asked to join karaoke. The hearer followed the maxim of manner. Because the hearer answer was clear and brief that the speaker ready joined the karaoke with the speaker.

Data 3

    Mei-Mei (S)   :" when are they coming?"

    Abby (H)   :" **may 18th, they just announced it"** (33:10-33:25)

    The conversation above took place in bedroom. There were Mei-Mei as the hearer and Abby as the hearer. They talking about concern that would be held. The speaker asked about the date. And the hearer's answer followed the maxim of manner. Because the hearer's answer it was clear and brief. The hearer answered with a

specific time.
Maxim of Relation
Data 1

    Abby (S)   :" what is with you? You are being weird"

    Mei-Mei (H) **:" I am just really excited about math"** (22:21-22-36)

       The conversation above took place in the class. There were Abby as the speaker and Mei-Mei as the hearer. the speaker asked the hearer about her condition because the hearer being weird and made the speaker confused. And the speaker's answer has followed maxim of relation. Because it was relevant with her condition that math made her excited.

Data 2

    Mei-mei (S)   :" wait, you like the panda?"

    Her classmate (H)   **:" like it? I love it"** (42:20-42:36)

The conversation above took place in the toilet. There were Mei-Mei as the speaker and her classmate as the hearer. The speaker has turned into a red panda. suddenly the hearer entered the toilet and saw a red panda. but the hearer was not surprised. The hearer's answer followed maxim of the relation. Because the hearer's answer was relevant with her act. The hearer did not surprise but she loves it.
Data 3

    Mei- Mei (S)   :" you ready?"

    Mom (H) **:" let's do this"** (1:27:32-1:27:52)

       The conversation above took place in the front the door. There were Mei-Mei as the speaker and mom as the hearer. The hearer and the speaker wanted to open temple visit. When opening the gate, the speaker asked to the hearer. It followed the maxim of relation. The hearer's answer was relevant to the condition. Because the hearer ready for opening the gate.

Conclusion

  The cooperative principle phenomenon in the Turning Red movie was examined using Grice's (1975) theory. This study discovered several cooperative principles in Turning Red movie. Four maxims were discovered to be necessary for cooperation in conversation. They were maxim of quantity, the maxim of relevance, maxim of quality, and maxim of Manner. The maxim of quantity, which was based on 13 data, was used the most frequently. It was clear that the characters provided as much information as was needed when communicating. However, there were only 3 instances of the maxim of relation being utilized. After all, through comprehending and studying cooperative principles, this research can provide additional knowledge and understanding of how to accomplish successful communication.

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