

THE ANALYSIS OF FLOUTING OF MAXIM IN *KONG SKULL ISLAND* MOVIE

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ABSTRACT

The aims of this study is to analyze the types of flouting of maxim found in Kong Skull island movie and to identify the reasons behind the flouting of maxim since it is very important in order to make the communication as effective as possible. In this study, the researcher used a theory proposed by Grice (1975) in analyzing the types of flouting of maxim and a theory proposed by Leech (1983) in analyzing the reason behind the flouting of maxim occurs in the movie. This study used both formal and informal methods in providing the deeper understanding regarding to the flouting of maxim and the reasons of flouting. The data were collected from the conversation occurred among the characters in Kong Skull Island movie and qualitative method was applied in the research. The data were collected through observation and note taking technique. The finding showed that flouting maxim occurred 30 times, they were flouting maxim of quantity 14 times (46,67%), flouting maxim of quality 4 times (13,33%), flouting maxim of relation 9 times (30,00%) and flouting maxim of manner 3 times (10,00%). The reason of flouting maxim found with frequency; competitive reason 6 times (20,00%), convivial reason 1 time (3,33%), collaborative reason 19 times (63,33%) and conflictive reason 4 times (13,34%). To sum up, the researcher found that the most types of maxim flouted by the characters in the movie is flouting maxim of quantity and the most types of reason behind the flouting maxim is collaborative reason.

Keywords: cooperative principle; flouting maxim; reason of flouting maxim

INTRODUCTION

Communication is the activity or process of expressing ideas and feeling or of giving information from the speaker to the hearer. In the process of communication indeed people need the tool or media to make the communication valuable. Regarding to the media of communication, language is considered as the most important aspect in the process of communication to express the feelings and ideas of the participant in order to build up their social relationship. As a media of communication, language is always taken a significant role. A language can be presented in the form of spoken symbol or sign language. Spoken language considered as one of the most basic ways in communication. In order to create an ideal communication, the speaker and the

hearer has to be cooperative in the process of communication.

Grice (1975) a British philosopher of language has proposed a cooperative principle theory called conversational maxim. The main understanding about this cooperative principle is how people make an interaction in the communication. Grice (1975) proposes that participants in a conversation obey a general 'cooperative principle' (CP), which is expected to be in force whenever a conversation unfolds. There are four major types of conversational maxims of cooperative principles that are maxim of quality, maxim of quantity, maxim of relation and maxim of manner. However, in some cases in daily conversation, the participants sometimes fail to observe the

maxim accidentally or deliberately and this case known as the flouting of maxim.

According to Levinson (1983), when the speaker is flouting the maxims, he/she is not deliberately trying to mislead the hearer but he/she is not observing the maxims because the speaker tries to persuade the hearer to interpret the hidden meaning behind the utterance. In analyzing the flouting of maxim, the writer should observe how the conversation runs between the participants. In this study the writer uses a movie as the data source.

Movies, also known as films, are a type of visual communication which uses moving pictures and sound to tell stories or teach people something which function is to entertain. One of the movies that take the writer's interest is Kong Skull Island movie. The movie was directed by Jordan Vogt-Robert and release in 2017. The movie which set in 1973, tells a story about a team of scientists and Vietnam War soldiers traveling to an uncharted island in the Pacific and encounter terrifying creatures and the mighty Kong. In the movie, the writer found many utterances are flouted by the characters. For that reason, the writer would like to use Kong Skull Island movie as the main data source to analyze the flouting of maxim by using Grice (1975) theory.

In this study the researcher focused on the types of flouting maxims since this is important in making the conversation as effective as possible. However, when a speaker flouted a maxim of course they have reason behind the utterances they said. Based on Leech (1983) there are four types of reason of flouting maxim which are competitive reason, convivial reason, collaborative reason, and conflictive reason.

According to the background above, the writer tried to establish two problems, include: (1) What types of flouting of maxim are found in Kong *Skull Island* movie, and (2) Why do the characters in *Kong Skull Island* movie flout the maxims in conversational interaction. The analysis of this study done by classifying the types of flouting of maxim used by the characters in *Kong Skull Island* movie and the reason why the characters in the movie are flouted the maxim.

METHOD

The data which have been collected were analyzed by using qualitative method. After the data was collected, the writer analyzed the types of flouting maxim found in the movie according to the theory proposed by Grice (1975) to answer the first problem which mentioned previously. To find out the reason why the characters in the movie flout the maxim during the conversation, the researcher applied the theory proposed by Leech (1983) which aimed to answer the second problem of this study.

The primary data source in this research was taken from the conversation between the characters in *Kong Skull Island* movie. The researcher used 30 data occurs in the conversation between the characters in Kong Skull Island movie with the duration of 120 minutes. There are several steps that the writer follows in collecting the data. Observation methods were applied in this study. Firstly, the researcher watched the whole movie several times and reads the movie script repeatedly to get a better understanding regarding to the movie itself and the characters. After watching the whole movie and reads the movie script, secondly, the writer used note taking technique to collect the data and classified the data into several group based on the types of the flouting maxim and the reason behind the flouting of maxim made by the characters in the movie. The researcher collected the data by watching and reading the script carefully.

DISCUSSION

There are 30 data of total occurrences presented in the form of tables as well as the frequency of each flouting maxim category and the reasons to give more detailed explanation regarding to the occurrences of the data found in the movie.

Table 1. Types of Flouting Maxim in *Kong Skull Island* Movie

NO	Types of Flouting Maxim	Frequency	Percentage (%)
1	Flouting Maxim of Quantity	14	46,67%

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2	Flouting Maxim of Quality	4	13,33%
3	Flouting Maxim of Relation	9	30,00%
4	Flouting Maxim of Manner	3	10,00%
	Total	30	100%

As shown in the tables above, the researcher found all the types of flouting maxim in *Kong Skull Island* movie. The total number of flouting maxim performed by the characters in the movie is 30 times with the dominant flouting maxim pronounce by the characters is flouting maxim of quantity with the frequency 14 (46,67%). Since the movie is themed science-fiction which the background of the character are researchers, scientist, soldier, tracker, and photographer who do the expedition in the uncharted island, it caused the character in the movie mostly giving an information or responds to the hearer in the interaction by giving too much or too less information than is required. They flout the maxim of quantity because they want to avoid longer conversation or argument and for that they already know about the thing they are talking about.

The second type of flouting maxim found in *Kong Skull Island* movie with frequency 9 (30,00%) is flouting maxim of relation. The third type of flouting maxim occurs in the movie is flouting maxim of quality with the percentage 13,33 % with the frequency of 4 times. The last type of flouting maxim occurs in the movie with least frequency of 3 times and 10.00% percentage is flouting maxim of manner.

Table 2. Reason of Flouting maxim Found in *Kong Skull Island* Movie

No	The Reason of Flouting Maxim	Frequency	Percentage (%)
1	Competitive Reason	6	20,00%
2	Convivial Reason	1	3,33%

3	Collaborative Reason	19	63,33%
4	Conflictive Reason	4	13,34%
	Total	30	100%

As shown in the table above, the highest rank of the occurrences is collaborative reason with frequency 19 times or 63,33%. This means that the character usually flouts the maxim when the illocutionary goal is indifferent to the social goal. The both goals are working together to giving understanding for both of the parties. The characters who flouted the maxim are simply aims to share the information to other. The characters in the movie are often flouts the maxim in the critical situation and they intends to shows their illocutionary goal in that situation and they ignore the social goal in the purpose of information exchange.

Following by competitive reason in the second place with the frequency of 6 times or 20,00%. It's much viewer than the previous reason. the social goal. The third rank of the reason of flouting maxim found in *Kong Skull Island* movie is conflictive reason which takes place with the frequency 4 times or with the percentage of 13,34%. The last rank of the reason of flouting maxim is convivial reason which only occur with 1 time frequency or with the percentage 3,33%.

Flouting Maxim of Quantity

Flouting maxim of quality emphasized in the participant who gives too much information than it is required. However, in particular cases the participant sometimes tends to give too much or less information than its requiring yet not deliberately flouting the maxim.

Data

- Randa : Mark my words. There will never be a more screwed up time in Washington. But we can't let it stop us.
- Brooks : Maybe now is not the best time to ask.
- Randa : Monarch is on the cast of being shut down Brooks. We are broke! When this war ends, we will never

- get approval for our expedition.
- Brooks : I am not confident in our presentation. I mean all of our materials are loose slip. **In one day, one day, I could have all this organized.**
- Randa : We don't have a day. (05.12)

The data above happens when Randa and Brooks come to visit senator Wills in his office to get the approval for their expedition to the uncharted island. Brooks feel unconfident in their presentation and begging for one more day to make the presentation perfect. In the meantime, there is news regarding to the agreement to end the war and bring peace with honor in Vietnam and that caused them have no choice except present the presentation immediately if they still want to get the approval.

The utterance stated by Brooks considered as flouting of maxim of quantity since he is giving too much information than it's required by adding "In one day, one day, I could have all this organized". In this case, the utterance said by Brooks, about the reason why he is not confident in their presentation is enough to make Randa understand why this presentation needs to be postpone. However, Brooks flouted the maxim of quantity by asking an excuse to have one more day to organize their presentation since the material are still loose slip, yet Randa still refuse to give one more day.

Brooks flouted the maxim of quantity is influenced by competitive reason. Competitive reason occur when the illocutionary goal of the speaker is competes the social goal. In this case, Brooks illocutionary goal is competes to Randa's social goal, whether Brooks wants to obey Randa's to present the presentation right away or his own goal that he need one more day to make a better presentation.

Flouting Maxim of Quality

According to Cutting, the flouting of maxim of quality occur when the speaker simply says something that does not represent what they think or using hyperbole, metaphor, irony, and banter (Cutting, 2002; Cutting, 2008).

the flouting maxim of quality. The discussion discusses as follow.

Data

- Brooks : Listen, Senator, Landsat is setting a mission to the Island. We could piggybank on that operation. With your permission, of course.
- Wills: What are you hoping to find?
- Brooks : Resources, medicine, the cure for cancer, geological discoveries. The Possible alternative fuels. **Senator, Listen, to be honest we do not know for sure what's in there. Okay.** But I'll tell you what we do know. Tomorrow night, the Russian Novosat passes over this sector. In three days, they are gonna have the same images as we have So whatever's there, You want us to find it first. Right?
- Wills: I don't believe I'm saying this but that almost makes sense.
- Brooks : Thank you. (07.49)

The conversation above occurs when Senator Wills refuse to give the support for the expedition. He then asked regarding the things they want to find there. At the beginning Brooks seem confident in answering the question from Senator Wills, however the more he answers the question, he become more uncertain for what he'd said. Hence, he flouts the maxim of quality by saying the thing that vacillating. He tends to inform Senator Wills that there must be something extraordinary lives in that place but he did not sure how they look like.

When Brooks flouts the maxim of quality when he added the information that shown his uncertainty about the things exist in the island and for that his illocutionary goal is indifferent to his social goal in the purpose of asserting by giving information that he knew regarding to the Russian Novosat, who wants to explore the island and that reason is classified into

collaborative reason. The supporting information he added caused Senator Wills agree to give them support for the expedition.

Flouting Maxim of Relation

According to Thomas (1995) flouting maxim of relation occurs when the speaker is giving a response or making an observation which is deliberately no relevant to the topic being discussed.

Data

Wills: God. (01.14.11)
Randa : Al, you looking well.
Wills : **You didn't get the message, Randa?**
Randa : To reschedule? For the fifth time? I must have missed. It'll be quick.
(06.16)

Randa was just discovered that Senator Wills refuse to meet him when he suddenly appears in his office and surprised him. It happens because Randa is not supposed come to his office since he already sent him the message that morning for rescheduling the appointment. Senator Wills flouts the maxim of relation since he does not answer Randa small talk which stating Senator Wills condition. Instead, Senator Wills replayed Randa small talk with irrelevance answer. Through his utterance, Senator Wills shows that he indirectly wants to reject Randa's visit since he did not want to give the support for Randa's expedition hence he avoided Randa's statement.

The above example shows how Senator Wills asserting his utterance in which his illocutionary goal is indifferent with his social goal. When illocutionary goal indifferent to the social goal, that reason can be categorized as collaborative reason in which the speaker aims to assert, report, announce and instruct. In Senator Wills case, he aims to asserting Randa's, by saying that he already sent the message regarding to the rescheduling the appointment and by mentioning that, Senator Wills indirectly inform Randa what he had done.

Flouting Maxim of Manner

Flouting maxim of manner occur when the speaker fail to observe the maxim by saying something ambiguously, not being orderly or not giving brief explanation or information.

Data

Conrad : What's the count?
Packard : **What you see, it is what we got.**
Conrad : We lost one too.

(01.14.11)

The provided example aloft is one of the flouting maxim of manner occurs in the movie. The conversation happens between Conrad and Colonel Packard when they are finally meets and gather all people. Conrad at that time was wondering how many people from Colonel Packard team left. Conrad simply just wants to make sure about that. However, Colonel Packard seems offended and reluctant and flouting the maxim of manner. Instead of giving the information regarding the number of the team member left, yet he's utterance intends to instructing Conrad to count by himself and that he is not being orderly in giving the information to Conrad.

The flouting maxim of manner by Colonel Packard is considered influenced by collaborative reason since his illocutionary goal is indifferent to Conrad social goal. Colonel Packard seem did not care about the information expected by Conrad by giving the information not orderly and caused the confusion in Conrad side.

CONCLUSION

According to finding which explained in the previous chapter, below explanation provide a large range of the conclusion related to the flouting maxim flouts by the characters in Kong Skull Island movie. The explanation can be drawn as follow.

Regarding to the data analysis, the researcher found all types of flouting maxim performs by the characters in *Kong Skull Island* movie that is flouting maxim of quantity, flouting maxim of quality, flouting maxim of relation and flouting maxim of manner. The most dominant flouting maxim performs by the

characters in the movie is flouting maxim of quantity with its frequency is 14 times (46,67%). The characters in the movie is usually giving too much and sometime less information or in expressing the opinion and idea to respond to the speaker. The character in the movie indeed understands the intended meaning behind the utterance when the maxim is flouted by the hearer. Even when the responders are giving serpentine information, the participants in the communication are still able to discover the real meaning. For that reason, the flouting maxim of quantity is considered as the highest rank among the other flouting maxim found during the conversation by the characters in the movie.

Then, flouting maxim which has the lowest rank in with the frequency of occurrence 3 (10,00%) is flouting maxim of manner. This type of maxims occurs when the character is failed to giving a brief explanation regarding to a particular question from the speaker to the hearer.

However, when the speakers are flouts the maxim, it doesn't always means something negative but they are trying to be cooperative and deliver the intended meaning in a smooth way so then the other participant doesn't feel offended or hurt.

In the relation of the reason of flouting maxim, the highest rank of the occurrences is

collaborative reason with frequency 19 times or 63,33%. This means that the character usually flouts the maxim when the illocutionary goal is indifferent to the social goal. The both goals are working together to giving understanding for both of the parties. Generally, the researcher found all types of reason performs by the character in the movie.

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