

## *A Pragmatics Approach of Quantity and Quality Flouting Maxim in Animated Movie*

**Carolina Pakpahan**

*Universitas HKBP Nommensen*

[carolinapakpahan@uhn.ac.id](mailto:carolinapakpahan@uhn.ac.id)

### **ABSTRACT**

This research describes pragmatic studies, especially maxim flouting contained in the film animated movie "The Emperor's New Groove". This research aims to find out about how are the Quality and quantity Maxim used in the animated movie. The theory used in this research is Grice (1975). In this research, the researcher used a qualitative descriptive method. The data collection method is observation. The steps were taken by watching the animated movie "The Emperor's New Groove" and then observing conversations that contained flouting of maxims during these conversations. The research results show that there are four types of maxims found in films. The total data is 47 data flouting. 36 (45%) data of flouting maxims Quantity, 11 (14%) data of flouting maxims Quality, 12 (15%). From the results found by researchers, the dominant maxim was flouted, namely the Quantity maxim by 36 (45%). Flouting a maxim means that the speaker cannot comply with the maxim properly. Flouting of the maxim occurs because the speaker deliberately does not obey the maxim. The reasons for using maxim flouting in films also vary, such as ignoring the interlocutor's statement, providing excessive information, and trying to change the topic of conversation so that it makes the conversation irrelevant and makes the interlocutor think ambiguously about what the speaker means.

**Keywords:** *pragmatics, maxims, flouting maxims, Quantity Maxim, Quality Maxim*

### **1. INTRODUCTION**

A good conversation is not only about understanding what the speaker wants to convey but also providing feedback on what is conveyed. The use of language in communication is known as pragmatics. According to (Biner, 2013) pragmatics is understanding what the speaker means effectively. The meaning is called implicature. To find out the meaning of implicature in communication, the speaker conveys a message with its meaning and the hearer tries to understand the message being conveyed. (Erlinda, 2019) stated to carry out clear communication, the speaker and the hearer must understand what is in the communication. However, speakers often deliver messages that are illegible, confusing, or out of sync, making it difficult for hearers to understand the speaker. Following the cooperative principle facilitates effective communication.

The cooperative principle emphasizes that in communicating, each speaker must be able to convey the message well. The intended message is provided to create good communication. It is called maxim quantity, quality, relation, and manner. In communication, the speech participants do not always observe the four maxims. Non-observance is when the speaker does not follow cooperative maxims. Thomas (1995) stated flouting maxim is when the speaker is not misleading but the speaker wants the hearer to look for implicature in conversation. Therefore, when the speaker does not deliberately fail to fulfill the maxim, the aim is to communicate the message effectively.

A part of pragmatics is the study of violating rules. However, pragmatics reveals that the other person has to interpret or understand the meaning that the speaker is trying to transmit (Yule, 1996). This is so that meaning that can't be conveyed through a message can be understood from the speaker's message. Pragmatics is the study of linguistic complements in communication. Therefore, pragmatics teaches more about what the speaker means to say through his speech rather than the words, phrases, or sentences in a message. It is therefore defined by the term implicature. To help readers grasp the concept of implicature, here are a few instances of remarks having implications.

The researcher is interested in examining the flouting maxim as a research topic because there is a phenomenon of flouting that is informative, honest, relevant, and clear based on the context found in the conversation in the film. In the film, the characters often follow this principle to keep their conversation relaxed and meaningful to the audience. Interestingly, flouting maxim in movie conversations are so important because they can be applied in real life. If we understand how the flouting maxim functions in movies, not only did we get better at seeing how people interact in the film, but we also learned a lot about communicating well in everyday life. Research on the flouting maxim in film can be useful for readers because this research can contribute to the general understanding of how the flouting maxim communication is used in non-real situations, such as in the world of film. This research aims to find out the Quality and quantity of Maxim used in the animated movie *The Emperor's New Groove*. In this study, the researcher focuses on analyzing the Quality and Quantity flouting maxim in "The Emperor's New Groove". The movie was published in January 2000 with a video duration of 80 minutes. The main focus of this research is to analyze the utterances in "The Emperor's New Groove" whose utterances deviate from Grice's 1975 conversational principles.

## **2. REVIEW OF LITERATURE**

This research uses Grice's 1975 Theory of Cooperation and Relevance Principles as a theoretical framework for analyzing pragmatic aspects of communication in films. Due to limited scope, this research does not include a comprehensive analysis of all dialogue or scenes in the film. Instead, this research focuses on utterances that are considered significant in demonstrating the pragmatic phenomena under study.

Huang (2007:2) defines Pragmatics as the systematic study of meaning based on or dependent on language use. Meanwhile, according to An & Xiang, (2018), pragmatics is the science of language which studies the conditions of human language use which are determined by the context that accommodates and provides the background for the language. Pragmatics is a field of science that studies the meaning of speakers' intentions when speaking a particular language by paying attention to elements of the context because what is studied in pragmatics is meaning. Pragmatic communication, in contrast to other aspects of language, emphasizes the communication of meaning and various functions of language, including requesting, greeting, warning, and protesting Wong, (2016).

The main communication skills involved in pragmatic skills are: using language, changing language, and following rules. Various reasons for using language include: asking, greeting, giving information, demanding, and promising. The main aspects of pragmatics include (1) the use of language to achieve different goals or functions; it is why we talk and listen to each other, often in connection with social interactions and goal achievement Ciccia & Turkstra, (2002) use of information from context to determine what is said.

The cooperative principle is a form of how to communicate well. By following the cooperative principle, communication will be clear and effective. According to Grice (1975), the cooperative principle is that a conversation participant must contribute to the conversation as needed by the purpose or direction of the conversation exchange received in which it is involved. In principle, this cooperative can be referred to as an

agreement between the speaker and the interlocutor, and this is by the statement Kurniati & Hanidar, (2018) Four types of maxims must be obeyed by communication participants Grice, (1975) namely maxim quantity, maxim quality, maxim relation, and maxim manner. Maxim of Quality focuses on the kind of information provided by the speaker that should be true and evidential.

### **Flouting Maxim**

In conversation, the flouting maxim often occurs in the community. The flouting maxim can be committed by the speaker or listener responding to the conversation. The flouting maxim is a form of conversation that has an implied meaning and it is not intentional. People always break these rules in many ways based on Grice as cited in Erdayani & Ambalegin, (2022). The flouting maxim of the cooperative principle occurs when the speaker does not provide correct information, or in other words, there is no relationship between the speaker and listener. According to Grice (1975), there are four flouting maxims.

#### **Flouting Maxim of Quality**

Flouting maxim of quality usually says something that is not clear and does not represent what they thought (Erlinda, 2019) In the maxim of quality, there are other ways for the speaker to fail this maxim, namely by using hyperbole, metaphor, irony, and satire.

#### **Flouting Maxim of Quantity**

The flouting maxim of quantity requires that each participant contribute as much as is required by the other person, but if the speaker provides too little or too that the information provided is not sufficient according to the needs of the interlocutor.

The use of online videos such as YouTube shows technological advances in online communication. According to Misiantari et al, (2022) using YouTube can improve speaking, listening, and pronunciation skills. YouTube can be a useful tool as multiple languages can be taught. YouTube videos can be used to search for various references and knowledge abroad and at home, especially to learn about the diversity of English used around the world and provide them with original speaking material. According to Lingga et al, (2019) YouTube is essentially a website where users can share or just watch videos that have been uploaded by different parties. Some examples of the kinds of videos that can be uploaded to this site are music videos from specific musicians, video tutorials about different activities, and many more.

### **The Emperor's New Groove**

The Emperor's New Groove is an animated comedy film from Disney in the United States which was released in 2000. This film is 80 minutes long directed by Mark Dindal. The story focuses on a young emperor named Kuzco, who is arrogant and selfish. Kuzco plans to destroy a village to build his magnificent summer palace, which he calls "Kuzcotopia". However, one of his evil advisors, Yzma, along with his less intelligent servant, Kronk, plans to kill Kuzco and take over the throne. Their plan fails when Kronk accidentally gives him the wrong potion, which turns Kuzco into a llama (a type of animal). The film is noted for its unique style of humor and memorable characters, including the voices of David Spade (Kuzco), John Goodman (Pacha), Eartha Kitt (Yzma), and Patrick Warburton (Kronk).

### **3. RESEARCH DESIGN**

The research design was descriptive qualitative research. This research was descriptive qualitative research because this research analyzes phenomena that happen in daily conversation. Qualitative research used to explore the social phenomenon, reveal the meaning of communication, or build a detailed understanding. The data for this research was utterances in animated movie *The Emperor's New Groove* which is shown to flout conversational maxims. Data is only limited to utterances that flouting conversational maxims because flouting maxims can give rise to conversational implicatures.

YouTube's *The Emperor's New Groove* transcript is the data source for this research. YouTube transcript is a required document for qualitative descriptive research. Researcher analyze the maxim flouting that occur in the film *The Emperor's New Groove*. The data used by the researcher are transcripts of films which consist of four types of maxim flouting such as flouting maxim of quality, flouting maxim of quantity, flouting maxim of relation, and flouting maxim manner. Secondary data sources are transcripts *The Emperor's New Groove* movie was taken from the internet via a link, such as: [https://youtu.be/xLQ2Zp8H4M4?si=69H5omt\\_bH6BJ0EG](https://youtu.be/xLQ2Zp8H4M4?si=69H5omt_bH6BJ0EG)

In collecting data, the researcher used observation methods to collect data. According to Lasiana & Mubarak, (2020) the observation method is a way of studying human behavior by observing and taking notes without making direct contact with the subject. Therefore, film-watching research uses observation methods. Due to the lack of participants, researcher in this study used non-participatory procedures to collect data. To collect data, researcher will follow several steps:

1. Searching for the movie Animated *The Emperor's New Groove* on the YouTube app
2. Downloading the Movie *The Emperor's New Groove*
3. Watching and listening to the movie carefully several time
4. Writing down the transcripts of the conversations in the movie *The Emperor's New Groove*
5. Processing the data to determine the type of flouting maxim found in the movie *The Emperor's New Groove*.
6. Classifying the data according to the type of flouting maxim.

After collecting data, the researcher analyzed the data by identifying each Flouting Maxim in the animated movie *The Emperor's New Groove*, then grouping them based on the type and dominant of Flouting Maxim and entering them into the analysis table.

### **4. FINDINGS DISCUSSION**

#### **Classify data into four categories of flouting maxim**

Based on Grice (1975) the principle of cooperation is divided into four conversational maxims, namely the maxims of quantity, quality, relation, and manner. These four maxims describe certain rational principles observed by people who follow Grice's maxims. Based on the classification carried out by the data researcher, the

researcher found that there were 47 flouting of the maxim. 36 flouting of quantity, and 11 flouting of the maxim of quality.

## Data Analysis

### Flouting Maxim of Quantity

The flouting maxim of quantity requires that each participant contribute as much as is required by the other person, but if the speaker provides too little or too that the information provided is not sufficient according to the needs of the interlocutor. The quantity maxim is to provide enough information, no more and no less. Here is the data of flouting maxim of Quantity

#### Data 1

*Context : (Kuzco selected several servants that Kronk had found and Kuzco praised Kronk's painstaking performance in selecting servants for the palace)*

Kuzco: You have a great personality. Is this really the best you could do? Kronk :  
Oh, yes. Oh, no. I-I mean, p-perhaps...

In this context, Kronk clearly violates the maxim of quantity by not giving a clear or informative answer. He does not provide direct information regarding whether he has given his best. The inconsistent and hesitant statements ("*Oh, yes. Oh, no. I-I mean, p-perhaps...*") show uncertainty and reluctance in his answer, and like he might be trying to avoid confrontation or not wanting to give a firm answer and also offends the maxim of manner.

#### Data 2

*Context : (Kunzo asks Kronk about what his two assistants are talking about)*

Kuzco : What is he babbling about?

Kronk : The thing that wouldn't shut up. Anyway, still wondering about...

In this context, in the Quantity Maxim Kronk does not provide complete and clear information about what is meant by "*the thing that won't shut up*". His answer is too vague and does not provide enough explanation about the topic Kuzco is asking about. and Kronk also violates the manner principle by giving a disorganized answer The sentence "*the thing that won't shut up*" does not provide a clear picture of what is meant, and the transition to "*Anyway, still wondering about...*" does not provide any additional useful context or explanation.

### Flouting maxim of Quality

The quality maxim is to provide information that is true and not misleading but if the speaker does not fulfill this then he is called violating the quality maxim because he does not say something that is not clear and does not represent what he thinks (Erlinda, 2019) In the quality maxim, there are other ways for speakers to violate this maxim, namely by using hyperbole, metaphor, and irony. Here is the data of flouting the maxim of Quality:

#### Data 3

*Context : (Pacha accepted Kuzco's offer, but when they were heading to the village they crossed a bridge and Pacha fell and hung from the bridge and Kuzco didn't help her and wanted to leave her to die. Kuzco says that Pacha deserves no help because when they*

*A Pragmatics Approach of Quantity and Quality Flouting Maxim in Animated Movie get to the Palace later Kuzco will imprison Pacha. Pacha thought that Kuzco had turned out to be genuinely nice so he wanted to help her get back to the Palace)*

Pacha : You're gonna leave me here?

Kuzco : Well, I was going to have you imprisoned for life, but I kind of like this better.

Pacha : I thought you were a changed man.

Kuzco : Oh, come on. I had to say something to get you to take me back to the city.  
In this context, Kuzco's utterance flouting the Quality maxim karena,

*Kuzco: "Well, I was going to put you in jail for life, but I like this better."*

In this statement, Kuzco may not have actually intended to put Pacha away for life. He may be exaggerating or joking, so it violates the maxim of quality because it is not entirely truthful.

*Kuzco: "Oh, come on. I have to say something to get you to take me back to town."*

Here, Kuzco admits that he lied earlier to manipulate Pacha into taking him back to town. Therefore, in this utterance, Kuzco flout the maxim of quality by being intentionally dishonest to achieve his goal. He also shows an element of sarcasm in his reply, which is often associated with flouting the maxim of quality.

#### **Data 4**

*Context : (Hearing all Kuzco's words, Pacha asked if he was lying from the beginning and pretending to be good just to get what Kuzco wanted and yes, it was all Kuzco's tricks he lied about)*

Pacha : So all of it was a lie?

Kuzco : No, of course not. Everything I said was true."

In this conversation, Kuzco's answer violates the Maxim of Quality because he provides information that is not true.

*Kuzco: "No, of course not. Everything I said was true."*

This statement is clearly a lie, because Kuzco has previously admitted that everything he said was a lie. Therefore, he violated the maxim of quality by not providing truthful information. By giving this answer, Kuzco is not being honest with Pacha, thus directly violating the maxim of quality.

#### **Data 5**

*Context : (Pacha and Kronk managed to get into the restaurant and order food, but because the food Kuzco ordered had a strange taste and smell he wanted to go to the kitchen to meet the restaurant's chef and Pacha was worried that Kuzco had blown his cover)*

Pacha : You're gonna get us thrown out.

Kuzco: Please. With this disguise, I'm invisible.

In this context, *Kuzco: "Please. With this disguise, I'm invisible."* is considered a violation of the maxim of quality if we consider that Kuzco does not really believe that his disguise makes him "invisible". this could also be considered hyperbole or humor, which is often not considered a serious violation of the maxim of quality. in this conversation, Kuzco violates the Maxim of Quality if we consider that his disguise really does not make him "invisible".

However, if we understand his statement as hyperbole or humor, then there is no serious flouting of the other conversational maxims.

To find the most dominant types in animated movie "The Emperor's New Groove" utterances, the researcher calculated the percentage of data from each types of flouting maxim strategy. Based on the data analyzed, the most flouting maxim found in animated movie The Emperor's New Groove was Flouting maxim of Quantity in 36 data (76%)

Based on the findings of the data analysis, the researcher finding the data and make in a table of total number of flouting maxim. from the table reveals that out of 80 data, 36 were flouting maxim of Quantity, 11 were flouting maxim of Quality, 12 were flouting maxim of Relation, and 9 were flouting maxim of manner and 10 were flouting two maxim at same time and 2 were flouting three maxim.

Table 1. The dominant of the Flouting Maxim in the animated movie The Emperor's New Groove

No	Type of Flouting Maxim	Number	Percentages
1	Maxim of Quantity	36	76%
2	Maxim of Quality	11	24%

Based on the table data above, there are a maximum of 80 floutings. Therefore, the most frequent flouting of the maxim by characters in films is the flouted of the maxim of quantity. There are 36 utterances that flouted the maxim of quantity, 11 utterances that flouted the maxim of quality.

## 5. DISCUSSION

The act of communication relies on the Principle of Cooperation; meanwhile, interlocutors seek to make cooperation with each other in daily conversation, and offer some principles that create cooperative behavior among conversation participants. There are four maxims in Grice's Cooperative Principle namely: 1. Quality Maxim (be honest and based on the evidence you have); 2. Quantity Maxim (make your contribution as informative as possible; 3. Relevance Maxim (provide clear information and not misleading, ambiguous) and 4. Manner Maxim (make your contribution brief and organized without vagueness and make sure others understand what the speaker is talking about.

Based on these findings, it implies that the involvement of cooperation principles can create communication that can run smoothly and appropriately. Grice proposed these kinds of rules, called cooperation principles, to create good communication for both speakers and listeners. Unfortunately, people still do not comply with these principles. The findings in this study are supported by the theory and findings of previous researcher in analyzing the non-compliance of maxims in the animated movie "The Emperor's New Groove". The researcher used Grice's Theory (1975) The theory states that the principle of cooperation is divided into four conversational maxims, namely the maxims of quantity, quality, relation, and manner. These four maxims describe certain rational principles observed by people who follow Grice maxims.

In the movie "The Emperor's New Groove", the researcher found a total of 80 utterances of maxim flouting contained in the movie. There are 36 utterances that flouted the maxim of quantity, people who flouted the maxim of quantity speakers tend to provide more information than needed. 11 maxims of quality according to (Cutting,

2002), people who flout the maxims of quality indicate insincerity and provide false information. There are 12 flouts of the maxim of manner and 9 flouts of the maxim of relationship, 10 flouts two maxim and 2 flouts three maxim at the same time. In conclusion, the most flouted maxim of cooperation principle in Animated Movie "The Emperor's New Groove" is the maxim of quantity.

In analyzing the flouting of maxims, researchers found more flouting of quantity maxims than flouting of other maxims and also found flouting of two and three maxims simultaneously. When compared to other studies, Dion Ahmad (2023) who focused his research on analyzing the flouting of maxims in the film "Bad Boy for Life" they found 3 data of flouting of quantity maxim, 9 data of flouting of quality maxim, 17 data of flouting of relation maxim, 10 data of flouting of manner maxim, while in this study 36 data of flouting of quantity maxim, 11 data of flouting of quality maxim, 12 data of flouting of relation maxim, 9 data of flouting of manner maxim, 10 flouting two maxims and 2 flouting three maxims were found. Both of these studies analyzed the flouting of maxims, namely looking for the dominant type and type in the film. In this study, the researcher found the dominant type in flouting of quantity maxims and in the previous study found the dominant type in the flouting of relationship maxims.

From each of the differences above, it can be concluded that the difference between these two studies exists even though they both examine the flouting of maxims in the film and both look for the type and dominant that is flouted in the film, where in this study the researcher found something that distinguishes it from the previous study, namely the researcher found flouting two maxim and flouting three maxim simultaneously.

## 6. CONCLUSION

This study aims to find the types of flouting of the maxims of the principle of cooperation and find the most dominant ones in the Animated Movie "The Emperor's New Groove" as well as the purpose of flouting the maxims. Based on the data findings and discussion, this study uses Grice's Maxims of Cooperation theory. Based on the data analysis, 47 utterances are classified as maxim flouting. Meanwhile, 36 utterances flout the maxim of quantity, 11 utterances flout the maxim of quality.

The reason they flout the maxim of quantity is dominantly because speakers do not want their listeners to know the whole information. Meanwhile, the flouting of the maxim of relationship is done by providing information that is not related to the question. And they want to change a topic and to uncover the hidden meaning behind the utterances.

It is suggested to future researchers who want to conduct research on flouting of the maxims of the principle of cooperation in films to analyze other subjects such as podcasts, novels, or conversations in the learning process. To enrich the knowledge of pragmatics. It is also suggested to future researchers to conduct further analysis that has not been done by the author and then compare the results with this research in the future.

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