

**NON-OBSERVANCE OF COOPERATIVE PRINCIPLES IN
DESPICABLE ME 3 MOVIE**

A THESIS

**Submitted as Partial Fulfillment of the Requirement for the Bachelor Degree of
English Department Faculty of Arts and Humanities the State Islamic University
of Sunan Ampel Surabaya**



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ABSTRACT

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This research discusses about the non-observance of cooperative principles in *Despicable Me 3* movie. Non-observance of cooperative principles occurs when the speaker does not obey the maxim because of certain purposes. The aims of this research are to find the types of non-observance of cooperative principles and the reason of non-observance of cooperative principles that occur in this movie.

This research used qualitative descriptive approach and the data are taken from the utterances of the characters in *Despicable Me 3* movie. The researcher used Grice's theory to analyze the data and to find what types of non-observance of cooperative principles are found in this movie and also the researcher uses Christoffersen's classifications to know the reason of the characters in disobeying the maxims.

The finding of the research shows that there are 37 utterances which include non-observance of cooperative principles. It is divided into 27 utterances that flouts the maxims and 10 utterances that violate the maxims. Related to flouting maxim, the researcher finds 1 utterance that breaks maxim of quality, 15 utterances that break maxim of quantity, 9 utterances that break maxim relation, 1 utterance that breaks maxim of manner and 1 utterance that breaks maxim of quantity and relation. Related to violating maxim, the researcher finds 7 utterances that break maxim of quality, 1 utterance that breaks maxim of quantity and 2 utterances that break quality and quantity. Most of all utterances are violated by main characters, they have some different reasons or purposes why they break the maxims. The researcher finds some reasons of main characters in disobeying the maxims, they are hides the truth, save face, feel jealous, build someone's belief, avoid to hurt someone and convince the hearer.

INTISARI

Rahmawati, Silvia Yuniar. 2018. *Non-Observance of Cooperative Principles in Despicable me 3 Movie*. Sastra Inggris, Fakultas Adab dan Humaniora, Universitas Islam Negeri Sunan Ampel Surabaya.

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Kata Kunci: Prinsip Kerjasama, Ketidakpatuhan terhadap Prinsip Kerjasama, Film.

Penelitian ini membahas tentang ketidakpatuhan terhadap prinsip kerjasama pada film *Despicable me 3*. Ketidakpatuhan ini terjadi ketika si pembicara tidak mematuhi aturan maksim karena tujuan tertentu. Penelitian ini bertujuan untuk menemukan tipe-tipe ketidakpatuhan terhadap prinsip kerjasama dan untuk mengetahui alasan ketidakpatuhan tersebut terjadi pada film ini.

Penelitian ini menggunakan metode kualitatif deskriptif dan data diambil dari ucapan-ucapan dari karakter dalam film *Despicable me 3*. Peneliti menggunakan teori dari Grice untuk menganalisis data dan untuk mengetahui apa saja macam-macam ketidakpatuhan yang ditemukan dalam film ini dan juga peneliti menggunakan klasifikasi Christofferson untuk mengetahui alasan-alasan si karakter dalam melanggar maksim.

Hasil penelitian ini menunjukkan bahwa ada 37 ucapan yang termasuk dalam ketidakpatuhan dalam prinsip kerjasama. Ada 27 ucapan *flouting* dan 10 ucapan *violating*. Dalam *flouting*, peneliti menemukan 1 ucapan yang melanggar aturan maksim kualitas, 15 ucapan yang melanggar maksim kuantitas, 9 ucapan yang melanggar maksim relevan, 1 ucapan yang melanggar maksim cara dan 1 ucapan yang melanggar maksim kuantitas dan relevan. Dalam *violating*, peneliti menemukan 7 ucapan yang melanggar maksim kualitas, 1 ucapan yang melanggar maksim kuantitas dan 2 ucapan yang melanggar maksim kualitas dan kuantitas. Sebagian besar dari semua ucapan tersebut dilanggar oleh pemeran utama dalam film karena mereka memiliki alasan atau tujuan yang berbeda dalam melanggar maksim. Peneliti juga menemukan beberapa alasan dari pemeran utama dalam melanggar maksim, diantaranya menyembunyikan kebenaran, menyelamatkan muka, merasa cemburu, membangun kepercayaan seseorang, menghindari untuk menyakiti seseorang dan meyakinkan pendengar.

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INTRODUCTION

As social creatures, people need to interact with others. Certainly, in interaction people can exchange their experiences, ideas, opinions, and knowledges to otherpeople by uttering the words or sentences to deliver their message and expect that the hearer can understand what the speaker means. But, usually there are misunderstanding between the speaker and the hearer when they have a conversation. To avoid misunderstanding and make their conversation performing well, the speaker and hearer must obey the rules of conversation.

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communicate cooperatively each other. So, they must observe the following maxims: (1) maxim of quantity, (2) maxim of quality, (3) maxim of relation, and (4) maxim of manner.

As stated in Yule (1996), maxim of quantity states that "the speaker's contribution as informative as is required. Don't make your contribution more informative than is required." It means that you should give the information which is required by the interlocutors; don't give more information. Example: A asks to the B how B's holiday was. B says "How's your holiday?" then B answer "My holiday was very good." From the example above B give the information is required.

more informative than is required.” It means that you give more information which is required by the interlocutors; don’t give less information. Example: A asks to the B how B’s holiday was. B says “How’s your holiday?” then B answer “My holiday was good.” From the example above B give the information is required.

Maxim of quality says, “Do not say what you believe to be false or for which you lack adequate evidence.”

Example: Teacher asks “What is the president of Indonesia?” then the student answer “Mr. Joko Widodo.” In the example above the student gives the true information and not a lie.

Example: A and B are doing conversation, suddenly A stand then
So, B asks “Where are you going?” then A answer while running
to go to bathroom.” For the example above, A’s answer related to
question.

Maxim of manner says, “Be perspicuous. Avoid obscure
expression. Avoid ambiguity. Be brief. Be orderly.” It means t
have to speak as clear as possible, don’t be ambiguous. For exam
wants to buy fried rice and A says to the seller “I want two fried r
The seller says “Ok, wait”. From the example above, A says clear
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But in other hand, some speaker cannot perform well in conversation such as in the example before, of course there will be mistakes that did by speaker. In this case, it can be called as violation of cooperative principle. It means that the speaker breaks the maxim or does not observe the maxim. It can be happen when the speaker does the mistake in maxim of cooperative principle. There are four types which the speaker can be called as not observe the maxim co

Flouting means that the speaker blatantly fails to observe a maxim, not with any intention of deceiving or misleading. Violating means that the speaker says the truth but it implies the untrue to hide something. Opting out means that he or she is unwilling to cooperate because of certain reasons. Infringing means that the speaker has the imperfection of the linguistics performance. Suspending means that the speaker does not want to give the information because of the cultural reason (Thomas, 2013). So, from the explanation above we know that the speaker does not observe the maxim or break the maxim because they have a different reason for their own purpose.

Related to the study, there are some researches which have the same topic. The first is about *Observance and Non-observance of Gricean Maxims in Instructional Context: an Analysis of EFL*

Memorial International School (GMIS). This finding showed that teachers and students did flouting, violating and infringing maxims they want to politeness and creating humor.

The second is about *Non-Observance of Maxims in Facebook Conversation* (Indonesia University of Education, 2013) written Rizkiani Hanifah. The subjects of this research are 16 males and females students majoring in English at one university in Bandung have Facebook account. The finding showed that flouting maxims most commonly found in Facebook conversation. Both of Facebook users tended to make a joke and to make closer with friends.

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The third is about *The Non-Observance of The Conversational Maxims: An Analysis of The Dialogues in Arthur Miller's The Crucible* (Bina Nusantara University, 2009) written by Yukive and Winiharti. The data of this research are taken from the dialogue in

Winiharti. The data of this research are taken from the dialogue in Miller's drama. The finding showed that the most frequent category Non-observance of the Conversational Maxims was flouting maxim of quality by using metaphor while the least frequent one is flouting of

The fourth is about *Non-observance of Cooperative Principle in Kungfu Panda 3 Movie* (State Islamic University Sunan Kalijaga

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maxim are mostly occurred in that movie.

The last is about *The Violation and Flouting of Cooperative Principle in the Ellen Degeneres Talk Show* written by Estereni Zebunika, Rukmini, and Mursid Saleh. The data of this research is taken from the dialogue in Ellen Degerenes Talk Show in six episodes in the 10th edition in 2016. The finding showed, the male participants more flouting of quantity which they gave more explanation to give more information. While the female participants dominantly did violate the relevance which they tend to avoid talking about something, and change the topic.

Based on the previous study above, most of the

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1.2 RESEARCH QUESTION

1. What are the types of non-observance of cooperative principle in Despicable Me 3 movie?
2. What are the reason of non-observance of cooperative principle happened in Despicable Me 3 movie?

1.3 OBJECTIVE OF STUDY

1. To describe the types of non-observance of cooperative principle in Despicable Me 3 movie.
2. To explain the reason why non-observance of cooperative principle are happened in Despicable Me 3 movie.

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1.5 SCOPE AND LIMITATION

The scope of this research is pragmatic analysis. This research focuses on the non-observance of cooperative principle. The limitation of this research is the researcher maybe will get difficulties because the researcher does not focus on one character's utterance but the researcher focuses on the whole utterance in that movie. To solve this problem, the researcher will try to highlight and read carefully the utterance in that movie.

1.6 DEFINITION OF KEY TERMS

Cooperative principle: A principle in an interaction of an individual with another. As stated in Grice (1975), "Make your contribution such as is required, at the stage at which it occurs, by the accepted aim or direction of the conversational exchange in which you are engaged."

Non-observance of cooperative principle: A principle that used by speaker which not obey the cooperative principle by having certain purposes, saying the truth to hide a lie, speak unclear, having unethical information, and having inappropriate or taboo words.

Despicable Me 3 Movie: A comedy action adventure movie directed by Kyle Balda and Pierre Coffin and was released on June 30, 2017. This movie tells

different character and they become a team up to stole diamond w
stolen by Bratt.

CHAPTER II

REVIEW OF RELATED LITERATURE

2.1 Cooperative Principle

Grice (1975) introduces the Cooperative Principle and four conversational maxims. The Cooperative Principle says, “Make your contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged.” The cooperative principle consist of four conversational maxim. It can be called as maxim: maxim of quality, maxim of quantity, maxim of relation and maxim of manner are suggested principles for the speaker and the hearer to show their cooperation by giving appropriate contribution in their conversation.

2.1.1 Quality Maxim

This maxim is concerned to the quality of information which uttered by the speaker whereas the speaker must say what they believe is true. Quality maxim says, “Do not say what you believe to be false. Do not say that for which you lack adequate evidence”. It means that the speaker says only what they believe to be true and what they say have sufficient evidence. For example:

Ray : *is Jakarta in Sumatera Island?*
Fay : *No, but Jakarta is in Java Island.*

From the conversation above shows that Ray gives the wrong statement to Fay. In the fact Jakarta is not in Sumatera but it is in Java, so Fay gives a statement with maxim of quality because she says the truth with adequate evidence.

2.1.2 Quantity Maxim

This maxim related to the quantity which the speaker must say as informative as possible. They can't say it more or less informative, because it makes misunderstanding between speaker and hearer. Quantity maxim says, "Make your contribution as informative as is required (for the current purposes of the exchange). Do not make your contribution more informative than is required". It means that the speaker should not make their contribution more or less informative, because the communication between the addressee and the addressor will be misunderstanding. So, the speaker should speak as clear as possible. For example :

Jane : what will you do in this holiday?
Amanda : I'll read novel.

The example shows that Amanda gives enough information to Jane. She says without excessive information and the response what are Jane needed to ask.

2.1.3 Relevance Maxim

This maxim concerned to the relation of information that uttered by speaker should be relevant with the topic of conversation. Relevance maxim says, “Be relevant”. It means that the speaker’s contribution involved in conversation should be relevant to the topic of the conversation itself.

Example:

Sherol : Have you finished your Final exam?

Sheryl : Yes, I have

In the example, Sherol only needs the Sheryl's answer is "yes/no". Sheryl answers related to Sherol's question, she has said something what she should says. It will be different case, when Sheryl answers out of the topic, it makes their conversation are not relevance and have no correlation.

2.1.4 Manner Maxim

This maxim concerned how the speaker delivers the message, it is clear or not, it must be brief and should avoid the ambiguity. Manner maxim says, "Be perspicuous. Avoid obscurity of expression. Avoid ambiguity. Be brief. Be orderly". It means that to announce the speaker to avoid ambiguity, prolixity, and obscurity in their conversation. For Example:

Chloe : I'm going to buy something to put on my new table.

2.2 Non-Observance of Cooperative Principle

2.2.1 Flouting Maxim

a. Flouting Maxim of Quality

Teacher : Roy, where is the Angklung come from?

[illegible]

b. Flouting Maxim of Quantity

Jane : Do you have a class tomorrow?
Marine : I have class everyday and it make me so tired

c. Flouting Maxim of Relevance

Lala : Have you prepare the material for our presentation next week?

Tata : My laptop is still in service.

d. Flouting Maxim of Manner

[illegible]

Cathy : Some delicious

She can answer the name of food she will buy.

According to Grice (Thomas, 1995) defines violating maxim is very specifically as the unostentatious non observance of a maxim. If a speaker violates a maxim, he or she will be liable to mislead. As Thomas (2013) explained that the speaker mostly used implicate meaning in the conversation to mislead the listeners in which there will be a misunderstanding between the speakers and the listeners. Actually the speaker says the truth but implies the untrue to hide something, which caused misunderstanding between the speaker and hearer.

The indications if the speaker does violation maxim of quality are:

- If the speaker lies or says something that is believed to be untrue statement.
- If the speaker does irony or makes ironic and sarcastic statement.
- If the speaker refutes something.
- If the speaker changes information.

Husband : How much that the dress cost, dear?
Wife : Two-hundred thousand rupiah.

The example shows that the wife violates the maxim by saying the wrong price because she doesn't want her husband knows that the price is more expensive than she said before.

b. Violating maxim of quantity

The indications if the speaker does violation maxim of quantity are:

- If the speaker does not say the point.
- If the speaker is uninformative.
- If the speaker says too short.
- If the speaker says too much.
- If the speaker repeats certain words.

Husband : How much that the dress cost, dear?
Wife : Cheaper than the last one

The example shows that the wife violates the maxim by giving less information to the husband which she does not want to mention the price.

c. Violating maxim of relation

The indications if the speaker does violation maxim of relation are:

- Sally : Is he drunk last night?*
Sam : He paid all the bill.

d. Violating maxim of manner

- If the speaker says ambiguous statement.
- If the speaker excessive thing.
- If the speaker's voice is not loud enough.

Sally : *How's your party?*
Sam : *The crowded situation and the loudly music reduce my loneliness.*

[illegible]

2.2.3 Infringing a Maxim

Thomas (1995) explains that infringing maxim occurs because the speaker has an imperfect in mastering language such as a young child or a foreign learner. The speaker's performance is disturbed in some cases like nervousness, drunkenness and excitement or because of some cognitive impairment or simply the speaker is constitutionally incapable of speaking clearly and to the point. For example:

Japanese foreigner : Can I get this “lettel”?
English man : What is that?

The Japanese people often pronounce “r” as “l”, as in that situation he wants to say “letter” became “lettell” because he cannot pronounce “r” very well and it caused misunderstanding with the hearer.

2.2.4 Opting Out a Maxim

Thomas (1995) explains that a speaker who opts out of obeying a maxim by indicating unwillingness to cooperate in the way the maxim requires. Thomas (1995) adds that “examples of opting out occur frequently in public life, when the speaker cannot, perhaps for legal or ethical reason, reply in the way normally expected. The speaker usually wishes to avoid generating a false implicate or appearing uncooperative”.

Reporter : Can you mention the ingredients in your food?
Head chef : Sorry, it's a secret.

In this situation, the head chef deliberately breaks the maxim which he cannot answer the reporter's question because it's the secret things.

2.2.5 Suspending a Maxim

Suspending a maxim occur when the speaker needs not opt out of observing the maxim because there is no expectation for the maxim to be observed (Thomas, 1995). The condition when the speaker does not want to give the information because of cultural reason (Thomas, 2013). The information consists of thing which is considered as culturally taboo to be spoken.

2.3 Christoffersen's Classification

In a conversation, the speaker should give the information as required to the hearer. The hearer will understand if what the speaker said has fulfilled the cooperative principle. But in the some situation, the speaker cannot fulfill those principles or it seems like they does not observe those maxim because of a certain purpose, such as lying purposes.

Christoffersen (2005) says that in a real life, people tend to tell lies for different reasons. The reasons below will be used in the analysis to interpret the data. They are:

1. Hiding the truth

Example : (*Jenny covers her real age to her sister's friend whom she met at the party by telling her that they have the same age*)

A : I am seventeen years old, and how old are you?

B : Exactly the same.

2. Saving face

Example: (*Annie covers herself for being thief in front of people*)

A : What is in your bag? I think our an earring is in it

B : Mmm.. I do not know what you are talking about. I do not have any earring. That alarm must be wrong.

3. Feeling jealous about something

Example: (*Chelsea lies to Joe that she doesn't know Jerry, the new student. Cindy actually likes him.*)

A : I know you talked to Jerry, this morning. He is handsome and smart.

What do you think about him?

B : I don't know what you are talking about.

4. Satisfying the hearer

Example: (*A conversation between a mother and her son*)

A : Mom, how was I born?

B : Uhm... because God loves you so He sends you to me as a gift

5. Cheering the hearer

Example: (a mother asks her daughter whether she looks pretty with

RESEARCH METHOD

3.1 RESEARCH DESIGN

The qualitative descriptive used for collecting and analyzing the data which includes in non-observance of cooperative principles that spoken by the character in *Despicable Me 3* movie. This research focused on the utterance of the characters which do not observe the cooperative principles and this research also interpret the data to find the reason of the characters who do not observe the cooperative principles.

In this research, the data was taken from utterances of the character in *Despicable Me 3* movie. The form of data are words, phrases, sentences which included in non-observance of cooperative principle categories in *Despicable Me 3* movie's characters.

3.3 RESEARCH INSTRUMENT

3.4 DATA COLLECTION

1. The researcher downloaded the *Despicable Me 3* movie which has English script and it downloaded from <https://indoxx1.com/> and watch it for several times.
2. The researcher printed out the *Despicable Me 3* movie script which has downloaded before.

- Violating occurred when the speaker says the right thing to hide a lie or something to hide and the researcher used highlighter with green color which indicates violating and gave a code what kind of violating are included.

Example:

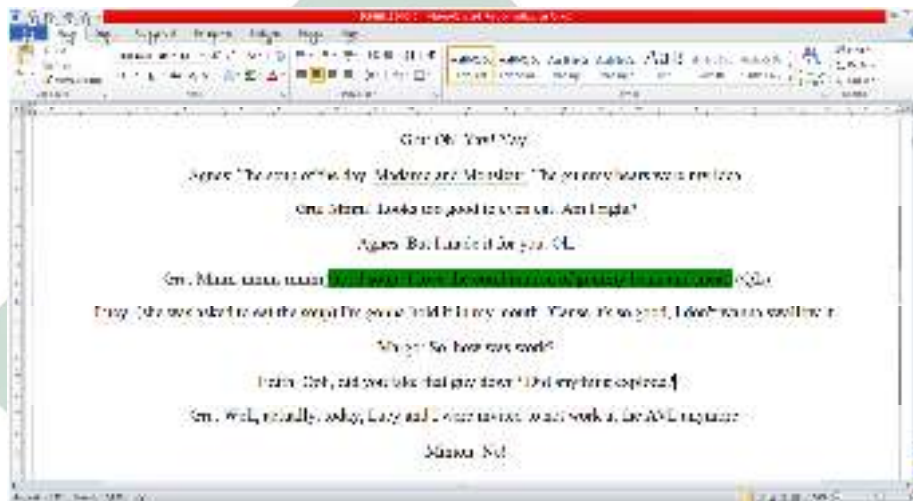


Figure 3.5b Violating Maxim of Quality

Agnes : The gummy bears were my idea.

Gru : Mmm! Looks too good to even eat. Am I right?

Agnes : But I made it for you. Oh.

Gru : Mmm-mmm-mmm! Good soup! I love the combination of gummy bears and meat.(QL)

From the conversation above, Gru lied to his daughter, Agnes because she has made soup but it has a strange taste. He said that the taste of soup was delicious, he lied because he kept his daughter feelings who has tried to made it.

- Infringing occurred because the speaker does not speak clearly, usually it happened on children or foreigners who are not mastering the language that

used in the conversation or it can be when the speaker is in unstable condition, such as shocked, drunk, tense or too excited the researcher used highlighter with blue color which indicates infringing.

- Opting out occurred because the speaker is not willing to provide information to others, usually the information is unethical or unfeasible to publish and the researcher used highlighter with purple color which indicates opting out.
- Suspending occurred because there are some words or sentences that are inappropriate or taboo to be spoken and the researcher used highlighter with grey color which indicates suspending.

2. Classifying and analyzing data

After getting the data, the researcher classified the data based on the Grice's theory which there are five types which indicates non-observance the cooperative principle, they are flouting, violating, infringing, opting out, and suspending. The researcher analyzed the data deeper in order to get the broad explanation about the types of maxims are not observed.

Table of Finding the Data

NO	Kinds of non-observance of cooperative principle			Data	Total
1.	Flouting maxim	Flouting maxim of Quality	p.34 (2),	1	
		Flouting maxim of Quantity	p.2 (13), p.6 (2), p.10 (1), p.11 (14), p.14 (2), p.14 (10), p.16 (3), p.18 (3),	15	

			p.19 (1), p.19 (11), p.24 (1), p.25 (1), p.30 (3), p.37 (12), p.39 (6)	
		Flouting maxim of Relation	p.2 (5), p.3 (4), p.10 (3), p.11 (10), p.16 (5), p.26 (2), p.29 (12), p.33 (5), p.39 (8)	9
		Flouting maxim of Manner	p.3 (8)	1
		Maxim Quantity and maxim Relation	p.10 (16)	1
2.	Violating maxim	Violating maxim of Quality	p.2 (14), p.7 (16), p.7 (1), p.7 (2), p.7 (8), p.15 (9), p.19 (8),	7
		Violating maxim of Quantity	p.9 (4)	1
		Violating maxim of Relation	-	-
		Violating maxim of Manner	-	-
		Maxim Quality and maxim Quantity	p.19 (14), p.24 (3)	2
3.	Infringing maxim		-	-
4.	Opting out maxim		-	-
5.	Suspending maxim		-	-
Total				37

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FINDING AND DISCUSSION

4.1 FINDING

This part is divided in two parts. First, the researcher shows the table of finding the types of non-observance of cooperative principle uttered by character in *Despicable Me 3* movie based on Grice theory. Then, the researcher gives

flouting two maxims and violating maxim of quality, violating max
violating two maxims. Second, the researcher also explains th
observance of cooperative principle happens in *Despicable Me 3* m

4.1.1 Types of Non-observance of Cooperative Principles

In this chapter, the researcher finds two types of n
cooperative principles in *Despicable Me 3* movie uttered by chara
shown as below:

In this chapter, the researcher finds two types of non-observance of cooperative principles in *Despicable Me 3* movie uttered by characters. The data are shown as below:

cooperative principles in *Despicable Me 3* movie uttered by characters. The data are shown as below:

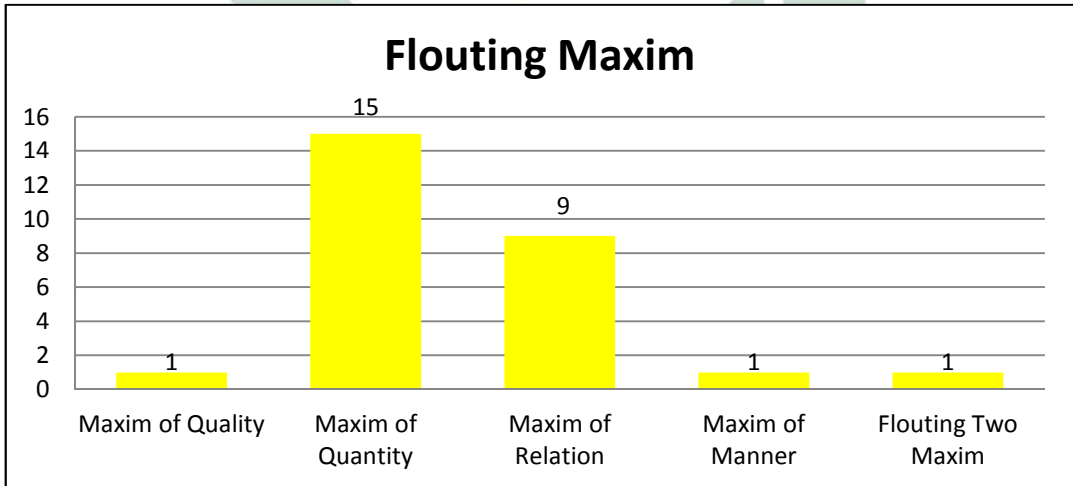


Figure 4a Types of Flouting Maxim

4.1.1.1.1 Flouting Single Maxim

This type presents when the speaker breaks one maxim in each utterances. There are four maxims which include maxim quality, quantity, relation, and manner.

4.1.1.1.1 Flouting Maxim of Quality

This type indicates that the speaker says what he believes to be true and what the speaker says must have sufficient evidence. This type only finds one data and it presents below:

Datum 34 [Minute 01:07:39-01:08:08]

Agnes : Gru! I found a unicorn! My life is complete!

Gru : Honey, that's... That's not actually a unicorn.

Agnes : Huh? But, but, he has one horn.

Gru : I'm... I'm sorry, sweetie... but he's just a goat. **Life is just like that sometimes. We're hoping for a unicorn, and we get a goat.**

This conversation is stated by Agnes and Gru. This conversation happened in Dru's home, Agnes tells Gru that she has found the unicorn in the forest. She looks very happy but the “unicorn” what Agnes said it is not the real one it is just a goat which has a horn. Then Gru says “*Life is just like that sometimes. We're hoping for a unicorn, and we get a goat*”. Gru says that to give an understanding to Agnes.

When Gru states his utterance, he flouts maxim of quality by using metaphor to describe what Agnes has found. The metaphorical expression above conducts an implied meaning that Gru wants to give an understanding that what she expects and what the reality is different, as when she wants a unicorn but she gets a goat.

4.1.1.1.2 Flouting maxim of Quantity

Datum 2 [Minute 03:35-03:40]

This conversation is stated by Ramsbottom, Lucy and Gru. This conversation happened when Ramsbottom (AVL leader) ask the AVL agent (Gru and Lucy) to catch the Balthazar Bratt (diamond thieves) and Gru asks to Lucy what name of their team then Lucy said *“"Grucy." You know, Gru and Lucy mushed together. Try it”*.

Dru : *And Margo. Oh, you are so mature! I'm guessing... Mmm... 15?*

Margo : *15?*

Gru : ***She's 12. She looks 12 and will always be 12.***

Gru's answer flouts maxim of quantity because he gives more information to Dru since Dru guess Margo's age that she is 15 but his guess is wrong then Gru correct it that she is still 12 by say it repeatedly. Actually, Gru is enough to say "*She's still 12*", it is clearer and simple answer. He does it because he emphasizes that his daughter's age is younger than what he guess. Because of that, his utterance is more informative than is required. So, Gru flouts maxim of quantity giving more information.

Gru : Agnes, what are you doing? You sold your unicorn?
Agnes : Well, I just wanted to help, since you don't have a job. I got two whole dollars for it.

[illegible]

ing? You sold your unicorn? then Agnes shows money that I just wanted to help, since you don't have a job. I got two

Agnes's answer flouts maxim of quantity because she gives , while he just asks what she does. From the Agnes' ans his question but she gives other explanation that she helps e has got fired. Because of that, Agnes flouts of maxim of explanation than is required.

Datum 25 [Minute 36:03-36:18]

gives other explanation the
use of that, Agnes flouts c
quired.

Matum 25 [Minute 36:03-36:18]

car-face man : Hey all think I'm crazy. But I
once. With my own eye.

*agnes : Wait, wait, wait. **You saw a for-real***
it look like? Did you pet it? Did it sm
Was it fluffy?

Agnes : *Wait, wait, wait. You saw a for-real live unicorn? What did it look like? Did you pet it? Did it smell like candy? Was it fluffy?*

Was it fluffy?

This conversation is stated by the Scar-face man (owner of unicorn's horn) and Agnes. This conversation tells about when Agnes and Margo go to the place which seems like a bar then Agnes looks the unicorn horn. She looks excited because she really likes unicorn, the man knows that she really likes it and he says "*Hey all think I'm crazy. But I'm telling you, I saw one once. With my own eye*". Then Agnes gives response "*Wait, wait, wait. You saw a for-real live unicorn? What did it look like? Did you pet it? Did it smell like candy? Was it fluffy?*"

icorn is. Because of that, she flouts maxim of quantity
ation to the hearer.

Datum 6 [Minute 27:13-17:28]

Agnes : This is the best!
Gru : Yes, the best! All right, let's go home now.
Lucy : Home? Why?
*Gru : I don't know. **This guy with the mansion and
of the hair, with the silky smooth, luxurious
than I did before I came.***

This conversation stated by Agnes, Gru and Lucy. This
they are amazed with Dru's home which has full of pig orn
Then, Dru shows his backyard where his luxury cars are neat

Agnes : *This is the best!*
Gru : *Yes, the best! All right, let's go home now.*
Lucy : *Home? Why?*
Gru : *I don't know. **This guy with the mansion and the cars and all of the hair, with the silky smooth, luxurious hair. I feel worse than I did before I came.***

of the hair, with the silky smooth, luxurious than I did before I came.

swer flouts maxim of quantity because he gives m
asks why he wants to go home whereas he has just
planation about what Dru has like his big house,

by giving more information.

1.3 Flouting Maxim of Relation

This type indicates that speaker's contribution should be relevant to the context of conversation. It means that what the speaker says must be relevant to the context of conversation. This type found eight data and it presents below:

Datum 1 [Minute 02:11-02:20]

Bratt : Heist music!
Clive : Here it comes.
Bratt : What? Clive, what are you doing? How is that heist music?
Clive : Sorry. My bad.

This conversation stated by Bratt and Clive (Bratt's robot). This conversation occurred when Bratt wants to start his mission to steal the diamond, he asks

ing Maxim of Relation

It indicates that speaker's contribution should be relevant to the current situation. It means that what the speaker says must be related to the current situation. This type found eight data and it presents below.

atum 1 [Minute 02:11-02:20]

ratt : *Heist music!*

live : Here it comes.

ratt : What? Clive, what are you doing? How is t

live : **Sorry. My bad.**

conversation stated by Bratt and Clive (Bratt's robot).
Bratt wants to start his mission to steal the diamond
music as additional energy to perform his mission
, then Bratt gets shocked with he has done and Clive

utterance flouts maxim of relation because Clive
question. Actually, Clive says that because he read
directly to avoid a punishment for his mistakes.

Bratt : Too late again, Gru!
Gru : Wha? He's getting away!
Lucy : **That's what he thinks.**

Lucy's utterance flouts maxim of relation because Lucy gives irrelevant response to Gru. Maybe, Lucy says that because she wants to show that she and Gru can catch him although he ran away.

Fritz : Uh, excuse me?
 Gru : **Sorry, buddy, the sale's over.**
 Fritz : Yes, but this will only take a...

Gru's answer flouts maxim of relation because he gives irrelevant statement to Fritz since he wants to deliver a message from Dru but Gru thinks that Fritz will buy

Fritz's question and Gru's answer is not match or irrelevant response.

Datum 15 [Minute 22:42-22:54]

Marlina : So, what do you want?

Gru : Mom, do I have a twin brother?

Marlina : *Ah! How did you find out? Who told you?*

Gru :Wait, what? It's true? You never told me I had a brother! And you told me that Dad died of disappointment when I was born.

This conversation is stated by Gru and Marlina (his mother). This conversation tells about after Gru knows that he has a twin brother, he comes to his mother for ask the truth. Gru asks to mother “*Mom, do I have a twin brother?*” and his mother answer “*Ah! How did you find out? Who told you?*”

Marlina's answer flouts maxim of relation because she gives irrelevant answer to Gru's question while Gru asks if he has twin brother. Marlina says that because she shocked how Gru knows it whereas she never tells to him about his twin and also she answers by giving question too. Because of that, Marlina's answer flouts maxim relation because her statement does not match with Gru's question.

Datum 30 [Minute 50:52-51:10]

Gru : Okay, this is Bratt's lair. It may not look like much, but this place is armed with some of the most high-tech weaponry known to man. It's considered impenetrable.

Dru : But a piece of cake for us, right, brother?

Gru : *Yes. This is not like stealing lollipops.*

their planning and Gru explains how they will get to Bratt's lair with weapons and Dru says "*But a piece of cake for us, right, brother?*" Dru thinks it is easy to reach it but Gru says "*Yes. This is not like stealing lollipops.*" Gru's answer flouts maxim of relation because he gives irrelevant answer. Since he gives opinion that all of the obstacles in Bratt's lair is easy to reach, Dru does not agree with it by saying that is not like stealing lollipops. It means that it is not easy, it must be prepared well. So, Gru flouts maxim of relation because of his statement.

Gru's answer flouts maxim of relation because he gives irrelevant answer to the question. He gives opinion that all of the obstacles in Bratt's lair is easy to do. But he does not agree with it by saying that is not like stealing lollipops. It means that is not easy, it must be prepared well. So, Gru flouts maxim of relation because he gives an irrelevant statement.

Datum 31 [Minute 57:27-57:37]

Dru : Hey, brother!

Gru : *What? I told you, you are supposed to stay with the boat!*

Dru : *Oh, I didn't think you meant that literally.*

Gru : *What other way could I have meant it? All right. Let's move. Just follow my lead.*

This conversation is stated by Gru and Dru. This conversation tells when they enter Bratt's lair and Dru follows him even though Gru does not allow him and stay in the boat. Then, Gru says to him "*What? I told you, you are supposed to stay in the boat!*" but Dru gives irrelevant answer by saying "*Oh, I didn't think you meant that literally.*"

Dru's statement flouts maxim of relation, his statement does not match with Gru's statement before while Gru says that he should stay in the boat but Dru thinks that Gru's statement is not the real meaning. From Dru's statement, he flouts maxim of relation because his answer and Gru's question does not match.

Dru : Sorry, brother! Somebody's gotta keep the family tradition alive, right?

Lucy : Let's get him. Ugh

*Gru : **Honey, he's my brother. We'll give him a five-minute head start.***

4.1.1.1.1.4 Flouting Maxim of Manner

Datum 23 [Minute 05:04-05:20]

Lucy : *I don't think we can make it, Gru!*

Gru : *We can make it! We can make it! No, we can't! Ahh!*

Lucy : **Get ready!**

Gru : *Get ready for...*

Lucy's utterance flouts maxim of manner because her statement is ambiguous. It can be seen from the Gru's response that he confused what Lucy means. So, her statement flouts maxim of manner because she gives an ambiguous statement.

4.1.1.2 Flouting Two Maxims

This type occurs when the speaker breaks more than one maxim in one time. In this section, the speaker flouts maxim of quantity and maxim of relation. The example is shown below:

4.1.1.2 Flouting Two Maxims

This types when the speaker breaks more than one maxim in one time. In this section, the speaker flouts maxim of quantity and maxim of relation. The example is shown below:

4.1.1.2 Flouting Two Maxims

This type occurs when the speaker breaks more than one maxim in one time section, the speaker flouts maxim of quantity and maxim of relation. The example is shown below:

section, the speaker flouts maxim of quantity and maxim of relation. The exp is shown below:

is shown below:

Datum 24 [Minute 21:22-21:41]

L Fritz : Excuse me, Mr. Gru, but I really must have a word with you.

Gru : How do you know my name?

Fritz : Allow me to introduce myself. My name is Fritz. Over the years, I have been your dog, your puppy. And I am inquiring on behalf of your twin brother, Dru. He needs your help.

Fritz tries to deliver the message and he mentions Gru's name directly and Gru shocked and says "*How do you know my name?*" then Fritz responses "*A to introduce myself. My name is Fritz. Ow! Good puppy. And I am inquiring on behalf of your twin brother, Dru. He needs your help.*"

help, Fritz also introduces himself as a manners and
e than is required. So, Fritz's statement flouts max
ty by giving irrelevant and too much information.

g Maxim

indicates when the speaker disobey the maxim to
ed as lying. In violating maxim, the researcher fo
e violating single maxim and violating two maxims

tingSingleMaxim

e presents when the speaker violates one maxim
maxims which include maxim quality, quantity, relat

When the speaker disobeys the maxim, the hearer can infer that the speaker is violating the maxim and violating

100

already here. Agents Grucev are closing fast.

Wait. What did you call us?

y." You know, Gru and Lucy mushed together. Try it.

I like it, but not a lot.

uses “*Oh! I like it, but not a lot*”.

Gru’s utterance violates the maxim of quality because he gives the information since he is lying to the Lucy. He did it because he hides some information by saying likes the name but he does not. So, Gru disobey the violation of the maxim of quality that indicated by Gru lies to the Lucy.

Datum 7 [Minute 12:31-12:46]

Agnes : The soup of the day. Madame and Monsieur. The bears were my idea.

*Gru : **Mmm! Looks too good to even eat. Am I right?***

Agnes : But I made it for you. Oh.

This conversation is stated by Agnes and Gru. This conversation tells that Gru’s daughters (Margo, Edith and Agnes) give a surprise dinner for him and

ity that indicated by Gru lies to the Lucy.

Datum 7 [Minute 12:31-12:46]

Agnes : The soup of the day. Madame and Monsieur. The bears were my idea.

Gru : Mmm! Looks too good to even eat. Am I right?

Agnes : But I made it for you. Oh.

This conversation is stated by Agnes and Gru. This conversation tells us that the daughters (Margo, Edith and Agnes) give a surprise dinner for him and Gru.

Datum 7 [Minute 12:31-12:46]

Agnes : The soup of the day. Madame and Monsieur. The bears were my idea.

Gru : Mmm! Looks too good to even eat. Am I right?

Agnes : But I made it for you. Oh.

This conversation is stated by Agnes and Gru. This conversation tells us that the three daughters (Margo, Edith and Agnes) give a surprise dinner for him and Gru.

Agnes : *The soup of the day. Madame and Monsieur. The gummy bears were my idea.*

Gru : ***Mmm! Looks too good to even eat. Am I right?***

Agnes : *But I made it for you. Oh.*

This conversation is stated by Agnes and Gru. This conversation tells when daughters (Margo, Edith and Agnes) give a surprise dinner for him and Lucy.

Gru : Mmm! Looks too good to even eat. Am I right?
Agnes : But I made it for you. Oh.

This conversation is stated by Agnes and Gru. This conversation is part of a larger scene where Gru and his daughters (Margo, Edith and Agnes) give a surprise dinner for her.

Agnes : But I made it for you. Oh.

This conversation is stated by Agnes and her three daughters (Margo, Edith and Agnes) give

This conversation is stated by Agnes and Gru. This conversation tells when daughters (Margo, Edith and Agnes) give a surprise dinner for him and Lucy makes a soup which mixed with candy. It feels like Gru does not like it, but he her “*Mmm! Looks too good to even eat. Am I right?*”

Gru’s utterance violates maxim of quality because he gives the untrue statement since he is lying to Agnes about the soup. He says that the soup looks good. Actually, he lies because he keeps Agnes feeling because she had made it for him. Gru’s utterance violates maxim of quality by saying the untrue statement.

Gru's utterance violates maxim of quality because he gives the untrue statement since he is lying to Agnes about the soup. He says that the soup looks good. Actually, he lies because he keeps Agnes feeling because she had made it for him. Gru's utterance violates maxim of quality by saying the untrue statement.

Gru : *Mmm! Looks too good to even eat. Am I right?*
 Agnes : *But I made it for you. Oh.*
 Gru : *Mmm-mmm-mmm! **Good soup! I love the combination of gummy bears and meat.***

Gru's utterance violates maxim of quality because he gives statement that he believe to be false. Actually, he lies because he hide the truth that he does not like the soup but he says it to make Agnes happy. So, Gru's utterance violates maxim of quality because he says something what he believe to be false.

Gru : Mmm-mmm-mmm! Good soup! I love the combination of gummy bears and meat.

Lucy : I'm gonna hold it in my mouth. 'Cause it's so good, I don't wanna swallow it.

[illegible]

because hide the truth that the soup is not good. So, Lucy's utterance is not of quality because she gives the untrue statement.

Datum 10 [Minute 13:16-13:31]

Gru : Well, actually, today, Lucy and I were invited to not work at the AVL anymore.

Minion: No!

Margo : You got fired?

Gru : Oh, no! No, no, no.

This conversation is stated by Gru, Minions and Margo. This conversation shows that Gru's daughters ask about their work, their daughter are very excited, but Gru says "Well, actually, today, Lucy and I were invited to not work at the AVL anymore." all of people get shocked then Margo asks "You got fired?"

Gru : *Well, actually, today, Lucy and I were invited to not work at the AVL anymore.*

Minion: *No!*

Margo : *You got fired?*

Gru : ***Oh, no! No, no, no.***

conversation is stated by Gru, Minions and Margo.

As daughters ask about their work, their daughter asks

she says “*Well, actually, today, Lucy and I were invited*

all of people get shocked then Margo asks “*You g*

Gru's utterance violates maxim of quality because he gives the untrue information. Actually, he lies to say no when Margo asks about their dismissal from AVL agent. He says that because he hides truth that he really gets fired and keeps their daughter feeling about that. So, Gru's utterance violates maxim of quality by giving the untrue information.

Dru : So, how are things going for you career-wise?
 Gru : **Great! So, so great! Crushing it.**
 Dru : Well, I've got something that I think you will find very interesting.

Gru's utterance violates maxim of quality because says the untrue statement that his career is great whereas he had got fired yet. Actually, he lies because he is shy and saving face to his twin after knowing the Dru's success, he lies to Dru that his career is good. So, Gru's utterance includes violate maxim of quality by giving the untrue statement.

Edith : Hello.

Agnes : Look! A unicorn horn! My little brain is going to explode!

Edith : Agnes, that's fake.

Scar-faced man : ***It's real, all right. That horn came from the Crooked Forest. The only place on earth where unicorns still live.***

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Forest. The only place on earth where unicorns still live."

laughing. So, it indicates that he is lying. He does it because he hides the truth that his horn is fake and he tries to make her believe what he said. So, his utterance violates the maxim of quality because he gives the untrue statement.

4.1.1.2.1.2 Violating Maxim of Quantity

informative than is required, if the speaker says a certain words repeatedly and if the speaker says too short or too much. This type finds one data and it presents below:

Datum 11 [Minute 18:32-18:52]

Lucy : What you doing down here? In the dark. Alone.

Gru : Oh, nothing. Just thinking.

Lucy : You okay?

Gru : Oh, yes. *Yeah, I'm fine. I'm fine. It's just... I don't know. I guess I just feel like a failure. Like I don't have a purpose anymore.*

they have been already fired from their job because they fail to catch the villain, they

... *I don't know*.

Gru's utterance violates maxim of quantity because he gives more information than Lucy's question, while she only asks his condition but he gives his feeling at that time. He did it because he wants to hide his feeling. He is not feel good enough, and it is proved in utterance "*I guess I don't have a purpose anymore*". So, Gru disobey the maxim of quantity by giving more information.

2. Violating Two Maxims

purpose anymore". So

Maxims

Violating Two Maxims

What happens when the speaker violates more than one maxim?

Example: The speaker violates maxim of quality and maxim of d

Datum 34 [Minute 36:26-36:40]

Agnes : Mmm! Do you think maybe I could find one, too?
 Scar-face man : **Oh! They say if a maiden pure of heart goes into the Crooked Forest, the unicorn will come and be hers. Forever.**
 Agnes : Hmm...

This conversation is stated by Agnes and the Scar-face man. This conversation tells about the man talks his fantasy story about his experience when he saw the unicorn. Agnes is very interested and she wants to have it by saying “*Mmm!*”

Gru : Mmm-mmm-mmm! Good soup! I love the combination of gummy bears and meat.

Lucy : I'm gonna hold it in my mouth. 'Cause it's so good,I don't wanna swallow it.

4.1.2.2 SaveFace

Datum 19 [Minute 29:01-29:12]

Dru : So, how are things going for you career-wise?
*Gru : **Great! So, so great! Crushing it.***
Dru : Well, I've got something that I think you will find very interesting.

[illegible]

Datum 34 [Minute 36:26-36:40]

Scar-face man : Oh! They say if a maiden pure of heart goes into the Crooked Forest, the unicorn will come and be hers. Forever.

4.1.2.5 Avoid to Hurt Someone

Datum 8 [Minute 12:43-13:00]

Gru : Mmm-mmm-mmm! **Good soup! I love the combination of gummy bears and meat.**

[illegible]

cooperative principle. They are flouting maxim, violating maxim, infringing, opting out and suspending.

After analyzing the data, the researcher finds 37 utterances in *Despicable Me 3* Movie which do not obey the maxims. They are divided into 27 utterances which include flouting maxim and 10 utterances which include violating maxim. In flouting maxim indicates when the speaker blatantly does not observe the maxim because the speaker wants the hearer to look for the other meanings. There are 4 maxims which are not observed; maxim quality, quantity, relation and manner. While, in violating maxim indicates when the speaker disobeys the maxim to deceive the hearer or it can be called as lying. There are 2 maxims which are not observed; maxim quality and quantity. Most of all utterances are violated by main characters.

The main characters disobey maxim of quality by using the metaphor, giving the untrue statement and lying. In data analysis, disobeying maxim of quantity mostly happens in this movie which the speaker gives more explanation than is required, gives too short statement, repeats a certain words and does not say the point. Then, they disobey maxim of relation by giving irrelevant statement or his contribution does not match with the topic. The last is maxim of manner, the main character disobey this maxim because they give ambiguous statement to the hearer.

The researcher also finds some reasons of the characters to disobey the maxim. They are hiding the truth, saving face, feeling jealous, building someone's belief, avoiding to hurt someone and convincing the hearer.

role because they take the data from drama. For violating maxim of quality, while in this research finds violation of quality and violating maxim of quantity.

Other previous research that related with this research is from Isna Sa, the finding of her research shows that flouting maxim, violating maxim of quantity are mostly occurred. While, in this result only flouting maxim of quantity have found and her research only focuses on types of non-observance of cooperative principle in *Kungfu Panda 3* movie while in this research also a comparison of character who does not observe the cooperative principles.

Furthermore, this discussion also shows that in every maxim which violated by character have different purpose or different reason. Such as, violating maxim of quality

research shows that flo
urred. While, in this
r research only focus
gfu Panda 3 movie w

different purpose or different reason. Such as, vi
when the speaker says the untrue statement to hid
rer. Violating maxim of quantity occurs when the s
cause he shows jealous. So, knowing the reason on
the maxim is important because we will know

CONCLUSION AND SUGGESTION

5.1 CONCLUSION

The researcher finds only two types of non-observance of cooperative principles, they are flouting and violating. The researcher does not find infringing maxim, opting out maxim and suspending maxim in this movie. The finding shows that there are 37 utterances which include non-observance of cooperative principles. In flouting maxim, there are twenty seven utterances that are divided into one utterance that breaks maxim of quality with the percentage (2,7%) , fifteen utterances that break maxim of quantity with the percentage (40,5%), nine utterances that break maxim of relation with the percentage (24%) , one utterance that breaks maxim of

(18,9%), one utterance that breaks maxim of quantity with the perlocutionary act. There are also two utterances that break maxim of quality and quantity with the perlocutionary act. Most all of the utterances are violated by the main characters with different reasons and purposes in disobeying the maxim.

The researcher finds some reason of main characters in disobeying the maxim. They are: they hide the truth, save face, feel jealous, build someone's bad image, and convince someone and convince the hearer.

5.2 SUGGESTION

Based on the result, the researcher will give some suggestions and conclusions.

some reason of main character's face, feel jealous, build a character.

As a result, the researcher will give some suggestions for the future research uses the Grice's theory of communication.

As a result, the researcher will give some suggestions and

1. This research uses the Grice's theory of cooperative principle, the researcher expects to use other theory which has a same topic or if the next researcher uses the same theory, gives more deeply explanation about that.
2. For the next research, it can use the different data from this research. Such as novel, advertisement, or in daily communication. The next researcher can also uses the same data source of movie but in different genres such as thriller, horror, romantic or science fiction to find a different sensation of

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