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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Key Words: Cooperative Principle, Non-observance of Cooperative Principle,

movie.

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 nonobservance 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 AmpelSurabaya.

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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 tipetipe 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, menghindar untuk menyakiti seseorang dan meyakinkan pendengar.

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CHAPTER I

INTRODUCTION

1.1 BACKGROUND OF STUDY

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.

To make the conversation performs well, the speaker must say something as clear as possible. So, the hearer can catch and understand what the speaker's says. Grice (1975) argued that the speakers intend to be cooperative when they talk. One way of being cooperative for a speaker is to give as much information as is expected (Grundy, 2000). Levinson (1983) stated that cooperative principle is a set of general rules to describe how participants cooperate in conversation to achieve smooth and efficient interaction. It means that, there are some rules that must be obeyed to make the conversation performing well.

Based on Grice theory, the rules refer to maxim. It is the rule that gives the ways to make the conversation performs well. Their conversation said to be well-performed whenthe speaker and the hearer communicate cooperatively each other. So, they must obey the rules, they are: (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 says, "Make your contribution as informative as is required. Don't make your contribution more informative than is required." It means that you must give the information which is required by the interlocutors; don't give more or less information. Example: A asks to the B how B's holiday yesterday was. A says "How's your holiday?" then B answer "My holiday was wonderful". From the example above B give the information is required by A, B don't give too much or less information.

Maxim of quality says, "Do not say what you believe to be false. Do not say that for which you lack adequate evidence." It means that you have saying the truth or don't be lie. Example: Teacher asks to the student about the president of Indonesia. Teacher says "Who is Indonesian President?" then the student answer "Mr. Joko Widodo." From the example above the student gives the true information and it agree with the fact.

Maxim of relation says, "Be relevant". It means that what you say should be relevant to the subject of conversation, or in other word your conversation should be related or have connection with your interlocutor. Example: A and B are doing conversation, suddenly A stand then leave B. So, B asks "Where are you going?" then A answer while running "I want to go to bathroom." For the example above, A's answer related to the B's question.

Maxim of manner says, "Be perspicuous. Avoid obscurity of expression. Avoid ambiguity. Be brief. Be orderly." It means that you have to speak as clear as possible, don't be ambiguous. For example: A wants to buy fried rice and A says to the seller "I want two fried rice sir". The seller says "Ok, wait". From the example above, A says clearly what A wants to buy, because in this situation, the seller is not only sell fried rice but also others. A says very brief and not ambiguous.

But in other hand, some speaker cannot perform well in their conversation such as in the example before, of course there will be some mistakes that did by speaker. In this case, it can be called as non-observance 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 5 types which the speaker can be called as not observe the maxim cooperative

principle, they are flouting, violating, opting out, infringing, and suspending.

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.

This research aims to analyze the non-observance of cooperative principle based on Grice's theory which related to the Pragmatic approach in *Despicable Me 3* movie. This approach is very helpful in analyzing data because we must know and understand what the context of conversation. So, the data analysis will be accurate. Beside that, this research needs the previous research to find the difference between this research and the previous and also as the reference.

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

ClassroomInteraction (Ganesha University of Education, 2014) written by Mega Safitri, Seken, and Adi Jaya Putra. The subjects of this research were the teachers and students of grades seven and eight of Gandhi Memorial International School (GMIS). This finding showed that both teachers and students did flouting, violating and infringing maxim because they want to politeness and creating humor.

The second is about *Non-Observance of Maxims in Facebook Conversation* (Indonesia University of Education, 2013) written by Irma Rizkiani Hanifah. The subjects of this research are 16 males and 15 females students majoring in English at one university in Bandung who have Facebook account. The finding showed that flouting maxim are the most commonly found in Facebook conversation. Both of Facebook users tended to make a joke and to make closer with friends.

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

The fourth is about *Non-observance of Cooperative Principles in Kungfu Panda 3 Movie* (State Islamic University Sunan Kalijaga, 2016)

written by Isna Salamah. The data of this research are the conversation's utterance in Kungfu Panda Movie and the script and scene itself. The finding showed that flouting maxim, violating maxim and suspending maxim are mostly occurred in that movie.

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

Based on the previous study above, most of them have different sources of data with this research, except Isna's research where she uses the movie as the source of data. However, this research is different from the previous study in the genre of the movie, where in Isna's research the genre is animation and adventure but this research uses action comedy genres. In this research, the researcher also analyzes the reason that influences the character in breaking the maxim which has not been discussed in the previous studies.

The researcher chooses this topic because the researcher wants to know how often the speaker breaks their maxim which always happens in our dailycommunication. Maybe it is not only in daily communication, but also it can happen in the movie or novel dialogue, song lyrics, poem and etc. Many peoplehave some reasons when they break the maxim, for example: the speaker adds more information than the hearer needs or the speaker wants intertain the speaker by joking in their conversation. So, with this research, we will know why do people break the maxim and what are the reason they break the maxim.

The researcher chooses *Despicable Me 3* movie to be analyzed. This movie is chosen because they are many utterances which break the maxim and because its genres. This movie has action, adventure and comedy genres. From the previous research or other reference, some the objects are from comedy or humor utterance. So, the researcher hopes that will get more data which is not observe the maxim from this movie. This movie is continued from the previous movie, this movie tells about Gru (Steve Carell) and his wife Lucy (Kristen Wiig) against a former child star in the 80's Balthazar Bratt who want to rule the world. Meanwhile, Gru surprised that he has a twin brother who has a different character and they become a team up to stole diamond which has stolen by Bratt.

From the explanation above, this research is to investigate the nonobservance of cooperative principle in *Despicable Me 3* movie which is to know the types maxim are not observed and the reason of the characters does not observe the maxim. This research uses theory of Cooperative Principle that proposed by Grice (1975).

1.2 RESEARCH QUESTION

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

1.3 OBJECTIVE OF STUDY

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

1.4 SIGNIFICANCE OF STUDY

The researcher hopes this research to give contribution to English students who take linguistic study and interested in pragmatic especially conversational maxims. From the result of this study, the researcher hopes that reader can increase their knowledge about non-observance of cooperative principles and makes the reader knows how to do conversation as well as without violates the maxims.

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.

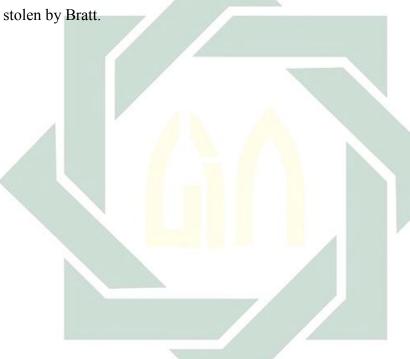
1.6 DEFINITION OF KEY TERMS

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

about this movie tells about Gru (Steve Carell) and his wife Lucy (Kristen Wiig) against a former child star in the 80's Balthazar Bratt who want to rule the world. Meanwhile, Gru surprised that he has a twin brother who has a different character and they become a team up to stole diamond which has 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 suchas 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 says 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 addresses 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 ha<mark>ve</mark>

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:

Joe : Where are you going?

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

In example Chloe explains his purpose to go, there is no ambiguity or obscurity in his utterance and he also answers in a brief utterance.

2.2Non-Observance of Cooperative Principle

According to Thomas (1995) people may fail to obey a maxim because they are unable to speak clearly or because they deliberately choose to lie. The types of non-observance of the maxims can be classified into five, that are:

2.2.1 Flouting Maxim

Grice (Thomas, 1995) explains that flouting a maxim is a situation in which a speaker blatantly fails in obeying a maxim, not with any intention of deceiving or misleading, because the speaker want to ask the hearer to look for a meaning which is different from, or another the expressed meaning.

a. Flouting Maxim of Quality

Flouting maxim of quality happens when the speaker gives the information that is false and that is not supported by evidence. For example:

Teacher: Roy, where is the Angklung come from?

Roy : East Java sir.

The example shows that Roy gives untrue information to the teacher. Since, Angklung comes from West Java not East Java. From Roy's utterance, he flouting maxim of quality.

b. Flouting Maxim of Quantity

Flouting maxim of quantity happens when the speaker gives to much information than as required. For example:

Jane : Do you have a class tomorrow?

Marine : I have class everyday and it make me so tired

The example shows that Marine gives too much information than as required, rather than Marine answers yes or no.

c. Flouting Maxim of Relevance

Flouting maxim of relevance happens when the speaker doesn't give the relevant information in a conversation. For example:

Lala : Have you prepare the material for our presentation next

week?

Tata : My laptop is still in service.

The example shows that Tata gives irrelevant answer to Lala's question.

d. Flouting Maxim of Manner

Flouting of manner happens when the speaker says unclear or ambiguous.

For example:

Kate: What will you buy for eat?

Cathy: Some delicious

The example shows that Cathy gives ambiguous and unclear answer.

She can answer the name of food she will buy.

2.2.2 Violating a Maxim

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.

a. Violating maxim of quality

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

• If the speaker lies or says something that is believed to beuntrue statement.

• If the speaker does irony or makes ironic and sarcastic tatement.

• 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:

• If the speaker says the statement which is unmatched with thetopic.

• If the speaker changes conversation topic abruptly.

• If the speaker avoids to talk about something.

• If the speaker hides something or hides the truth.

Sally: Is he drunk last night?

Sam : He paid all the bill.

The example shows that Sam violates the maxim by giving irrelevant

answer to Sally because Sam hides something about her boyfriend to keep

Sally's feeling.

d. Violating maxim of manner

The indication if the speaker does violation maxim of manner are:

• 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.

The example shows that Sam violates the maxim by giving ambiguous

and obscurity answer to Sally.

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 leaner. 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 "lettel" 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 telllies for different reasons. The reasons below will be used in the analysisto interpret the data. They are:

1. Hiding the truth

Example: (Jenny covers her real age to her sister's friend whom she metat 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 Jery, the newstudent.

Cindy actually likes him.)

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

What doyou 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

thegreen blouse or not. Her daughter who hates that color, cheersher mother by giving an answer that is expected by her mother)

A: Hai dear, does this color nice?

B : Of course mom, you look gorgeous, more beautiful and you look younger.

6. Avoiding to hurt the hearer

Example: (a mother of four years old boy wants to keep her son's feeling bytelling that his father has gone overseas rather than sayingthat he died)

A: Mummy, where is Daddy?

B: Daddy has gone abroad because he wants to buy some toys foryou

7. Building one's belief

Example: (Jola asks her boyfriend whether he still remembers his exgirlfriendor not. Her boyfriend lies to her and makes herbelieve what he says)

A: I wonder if you are still in love with your ex.

B: Of course not darling, you know you are the one in my heart.

(Fact: he is still in love with his ex)

A : But how come you still keep her photo in your wallet?

B: That is not her, she is my cousin who is in abroad. (Fact: that'shis ex's photo)

8. Convincing the hearer

Example: (ina part time. Cleo asks his friend to take his shift, but hisfriend refuses by creating a good reason)

A : Can you take my shift tonight?

B: I wish I could, but I have to take my mother to the clinic



CHAPTER III

RESEARCH METHOD

In this chapter, the researcher presents the methodology of the research. It contains research design, data and data source, research instrument, data collection and data analysis.

3.1 RESEARCH DESIGN

The researcher concerned with descriptive qualitative approach in her research. A qualitative research is always descriptive that the data collected are in the words form or pictures rather than number (Bogdan: 1992). According to Patton (2002), qualitative research is characterized by its aims, which relate to understanding some aspects of social life, and its methods which produce more words, rather than numbers, as data analysis.

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.

3.2 DATA AND DATA SOURCE

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

The data sources of this research were *Despicable Me 3* movie and the transcript which is downloaded from the internet. The script contains 64 pages and also this research supports by watching the movie itself.

3.3 RESEARCH INSTRUMENT

In this research, the instrument is the researcher herself because she collected the data, analyzed the data, described the data and made a conclusion from the result of this research by herself. The researcher also used some supporting tools such as computer, pen, highlighter and note.

3.4 DATA COLLECTION

In data collection, the researcher used some steps and it explained below:

- 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.

- 3. The researcher read the script while watching the movie to get the point of conversation.
- 4. The researcher gave different colors in utterance which include non-observance of cooperative principle. Such as, for flouting maxim the researcher used yellow color, violating maxim used green color, infringing used blue color, opting out used purple color and suspending maxim used grey color.
- 5. The researcher made a code what types of maxim which is violated by the speaker.

3.4 Table Coding of Type of Maxim

ne County of Type of	of Couning of Type of Maxim					
The type of maxim	Code of maxim					
Maxim of Quality	(QL)					
Maxim of Quantity	(QN)					
Maxim of Relation	(R)					
Maxim of Manner	(M)					

3.5 DATA ANALYSIS

In analyzing data, the researcher applied some steps as follows:

1. Identifying data

After getting the data which includes non-observance of cooperative principle, then the researcher identified the data into types of non-observance of cooperative principle using highlighter which has different colors, each color indicates what types of cooperative principle, such as:

Flouting maxim occurredwhen the speaker breaks the maxim deliberate for a
particular purposes and the researcher used highlighter with yellow colorfor
flouting maxim and gave a code what kind of flouting are included.

Example:

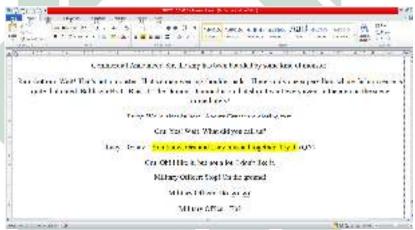


Figure 3.5a Flouting Maxim of Quantity

Lucy : We're already here. Agents Grucy are closing fast.

Gru: Yes! Wait. What did you call us?

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

(QN)

From the conversation, Lucy flouted maxim of quantity. Since, she gave more information to Gru whereas Gru only asked the name of their group. Actually, Lucy only says "Grucy", it's answered Gru's question without adding more information.

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

Example:

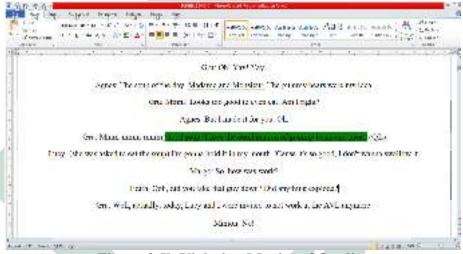


Figure 3.5b Violating Maxim of Quality

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 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 datadeeper in order to got the broad explanation about the types of maxims are not observed.

Table of Finding the Data

NO	Kinds of non-obse principle	rvance of	cooperative	Data	Total
1.	Flouting maxim	Flouting Quality	maxim of	p.34 (2),	1
		Flouting Quantity	maxim of	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 Maxim Quantity and	p.3 (8)	1	
		maxim Relation	p.2 (14), p.7 (16), p.7 (1), p.7 (2), p.7 (8), p.15 (9), p.19 (8),	7	
2.	Violating maxim	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	Total				

3. Interpreting data

The researcher interpreted and analyzed the reason why non-observance cooperative principles happen with supported by watching the scene and the implicit meaning from the utterance and the researcher used Christoffersen classification to identify a lie in some reason.

4. Making conclusion. The last, the researcher made the conclusion from the resultof data.

CHAPTER IV

FINDING AND DISCUSSION

This chapter is divided into two parts, finding and discussion. In the finding section, it presents the answers the problems which include the types of non-observance of cooperative principles and the reason of the characters break the cooperative principles. In the discussion section, it presents the correlation between the results of this study with the previous study.

4.1 FINDING

This chapter discusses the results of analysis that have been found in *Despicable Me 3* movie. The researcher uses Grice theory to find the types of non-observance of cooperative principle in *Despicable Me 3* movie which answer the first research question. There are two types of non-observance of cooperative principle, they are flouting maxim of (quality, quantity, relation, manner) and violating maxim of (quality and quantity). To answer the other research question, the researcher also discusses about the reasons of the characters in *Despicable Me 3* movie that do not observe the cooperative principle by knowing the context or implicit meaning of the utterance.

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

explanation the types of non-observance of cooperative principles that have been found and it will be classified into eight types, they are flouting maxim of quality, flouting maxim of quantity, flouting maxim of relation, flouting maxim of manner, flouting two maxims and violating maxim of quality, violating maxim of quantity and violating two maxims. Second, the researcher also explains the reason of non-observance of cooperative principle happens in *Despicable Me 3* movie.

4.1.1 Types of Non-observance of Cooperative Principles

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:

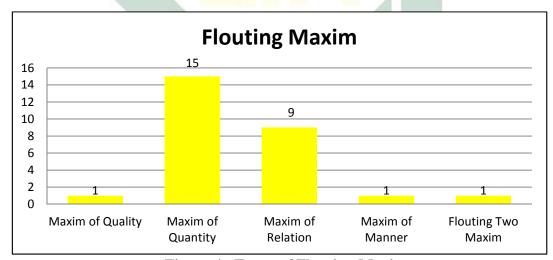


Figure 4a Types of Flouting Maxim

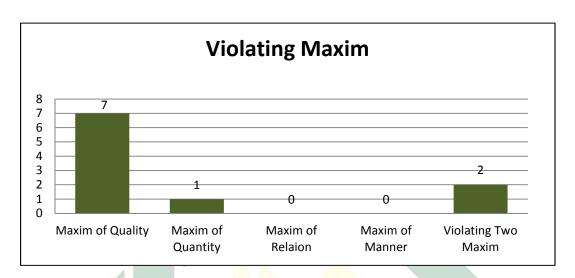


Figure 4b Types of Violating Maxim

These charts show that flouting maxim and violating maxim are the most occurred in this movie. There are 37 utterances which disobey the maxim, they are divided into 27 utterances which includes flouting maxim and 10 utterances which includes violating maxim.

4.1.1.1 Flouting Maxim

This type indicates that the speaker blatantly does not observe the maxim because the speaker wants the hearer to look for the other meanings. In flouting maxim, the researcher finds two types of maxim which are flouting one maxim and flouting two maxims.

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

This type indicates that speaker must say as informative as possible. It means that the speaker should not to give more or less information than is required. This type found fifteen data, but the researcher shows the data which are categorized in the fewest and the most numerous words and it presents below:

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

Ramsbottom: I want every agent in the area on the scene

immediately!

Lucy: We're already here. Agents Grucy are closing fast.

Gru : Yes! Wait. What did you call us?

Lucy : "Grucy." You know, Gru and Lucy mushed together.

Try it.

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".

Lucy's answer flouts maxim of quantity because she gives more information than what Gru required. Actually, Lucy is enough to answer "Grucy" but she gives more explanation about their name team. Her utterance conducts an implied meaning that she wants to show her affection to Gru.

Datum 17 [Minute 26:43-26:50]

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.

This conversation is stated by Dru, Margo and Gru. This conversation tells

about when Gru meets his twin brother Dru in Fredonia, Dru mentions his niece one

by one. On Margo turns, he gets surprised because she looks more mature and he

presumes that she is 15 years old, she laugh and responses "15?" and Gru answers

immediately "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.

Datum 12 [Minute 20:32-20:41]

: 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.

This conversation is stated by Gru and Agnes. This conversation tells about

Agnes sells her toys to help the finance of Gru and Lucy because they already have

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been fired from AVL. She should give her favorite doll, unicorn to the buyer then Gru knows it and asks to her why she sells all her toys. Gru asks "Agnes, what are you doing? You sold your unicorn?" then Agnes shows money that she gets and says, "Well, I just wanted to help, since you don't have a job. I got two whole dollars for it."

Agnes's answer flouts maxim of quantity because she gives more information to Gru, while he just asks what she does. From the Agnes' answer, she does not answer his question but she gives other explanation that she helps him to get money since he has got fired. Because of that, Agnes flouts of maxim of quantity by giving more explanation than is required.

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

Scar-face man: Hey all think I'm crazy. But I'm telling you, I saw one once. With my own eye.

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?

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?"

Agnes flouts maxim of quantity because her response is more informative whereas she enough to say "You saw a for-real live unicorn?" but she gives more responses because she is very excited to find the unicorn. She looks very curious how the unicorn is. Because of that, she flouts maxim of quantity by giving more explanation 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 the cars and all of the hair, with the silky smooth, luxurious hair. I feel worse

than I did before I came.

This conversation stated by Agnes, Gru and Lucy. This conversation tells when they are amazed with Dru's home which has full of pig ornaments and luxury items. Then, Dru shows his backyard where his luxury cars are neatly lined up. Agnes is very amazed with that and she says "This is the best!", then Gru feels discouraged with him and says "Yes, the best! All right, let's go home now". Lucy responses spontaneously, "Home? Why" after that Gru explains "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."

Gru's answer flouts maxim of quantity because he gives more information to Lucy since she asks why he wants to go home whereas he has just met with his twin. But, he gives explanation about what Dru has like his big house, his amazing cars,

and his luxury hair, it is very different with what he has. Actually, He can answer "I feel worse than I did before I came." He does it because he feels defeated, feels shame or feels jealous to his brother. Because of that, he flouts maxim of quantity by saying too much explanation.

Datum 16 [Minute 22:52-23:23]

Gru

: You never told me I had a brother! And you told me that Dad died of disappointment when I was born.

Marlina
Gru

Marlina

Gru

Marlina

Shortly after you and your brother were born, your father and I divorced. We each took one son to raise on our own and promised never to see each other again. Obviously, I got second pick.

This conversation is stated by Gru and his mother, Marlina. This conversation tells about when Gru gets news that he has twin brother and he asks to his mother the truth of it. He comes to Marlina's home and asks it. At the first, Marlina gets shocked how he knows about it, because Marlina says that his father was died since he was born. Then, Marlina says that it is agreement between them, Gru gets more confused and asks "Agreement? What are you talking about?" and her mother gives explanation "Shortly after you and your brother were born, your father and I divorced. We each took one son to raise on our own and promised never to see each other again. Obviously, I got second pick."

Marlina's answer flouts maxim of quantity because she gives more information to Gru, since he asks about the agreement what they meant. Actually, she

can answer "We each took one son to raise on our own and promised never to see each other again". But, she says it to make him believe in what she said, because of that, her answer is more informative than is required. So, Marlina flouts maxim of quantity by giving more information.

4.1.1.1.3 Flouting Maxim of Relation

This type indicates that speaker's contribution should be relevant with the topic of conversation. It means that what the speaker says must be relevant with the topic 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 happened when Bratt wants to start his mission to steal the diamond, he asks Clive to play some heist music as additional energy to perform his mission. But Clive plays the wrong music, then Bratt gets shocked with he has done and Clive said "Sorry. My bad".

Clive's utterance flouts maxim of relation because Clive gives irrelevant answer to Bratt's question. Actually, Clive says that because he realizes with his fault so he apologizes directly to avoid a punishment for his mistakes.

Datum 4 [Minute 04:34-04:47]

Bratt : Too late again, Gru!

Gru: Wha? He's getting away!

Lucy: That's what he thinks.

This conversation is stated by Bratt, Gru, and Lucy. This conversation tells

when Bratt steals the diamond from the ship. Then, the leader of AVL wants his

agents (Gru and Lucy) to catch him but they are late. Bratt takes the diamond, he

looks Gru and says "Too late again, Gru!" then Gru says to Lucy "Wha? He's getting

away!" and Lucy gives response "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.

Datum 13 [Minute 20:46-20:50]

Fritz: Uh, excuse me?

Gru: Sorry, buddy, the sale's over.

Fritz : Yes, but this will only take a...

This conversation is stated by Fritz and Gru. This conversation tells about

when Gru forbids Agnes to sell all her toys because she wants to help the finance

after he was fired from his job. Then, Fritz comes over and says "Uh, excuse me?"

but Gru responses "Sorry, buddy, the sale's over."

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

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the toys. Because of that, his statement flouts maxim of relation because between 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.

This conversation is stated by Gru and Dru. This conversation tells about Gru's plan to take diamond back from Bratt and invites Dru to join them. Then they prepare their planning and Gru explains how they will get to Bratt's lair which has full weapons and Dru says "But a piece of cake for us, right, brother?" Dru thinks that 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 to Dru since he gives opinion that all of the obstacles in Bratt's lair is easy to do. But Gru 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 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 try to enter Bratt's lair and Dru follows him even though Gru does not allow him and should stay in the boat. Then, Gru says to him "What? I told you, you are supposed to stay with 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.

Datum 33 [Minute 01:06:10-01:06:14]

Dru: Give it!
Gru: No!

Dru : Give it!

Gru: Ow! What is wrong with you?
Dru: What is wrong with you?

This conversation is stated by Dru and Gru. This conversation tells about Dru and Gru do argument about the owner of diamond. Firstly, Gru says to Dru that he wants to steal the diamond but Dru thinks that he will come back as the villain as before. But, he steals the diamond to get his job back as the AVL agent and he will bring the diamond back to it. Dru asks to him to give him the diamond, but he does not want to give it, then Gru says "Ow! What is wrong with you?" and Dru answers the same statement "What is wrong with you?"

Dru's answer flouts maxim of relation because he gives the irrelevant statement with Gru's question since Gru asks what's wrong with him but Dru says the same sentences.

Datum 37 [Minute 01:21:29-01:21:48]

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.

This conversation is stated by Dru, Lucy and Gru. This conversation tells

when Dru and Minions are caught doing a crime by Lucy and Gru. Gru does not

allow Dru to do that but he says that he must keep the family tradition as a villain. As

an ex-agent of AVL, Lucy and Gru try to catch him, and Lucy was ready for it but

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

response is irrelevant with Lucy's statement while Lucy asks to catch Dru right now,

but he says that Dru is his brother and lets to give him five minutes to run away.

From Gru's statement, he flouts maxim of relation because he gives irrelevant

statement to the Lucy.

4.1.1.1.4 Flouting Maxim of Manner

This type indicates that speaker's contribution should be brief and clear. It

means that what the speaker says must be clear as possible and avoid ambiguity. This

type finds one data and it presents below:

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

Lucv : 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...

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This conversation stated by Lucy and Gru. This conversation happened when they headed to the theft site but it was too late because Bratt took the diamond then they try to reach the ship but they can't. Then Lucy says "Get ready", and Gru responses "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, Lucy's statement flouts maxim of manner because she gives an ambiguous statement.

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 explanation is shown below:

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

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. Ow! Good

puppy. And I am inquiring on behalf of your twin brother,

Dru. He needs your help.

This conversation is stated by Fritz and Gru. This conversation tells when Fritz tries to deliver the message and he mentions Gru's name directly and it makes Gru shocked and says "How do you know my name?" then Fritz responses "Allow me 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."

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Fritz's answer flouts maxim of relation because he gives irrelevant statement to Gru while Gru asks why he know his name whereas both of them have never met before. Fritz says that because he delivers a news for Gru that he has a twin brother and he needs his help, Fritz also introduces himself as a manners and his utterance is more informative than is required. So, Fritz's statement flouts maxim of relation and maxim of quantity by giving irrelevant and too much information.

4.1.1.2 Violating Maxim

This type indicates when the speaker disobey the maxim to deceive the hearer or it can be called as lying. In violating maxim, the researcher found two types of maxim which are violating single maxim and violating two maxims.

4.1.1.2.1 ViolatingSingleMaxim

This type presents when the speaker violates one maxim in each utterance.

There are four maxims which include maxim quality, quantity, relation, and manner.

4.1.1.2.1.1 Violating maxim of Quality

This type of violating indicates if the speaker lies or says what they believe to be false, if the speaker denies something and if the speaker changes the information. This type found seven data and it presents below:

Datum 3 [Minute 03:25-03:43]

Lucy : We're already here. Agents Grucy are closing fast.

Gru: Yes! Wait. What did you call us?

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

Gru: Oh! I like it, but not a lot.

This conversation stated by Lucy and Gru. This conversation happened when Lucy and Gru will do arrest mission to Bratt, Gru asks to the Lucy what name of their team and Lucy says "Grucy". It is the acronym of their name Gru and Lucy, the Gru responses "Oh! I like it, but not a lot".

Gru's utterance violates the maxim of quality because he gives the untrue information since he is lying to the Lucy. He did it because he hides something to Lucy by saying likes the name but he does not. So, Gru disobey the violation 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 gummy

bears w<mark>ere my idea</mark>.

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 Gru's daughters (Margo, Edith and Agnes) give a surprise dinner for him and Lucy. Agnes makes a soup which mixed with candy. It feels like Gru does not like it, but he says to 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 for eat. Actually, he lies because he keeps Agnes feeling because she had made it for him. So, Gru's utterance violates maxim of quality by saying the untrue statement.

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

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.

This conversation is stated by Gru and Agnes. This conversation tells the same situation with the previous explanation that Gru lies about the soup that looks good to eat. Agnes says hopefully "But I made it for you. Oh." It means that she wants Gru to eat the soup. Then Gru eats it and says "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.

Datum 9 [Minute 12:52-13:09]

Gru: 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.

This conversation is stated by Gru and Lucy. This conversation tells about Gru's reaction after try the soup, he lies that he likes the soup even though he not. Then, Lucy also tries the soup and her reaction seems does not like too and she says "I'm gonna hold it in my mouth. 'Cause it's so good, I don't wanna swallow it."

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Lucy's utterance violates maxim of quality because she gives the untrue statement. Actually, she is lie because she does not want to vomit it in front of her daughter, she lies by saying that the soup is good she does not want to swallow it and she lies because hide the truth that the soup is not good. So, Lucy's utterance violates maxim of quality because she gives the untrue statement.

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

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

Minion: No!

Margo : You g<mark>ot f</mark>ired?

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

This conversation is stated by Gru, Minions and Margo. This conversation tells about Gru's daughters ask about their work, their daughter are very excited to hear it, 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?" the Gru answer "Oh, no! No, no, no."

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.

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.

This conversation is stated by Dru and Gru. This conversation tells when Gru goes to Fredonia with his family to meet Dru. Both of them are walking around the home and Dru ask to Gru about his career "So, how are things going for you careerwise?" the Gru says "Great! So, so great! Crushing it."

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.

Datum 24 [Minute 35:27-35:49]

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.

This conversation is stated by Edith, Agnes and Scar-faced man. This conversation tells about Edith and Agnes come to bar because they are interested with

the word "unicorn" in its pamphlet so they think that there is unicorn. Then Agnes looks unicorn's horn in a display, she is so excited but Edith says that it is fake unicorn and then the man says "It's real, all right. That horn came from the Crooked Forest. The only place on earth where unicorns still live."

The man's statement violates maxim of quality because he gives the untrue information. He says that there is unicorn in Crooked Forest, the one only place that it is still live. In fact, unicorn does not exist and after he said that, all the people are 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 belief what he said. So, his utterance violates maxim of quality because gives the untrue statement.

4.1.1.2.1.2 Violating Maxim of Quantity

This type of violating indicates if the speaker's contribution is more 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.

This conversation stated by Lucy and Gru. This conversation happens when they have been already fired from their job because they fail to catch the villain, they feel sad because they loss the job and confused how they will get income. Then Gru goes to his garage and he is pensive while staring at the moonlights, and Lucy comes up and asks to him" *You okay?*" and Gru responses "*Oh, yes. Yeah, I'm fine. I'm fine. It's just... I don't know.*

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

4.1.1.2.2 Violating Two Maxims

This types when the speaker violates more than one maxim in one time. In this section, the speaker violates maxim of quality and maxim of quantity. This type finds two data and the explanation is shown below:

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 met the unicorn. Agnes is very interested and she wants to have it by saying "*Mmm!*

Do you think maybe I could find one, too?" and he says "Oh! They say if a maiden pure of heart goes into the Crooked Forest, the unicorn will come and be hers. Forever."

The scar-faced man's statement violates maxim of quality and maxim of quantity because he says the untrue statement which he says if someone who is pure hearted can find the unicorn and his statement is too much explanation since Agnes asks if she can find it too but he explains more than is required. So, his statement violates maxim quality and maxim quantity by giving the untrue statement and too much information.

Datum 32 [Minute 45:32-46:04]

Gru : But, you know, there's a chance that you might not find one.

Agnes: Huh?

Gru :It might not be good unicorn-finding weather. Um...They're tricky to find them. And I don't know. Maybe... Maybe unicorns don't really explore that part of the woods.

This conversation is stated by Gru and Agnes. This conversation tells about Agnes who can not wait to find unicorn tomorrow, she goes to bedroom early when still dinner and Gru tries to give an understanding about unicorn. He says to her "But, you know, there's a chance that you might not find one." Agnes shocked and just says "huh?" then Gru gives explanation"It might not be good unicorn-finding weather. Um...They're tricky to find them. And I don't know. Maybe... Maybe unicorns don't really explore that part of the woods."

Gru's explanation violates maxim of quality and maxim of quantity because he says something what he believes to be false which he says that the weather is not good to find the unicorn and says that the unicorn does not explore that forest as the scar-faced man said. He lies to Agnes by saying that, and his explanation is too informative. Actually he can answer that the unicorn is not real but he just looks for a reason to make Agnes does not go to find the unicorn. He does it because he hides the truth that unicorn does not exist and to make Agnes believes him. So, Gru explanation violates maxim of quality and maxim of quantity because he says that he believes to be false and gives too much information.

4.1.2 Reason of Non-observance of Cooperative Principles happens in Despicable Me 3 Movie

4.1.2.1 Hide the Truth

This reason indicates that speaker does not want the hearer to know the real one.

Datum 3 [Minute 03:25-03:43]

Lucy : We're already here. Agents Grucy are closing fast.

Gru: Yes! Wait. What did you call us?

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

Gru: Oh! I like it, but not a lot.

In that conversation, Gru violates maxim of quality because he gives the wrong information which in conversation he likes the team name but in fact he does not like it. He does not want Lucy know that he does not agree with the name, so the reason Gru disobey the maxim is to hide the truth.

Datum 9 [Minute 12:52-13:09]

Gru: 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.

'In that conversation, Lucy violates maxim of quality because she gives the

untrue statement while she says that the soup is good and she wants to hold it in her

mouth. Actually, she wants to vomit the soup because it is not good but she does not

show it in front of Agnes because she does not want to hurt her feeling because she

has made it. So, the reason of Lucy disobey the maxim is avoid to hurt someone.

4.1.2.2 SaveFace

This reason indicates that speaker does not want to embarrass himself or other

to publics.

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.

In this conversation, Gru violates maxim quality because he gives the untrue

information while he says that his career is great but in fact he just got fired. He lies

because he feels shame if Dru knows his career that is less good than his brother. So,

the reason Gru disobey the maxim is to saving his face.

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4.1.2.3 Feel Jealous

This reason indicates that speaker afraid of losing someone he/she cares about.

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

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 the cars and all of the hair, with the silky smooth, luxurious hair. I feel worse than I did before I came.

In this conversation, Gru flouts maxim of quantity because he gives more information than is required. He does it because he feels that Dru is better than him, he has a great home, a luxurious car, and has a nice hair. Because of that, he disobey maxim because he feels jealous to his brother.

4.1.2.4 Building One's Belief

This reason indicates that speaker wants to make someone believe what he says.

Datum 24 [Minute 35:27-35:49]

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.

In this conversation, the Scar-faced man violates maxim quality because he gives the untrue information while he says that the unicorn come from the Crooked

Forest and that place is the only one to find the unicorn. He does it because to make Agnes believes what he says. So, the reason he breaks the maxim is to build someone's belief.

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...

In this conversation, the Scar-faced man violates maxim quality and quantity because he gives the untrue and too much information while he says that a girl who has a pure of heart goes to the forest, the unicorn will come to her. He does it because to make Agnes believes what he says. So, the reason he violoates the maxim is to build someone's belief.

4.1.2.5 Avoid to Hurt Someone

This reason indicates that speaker does not want to hurt/make someone feels angry/offended.

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

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

Agnes: But I made it for you. Oh.

Gru: Mmm-mmm! Good soup! I love the combination of

gummy bears and meat.

In this conversation, Gru violates maxim quality by saying the untrue statement while he says that he likes the soup that is combined between gummy and meat but in fact he does not. He does not want to make Agnes upset or hurt her

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feeling because she has made it. So, the reason Gru disobey the maxim is avoid to hurt someone.

4.1.2.6 Convince the Hearer

This reason indicates that speaker wants someone believes what he says is true.

Datum 32 [Minute 45:32-46:04]

Gru : *But, you know, there's a chance that you might not find one.*

Agnes: Huh?

Gru: It might not be good unicorn-finding weather. Um... They're tricky to find them. And I don't know. Maybe... Maybe unicorns don't really explore that part of the woods.

In this conversation, Gru violates maxim of quality because he says something that what he believe to be false while he says that the unicorn stays in other forest not in Crooked Forest but he does not the true one. He does it because to convince Agnes to not go there. So, the reason Gru disobey the maxim is to convince the hearer.

4.2 DISCUSSION

This part discusses the finding of data analysis by relating with relevant researches and theories. Grice's theory about the cooperative principle mentions that the information which is given to the hearer should be observed by them. If they obey the principles, their communication will run well. In a cooperative principle, there are four maxims which must be observed. They are maxim quality, maxim quantity, maxim relation and maxim manner. But not all people can observe the maxims, sometimes they can disobey the maxims and there are five types of non-observance of

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 hurtsomeone and convincing the hearer.

Related to the previous research, this research is different from Yukive's and Menik's (2009) while in their research finds that the most frequent category of non-observance of cooperative principle is flouting quality maxim by using metaphor and hyperbole because they take the data from drama. For violating maxim, their researcher only finds violating maxim of quality, while in this research finds violating maxim of quality and violating maxim of quantity.

Another previous research that related with this research is from Isna Salamah's (2016), the finding of her research shows that flouting maxim, violating maxim and suspending are mostly occurred. While, in this result only flouting maxim and violating 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 analyzes the reason 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 occurs when the speaker says the untrue statement to hides the truth or to convince the hearer. Violating maxim of quantity occurs when the speaker gives more information because he shows jealous. So, knowing the reason or purpose why the speaker violates the maxim is important because we will know what is behind someone's utterances.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents conclusion of the finding of non-observance of cooperative principles in *Despicable Me 3* movie and the reason of non-observance of cooperative principles happen in that movie. This chapter also presents suggestion for next research.

5.1 CONCLUSION

This research focuses on the non-observance of cooperative principle and the reason of non-observance of cooperative principle happens in *Despicable Me 3* movie. This research uses qualitative descriptive approach and the data takes from the utterances of the characters in *Despicable Me 3* movie. The researcher uses Grice's theory to analyze the data.

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

manner with the percentage (2,7%) and one utterance that breaks maxim of quantity and relation with the percentage (2,7%). In violating maxim, there ten utterances that are divided into seven utterances that break maxim of quality with the percentage (18,9%), one utterance that breaks maxim of quantity with the percentage (2,7%) and two utterances that break maxim of quality and quantity with the percentage (5,4%). Most all of the utterances are violated by the main characters which they have a different reasons and purposes in disobeying the maxim.

The researcher finds some reason of main characters in disobeying the maxim, they are hides the truth, save face, feel jealous, build someone's belief, avoid to hurt someone and convince the hearer.

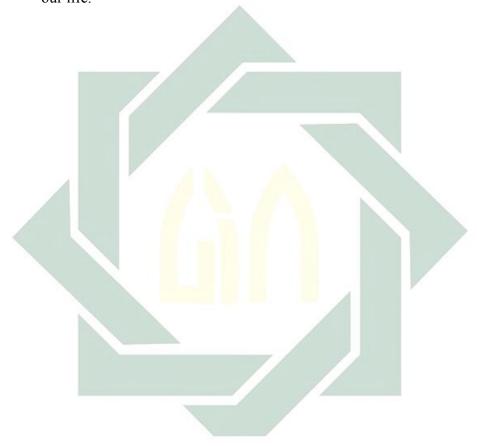
5.2 SUGGESTION

Based on the result, the researcher will give some suggestions as below:

- 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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analyzing data or can uses daily communication as the data to know deeply how the non-observance of cooperative principles are occurred in our life.



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