

**THE ART PURPOSE OF FLOUTING MAXIM ON HEREDITARY MOVIE  
SCRIPT WRITTEN BY ARI ASTER**

**A THESIS**



**BY:**

**RACHMA MUTTI IMERIZKY**

**REG. NUMBER: A03215015**

**ENGLISH DEPARTMENT  
FACULTY OF ARTS AND HUMANITIES  
UIN SUNAN AMPEL SURABAYA**

**2022**

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Name : Rachma Mutti Imerizky

NIM : A03215015

Department : English

Faculty : Arts and Humanities

University : UIN Sunan Ampel Surabaya

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**THE ART PURPOSE OF FLOUTING MAXIM ON HEREDITARY MOVIE SCRIPT  
WRITTEN BY ARI ASTER**

by  
**Rachma Mutti Imerizky**  
Reg. Number: A03215015

Approved to be examined by the Board of Examiners, English Department, Faculty of Arts and Humanities, UIN Sunan Ampel Surabaya

Surabaya, July 5<sup>th</sup>, 2022

Thesis Advisor



**Dr. H. Mohammad Kurjum, M.Ag.**  
NIP. 196909251994031002

Acknowledged by:  
The Head of the English Department



**Dr. Wahyu Kusumajanti, M.Hum.**  
NIP. 197002051999032002

## EXAMINER SHEET

This thesis of Rachma Mutti Imerizky (Reg. Number: A03215015) has been approved and accepted by the Board of Examiners, English Department, Faculty of Arts and Humanities, UIN Sunan Ampel Surabaya on July 4, 2022

The Board of Examiners are:

Examiner 1



**Dr. H. Mohammad Kurjum, M.Pd.**  
NIP. 196909251994031002

Examiner 2



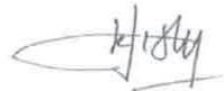
**Prof. Dr. A. Dzo'ul Milal, M.Pd.**  
NIP. 19600515200031002

Examiner 3



**Endartno Pilib Swasono, M.Pd.**  
NIP. 197106072003121001

Examiner 4



**Tristy Kartika Fi'aunilab, M.A**  
NIP. 199303182020122018

Acknowledged by:

The Dean of the Faculty of Arts and Humanities  
UIN Sunan Ampel Surabaya



**Dr. H. Mohammad Kurjum, M.Ag.**  
NIP. 196909251994031002



**KEMENTERIAN AGAMA**  
**UNIVERSITAS ISLAM NEGERI SUNAN AMPEL SURABAYA**  
**PERPUSTAKAAN**

Jl. Jend. A. Yani 117 Surabaya 60237 Telp. 031-8431972 Fax.031-8413300  
E-Mail: [perpus@uinsby.ac.id](mailto:perpus@uinsby.ac.id)

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NIM : A03215015  
Fakultas/Jurusan : Adab dan Humaniora / Sastra Inggris  
E-mail address : mutiaraimerizky@gmail.com

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## ABSTRACT

Imerizky, R. M. (2022). *The Art Purpose of Flouting Maxim on Hereditary Movie Script written by Ari Aster*. English Department, UIN Sunan Ampel Surabaya. Advisor: Dr. H. M. Kurjum, M.Ag.

Keywords: Flouting Maxim, Hereditary, Script.

This research focuses on analyzing the purpose of flouting maxim on Hereditary movie script. In this research, the researcher used Grice (1975) principle's theory of flouting maxim. The research problems are two, first is what kinds of the flouting maxim is found in Hereditary movie script written by Ari Aster and the second is what the purpose of the flouting maxim is appeared in Hereditary movie script.

Data that found in analysis is 52 of data in total, from 52 of data there are contained 4 kinds of Grice's flouting maxim; flouting maxim of quality (29%), flouting maxim of quantity (17%), flouting maxim of relevance (25%) and flouting maxim of manner (29%). There are two kinds the most maxim is flouted; flouting maxim of quantity and flouting maxim of manner.

There many reasons of maxims are flouted. The flouting maxim of quantity revealed 2 reasons; too much information than the required and repetitive information. The flouting maxim of quality revealed 2 reasons that still relevant one to another reason; the utterance is not contained of the truth that following by clear evidence and making sense of utterances according to the actual fact. The flouting maxim of relevance revealed 5 reasons; deviated information, the question is answered with another question, the topic is changed during the conversation, situational influence and the topic is cut off during the conversation. The flouting maxim of manner revealed 4 reasons; the utterance used the obscurity of expression, express ambiguity, prolix information, and information uttered incoherently in conversation.

The result of art purpose in flouting maxim that found is "Dramatical Elements" related to the art value of film elements on Hereditary movie. The researcher concluded the dramatical elements into 3 purposes; to build Conflict, Suspense, Curiosity related between the script and the movie.

## ABSTRAK

Imerizky, R. M. (2022). *The Art Purpose of Flouting Maxim on Hereditary Movie Script written by Ari Aster*. English Department, UIN Sunan Ampel Surabaya. Advisor: Dr. H. Mohammad Kurjum, M.Ag.

Kata Kunci: Flouting Maxim, Hereditary, Script.

Penelitian ini berfokus pada menganalisis tujuan pelanggaran maksim pada naskah film *Hereditary*. Dalam penelitian ini, peneliti menggunakan teori prinsip pelanggaran maksim Grice (1975). Rumusan masalah penelitian ini ada dua, pertama adalah apa saja jenis pelanggaran maksim yang ditemukan dalam naskah film *Hereditary* yang ditulis oleh Ari Aster dan yang kedua adalah apa tujuan munculnya pelanggaran maksim dalam naskah film *Hereditary*.

Data yang ditemukan dalam analisis berjumlah 52 data, dari 52 data terdapat 4 macam pelanggaran maksim Grice; melanggar maksim kualitas (29%), melanggar maksim kuantitas (17%), melanggar maksim relevansi (25%) dan melanggar maksim cara (29%). Ada dua macam maksim yang paling banyak dilanggar; melanggar maksim kuantitas dan melanggar maksim cara.

Ada banyak alasan maksim yang dilanggar. Pelanggaran maksim kuantitas mengungkapkan 2 alasan; terlalu banyak informasi daripada informasi yang dibutuhkan dan berulang. Pelanggaran maksim kualitas mengungkapkan 2 alasan yang masih relevan satu dengan yang lainnya; tuturan tersebut tidak mengandung kebenaran yang disertai dengan bukti-bukti yang jelas dan makna tuturan itu menurut fakta yang sebenarnya. Pelanggaran maksim relevansi mengungkapkan 5 alasan; informasi menyimpang, pertanyaan dijawab dengan pertanyaan lain, topik berubah selama percakapan, pengaruh situasional dan topik terputus selama percakapan. Pelanggaran maksim cara mengungkapkan 4 alasan; Tuturan tersebut menggunakan ketidakjelasan ekspresi, ambiguitas mengungkapkan, informasi yang berbelit-belit, dan informasi yang diucapkan secara tidak koheren dalam percakapan.

Hasil dari tujuan seni dalam pelanggaran maksim yang ditemukan adalah berupa “Unsur Dramatis” terkait dengan nilai unsur seni film pada film *Hereditary*. Peneliti menyimpulkan unsur dramatik menjadi 3 tujuan; untuk membangun Konflik, Ketegangan, Keingintahuan yang berkaitan antara naskah dan film.

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# CHAPTER I

## INTRODUCTION

This part discusses about background of study, statement of the problem, objective of the study, significance of the study, scope and limitation, and definition key term that used in this study.

### 1.1 Background of the study

Language is the main tools for communicate between two (or more) people that will result in an exchange of information. Language itself has many different kinds each country in the world. Living the same area, the people around the place tend to find the way they can communicate to understand of the message from the speaker to the listener is one of the reasons why language can be different between many countries. Most speakers usually give a name to whatever it is they speak based on the how the listener will understand the conversation.

“While people do usually know what language they speak, they may not always lay claim to be fully qualified speaks of that language” (Wardaugh, 2006)

English language is the most spoken language in the world, whether it is used in first language or second language. No wonder if English be one of dominant language that easy to found around the world. Another factor is people who come in and out of an area bring civilization and language which is eventually adopted by the locals. According to the history, the person who often move one another places have to give at least small or big impact on the area they live in, so that how a language widely spread and becomes

the most dominant language today. According to Haise, the spread of English language itself was began because the existence of relation from historical western world (the countries including in the western world are: United Kingdom, United States of America, Europe, Australia and New Zealand) he assumes that the native speakers of English was superior compare another country in eastern world (including Asian and middle eastern). Because of the historical background of English has make a big influence to many aspects, English has become one of common language in the world. One of the aspects that should be influenced is entertainment world especially in movies. Many recent studies have focus on the role of English Language in many aspects in society.

A word in English language can be different one another even though they have the same meaning. It can be identified through the study of language, the language classified based on the branch. The knowledge that explores how language is used and how it is systematic in general is called Linguistics. Linguistics has many definitions according to the experts, such as Wardhaugh (1973) defined linguistics as the scientific study. One of linguistics branch is Pragmatics, According to Yule (1996) mentions 4 definitions of pragmatics; the field that examines the meaning of the speaker, the field that examines the meaning according to the context, the field that goes beyond the study of the meaning uttered, examines the meaning that is communicated or communicated by the speaker, and the field that examines the form of expression according to the social distance that limits the participants involved in certain conversation.

Between the first and the second speakers, must be able to capture the meaning of the sentence from each speaker in order to exchange information by the aims to build a proper conversation. Therefore, the concept of cooperation such the idea according to

Grice (1975) in the article "Logic and Conversation" is needed. The speaker and the speech partners in a speech event cannot be separated from the rules that govern the action of using language so that the speech can run well. Fadli (2020) argued that one of the principles of language in pragmatic studies is the cooperation principle or the maxim of cooperation's Grice (1975) which divides the principles into four; first is maxim of quantity, second is maxim of quality, third is maxim of relevance and fourth is maxim of manner. Each speech participant in a speech situation is responsible for the violation of maxim which mainly causes a conversation to run with misunderstandings between speakers. The violation of maxim has to be inverted of maxim principles.

Maxim violation means that the speaker intends to mislead the listener in a conversation. Thomas (1995) state that the speaker speaks the truth but shows what is wrong. This can be inferred that when someone violates the maxim, the speaker plans to tell a lie or to pretend that what they say is the truth. The participants in the flouting of the maxim often provide implicit information that is not relevant to the conversation context. The speaker tries to imply what they mean by flouting a maxim when conveying the utterances. Civilization has recently developed very rapidly from previous years, as well as the science of linguistics and the branch of linguistics that has developed ideas by experts as evidenced by the many studies in the field of linguistics. From time to time, people flout the maxims for various reasons and various ways. Thus, it does not mean the conversations is fail, since between the speaker and the listener still be able to communicate. However, on the contrary, they break the roles of maxims to produce negative pragmatic effects such as sarcasm and irony, prevent unpleasant things and emphasize messages (Cook, 1989).

The flouting maxim has become a favorite topic for analysis moreover these days. The pervious study on maxim principle have to focus on 1) the use of flouting maxim in the conversation analysis towards direct interaction; 2) the use of flouting maxim in the conversation analysis towards literary work; and 3) the use of flouting maxim in the conversation analysis towards video; such as talk show, movie or film (it can be only script analysis). There are several research on flouting maxim analysis, that write about it among them;

1) The use of flouting maxim in the conversation analysis towards direct interaction.

Putri (2021) had analysis on the research entitled *Flouting Conversational Maxim by English Department Students at UIN Sunan Ampel Surabaya*. By the result flouting the maxim of quantity is the most frequently used by students, with a percentage of 71% or 20 utterances. Then, the second is flouting the maxim of relation with 14% or 4 utterances, and the third is flouting the maxim of quality with 11% or 3 utterances. The most infrequently used is flouting the maxim of manner with a percentage of 4% or only 1 utterance. Focus group discussion is used to explore the reasons for the students' flouting the maxims in-depth. Based on the focused-group discussion result, the researcher found 7 reasons used by English department students.

2) The use of flouting maxim in the conversation analysis towards literary work.

Fitri (2019) had analysis on the research entitled *A Study on Flouting Maxims in Divergent Novel*. The result of this study shows that 21 data which are appropriated with the characteristic of flouting maxim. They consist of 12 flouting maxims of quantity, 2 flouting maxim of quality and 7 flouting maxims of relevance. Concluded The function

for flouting maxims of quantity are to explain more about topic, to stress something and unwillingness to cooperate; the functions for flouting maxim of quality are to show panic, to convince the addressee and to hide something; the functions for flouting maxim of relevance are to change the topic of conversation and to avoid talking about something.

3) the use of flouting maxim in the conversation analysis towards video; such as talk show, movie or film (it can be only script analysis).

Ibrahim (2018) had analysis on the research entitled *The Flouting of Maxim in The Se7en Movie Script*. The results of the research showed There are four flouting of maxims in the *Se7en* movie script; they are maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner. Then, there are three motivations that influenced the characters flouted the maxims; they are competitive, collaborative, and conflictive.

Isbandi (2021) had analysis on the research entitled *Flouting Maxim of Grice's Cooperative Principle in Conversation at Coronacast ABC News: Pragmatic Approach*. The study has focused on flouting maxim analysis on the speaker of Coronacast podcast by the result the most frequently occurred in the podcast is flouting maxim of relevance, meanwhile the less frequently occurred is flouting maxim of manners.

Octaviana (2020) had analysis on the research entitled *Flouting Maxim Used by the Characters Inlearning English Talk Show*. The results found that 21 data that included flouting maxim quantity, 26 flouting maxim of relation data, 1 maxim of manner flouting data and 2 data that included flouting maxim of quality. In this research, the reason also found for the characters in flout the maxim is to clarify something, to expect something, to show concern, to change the subject, and to save time. While for the strategies used in

the study there are five strategies namely, 20 data using the giving too much information strategy, 1 data using the giving too little information strategy, 26 data using the being irrelevant strategy, one data using the being obscure strategy, and 2 data using the strategy irony.

Ulfah (2018) had analysis on the research entitled *An Analysis of Flouting Maxim in "The B.F.G" movie*. The results show that there were 10 flouting maxims of quantity (42%); 10 flouting maxims of relevance (42%); 2 flouting maxims of quality (8%); and 2 flouting maxims of manner (8%). Therefore, the total number of flouting maxims is 24. These results suggest that the use of flouts has to do with their different personalities and communities.

Marlisa (2020) had analysis on the research entitled *The Analysis of Flouting Maxim in Good Morning America (GMA) talkshow*. The result showed that highest flouting maxims found were flouting the maxim of quantity and manner. Further, the study also revealed the rationales behind maxims flouting which were beneficial to build fun communication and to elaborate more explanations.

Kurniati (2018) had analysis on the research entitled *The Flouting of Gricean Maxims in the movies Insidious and Insidious 2*. The results show that in *Insidious*, the characters flout all the maxims with 23 cases of flouting: 3 cases of the flouting of the maxim of quality (13.1%), 9 cases of the flouting of the maxim of quantity (39.1%), 6 cases of the flouting of the maxim of relation (26.1%), and 5 cases of the flouting of the maxim of manner (21.7%). Whereas the characters in *Insidious 2* only flout two maxims, the maxim of quantity and relation with 7 cases of floutings: 3 cases of the flouting of the



maxim of quantity (42.8%), and 4 cases of the flouting of the maxim of relation (57.2%). The results indicate that characters in *Insidious* and *Insidious 2* flout the maxims for a number of reasons, the main reasons being to avoid making the main characters upset, provide comprehensive explanations, convince the hearer, and criticize someone's action.

The research that conducted in the field of analyzing flouting maxim have some strengths and weaknesses, The conduct of this research aims to give one more of references in analysis of flouting maxim for any fields of study. The researcher interested to know how far the linguistic approach influenced on the literature such as movie or film, especially horror movie genre as a cinematic art. The researcher chooses *Hereditary* horror movie that the script written by Ari Aster to be analyzed. A horror movie written by Ari Aster released in Indonesia at 27 of June 2018. *Hereditary* presents a simple story, about the problems faced by one family as related to the name of the movie. The first feature-length movie from director Ari Aster, received praise from critics. Movie critics said that *Hereditary* is a scary movie according to *Liputan 6* proved by seen from the scores on the movie criticism aggerate sites, *Rotten Tomatoes* and *Metacritic*.

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## **1.2 Statement of The Problems**

Based on the background of the study explained above, the writer is interested in analyzing the problem, which the questions are formulated as follows:

- 1.2.1 What is the flouting maxim that found in *Hereditary* movie script written by Ari Aster?

- 1.2.2 What the purpose of flouting maxim that appear on Hereditary movie script written by Ari Aster?

### **1.3 Objective of The Study**

Based on statement of the problem above, the researcher has the purposes for this study as follows:

- 1.3.1 Describe what is the kind of flouting maxim that found in Hereditary movie script that written by Ari Aster.
- 1.3.2 To know what is the purpose of flouting maxim that appear on Hereditary movie script that written by Ari Aster.

### **1.4 Significance of the study**

The researcher hopes this research would give a few contributions to the students, especially the students from English literature department and the future researcher, theoretically and practically. The researcher analyzed about the art purpose of flouting maxim on the script of horror movie entitled Hereditary (2018). This result of the research will reveal theoretical study about flouting maxim by Grice (1975) that found in the script of horror movie. Which certainly could be a new knowledge of this concept to develop linguistic significant for future analyst and researcher especially in the field of Pragmatics. And for practically, the result of this study would be useful guide in daily activity for English student department at universities to find the evidence application of

the concept of flouting maxim. The study would help the readers to expand knowledge and would be a reference for the next research. Related to the topic of the research, the reason why the researcher wants to investigate, since the concept of flouting maxim is the one of investigated research in Pragmatics field, is to provide the new view from some advantages and disadvantages related to the research study.

### **1.5 Scope and Limitation**

The scope of this study is will be focusing on Pragmatics specifically in study of flouting maxim concept that appears on horror movie script, especially among the characters. Investigate what Ari Aster's style to write the script of Hereditary. Then the limitation of the study, the researcher used the data that would be in the form of conversation between the characters that written in the script. By the aims, the researcher could be focuses on analyze the concept of flouting maxim by Grice (1975) on each conversation between characters and the purpose of the flouting maxim on the conversation. The researcher has taken this data to provide a new view of the result for this research to describe the use of theoretical concept in the artwork especially horror movie.

### **1.6 Definition of Key Term:**

#### 1.6.1 Maxim

A brief statement that contains a little piece of wisdom or a general rule of behavior. Maxim are sometimes written by a single author, for example in the form of

philosophical quotations. When a maxim has no specific author, it becomes a kind of proverb. Something that just emerges from the culture and survives because people use it, not because any specific person wrote it in a book. There are four types of maxim outlined by Grice (1975).

#### 1.6.2 Flouting Maxim

According to Levinson (1983), flouting of maxim occurs when the speaker deliberately ceases to apply the maxims to persuade their listeners to infer the hidden meaning behind the utterances; the speaker that employ implicature. Four types of flouting maxim are the opposite of the four types of Grice's maxim.

#### 1.6.3 Movie Script

A script containing many sentences of dialogue and directions for a movie according to Collins English dictionary. By the aims to conduct the story plot of a movie to be neatly arranged. Mostly written by the author of the movie. Movie script was important element in an art work that will be presented from writing into visual form.

#### 1.6.4 Hereditary

A horror movie written by Ari Aster released in Indonesia at 27 of June 2018. Hereditary presents a simple story, about the problems faced by one family as related to the name of the movie. The first feature-length movie from director Ari Aster, received praise from critics. Movie critics said that Hereditary is a scary movie according to Liputan 6 proved by seen from the scores on the movie criticism aggregate sites, Rotten Tomatoes and Metacritic.

### Synopsis:

Hereditary is the name of one kind of horror genre movies in the entertainment industry published in 2018 by Ari Aster. This horror film also stars Toni Collete, Alex Wolff, and Gabriel Byrne. Hereditary tells the story of a family plagued by a mystical figure. It all started with the death of their grandmother. This makes Annie's family mourn the death of their grandmother. After the death of her grandmother, oddly enough, Annie's household (Toni Collete) is often terrorized by a mysterious figure. Feelings of grief over the loss slowly turned into disturbing fear. Each disorder shows the family disgrace that was passed down from generation to generation by his grandmother. The disgrace is what keeps the mystical disturbance going on in Annie's family. Until finally slowly they have to lose one by one family members.

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## CHAPTER II

### REVIEW OF RELATED LITERATURE

In this Chapter, the researcher reveals several theories and literatures that related to the research study below.

#### 2.1. Pragmatics

Pragmatics is one of the branches of linguistics that studies the existence of context in meaning. One expert, Yule (1996) argues that the study related to the speaker's meaning is the science of pragmatics. This Pragmatics has more to do with the analysis of what people mean by their speech such utterances than what words have to do with the analysis of what people mean by their speech such utterances that what the words or phrases in the speech probably have a meaning of its own. Pragmatics is the study of what individuals mean in a given situation and how that context affects what they say. This requires focusing on how speakers organize what they want to say according to what is being stated. This requires considering how speakers organize what they intend to say according to whom they are speaking to, when they are speaking, where they are speaking, and in what conditions. Then, pragmatics can be defined as the study of meaning conveyed by speakers through context. First speakers and second speakers (or listeners) are sharing some principles about how language works to understand the context of the speech. The cooperative principles is one of those principles which states that a cooperative speaker would cooperate with listener better by following some rules of communication. Communication rules are one of the factors in the success of a conversation especially when both the speaker and the listener understand each other. This principle uses several utterances that follow more specific principles or maxims to convey the meaning of these

utterances clearly and easily understood. The researcher uses this theory of pragmatics to know how the characters in Hereditary movie script are communicate based on the writer.

## **2.2. Cooperative Principle**

It was first published in 1989 by Harvard University Press. Grice (1989) defines cooperative principle as to “make your conversational 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 is a theory up front by Grice H.P. in his article Logic and Conversation.

The cooperative principle of directing the speaker to contribute as needed based on the context of the conversation, that what Grice purposes. It refers to how people are trying to get their conversation to work. On the other hand, the speaker and the listener have to build a good teamwork to get a great productive conversation between them. Grice formulated the guidelines for effectively and efficiently communication in conversation to make the cooperative principles acceptable. These guidelines are known as conversational maxims. Grice divided the conversational cooperative principles concept into four categories. Those are maxims of quantity, maxims of quality, maxims of relation, and maxims of manner. Those categories are later become the origin of other theories creation.

## **2.3. Maxim**

Maxim is a rule that must be observed and applied to build a cooperative principle of conversation between speaker and listener. Yule (1996) mentioned that the assumption of cooperation is pervasive that it can be stated as the cooperative principle of

conversation and described in four sub-principles, those called maxims. The concept of maxims is based on Grice's (1989) pragmatic note on communication. Maxim as a part of the cooperative principles is a pragmatic field that influences how communication works between speaker and hearer or listener. It is a concept that leads to the speaker's contribution to the conversation. The cooperative principle has divided into four maxims as a bridge to help speakers and listeners understand the meaning of utterances, and those are; the maxim of quantity, the maxim of quality, the maxim of relation, and the maxim of manners. Then the conversation will occur according to the rules of the concept of cooperation and run with good understanding to both of speaker and listener.

### **2.3.1. Maxim of Quantity**

Maxim of quantity relates to the quantity of information to be provided, and under it fall the following maxims: “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.” And this was defined by Grice (1989)

By Grice definition above, it means that the speaker should give information to the listener as informative as required and not provide too little or too much information. That exactly the reason what maxim of quantity is conducted. In other words, the speakers should give the listeners enough information as needed. Participants who provide too little information will not explain what they are talking about because they are unclear, so this would build the conversation to the deviation in the maxim of quantity which the speaker and the listener should avoid to obey the maxim of quantity. For the example:

John : where is Christ going to go?



Mike : He is going to New York.

Mike gives the required information to John. Not too much or too little. The conversation above shows as maxim of quantity.

### **2.3.2. Maxim of Quality**

Maxim of quality means that the speaker should be truly speaking the truth according to the fact to communicate cooperatively. Grice (1989) defines maxim of quality as do not say what you believe to be false, do not say that for which you lack adequate evidence. Meanwhile, Cutting (2002) defines that the speakers should be sincere in fulfilling the maxim and say what they believe matches reality. In line with Cutting, Finegan (2008) defines that the maxim of quality proposes that the interlocutors tell the facts and provide evidence of their utterances. For Example:

Dave : Jane, do you know where is my new magazine?

Jane : I am sorry Dave, that I did not say to you before, I have brought it.

Dave asks about his magazine that missing, he has forgotten where it is located at. In this occasion Jane says that Dave's magazine is brought by her. She answers the question by saying the truth, she obeys the maxim of quality.

### **2.3.3. Maxim of Relation/Relevance**

Maxim of relation means that the speaker should be relevant to the context of a conversation and related from the speaker to the listener to make the conversation well delivered. Grice (1989) defines maxim of relation as the conversation must be relevant. Cutting (2002) argues that in order to fulfil the maxim of relation, the speaker is expected to say something relevant to what has been said before. Meanwhile, Finegan (2008) adds

that the maxim of relation directs speakers to organize their utterances in such a way that they are relevant to the ongoing context. The speaker's contributions must be relevant to the intended current objectives of the interlocutor's goals, that what Grice stated of maxim of relevance that written in Griffiths (2006). Conversation participants will find it hard to comprehend the topic without relevance element to support the goals of the conversation because the utterance will seem to be uninvolved relevance. For example:

Sean : Jessy, your delivery package is coming!

Jessy : Can you take it for me, Sean? I am in the toilet.

The conversation it seems like irrelevant. But it is relevant. Sean asks 'Jessy where are you' so Jessy answer 'I am in the toilet. This is what maxim of relevance is.

#### **2.3.4 Maxim of Manner**

Grice (1989) defines maxim of manner as to avoid obscurity of expression, avoid ambiguity, be brief (to avoid unnecessary prolixity), be orderly. Maxim of manner expects the speaker to be clear. This means that the speaker should be brief and orderly and avoid obscurity and ambiguity when the conversation is going. For example:

Brenda: I hear you went to the concert last night, how is the performance?

Louis : Yeah, the concert full of the crowd enjoying the performance, for your information the performance was amazingly great.

Louis statements fulfill the maxim of manner since he tries to be cooperative to Brenda by saying "for your information," which this is the aims to makes Brenda understand what point Louis wants to emphasize in the conversation.

Grice (1989) defines that a participant in a talk exchange may fail to fulfil a maxim in various ways which include the following; the speaker might quietly and unostentatiously violate a maxim; if so, they will be liable to mislead in some cases, the speaker might opt-out from the operation both of the maxim and cooperative principle; he may say indicate or allow it to become plain that he is unwilling to cooperate in the way the maxim requires, the speaker might find a clash: he may be unable, for example, to fulfil the first maxim of quantity without violating the second maxim of quality, the speaker might flout a maxim; that is, he may blatantly fail to fulfill it. The statements above, indicate the factors in the existence of flouting maxim conscious or unconsciously.

#### **2.4 Flouting Maxim**

The flouting or violation of maxim is not following the pattern of maxim rules in the principle of cooperation in a conversation. People violate the maxims of their speech due to various underlying reasons either consciously or unconsciously. Violation of this maxim always occurs in conversational implicature, which allows the speaker to convey meaning beyond what is expressed. Especially if it is intentionally used for script purposes in films that aim to add elements of dramatic art. Cutting (2002) defines a maxim violation as when the speaker does not seem to follow the maxim but assumes that the listener is aware of the implied meaning. In addition, Black (2006) defines that “a speaker who violates maxims is aware of the principle of cooperation and maxims. In other words, it is not only about the maxims being undermined but the speaker prefers the indirect way to achieve cooperation.

Hidden intentions often occur in a conversation when the speaker is not sure that he or she can say it explicitly. Brown and Yule (1983) define that maxim violation is the result when the speaker conveys an utterance other than the literal meaning which is a conversational implicature. In this case, as the receiver, the listener must understand the hidden meaning of the speaker's statement and deduce further meaning from the statement. So if the listener fails to understand the hidden meaning uttered by the speaker, of course this will greatly affect the conversation and exchange of information that is not conveyed. Also, Levinson (1983) defines that violation occurs when a speaker willfully fails to follow a maxim, not with the intention of deceiving or misleading, but he allows his listeners to seek a different meaning from, or, vice versa, to take away the conveyed meaning. This happens when people deliberately fail to apply maxims to enable their listeners to deduce the hidden message behind the utterance; in example speakers use implicatures. If there are four kinds of maxim of cooperation, then there are also four kinds of violation of maxim of Grice (1989). They are the maxim of flowing quantity, maxim of flouting of quality, maxim of flouting relation, and maxim of flouting method. The four types of maxim violations/ flouting maxim are explained in the recent explanation.

#### **2.4.1. Flouting of Maxim Quantity**

There are the reasons why flouting maxim of quantity occurs, it is when a speaker seems to provide too little or too much information than is required. As the statement, the information can be insufficient and uninformative contributions (Cutting, 2002). For example:

Rubby : Well, how do I look?

Joseph : Your clothes are nice, you have supposed to be attention seeker, do you.

From the example above, Joseph's response is flouting the maxim of quantity since Joseph gives an opinion about part of Rubby's looks on bad purpose while Rubby asks Joseph's opinion on her whole appearance. Within that case, B provides too much information delivered than is required. Joseph does not give compliments except insinuation that her clothes look nice in general. The example above clearly shows that the conversation is flouting the maxim of quantity since too much information is required.

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

The maxim of quality must be accompanied by true and honest speech according to the circumstances. shows a maxim quality of a conversation. If it is not in accordance with the statement above, such as the emergence of dishonesty in words, it is included in the class of violations of the maxim of quality based on Cutting (2002), stated that the speaker who flouts the maxim of quality may do it in several ways. First, they might say something that does not represent what they think. In this case, in their utterance, the speaker does not provide true facts by stating what is known to be false and saying what is lacking insufficient evidence. Second, speakers can flout the maxim using hyperbole, metaphor, irony, and many more. The speaker seems to be flouting the maxim of quality when they overstate their point utterance such as "I could eat a dinosaur." Within that example, the speaker expects the listener to infer that they are really hungry and can even eat a dinosaur. For example:

Kate : I don't like Tomatoes is bitter, isn't it, kate?

Silvana: Hmm, I think it is salty.

From the conversation above, both Kate and Silvana's answers flout the maxim of quality since they are false that tomatoes taste bitter and salty. In this case, Silvana provides an incorrect statement to infer an implication that Kate's statement is not correct so that Kate can introspect that her answer is false. Another example:

“The stop at the traffic light in front of the supermarket is hell during the day.”

The example above is categorized as flouting the maxim of quality since it gives a metaphor statement. This does not mean that the traffic light stops will turn into the hell during the day. It means that the street was very hot as the hell during the day.

### **2.4.3 Flouting of Maxim Relation/Relevance**

From some of the ideas of experts including Thomas (1995), state that the flouting maxim of the relation is exploited by making a response or observation which is very obviously irrelevant enough to the topic. Irrelevance in conversation makes the speaker and the listener are failed to bring up the conversation cooperatively. One of the characteristics is the speakers flout the maxim of relation when they do not answer within the topic related to the conversation. And also, Cutting (2002) defines that the speaker who flouts the maxim of relation expects the hearers to be able to imagine what the unspeakable utterance and make the connection between their utterance and the previous one. For example:

Avril : I do think Zara has puts too much make up on her face

Bob : Huh, this burger is so delicious

Bob's answer flouts the maxim of relation from the dialogue above since Bob provides an irrelevant statement to A's topic between 'make up' and 'food'. In this case, Bob offers an irrelevant statement for inferring an implication to Avril that they should stop talking about Zara and realize that Zara's best friend is standing right behind them.

Another example:

Ann : Fyn, you should stop this spiritual game

Fyn : Ann, why is everyone scare of me? Tell me.

Fyn's answer is flouting the maxim of relation since she makes the conversation unmatched from the dialogue above. Within that case, it turns out that Ann, Fyn and other friends are playing a spiritual game, causing Fyn to be possessed by a spirit and an irrelevant conversation occurs because Fyn is not aware that he is being possessed and saying something irrelevant.

#### **2.4.4 Flouting of Maxim Manner**

About flouting maxim of manner, Cutting (2002) stated that those who flout the maxim of manner are being obscure and often trying to exclude the third party. It means that flouting the maxim of manner occurs when the speaker makes one of these reasons; ambiguous responses, unclear utterance and orderly in conversation. For example:

In the traditional market, the buyer wants to buy banana from fruit seller. Whereas, the seller is not just sells banana, he also selling the other kinds of fruits besides banana.

Buyer : two please

Seller : which one?

Buyer : Banana, sir

From the conversation above, the buyer should say “two banana please” from the beginning of the conversation, so that the seller not ask “which one” due to the seller doubting what the buyer saying because it is ambiguous due to makes the maxim of manner to be flouted.



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## **CHAPTER III**

### **RESEARCH METHOD**

In this chapter study, the researcher explained about the research approach which was given a clear direction for the research. Then, the researcher was also given an explanation about the data collection consisting data source and the instrument that were used in the research. Hands, followed by the data collection technique for the next step and for the last step, the researcher clarified the data analysis in the end of this part. The explanation was written above by the aims to give the knowledge to the reader about the procedure of conducting the research.

#### **3.1 Research Approach**

The researcher used qualitative approach for analyzing the data of the research which the result of the data presented (in this research report) was descriptive data. Moreover, this research was designed to obtain information about determining the purpose of flouting maxim on Hereditary movie's script written by Ari Aster. The quality of the study was revealed that describing of flouting maxim in a conversation of characters takes from the script of movie titled Hereditary to be analyzed what is the purpose such the meaning of the utterance. According to Genetti (2014), argues that semantic content of linguistic expression is always a starting point for the process of interpretation, but it also what allows the people to use language to express our thoughts and to affect the thoughts of others in the first place. Then, to get all the data, the researcher needs to applied qualitative approach to achieve accurate result of the study by using the descriptive analysis, because it is more relevant to find the problem by analyzed the script using this kind of method.

## 3.2 Data Collection

### 3.2.1 Data and Data Sources

The data of the study were the utterances of the character used by Ari Aster who is the writer of the script in the movie titled “Hereditary” aired last 2018. The researcher used the Ari Aster’s script to get the transcription of “Hereditary” movie. While the script was found by the researcher on the internet from the website script slug (scriptslug.com) and download in the format of pdf to be analyzed the flouting maxim in the conversation between the characters in the movie so that the researcher found the result of the purpose that conduct this study.

### 3.2.2 Instrument

From data source above, the researcher was the only one of important instrument of qualitative research. The researcher used other alternative tools like the movie’s video, laptop, flash disk, books, or pen to collect the data. But the use or the utilization of those tools are most depending on the researcher itself. The researcher as an instrument is called “Participant-Observer” besides have many advantages also have many disadvantages. Many advantages are:

- First: The researcher would be able to observe, feel, and experience directly what happened to the subject of the research. Therefore, the researcher would “understand” many kinds of the meanings are hidden in the conversation related to condition. This is one of the aims to get through the goal used qualitative research.
- Second : The researcher would be able to determine when the result of collecting the enough data, pending the data, or the research is stopped. In qualitative research,

collecting data was not limited to instrument such as questionnaire that actually limit the research to the only specific variable.

- Third: The researcher would be able to do the collecting data, analyzing data, continuing the reflection to build a brief knowledge on the research. In qualitative research, the researcher has to construct the hidden reality in the conversational script of the movie.

Meanwhile, there are some lacks of using the researcher as an instrument. Such as:

- First: It is not easy as a researcher for keeping the objectivity and neutrality researcher. The containing of the subject is good in qualitative research, but it is not impossible to mix up between the result of data base on the theory that the researcher referred to and the logical thinking of the researcher.
- Second: Collecting data used researcher as the main instrument is influenced by the ability of researcher to write, analyze, and report the result of research. The researcher has ability to the sensitivity and insight to catch the hidden meanings. Lyotard (1989) said that because of learning experience is individually private, the researcher always finds difficult to express it by writing or describing it.
- Third: The researcher has ready enough to get the plural result of the research, to find some additions or reductions, and it is difficult to determine the finish time.

Despite many lacks of using the researcher as main instrument, it is necessary for finishing the research through the researcher itself. Because, the researcher who is conduct the research.

### 3.2.3 Data Collection Technique

The researcher collected the data step by step to analyze the object of the research, the purpose of flouting maxim on Hereditary movie script written by Ari Aster as follows:

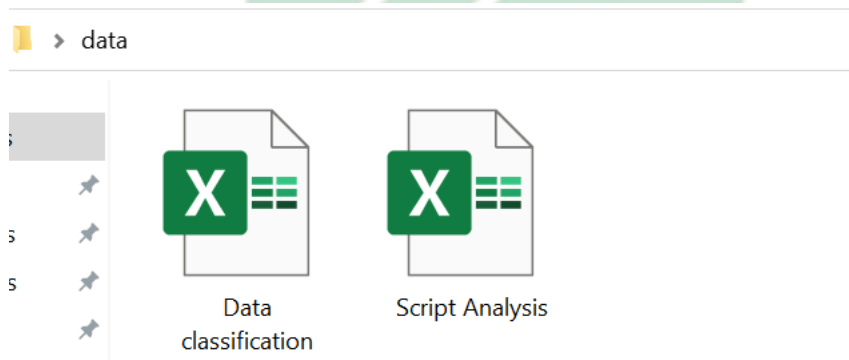
1. The researcher opened on Youtube application to found the video of the movie entitled Hereditary (2018) and downloaded to get understand to the plot of the story.
2. The researcher opened the website script slug to download the script of Hereditary that originally written by Ari Aster. That the researcher got the data in the form of utterance or sentence to be analyzed.
3. The researcher re-transcript from pdf format to excel format to highlight the necessary utterance or sentence by used some codes to distinguish between type of data; such as flouting maxim of quantity, flouting maxim of quality, flouting maxim of relation, flouting maxim of manner.
4. The researcher was ready to describe all the complete data in finding and discussion in the next chapter before the conclusion was made.

Those are the main point of the technique that will be submitted to complete the analysis. The re-transcript would be separated into different necessary sentences for easy understanding to the research collected the data. The purpose of making the codes for the sentences that to get the data of flouting maxim that include containing the answer of research problems. The answer identified and classified into the necessary information, based on the research question to make an accurate result of the study. As that the researcher used qualitative method.

### 3.3 Data Analysis

As the researcher stated the problem that comes along to this research, and determined the method, use qualitative method by descriptive approach and determined the data source and instrument, and also the technique that the researcher used in this study. The researcher will describe the steps for analyzing the data bellows:

1. Made folder to differentiate data.



To separate data in order to avoid the mixing of another data in the laptop. The researcher makes it easier to analyze the data. After reading, the researcher began to analyze all the utterances which are indicated into the flouting maxim. In the next step of data separation, the researcher classified into the kind of flouting maxim to make it clear.

2. Determined code and color symbol that would be used in analyzing the data.

<b>flouting maxim</b>	<b>symbol</b>
FMoQT (Flouting Maxim of Quantity)	Grey
FMoQL (Flouting Maxim of Quality)	Green
FMoR (Flouting Maxim of Relevance)	Orange
FMoM (Flouting Maxim of Manner)	Blue

Codes and color symbols above are aimed to differentiate between each kind of the flouting maxim, then the identification of the data is clearly appearance without any problem such as confusing, mixing, and missing the data. Grey is representative of Flouting Maxim of Quantity (FMoQT), Green is representative of Flouting Maxim of Quality (FMoQL), Orange is representative of Flouting Maxim of Relevance (FMoR), and the last Blue is representative of Flouting Maxim of Manner (FMoM).

3. Analyzed the script using determined code and color symbol.

55		Annie	A lot tritel Are you kidding? She won't stop suggesting it!		
56	6	Steve	You want me to put that stuff in the attic?	FMoM	The answer of Annie is ambigüe
57		Annie	Yeah. Maybe not just yet.		
58		Steve	Goodnight, kiddo.		
59		Peter	'Night, dad.		
60	7	Steve	...What you playing?	FMoR	The first question and the second question is not relevant. Also the last answer.
61		Peter	Just plucking random strings.		
62		Steve	You feeling okay about everything?		
63		Peter	Yeah. Fine.		
64		Steve	Little sad? Yeah. I know. Okay, buddy. Love you.		
65		Annie	'Night sweetheart.		
66		Peter	Goodnight. I'm sorry about your mom.	MoM	
67		Annie	Thank you. I'm sorry about your grandma.		
68		Peter	...Thank you.		
69	8	Annie	That's grandma?	FMoQL	The answer is not followed by true evidence
70		Charlie	I dunno.		
71	9	Annie	You know you were her favorite?	FMoQT	Too much information from the required
72		Charlie	No I wasn't.		
73		Annie	Oh yes you absolutely were! Even when you were a little baby, she wouldn't let me feed you because she needed to feed you. It drove me crazy.		
74		Charlie	She said I was supposed to be a boy.		
75		Charlie	How do you feel about that? You know I was a tomboy growing up?	FMoR	The question is answered with another question
76	10	Annie	I hated dresses and dolls and pink.		
77		Charlie	Who's gonna take care of me?		
78		Charlie			

The researcher makes the analysis all the utterance from Hereditary movie script using determined code and color symbol that completed by the explanation of each flouting maxim that found in the script.

4. Classified data.

The analysis is done, then the researcher tended to classify the data based on each code and symbol that have been analyzed to find the result of needed data to be describe in the finding and discussion of the research.

	Data	Speaker	Utterances	Code	Explanation
4	1	Steve	Still toiling on the hospice?		
5		Annie	Between that and the pre-school.	FMoQT	Too much information from the required
6					
7	2	Steve	What do you think of that?		
8		Annie	"Are you serious?"	FMoQT	Too much information from the required
9		Steve	No good?		
10		Annie	It's horrible!		
11		Steve	Yeah. A little trite.		
12	3	Annie	You know you were her favorite?		
13		Charlie	No I wasn't.	FMoQT	Too much information from the required
14		Annie	Oh yes you absolutely were! Even when you were a little baby, she wouldn't let me feed		
15			you because she needed to feed you. It drove me crazy.		
16		Charlie	She said I was supposed to be a boy.		
109	16	Annie	How did you keep from screaming during Judy's speech?		
110		Steve	Ha. Well, if you could...!	FMoQL	The information is not true when Steve used word "if"
111	17	Annie	How about that bird flying in?		
112		Steve	Yeah, that was weird.	FMoQL	Information is too short while Steve didn't give the reason
113	18	Annie	That's grandma?		
114		Charlie	I dunno.	FMoQL	The answer is not followed by true evidence
148		Steve	Little sad? Yeah. I know. Okay, buddy. Love you.		
149	26	Annie	How do you feel about that? You know I was a tomboy growing up?		
150			I hated dresses and dolls and pink.	FMoR	The question is answered with another question
151		Charlie	Who's gonna take care of me?		
152		Annie	Ummm, excuse me? You don't think I'm gonna take care of you?!		
153		Charlie	But when you die...		
154		Annie	...Then dad will take care of you. Or Peter.		
155	27	Mr. Davies	So if we're going by the rule that a hero is undone by his fatal flaw, what was Heracles' flaw?		
156		Sam	Fu*king his mom.	FMoR	The answer deviated from the question so that Mr. Davies had to warn when Sam used harsh word
157		Mr. Davies	Wrong play, Sam. And watch your language.		
220	38	Steve	Yow. Comin' up. Any title ideas yet?		
221		Annie	This is the photo they wanna use.	FMoM	The information didn't be orderly
222		Steve	Ooh, I love that one.		
223		Annie	The gallery owner keeps suggesting Your Life in Miniature for the title.		
224	39	Steve	You want me to put that stuff in the attic?		
225		Annie	...Yeah. Maybe not just yet.	FMoM	The answer of Annie is ambigie
226	40	Annie	I just scared myself in the workshop.		
227		Steve	Oh no. With what? ...No?	FMoM	The information show the obscurity of expression
228		Annie	"nah." Goodnight.		
229		Steve	Mm, mm - no you don't. Goodnight.		

5. Described all the finding data in the next chapter then write it to the discussion section to support the efficiency of the research.
6. The researcher made the conclusion and the suggestion after finding the result of the analysis in order to finish the research based on the research problem of the study.

## **CHAPTER IV**

### **FINDING AND DISCUSSION**

In this chapter study, the researcher tends to describe all the data that have been analyzed in two subchapters; finding and discussion. As the primary research, this chapter the researcher revealed the explanation of flouting maxims on Hereditary movie script and the explanation on the art purpose of flouting maxims that occur in analysis.

#### **4.1 Findings**

The finding parts aims to reveal the result of data analysis on Hereditary movie script and to answer the research problems which explain what are the flouting maxims that appear on Hereditary movie script, and the purpose behind the flouting maxim on the movie script.

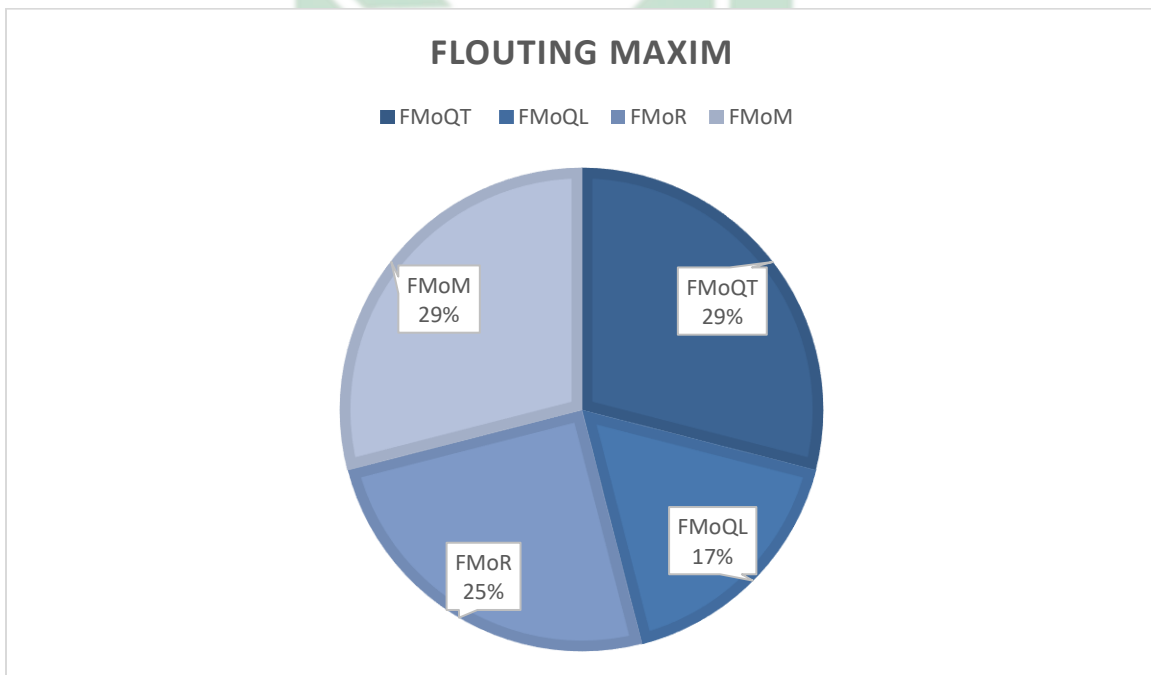
##### **4.1.1 The Flouting Maxim on Hereditary Movie Script**

The theory of Grice (1975) on cooperative principle, the flouting maxim is explained as the opposite of the cooperative maxim. There are also four kinds of flouting maxim; flouting maxim of quantity, flouting maxim of quality, flouting maxim of relevance and flouting maxim of manner. According to the result of the analysis, the researcher found that the appearance of each kind of the flouting maxim on Hereditary as follows:



flouting maxim	symbol	appearance	percentage
FMoQT (Flouting Maxim of Quantity)		15	29%
FMoQL (Flouting Maxim of Quality)		9	17%
FMoR (Flouting Maxim of Relevance)		13	25%
FMoM (Flouting Maxim of Manner)		15	29%
<b>Total</b>		<b>52</b>	<b>100%</b>

Total of flouting maxim is 52 times of appearance on Hereditary movie script. Meanwhile the appearance of each, the data written: 1) Flouting Maxim of Quantity appeared 15 times (29%), 2) Flouting Maxim of Quality appeared 9 times (17%), 3) Flouting Maxim of Relevance appeared 13 times (25%), 4) Flouting Maxim of Manner appeared 15 times (29%).



The diagram above explained the picture of flouting maxim percentage to give supporting detail of how frequent the appearance of flouting maxim on Hereditary movie script. From the result, both of Flouting Maxim of Quantity and Flouting Maxim of Manner are equal in frequency. Meanwhile the less appearance in the script is Flouting Maxim of Quality.

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

There are two types in Hereditary movie script that Maxim of Quantity flouted. The first is when the conversation contained of too much information that required. From 15 times total of Flouting Maxim of Quantity, there are 13 times appeared as conversation that giving too much information as the proofs below:

##### Data 1:

*Steve Still toiling on the hospice?*

*Annie Between that and the pre-school*

Steve and Annie are married couple according to the script. On the utterances above, they have a simple topic of conversation. This data showed that the conversation is contains the flouting maxim of quantity such in the word “between” explains that will be another information, it is pre-school. Which pre-school is not asked, then this conversation is include in ‘too much information than the required’ type of flouting maxim of quantity while Steve only ask if Annie still toiling on the hospice or not. Another similar case on this type of flouting maxim of quantity in data 2:

##### Data 2:

*Steve What do you think of that?*

Annie *“Are you serious?”*

Steve *No good?*

Annie *It’s horrible!*

Steve *Yeah. A little trite.*

Annie (Steven’s wife) works in art gallery and she even has her own office in the house to create some miniature and mockup. The conversation above occurs by the condition when Annie tells Steve that the gallery owner keeps suggesting her the title for her art work. After that, Steve asked about Annie’s opinion. But Annie asked before answer by the aims to express and make sure of Steve’s question. Even though Annie can give exact answer without add any utterance that what the information is seems too much than required and categorized as flouting maxim of quantity.

Data 3:

Annie *You know you were her favorite?*

Charlie *No I wasn’t.*

Annie *Oh yes you absolutely were! Even when you were a little baby, she wouldn’t let me feed you because she needed to feed you. It drove me crazy.*

Charlie *She said I was supposed to be a boy.*

The conversation between Annie as the mother and Charlie as the daughter in Charlie’s room after back from the funeral of Charlie’s grandmother. Annie try to give explanation to Charlie about how much grandmother loves her. Data 3 show that Annie added unnecessary information while she has told Charlie that she is absolutely her grandmothers’ favorite. Meanwhile Charlie has not opportunity to asking the reason why she was grandmothers’ favorite.

Data 4:

*Annie No drinking?*

*Peter Nobody's old enough to even get drinks if they wanted to.*

Annie asks her son (Peter) when Annie knows that Peter wants to go to party. By the aims to make sure that Peter not to drink alcohol. Peter's answer is too much of information while he should be answer "NO" instead of explained: that even if the participant of the party is want to drink, they are cannot drink because of their age did not old enough to drink alcohol by speak 'nobody's old enough to even get drinks if they wanted to'. Then it is including in flouting maxim of quantity.

Data 5:

*Joan How's your relationship with your son?*

*Annie ...Peter? Oh God... I sleepwalk. I haven't in a long time, but two years ago I woke up - and I really don't remember this because I was asleep - but I woke up standing next to Peter and Charlie's bed (when they shared a room), and they were completely covered in paint thinner... And so was I. From head to toe... And I was standing there, and I was holding a box of matches. And I woke myself up by striking one. Which also woke up Peter. And he started screaming. And I immediately put out the match, immediately, but my husband came in... and I was just as shocked as he was, but I was the one with the matches.*

The conversation above is happened between Annie and Joan. Joan is the middle-aged woman that Annie meets in parking area of supermarket. It is obvious in this conversation evidence that Annie gives too much information about her condition when

she only explains a few of Peter's condition, even though Peter's condition more need an explanation since when Peter is the one who asked.

Data 6:

*Peter So fine, so release me! What do you wanna say? Fu\*kin' say it!*

*Annie Don't you swear at me -you little shit! You don't EVER raise your voice at me! I'm your Mother, you understand? I've given everything to you! All I ever DO is worry and slave and defend you, and all get back is that fucking face on your face! So full of disdain and resentment and always so annoyed. Well, now your sister's dead! And I know you miss her and I know it was an "accident" and I know you're in pain - and I wish I could take it all away! I wish I could shield you from the knowledge that you did what you did -but your sister is dead. She's gone forever. what a waste. If it could've maybe brought us together - something! - if you could have just said "I'm sorry" or faced up to what happened: maybe then we could do something with this! But you can't take responsibility for anything, so now I can't accept. And I can't forgive. Because nobody admits what they've done!*

This conversation is happened after Charlie 'head' accident that cause of Peter. The atmosphere of their house was not good enough to build a good conversation. Especially for Annie as Charlie's mother, Annie cannot control her own mind related to the situation where Annie still don't believe all that happened to one and only daughter. The reason for

uncontrollably utterance comes from Annie's speech to provide "too much information" evidence.

Data 7:

*Steve I was happy she was going! Be around other kids instead of that fuckin' treehouse for a change! I would have pushed her if you hadn't!*

*Annie But you didn't push her. I did.*

*Steve ...We have no control over anything, Annie. The ceiling could collapse on us right now and who would we blame?*

*Annie You don't understand anything, do you?*

In that case, Steve and Annie debate over who deserved to be blame on Charlie's death. They claimed 'self-blaming' between each other. The quantity maxim is flouted by Steve saying "The ceiling could collapse on us right now and who to be blame?" that provide the unnecessary utterance to be spoken. Indicated of 'too much information than required' in a conversation.

Data 8:

*Peter Do you blame me, too?*

*Steve Goddamn it of course not. No one blames you. I don't for one second imagine that you're not going through the exact same thing we are.*

Peter's condition after gets blamed from his mother, he starts to ask his father opinion afraid of getting blamed from him. The proper conversation would be enough without Steve added 'supporting' utterance that actually unnecessary such as the sentence "I don't for one second imagine that you're not going through the exact same thing we are". The

sentence of dialog above is well understandable without too much adding many utterances even though just to support the previous utterance.

Data 9:

*Annie Why? What is it?*

*Joan I don't know what language it is. The medium had me read it, too. It's to make it start. But your whole family - everyone needs to be in the room. Your son. Everyone.*

One day, when Joan meets Annie to tell something that Annie has to try. Then, Annie asks to Joan about the tools that she want to introduce Annie about something called 'the medium' but Joan answer that she did not know the language during explaining the usage of the medium. Meanwhile the explanation about the usage of the medium is really not important since Annie asked the 'thing' and the 'reason' instead of the usage of that thing. Too much unnecessary explanations.

Data 10:

*Annie Steve. Upstairs, in the attic... When you were gone, I went up there. There's a decapitated body. An old woman. That's what all the flies are!*

*Steve A body?*

*Annie Go upstairs. Look for yourself.*

*Steve Whose body?*

*Annie I think it might be my mother's. I think! I can't tell! The skin is black and she's all distended, but it's an old woman and the head is gone. Go see for yourself. And then there's more.*

In data 10, Annie ordered Steve to go upstairs towards attic. Annie in the middle of sentence she uttered "...when you were gone, I went up there..." that was unnecessary, the proof when Steve reacted to "A body" instead of when Steve was gone, Annie went up to the upstairs. Another condition, Steve still confusing about the owner of the body at the attic, he tried to guess that cause of quantity maxim is flouted by saying "... I think I can't tell! The skin is black and she's all distended, but it's an old woman and the head is gone.." while Annie did not ask the characteristic feature of the body.

Data 11:

*Steve Who is that, Annie?*

*Annie Do you remember Joan, my friend? Her grandson died and she took me to her apartment?*

*Steve (to himself) It did look like your mother.*

*Annie Listen! She taught me how to do the seance. I didn't even want to know. But she brought her grandson back, and I saw it and I felt it - just like you did with Charlie.*

*Annie This was my mother's album. Okay? Now look: this woman, right here, that's her! That's Joan!*

When Steve asked 'who', probably the answer must be a name of the person, it is the only information that required in this case of dialogue. But Annie flouted the maxim of quality by evidence: Annie described the person completely, the reason is there another fact that Annie want to tell Steve about 'this person'. The maxim would not flouted if the first sentence (*Steve Who is that, Annie?*) answered by the last sentence of the conversation in data 11 (*Annie That's Joan!*).



Data 12:

*Steve And when the cemetery called...I didn't tell you because I didn't want to worry you*

*Annie Goddamn it! LISTEN to me, Steve! I know you don't trust me - there's nothing I can do about that but they put a curse on us, and when we brought back*

*Charlie We didn't bring back Charlie! we made a PACT with something! I don't*

*know what it is, but it's in the house and it wants Peter! I watched these pages fill. They're all of Peter. I'm sorry, Steve: I don't know what I did, but Peter's in danger and I'm the one who started this. If we destroy this book, it'll take me*

*too. I tried to burn it - I tried - but my arm caught fire. On its own. As if I was linked to it, because I am linked! I know that now. But if we don't destroy this Peter will...It needs to be me, Steve. It's my fault! I need you to throw it in the fire. I can't do it! I can't throw it in! I'm too scared. But if you don't, it'll be Peter. I know it will. It'll be our son! Please baby. I can't do it. I need you to throw it in the fire. Even if you can't believe me: You're the love of my life. I love you, Steve. I love you so much. And I love Peter so much! Please! Throw it in!*

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S U R A B A Y A

Data 12 is another data of flouting maxim quantity that revealed too much information required. When Steve and Annie argue each other meanwhile the condition of the house that night was creepy because they were haunted. Annie's utterance should be enough at "I know you don't trust me", the upcoming utterance "there's nothing I can do about that but they put a curse on us, and when we brought back Charlie..." is not really required information to Steve. It is also the rest of the utterances that spoken by Annie is

unnecessary to Steve. But it necessary to bring the atmosphere how chaotic their house that night and one of the supporting factors to dramatize the movie.

Data 13:

*Peter Who am I?*

*Joan You are Paimon. One of the eight Kings of Hell.*

*Joan We have looked to the northwest and called you in. We've corrected your first body and give you now this healthy male host. We reject the Trinity and pray devoutly to you, great Paimon: give us your knowledge of all secret things and all mysteries of the Earth; bring us honor, wealth and good familiars; and bind all men to our Will, as we have bound ourselves for now and ever to Yours.*

This data 13 is the last part of 'too much information than required'. This part of conversation is the end of the movie when Peter was to be demon. Joan is actually the follower of heretical sect together with Peter's grandmother. He was sacrificed to continuing the heretical sect entire his life. The dialogue above clearly one of quantity maxims flouted by Joan explained why Peter becomes Paimon. Even though Peter only asks about 'who he is', that he did not require another explanation. The utterance is informative enough just by Joan utters the first sentence.

The second is when the dialogue contained repetitive information such as word, sentence, or meaning. From 15 times total of Flouting Maxim of Quantity, there are only twice appeared as conversation that has repetitive information as the proofs below:

Data 14:

*Steve And how's the anger?*

*Patient Same. I just don't care as much.*

*Steve So not as consuming*

*Patient It's just as consuming, I just don't care as much.*

The condition of the conversation above is when Steve meet with his patient through the consultation. According to analysis of the conversation, patient did the repetitive answer to emphasize whether the patient consuming or not, the patient just did not care anymore about the feeling. Quantity maxim is flouted by repetitive utterance, actually the information is clearly enough even the patient just uttered once. Then the utterance "I just don't care as much" could be uttered in the end of the conversation. In order to avoid of wasting words then become useless information.

Data 15:

*Steve Peter? Are you okay?*

*Peter Are you?*

*Steve Is there anything we can talk about, Peter?*

*Peter Like what?*

*Steve Like anything. What's going on? What are you feeling?*

*Peter What are you feeling?*

*Steve I'm worried about you. It doesn't have to be with me, either. Maybe you'd like to talk with somebody else...*

*Peter About what?*

*Steve About everything. You're going through a lot, Peter.*

*Peter So are you!*

*Steve Well - we all are. I think we could all use someone to talk to.*

Another one is in this conversation that both of the speakers are repeating the same question for the answer. By the aims to give energy for strengthen each other after Charlie death accident. The flouting maxim of quantity clearly revealed by words repetition that uttered by both of the speakers. The information of the conversation becomes unclear.

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

Maxim of Quality flouted because of the utterance is not contained of the truth that following by clear evidence, make sense according to the actual fact. From 9 times total of Flouting Maxim of Quality, there are appeared as conversation that has untrue information or unmake sense as the proofs below:

##### Data 16:

*Annie How did you keep from screaming during Judy's speech?*

*Steve Ha. Well, if you could...!*

In data 16, the conversation occurs when Annie's family still in condolences after grandmother's death. Information that Steve uttered is untrue due to Steve used the word "if" as word choice. The meaning of the word "if" is tend to reveal whether the information is true or not.

##### Data 17:

*Annie How about that bird flying in?*

*Steve Yeah, that was weird.*

Data 17 show in this dialogue contained untrue information due to the flying bird is an actually normal, make sense according to the actual fact that bird have wings to fly. Then Steve said “that was weird” and did not continue the explanation. So that the information in the conversation is becomes untrue.

Data 18:

*Annie*            *That’s grandma?*

*Charlie*        *I dunno.*

At night Annie comes to Charlie’s room. Annie believes that Charlie is grandmother’s favourite grandchild. Annie find her drawing and asks it is grandmother (what Charlie draw) then Charlie’s answer is unclear, between yes or not because at that time, Charlie was drawing something blur and unclear so when she was asked “it is grandma?” she probably did not know the true answer. This is the reason why maxim of quality is flouted in this simple conversation.

Data 19:

*Teacher*        *Are you done?*

*Charlie*        *What? ...Almost*

The situation of this dialogue was inside the classroom. Charlie as the clumsy little girl was playing alone during the examination, as the teacher saw her playing without attention to finish the examination, the teacher asked Charlie ‘did she finish the exam or not yet’. Charlie’s answer used “Almost” as the word choice due to according to the situation, she did not finish the exam yet. The flouting maxim of quality happens while the information that Charlie gave to the teacher is unmaking sense according to the factual situation.

Data 20:

*Concerned boy*      *Hey dude, you okay? You want some water?*

*Charlie*              *I'm okay.*

*Concerned boy*      *You sure?*

*Charlie*              *Mm-hmm.*

Charlie's answer is not true, the word "mm-hmm" is not give clear information what the speaker trying to say by the evidence that Charlie was not feels comfortable during the party is begun. Usually, the partner of speech will assume that the word "mm-hmm" is similar to "okay" in agreement. By the other hand, Charlie was expressing the "unsure" to the condition of the party. The conversation above is include in flouting maxim of quality due to the information is untrue.

Data 21:

*Steve*    *And can you please let me know when you're going to the movies? I was worried.*

*Annie*    *I'm gonna be right back*

The data above shows that Steve trying to ask Annie about the timing of her going to the movies because he was worried. Steve did not get the true fact of the reason why she is not going to tell the truth when Annie said "I'm gonna be right back" because she did want Steve worried about her. This flouted the maxim of quality that information is unclear.

Data 22:

*Peter*    *Then why did you have me?*

*Annie*    *It's not my fault...! I tried to stop it.*

*Peter How?*

*Annie ...I tried to have a miscarriage.*

*Peter How?*

*Annie However I could...! I did everything they told me not to. But it didn't work.*

*I'm happy it didn't work!*

*Peter You tried to kill me?*

*Annie I love you.*

*Peter Why did you try to kill me?*

*Annie I didn't. I was trying to save you*

The condition of the conversation between mother and son getting worse that make Peter misunderstand with all that his mother said. The conversation between Peter and Annie is full of misunderstanding because the information is not followed by clear evidence, that can flout the maxim of quality. Flouting maxim of quality was determined to this conversation due to Annie tells that she tried to have a miscarriage, in the end of the conversation when she asked by Peter about she was tried to kill him, but Annie answered 'I love you'.

Data 23:

*Peter What are you doing?!*

*Annie What do you mean?!*

*Peter You were pulling on my head!*

*Annie What?! No I wasn't! I just came in! You were screaming!*

*What happened?*

*Peter I saw Charlie in the corner and then you started pulling on my head*

The condition of conversation above is in the middle of night, when Annie start to begin to happen strange experience after Charlie's death, such as sleep-walking and unconscious danger action. Data 23 is similar to the previous explanation, the information of this conversation is untrue when question answered by another question proof with Annie questioning every Peter's question, Peter and Annie were accused each other. This one is clearly kind of Flouting Maxim of Quality.

Data 24:

*Steve...You dug up the grave.*

*Annie What?!*

*Steve It was you, wasn't it? When you were going out, "to the movies"?*

*Annie You're not even listening!*

When Steve was accused Annie by statement '...you dug up the grave' because Annie was going out at that night, Annie denied Steve's accusation by unclear evidence such as 'what?' and 'you are not even listening' instead of giving a brief reason to disagree Steve's accusation. These are the data of Flouting Maxim of Quality was found on Hereditary movie script.

#### **4.1.1.3 Flouting Maxim of Relevance**

Maxim of Relevance flouted because of the utterance is contained of irrelevant information in the conversation. There are 5 types of irrelevant information, The first is deviation. From 13 times total of Flouting Maxim of Relevance, there are 6 times appeared as conversation that has deviated information as the proofs below:



Data 25:

*Mr. Davies*    *So if we're going by the rule that a hero is undone by his fatal flaw, what was Heracles' flaw?*

*Sam*            *Fu\*king his mom*

*Mr. Davies*    *Wrong play, Sam. And watch your language*

Mr. Davies is the Peter's teacher. Sam is the name one of the student in this classroom. The conversation is between the teacher and the student during the class, when student named Sam is asked by Mr. Davies, he was answered by deviating from the question used harsh word. That Mr. Davies had to warn Sam about the language he used. This conversation is flouted to irrelevance maxim between the question and the answer is deviated information.

Data 26:

*Annie*            *Oh - what? You're angry with me?*

*Charlie*          *I want grandma.*

From the question and the answer above, it is clearly indicated to deviation information resulting in the irrelevant maxim. The condition of the conversation was after the death of Charlie's grandmother, Charlie did not want to talk to anyone made the conversation above irrelevant between question and the answer that influence the maxim of relevance is flouted by deviated information.

Data 27:

*Aaron* *Hey.*

*Peter* *Hey. Nice house.*

*Aaron* *How did you hear about this?*

*Peter Text.*

*Peter Your parents are out of town?*

*Aaron You didn't bring beers or anything, did you?*

*Peter What? No. I actually have to go to the bathroom.*

*Aaron "yeah, whatever."*

The deviated information comes from the last dialogue that when Aaron asked Peter 'is he bring beers or anything', so Peter answered that 'he actually wanted to go to the bathroom'. This is another evidence of Flouting Maxim of Relevance.

Data 28:

*Annie Where are you going?*

*Steve I didn't sleep at all last night. If you can believe it.*

Steve's answer is irrelevant to Annie's question. Annie was asking 'the place that he want to go' but Steve answer was describing his condition yesterday. The information is deviated, the maxim of relevance is flouted.

Data 29:

*Steve Why haven't you called the police?!*

*Annie The police can't help us!*

The dialogue above contained irrelevance of maxim. The question is 'why' it tends to explain the reason not just answer the question but also followed by the reason 'why police cannot help'.

Data 30:

*Steve ...What you playing?*

*Peter Just plucking random strings.*

*Steve You feeling okay about everything?*

*Peter Yeah. Fine.*

*Steve Little sad? Yeah. I know. Okay, buddy. Love you.*

The conversation between Steve and Peter after the accident that makes Peter anxiety about everything even in the school. The first question and the second question above have no correlation that make the maxim is irrelevance.

The second is the question answered with another question. From 13 times total of Flouting Maxim of Relevance, there are twice appeared as conversation that information contains of the question answered with another question as the proofs below:

Data 31:

*Annie How do you feel about that? You know I was a tomboy growing up? I hated dresses and dolls and pink.*

*Charlie Who's gonna take care of me?*

*Annie Ummm, excuse me? You don't think I'm gonna take care of you?!*

*Charlie But when you die*

*Annie ...Then dad will take care of you. Or Peter.*

Annie tries to comfort Charlie after grandmother's death. Annie was asking, continued with Charlie's answer was in the form of question and replied with Annie by the question too. The maxim of relevance is flouted, due to the question answered with another question is irrelevant information.

Data 32:

*Annie Charlie? Come on, sweetie. It's freezing out here.*

*Annie Okay, well, I'm running out for a sec. Is there anything I can bring you back?*

*Charlie*      *Why??*

Annie persuaded Charlie to go inside the house because the weather outside the house was so cold, in the end of her sentence Annie asked Charlie ‘is there anything I can bring you back?’. Charlie answered by asking ‘why?’. This conversation contains irrelevant information that question is answered with another question.

The third is the topic was changed during the conversation. From 13 times total of Flouting Maxim of Relevance, there is once appeared as conversation that information contains of the topic changing as the proofs below:

Data 33:

*Annie* *What do you think I'm trying to say with this?! You think I'd ever want to hurt my own son?! Oh you're sanctimonious. I get it: you're a good father, you're a good husband get off the stage.*

*Steve* *Are you coming to dinner?*

*Annie* *I'm making dinner!*

*Steve* *I made dinner! I'm GETTING you for dinner! Come down or stay here, I don't give a shit.*

The condition of topic changing during the conversation often happened to debate or misunderstanding such as the conversation above. The topic suddenly changed that influence to the flouting maxim of relevance, because of the information that delivered in one conversation has mixed.

The fourth is influenced by the situation that happened during the conversation. From 13 times total of Flouting Maxim of Relevance, there are twice appeared as conversation that information contains of situational influence as the proofs below:

Data 34:

*Mr. Davies Care to weigh in, Peter?*

*Peter About which part?*

*Mr. Davies Is it more tragic if it's inevitable than if the characters had agency?*

*Peter Yes?*

*Mr. Davies Why?*

*Peter ...Because he had s\*x with his mom?*

The dialogue above clearly shows the irrelevant conversation. The information contains of situational influence of Peter that he did not focus to the lesson during the class proved by all Peter's answers was in the form of question that express how confused is Peter due to he did not take attention to the class.

Data 35:

*Annie (Charlie) Hello?*

*Peter Mom?*

*Annie (Charlie) Mom? Mom?!*

*Peter I don't like this.*

*Annie (Charlie) What's happening?!*

*Peter Dad! I don't like this!*

*Steve Annie...*

*Annie (Charlie) What's going on?!*

*Peter Mommy?!*

*Annie (Charlie) Mom??*

*Peter Please, dad!*

*Steve ANNIE! STOP IT!*

*Annie (Charlie) What's happening?! Why is everyone scared?! WHY ARE YOU SCARING ME?! Dad! Peter! I'm scared! Where's mom?!*

*Peter DAD!*

*Annie (Charlie) Peter, what's going on? Where's mom?*

*Peter Stop it!*

*Annie (Charlie) Why are you trying to scare me?!*

The conversation was very disorganized which related to the irrelevance of maxim. The disorganized conversation was influenced by the situation of the participants of speech in the conversation above. Charlie is dead, Annie as the mother invite all of the family's member to join with Annie to bring the spirits of Charlie and used her body as the medium to communicate. When Charlie spirits entered Annie's body, Charlie confused 'why everyone scared of her' and looking for her mother while her mother is the medium of Charlie spirits. The conversation contains flouting maxim of relevance influenced by situation that one of them is possessed by the spirits.

The fifth is the topic was cut off by one of the participants of speech during the conversation. From 13 times total of Flouting Maxim of Relevance, there are twice appeared as conversation that the topic was cut off by one of the participants of speech as the proofs below:

Data 36:

*Joan Would you like to come in with me? Or we can even just get a coffee. There's a place down the street.*

*Annie I'm sorry. Really. Thank you. I really did forget something.*

*Joan My son died.*

*Annie Oh...! I'm so sorry.*

*Joan How old was yours?*

*Annie Fourteen.*

*Joan Oh God, that's awful! My son and my grandson drowned. Four months ago. The little one was seven.*

*Annie Oh my God.*

This conversation happened when Annie wants to leave Joan because of Annie's personal problem and she did not want to be interrupted by anyone, but Joan force to make a conversation with Annie and cut off Annie's topic all of sudden and trying to catch Annie's attention. This conversation flouted the maxim of relevance.

Data 37:

*Peter And what about you, mom? I didn't want to take her...and she didn't want to go... So why was she there?*

*Steve Okay, we're stopping this. We're stopping this right now.*

*Annie Fine. Fine.*

The conversation happened when Peter and Annie doing the argument the reason behind Charlie's death. Steve entered to the conversation to stop the argument by cutting off the topic so Peter and Annie have to calm down before it was getting worse. Such as data 36 the reason that the maxim of relevance is flouted, the conversation was cut off. According to the script, the reason is to stop Peter and Annie from arguing. Because Steve so done with them arguing after Charlie dead.

#### **4.1.1.4 Flouting Maxim of Manner**

Maxim of Manner flouted because of the utterance is contained of obscurity of expression, ambiguity, prolixity, incoherent information in the conversation. There are 4 types of flouting maxim of manner information, The first is obscurity of expression.

From 15 times total of Flouting Maxim of Manner, there are 5 times appeared as conversation that has obscurity of expression information as the proofs below:

Data 38:

*Annie I just scared myself in the workshop.*

*Steve Oh no. With what? ...No?*

*Annie "nah." Goodnight.*

*Steve Mm, mm - no you don't. Goodnight.*

The conversation is happened after grandmother (Annie's mother) passed away. Annie still in deep condolence that make her paranoid with the place of her own workshop. The conversation above Steve and Annie used the obscurity of expression that flouted maxim of manner the utterance is not clearly understandable.

Data 39:

*Charlie Maybe I don't have to go in...*

*Peter Why? What's wrong?*

*Charlie It's okay. I can just stay out here.*

The utterance 'it's okay' that uttered by Charlie it is not explained the question before that is 'why? What's wrong' so that Peter can understand about the reason Charlie did not want to go inside the party. This is that called by obscurity of expression that flouted the maxim of manner.

Data 40:

*Peter How's the party?*

*Bridget Why? You wanna know if you should come?*

*Peter Uh - yeah. What do you think?*



*Bridget        Whatever.*

The utterance ‘whatever’ could be abstract meaning that categorized into flouting maxim of manner because the conversation contains obscurity of expression. That should influence the conversation to ended soon and run out of topics.

Data 41:

*Older woman Hi! Hello. Sorry to chase you down. Were you not coming in?*

*Annie        I, no, I just - forgot something.*

*Older woman Okay, sorry, I just - I recognized you from a few months ago. You were here because your mother?*

*Annie        Oh...*

*Older woman I feel crazy now. Sorry! I'm Joan.*

*Annie        Hi.*

*Joan        Are you doing any better?*

*Annie        What?*

*Joan        With your mother...?*

*Annie        What? No. That's not... My daughter was killed.*

*Joan        Oh. My God. I'm so, so sorry.*

Obscurity of expression often used by middle-aged woman intended to build a good manner in society in contradiction to maxim of manner that flouted. As the conversation above, Joan was said ‘I feel crazy now’ is Joan really means that she is crazy? From the Annie’s point of view, it would be awkward to use the obscure expression to the new people by the evidence are Annie’s answer to Joan.

Data 42:

*Dr. Stetson    Okay... All right. And why did you destroy your work?*

*Annie*            *Because it's my work.*

Dr. Stetson is Steve's friend at work, Steven tells Annie to meet him because he thinks that Annie is need help. Annie utterance is not wrong, but the necessary information is the reason why Annie had to destroy her own work. This the reason why Annie used obscurity of expression instead of clear explanation, to avoid the question from Dr. Stetson even by flouting the maxim of manner in this information of the dialogue.

The second is ambiguity. From 15 times total of Flouting Maxim of Manner, there are 6 times appeared as conversation that has ambiguously information as the proofs below:

Data 43:

*Steve*    *You want me to put that stuff in the attic?*

*Annie*    *...Yeah. Maybe not just yet.*

Annie answered to Steve ambiguously that the word '...yeah' followed by 'maybe not just yet' So the conversation looks confusing. Then, data 43 reveal there is flouting maxim of manner the reason is the speaker used word and make the ambiguity of utterance.

Data 44:

*Mr. Davies*    *So, does this make it more tragic or less tragic than if he did have a choice?*

*Student*        *Less!*

*Mr. Davies*    *Okay: Why?*

*Student*        *Because!*

This conversation was happening in the classroom during the lesson. Before leaving the class, the teacher tends to give many questions to the students by the purpose to review the lesson that they taught. The conversation flouts the maxim of manner because of the student was not complete the answer.

Data 45:

*Annie            You're going to this party with your brother.*

*Charlie          What party?*

*Annie            A school hang-out with other kids.*

*Charlie          That's okay.*

*Annie            No, it's not okay. You're going.*

This case, Annie tells Charlie to go to party with her brother. Charlie did not complete the answer 'that's okay'. The utterance of 'that's okay' most used intended to express 'I am join'. In contrast to Charlie, she expressed it in different meaning 'I am not going to join'. This ambiguously confusing that the maxim of manner is flouted.

Data 46:

*Peter    You okay, mom?*

*Annie    What?*

*Peter    Is there something on your mind?*

*Annie    Is there something on your mind?*

*Peter    It just looks like you might want to say something.*

The atmosphere of this conversation is awkward between Annie and Peter. This happens after Peter coming back from party and just bring Charlie back without head. The conversation seems like it is going nowhere, the participant of speech questioning each

other that make this conversation is ambiguity information. This is the reason why this data is includes the flouting maxim of manner.

Data 47:

*Peter Why are you scared of me?*

*Annie What? I never wanted to be your mother.*

*Peter Why not?*

*Annie I was scared. I didn't feel like a mother. But she pressured me.*

Annie's answer 'what? I never wanted to be your mother' is not appropriate to the question of 'why are you scared of me?'. That this dialogue contains the ambiguity to answer the question. in the end of the dialogue Annie did not explain who is 'she' in "but she pressured me".

Data 48:

*Steve Hello?*

*Peter Dad?*

*Steve Peter?*

*Peter Something's at the school.*

*Steve What is?*

*Peter It followed me here!*

Peter and Steve were communicated using handphone, it was ended by ambiguity uttered by Peter. Peter did not want to continue his explanation before hanging up the phone. Because ambiguity one of the aspect flouting maxim of manner.

The third is prolixity. From 15 times total of Flouting Maxim of Manner, there are 3 times appeared as conversation that has prolix information as the proofs below:

Data 49:

*Annie ...You gonna take your sister?*

*Peter Uh - does she want to go?*

*Annie Uh - have you asked her?*

*Peter Charlie?!*

*Peter She's not in the house.*

*Annie What? Yes she is.*

Annie and Peter argued. Annie force Peter to take his sister with him during the party. Meanwhile, Peter tries finding the reason because actually Peter did not allow his sister to go with him to the party. The conversation above reveals the prolixity that should be avoid the flouting maxim of manner.

Data 50:

*Annie What happened?*

*Joan I don't know if I should even say!*

*Annie What do you mean?*

*Joan You're gonna think I'm crazy!*

*Annie Not at all...!*

*Joan I... Oh God. I... met a spiritual medium.*

The truly, Joan should just say “Annie, I met a spiritual medium” to make it more informative than revealed to much prolixity in a conversation. In this case, Joan tries to persuade Annie to do the ritual of heretic sect such as met the spiritual medium.

Data 51:

*Annie What's “this”?*

*Joan Sit down. Trust me. I'm turning off the light. You okay?*

Joan was avoiding from telling the truth, to persuade Annie to join with her. The clear evidence of prolixity conversation

The fourth is incoherent. From 15 times total of Flouting Maxim of Manner, there is once appeared as conversation that has incoherent information as the proofs below:

Data 52:

*Steve Yow. Comin' up. Any title ideas yet?*

*Annie This is the photo they wanna use.*

*Steve Ooh, I love that one.*

*Annie The gallery owner keeps suggesting Your Life in Miniature for the title*

The conversation above incoherent compared to another flouting maxim that easiest to understand by the audience. This indicates the flouting maxim of manner.

#### **4.1.2. The Reason of Flouting Maxim**

There are many reasons of why the maxim is flouted based on each type of The Flouting Maxim that defines by Grice (1989). Such as in this world, God created *yin* and *yang*, good and bad as well as maxim, there are also flouting maxim. That described such as; Flouting Maxim of Quantity, there are two reasons why maxim of quantity is flouted the first is 'Too much information than the required' which the answer of the second speaker almost occur in all data of conversation that indicate of flouting maxim of quantity because it is found 13 from 15 times of appearance. The second is 'Repetitive information' in the 'finding' found that 2 from 15 times of appearance contained this type of factor that made the flouting maxim of quantity. Repetitive information occurs when

the second speaker repeated the utterance so that the first speaker would not receive the information needed from the second speaker.

Flouting Maxim of Quality, there are two related reasons why maxim of quality is flouted. First, the utterance is not containing of the truth that following by clear evidence and second, the utterances that spoken by the speaker did not make sense according to the actual fact when the conversation is happening. In this case, there are found 9 data occur in analysis from 9 times of appearance. The quality of the information that spoken from the speaker is necessary to avoid flouting maxim especially in quality.

Flouting Maxim of Relevance, in this type there are five reasons why Maxim of Relevance is flouted; first is deviated information there are found 6 from 13 times of appearance. Because of the conversation is deviated, the information cannot be delivered well, then this is one of the reasons why include in flouting maxim of relevance. Second, the question of the first speaker is answered with another question by the second speaker in a conversation and there are found 2 from 13 times of appearance. Meanwhile according to the maxim principal, in maxim of relevance the conversation must be related each other such if the first speaker is asking, then the second speaker is answering. If the second speaker is continuing ask, then the maxim is flouted. Third, the topic is changed during the conversation this is only found 1 from 13 appearances. The change of topic during the conversation is clearly flouting maxim of relevance, it is different from the deviated information because deviated information is not necessarily to change the topic. Meanwhile, the change of topic is to communicate in unconnected information that indicated to flouting maxim. Fourth, the information influenced by the situation of the participants of speech there are found 2 from 13 times appearance. Situation around the

speakers also influenced the direction of conversation. Then, both of the speakers have an accurate information that make the conversation successfully relevant. Fifth, the topic is cut off during the conversation there are found 2 from 13 appearances data. For example, in this data the second speaker was trying to cut the conversation off when the first speaker was speaking.

Flouting Maxim of Manner, there are four reasons why maxim of manner is flouted; first because the utterance used by the speaker is obscurity of expression and it found 5 from 15 times appearance. Second, the speaker express ambiguity while they speak it found 6 from 15 times appearance. Third, the speaker used prolixity to convey information. The information is not directly well delivered to the hearer that possible to face miscommunication between them it is found 3 from 15 times appearance. Fourth, information that the speaker tends to uttered incoherently in conversation it found only 1 from 15 times appearance in the script.

#### **4.2 Discussion**

In this study, the researcher discusses the finding elaborate with research problem that related to flouting maxim used Grice and Cutting theory on Hereditary movie script written by Ari Aster. The researcher answered the first research problem to find the flouting maxim that used in Hereditary script. There are 4 types of flouting maxim following by the result of analysis. Flouting Maxim of Quantity has 15 times of appearance by the percentage 29%, Flouting Maxim of Quality has 9 times of appearance by the percentage 17%, Flouting Maxim of Relevance has 13 times of appearance by the



percentage 25% and Flouting Maxim of Manner has 15 times of appearance by the percentage 29%. The most frequently used are both of flouting maxim of quantity and flouting maxim of manner in contrast to flouting maxim of quality has the lowest frequency in used. The flouting maxim of quantity revealed 2 reasons; (1) too much information than the required and (2) repetitive information. The flouting maxim of quality revealed 2 reasons that still relevant one to another reason; (1) the utterance is not contained of the truth that following by clear evidence and (2) making sense of utterances according to the actual fact. The flouting maxim of relevance revealed 5 reasons; (1) deviated information, (2) the question is answered with another question, (3) the topic is changed during the conversation, (4) situational influence and (5) the topic is cut off during the conversation. The flouting maxim of manner revealed 4 reasons; (1) the utterance used the obscurity of expression, (2) express ambiguity, (3) prolix information, and (4) information uttered incoherently in conversation. The characters in the script frequently flouted the maxim of quantity is in the part of 'too much information than the required' meanwhile the frequency of the characters flouting the maxim of manner is in the part of 'using ambiguity expression'.

In compare with the research Kurniati (2018) analysis on the research entitled *The Flouting of Gricean Maxims in the movies Insidious and Insidious 2*. Kurniati found the result of all the data of flouting maxim in percentage and the results indicate that characters in *Insidious* and *Insidious 2* flout the maxims for a number of reasons, the main reasons being to avoid making the main characters upset, provide comprehensive explanations, convince the hearer, and criticize someone's action. That the researcher

wanted to investigate another element related to the using of flouting maxim in a script movie to find the art purpose.

The researcher tends to analyze the reasons behind the flouting maxim existence to determine the purpose of the flouting maxim on Hereditary movie script to answer the second research problems. The purpose of flouting maxim is to find the kinds of “Dramatical Elements” related to the art value of Hereditary as art film elements. The researcher concludes the dramatical elements into 3 purposes;

Conflict. It is to draw the strange atmosphere of the movie, using the flouting maxim of relevance in the type of ‘topic changing during the conversation’ when between participant of speech is debating over something.

Suspense. It is to build the commotion in the movie, using the flouting maxim of quality in the type of ‘truth that unfollowed by clear evidence’ and using the flouting maxim of manner all types (1) the utterance used the obscurity of expression, (2) express ambiguity, (3) prolix information, and (4) information uttered incoherently in conversation.

Curiosity. It is to dramatize the conversation in the movie, using the flouting maxim of quantity in the type of ‘too much information than the required’ dramatized conversation be able to bringing up the situation from ‘not too exciting’ to be ‘very exciting’. Type of ‘repetitive information’ to build the curiosity in conversation.

Film without dramatical element is something lack in art. Art is a value that is seen by the audience contained in it. Films also have values that can represent the way of expression of their creators. That value eventually develops into a truth according to the

society. Value is something that is always subjective, depending on the human who judges it. Basically, every artistic value from any context has a fixed value with its respective elements, namely attractive and beautiful forms. This relates to art as an expression or film as an expression as well.

Elements of art from the linguistic side such as in film script writing can also can be considered to be part of film art. any artistic purposes that appear in the Hereditary film script from the violation of the maxims contained in the film script as many as 52 maxims. The researcher also wants to show the positive side of maxim violation for artistic purposes in film.



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## CHAPTER V

### CONCLUSION AND SUGGESTION

In this chapter, the researcher tends to present the conclusion from the discussion of processed data on previous chapter; Findings and Discussion to be the last chapter and suggestion for the next researcher by the similar field of the research.

#### 5.1 Conclusion

This research focuses on analyzed the types and the reasons for flouting maxims used on Hereditary movie script written by Ari Aster. Data that found in analysis is 52 of data in total, from 52 of data there are contained 4 kinds of Grice's flouting maxim; flouting maxim of quality (29%), flouting maxim of quantity (17%), flouting maxim of relevance (25%) and flouting maxim of manner (29%). There are two kinds the most maxim is flouted; flouting maxim of quantity and flouting maxim of manner.

There many reasons of maxims are flouted. The flouting maxim of quantity revealed 2 reasons; too much information than the required and repetitive information. The flouting maxim of quality revealed 2 reasons that still relevant one to another reason; the utterance is not contained of the truth that following by clear evidence and making sense of utterances according to the actual fact. The flouting maxim of relevance revealed 5 reasons; deviated information, the question is answered with another question, the topic is changed during the conversation, situational influence and the topic is cut off during the conversation. The flouting maxim of manner revealed 4 reasons; the utterance used the obscurity of expression, express ambiguity, prolix information, and information uttered incoherently in conversation.

The result of art purpose in flouting maxim that found is “Dramatical Elements” related to the art value of film elements on Hereditary movie. The researcher concluded the dramatical elements into 3 purposes; to build Conflict, Suspense, Curiosity related between the script and the movie.

## **5.2 Suggestion**

This thesis conducted to give one of ‘sight’ in analysis of flouting maxim in the field of movie. Understanding theory is necessary to help researcher in analyze the data. This research is not perfect due to there will be any research in the future that develop the theory, method, object. It is also important to explore other perspectives of something that is considered negative. The researcher hopes that this thesis can be one of references for the next researcher in the future.



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