

**THE STUDY OF MAXIM VIOLATION IN *ALADDIN*  
MOVIE'S CONVERSATION**

**THESIS**



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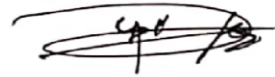
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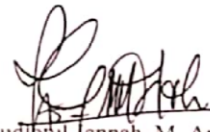
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## ABSTRACT

Muannasah, I. W. (2022). *The Study of Maxim Violation in Aladdin Movie's Conversation*. English Department, UIN Sunan Ampel Surabaya. Advisor: Dr. H. Mohammad Kurjum, M. Ag.

Keywords: Cooperative Principle, Maxim Violation, Conversation, Movie.

This study aims to analyze the cooperative principle of the Aladdin movie conversation using Grice's theory. The researcher formulate two research questions; (1) What maxims are violated by the character in Aladdin movie? (2) Why did the characters in Aladdin movie violate the maxims?

This study applied a descriptive qualitative approach in order to achieve understanding, continuity of conversation, and the cooperative principle. Then the researcher selects which parts of the conversation from Aladdin's movie violates the maxims. When the researcher obtains the data on the findings, the researcher identifies the types of conversation obtained and classified according to the types of violates the maxims: violation the maxim of quality, quantity, relation, and manner. The researcher also tries to find out the reason of conversation of Aladdin (2019) movie violates the maxims.

The researcher finds four types of maxim violations in the Aladdin movie. There are violation the maxim of quantity, quality, relations, and manner. The researcher finds conversations that violated the maxim. There are 38 data finds; seven violating maxim of quantity, sixteen violating maxim of quality, three violating maxim of relation, twelve violating maxim of manner. The researcher found several reasons for conversations in the data violates the maxims are nervousness, hiding something from the interlocutor, trying to divert the conversation and lying.

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## ABSTRAK

Muannasah, I. W. (2022). *Kajian Pelanggaran Maxim dalam Percakapan Film Aladdin*. Program Studi Sastra Inggris, UIN Sunan Ampel Surabaya. Pembimbing: Dr. H. Mohammad Kurjum, M. Ag.

Keywords: Prinsip Kerja Sama, Pelanggaran Maxim, Percakapan, Film

Penelitian ini bertujuan untuk menganalisis prinsip kerja sama dalam percakapan film Aladdin dengan menggunakan teori Grice. Peneliti merumuskan dua pertanyaan penelitian; (1) Maksim apa saja yang dilanggar oleh tokoh dalam film Aladdin? (2) Mengapa tokoh-tokoh dalam film Aladdin melanggar maksim?

Penelitian ini menggunakan pendekatan deskriptif kualitatif untuk mencapai pemahaman, kesinambungan percakapan, dan prinsip kerja sama. Kemudian peneliti memilih bagian percakapan mana dari film Aladdin yang melanggar maksim. Ketika peneliti memperoleh data temuan, peneliti mengidentifikasi jenis percakapan yang diperoleh dan diklasifikasikan menurut jenis pelanggaran maksim: pelanggaran maksim kualitas, kuantitas, hubungan, dan cara. Peneliti juga mencoba mencari tahu alasan percakapan film Aladdin (2019) melanggar maksim.

Peneliti menemukan empat jenis pelanggaran maksim dalam film Aladdin. Pelanggaran maksim kuantitas, kualitas, hubungan, dan cara. Peneliti menemukan percakapan yang melanggar maksim. Ada 38 data yang ditemukan; 7 melanggar maksim kuantitas, 16 melanggar maksim kualitas, 3 melanggar maksim hubungan, 12 melanggar maksim cara. Peneliti menemukan beberapa alasan percakapan dalam data melanggar maksim adalah disebabkan karena gugup, menyembunyikan sesuatu dari lawan bicara, mencoba mengalihkan pembicaraan dan berbohong.

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## **CHAPTER I**

### **INTRODUCTION**

In this chapter, the researcher points out important things in analyzing the cooperative principles in Aladdin movie conversation. They are the background of the study, problems of the study, significance of the study, scope, and limitation, and definition of key terms.

#### **1.1 Background of the Study**

Language is one of the most significant things in conversations. According to collinsdictionary.com, "language is a system of expression of thought, feeling, etc., by the use of spoken sounds or conversational symbols." Consistently, people cannot keep away from a conversation in their lives. Wardhaugh also defines (in Fidiyanti, 2017, p. 2) that "Language is a system of arbitrary vocal symbols used by human communication." Humans need language to impart information and converse with others. Therefore, language is essential to use in everyday communication.

A conversation is a two-way exchange of ideas between two or more people. Unlike discussion, which tends to achieve a specific goal, reach an agreement, solve a problem, or get someone's opinion. The conversation is not a technique for solving problems or resolving conflict. Conversation can be considered a natural sort of prevailing talk in which at least some members

engage freely and reciprocally, for the most part, beyond specific settings like strict administration, courts, study halls, and such (Levinson, 1983, p. 284).

In addition to communication as a function of language, pragmatics is concerned with the study of the meaning communicated by speakers and interpreted by listeners. Puri (2019) states that the meaning of speech is the focus of the linguistic field known as pragmatics. Interpretation cannot be separated from the context of the communication itself and how the context affects what is said. Yule (1996) assumed that the speaker and the listener involved in the conversation would work well together.

On the other hand, this approach also needs to explore how the listener interprets the speaker's intended meaning. If "he is a person with long arms," this does not imply that he has long hands, but it is a common proverb that "long arms" is an epithet for people who like to steal or can also be called a thief. Pragmatics, then, has to do with a rather slick type of meaning that is not found in dictionaries and that may differ from context to context. The same utterance will mean different things in different contexts and even different things to different people (Birner, 2013).

When we have conversations, we often lose the connection between the speaker and the listener. Then, with cooperation, we will be able to understand the words spoken, and our conversation will flow smoothly. The cooperation in this conversation is called the "cooperative principle" which Yule coined. The cooperative principle proposed by Grice is: "Make your conversational

contribution as required by the stage at which it occurs and the accepted purpose or direction of the talk exchange in which you engaged" (Yule, 1996, p. 37).

Furthermore, cooperative principles are broken down into four sub-principles known as maxims. They are maxim quantity; people must make informative contributions as needed, but not more informative than necessary. In other words, people must consciously gather information. Then, to maxim quality, people do not have to wait for what we believe is incorrect or for which we lack adequate evidence. Maxim relation must be relevant, according to the proverb. Last but not least. Grice stated that there was courtesy, and that people should avoid unclear expressions, ambiguity, being brief (to avoid unnecessary fraud), and being orderly.

Of course, not all conversations comply with the maxims requirement. Therefore, the researcher wants to examine the violated maxim in the conversations of the Aladdin movie. The speaker intentionally broke the cooperation principle. Eventually, these violations might have implications for the recipient. By observing how the interlocutor responds to the speaker, such implications can be found (Sinaga, M., & Dahnilsyah, 2018). Violating a maxim means not obeying it, but the speaker does not do it prominently so that the listener does not realize that the maxim is being violated (Birner, 2013, p. 43).

Scholars are interested in cooperative principles because they want to understand the patterns in various source data types and the factors that cause them. Many of them conduct research on cooperative principles using different

approaches. A study from Anggraini and Rosdiana (2020) analyzed cooperative principles in the Deddy Corbuzier podcast. The video analyzed was entitled "Sebuah konspirasi-Saya dikorbankan" which was attended by Siti Fadilah. The purpose of this study is to investigate flouting and violating maxims in the video. The maxim of quantity was discovered to be the dominant aspect of the flouting maxim by researchers. Meanwhile, researchers discovered that the quality maxim was the most commonly violated maxim.

Another cooperative principle study was conducted by Wiyanto and Novitasari (2019), who analyzed conversation verses of Surah al-Kahf's translation. The purpose of this research is to describe the cooperative principle in some surah of Al-Quran's translation composed by Marmaduke Pickthall, namely surah al-Kahf. In this study, researchers found the dominant data is maxim of manner, which found 12 data. This study found that the cooperative principle contributed to the maxim in Surah al-Kahf conversational verses, not only in everyday social life but also in everyday conversations.

Another study about violations of maxims in President Donald Trump's interview on HBO was conducted by Qhotimah (2021). The researcher analyzed the utterances of President Donald Trump to find out the types and factors of violating the maxim. This study converts oral data into written data through transcripts from the interview. The results of this study indicate that Trump violates the maxim of 107 data. Violating maxim of quantity is the most dominant. It is to provide words that are not following the facts.

In line with Qhotimah (2021), Raharja and Rosyidha (2019) also conducted a study about the violation of maxim. The study was focused on violation done by Dodit Mulyanto in Stand-Up Comedy Indonesia season 4. The purpose of this study is to classify the maxims of the cooperative principle and explain how Dodit Mulyanto violates the cooperative principle to evoke humor. The most dominant type of maxim violation is maxim of relation because Dodit Mulyanto conveys too many messages, which are not in line with the topic or change the topic suddenly or do wrong causality, than what is needed to evoke humor in Stand-Up Comedy Indonesia Kompas TV season 4.

A study was also conducted by Puteri (2018) on the Inside Out movie. The researcher analyzed the flouting of the cooperative principle maxim that appears in it. The study is mainly focused on the types of maxims that are flouted. This study is also focused on the flow of flouted maxims. The floating maxim of quantity is the dominant result obtained by the researcher (43.3%). The researcher then discovered that the second most common type is the maxim of manner (13.3%).

In line with Puteri, Devi (2017) also conducted a cooperative principle analysis on interaction. The researcher analyzed the dominant types of violating maxims and the reasons for violating maxims in lecturer-student interaction. The researcher collected data through three methods: recording, interviewing, and observing. The dominant type of violating maxim found is the maxim of quantity (69.8%). The researcher also found that there are causes for violating maxims,

including that the speakers want to show a confused expression or want the listener to explain the material in detail.

Based on previous studies, the researcher found similarities and differences between them. The similarities with previous studies are in the focus of the issues discussed, namely the cooperative principle. In addition, there are also differences between these studies. As such, there is a study focused on violating maxims, and another study analyzes flouting maxims. Previous studies also analyzed various data sources, including movies, lecturer-student interactions, and interviews.

Several studies on the cooperative principle above showed that several sources of data are used, especially movies. However, the movie has several genres, including adventure, fantasy, et cetera. Several movie genres have also been analyzed on this topic by many researchers. However, as far as the researcher is known, very few studies focused on violating maxims in musical fantasy genre movies and knew the causes of violating maxims. Therefore, this study focuses on the types of maxim violations and the causes in the Aladdin movie.

The research on movie conducted in this study is related to the use of language as a media for interacting between the characters in the movie's conversation. The researcher is interested in using the Aladdin film as an object. This Aladdin movie is a musical fantasy movie produced in 2019 by Walt Disney. This film is an adaptation of the 1992 Disney movie of the same name, which was written based on the folk tale of Aladdin, from a collection of several ancient stories entitled "1001 Nights." This film tells the story of an orphaned homeless young man

living with his pet monkey named Aladdin, who falls in love with a royal princess named Jasmine. Aladdin tried various ways to get Princess Jasmin, who indirectly came from a very different social class. Then, he received an order from a vizier to take a magic lamp as a condition for getting the princess. However, he accidentally got lost in the cave, rubbed the lamp, and took out a strange figure called the Genie. Genie explains that he has the power to grant three wishes to Aladdin.

This story is fascinating to study regarding the cooperative principle both in observance and non-observance maxims because in this story, there is a magic element in which magic is just a trick or not natural, which in one of the Cooperative Principle Maxim is characterized by "honest" words. However, sometimes the conversation also uses "not honest" words.

Therefore, the researcher wants to examine which parts of the conversation cannot fulfill the cooperative principle maxim in this story and what the reason for the conversation violates the maxim. For this study, especially of cooperative principle observance and non-observance maxims, the researcher chose the "Aladdin" movie conversation.

## **1.2 Problems of the Study**

1. What maxims are violated by the characters in Aladdin movie?
2. Why did the Characters in Aladdin movie violate the maxims?

## **1.3 Significance of the Study**

This study is expected to contribute to the language field, especially in pragmatics and cooperative principle theory. In addition, this research is expected to be useful for UIN Sunan Ampel Surabaya students, especially students majoring in English Language and Literature, as a new guideline and knowledge that can be developed and become a reference to the principal cooperative theory for linguistics study. This study is also expected to present and provide new information on related topics.

## **1.4 Scope and Limitation**

The researcher examines the cooperative principle, violating the maxim and the reason for the conversation in Aladdin movie 2019 violated the maxim. Based on the movie and conversation transcript, the researcher focuses on a human conversation without investigating conversations involving animals. The researcher also focuses on what types of violating maxims in Grice's theory. The types of cooperative principle maxims are maxim of quality, maxim of quantity, maxim of relation, and maxim of manner. Hence, researchers examined the violations maxim. The researcher also examines why did the character in Aladdin movie 2019 violated a maxim.

### 1.5 Definition of Key Terms

*The cooperative principle* is how listeners and speakers work collaboratively and mutually accept one another in order to be understood in a specific way. The principle are maxim of quality, quantity, manner, and relation.

*Maxim violation* is means not obeying it, but the speaker does not do it prominently so that the listener does not realize that the maxim is being violated (Birner, 2013, p. 43).

*Conversation* is a two-way exchange of ideas between two or more people.

*Movie* is a form of artificial or imitation situation which appearance is inspired by social life and is usually seen on a screen or TV

*Aladdin 2019 movie* is musical fantasy film produced in 2019 by Walt Disney and released on May 24, 2019 directed by Guy Ritchie he co-wrote with John August (IMDb, n.d). .

## **CHAPTER II**

### **RIVIEW OF RELATED LITERATURE**

This chapter contains several related theories that support the research. Those are language, conversation, pragmatics, cooperative principle, the sub-chapters, observance and non-observance maxims, and Aladdin 2019 movie.

#### **2.1 Language, Conversation and Pragmatics**

Language, conversation, and pragmatics are all closely related. "Language is a system of arbitrary vocal symbols used by human communication" (Wardhaugh in Fidiyanti, 2017, p. 2). Humans need language to impart information and converse with others. A language is a tool for thought and idea expression (Evans & Green, 2006, p. 6). Communication is a function of language. Therefore, language is very important to use in everyday communication. This statement is also supported by Evans & Green (2006, p. 9), that language is the tool we use to "get our ideas across." This requires the formation of rich conceptualizations during the processes of transmission by the speaker, processing and interpretation by the hearer, and interpretation by both entities. (Evans & Green, 2006, p. 9).

Pragmatics is a field of linguistics proliferating in the development of contemporary linguistics (Huang, 2007, p. 1). Several theorists have several definitions of pragmatics, along with Levinson (1983, p. 5) and Birner (2013, p. 2), who state in their book that pragmatics is the use of language in context. The understanding language here shows that to understand an expression or

language utterance, it is also necessary to know beyond the meaning of words and their grammatical relationships.

Besides, Leech (1983, p. 6) defines the term "pragmatics" as a language speaker or user. Pragmatics is the study of meaning in relation to speech situations, including the speaker and listener, context, purpose, illocutionary acts, speech, time, and place. Hence, Yule (1996, p. 3) outlines the four main aspects of pragmatics in his book: speaker meaning, contextual meaning, how more is transmitted than is uttered, and representation of relative distance.

Pragmatics is concerned with a rather sophisticated meaning that does not appear in dictionaries and may change depending on the context. The same statement will have different meanings in different contexts and to different people (Birner, 2013, p. 4). To sum up, the researcher understands that pragmatics is a branch of linguistics that studies contextual meaning.

## **2.2 Cooperative Principle**

We often lose the connection between the speaker and the interlocutor when we have conversations. Then, with cooperation, we will understand the words spoken, and our conversation will flow smoothly. For a conversation to sound coherent, the participants (speaker and interlocutor) must adhere to the cooperative principle. The cooperation in this conversation is called the cooperative principle. Grice coined the phrase, "Cooperative principle: 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." (Grice, 1991, p. 26). Grice had the fundamental insight that a conversation can only be successful if both parties try to cooperate and make their contributions relevant to the topic at hand. Even though one might think that the participants are entirely uncooperative (Birner, 2013, p. 42),

The cooperative principle and its component maxims ensure that the appropriate amount of information is shared during a conversation and that the interaction is carried out in a truthful, relevant, and fruitful manner. Thus, Grice formulated the maxim into four sub-maxims. The maxims and their sub-maxims are:

### 2.2.1 Maxim of Quality

The quality maxim encourages people to be genuine and believes in what they say. It means that people should not say anything they do not believe to be true or for which they lack adequate evidence. The example of the maxim of quantity is as follows:

In this conversation, Aladdin looked restless, afraid he would mess up the atmosphere again. Then, Genie comforted and calmed him down as if he knew Aladdin was used to partying. Then, Aladdin dismissed Genie's opinion and said Aladdin never had a party.

Genie: "Don not worry. You are not out of the game yet. ***Just do whatever you normally do at party***"

Aladdin: "***I have never been to a party***"

This conversation fulfills the maxim of quality because Aladdin makes his contribution true.

### 2.2.2 Maxim of Quantity

The maxim of quantity is associated with the amount of information. According to this maxim, people should understand the current purposes of the exchange to make the necessary contribution based on the information. The example of the maxim of quantity is as follows:

In this conversation, Genie and Aladdin discussed what request Aladdin would ask Genie. In the middle of their conversation, Aladdin showed a hopeful face familiar to Genie. Genie understood that the expression Aladdin was showing was an expression of hope and anxiety for a woman that he loved. Genie asks who that woman is. Aladdin replied that the woman was a princess. Aladdin did not call the woman a princess, but the woman was really a princess.

Genie: "Uh-oh. Seen that face before. *Who is she? Who is the girl?*"

Aladdin: "*She is a princess.*"

Genie: "Aww, are not they all? Treat your woman like a queen, I always say."

Aladdin: "No, No, *she is an actual princess.*"

Genie: "Well, I already told you. I cannot make anyone love anyone, so"

Aladdin: "No, no. we had a connection."

Genie: "Did they?"

Aladdin: "She is smart and kind and so beautiful. But she has to marry ... Hey, can you make me a price?"

In this case, Aladdin fulfills the maxim of quantity because he answers Genie's questions as informative as needed.

### 2.2.3 Maxim of Relation

The maxim of relation requires that the information be relevant to the topic of conversation. It means that people should make the appropriate utterance in relation to the exchange. The example of the maxim of relation is as follows:

The king was hosting a feast at the time of this conversation. Aladdin was given a party invitation. Since Aladdin had never attended a party before, he was quite anxious and worried that he would ruin the atmosphere once more. Jasmine and Dalia noticed Aladdin, who was quite anxious.

Jasmine: "And what about Prince Ali?"

Dalia: "*Oh, look at him. He is trying so hard.*"

Jasmine: "*And that is the problem.*"

This conversation fulfill the maxim of relation because the conversation between Jasmine and Dalia interlocked with one another.

### 2.2.4 Maxim of Manner

The maxim of manner is linked to the regularity of information. This maxim requires people to avoid obscurity and ambiguity of expression in their utterances. The example of the maxim of manner is as follows:

Aladdin was fidgeting during this conversation. He could not pass as a prince since Jasmine revealed that Prince Ali was Aladdin. Aladdin told the Genie about his worry. Genie is surprised that her magic is only visible on the outside but that the inside is still just as it was before it was conjured, and Jasmine is aware of this magic.

Genie: "Oooh! I like that face. Good date?"

Aladdin: "The best!"

Aladdin: "*She figured out I was Aladdin. You said that would not happen.*"

Genie: "Wow. I mean, *Genie magic is really just a façade. At some point, the real character is always going to shine through. But, that is good thing, right? Now she knows.*"

Aladdin: "Well..."

Genie: "Well, what?"

Aladdin: "I convinced her that a really was a prince."

Genie: "And she believed you? Eventually, you are going to have to tell the truth."

Aladdin: "Eventually, I will tell her. Anyway, I sort of am a prince now"

This conversation complied with the maxim of manner since the genie was clear and brief in his explanations and responses to Aladdin's questions about his magic.

### 2.3 Observance and Non-observance of Maxims

Not all conversations comply the maxims of cooperative principle. The speaker can behave in four ways in regards to the cooperative principle that divided into two part, observance and non-observance of maxims.

#### 2.3.1 Observance maxim

The speaker, listener, and messages must all work together for communication. In order to communicate clearly, both the speaker and the listener must work together. The information must be sufficient, accurate, and honest, with additional evidence. To comprehend knowledge, both the speaker and the listener must adhere to the four maxims. As a result, there are both persons who observe and others who do not observe the maxims. This is an example of observance maxim:

Women 1: *"What is your monkey's name?"*  
 Aladdin: **"Abu"** (Q1.1)

This example describes a perfect conversation between the girl and Aladdin to ask and answer questions. It happened smoothly and successfully, the girl asked questions to Aladdin, and he gave good answers about the amount of information and relation to the topic of the question, honestly and clearly. In this conversation, the woman is attracted to Aladdin's pet, the monkey. Then the woman asked to know the name of Aladdin's monkey. Aladdin answered the woman's question with the correct answer about the monkey's name without any frills. Aladdin's answer in this conversation complies with the maxim of quality, in which the conversation must be honest.

### 2.3.2 Non-observance Maxims

However, people have many opportunities to fail and disobey the maxims. Many people do not obey the maxims because they cannot speak clearly. Also, because they do it intentionally to lie, the researcher here writes three ways that people non-observance the maxims, such as:

#### 2.3.2.1 Violating maxims

All conversations are expected to comply with the maxim rules, but not all conversations can meet these expectations. Therefore, the researcher also discusses how the conversation violates the maxim. In contrast to the flouting maxim, which means violating the maxim's rules openly. So listeners are expected to be aware of the violation, the violated maxim means failing to obey it but is

carried out unobtrusively with the assumption that listeners will not realize that the maxim is being violated. (Birner, 2013, p. 43). Grice (1975, p. 45) describes the violations of the maxim used as guiding principles. (in Raharja & Rosyidha, 2019) The rules are as follows:

### 2.3.1 Violating the maxim of quantity

The violating maxim of quantity is indicated when the speaker does not provide enough information to the listeners about the entire picture or the topic being discussed. The example of violating the maxim of quantity is as follows:

In this conversation, Aladdin came to Agrabah intending to propose to Jasmine. He was very nervous and stiff because he had to act like a prince.

Sultan: "It is pleasure to welcome you to Agrabah, Prince Ali."

Genie: "How did you break that?"

Aladdin: "I do not know. It fell off."

Genie: "It is a pleasure to meet him."

Aladdin: *"Uh ... it is just as much ... a pleasure for me, Your Highness, Sir. You look very serene."*

This conversation violates the maxim of quantity because Aladdin talks too much.

### 2.3.2 Violating the maxim of quality

The violation maxim of the quality is associated with the speaker's incorrect information, which can be described as a lie, irony, or sarcasm. The example of violating the maxim of quality is as follow:

This conversation violates the maxim of quality because Aladdin tries to lie about his identity. When Jasmine asks who he is by provoking a conversation about Aladdin's monkey named Abu. He admits that he is Prince Ali even though he is Aladdin.

Jasmine: **“Oh, look at that adorable monkey down there. Is that Abu?”**

Aladdin: **“No, no, it could not be Abu, he is ...”**

Jasmine: **“So, how many names do you have, Prince Aladdin?”**

Aladdin: **“No, no, I ...”**

Jasmine: **“So, who is Prince Ali?”**

Aladdin: **“I am ... Prince Ali.”**

This conversation violated the maxim of quality because he tried to lie and not tell the truth

### 2.3.3 Violating the maxim of relation

Violating the maxim of relation occurs when the speaker changes the topic to avoid the answer or topic brought up by other interlocutors in conversation. The example of violating the maxim of relation is as follows:

This conversation is set in a market place. While at the market, Aladdin met a woman and talked. The woman invites to chat with Aladdin, but Aladdin has other intentions and does not focus on the conversation but on the jewelry the woman is wearing.

Woman 1: *“He is a lovely monkey.”*

Aladdin: **“Mm... that is a lovely necklace.”**

Women 1: “So where does Abu come from?”

Aladdin: “Uh-oh! I think this ... belongs to me. Good day ladies.”

In this conversation, it violates the maxim of relation because Aladdin's answer is not following the topic asked by the woman.

### 2.3.4 Violating the maxim of manner

Violating the maxim of manner is when the speaker speaks ambiguously or cannot be heard because the voice is too low. It could be that the speaker uses language the listener does not understand. The example of violating the maxim of manner is as follows:

In this conversation, Genie invited Dalia to go around the palace to distract Dalia. Because at the same time, Aladdin also wanted to take Jasmine around the palace using a magic carpet.

Genie: "I was noticing how ... pleasant the evening is. At the party, I noticed ... you noticing how ... pleasant I am. Right. How is this going?"

Dalia: "It is clumsy, but in a charming sort of way"

Genie: "**Uh, a stroll. Would you like an evening stroll?**"

Dalia: "Just the two of us? On purpose?"

Genie: "Yes. As a people"

Dalia: "Just one more second"

Genie: "Okay. Why would I say 'as people'? The kid is contagious"

Dalia: "**I have never done this before. How does it work?** Do you like sheep cheese?"

This conversation violated the maxim of manner because Dalia answered a question or asked Genie with an ambiguous answer.

According to Grice (in Raharja and Rosyidha, 2019) There are four types of violations of the cooperative principle: 1) When a participant fails to provide the other person with as much information or as much as they require, they violate the maxim of quantity. 2) When the participants don't tell the truth, the quality maxim is broken. 3) When a participant does not make relevant contributions to a conversation, the maxim of relevance is violated. 4) When a participant speaks in a

manner that is unclear, excessive, and not coherent, that violates the maxim of manner.

#### 2.3.2.2 Flouting maxims

To flout a maxim is also to violate it, although the violation is so blatantly obvious that the hearer ought to be aware of it (Birner, 2013). Another interpretation of this statement is that the speaker is trying to mislead the listener by bringing up a small topic.

When the maxim was flouted, speakers pretended that listeners understood that their words should not be taken at face value and that they could infer meaning from suggested sentences. Here is some example from Birner (2013).

A: (just finished his exam)

B: "How was the exam?"

A: "Oh, of course, it is very breeze."

Since a test and a (literal) breeze are two entirely different things, it is evident that A does not expect B to take what A said to be literal fact. Here, the hearer's logic runs along the lines of, "The speaker said something that breaches the Quality maxim; still, A must conclude that they are attempting to be cooperative.

What could they imply if they behaved in a way that would be considered cooperative in this situation? When the speaker claims that the exam was a breeze, the listener may invoke the maxim of Relation and comprehend that the speaker was trying to apply a relevant breezy attribute (such as easiness or pleasantness) to the exam. (Note, although, that the phrase has become idiomatic in many

instances, including this one, and the implicature no longer needs to be "worked out" each time the phrase is used.). According to Cutting (2002), The speaker assumes that the listener will comprehend and visualize the meaning of such utterances even if the speaker did not say those words or utterances or did not previously connect them.

#### 2.3.2.3 Opting out the maxims

This problem occurred when they refused to follow the maxims by changing the subject of conversation. When unwilling to contribute or continue the conversation, the speaker rejects the maxim (Cutting, 2002, p. 41). According to Birner (2013), in a sense, opting to not participate in the maxims at all means to not participating in the game at all. An example from Birner (2013): "If I try to argue with my husband and he responds by opening the newspaper and starting to read, he opts out."

### 2.4 Aladdin 2019 Movie

Aladdin is a musical fantasy film produced in 2019 by Walt Disney and released on May 24, 2019 directed by Guy Ritchie he co-wrote with Jhon August (IMDb, n.d). This film is an adaptation of the 1992 Disney film of the same name written based on the folktale Aladdin, from a collection of several ancient stories entitled 1001 nights.

This film tells the story of an orphaned homeless youth living with his pet monkey, Aladdin, who falls in love with a royal princess named Princess Jasmine.

Aladdin tries various ways to get Princess Jasmine, who indirectly has a very different social class. Later, he received an order from a vizier to take a magic lamp as a condition for obtaining the princess.

However, he accidentally gets lost in the cave, rubs the lamp, and takes out a strange figure named Genie. Genie explains that he has the power to grant three wishes from Aladdin. However, there are many obstacles when Aladdin asks Genie for help. He was prevented by a vizier named Ja'far. However, his struggles were relentless and he finally succeeded in marrying Princess Jasmine and becoming king and queen of the kingdom of Agrabah.



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## **CHAPTER III**

### **RESEARCH METHODS**

This chapter contains several schemes for conducting research: research design, data collection, and data analysis.

#### **3.1 Research Design**

The researcher applied a qualitative approach to this study. The qualitative method is research that uses descriptive data from observable subjects in the form of written or spoken language. Thus, the researcher explain and describe the data from Aladdin 2019 movie conversation. Wray & Blommer (2006, p. 97) states, “qualitative approaches, by definition, involve description and analysis rather than, for example, the counting of the features.”

This study is categorized as qualitative research because the data is taken from phenomena occurring in a conversation. Qualitative research tries to arrive at detailed descriptions of people, objects, atmospheres, places, conversations, etcetera. Therefore, the researcher used the descriptive method because the conversation was analyzed descriptively to explain in detail the phenomena that occurred in the conversation. Thus, this study used a qualitative descriptive method to achieve understanding and continuity of conversation and cooperative principle.

## 3.2 Data Collection

This section contains several arrangements for gathering the research data. These are research data, data sources, instruments, data collection techniques, and data analysis.

### 3.2.1 Research Data

The data in this study were taken directly from the Aladdin 2019 movie on *Disney+ Hotstar* <https://www.hotstar.com/id/movies/aladdin/1260014815/watch> . Then, the researcher wrote down the conversations in the film. The researcher also looked for the source of movie scripts on various websites, which then matched up. Then the researcher selected which parts of the conversation from Aladdin's movie would meet the characteristics of the cooperative principle maxim. When the researcher has obtained the data that should be placed on the findings, the researcher identifies what types of violation maxims of cooperative principle in the conversations have been obtained and classifies them according to the types of violating maxims: violating maxim of qualitative, violating maxim of quantity, violating maxim of relation, or violating maxim of manner and what the reason for the conversation in the Aladdin movie being violated.

### 3.2.2 Research Instrument

This study used human, video, and transcript instruments. The researcher was the primary research instrument for collecting data. Researchers collected data by watching video, reading, and understanding video transcripts.

### 3.2.3 Data Collection Techniques

#### 1. Looked for the movie

The researcher browsed Aladdin's movie on *Disney+ Hotstar* <https://www.hotstar.com/id/movies/aladdin/1260014815/watch> . After doing a search, the researcher watched over and over again to understand the conversation in the movie.

#### 2. Watched the video

The researcher listened and watched the movie carefully and saw the English Text available on the video. The duration of the movie is approximately 130 minutes or about 2 hours.

#### 3. Transcribed the subtitles

To simplify the analysis, the researcher also transcribed the English text. The researcher transcribed the English subtitles for the Aladdin movie.

### 3.3 Data analysis

The researcher conducted data analysis after collecting data. The data is found in Aladdin 2019 movie conversation.

#### 1. Identifying

Researchers identified selected data indicating the types of violation maxim of cooperative principles and why they violated the maxims in the Aladdin movie. Not all conversations in the film are made as data, the researcher only enters data that meet the characteristics in the violation maxim of the cooperative principle

and the reason of conversation in Aladdin movie being violated and classified them as violating the maxim of quality, quantity, relation, or manner. In order to understand the reader easily in the cooperative principle. Here, the author encodes the maxims.

Table 3.1 Code Type of Violation the Maxims

Cooperative Principle	Types	Code	Frequency
Violating the maxim of	Quality	VQl	
	Quantity	VQn	
	Relation	VRl	
	Manner	VMn	
Total			

## 2. Classifying

The researcher classified the identified data through tables. The researcher created a table from the identified data after identifying it. After identifying the data, the researcher calculated the total data found. Then the researcher describes the reasons for the data found.

## 3. Describing the data

The researcher described the data classification to find answers to research problems. Then the researcher explained the analysis. The researcher also completed the analysis by providing the interpretation occupied by the investigation.

#### 4. Drawing conclusion

The last step that the researcher did after doing all the steps above.

Researchers make conclusions based on findings and discussions with clear explanations.



## **CHAPTER IV**

### **FINDINGS AND DISCUSSIONS**

This chapter presents the findings and discussion of this study. This chapter contains the results of this research and aims to answer the problem of the study, which focuses on the violations maxim of cooperative principles.

#### **4.1 Findings**

The researcher provides the data to answer the research problem in this section. The researcher analyzes based on the cooperative principle of Grice's theory. The researcher finds four types of violating maxims in the Aladdin movie. There are violating the maxim of quantity, violating the maxim of quality, violating the maxim of relations, and violating the maxim of manner. The researcher also finds several reason why characters violated the maxims.

##### **4.1.1 Type of Maxim Violation**

The researcher finds four types of violating maxims in the Aladdin movie. There are violating the maxim of quantity, violating the maxim of quality, violating the maxim of relations, and violating the maxim of manner. Total data collected by the researchers is 36. The data is presented in the table below:

**Table 4.1 Amount Data of Maxim Violation**

<b>Cooperative Principle</b>	<b>Types</b>	<b>Code</b>	<b>Frequency</b>
Violated Maxims	Quality	VQn	16
	Quantity	VQl	7
	Relation	VRl	3
	Manner	VMn	12
<b>Total</b>			<b>38</b>

The researcher finds data of four types of violating maxim in the Aladdin movie conversation amount 36 data. The most common data found here violates maxims of quality, as many as sixteen data. Violating maxim of manner occupied the second most data finds is as much as twelve data. Violating the maxim of quantity as much as seven data and the least data found here violates the maxim of relation as many as two. Violating the maxim of quality is the most commonly found in this study. This is because in this movie, there are elements of lies that finds when Aladdin was transformed into a prince. When Aladdin is transformed into a prince, in this condition, Princess Jasmine does not know that the magic is deceiving him. Therefore, this conversation violates the maxim of quality which means the conversation must be honest.

#### **4.1.1.1 The type of violating maxim**

The researcher presents types of maxim violations and the reasons why the conversation in Aladdin violates the maxims.

#### 4.1.1.1.1 Violating the maxim of quantity

The violating maxim of quantity is indicated when the speaker does not provide enough information or even too long to the listeners about the entire picture or the topic being discussed. The example of violating the maxim of quantity is as follows:

##### Data 1

This conversation happened after market guards chased them. They escape pursuit. Then, Aladdin took Jasmine to a somewhat hidden place, namely Aladdin's house. Jasmine was amazed by Aladdin's house, which was very simple but amazing, because she could see Agrabah completely, which she had never seen before, from Aladdin's house.

Jasmine: "Where are we exactly?"

Aladdin: "You will see."

Jasmine: "*Oh, my. Is this ... Is this where you live?*"

Aladdin: "***Yep. Just me and Abu. Come and go as we please. Welcome to my humble ... you will see.***" (VQn.1)

Jasmine: "You are quite the magician."

Aladdin: "Thank you."

This conversation does not comply with the maxim of Quantity because Aladdin as the interlocutor said too long of the question and rambling.

##### Data 2

The conversation below is in line with the data above. This conversation happened when Aladdin wanted to propose to Jasmine. Aladdin headed for the palace with various offerings to attract the hearts of the palace dwellers, especially Jasmine. This conversation takes place the first time Aladdin meets the king.

Sultan: ***"It is pleasure to welcome you to Agrabah, Prince Ali."***

Genie: *"How did you break that?"*

Aladdin: *"I do not know. It fell off."*

Genie: *"It is pleasure to meet him."*

Aladdin: ***"Uh... It is just as much ... a pleasure for me, Your Highness, Sir. You look very serene."*** (VQn.2)

The king and all the kingdom's inhabitants welcomed Aladdin's arrival with pleasure, but in this conversation, Aladdin violated the maxim of quantity because Aladdin's answer was too long.

### Data 3

The conversation below has the different background or reason as the example conversation above. In this conversation, Aladdin is explaining what he brought intending to want to tell what he brought in the offering to propose to Jasmine.

Aladdin: "Well, yes! You are very wise. Umm, tell him that we have gifts, please. Oh right! We have things! Gifts! Did you organize this?"

Genie: "Bi-baba!"

Aladdin: "Yes, here we are! Gifts. Coming right up. We have spices. Golden camels and spoons, tiny spoons.

Dalia: "Spoons! How do they make them that tiny!"

Aladdin: *"We have jams!"*

Ja'far: *"Jams?"*

Aladdin: ***"Yes, jams! Yam jams, fig jams."***

Dalia: *"Yam jams!"*

Aladdin: ***"And date jams, seedless, delicious, e-exotic jams."*** (VQn.3)

Aladdin's conversation violates the maxim of quantity because he is too involved in explaining the "jam" he brought. There was a bit of a debacle during this conversation because Aladdin didn't immediately get out of the "jam" discussion. The reasons above show a violation of the maxim of quantity.

#### 4.1.1.1.2 Violating maxim of quality

The violation maxim of the quality is associated with the speaker's incorrect information, which can be described as a lie, irony, or sarcasm. The example of violating the maxim of quality is as follow:

Data 4

In this conversation, Aladdin stole a girl's bracelet he met at the market. After Aladdin pickpockets, he exchanges them in the gold shop for money. Unfortunately, the seller did not want to exchange anything except a bag of dates. With this, Aladdin lied to the seller that what he brought, a bracelet, to be exchanged for money was a valuable family heirloom even though the bracelet was an item that Aladdin had stolen from a woman he met in the market, not a family heirloom.

Zulla: *Stop right there, Aladdin. Whatever it is you stole today, I do not want it!*

Aladdin: ***“Whoa-whoa, I did not steal anything. It is family heirloom that is worth a lot of ...”*** (VQ1.1)

Zulla: “I will give you bag of dates for it, nothing more.”

Aladdin: “Zulla, we both know it is worth at least three bags.”

Zulla: “Take a bag of dates and get out!”

These conversations show that Aladdin violates the maxim of quality because he is lying. Almost all the data that presentes in violating the maxim of quality has the same background, the speakers has certain reasons why they violates the maxim

## Data 5

This conversation occurred when Jasmine picked up bread for the poor kid who saw the bread being traded. Jasmine took the bread but did not bring money to pay for it. As a result the seller accused Jasmine of being a thief and there was a bit of chaos in the market. Then, Aladdin helped him and asked Jasmine to ensure she did not bring any money. However, Jasmine replied that she had no money.

Aladdin: "Take it easy, Jamal."

Jamal: "Khalil walks away from the stall, and this one... this one ... She steal the bread!"

Jasmine: "Those children were hungry! I ..."

Aladdin: "Okay give a minutes."

Jamal: "You keep your little street rat nose out of it! Huh"

Aladdin: "***Do you have any money?***"

Jasmine: "***No***" (VQ1.2)

This conversation violates the maxim of quantity because Jasmine says that she has no money. Maybe the other person believes that she has no money. However, it violates the maxim because Jasmine is a queen, a queen of a kingdom cannot be without money.

## Data 6

Different from the previous conversation, the conversation below has a different reason when this maxim violation occurs. In this conversation, Jasmine was watching Agrabah from Aladdin's house. She was amazed and could not believe that he could see Agrabah after so long confined in the palace. She expressed her amazement and was responded by Aladdin to confirm her words. However, Jasmine dodged and answered Aladdin's question not how she felt.

Jasmine: *"I cannot believe!"*

Aladdin: *"What?"*

Jasmine: *"I cannot believe we did that. That I did that. That we are alive! With the case."* (VQ1.3)

This conversation violates the maxim of quality because Jasmine is not honest with Aladdin about how she feels.

#### 4.1.1.1.3 Violating the maxim of relation

Violating the maxim of relation occurs when the speaker changes the topic to avoid the answer or topic brought up by other interlocutors in conversation. The example of violating the maxim of relation is as follows:

Data 7

This conversation takes place when Aladdin meets a woman in the market. The woman is attracted to Aladdin's monkey, Abu. The woman was playing with Abu and he said to Aladdin about Abu. However, Aladdin did not respond to the woman's words appropriately.

Woman 1: *"He is a lovely monkey."*

Aladdin: *"Mm... that is a lovely necklace."* (VQr.1)

Women 1: *"So, where does Abu come from?"*

Aladdin: *"He, uh-oh! I think this ... belongs to me. Good day ladies!"*

This conversation violates the maxim of relation because Aladdin responds to women with appropriate responses.

Data 8

This conversation is a continuation of the above conversation.

Women 1: *“So, where does Abu come from?”*

Aladdin: *“He, uh ...! I think this ... belongs to me. Good day ladies.”* (VQr.2)

This conversation violates the maxim of relation because in this conversation, Aladdin is talking to woman 1. However, Aladdin is disturbed by the necklace worn by woman 2 even though woman 1 is talking to him.

Data 9

Different from the previous conversation, the conversation below has a different reason when this maxim violation occurs. This conversation is when Aladdin tries to explain with his lies that what he carries is a valuable item. Zulla did not respond to Aladdin's statement and immediately gave Aladdin a bag of dates to exchange for the necklace Aladdin had stolen.

Aladdin: *“Whoa-whoa ... I did not steal anything, it is a family heirloom that is worth a lot of ...”*

Zulla: *“I will give you a bag dates for it, nothing more.”* (VQr.3)

This conversation violates the maxim of relation because there is no continuous attachment between each other.

#### 4.1.1.1.4 Violating the maxim of manner

Violating the maxim of manner is when the speaker speaks ambiguously or cannot be heard. It could be that the speaker uses language the listener does not understand. The example of violating the maxim of manner is as follows:

## Data 10

In this conversation, Jasmine asks if they will be okay in this precarious and dangerous situation because Aladdin has used his trick to get the bracelet given to the baker to replace the bread Jasmine took. The peacock is shouted at as a thief. They are being chased by security in the market.

Jasmine: "That was mm ... I am not leaving without my bracelet!"

Aladdin: "You mean this bracelet? Come on!"

Jamal: "Nay, nay, nay, na-na-na-nay... Aladdin! Thief, Aladdin!"

Jasmine: "*Are we in trouble?*"

Aladdin: "***Only if you get caught***" (VMn.1)

Aladdin answered Jasmine's concerns with unclear and ambiguous words, so this conversation violated the maxim of manner.

## Data 11

In this conversation, Prince Anders tries to interact with Jasmine. He wanted to win over Jasmine by praising her beauty. However, Jasmine's response was not what it should be and seemed impolite.

Sultan: "Welcome, Prince Anders. We trust you had an enjoyable journey."

Prince Anders: "O, wow!"

Sultan: "Prince Anders, my daughter ... Princess Jasmine."

Prince Anders: "*S-so... Why did no one tell me of your beauty?*"

Jasmine: "***No one mention yours either.***" (VMn.2)

This conversation, violated the maxim of manner. Because the conversation between each other did not obey the maxim of manner. The conversation bellow is present violating the maxim of manner that the speaker said ambiguously.

## Data 12

In this conversation, there was a clash between Jasmine, Ja'far and the sultan. The sultan ordered Jasmine to get married immediately because he was no longer young and Jasmine would take his palace. According to the royal tradition that has been followed for almost a thousand years, Jasmine will not replace her father as king, when she is not married. Jasmine refuses to marry because she has learned enough about government from books. However, according to Ja'far, learning only from books is not enough to become a king.

Ja'far: *"Books? But you cannot read experience. Inexperience is dangerous. People, left unchecked will revolt. Walls and borders unguarded will be attacked."*

Sultan: *"Ja'far is right. One day, you will understand. You may leave now"* (VMn.3)

This conversation violates the maxim of manner because the sultan's validation of Ja'far's opinion is ambiguous and unclear. He did not explain the clear reason and clear opinion for Jasmine to want to get married.

### 4.1.2 The Reason of Conversation in Aladdin 2019 Movie Violated the Maxims by the Characters

The violated maxim means failing to obey it but is carried out unobtrusively with the assumption that listeners will not realize that the maxim is being violated. There are several reasons that make the conversation in the film Aladdin violate the maxim. Here, the researcher explain how the conversation violates the maxim based on data presentation above in point 4.1.1.1.

#### **4.1.2.1 Violating the Maxim of Quantity**

The 3 data that have been presented in the findings in violating the maxim of quantity above. The researcher knows that the reason why the character violates the maxim of quantity is to hide the speakers from their nervousness to the other person.

Thus, that the speaker talks too long and violates the maxim of quantity, where the rules of the maxim of quantity are; do not make your contribution more informative than necessary and make your contribution as informative as needed.

#### **4.1.2.2 Violating the Maxim of Quality**

Based on the 3 data presented in the findings, it violates the maxim of quality. The researcher knows that the reason why the character violates the maxim of quality is to hide the speaker from the actual situation or feeling. It is because the speaker and listener do not know each other closely. The speaker also does not want what happened to be known by the interlocutor for some reason.

Therefore, the finding of violating the maxim of quality here violates the maxim of quality which the rule are; Try to make your contribution true, do not say what you believe is wrong/false.

#### **4.1.2.3 Violating the Maxim of Relation**

The 3 data that have been presented in the findings in violating the maxim of relation above. The researcher knows that the character violates the maxim of

relation because the other person doesn't want to talk to the speaker, even the other person wants to divert the conversation due to specific reasons.

This conversation violates the maxim of relation, where the rule is: make your contribution relevant (continued), while in the data above the interlocutor seems to want to cut off and divert the speaker's conversation.

#### **4.1.2.4 Violating the Maxim of Manner**

In the three data presented above, the researcher knows that the 3 data above violate the maxim of manner because the interlocutor responds to the speaker's conversation with ambiguous and unclear answers. This is because the speaker wants to give more explanation to the hearer after the incident happened.

Sometimes, the speaker also does want to talk with the listener. So, the conversation signaling the listener to quickly leave the speaker's sight. This violates the maxim of manner's rule that the speaker should be brief, orderly and avoid ambiguity.

## **4.2 Discussions**

According to the research results above, the researcher found four types of maxim violations, as much as 15 data (42%). The conversation in Aladdin's movie violates the maxim to cover the speaker's feelings, events, and circumstances to the interlocutor. Based on the findings above, the researcher would like to discuss this study with several previous studies. In addition, this study has similarities and differences with several previous studies on the cooperative principle of Grice's

theory. All previous studies and this study use Grice's theory to examine the cooperative principle.

Anggraini and Rosyidah (2020), investigate flouting and violating maxim in Corbuzier's podcast. This study found the failure of participants to comply with maxims, in the form of flouting and violating. In flouting maxim, researchers found the dominant is the maxim of quantity as many as 29 data (50%). Meanwhile, in violating maxims, researchers found the dominant is the maxim of quality as many as 3 data (43%). This research implies the need for reaffirmation of utterances that are thought to cause failure to understand information.

There are similarities and differences in the research of Wiyanto and Novitasari (2019), the similarity of this research with previous research is both looking for the type of maxim and finding 4 types of maxim. Previous research also uses Grice's theory and uses qualitative methods. Besides that, there is an obvious difference. The previous study used conversations in the al-Quran as the data to find the type of maxim. The data that appears the most in previous studies is also not the same as this study, where the most data that appears in previous studies is the maxim of manner with 12 data.

The difference between this study and the previous research, Qhatimah (2021), is that the previous study only examined the cooperative principle violating maxim in Donald Trump's interview. Previous research used 17 videos of Donald Trump on You-tube and the most data found is violating the maxim of manners as much as 44.9% data. Because there were too many messages,

unmatched on conversations, even Donald Trump tried to change the interview topic.

In line with Qhatimah (2021) research, Raharja and Rosyidah (2019) also uses YouTube videos as research data and study about violating maxim. Previous study and this study also have differences. Previous studies only examined violating maxims and focused their research on finding the types of violation maxims and what data appeared the most. However, there are similarities between previous studies and this research that explains the causes of maxims that can be violated. The difference is that previous research only explained the causes of maxim violations in data that often appeared a lot.

Another research is conducted by Puteri (2018). In her research she uses qualitative methods and uses Movie to take data. However, there are differences between previous studies and this study. It only discusses the floating of the main character. This study is also focused on the flow of produce flouted maxim. The floating maxim of quantity is the dominant result obtained by the researcher (43.3%).

Devi (2017) examined about violated maxims. In his previous research, he examined conversations between teachers and students by observation, recording, and interview. The dominant type of violating maxim found is the maxim of quantity (69.8%). The researcher also found that there are causes for violating maxims, including that the speakers want to show a confused expression or want the listener to explain the material in detail.

Thus, this study and previous studies have slight differences. The finding that appears most often in this study is a violation of the maxim is violating maxim of quality. The maxim violation in Aladdin movie is caused by the speaker wanting to hide something; hiding nervousness, hiding the truth, lying and diverting the conversation.

This study is in line with Raharja & Rosyida (2019) and Puteri (2018), which only examined the causes of violations only on the data that appeared the most and the main character. This study examines the causes of flouting maxims in the entire data. The previous study only examined maxim violations, Raharja & Rosyidah (2019), Qhatimah (2021) and Devi (2017). Research that only examines the principle of cooperative line maxim, Wiyanto & Novitasari (2019) or researchers who only study flouted maxims, Puteri (2018).

This study is also in line with the study of Anggraini & Rosdiana (2019), which discusses two discussions of cooperative principles, Anggraini & Rosdiana (2019) examines flouting and violating while this research examines cooperative principles in line maxims and violations of maxims. This differential can happen because each lesson has a different situation during the conversation.

Besides, the previous study collected data using different data sources; podcasts, stand-up comedy, president interviews, movies, and even the al-Quran. This study uses movies as a data source. In addition, this research can fill in the incompleteness of previous research on the cooperative principle.

## CHAPTER V

### CONCLUSIONS AND SUGGESTIONS

In the last chapter of this study, the researcher presents two sub-chapter. Those are conclusions and suggestions.

#### 5.1 Conclusions

This study examines the cooperative principle in Aladdin movie conversation based on Grice's theory. There are four types of cooperative principles: the maxim of quality, the maxim of quantity, the maxim of relation, and the maxim of manner. In this study, the researcher finds four types of maxim violations. As for the result, the researcher finds as many as 38 data of violated maxims. Violating the maxim of quality is the most data appear, as many as 16 data. This violates because in the film Aladdin there is a part where Aladdin deceives the other characters in the movie by using the Genie's magic which, in this case, Aladdin's conversation violates the maxim of quality; (1) Try to make your contribution true. (2) Do not say what you believe is wrong/false. The researcher also discovers the following types of maxim violations: violating the maxim of quantity with up to 7 data points, violating the maxim of relation with up to 3 data points, and violating the maxim of manner with up to 12 data points.

The researcher found several reasons for conversations in the data to violate maxims: nervousness, hiding something from the interlocutor, trying to divert the conversation, lying, et cetera. In a conversation, there should be no

expression of consent. However, the people involved are willing to contribute something related to the purpose of the conversation. This study implies the importance of observation to avoid speech comprehension failure—both direct communication and communication through the media, like a movie. The observation of speech needs to be done carefully to avoid failures that lead to ignoring maxims.

## 5.2 Suggestions

In this study, researchers used the Aladdin movie as a data source. The researcher hopes that future researchers interested in the cooperative principle can analyze the cooperative principle of language using other data sources, such as daily conversations with people around or literary works using Grice's theory or other theories. Furthermore, the researcher hopes this study can help future researchers understand more deeply related to the cooperative principle. In addition, the researcher hopes that criticism and suggestions from readers can inspire future researchers to develop similar research.

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