

**ANALYSIS OF FLOUTING MAXIM USED BY THE MAIN
CHARACTERS IN *EMMA* MOVIE**

THESIS



BY:

NANDA NABILAH AUFA WAHYUNINGTYAS

REG. NUMBER: 03040321116

ENGLISH LITERATURE DEPARTMENT

FACULTY OF ADAB AND HUMANITIES

UNIVERSITAS ISLAM NEGERI SUNAN AMPEL

SURABAYA

2025

DECLARATION

I am the undersigned below:

Name : Nanda Nabilah Aufa Wahyuningtyas
NIM : 03040321116
Department : English Literature
Faculty : Adab and Humanities
University : UIN Sunan Ampel

declare that the thesis entitled:

Analysis of Flouting Maxim Used By The Main Characters In *Emma* Movie
is my own work, and not a plagiarism/fabrication in part or in whole.

If in the future it is proven that this thesis results from plagiarism/fabrication, either in part or whole, then I am willing to accept sanctions for such actions in accordance with the applicable provisions.

Surabaya, 29 April 2025

Who makes the statement




Nanda Nabilah Aufa Wahyuningtyas
Reg. Number. 03040321116

APPROVAL SHEET

ANALYSIS OF FLOUTING MAXIM USED BY THE MAIN
CHARACTERS IN *EMMA* MOVIE

by

Nanda Nabilah Aufa Wahyuningtyas
Reg. Number 03040321116

approved to be examined by the board of examiners of English Literature
Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya

Surabaya, 29 April 2025

Advisor 1



Murni Fidiyanti, MA
198305302011012011

Advisor 2



Suhandoko, M.Pd
198905282018011002

Acknowledged by
The Head of the English Literature Department



Dr. Endratno Pilih Swasono, S.Pd., M.Pd
197106072003121001

EXAMINER SHEET

This is to certify that the *Sarjana* thesis of Nanda Nabilah Aufa Wahyuningtyas (Reg. Number 03040321116) entitled **Analysis of Flouting Maxim Used By The Main Characters In *Emma* Movie** has been approved and accepted by the board of examiners for the degree of *Sarjana Sastra* (S.S.), English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya.

Surabaya, 17 June 2025

Board of Examiners:

Examiner 1



Murni Fidiyanti, M.A.
NIP. 198305302011012011

Examiner 2



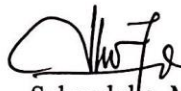
Prof. Dr. H. Mohammad Kurjum, M.Ag.
NIP. 196909251994031002

Examiner 3



Dr. Endratno Pili Swasono, M.Pd.
NIP. 197106072003121001

Examiner 4



Suhandoko, M.Pd.
NIP. 198905282018011002

Acknowledged by:

The Dean of Faculty of Adab and Humanities
UIN Sunan Ampel Surabaya



Prof. Dr. H. Mohammad Zaini, M.A.
NIP. 197805121995031002

ABSTRACT

Wahyuningtyas, N. N. A. (2025). *Analysis of Flouting Maxim Used by The Main Characters in Emma Movie*. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Murni Fidiyanti, MA., (II) Suhandoko, M.Pd.

The study is aimed to analyze how flouting maxims is carried out by the main characters in Emma (2020) based on Grice's theory. There are two problems to be solved in this study, namely: (1) what types of maxims are flouted by the characters in Emma 2020 movie? (2) What are the social factors that influence the main characters to flouted the types of maxims in Emma 2020 movie?

This study uses qualitative approach in relation to the use of clear and systematic description about the phenomena being studied. Descriptive study in textual analysis was applied in this study to analyze conversation of the main characters through the script of Emma movie. The data used by the researcher was a collection of conversations or dialogues between the main characters in the form of sentences that were analyzed from the script and scenes in the film. The transcription was then analyzed by identify types of maxim violations and analyze social factors that influence maxim violations by the main characters in Emma movie.

The findings of this study reveal that all four types of maxims proposed by Grice (quantity, quality, relation, and manner) are flouted by the main characters in Emma (2020). Among them, the maxim of relation is flouted most frequently, with 20 instances, followed by quality (13 instances), and both quantity and manner (7 instances each), totaling 47 cases of flouting. These violations are employed by characters to express implied meanings that are shaped by social context, such as delivering subtle criticism, maintaining politeness, avoiding direct conflict, or expressing hidden emotions. The study also finds that flouting maxims serve functions beyond information exchange; they act as tools for social navigation, particularly within the structured norms of 19th-century English upper-class society. Furthermore, social factors, such as status, power relations, politeness norms, and gender roles significantly influence how and why characters flout maxims. For example, Emma Woodhouse often uses her high social position to control conversations, while characters of lower status tend to communicate more cautiously.

Keywords: flouting maxim, social factors, main characters

ABSTRAK

Wahyuningtyas, N. N. A. (2025). *Analisis Pelanggaran Maksim yang Digunakan oleh Tokoh Utama dalam Film Emma*. Program Studi Sastra Inggris, Fakultas Adab dan Humaniora, UIN Sunan Ampel Surabaya. Pembimbing: (I) Murni Fidiyanti, MA., (II) Suhandoko, M.Pd.

Penelitian ini bertujuan untuk menganalisis pelanggaran maksim yang dilakukan oleh tokoh utama dalam film Emma (2020) berdasarkan teori Grice. Ada dua masalah yang ingin dipecahkan dalam penelitian ini, yaitu: (1) jenis maksim apa saja yang dilanggar oleh tokoh utama dalam film Emma 2020? (2) Faktor sosial apa saja yang memengaruhi tokoh utama untuk melanggar jenis maksim dalam film Emma 2020?

Penelitian ini menggunakan pendekatan kualitatif dengan tujuan untuk mendeskripsikan secara jelas dan sistematis tentang fenomena yang diteliti. Penelitian ini menggunakan pendekatan deskriptif analisis tekstual untuk menganalisis percakapan tokoh utama melalui naskah film Emma. Data yang digunakan peneliti berupa kumpulan percakapan atau dialog antar tokoh utama berupa kalimat yang dianalisis dari naskah dan adegan dalam film. Hasil transkripsi kemudian dianalisis dengan mengidentifikasi jenis pelanggaran maksim dan menganalisis faktor sosial yang mempengaruhi pelanggaran maksim yang dilakukan tokoh utama dalam film Emma.

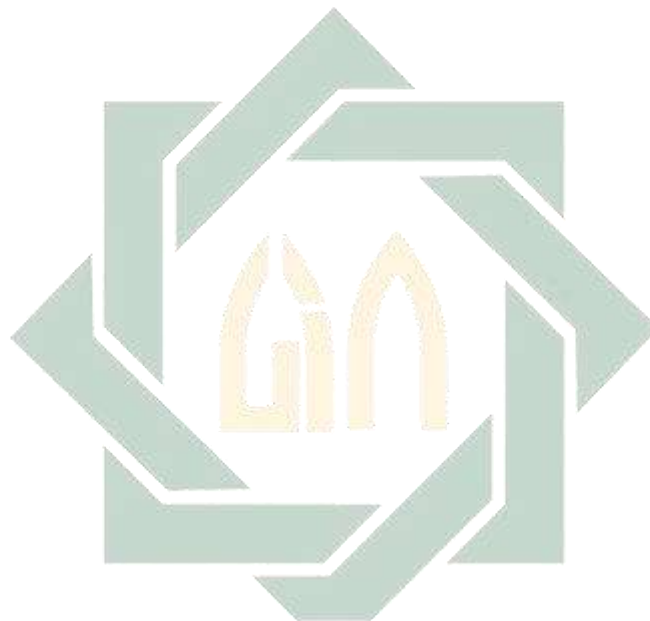
Temuan penelitian ini mengungkap bahwa keempat jenis maksim yang diajukan oleh Grice (kuantitas, kualitas, hubungan, dan cara) dilanggar oleh tokoh utama dalam Emma (2020). Di antara keempatnya, maksim hubungan paling sering dilanggar, dengan 20 data, diikuti oleh kualitas (13 data), dan kuantitas serta cara (masing-masing 7 data), dengan total 47 kasus pelanggaran. Pelanggaran ini dilakukan oleh tokoh untuk mengungkapkan makna tersirat yang dibentuk oleh konteks sosial, seperti menyampaikan kritik halus, menjaga kesopanan, menghindari konflik langsung, atau mengungkapkan emosi tersembunyi. Penelitian ini juga menemukan bahwa pelanggaran maksim memiliki fungsi di luar pertukaran informasi; maksim berfungsi sebagai alat untuk navigasi sosial, khususnya dalam norma terstruktur masyarakat kelas atas Inggris abad ke-19. Lebih jauh, faktor sosial, seperti status, hubungan kekuasaan, norma kesopanan, dan peran gender secara signifikan memengaruhi bagaimana dan mengapa tokoh melanggar maksim. Misalnya, Emma Woodhouse sering menggunakan kedudukan sosialnya yang tinggi untuk mengendalikan percakapan, sementara tokoh dengan status yang lebih rendah cenderung berkomunikasi dengan lebih hati-hati.

Kata kunci: pelanggaran maksim, faktor sosial, karakter utama

TABLE OF CONTENTS

Inside Cover Page	i
Approval Sheet	ii
Examiner Sheet	iii
Declaration	iv
Acknowledgment	v
Abstract	vii
Abstrak	viii
Table of Content	ix
CHAPTER I INTRODUCTION	1
1.1 Background of the study	1
1.2 Problems of the study	7
1.3 Objectives of the study	7
1.4 Significance of the study	7
1.5 Scope and delimitations	8
1.6 Definition of key terms	9
CHAPTER II REVIEW OF RELATED LITERATURE	10
2.1 Pragmatics	10
2.2 Cooperative Principle	10
2.2.1 Maxim of Quantity	11
2.2.2 Maxim of Quality	12
2.2.3 Maxim of Relation	13
2.2.4 Maxim of Manner	14
CHAPTER III RESEARCH METHOD	19
3.1 Research Design	19
3.2 Data Collection	19
3.2.1 Research Data	20
3.2.2 Data Sources	20
3.2.3 Instrument(s)	21
3.3 Data Collection Technique	21
3.4 Data Analysis Technique	22
CHAPTER IV	23
FINDING AND DISCUSSION	23

4.1 Findings	23
4.1.1 Flouting Maxim Analysis	23
4.1.2 Social factors that influence the main characters to flouted the types of maxims in Emma 2020	66
4.2 Discussion.....	71
CHAPTER V CONCLUSION AND SUGGESTION	76
REFERENCES	78
Curriculum vitae.....	79



UIN SUNAN AMPEL
S U R A B A Y A

REFERENCES

- Arofah, S., & Mubarak, H. (2021). An analysis of violation and flouting maxim on teacher-students interaction in english teaching and learning process. *Language Circle: Journal of Language and Literature*, 15(2), 249–256. <https://doi.org/10.15294/lc.v15i2.28148>
- Creswell, J. W. (2009). Research design qualitative, quantitative, and mixed methods approaches third edition. in *library manuals: volumes 1-15*. <https://doi.org/10.4324/9781003411505-2>
- George, Y. (1996). Pragmatics by George Yule (z-lib.org).pdf. In *Spain: OUP Oxford*. (pp. 1–76).
- Grice, P. (1989a). Studies in the Way of Words. In *Syntax and Semantics. Edited by Cole and J.Morgan* (Vol. 9, pp. 41–58).
- Grice, P. (1989b). *Studies in the way of words*. http://scioteca.caf.com/bitstream/handle/123456789/1091/RED2017-Eng-8ene.pdf?sequence=12&isAllowed=y%0Ahttp://dx.doi.org/10.1016/j.regsciurbeco.2008.06.005%0Ahttps://www.researchgate.net/publication/305320484_SISTEM_PEMBETUNGAN_TERPUSAT_STRATEGI_MELESTARI
- Labobar, M. (2018). English education journal the violation of cooperative principles in the dialogue among the characters of david baldacci's the escape (2014). *Eej*, 8(3), 370–377. <http://journal.unnes.ac.id/sju/index.php/eej>
- Latifatun Nuzulia, I. F. (2020). Pragmatic analysis of flouting maxim in donald trump's interview with time in the oval office 2020. *journal of english language teaching and linguistics*, 5(3), 333. <https://doi.org/10.21462/jeltl.v5i3.443>
- Legère, K., Holmes, J., & Legere, K. (2013). An introduction to sociolinguistics. in *language* (Vol. 70, Issue 3). <https://doi.org/10.2307/416511>
- Lincoln, Y. S., & Guba, E. G. (1985). Naturalistic inquiry. in *the a-z of social research*. <https://doi.org/10.4135/9781412986281.n232>
- Marlisa, R., & Hidayat, D. N. (2020). The analysis of flouting maxim in good morning america (gma) talkshow. *englisia: journal of language, education, and humanities*, 7 (2), 137. <https://doi.org/10.22373/ej.v7i2.6630>
- Puspasari, M. A., & Ariyanti, L. (2019). Flouting maxims in creating humor: a comparison study between indonesian and american. *prosodi*, 13(2), 75–88. <https://doi.org/10.21107/prosodi.v13i2.6084>
- Yule, G. (2010). *The study of language*.