

**AN ANALYSIS OF FLOUTING OF MAXIM USED BY MAIN
CHARACTERS IN THE “NOW YOU SEE ME: NOW YOU
DON’T” MOVIE (2025)**

THESIS



**UIN SUNAN AMPEL
S U R A B A Y A**

BY:

AMANDA DWI JULIATINING ARUM

REG. NUMBER 03040322076

**ENGLISH LITERATURE DEPARTMENT
FACULTY OF ADAB AND HUMANITIES
UNIVERSITAS ISLAM NEGERI SUNAN AMPEL
SURABAYA**

2026

DECLARATION

I am the undersigned below:

Name : Amanda Dwi Juliating Arum
NIM : 03040322076
Department : English Literature
Faculty : Adab and Humanities
University : UIN Sunan Ampel

declare that the thesis entitled:

**AN ANALYSIS OF FLOUTING OF MAXIM USED BY MAIN
CHARACTERS IN THE "NOW YOU SEE ME: NOW YOU DONT"
MOVIE (2025)**

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, 20 May 2026

Who makes the statement



Amanda Dwi Juliating Arum

Reg. Number. 03040322076

APPROVAL SHEET

AN ANALYSIS OF FLOUTING OF MAXIM USED BY MAIN
CHARACTERS IN THE "NOW YOU SEE ME: NOW YOU DONT" MOVIE
(2025)

by
Amanda Dwi Juliatining Arum
Reg. Number 03040322076

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

Surabaya, 19 May 2026

Advisor 1



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

Advisor 2



Tristy Kartika Fi'aunillah, M.A.
NIP. 199303182020122018

Acknowledged by
The Head of the English Literature Department



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

EXAMINER SHEET

This is to certify that the *Sarjana* thesis of Amanda Dwi Juliatining Arum (Reg. Number 03040322076) entitled **"AN ANALYSIS OF FLOUTING OF MAXIM USED BY MAIN CHARACTERS IN THE "NOW YOU SEE ME: NOW YOU DON'T" MOVIE (2025)"** 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, 15 June 2026

Board of Examiners:

Examiner 1



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

Examiner 2



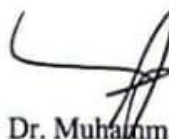
Tristy Kartika Fi'aunillah, M.A.
NIP. 199303182020122018

Examiner 3



Prof. Dr. A. Dzo'ul Milal, M.Pd.
NIP. 196005152000031002

Examiner 4



Dr. Muhammad Thoriqussuud, M.Pd
NIP. 198011182009121002

Acknowledged by:
The Dean of Faculty of Adab and Humanities
UD Sunan Ampel Surabaya



Prof. Dr. Muhammad Zaini, MA.
NIP. 1995031002

LEMBAR PERNYATAAN PERSETUJUAN PUBLIKASI
KARYA ILMIAH UNTUK KEPENTINGAN AKADEMIS

Sebagai sivitas akademika UIN Sunan Ampel Surabaya, yang bertanda tangan di bawah ini, saya:

Nama : Amanda Dwi Juliatining Arum
NIM : 03040322076
Fakultas/Jurusan : Adab dan Humaniora / Sastra Inggris
E-mail address : amandajulaa74@gmail.com

Demi pengembangan ilmu pengetahuan, menyetujui untuk memberikan kepada Perpustakaan UIN Sunan Ampel Surabaya, Hak Bebas Royalti Non-Eksklusif atas karya ilmiah :

☒ Sekripsi ☐ Tesis ☐ Desertasi ☐ Lain-lain (.....)
yang berjudul :

AN ANALYSIS OF FLOUTING OF MAXIM USED BY MAIN CHARATER IN THE
"NOW YOU SEE ME; NOW YOU DON'T MOVIE (2025)"

beserta perangkat yang diperlukan (bila ada). Dengan Hak Bebas Royalti Non-Eksklusif ini Perpustakaan UIN Sunan Ampel Surabaya berhak menyimpan, mengalih-media/format-kan, mengelolanya dalam bentuk pangkalan data (database), mendistribusikannya, dan menampilkan/mempublikasikannya di Internet atau media lain secara *fulltext* untuk kepentingan akademis tanpa perlu meminta ijin dari saya selama tetap mencantumkan nama saya sebagai penulis/pencipta dan atau penerbit yang bersangkutan.

Saya bersedia untuk menanggung secara pribadi, tanpa melibatkan pihak Perpustakaan UIN Sunan Ampel Surabaya, segala bentuk tuntutan hukum yang timbul atas pelanggaran Hak Cipta dalam karya ilmiah saya ini.

Demikian pemyataan ini yang saya buat dengan sebenarnya.

Surabaya, 29 Juni 2026

Penulis



(Amanda Dwi Juliatining Arum)

ABSTRACT

Arum, A. D. J. (2026). *An Analysis Of Flouting Of Maxim Used By Main Characters In The "Now You See Me: Now You Don't" Movie 2025*. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Dr. Endratno Pilih Swasono, M.Pd., (II) Tristy Kartika Fi'aunillah, M.A.

This study investigates the types and functions of flouting of maxim used by the main characters in the "Now You See Me; Now You Don't." movie. Based on Grice's cooperative principles, this research aims to identify the types and functions of deliberately flouted maxims used by main characters to convey implicit meaning. Flouting of maxim occurs when a speaker deliberately and openly flouting Grice's Cooperative Principle, to prompt the addressee to recognize the flouting and then seek out the hidden meaning or behind the literal statement. This flouting maxim consists of the flouting maxim of quality, flouting maxim of quantity, flouting maxim of relation, and the flouting maxim of manner.

This study employs a descriptive qualitative method, with data collected through the documentation of dialogue transcripts. The data were analyzed by classifying utterances into flouting of maxim. There are four types of flouting maxim which are flouting maxim of quality, flouting maxim of quantity, flouting maxim of relation, and the flouting maxim of manner. The data consists of sentences containing flouting maxim taken from conversations used by the main characters in the "Now You See Me; Now You Don't." movie, with 3 main characters there are June, Bosco and Charlie.

The findings reveal that 40 instances of flouting maxim were identified, with the flouting maxim of quality being the most dominant with 17 utterances, followed by 7 flouting maxim of quantity, 6 flouting maxim of relevance, and 10 flouting maxim of manner. The findings indicate that main characters frequently employ flouting maxim of quality to hide the truth, create humor, and strategic communication. Meanwhile, the function of flouting maxim of quantity is to avoid the hearer and overstatement, flouting maxim of relevance is to divert the conversation and convey implied meaning, and flouting maxim of manner is to create riddles and conceal information. The results of this study indicate that flouting of maxim in films are not communication errors but rather intentional communication tactics aimed at creating illusions and conveying the story.

Keywords: flouting of maxim, main characters, Now You See Me, cooperative principle

ABSTRAK

Arum, A. D. J. (2026). *Analisis Pelanggaran Maksim yang Digunakan oleh Tokoh Utama dalam Film "Now You See Me: Now You Don't" 2025*. Program Studi Sastra Inggris, Fakultas Adab dan Humaniora, UIN Sunan Ampel Surabaya. Pembimbing: (I) Dr. Endratno Pili Swasono, M.Pd., (II) Tristy Kartika Fi'aunillah, M.A.

Penelitian ini menyelidiki jenis dan fungsi pelanggaran maksim yang digunakan oleh tokoh utama dalam film "Now You See Me; Now You Don't." Berdasarkan prinsip kerja sama Grice, penelitian ini bertujuan untuk mengidentifikasi jenis dan fungsi pelanggaran maksim yang dilakukan tokoh utama secara sengaja untuk menyampaikan makna implisit. Pelanggaran maksim terjadi ketika pembicara secara sengaja dan terbuka melanggar Prinsip Kerja Sama Grice, dengan tujuan mendorong pendengar untuk mengenali pelanggaran tersebut dan kemudian mencari makna tersembunyi atau di balik pernyataan literal. Pelanggaran maksim ini terdiri dari pelanggaran maksim kualitas, pelanggaran maksim kuantitas, pelanggaran maksim relasi, dan pelanggaran maksim cara.

Penelitian ini menggunakan metode kualitatif deskriptif, dengan data yang dikumpulkan melalui dokumentasi transkrip dialog. Data dianalisis dengan mengklasifikasikan ujaran ke dalam pelanggaran maksim. Terdapat empat jenis pelanggaran maksim, yaitu pelanggaran maksim kualitas, pelanggaran maksim kuantitas, pelanggaran maksim relevansi, dan pelanggaran maksim cara. Data terdiri dari kalimat-kalimat yang mengandung pelanggaran maksim yang diambil dari percakapan yang digunakan oleh tokoh utama dalam film "Now You See Me; Now You Don't.", dengan 3 tokoh utama yaitu June, Bosco, dan Charlie.

Temuan menunjukkan bahwa 40 contoh pelanggaran maksim diidentifikasi, dengan pelanggaran maksim kualitas sebagai yang paling dominan dengan 17 ucapan, diikuti oleh 7 pelanggaran maksim kuantitas, 6 pelanggaran maksim relevansi, dan 10 pelanggaran maksim cara. Temuan menunjukkan bahwa tokoh-tokoh tersebut sering menggunakan pelanggaran maksim kualitas untuk menciptakan penipuan, humor, dan komunikasi strategis. Sementara itu, fungsi mengabaikan maksim kuantitas adalah untuk menghindari dan pernyataan berlebihan, mengabaikan maksim relevansi adalah untuk mengubah pembicaraan dan menyampaikan makna tersirat, dan mengabaikan maksim cara adalah untuk menciptakan teka-teki dan menyembunyikan informasi. Hasil penelitian ini menunjukkan bahwa pelanggaran maksim dalam film bukanlah kesalahan komunikasi melainkan taktik komunikasi yang disengaja yang bertujuan untuk menciptakan ilusi dan menyampaikan cerita.

Kata Kunci: melanggar maxims, karakter utama, Now You See Me, prinsip kerjasama

TABLE OF CONTENTS

Inside Cover Page	i
Inside Title Page.....	ii
Approval Sheet.....	iii
Examiner Sheet	iv
Declaration	v
Acknowledgement.....	vi
Abstract	viii
Abstrak	ix
Table Of Contents	x
List Of Tables.....	xii
CHAPTER I	1
INTRODUCTION	1
1.1 Background of the Study.....	1
1.2 Problems of the Study	8
1.3 Objectives of the Study	8
1.4 Significances of the Study.....	9
1.5 Scope and Delimitations	10
1.6 Definition of Key Terms	11
CHAPTER II.....	12
REVIEW OF RELATED LITERATURE	12
2.1 Cooperative Principle.....	12
2.2 Flouting Maxim.....	13
2.2.1 Flouting Maxim of Quality	14
2.2.2 Flouting Maxim of Quantity	15
2.2.3 Flouting Maxim of Relevance.....	16
2.2.4. Flouting Maxim of Manner.....	16
CHAPTER III	18
RESEARCH METHOD.....	18
3.1 Research Design.....	18
3.2 Data Collection.....	18
3.2.1 Research Data.....	19
3.2.2 Data Source of the Study.....	19

3.2.3 Instrument(s)	19
3.2.4 Data Collection Technique.....	19
3.2.5 Data Analysis Technique	20
CHAPTER IV	23
FINDINGS AND DISCUSSION.....	23
4.1 Findings.....	23
4.1.1 The Types of Flouting Maxim in Now You See Me: Now You Don't Movie 2025	24
4.1.1.1 Flouting Maxim of Quality	24
4.1.1.2 Flouting Maxim of Quantity	28
4.1.1.3 Flouting Maxim of Relevance.....	32
4.1.1.4 Flouting Maxim of Manner.....	34
4.1.2 The Functions of Flouting Maxim in Now You See Me: Now You Don't Movie 2025	37
4.1.2.1 The Functions Flouting Maxim of Quality	37
4.1.2.2 The Functions Flouting Maxim of Quantity	39
4.1.2.3 The Functions Flouting Maxim of Relevance.....	41
4.1.2.4 The Functions Flouting Maxim of Manner.....	43
4.2 Discussion	45
CHAPTER V.....	48
CONCLUSIONS AND SUGGESTIONS.....	48
5.1 Conclusions.....	48
5.2 Suggestions	50
REFERENCES.....	52
APPENDICES	55

LIST OF TABLES

Table 3.1 Example of the data	20
-------------------------------------	----



UIN SUNAN AMPEL
S U R A B A Y A

REFERENCES

- Ary, D., Jacobs, L. C., & Sorensen, C. (2019). *Introduction to Research in Education*. Wadsworth, Cengage Learning.
- Chomsky, N. (2006). *Language and Mind*. Cambridge University Press.
<https://doi.org/10.1017/cbo9780511791222>
- Claudiana, M., Agatta, C., & Rudianto, G. (2023). The Use of Flouting Maxim in “ Rise of the Guardians ” Movie. *Humanitatis : Journal of Language and Literature*, 10(1), 231–240.
- Creswell, C. &. (2014). *Research Design Qualitative, Quantitative, and Mixed Methods Approaches*. SAGE Publications, Inc.
- Cutting, J. (2008). *Pragmatics and Discourse: A resource book for students*. Routledge, USA.
- Davies, B. (2000). *GRICE’S COOPERATIVE PRINCIPLE: GETTING THE MEANING ACROSS*. *University of Leeds*, 8(1962), 1–26.
- Fatmawati, S. N. K. (2015). *A PRAGMATIC ANALYSIS OF MAXIM FLOUTING*. Yogyakarta State University.
- Firdaus, C., N., E. C. S. (2024). FLOUTING MAXIMS OF POLITENESS IN THE INSIDE OUT FILM (2015); PRAGMATICS STUDY. *Jurnalistrendi : JURNAL LINGUISTIK, SASTRA DAN PENDIDIKAN*, 9, 247–253.
- Grice. (1975). *LOGIC AND CONVERSATION*. Academic Press.
- Grice. (1975). *Studies in the Way of Words*. Harvard University Press.
- Helmi, M. (2022). A STUDY ON FLOUTING AND HEDGING MAXIMS USED BY THE MAIN CHARACTERS ON “ DADDY DAY CAMP .” *Linguistic, English Education and Art (LEEAA) Journal*, 6, 64–83
- Ibrahim, Z., Arifin, M. B., & Setyowati, R. (2018). THE FLOUTING OF MAXIM IN THE SE7EN MOVIE SCRIPT. *Jurnal Ilmu Budaya*, 2(1), 81–94.
- Khosim. (2021). *FLOUTING MAXIM ANALYSIS . ON THE CHARACTERS IN DOLITTLE MOVIE FLOUTING MAXIM ANALYSIS ON THE CHARACTERS IN DOLITTLE MOVIE FACULTY OF HUMANITIES*. Universitas Islam Negeri Maulana Malik Ibrahim Malang.

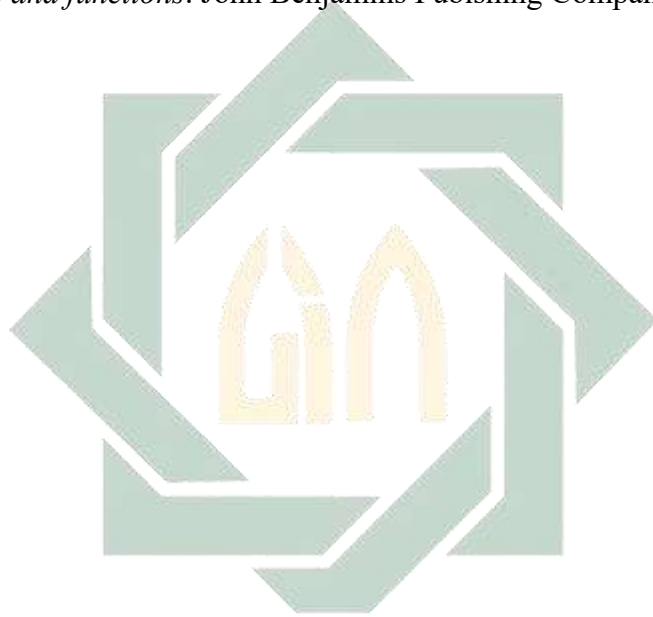
- Marlati, Asbah, M. F. B. (2018). AN ANALYSIS OF FLOUTING MAXIM BY MAIN CHARACTER IN FREEDOM WRITERS MOVIE WRITTEN BY RICHARD LaGRAVANESE. *Pendekar : Jurnal Pendidikan Berkarakter*, 1(1).
- Nuringtyas, S. (2018). *FLOUTING MAXIM ANALYSIS ON DIALOGUE OF CHARACTERS IN PITCH PERFECT MOVIE*. Universitas Muhammadiyah Surakarta.
- Olivia, V. (2020). *THE PRAGMATIC ANALYSIS OF MAXIM FLOUTING PERFORMED BY THE CHARACTERS IN THE SUBTITLE OF PARASITE MOVIE*. Buddhi Dharma University.
- Rahayu, J. H. P. (2024). *AN ANALYSIS OF FLOUTING MAXIM IN THE “ TOY STORY 3 ” MOVIE SCRIPT BY MICHAELARDNT: A PRAGMATICS APPROACH*. Raden Intan State Islamic University.
- Ramadhan, A. (2024). ANALYSIS OF THE FLOUTING MAXIMS IN SHERLOCK HOLMES MOVIE. *Journal of Cultura and Lingua*, 2–4.
- Safitrianti, N. (2016). *FLOUTING MAXIM BY THE MAIN CHARACTER YES MAN MOVIE*. Universitas Brawijaya.
- Searle, J. R. (1979). Studies in the theory of speech acts. In *Cambridge University Press*.
- Scraps from the Loft. (n.d.). Now You See Me Now You Dont Transcript. Retrieved from https://scrapsfromtheloft.com/movies/now-you-see-me-now-you-dont-transcript/#google_vignette
- Sitorus, N., Siagian, B. A., Education, I., & Author, C. (2023). FLOUTING MAXIM IN FAMILY ' S COMMUNICATION AT HOME. *Premise: Journal of English Education and Applied Linguistics*, 12, 428–439. <https://doi.org/10.24127/pj.v12i2.5529>
- Thompson, J. R. (2014). Meaning and Mindreading. *John Wiley & Sons Ltd*, 29(2), 167–200.
- Wahyuni, M., Arifin, I. S. L. (2019). AN ANALYSIS OF FLOUTING OF MAXIMS DONE BY MAIN CHARACTERS IN LA LA LAND MOVIE. *Jurnal Ilmu Budaya*, 3(3), 384–392.
- Wayan, N., Astini, S., Dian, K., & Candra, P. (2023). The Analysis of Flouting Maxim in Raya and The Last Dragon Movie. *Journal of Language and Applied Linguistics*, 04(02), 255–262.

Wikipedia. (n.d.). *Now You See Me: Now You Don't*. Retrieved from https://en.wikipedia.org/wiki/Now_You_See_Me:_Now_You_Don%27t

Whorf, B. L. (1956). Language, Thought, and Reality. In The Technology Press.

Yule, G., & Brown, G. (1983). *Discourse Analysis*. Cambridge University Press.

Zohar Livnat, Pnina Shukrun-Nagar, G. H. (2023). *The Discourse of Indirectness Cues , voices and functions*. John Benjamins Publishing Company.



UIN SUNAN AMPEL
S U R A B A Y A