

A Thesis

**AN ANALYSIS OF FLOUTING MAXIM IN “TOY STORY 3” MOVIE
SCRIPT BY MICHAELARDNT**

Presented as a Partial Fulfilment of the Requirement for The Bachelor Degree in
English Language Teaching Faculty of Teacher Training and Education
Muhammadiyah University of Mataram



BY

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2019A1B024

**ENGLISH EDUCATION DEPARTMENT
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MUHAMMADIYAH UNIVERSITY OF MATARAM
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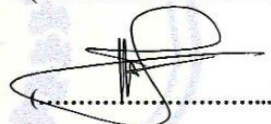
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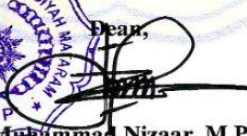
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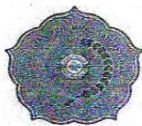
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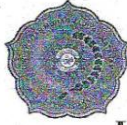
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MOTTO

“Allah does not require of any soul more than what it can afford”

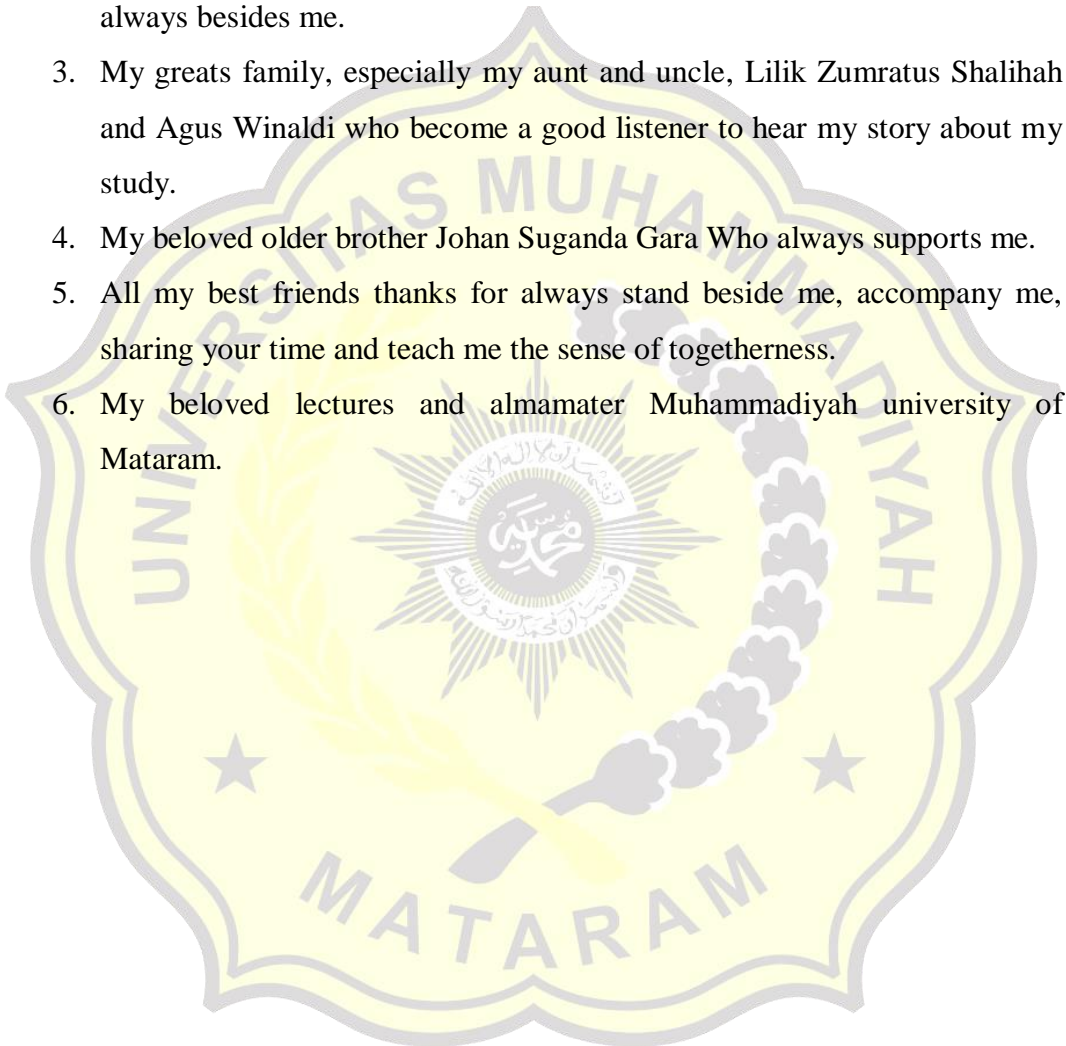
(QS. Al-baqarah : 286)



DEDICATION

This thesis dedicated to:

1. Allah SWT who always gives me some mercies and blessing for me.
2. My beloved parents Rasmi Jayadi and Nurhayati who become my support system, give their love and prayer for me so I can be here. Thank you for always besides me.
3. My greats family, especially my aunt and uncle, Lilik Zumratus Shalihah and Agus Winaldi who become a good listener to hear my story about my study.
4. My beloved older brother Johan Suganda Gara Who always supports me.
5. All my best friends thanks for always stand beside me, accompany me, sharing your time and teach me the sense of togetherness.
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Alhamdulillah, the researcher would like to thank Allah S.W.T. for giving the researcher health, mercies, and blessing while writing this thesis. Shalawat and salam to the prophet Muhammad S.A.W who has guided us from the darkness to the brightness. On this great occasion, the researcher would like to express her gratitude to her mother and father who have given their sincere prayer, love, and support all the time. The researcher also thanks for all those who gave me help, guidance, and advice in composing this thesis. In addition, the researcher would like to thank to:

1. Drs. Abdul Wahab, MA., as the Rector of Muhammadiyah University of Mataram.
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3. Mrs.Hidayati, M.Hum., as the head of English Education Department
4. Mrs.Humaira, M.Pd., as the first consultant, and Mr.Moh Fauzi Bafadal, M.Pd., as the second consultant, for the encouragement and advice for completing this thesis.
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Finally, the researcher realizes that this thesis is still far from perfect. Therefore, any suggestions and criticism are received by the researcher. The researcher prays that all who helped get a blessing from Allah S.W.T.

Mataram, 2023

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**SORI MARIATI GARA, 2019A1B024, 2023. AN ANALYSIS OF FLOUTING
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ABSTRACT

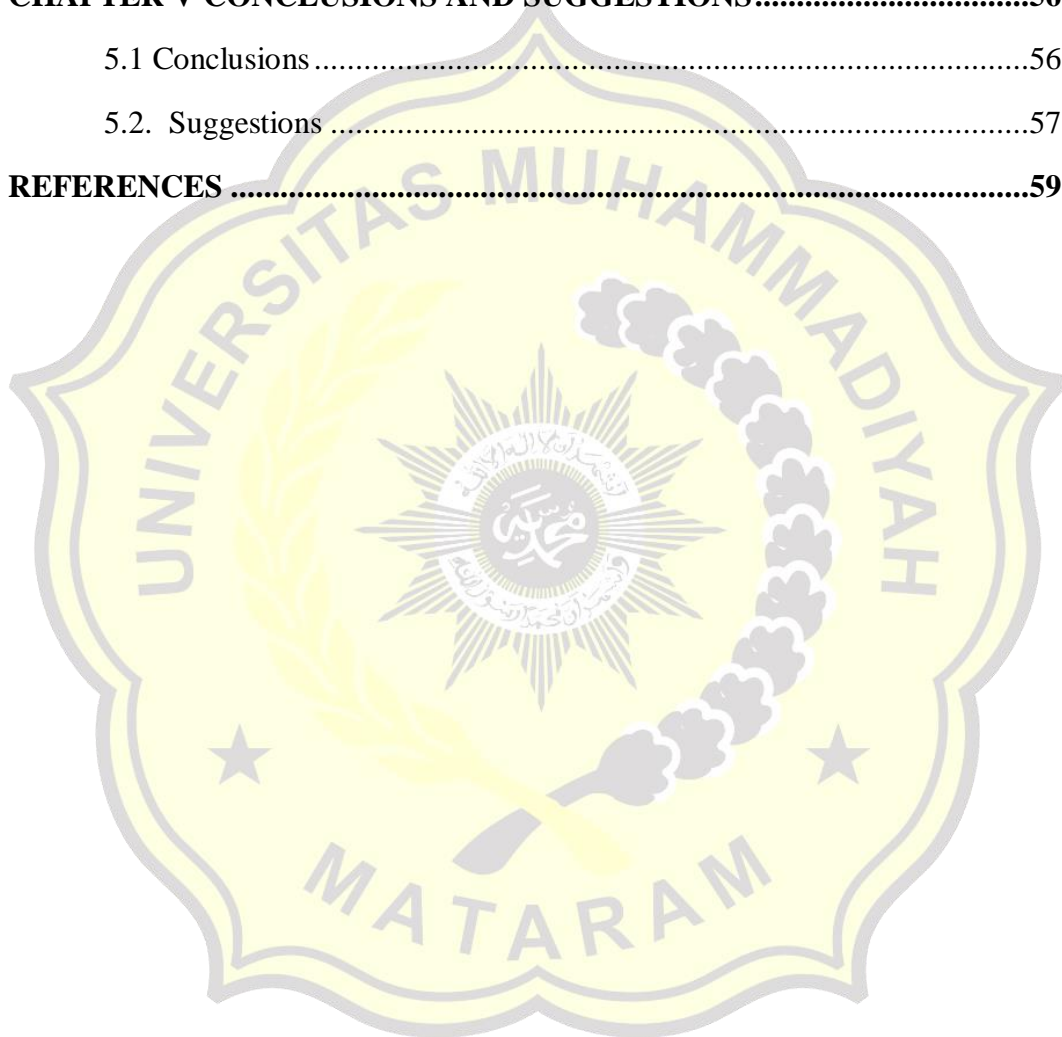
The aim of this research are to find and analyse the maxim flouting in Toy Story 3 Movie. In more specific terms, this research is aimed at describe the two types of maxim flouting, and to find the strategies that are used by Woody, Buzz and Jessie in Toy Story 3 Movie. This research was qualitative research. The data were collected from the utterance of Woody, Buzz and Jessie containing maxim flouting. They were taken from Toy Story 3 script written by Michael Arndt. The result of the research shows that (1) two types of maxim flouting are performed by Woody, Buzz, Jessie: Quantity and Quality maxim flouting. (2) four of strategies of maxim flouting are used by Woody, Buzz and Jessie: overstatement, understatement, hyperbole and irony. In terms of types, quantity maxim flouting is in the highest rank and quality maxim flouting is in the second rank. In terms of strategies, understatement is the highest rank used, overstatement is the second highest rank used, hyperbole and irony become the lowest rank used in the strategies of maxim flouting.

Keywords : Pragmatic, Flouting Maxim, Michaelardnt, Toy Story 3.

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CHAPTER 1

INTRODUCTION

1.1. Background of the Research

In linguistics, it is explained that following the cooperative principle can make a great communication. Which is conveyed by Grice's theory via Birner (2013:34) that the "*Cooperative principle is conversations only succeed when both participants are making an effort to cooperate and tailor their contributions to the topic at hand.*" It means the speaker and listener must collaborate well to make the conversation between them run smoothly according to the context. So, to achieve that, we must be cooperative to have successful communication. Grice explains that there are four sub-principle of the maxim they are the maxim of quantity to be informative, the maxim of quality to be truthful, the maxim of relation to be relevant and the maxim of manner to be clear.

The participants must obey these four sub-principles to be a successful communication. So, these four maxims should be followed by the participants in a communication. Because to know the maxim, we can know the hidden meaning of conversation. The speaker and listener will have an easy conversation. Knowing the maxim, though, doesn't go far in explaining why a discourse was not living up to it. The maxims are not always followed by the speaker in communication. When the maxims are not followed in communication, it can be called flouting maxims. In addition, When Speaker

ignores maxims and expects listeners to understand the meaning they are implying, the maxim is flouted. (Cutting, 2002).

In flouting the maxim, people such as us become uncooperative, people are actually cooperative. They disregard maxims for a variety of reasons. In this case, some speaker flouts the maxim for reaching certain goals. One of the examples of flouting the maxims: when someone asks “this is my new bag, What do you think of my new bag?” and the other one answers by saying “yeah, your bag is beautiful” in the conversation, the second speaker does the flouting maxim, The speaker is lying. If the speaker will be honest it will hurt someone's heart. From the second sentence here is a certain purpose and hidden meaning that the speaker tries to convey. It will bring up implicatures or hidden meanings of an utterance. Also, they need the listener to look for the true meaning beyond what the speaker has already implied (Thomas, 1995:65).

Usually, the form of tautologies, metaphors, overstatements, understatement, rhetorical questions, and irony also can be found in some flouting. According to Grady (2000: 78), flouting maxim is a particularly silent way of getting an addressee to draw inference and hence recover an implicature. Related to the explanation above that we found the phenomena about flouting the maxim in real life. But in this study, the researcher will analyze the flouting maxim from the movie. The researcher will choose Toy Story 3 Movie. There is the phenomena that was discovered by the researcher, one of the phenomena is in Toy Story 3.

Woody : No, No one's getting thrown away!

Mr. Potato Head : how do you know?

Jessie : we are being abandoned.

The dialog happens when the toys are thinking if andy will throw away them, because andy will go to college. But, Woody states if no one will be getting thrown away with andy to make his friend to be more quiet with the situation. But Jessie says if they will be being abandoned. In the dialog Jessie breakss the quality maxim because it is untrue if they will being abandoned. Jessie breaks the quality maxim with the strategies of irony, in the dialog Jessie is really afraid if she will getting thrown away with andy so she exaggerate the sentence. We can see from the example in the converstion that the phenomenone of maxim flouting not only found in real life but also it can be found in movie.

Bordwell and Thompson (2020) stated that movies are equal to buildings, books, and symphonies. It is an item created by humans for the benefit of people. A movie is characterized as a work of art that, because it is founded on social phenomena and cultural values, maybe a reflection of human life. It is also categorized as a type of spoken language in which the phenomenon of maxim flouting, which the researcher examines, is reflected. Some characteristics of movies can reflect the phenomenon more clearly than those in other media. Another Movies can be examined in terms of how often maxims are flouted. But, in this study, one of the movie scripts are chosen by the researcher in "Toy Story 3" as the subject of the study.

"Toy Story 3" is a computer-animated comedy movie of American 2010. Toy Story 3 was the first movie released theatrically with Dolby Surround sound. This movie tells about Andy, the owner of a toy who has grown up and rarely plays with his toys. Andy will donate his toys, but there are various memories in his toys. The movie was made by Pixar Animation Studios for Walt Disney Pictures. It is the third entry in Pixar's Toy Story series and the follow-up to Toy Story 2, which debuted in 1999. Lee Unkrich, who edited the first two movies and co-directed Toy Story 2, is in charge of directing it. Michael Arndt wrote the script while Unkrich was working on the story. Together with John Lasseter and Andrew Stanton, the first two movies' co-writer and director. On June 18, 2010, the movie was released in theaters, and it was screened in every country from June through October.

There were several previous studies about the flouting maxim attached to make some different. The first one has done by Lasiana and Mubarak (2020) which aimed to find out the type of flouting maxim found in the utterances between the characters in the movie. In this research, the researcher applies the qualitative descriptive method. As The result, there are four types of flouting maxims found in the movie. Eight data for flouting quantity, one for maxim of quality, and four for maxim of relevant and three for maxim of manner. And the most dominant flouting appear is maxim of quantity because they wanted to give additional information. Another example is the study has done by Setyawan (2021) the purpose of this research is to determine the types and the reason of flouting maxim. Sources of data in this

research were conversations between radio announcers and guest which have the flouting of maxim utterance in English radio broadcasting program.

The last example by Aziz Mustafa (2019) which focused on identifying the types of flouting maxims and to seek out the reasons behind those flouting performed by Alfi character in the movie. The data for this qualitative research were collected from the utterances produced by character Alfi containing flouting maxims. As a result in this study found that character Alfi performed all types of flouting maxims. Flouting maxim of manner is in the highest occurrence and flouting maxim of relevance is in the lowest occurrence. Whereas the reasons that lead character Alfi to flout the maxims are competitive, convivial, collaborative and conflictive. As a whole, there are some differences and similarities found between this research and the previous researches. The differences are in the research design, data source, the aims, analyzing data, and the results. Meanwhile, similarities are in the topic of discussion and the objective of the research, namely types of flouting maxims.

The researcher chose the movie because the main characters of the movie make the researcher interested in all the main characters, the toys who can move and communicate with others and do some missions. The researcher knows that toys cannot do anything, but in this movie, the toys are life. The researcher is interested in examining how the movie's key characters flouted certain maxims. Furthermore, it is challenging to study the movie of flouting maxim. This movie can serve as a representation of actual maxim flouting by the major characters.

I.2 Research Question

Based on the background of the study, there are two problems proposed in this study. They are as follows:

1. What kind of maxims are flouted by the main characters in Toy Story 3?
2. What are strategies of maxim flouting used by the main characters in Toy Story 3 Movie?

I.3 Purpose of Study

The purpose of these study are:

1. To describe the flouting maxim that flouts in the Toy Story 3 movies.
2. To find the strategies used by the main characters in flouting the maxim.

1.4 Significance of the Study

The significance of the study divided into theoretically and practically.

1. Theoretical

The researcher hopes that by studying maxim flouting in this way the research can help provide some benefits. According to theory, this study is anticipated to provide further insight into the investigation of flouting maxim portrayed in a film. Additionally, according to the researcher, this research will serve as a starting point for future research on maxim flout when it comes to pragmatics.

2. Practically

This study should demonstrate a few different maxim flouting. It can demonstrate that both parties can cooperate throughout a talk. Following some maxims and disobeying others. Additionally, it is helpful for individuals to be more conscious of cooperating in a discussion to make the exchange go without a hitch. Additionally, they can prevent misunderstandings while using maxim.

I.4 Scope of the Study

In this study, the researcher only focuses on analyzing maxim flouting in "Toy Story 3". Four different maxims can be flouted. The maxims of quality flouting, quantity flouting, relation flouting, and manner flouting. But, Quantity and Quality maxim flouting are focused by the researcher in this study. Also, the strategy which is used by the main characters in flouting the maxim.

I.5 Definition of Key Terms

a. Maxim

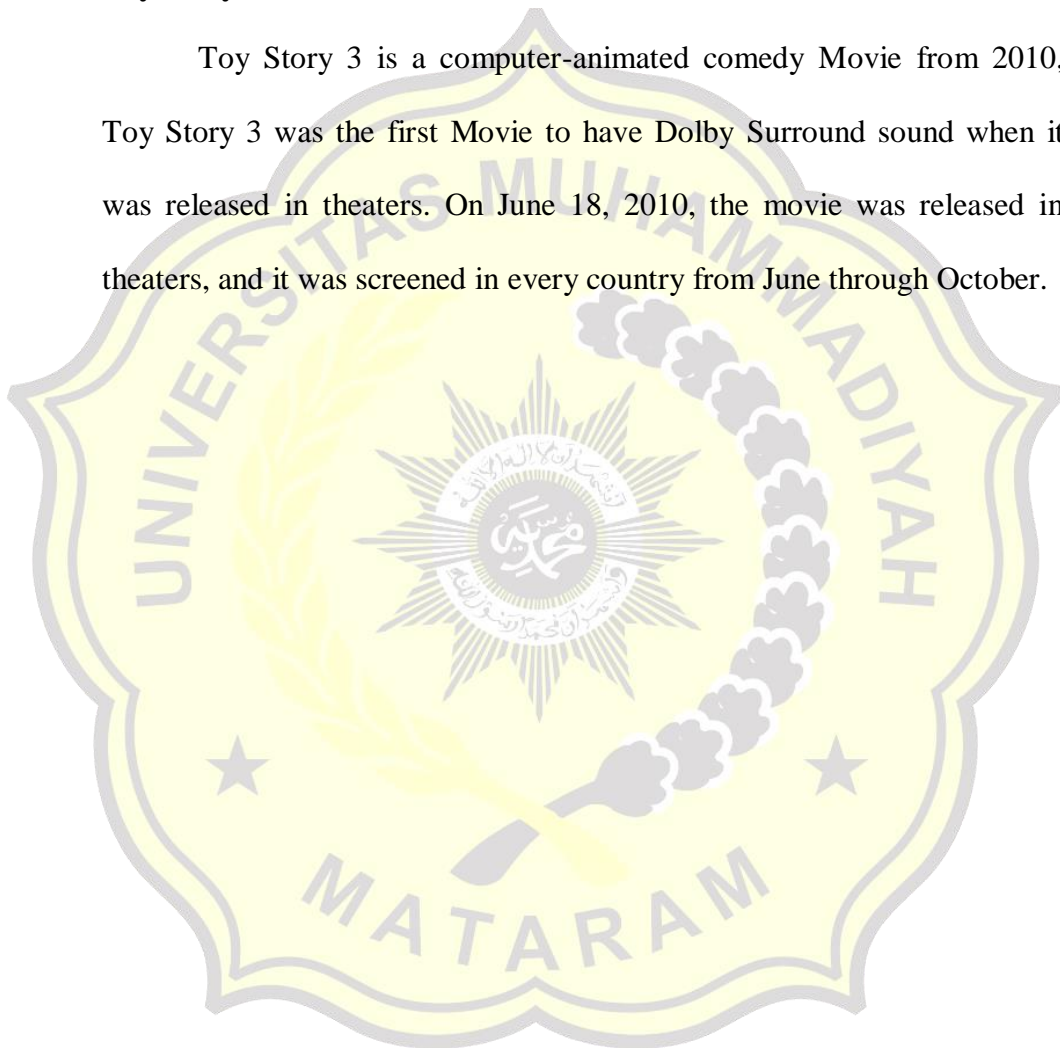
The assumption of collaboration is so prevalent in most situations that it may be articulated as a cooperative conversational principle and then broken down into four sub-principles, or maxims. (Yule, 1996:37).

b. Maxim Flouting

Flouting maxim is people who intentionally do the flouting or break the maxim. Also, they know if they do the flouting maxim, but they need the meaning of the maxim will be searched by the hearer which has been flouted (Cutting, 2002).

c. **Toy Story 3**

Toy Story 3 is a computer-animated comedy Movie from 2010, Toy Story 3 was the first Movie to have Dolby Surround sound when it was released in theaters. On June 18, 2010, the movie was released in theaters, and it was screened in every country from June through October.



CHAPTER II

REVIEW OF RELATED LITERATURE

The researcher reviews previous studies, literature reviews, and theoretical frameworks in this part.

2.1 Previous Studies

In this research, Grice's theory of flouting maxim has been done by Some of the researcher

First, the study entitled "Flouting Maxim of Quality in Situational Comedy 'Lapor Pak'" was made by Rini Afrilesa, (2022). The perposed of the research was to identify forms of flouting quality maxims sustained by actors/actress in Lapor Pak Comedy and to describe the contextual meanings which are used by actors/actress who flouted the maxims of quality. Descriptive qualitative method had been used in this research. This research used theory of Grice (1975). The results of this study are as follows that there 13 data have found and flouting quality maxim divided into four forms. They are Flouting maxim quality in Mocking dialogue, Flouting maxim quality in Wordplay dialogue, Flouting maxim quality in Babble dialogue, and Flouting maxim quality in Accuse Without Evidence dialogue. The reason that was flouting quality maxim often used in this comedy is giving humor.

Second, the study entitled "The Analysis of Flouting Maxim in Mata Najwa's Talkshow Gengsi Merebut Kursi" was made by Gustary, Dikramdhanie & Tract, (2018). The research aimed to analyze the flouting of Grice's Cooperative Principles and determine the flouting maxims'

implications. This research used the Descriptive qualitative method. The data source was downloaded from the YouTube video of "Gengsi Merebut Kursi" on Monday, June 9, 2014. The total length of the videos was 21 minutes and 17 seconds, in which the data covered political issues regarding the Indonesian legislative election in D.P.R. The theory of the research was from Grice's theory. This research found that the guest speaker of Mata Najwa's talk show flouted all the maxims.

Third, the study entitled "AN ANALYSIS OF FLOUTING MAXIMS IN "COCO" MOVIE" was made by Rohmanti and Pradika, (2018). Based on Grice's cooperative principle, the researcher wanted to investigate the maxims that the characters in the Coco movie script flouted. This study used a descriptive qualitative approach to help with data analysis. The script and the movie "Coco" served as the study's primary sources of data. The information was gathered via downloading the script and movie for Coco, seeing the film, and gathering information from the script. The process of conducting the data analysis involved organizing the data into a narrative, analyzing the data, and drawing a conclusion. This study's findings revealed the kinds of maxims that were broken in the film. According to the study's findings, the maxim was disregarded 11 times throughout the film's dialogue. Five times, or 45%, the maxim quantity was broken. Three times, or 27%, the relational maxim was broken. 10% or 1 times the quality maxim was broken. The manners maxim was broken twice, or 18%. Quantity maxim flouting is the most prevalent type.

The last, The study entitled "An Analysis of Flouting Maxim in Conversation Speaking Of The Main Character In The Movie of Home Alone 2-lost in new york By John Hughes" was made by Lestari, (2019). The researcher aimed to identify the different varieties, the causes of maxim flouting, and the results of maxim flouting. Grice's theory was applied in this study. The researcher selected the film as the data source. According to the research findings, the main character most frequently uses quality maxim flouting. There are four justifications for flouting maxims: conflictive flouting maxims, convivial flouting maxims, competitive flouting maxims, and collaborative flouting maxims.

The first study was conducted by Rini Afrilesa J. This study focused on identify maxim quality flouting in Lapor Pak Comedy. The second study by Gustary focused on analyzing the flouting maxim in Mata Najwa Talkshow "Gengsi Merebut Kursi." The third study by Rohmanti and Pradika. This study focused on analyze the maxim flouting that are found in Coco Movie. The last study by Lestari. This study focused on the Analysis of the flouting maxim in conversation speaking of the main character in the movie home alone 2-lost in new york By John Hughes.

This first study is similar to the study above, where this study analyzes the flouting maxim. However, the difference from the research above and this research are from the object of the research. The second study by Gustary focused on analyzing the flouting maxim in Mata Najwa Talkshow "Gengsi Merebut Kursi." This study is different from the study

above where this research determined the flouting maxims' implications. Also, the object of the research which the researcher used “Toy Story 3” a movie script by Michael Arndt. While, Gustary used Mata Najwa Talkshow. The third study is different from the study above if this study only aims to find the flouting maxim and the strategies. In contrast, the study above analyzed the flouting maxim in “Coco” Movie”. Moreover, The last study is different from the study above if this study only aims to find the flouting maxim and the strategies. In contrast, the study above finds the flouting maxim, reason, and consequences of flouting the maxim

2.2 Definition of Pragmatic

Pragmatics is the study that connects the language and its users, namely speakers and hearers (Yule, 2016). According to this definition, Yule states that pragmatic is the study of language that relates the meaning that the speaker expresses. The listener is taught in this subject to express the speaker's intended meaning, which depends on the uttered words' context. In this study, the distance between the speaker and the listener during a debate is also considered. Pragmatics can help people utilize language more effectively since the speaker and the hearer must express each other's statements and comprehend the latent meaning that underlies those utterances. It is feasible to make definitive claims about language as a tool for communication and as an object of study by examining it within the context of pragmatics.

According to Mey (2001), The way humans use their language in communications is the study of pragmatic, pragmatic analysis—the study of how people use language in communication—determines how these presumptions influence and operationalize language use in people. bases itself on research into those presumptions and determines how these presumptions affect and operationalize human language use. By studying pragmatics, people can gain a greater understanding of how language can be used to communicate with others and effectively convey their message. The hearer can understand the meaning underlying the speaker's utterances by employing pragmatic language analysis. It implies that the spoken word of the speaker may have additional meanings in addition to its denotative meaning. Pragmatics is the best way to describe the connotative meaning so that the listener can derive the most accurate meaning from the speaker's speech.

In communication, Humans must converse with one another in order to communicate. Knowing the context before listening to a speaker is crucial because sometimes a speaker's entire utterance cannot be understood or must be suggested in order to be understood. According to Yule (1996) pragmatics is the study of meaning. It examines the speaker's intention when speaking in a conversation as well as the listener's interpretation of the speaker's meaning. It also provides context, or the situations in which the discussion in the Analysis occurs. As a result, pragmatics is sometimes referred to as the study of meaning in context. An

expression might have both explicit and implicit meaning. The behaviors someone takes when speaking can reveal the underlying message. The field of pragmatics is very broad since it analyzes language in use. The cooperation principle is one of them.

2.3 Cooperative Principle

The cooperative principle is the principle in pragmatics that how speaker and hearer can have their effective conversation cooperative so that they can accept and understand one another. Yule (1996) stated that the principle has to have a cooperative effort obtained from the communication assumption. Four sub-principles, referred to as maxims, were developed from the cooperative principle of conversation. They are the maxims of quantity, quality, relation, and manner.

There are two different varieties of the cooperative principle. They are non observed and observed.

2.4 Observed Cooperative Principle

To observe the Cooperative Principle, speakers have to fulfill the four Maxims as the rules of being cooperative Birner (2013).

a. Maxim of Quantity

Finegan (2008:93) states that the speaker must provide information in the proper proportions because of the quantity maxim. That means the speaker should give enough information, not give much information. As a result, whether the speaker provides too much or too

little information, the listener won't require it. It indicates that the speaker is the one who has violated the maxim. The following sentence is one of the examples were provided by Yule (1996), in his book *Pragmatics*.

“So, to cut a long story short, we grabbed our stuff and run”

The aforementioned statements were probably said by the speaker in response to a question regarding a recent vacation. The speaker understood that too little explanation would make it impossible for the listener to understand what was being said. However, if the speaker goes into too much detail about a recent vacation, the listener will become bored. This word “...*to cut a long story short...*” showed that the speaker cooperative in this conversation. By saying “...*to cut a long story short...*” to she/he claims that he gives away too much information concerning her/his trip.

b. Maxim of Quality

The maxim of quality is speakers are supposed to be truthful and to say what they think to be true. In addition Yule (1996) stated that Maxim of quality Try to contribute something that is true rather than something you think is false. We can assume that the speakers are unable to provide false information. So the speakers have to be honest that say something true. The following dialog is the example of quality maxim.

A: I'll ring you tomorrow afternoon then.

B: Erm, I shall be there **as far as I know**, and in the meantime have a word with Mum and Dad if they're free.
Right, bye-bye sweetheart.

A: Bye-bye, bye.

(Cutting, 2002: 35)

When B says, "As far as I know," B isn't 100% sure that he/she will be available if A calls him/her. B stating that he/she unsure with his/her statement so B prevents his/herself from lying.

c. Maxim of Relevance

As stated by Cutting (2002), the maxim of relation is considered that whatever the speakers are saying relates to what has already been said. Maxim of relation explain that depends on the maxim of relevance, in order for the speaker and listener to cooperate effectively in communication, the hearer must make a statement that is relevant to the prior one when discussing a topic. The following sentence is the example of maxim of relation:

A: Ther is somebody in the door?

B: I am in bath.

(Cutting, 2002)

B anticipates that A will comprehend the significance of his current whereabouts in relation to her remark that someone is at the door and that he is unable to answer it because he is in the bathroom. Some

speakers like to explain how their opinion relates to the current discussion.

d. Maxim of Manner

Maxim of manner is fulfilled when the speaker should be brief and orderly to say something and the speaker must avoid obscure and ambiguous (Cutting, 2002). It means that the speakers have to give clear information. The speakers must avoid unclear and ambiguous information when saying something in the conversation. The following communication is the example of maxim manner.

Thank you Chairman. **Jus – just to clarify one point.** There is a meeting of the Police Committee on Monday and there is an item on their budget for the provision of their camera.

(Cutting, 2002: 35)

The speaker recognizes that his utterance is not quite clear, so he tries to be cooperative by saying, "Just to clarify one point."

2.5 Non-observed Cooperative Principle

Non-observed Cooperative Principle is The Cooperative Principle's tenets cannot be followed by the speakers while they communicate.. According to Cutting (2002: 37), non-observed cooperative principle is consist of four forms. They are maxim infringement, maxim flouting, maxim opt-out, and maxim violation. For the upcoming investigation, the non-observed Cooperative Principle forms are explained in the manner below.

2.6 Flouting Maxim

Grundy (2000: 78) stated that disobeying a maxim is a particularly stealthy approach to cause a recipient to form a conclusion and afterwards recover an implicature. flouting maxim Breaking the rules on purpose helps to reveal hidden meanings and guides the audience toward understanding the flouting of the rules' intended meaning. In the next review bellow is explain the non-observance of maxim.

a. Maxim of Quantity Flouting

The speaker appears to give either too little or too much information while disobeying the rule of quantity. The speaker appears to be breaking the quantity rule by giving either too little or too much information. One could argue that the information provided is insufficient. The following bellow is the example of maxim quantity flouting:

A: Well, how do I look?

B: **Your shoes are nice.**

(Cutting, 2002: 37)

Speaker B here violates the maxim of quantity rule by opining simply on the shoes whereas A is seeking feedback on the entirety of his or her look. B provides less information than is necessary in this instance. B is therefore said to violate the quantity maxim. It causes A to assume that, aside from his or her shoes, his or her appearance is lacking.

b. Maxim of Quality Floating

Cutting (2002: 37), A speaker who flouts the rule of quality frequently expresses ideas that are not true to themselves. The other ways to violate the maxim of quality include by the use of hyperbole, metaphor, irony, and banter. When a speaker makes an exaggerated claim, such as "I could devour a horse," it appears that they are violating the quality maxim. (Cutting 2002: 37). The speaker breaks the quality maxim by using hyperbole. The speaker anticipates that the hearer would conclude that he or she is so extremely hungry that they could even eat a horse. The discourse described below provides another illustration of optimal quality being ignored.

A: Teheran's in Turkey isn't it, teacher?

B: And **London's in Armenia** I suppose.

(Levinson, 1983: 101)

A's claim is untrue in the instance illustrated by the dialogue. Since Teheran is not in Turkey, B makes up the fact that London is in Armenia in order to refute A's assertion that it is true.

2.7 Strategies of Flouting Maxim

There are some strategies which can be used to flout Grice's maxims.

a. Tautology

Yule (1996:35) states that a tautology is a meaningless phrase in which one term is defined. Yule makes the assumption that when a speaker uses a tautology, they are surely trying to say more than is actually being spoken. A speaker will frequently violate the quantity

maxim to say only what is essential in order to draw inferences. An example of a tautology is the sentence "business is business," which seems to have no communication value. However, the speaker is being helpful and has a message to convey. Therefore, some enlightening assumptions must be drawn to determine whether the speaker is genuinely cooperating. Meanwhile, a tautology is considered quantity maxim flouting because it lacks any meaningful communication or information.

b. Overstatement

A speaker who ignores the quantity rule comes across as giving out too much information Cutting (2002:37). It is a technique a speaker employs to provide more details about something.. the dialog above is an example of overstatement or when someone provides more information than is needed.

A: What is the color of your bag?

B: Red one. You know I am a lucky girl. My father bought it for me. He invited me to the mall. So I choose this bag by myself.

By giving too much information, speaker B want to convey the idea that she can select the bag on her own while being accompanied by her father. Speaker B wants speaker A to understand the significance of her claim that she is fortunate to have a father who loves her. Most of the time, they give too much information and assume the audience knows more about the subject than they do when

someone tries to explain anything. The discourse that follows provides a clear explanation of the other instance of providing too much information.

c. Understatement

Cutting (2002:37) states that in addition to providing too much information, people frequently violate the rule of proportion by providing insufficient details that would be necessary to emphasize a point or make their intended meaning plain to a listener. The importance of the truth may be diminished if understatements are made. The statement's understatement makes it too flimsy and ambiguous. In a nutshell, understatement is a technique for evoking connotations by using less language than necessary. When one speaker provides too little information in comparison to what the other speaker needs to know, it shows how people disregard the maxim of quantity.

A: what do you think about my cake?

B: well, the design is good.

Speaker A inquires about Speaker B's view on his or her cake. However, speaker B simply replies, "The design is fine," which is less illuminating than one might anticipate. In order for speaker A to understand speaker B, speaker B must supply sufficient information. Furthermore, speaker B may give two different meanings by responding, "The design is good." The first is that he or she only briefly observes the cake's shape before concluding that the design is

inadequate for him or her, and the second is that he or she has not yet observed the cake more closely.

d. Metaphor

Cutting (2002:38) states that a speaker of dialogue might ignore the rule of quality by using metaphor. Everyone uses metaphors to make their words sound similar to what they mean. Because it uses a term or phrase to denote something other than its literal meaning, metaphor is used by a speaker to violate the principle of excellence. For example, a friend of mine once told another acquaintance that he was quite disappointed in Harry because of the way Harry treated him. "Andy is a real fish" is a metaphor he employs to catch his friend's attention. The phrase implies that Harry is cold-blooded or slimy, like a fish. By employing this metaphor, he implies that Andy has the cold blood of a fish and that his companion should be aware of this. The phrase "My love is a crimson rose" likewise uses a metaphor to convey a meaning. In a correct setting, this statement is untrue. However, if the line is interpreted figuratively, it can cause some people to consider a different interpretation. The listener can tell what the speaker means when he says that his love is like a red rose rather than a red one.

e. Hyperbole

The strategy is to break the quality maxim, it can use hyperbole. For example, Cutting (2002: 38) claims that using hyperbole is the strategy for speakers to violate the rule of quality. It occurs when the

speaker flagrantly violates the maxim of quality guidelines by making overstated claims to cover more ground.

A: Give it to me!

B: Never in a million years.

Speaker B makes an effort to catch Speaker A's attention by making an exaggerated statement. Speaker A would presumably not get his attention if speaker B responded "no." Furthermore, Leobowitz claims in Cutting (2002:37) that hyperbole frequently serves as the foundation for a hilarious statement that mocks the adage "quality above quantity." The following sentence provides the illustration. Keep in mind that When you are a teenager, you will be glad to hear that the phone is for you at that time in your life. The aforementioned scenario qualifies as hyperbole since it exaggerates how adults may commonly feel relieved to hear that the phone is for them.

f. Irony

People employ irony as a strategy to flout the quality maxim. People often speak the exact opposite of what other people might interpret as assertive and sarcastic when they use irony. Cutting (2002:38) states claims that when using irony, the speaker displays a favorable opinion while subtly conveying a negative one. Irony is a kind way to insult someone.. The sole purpose of this comment is to make fun of the kind of person who is incapable when asked to assist another. An example of irony when student's get a lowest score and

teacher says, “wow, you have a good score, next you can encourage yourself to study hard” the purpose of this statement to make the student not disappointed with her/his score and want to study hard to get a good score.

g. Banter

According to Cutting (2002:38), Irony has the opposite meaning in banter. A nasty form of friendship is joking around.. Leech (1983:144) says that using irony to be offensive is a polite way to do so. Meanwhile, joking around is a mean way to be pleasant.

This is one of the example of banter which is taken in Cutting (2002:38) “You're nasty, cruel, and stingy. How come you only kiss me once?” This remark is designed to convey intimacy or camaraderie, despite the fact that it appears to be harsh. Typically, a speaker is trying to make fun of the other by saying "You" are unpleasant, cruel, and stingy. The ridicule is being done, though, in order to have a private moment with the victim's partner. Therefore, it is clear that she/he desires the impolite other speaker to kiss herh/him.

h. Sarcasm

According to the quality maxim, people can only express what they consider to be true. To insult and offend someone, people may say things that are untrue when using sarcasm. Cutting (2002:38) claimed that sarcasm occurs when a speaker in a discussion says something incorrectly, usually in a mocking tone. Sarcasm is frequently employed

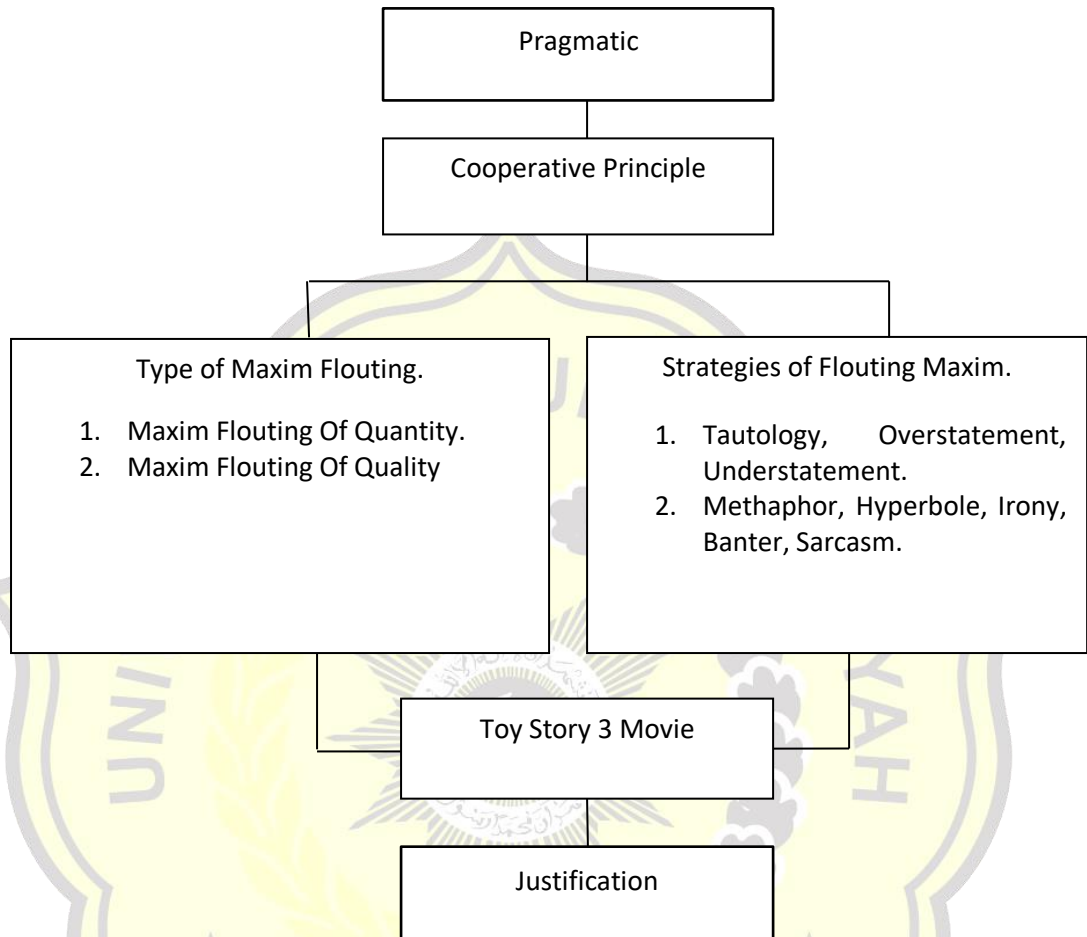
in comments, making it less cordial. The sentence “your body is fat, it makes you cannot diet” this sentence is example of sarcasm which is used to critic someone who cannot diet.

2.8 Theoretical Framework

A pragmatic analysis is used to examine this research. The reason of the meaning itself cannot be taken literally is because pragmatics is the study of linguistics that is concerned with meaning in context. The aim of this research is to examine the floating maxim used by the main characters in Toy Story 3 movies. The cooperative principle includes the maxim about disregarding it. This maxim is related to Grice's maxim as well as the maxims of quality, quantity, relevance, and manner.

Individuals are considered to violate the cooperative principle when they practice maxim flouting. This study explores the phenomenon using Cutting's maxim flouting theory to analyze the data. In this study, two different types of maxim flouting are examined. The two types are quantity maxim flouting and quality maxim flouting. There are also several ways to violate the maxims. Depending on which maxim is being flouted, different tactics are employed. In order to ignore the maxim of quantity, for instance, techniques like tautology, overstatement, and understatement can be used.

The research of maxim flouting uses explanation above in *Toy Story 3 Movie*.



CHAPTER III

RESEARCH METHODOLOGY

This chapter discussed research design, the method of collecting the data to investigate, how the researcher analyses the data, and the result from the Analysis.

3.1 Research Design

The researcher examined the research questions using the approach to resolve this case in light of the phenomenon covered in chapter 1 of the study. In this research, the researcher applied discourse analysis method and descriptive qualitative approach of this research.

Slembrouch (2003) cited in Rohana & Samsudin (2015), said that Discourse analysis is a linguistic unit study of spoken and written language that examines how the message's sender and recipient interact during conversation. In addition, The goal of the descriptive qualitative approach is to provide descriptive data that may be expressed verbally or in writing. Vanderstoep and Jhonston (2009), stated that a narrative or textual representation of the topic being studied is what qualitative research aims to produce. The setting for descriptive qualitative research is a real-world setting typical of human behavior and events. Furthermore, descriptive qualitative research does not rely on statistics as its yardstick of validity. As a result, the focus of this research is on contextualizing the phenomenon by using content data analysis to evaluate the data.

In this case discourse analysis investigates the overall meaning that can be obtained from language when placed in an appropriate setting, but also uses descriptive studies to describe the data.

3.2 Research Instrument

The fundamental instrument in qualitative research must be the researcher. according to Bogdan and Biklen (1982: 97), The principal tool of qualitative research is the researcher. As a result, the key tool for this research is the researcher. Collected the data, analyzed the data and reported the result was planned by the researcher.

3.3 Sources of The Data

The movie "Toy Story 3" is the subject of this descriptive qualitative study, which includes data from utterances that contain flouting maxims. The study of both quality and quantity maxim flouting in the film is the main goal of this study. However, the main source of information for this study will be the dialogue said by the movie's main characters. And the Toy Story 3 movie script will serve as one of the research's data sources. And the data sources of this research will be taken from *Toy Story 3 movie* script from <https://www.scriptslug.com/script/toy-story-3-2010>.

3.4 Techniques of Collecting Data

Vanderstoep and Jhonston, (2009) States the data collecting is the visual analysis, such as film or television.

There are some procedures for collecting data in this research:

- a. The researcher opened the Google App to search for the transcript of the toy story 3 movies.
- b. The researcher download the transcript of the toy story three movies from <https://www.scriptslug.com/script/toy-story-3-2010>.
- c. The researcher read the toy story 3 movie transcript to find the flouting maxims.
- d. Collecting the data was done by the researcher which shows the phenomena of flouting maxim.
- e. Classifying the data was done by the researcher.
- f. Then, the data classification was entered by the researcher into the datasheet.

Table 3.1 Analysis of Maxim Flouting.

No	page	Data	Maxims Flouting		Strategies Of Flouting Maxims								Conclusion	
			Qn	Qi	Ta	Ov	Un	Mt	H y	Ir	Bn	Sr		
1.	1	Eg: A; there is somebody at the door? b. I am in a bath												B expects A to understand that his present location is relevant to her comment that there is someone at the door and that he cannot go and see

											who it is because he is in the bath. In addition, some speakers like to indicate how their comment has relevance to the conversation, as in the following from a market research meeting.
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(Cutting, 2002)

Flouting maxim

Qt : Maxim of Quantity

Ql : Maxim of Quality

Strategies for flouting the maxim

Ta :Tautology

Ov :Overstatement

Um :Understatement

Mt :Metaphor

Hy :Hyperbole

Ir :Irony

Bn :Banter

Sr :Sarcasm

3.5 Data Analysis

After data was collected, the researcher did the analysis data by using miles and huberman’s model. Mile and Huberman (1984) cited in Sugiyono (2015:91) that the tasks involved in analyzing qualitative data are carried out in a continual, participatory manner. Data reduction, data display, and drawing conclusion are all data analysis tasks.

a. Data Reduction

In qualitative data collection, To gather extremely large and complex data, the researcher regularly utilized a variety of strategies. The researcher must reduce the data for analysis because the data collected in the field are still very complex, unreliable, and unsystematic. The researcher now obtains the data from the movie screenplay that was downloaded from Google.

b. Data Display

The next step in analyzing data is data display. It is the process of displaying data as a table or essay to be more understandable. Sugiyono (2009: 341) states that presenting data can take the shape of a quick narrative, a flow chart, or anything similar. To differentiate between the various types and techniques of maxim flouting in this study, the researcher used a data sheet.

c. Drawing Conclusion

The last step is concluding. The researcher got to work examining the information. The researcher looked at all the variations and tactics used to violate maxims in the Toy Story 3 films. To respond to the research topic, the researcher first interpreted each piece of data. Additionally, the researcher verified the data's accuracy before reporting it in the findings and discussion. The researcher came to a conclusion the result.