

## FLOUTING MAXIMS PERFORMED BY THE CHARACTERS IN *JACKIE* MOVIE: A PRAGMATICS ANALYSIS

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### ABSTRACT

The objectives of this research are to find the kinds of flouting maxim in *Jackie* movie performed by the characters and to find the motivation of the characters in flouting the maxim. This research used a qualitative content analysis approach. The data source of this research was the script of *Jackie* movie. The data were taken from the dialogues and utterances of the characters that are correlated with flouting maxim. Through the findings of the analysis, there were 24 dialogues containing the flouting maxim. Those data consisted of four kinds of flouting maxim, namely flouting maxim of quality, flouting maxim of quantity, flouting maxim of relation, and flouting maxim of manner. In flouting the maxim, it was found that the characters had an underlying motivation. From four types of motivation which were competitive, convivial, collaborative, and conflictive, the characters within the movie flouted the maxim with only two types of the motivation, namely competitive and collaborative.

**Key words:** Pragmatics, Cooperative Principle, Maxim, Flouting Maxim

### ABSTRAK

Tujuan dari penelitian ini adalah untuk menemukan jenis penyimpangan maksim dalam film *Jackie* yang dilakukan oleh karakter dan menemukan motivasi karakter dalam melakukan penyimpangan terhadap maksim. Analisis ini menggunakan metode kualitatif konten analisis. Sumber data dari penelitian ini adalah naskah dari film *Jackie*. Data diambil dari percakapan dan ujaran karakter yang berhubungan dengan penyimpangan maksim. Melalui penemuan dalam penelitian, ditemukan 24 ujaran yang mengandung penyimpangan maksim. Data tersebut terdiri dari empat jenis penyimpangan maksim, yaitu penyimpangan maksim kualitas, penyimpangan maksim kuantitas, penyimpangan maksim relasi, dan penyimpangan maksim sikap. Dalam melakukan penyimpangan, karakter memiliki motivasi yang mendasarinya. Dari empat jumlah jenis motivasi yaitu kompetitif, ramah, kolaboratif, dan konflikatif. Karakter melakukan penyimpangan dengan hanya dua jenis motivasi yaitu kompetitif dan kolaboratif.

**Kata kunci:** Pragmatik, Prinsip Kooperatif, Maksim, Penyimpangan Maksim

## **A. INTRODUCTION**

In our social life, people need to participate in communication as a form of interaction to other people. According to Keyton (2011), communication is a process where any information and common understanding from one to another are being transmitted. It emphasizes that in order to build a good communication, the participants of the communication should have a same background that could derive their thinking in one line. One of the common forms of communication is conversation. The term of conversation then could be described as an activity of exchanging utterances between participants in which the meanings or messages being conveyed through them. It is a form of spontaneous and interactive communication or social interaction between two or more people which generally consist of a speaker on the one hand and a listener on the other (Seken, 2004).

To perform a good conversation, the participants of any conversational events should be cooperated in the process of exchanging any linguistics expression so that the conversation could be understood from the both sides and further the conversation will run smoothly. It is important to mark the term cooperate as the key of the successful of the communication. In order to reach the cooperativeness and to conduct a smooth conversation among the participant of the conversational event, the participants should follow some rules to lead the conversation to achieve a successful communication. Grice (1989) states that people will be able to make a successful communication once they fulfil the cooperative principle which is divided into four sub-principles called maxim. Maxim itself is a kind of rule that the participants of a conversational event should obey in order to make an effective communication. Those four maxims are maxim of quality, maxim of quantity, maxim of relation, and maxim of manner. Although there are existing rules that set up the way the communication should conduct, the participants often disobey those rules and flout the maxim.

By flouting the maxim, the participants of any conversational event seem to be uncooperative toward the happening conversation, but actually they do cooperate in the conversation, it is just they hide the exact meaning of their utterances. It is believed that one of the reasons why the people flout the maxim is that because they want to convey something indirectly and by that they hope that the listener will notice the meaning from what is intended (Cutting, 2002). The phenomena of flouting maxim could be found in our daily life, because as long as there is a conversational event, the flouting maxim could possibly exist. In line with that, then it can be assumed that movie somehow could be an object in analyzing the flouting maxim because it provides narrations and conversation, and since it is made as a duplication of human life. Therefore, this research will present the flouting maxim that is performed by the characters in *Jackie* movie.

This research used cooperative principle theory by H.P Grice as guidance in composing and analyzing the kinds of maxims that flouted by the characters in the movie. Alongside with Grice's theory, the researchers used the theory of rhetorical strategies from Peter Grundy to define the strategy in flouting the maxims performed by the characters. This research also tried to find out the motivation of

the characters in flouting the maxim using the illocutionary function theory proposed by Leech. Further, any other pragmatics concept besides flouting maxim would not be analyzed in this research.

## **B. RELATED LITERATURE**

### **1. Pragmatics**

In a simple and most common term that people often know, pragmatics could be defined as “the study of meaning (Yule, 1996)”. Another definition sees pragmatics as “the study of speaker meaning (Green, 1989)”. Both of the definitions above emphasize that the fundamental concern of pragmatics is “meaning” that is produced by the speaker when they using the language to communicate in a particular event with another person or a group of other people. Furthermore, Mey (1993) defines pragmatics as “the science of language seen in relation to its user”. The definition points out on the function of the language as a means of communication in which language as a platform that is used in order to communicate by its speaker where they can exchange any messages, ideas, information, and knowledge also any other social interaction for any particular purpose.

Moreover, Grundy (2000) defines pragmatics in a clear way which is referred to as “the study of meaning in interaction” and that “pragmatics is partly about trying to account in systematic ways for our ability to determine what speaker intend even when their utterances are so dramatically under-determined”. It emphasizes that language which is used by human could only gain its meaning only when the language is used in the interaction. In consequence, the language becomes meaningless until its being spoken.

### **2. Context**

Grundy (2000) states that context can help the participant of a speech community in determining the meaning of an utterance, and that the developing context could affects the way the participant in a conversational event determined the meaning of the utterance. Hymes (1974) provides the tools for examining the meaning of a speech context into the SPEAKING model. Hymes (1974) uses the acronym of SPEAKING which each part of it will be elaborated in the following explanation.

*Setting and Scene*, the setting refers to the place and the time of where and when the conversation happens. Meanwhile the scene refers to the psychological setting as range of formality of the existing conversation (Hymes, 1974). *Participant* refers to the people who involved in a speech including the speaker and the audience (Hymes, 1974). The audience here then could be divided into two categories as the addressees and the hearers. The addressees are those who involved in the conversation, meanwhile the hearers are those who just listened but do not take a part in the conversation. *Ends* refer to the purpose and goals that are hoped to achieve in a conversation alongside with any other outcome of the speech

(Hymes, 1974). *Act Sequence* refers to the order of an act or event of communication that took a part in a speech, where any action of communication could be acknowledged when it brings the meaning to the participants involved in the conversation (Hymes, 1974). *Key* refers to the manner and tone of the speech act that is used during the conversation (Hymes, 1974). *Instruments* are the form and style of the existing conversation (Hymes, 1974). *Norm* is classified as the rule guiding the speech that sets to what degree that the speech is acceptable in the society (Hymes, 1974). *Genre* refers to the kind of speech where it taking place, such as proverbs, small talk, problem talk, apologies, prayers, and so on (Hymes, 1974).

### **3. Cooperative Principle**

To be cooperative in a conversation people should follow the basic principle of involving in a conversation, which has been presented by Grice as the Cooperative Principle. Grice (1989) states four kinds of conversational maxim named maxim of quality, quantity, relevance, and manner that the people should comply in order to make the conversation uttered being cooperative.

#### **a. Maxim of Quality**

In maxim of quality it is hoped that the participants in conversation just only saying something that they believed is true and not say something that they believe to be false or something that they do not have any evidence. Like the way Grice (1989) says, “try to make your contribution true, do not say what you believe to be false, do not say that for which you lack adequate evidence”. In concern, to follow the maxim of quality a speaker in a conversational event should only and hoped to speak on the basis of the facts and on top of that they need an adequate evidence to confirm the utterances he or she said as a truth.

#### **b. Maxim of Quantity**

Maxim of quantity exists when the participants of a conversation give the quantity of information as is required. “Make your contribution as informative as is required, do not make your contribution more informative than is required” (Grice, 1989). In order to make the contribution in a conversational event the participants should measure the amount of the information that is really needed and give it necessarily as much as is required.

#### **c. Maxim of Relation**

Maxim of relation or could be known as relevance is the maxim that stressed the participants of speech community to “be relevant” (Grice, 1989) in every single conversation. The maxim requires the participants of a conversational event to produce utterances that are relevant to the subject that is being communicated. The participants are required to keep stay on a topic discussed by not saying something that irrelevant to the context of the conversation that could result in a problem of understanding in relation to lack of coherence in conversation. By such contribution, the participants of a conversational event cooperate in making the conversation run smoothly and naturally (Seken, 2004).

#### **d. Maxim of Manner**

Maxim of manner is a norm that is used to avoid obscurity of expression, avoid ambiguity, be brief (by means avoid unnecessary prolixity), and be orderly to what is intent to say. The maxim of manner expects the participants of the conversation to be clear to what contribution they are making, and to perform his performance with reasonable transmission (Grice, 1989). This maxim requires the participants to be perspicuous and orderly in committing their contribution. This means that such contribution should contain nothing that is obscure or ambiguous.

#### **4. Flouting Maxim**

Flouting maxim occurs when speakers appear not to follow the maxims but expect listeners to appreciate the meaning implied. In flouting the maxim the speaker implies a function in contrast with the literal meaning of form, whereas the speaker assumes that the listener knows that their words should not be taken at face value and that they can infer the implicit meaning behind the speaker utterances (Cutting, 2002). In accordance with the kinds of maxim, flouting maxim then could be divided into four kinds or categories which are flouting maxim of quality, flouting maxim of quantity, flouting maxim of relation, and flouting maxim of manner (Grice, 1989). All the categories of flouting maxim are explained bellow.

##### **a. Flouting Maxim of Quality**

Flouting maxim of quality means that in a conversation the speaker says something that is untrue and the things that are said is not accompanied by the evidence as a proof towards the fact that make the things said become doubtful (Grice, 1989).

##### **b. Flouting Maxim of Quantity**

Flouting maxim of quantity occurs when the speaker gives the information needed not as is required, it either too little or too much information which could result in an ineffective conversation (Grice, 1989).

##### **c. Flouting Maxim of Relation**

Flouting maxim of relation happens when the speaker of a conversational event utters something that irrelevant to the things being discussed (Grice, 1989). In many cases the listener will immediately realize that what is uttered by the speaker is irrelevance, and somehow the irrelevant is so blatant that the speaker must have something intended to implicate in a speech (Birner, 2013).

##### **d. Flouting Maxim of Manner**

Flouting maxim of manner occurs when the speaker of the conversational event says something that is obscure and ambiguous, and also could not be brief and orderly delivers the information (Grice, 1989). And by that obscurity and ambiguity the partner of the speech community will find to be difficult in getting and understanding the information delivered by the speaker, and on the conversation may become ineffective.

#### **5. Strategies of Flouting Maxim**

Flouting a maxim could be done in various ways. In flouting the maxim the speaker of a conversational event often uses a couple of strategies in order to deliver the implicit meaning that they hoped the listener could determine what is the implicit meaning intended. Grundy (2000) comes with an opinion where he believes that rhetorical strategies consist of figures of speech as the method used in flouting the maxim. The rhetorical strategies are explained in the following explanation.

**a. Tautology**

Tautology is a pointless expression that has no communicative value because it expresses something that completely obvious, and when it is used in a conversation the listener of any conversational event could directly know that the speaker intends to communicate more than is said (Yule, 1996). Tautology is an expression that is often used to express something in an easier way by using two words to express one meaning. Tautology is marked by the repetition of word, and though tautology has no communicative value the idea provided by tautology is considered as a fact.

**b. Overstatement**

Leech (1983) describes overstatement as the same as hyperbole where it refers to a case where the speaker of any conversational event makes a stronger description than what is required in the conversation by using exaggeration expression that makes the information being shares seem a way more important. By the use of overstatement, the speaker in a conversation often exaggerates the statement he or she utters rather than simply say the simple one. The exaggeration expression of utterance could be seen when the strategy is used to flout the maxim of quality.

Overstatement strategy could also be found when it is used to flout the maxim of quantity where the information given by a speaker is too much (Cutting, 2002). In maxim of quantity, the speaker is hoped to speak as much as it necessary, and avoid giving excessive information. When the speaker provides information more than what is required, it could be said that he/she uses an overstatement strategy.

**c. Understatement**

Understatement is a strategy that is in opposite with overstatement, where it refers to a case where the speaker of any conversation event makes the information he or she shares weaker and less important than what it should be (Leech, 1983).

**d. Metaphor**

Levinson (1983) describes metaphor as an expression where metaphorical expression is embedded in another literal expression, where one subject can change the meaning of another. Metaphor strategy is an expression that is used to make an implicit meaning by comparing one subject to another, but have some characteristics in common between them. In essence, a resemblance of two contradictory or different objects is made based on a single or some common characteristics.

**e. Rhetorical Question**

Rhetorical question is a strategy in flouting the maxim where a question is used to make a statement. Rhetorical question is used as persuasive device where its aim is to appeal the listener interpretation, where the appearance is too obvious as its makes a direct appeal to the listener (Wales, 2011).

**f. Irony**

Irony is a strategy in flouting maxim that is used to contradict the actual reality. According to Leech (1983) irony “is an apparently friendly way of being offensive (mock-politeness)”. It is used to express something in the opposite way, where it is often use to convey positive expression that implies a negative meaning, and when it is used in the conversation the participant of the speech should not take it literally (Wales, 2011).

**6. Motivation of Flouting Maxim**

Motivation refers to “the reasons underlying behavior (Guay et al., 2010)”. It emphasizes that every kinds of action and behavior that the people conduct accompanied by motives. There is existing theory that could be used to analyze the motivation of someone’s action and behavior named illocutionary function of politeness. Leech (1983) defines illocutionary function of politeness into four types correspond to how they relate to the social goal of establishing and maintaining good relationship in interaction. Each utterance expressed by the speaker conveys a particular illocutionary act whereby the speaker intention is actualized using a particular strategies (Seken, 2004).

Those functions then could be used to search the motivation underlying someone’s action, because it is found that those functions of illocutionary are relatable to the motivation of someone in flouting the maxim in their daily activity, because both of illocutionary function and motivation have the same purpose that is to achieve one social goal where they can establish to make a good relationship. As a result, it is possible to find the motivation of someone in flouting the maxim by using the terms of illocutionary function of politeness proposed by Leech. Those functions are classified as the following.

**a. Competitive**

The competitive function occurs when the illocutionary goal contends for the social goal in terms of ordering, asking, demanding, and begging as an imposing illocutionary acts. Also criticizing, refusing, and disagreeing as an offensive illocutionary acts (Leech, 1983). Seken (2004) states that competitive function of an illocutionary act refers to the case when its goal in the social interaction not only departs from but also competes with the social goal in the sense that the act as such has the potential to degrade the relationship between the speaker and the hearer. The offensive illocutionary act often redressed or mitigated to avoid the damage of the relationship between the speaker and the listener. The meaning of the utterances is divided into two types which are explicit and implicit meaning (Grice, 1989). The explicit meaning exists when the utterance is not being

redressed, which the offensiveness of the word is provided directly. Meanwhile, the implicit meaning exists when the words contain offensiveness are being redressed which make the utterances become more polite, but contain offensiveness at the same time.

**b. Convivial**

The convivial function occurs when the illocutionary goal occur simultaneously with the social goal such as offering, inviting, greeting, thanking, and congratulating. In contrast with competitive function, the convivial function is intrinsically courteous where it takes a more positive form of seeking opportunities for comity (Leech, 1983). The convivial function of illocutionary act refers to the case in which the illocutionary goal of the act is coincident with the social goal in social interaction. The coincidence between the illocutionary goal and the social goal indicates that the act does not have any potential to damage the speaker and hearer relationship. On the contrary, the coincidence is disposed to strengthen the relationship to the extent in which the speakers' feeling is properly served and concerned (Seken, 2004).

**c. Collaborative**

The collaborative function occurs when the illocutionary goal is perfunctory with the social goal as well as asserting, reporting, announcing, and instructing (Leech, 1983). Acts with collaborative function refer to the case when the illocutionary acts are in the middle of the social goal. The collaborative act of illocutionary function is used when it is hoped that the relationship between the participants is just at the safe level. It emphasizes that neither the act has the tendency to ruin the relationship nor it has the willing to enhance the relationship between the speaker and listener (Seken, 2004).

**d. Conflictive**

The last function is conflictive. Conflictive function occurs when the illocutionary goal contradicts with the social goal like threatening, accusing, cursing, and reprimanding (Leech, 1983). Acts with conflictive function of illocutionary are actually impolite as they are certainly designed to be offensive toward the listener. The cases when the conflictive acts take a part in social interaction are rare, unless the speaker of any conversation is overcome by emotion where she or he intentionally conveyed acts that are offensive and/or rude toward the listener. Further, conflictive acts could be used when the participant of a conversational event has no willing to maintain good relationship toward other participant and seems to be not care about the social goal (Seken, 2004). The difference between competitive function and conflictive function is that, competitive function is used when the participants still want to keep the relationship between each other by redressing the offensive word they uttered. Meanwhile, conflictive function is used when the participants do not want to keep the relationship between each other, and seem do not care with that and just say any word that is offensive without redressing the offensiveness.



## **C. RESEARCH METHOD**

### **1. Research Design**

The design of this analysis is divided into two kinds, the method and the approach. The method of this analysis is qualitative, because the main points that will be shown in this analysis were words. On the other hand, the approach that is used in this research is content analysis approach. The content analysis is used to analyze the utterances from the characters in the *Jackie* movie that are related to flouting of maxim. Content analysis approach in this research is used to distinguish, whether the utterances contain flouting maxim or not. In the end, this research is conducted in qualitative content analysis design.

### **2. Data and Data Source**

The data for this research are the dialogues or the utterances in form of words, phrases and sentences which are correlated with the flouting maxim written in the script of the movie, and data source of this analysis is the script of the *Jackie* movie.

### **3. Data Collection**

The method that is used for collecting the data for this analysis is observation. The researchers observed the object of the analysis by reading the movie script comprehensively and watching the movie, and taking notes about the data that are related to the analysis. After getting the notes, the next step is collecting the data that is related to the flouting maxim, the strategy, and the motivation of flouting maxim.

### **4. Data Analysis**

The analysis of the data for this analysis would be implemented when all the theories and data that are related to the analysis and can be used to answer all the analysis questions are completely collected. This research used the procedures of data analysis by Miles and Huberman (1994). In qualitative data analysis, Miles and Huberman (1994) divide three steps that we should follow in order to get a better analysis. First, data reduction, which is an activity of selecting, focusing, simplifying, abstracting, and transforming the data into a field note. Second, data display, an organized, compressed a set of information that allows conclusion drawing and action. In this research, the data that are found will be presented by using textual form. Third, conclusion drawing and verification, an activity that leads the researchers to make an interpretation toward the data.

## **D. FINDINGS AND DISCUSSIONS**

### **1. Flouting Maxim of Quality in *Jackie* Movie**

Flouting maxim of quality happens when someone says something that is not accompanied by adequate evidence. To flout the maxim of quality, there are

several strategies that could be used such as hyperbole, metaphor, and irony. The following are the data included in flouting maxim of quality.

## Data 2

Jackie : Have you read what they've been writing? Krock and Merriman and all the rest?

Journalist : Yes. I have.

Jackie : Merriman is such a bitter man. It's been just one week and already they're treating *him like some dusty old artifact, to be shelved away*. That's no way to be remembered.

(D02/F.QL/01/CP)

The conversation above happened at the foyer in Kennedy Compound. A handsome journalist yet ruffled pulled up with a cab into the driveway. Jackie in a white beige pullover sweater who saw that, opened the door and stood behind the doorway. The journalist stood uneasily in front of the doorway and started to talk. Jackie who studied his dowdy appearance did not give an answer. The journalist was perplexed at the moment but tried to be gentle. Jackie who took a long moment then answered with her raw voice.

In the conversation above, Jackie *flouted the maxim of quality* by using a figure of speech called simile. According to Wales (2011), simile is "a figure of speech whereby two concepts are imaginatively and descriptively compared". The comparison usually uses connectives such as *like* or *as (...as)*. In Jackie's utterance above, she compared her husband, the President Kennedy with dusty old artifact, where the word "like" in the utterance indicated the comparison uttered by Jackie. With the comparison, Jackie assumed that the journalist would understand the meaning that was being communicated. By using a comparison, Jackie did not provide a truthful utterance, because man and a thing (artifact) was completely different aspect, they would not ever be treated as the same, and by that what she said is considered as a false. Since her utterance is considered as a false, she failed to observe the requirements of maxim of quality and broke the maxim where she needs to provide true information.

Jackie used thus kind of expression to express her disappointment and disagreement toward the way Merriman treated the President in the article they made. Jackie also made the statement to criticize the way they wrote the article by saying "That's no way to be remembered". In the utterance, she delivered two kinds of illocutionary goal, there are disagreeing and criticizing. Meanwhile the social goal was to tell the journalist about how bad Merriman treated the president. By doing so, Jackie's reason underlying the flouting maxim was *competitive reason*. Competitive reason exists when the illocutionary goal competes with the social goal (Leech, 1983). In the conversation above, Jackie's illocutionary goal was different with her social goal, where then the act as such is considered to competitive.

## Data 9

Jackie : Is that the sound of birds?  
President Kennedy: Not exactly birds. Must be the ocean...Are you ready?  
Jackie : Of course. *I love crowds.*

(D09/F.QL/02/CL)

The above conversation happened in a plane at Love Field in Dallas. Jackie walked through the plane, when she heard the loud crowd outside. In her curiosity, she asked the President Kennedy about the sound, was that the sound of birds she asked. The president played around and answered that the sound was not exactly birds, and it could be the sound of ocean. In fact, that was the sound of the people who cheered for her and the president. He then asked Jackie if she was ready to come outside the plane. She replied "of course. *I love crowds*". In her answer, Jackie flouted the maxim of quality by using an ironical strategy. Irony is a strategy where "words actually used appear to contradict the sense actually required in the context and presumably intended by the speaker" (Wales, 2011). In the conversation, Jackie's answer on the surface conveyed that she loved the crowds, but thus answer should not be taken literally because actually what she meant was that she was not happy and disturbed by the crowds, it was depicted with her awkward smile in giving the response where the left side of her lip was grinning and eyelids that fluttered up and down. She also did not face the President Kennedy when she uttered her statement where then it strengthen the inconveniences. Spending time in a crowd place must be very tiring because of the loud voice. She used ironical expression to suggest the sharp contrast of the literal meaning conveyed.

In above conversation, the reason underlying the flouting was *collaborative reason*. Collaborative reason appears when the illocutionary goal is indifferent with the social goal (Leech, 1983). Here, the ironical expression used to flout the maxim was in form of reporting where it also became the illocutionary goal of Jackie's where the act as such belonged to the collaborative reason. She used ironical expression to imply to the President that she did not like the crowds. In this case, the context within the movie supported Jackie's response. Her flat facial expression with eyes that looking glazed and inhaling a deep breath showed that she was uncomfortable when she uttered the utterance and by those we could say that she did not like the crowds. By saying "I love crowds" Jackie's social goal was that she wanted to save and respect the president's face so that she did not ruin the relationship between her and her husband in the happening conversation.

## 2. Flouting Maxim of Quantity in *Jackie* Movie

Flouting maxim of quantity occurs when someone provides any information that is not in accordance with the required information. The speaker may give too less or too much information. There are two kinds of strategies that could be used

to flout the maxim of quantity, namely overstatement and understatement. Notice the following data to illustrate the flouting maxim of quantity.

## Data 7

Journalist : Is your faith helping you?  
Jackie : I'd prefer to discuss my faith with a priest. *You're not a man of the cloth, are you?*

(D07/F.QN/03/CP)

The above conversation happened at the living room in Kennedy compound. Jackie sat on the couch where the journalist sat on a wood chair across her. The room was painted in white. Behind them was a giant window on the both sides of the room with yellow floral curtains. The journalist looked down his note and started to ask. In this conversation, Jackie *broke the maxim of quantity*. She used an overstatement strategy to flout the maxim. Jackie failed to observe the maxim of quantity because she exceeded the contribution by adding unnecessary question. Thus utterance was considered unnecessary because at first Jackie already knew that the one she talked to was a journalist, so it is no way that he is a priest. By flouting the maxim, she certainly wanted to convey that she did not want to talk about her faith at the time, and the journalist was not the right person to talk to about her faith.

Here, Jackie flouted the maxim of quantity with a *competitive reason*. Jackie's illocutionary goal was to make sure that the journalist was not the priest, and her social goal was she did not want to talk about her faith. The illocutionary goal and the social goal then competes each other. Jackie flouted the maxim of quantity by providing too much information to strengthen her utterance that at that time she really did not want to talk about her faith with the journalist.

### 3. Flouting Maxim of Relation in *Jackie* Movie

Flouting maxim of relation occurs when the information or answer given in conversation are found to be irrelevant. The following are the data that contain of flouting maxim of manner.

## Data 13

Jackie : Are the children awake?  
Nancy : *They're playing in Caroline's room.*

(D13/F.RL/04/CL)

This conversation occurred at Jackie's bedroom in the White House. Jackie was with Walton in the room, studying the Lincoln's funeral procession. Bill Walton was Jackie's dear friend and a cultural advisor. Walton explained the route of the Lincoln funeral procession to Jackie. Jackie was stood beside him with a black dress, studied about the procession comprehensively. At the moment, Nancy

knocked the door and interrupted them. Jackie then turned to Nancy and asked question as above. Based on above conversation, we could see that Nancy did not directly provide information needed by Jackie. In her question, Jackie was questioning whether her children had awake or not, and to answer the question Nancy should replied by “Yes, they are or No, they are not awake yet”. By giving such answer, she could maintain the relation between Jackie’s and her utterance. However, because Nancy broke the requirement of maxim of relation by giving irrelevant information, she was considered *flouted the maxim of relation* in the talk exchange.

In the conversation above, Nancy performed the flouting maxim where her illocutionary goal was to inform the current position of Jackie’s children, and her social goal was to give the required information. Even if Nancy did not provide the information directly, her illocutionary goal collaborated with her social goal, where then it helped Jackie to render the flouting maxim that her children had already awoken up because they were playing at Caroline’s room. By reporting the position of Jackie’s children, Nancy performed the flouting maxim with *collaborative reason*.

#### 4. Flouting Maxim of Manner in Jackie Movie

Flouting maxim of manner occurs when the information provided by the speaker contain an obscurity and ambiguity, also the speaker could not provide the information in a brief and order statement. The data below depicted an illustration of flouting maxim of manner.

##### Data 4

Journalist : I’m sure the readers would like to know... What it’s like to be a member of your family?

Jackie : *Imagine a little boy surrounded by all this. Having his old brother die in battle and then going off to that same war and coming home a hero. People see that little boy, born to wealth, privilege, willing to sacrifice everything for his ideals and service to his nation.*

(D04/F.MN/01/CL)

This conversation took place at the deck in the Kennedy compound. Jackie and the journalist sat face to face separated by the table in front of them. The journalist asked Jackie questions back and forth. The journalist wrote down all Jackie’s comments, probing and trying to catch the emotion. Based on the conversation above, it showed that Jackie as the participant of the speech is failed to satisfy the needs of information issued by the journalist and *flouted the maxim of manner*. Jackie flouted the maxim with overstatement strategy. Jackie’s contribution was considered unclear because she did not directly answered the question from the journalist about how was it like became the member of her family. She intentionally answered thus question by using a supposition which made her utterance become unclear at the level of what it said. By the supposition,

she failed to provide the information briefly. Doing so, it made the journalist difficult to render what was the meaning of her utterance which then made the conversation became uncooperative.

In flouting the maxim, Jackie used a *collaborative reason* of asserting. Jackie's illocutionary goal was to give an image about what was felt of becoming a member of the presidential family, and her social goal was to answer the question from the journalist. Here, Jackie's illocutionary goal might collaborate with the social goal. Jackie performed maxim flouting to give a proper reflection of her feeling to the journalist, whereas her answer then became the tool to convey the feeling.

## **E. CONCLUSIONS**

In conclusion, it was found that all types of maxim, which are maxim of quality, maxim of quantity, maxim of relation, and maxim of manner were flouted by the characters of Jackie, Nancy, Janet, and Oswald within the movie. Flouting maxim of quantity is the frequent maxim flouting performed by the characters, and flouting maxim of quality is the least flouting. The flouting maxims performed by the characters of Jackie, Nancy, Janet, and Oswald within the movie were followed by several motives. There are four kinds of motive underlying the flouting, which are competitive, collaborative, convivial, and conflictive. By those kinds of motives, it was found that the characters within the movie only performed the flouting maxim with two kinds of reason, which are competitive reason and collaborative reason, whereas convivial and conflictive reasons were not found. The reason why the convivial and conflictive reasons were not found within the movie was that because in performing the flouting maxim, the characters did not perform an illocutionary act such as offering, inviting, greeting, thanking, and so on which indicated as an act of convivial, also they did not perform the flouting maxim with acts such as threatening, accusing, cursing, and reprimanding that indicated the conflictive reason. The reason which frequently used in flouting the maxim within the movie was collaborative reason.

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