

ANALYSIS OF FLOUTING OF CONVERSATIONAL MAXIMS BY CHARACTERS IN *THE HELP* MOVIE

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ABSTRACT

This study focused on analyzing flouting of maxim that was performed by characters and the reasons for characters flouting maxims in *The Help* movie. This study used a qualitative content analysis. The data source was from *The Help* movie's script. The data were in the form of dialogues and utterances among characters that contained of flouting maxims. Through the analysis process, the researcher found 32 data containing of all flouting of maxim types: flouting of maxim of quantity, flouting maxim of quality, flouting of maxim of relevance, and flouting of maxim of manner. In addition, the characters flouted the maxims due to several reasons such as competitive, convivial, collaborative, and conflictive. Maxim of quality became the most frequent flouted type and mostly came together with conflictive through making sarcastic utterances. The characters gave sarcastic utterances because the interlocutors kept talking about the speaker's dislike topic, such as getting marriage and downgrading the job.

Key words: Cooperative Principle, Conversational Maxims, Flouting of Maxims

ABSTRAK

Fokus penelitian ini adalah untuk menganalisa jenis penyimpangan maksim yang dilakukan oleh karakter dan alasan mengapa mereka menyimpang maksim di film *The Help*. Penelitian ini menggunakan metode penelitian analisis kualitatif pada konten. Sumber data adalah dari naskah film *The Help* dan data dalam bentuk dialog dan ujaran antara karakter yang berisi penyimpangan terhadap maksim. Setelah menganalisa data, peneliti menemukan 32 data yang menunjukkan semua jenis maksim telah disimpangkan di film *The Help*, yaitu maksim kuantitas, maksim kualitas, maksim relevansi, dan maksim cara. Selain itu, karakter menyimpang maksim karna beberapa alasan, yaitu kompetitif, konvivial, kolaboratif, dan konflikatif. Maksim kualitas menjadi tipe yang paling sering disimpang dan hampir semua menggunakan konflikatif sebagai alasan dengan membuat ujaran sarkastik. Ujaran sarkastik dibuat untuk menyinggung lawan bicara karena mereka terus membahas topik yang tidak disukai oleh penutur, seperti menyuruh untuk cepat menikah dan merendahkan pekerjaan.

Kata kunci: Prinsip kooperatif, maksim konvensional, penyimpangan maksim.

A. INTRODUCTION

Human as social beings need to communicate each other to get the information. The information must be understood well both a speaker and a hearer without any misinterpretation. It is not merely done without any purpose. Every communication has some purposes such as sharing feelings and ideas, socializing, maintaining a good relationship, and other human interactions. Therefore, Grice (1975) proposes guideline namely “Cooperative Principle” which allows participants to make a good conversation and to avoid conversational breakdowns. He states, “The cooperative principle: Make your conversational contribution such as required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged” (cited in Yule, 1996). The cooperative principle is elaborated into four sub-principles or the maxims: maxim of quantity (make your contribution as informative as is required), maxim of quality (do not say what you believe to be false), maxim of relevance (be relevant), and maxim of manner (avoid ambiguity and obscurity).

On the other hand, there is a case when participants cannot fulfill the maxims because of the situation does not support them. However, the participants are still aware to the existence of maxims. For instance, A and B are talking about C’s behaviour. When C comes to A and B, A suddenly changes the topic from C’s behaviour to ask B and C to go cafeteria together. So A has given irrelevant topic with the previous one in which maxim of relevance are not fulfilled. This case is namely flouting of maxims. It takes place when a speaker purposely chooses not to fulfill maxims and asks a hearer to find out the meaning beyond speaker’s utterance because of some reasons such as politeness, style of speaking and so on.

Flouting of maxim is not only found in daily conversation, but also it can be found in movie. Movie is a compatible object for analyzing linguistics phenomenon because it portrays very well gesture, intonation, situation and expression of the characters that happens within the story as real as in real life situation. The researcher chose *The Help* movie by analyzing flouting of maxims and the reasons for characters flouting the maxims. *The Help* movie is about a white woman, Skeeter Phelan who wanted to write a book named *The Help* about black maids’ perspective during working with white families.

In conclusion, this research dealt with two problems: to find out what types of maxim that were flouted by the characters in *The Help* movie, and the reasons for the characters flouting the maxims. This research also used Gricean’s Maxims (1975) and Leech’s Illocutionary Functions (1983) to answer the problems of the study .

B. RELATED LITERATURE

1. Pragmatics

Pragmatics is one of linguistic branches that learns about speaker’s meaning within a context. Cutting (2002) states that pragmatics is a study about analyzing a meaning that can be explained by physical knowledge and social world, as well as

the knowledge of time and place in which the words are expressed. Kroeger (2018) states pragmatics is concerned with those aspects of meaning that depend on or derive from the way in which the words and sentences are used. It can be concluded that pragmatics concern about the meaning behind linguistics form that is being uttered depends on some circumstances around participants. Every utterance that is produced by a speaker should be interpreted by a hearer because what is said might be different from what is meant. Therefore, context is really needed to interpret speaker's utterances. It assists a hearer to get an implicit meaning from considering who they are talking to, where, and when in conversation.

2. Context

Context has a great influence on communication among participants. It focuses on analyzing the meaning of words in which participants must know what is being talked with significant effect. According to Brown and Yule (1983), "The speaker's meaning is dependent on assumptions of knowledge that are shared by both speaker and hearer. To be more specific, there are some terms of ethnography of speaking which construct the way of participants using language in speech event. Dell Hymes (1974) makes an acronym "SPEAKING" that refers to all factors which are related to understanding how particular communicative event (cited in Wardhaugh, 2006). "SPEAKING" stands for setting and scene, participants, ends, act, key, instruments, norms, and genre. The first letter is setting. It refers to time and place in which the concrete of physical circumstances of speech event are taking place. Meanwhile, scene refers to the abstract of psychological setting. The second letter is participants. It include various combinations of speaker-listener, addressor-addressee, or sender-receiver. The third letter is ends or purposes that refer to the goals or outcomes in conversation. Then, the forth letter is act sequence. It refers to an actual form and content of what it said, the precise word used and the relationship of what is said and the actual topic at the hand. The fifth letter is key that refers to the use of tone, manner, or spirit in which a particular message is conveyed such as in serious, light-hearted, precise, pedantic, mocking, sarcastic, pompous, and so on. The sixth letter is instruments that refer to the choice of channel that is used to send information through such as oral, written, or telegraphic, and the actual forms of speech such as the language, dialect, code, or register. The seventh letter is norms that refer to specific behaviors and properties that attach to speak. The final letter is genre that refers to type of utterances such things as poems, proverbs, riddles, sermons, prayers, lectures, and editorials.

3. Cooperative Principles

Paul Grice (1975) proposes Cooperative Principle that is the basis successful of conversation in which participants are being cooperative to deliver a message in order to make the conversation run appropriately and avoid misunderstanding. Grice elaborates the principle into 4 maxims: maxim of quantity, maxim of quantity, maxim, of relevance, and maxim of manner.

a. Maxim of Quantity

According to Grice (1975), “Make your contribution as informative as is required (for current purposes of the exchange)”. It means that speaker should deliver a message as informative as the message is required. Then, “Do not make the contribution either more informative or less informative.” It means, if a speaker is giving too little information, a hearer will not be satisfied with the information what he or she actually needs. Otherwise, if a speaker is giving too much information, a hearer will be bewildered.

b. Maxim of Quality

Maxim of quality focuses on how a speaker should give their contribution to deliver a message based on actual facts. Grice (1975) states the statement “Do not say what you believe to be false and do not say anything which has lack adequate evidence”. It means that a speaker is forbidden to lie. It will make a hearer to believe untruth information and develops a misunderstanding in the future, so that a speaker should give sufficient evidence to support truthful information

c. Maxim of Relevance

Grice (1975) states that the information should be relevant. A speaker gives relevant contribution in which he or she shares the information that relates to previous utterances. To decrease disobedient toward maxim of relevance, speaker can use the expressions like “anyway” or “well anyway” to indicate that they may have drifted into a discussion of some potentially unconnected information during conversation.

d. Maxim of Manner

Based on Grice’s cooperative principles theory (1975), maxim of manner requires participants that they have to avoid ambiguity, be brief and be orderly, so that the utterance can be easily to be understood by the other participants. If a speaker delivers ambiguity and obscurity utterance, it will bring out different interpretation on the hearer’s side.

4. Flouting of Maxims

Flouting of maxim happens when speaker appears not to follow maxims but expect hearer to appreciate the implied meaning (Cutting, 2001). It means that flouting of maxim takes place when a speaker intentionally fails to observe the maxims to make a hearer looking for the meaning behind what is said. The speaker also does not have any intention to deceive on the hearer’s side. There are 4 types of flouting of maxims as follow:

a. Flouting of Maxim of Quantity

Flouting of maxim of quantity occurs when participants purposely give too much or less information. It means that a speaker does not deliver a message as it requires (Grice, 1975).

b. Flouting of Maxim of Quality

Flouting of maxim of quality occurs when participants purposely deliver untruth information or for which speaker has information with lack evidence, so that a speaker is trying to push a hearer to find out truthful information behind speaker's utterances. Flouting of maxim of quality can be done in many several ways. According to Cutting (2002), there are several ways of speaker flouting maxim of quality. They are hyperbole, metaphor, irony, and banter.

c. Flouting of Maxim of Relevance

Flouting of maxim of relevance occurs when participants make unmatched response. They usually exploit maxims of relevance in order to avoid talking about something by changing the topic obviously. It means the participants try to cover the fact which are being talked, but here the speaker wants only the hearer know the intention behind utterance.

d. Flouting of Maxim of Manner

Flouting of maxim of manner is exploited when participants purposely fail to obey by making obscure words, not being orderly or using ambiguity which can make the hearer does not catch what the speaker's mean (Cutting, 2001). It means that there is more than one meaning in conversation.

5. Reasons for Flouting The Maxims

Leech explains illocutionary functions of politeness relate to the reason of people to hide their purpose behind utterance in order to act politely (cited in Oka, 1993). Therefore, those all functions are similar with the reasons for participants flout the maxim. Leech (1983) has summarized the function into 4 types as follows:

a. Competitive

Competitive occurs when illocutionary goals compete with social goals as in ordering, asking, demanding, and begging. The illocutionary goals of each participant focuses on their personal achievement. They also does not care about the other participants. Meanwhile, social goals' aim to bring an advantage to the others.

b. Convivial

Convivial occurs when illocutionary goals coincide with social goals as in offering, inviting, greeting, thanking, and congratulating. In this reason, both participants do not get disadvantages from utterances.

c. Collaborative

Collaborative happens when illocutionary goals do not consider with social goals as in asserting, reporting, announcing, and instructing. Illocutionary goals and social goals are working together for a purpose of giving an understanding between participants.

d. Conflictive

Conflictive happens when illocutionary goals conflict with social goals such as in threatening, accusing, cursing and reprimanding. In this case, the participants do not apply politeness in their utterances, because this way intends to emerge a conflict between participants. The conflict will decrease if participants use irony in their utterances.

C. RESEARCH METHOD

A. Research Design

According to Hsieh & Shannon (2005), qualitative content analysis is defined as a research method for the subjective interpretation of the content of text data through the systematic classification process of coding and identifying themes or patterns. To be more specific, content analysis is one of the qualitative approaches which enables the researcher to study human behavior through indirect way such as analyzing their communication in written content. (1278). Therefore, this study used qualitative content analysis because it examined the human's utterances in written content, such as script. Moreover, it also used coding to help the researcher in analyzing process.

B. Data and Data Source

The data of this study were in the form of dialogues among six characters in *The Help* movie which were suspected to flout the maxims. To find the data, the researcher examined the script of *The Help* movie. Meanwhile, the source of data in this study was from the script of *The Help* movie that was written by Tate Taylor.

C. Data Collection

There were some steps the researcher to collect the data. The first step is the researcher chose the topic which the researcher interested in. Second, the researcher read some related books and journals to support this study. Third, the researcher found the object of the study to be analyzed, entitled *The Help* movie by watching the movie and reading the script several times until the researcher understood the information that related with the topic.

D. Data Analysis

There were 3 phases of inductive approach in qualitative content analysis process by Elo and Kyngas (2008): preparation phase, organizing phase, and reporting phase. First of all, preparing phase. In this study, the researcher collected the data by selecting the utterances of *The Help* movie script which were suspected flouting of maxims in order to be more focus. After that, she sorted the data based on which characters flouted maxims, types of flouting of maxims, and the reason for characters flouting maxims. The second phase was organizing phase, such as making coding and abstracting. The researcher categorized the data based on the types of flouting of maxims and reason types for flouting maxims by making coding to help the researcher in analyzing the data. For instance, "Aibileen" was one of characters who flouted maxim of relevance (RV), Aibileen's reason was competitive (CP), and

the utterances were found in Line 1-8. So the coding would be (*Aibileen/RV/CP/L 1-8*). The last phase is reporting the results. In this phase, the data that had been sorted, would be examined based on the theories and previous studies. Afterward, the researcher drew conclusions by answering research questions. The conclusions consisted of types of maxim were flouted by characters in *The Help* movie and the reasons for characters flouting the maxims.

D. FINDINGS AND DISCUSSIONS

1. Flouting of Maxims in *The Help* Movie

This part showed the data of maxim that were flouted in the movie. They were flouting of maxim of quantity, flouting of maxim of quality, flouting of maxim of relevance, and flouting of maxim of manner.

a. Flouting of Maxim of Quantity

This conversation occurred when Skeeter was interviewing Aibileen about Aibileen's perspective during working for white families at Aibileen's house. Suddenly, Minny barged through the kitchen while murmuring something. Minny stopped and had a cold sight to Skeeter. Then, she started to judge Skeeter.

- Minny : Yule May told me what y'all was up to. I didn't wanna believe it. And just what makes you think colored people need your help? Why do you care?
- Aibileen : *Minny.*
- Minny : Maybe you just want to get Aibileen in trouble.

(Aibileen/QT/CP/L79)

Aibileen interrupted Minny's nag by saying only her name without further information. In this case, Aibileen did not give adequate contribution to the conversation which lead Aibileen flouting of maxim of quantity. Aibileen actually had something to say more but she chose to give a short response since Minny was full of anger. The implied meaning behind Aibileen's response was she tried to stop Minny nagging at Skeeter because it could not change anything.

b. Flouting of Maxim of Quality

In this conversation, Skeeter told Charlotte that she got a job in The Jackson Journal. Instead of saying a compliment for Skeeter, Charlotte replied with unfavourable utterances.

- Skeeter : I got a job today.
- Charlotte : Where?
- Skeeter : Writing. For The Jackson Journal
- Charlotte : *Great. You can write my obituary. "Charlotte Phelan dead. Her daughter still single."*

(Charlotte/QL/CF/L 26-27)

Charlotte replied Skeeter's information by saying sarcastic utterances which indicated flouting of maxim of quality. Sarcasm is expressed to offend the hearer that is not so friendly (Cutting, 2002). Charlotte's implied meaning was she wanted to Skeeter get married instead of get a job. Moreover, to make the conversation run smoothly, Charlotte was supposed to give compliment to Skeeter, so there would not be any conflict between participants.

c. Flouting of Maxim of Relevance

The following conversation occurred when Skeeter met up with Aibileen at the bus stop but they did not make agreement before. Skeeter wanted to reach out Aibileen because of her book that would be related to black maids and white families.

- Skeeter : Aibileen!
Aibileen : (Aibileen nods nervously, looking at the other domestics.)
Yes, ma'am. Everything okay?
Skeeter : Oh, yeah, I just wanted to talk to you.
Aibileen : You got some more "Miss Myrna" questions for me?
Skeeter : Oh no. I just wanted to talk about--
(Skeeter grabs Aibileen's arm.)
We never finished our conversation at Elizabeth's. About the
book I want to write.
Aibileen : Yes, ma'am.
Skeeter : I'd really like to interview you, Aibileen. I know it's scary.
Aibileen : *They set my cousin Shinelle's car on fire just cause she went down to
the voting station.*

(Aibileen/RV/CP/ L 58-59)

In the conversation above, Aibileen replied with irrelevant topic to Skeeter's utterance. In term of maxim flouting of relevance, speaker purposely makes irrelevant utterance with the topic before and expects the hearer understand what the speaker means (cited in Grice, 1975). Skeeter was talking about asking Aibileen to be her informant for her book. Meanwhile, Aibileen was talking about her cousin was burned by whites in voting station. In her utterance, Aibileen tried to refuse Skeeter's request to be interviewed by telling about white people's treatment towards her cousin as a depiction what would happen to Aibileen if she accepted Skeeter's request.

d. Flouting of Maxim of Manner

In the following conversation, Skeeter fought with Charlotte because she mentioned about marriage many times instead of compliment her after getting a job. Then, Charlotte became suspicious to Skeeter.

- Charlotte : I need to... ask you something. I read the other day about how some girls get *unbalanced*, start thinking these... well, *unnatural thoughts*.

(Charlotte begins to twist the handkerchief she holds.)
Are you... do you... find men attractive? Are you having
unnatural thoughts about... (Charlotte shuts her eyes tight.)
girls... or women?
Skeeter : Oh, my God!
(Charlotte/MN/CP/L 29-32)

In this case, Charlotte asked Skeeter by flouting maxim of manner because she was being doubtful and making ambiguous utterance. She said “unbalanced” and “unnatural thoughts” which made Charlotte fail to fulfill maxim of manner. Skeeter knew what Charlotte meant, because Charlotte mentioned “unbalanced” and “unnatural thought between girls or women” which indicated that she suspected Skeeter having interest with a woman.

2. The Reasons For Characters Flouting The Maxims

This part showed the data of the reasons for characters flouted the maxim. It was elaborated into 4 types: competitive, convivial, collaborative, and conflictive.

a. Competitive

This conversation occurred when Skeeter had a phone call with Miss Stein as her publishing editor to talk about how much have Skeeter collected the data for her book. Then, Charlotte knocked the door of pantry where Skeeter was inside the room.

Charlotte :Skeeter, who are you talking to in there?
(Skeeter covers the mouth piece and opens the door.)

Skeeter :*Go! Away!*
(Skeeter slams the door.)

(Skeeter/RV/CP/ L 44)

Skeeter flouted maxim of relevance by giving unmatched response to her mother’s question. Her intended meaning behind unmatched response was she did not want to be disturbed, so she purposely asked her mother to leave her by emphasizing her utterance. Therefore, Skeeter’s illocutionary goal competed with her social goal as in asking. Leech (1983) explained that the illocutionary goal focuses on personal achievement. Meanwhile, social goal focuses on bringing the advantage to the others.

b. Convivial

In the following conversation, Skeeter just had arrived at Elizabeth’s house to meet up with Bridge girls, white woman community in Jackson after 4 years spending her time in college. They greeted Skeeter warmly and Hilly had a summer plan for her.

Hilly : I've got a great summer planned for you.
Skeeter : *Great! I went ahead and picked up my black dress at the cleaners this morning.*

(Skeeter/RV/CV/L4-5)

In this case, Skeeter replied with flouting maxim of relevance. Hilly told about she had summer planned for Skeeter. Meanwhile, Skeeter talked about she already picked up her black dress at the cleaners that came up almost at the same time with Hilly's plan. The implied meaning of Skeeter's utterance was to thank to Hilly. Because she was too excited, after saying "Great!", she chose to give irrelevant utterance. Moreover, "Great" also could be as a compliment that the idea was good. Therefore, the reason of Skeeter flouting the maxims was convivial, since her illocutionary goal coincides with the social goal as in thanking.

c. Collaborative

In the conversation above, the bridge girls were playing cards. Elizabeth noticed Hilly begin to squirm and she asked Hilly to go to bathroom.

Elizabeth : Oh, Hilly, I wish you'd just go use the bathroom.

Hilly : *I'm fine*

(Hilly/QL/CL/L 14)

Hilly replied Elizabeth with untruth information that referred to flouting of maxim of quality. Whereas Hilly actually was not fine. In this case, the reason of Hilly flouted maxim of quality was collaborative. Her illocutionary goal was indifferent with the social goal as in convincing. The focus of collaborative is to give understanding between participants (cited in Leech, 1983). Therefore, Hilly's illocutionary goal was to make sure that she was fine, so she did not need to go bathroom. Meanwhile, her social goal was to respond Elizabeth's offer that she could not use her bathroom.

d. Conflictive

In the following conversation, it occurred when Charlotte asked Skeeter to wear her old-fashioned dress. When Charlotte started to talk about someone's marriage proposal, it made Skeeter getting annoyed.

Charlotte : Did I tell you Fanny Peatrow got engaged? After she got that teller job, her mother said she was just swimming in proposals.

Skeeter : *Well, good for "Fat Fanny Peatrow."*

Charlotte : Eugenia, your eggs are dying. Would it kill you to go on a date? Just show a little gumption.

(Skeeter/QL/CF/L 22)

In the conversation above, Skeeter replied Charlotte's information with flouting maxim of quality. She was saying something untrue by making sarcastic utterance which made the hearer getting offended. Therefore, the reason of Skeeter flouted maxim of quality was conflictive. Her illocutionary goal was to offend Charlotte because she kept talking about marriage and Skeeter disliked to talk about that. Meanwhile, the social goal was Skeeter should have been honest that she did not like talking about marriage.

3. Discussions

The researcher found 32 data which all types of maxim were flouted by characters in *The Help* movie. The first type is Flouting of maxim of quantity. It occurs when speaker seems giving too much or too little information (cited in Cutting, 2002). In *The Help* movie, the character who gave too much information wanted the hearer to understand the whole situation, so that the hearer did not need to ask further information. Meanwhile the characters who gave less information flouting maxim of quantity by stressing a word in order the hearer only focusing over the word. It happened because the situation around them did not support to give adequate information, such as when their emotional overflowed. The second type is flouting of maxim of quality. There are some ways for speaker to flout maxim of quality through hyperbole, metaphor, irony, sarcasm, and banter (Cutting, 2002). The characters mostly flouted maxim of quality through making sarcastic utterance. Since sarcasm characteristics are unfriendly and intended to hurt the others' feeling, the characters used sarcasm to offend the hearer because they did not like certain topic, such as talking about marriage and downgrading job. The next type is flouting of maxim of relevance. According to Cutting (2002), the speaker who flouts maxim of relevance wants the hearer to connect speaker's irrelevant topic with the previous topic, so the hearer will get what speaker's means. When the characters flouted maxim of relevance, the utterances seemingly unrelated with previous topic, but actually it related. If the interlocutors looked at their circumstances around them, they would catch what the speaker meant. Therefore, it referred to the characters who flouted maxim of relevance actually were aware to the existence of maxim of relevance. The last type is flouting of maxim of manner. The characters gave ambiguous and obscure utterances to express their doubt against their own assumptions and to avoid sensitive topic such as claiming their interlocutors involved certain issue in which the speaker were still doubtful. Moreover, in delivering ambiguous thing, the speaker is trying to exclude third party (Cutting, 2002). It means the speaker expected only speaker-hearer to know the meaning.

Further more, all the types of reason for flouting maxims also were found in 32 data of *The Help* movie script. The first type is competitive reason. It happens when the speaker's illocutionary goals compete with the social goals as in asking, requesting, demanding, and begging (Leech, 1983). The characters used competitive for achieving their personal goals without caring other participants. In addition, mostly flouted the maxim of relevance came when competitive reason was used. The second type is convivial reasons. the character used convivial to flout maxim of relevance as in thanking. She flouted maxim of relevance because she could not

control her feeling toward certain situation, such as when unexpected plan came. The third type is collaborative. It occurred when illocutionary goal is indifferent with the social goal such as in asserting, reporting, announcing, and instructing (Leech, 1983). The characters used collaborative reason for giving understanding each other. Although the information that was delivered through flouting maxims was not compatible with the hearer's expectation, the hearer still understood what the speaker meant. The last type is conflictive reasons. It became the most frequent used type of reason because it always came up whenever the characters flouting maxim of quality in which the speaker tended to make sarcastic utterances. Sarcasm is one of ways to flout maxim of quality and it is usually intended to offend the hearer (Cutting, 2002). The characters made sarcastic utterances as a way to express their emotion toward dislike things. For instance, the main character, Skeeter had done many times to make sarcastic utterances because the interlocutors spoke many times about marriage and downgrading her job as Skeeter's topic.

E. CONCLUSIONS

In conclusion, this study found all types of maxim were flouted by six characters, which were maxim of quantity, maxim of quality, maxim of manner, and maxim of relevance. Maxim of quality became the most frequent flouted types of maxim by characters. They chose flouting maxim of quality to express their dislike about sensitive topic through making sarcastic utterances which was untrue statement. On the other hand, the less flouted maxim was maxim of manner. The characters tended to make obscure and ambiguous utterances to avoid sensitive topic and also to state unsure accusation. Therefore, the hearer should consider the situation around speech event to get the implied meaning behind speaker's utterances.

All types of reason for characters flouting maxims also found in *The Help* movie. Because flouting of maxim of quality often happened, conflictive became the most used type of reason for characters flouting the maxims. Mostly, conflictive reason matched with flouting of maxim of quality through sarcasm to reprimand and to offend the hearer. The characters made sarcastic utterances to offend the interlocutors because the interlocutors had spoken many times about the speaker's dislike topic such as talking about marriage and downgrading job which made them feeling pressure.

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