

HALAMAN PENGESAHAN THESIS

ANALYSIS OF COOPERATIVE PRINCIPLES IN THE MAIN CHARACTER OF THE FILM BRIDGE TO TERABITHIA

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Dinyatakan telah memenuhi syarat dengan hasil A dan dengan ini pula yang bersangkutan memperoleh gelar

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# CHAPTER I INTRODUCTION

## 1.1 Background of the Study

Humans, as social creatures, cannot be separated from the role of language because language has a very vital role in everyday life. Language is not only a communication tool to convey thoughts, ideas, and information in conversation but also a means to express individual feelings and emotions (Asya et al. 2023). These factors shape the way individuals convey their ideas and engage in social interaction through conversation. A good conversation is not only about understanding what the speaker wants to convey but also providing feedback on what is conveyed.

Therefore, the role of the speaker and listener is very important in the communication process. Speakers and listeners must work together to convey that their speech, is easily understood, relevant to the context, concise, and always appropriate (Brando 2023). Grice's theory of the cooperation principle is the theory that underlies this. During each transition in the discourse, the speaker and listener will collaborate well to deliver and receive messages clearly (Sinaga 2023). This aims to ensure that the speaker can convey his message with clarity and understanding at every change in conversation, while the listener tries to understand the speaker's message at every transition in conversation. The cooperative principles recommended managing the speaker and listener to ensure effective communication throughout the story exchange to facilitate excellent communication. The communication concept that both the speaker and the hearer

must adhere to for the discussion to be accepted by both parties. A conversation may lack coherence and connection if there is no cooperation principle.

The field of linguistics called pragmatics investigates how language relates to the context in which it is used. Simply put, this means that when we are communicating, we consider the context and assume the other person cooperate to understand us. The principle of cooperation was first proposed by the linguist and philosopher Grice in 1975. Grice argues that in pragmatics, the basic concept is the cooperative principle. The cooperative principle, supported by Grice's theory, is a term used in conversation to provide information to the speaker and listener. The four maxims-quantity, maxim quality, maxim relation, and maxim manner contribute to this discussion.

The researcher is interested in examining the principle of cooperation as a research topic because there is a phenomenon of the principle of cooperation that is informative, honest, relevant, and clear based on the context found in the conversation in the film. In the movie, the characters often follow this principle to keep their conversations relaxed and meaningful to the audience. Interestingly, cooperation principles in movie conversations are so important because they can be applied in real life. If we understand how the cooperation principle functions in movies, not only did we get better at seeing how people interact in the film, but we also learned a lot about communicating well in everyday life. Research on the cooperative of principle in film can be useful for readers because this research can contribute to the general understanding of how the cooperative of principles in communication are used in non-real situations, such as in the world of film.

The author selected the film as the research domain due to its attractiveness as a medium for analyzing phenomena associated with the cooperative principle. There are several aspects of movie conversations that may be studied as research data. Since the main character in the movie applied the cooperative principle more frequently than anybody else. Researchers are interested in this interesting phenomenon and want to research the Cooperative Principle, especially the type of cooperation achieved in the film "Bridge to Terabithia" as a medium for obtaining data.

The film *Bridge to Terabithia* came out in February 2007. David L. Paterson, Lauren Levine, and Hal Lieberman were responsible for producing the movie. The movie was directed by Gabor Csupo and is about 95 minutes long. Buena Vista Pictures (Australia), Paramount Pictures (Latin America), Icon Film Distribution (UK), and Lionsgate or Summit Entertainment are the companies responsible for the distribution of the film. In addition, the film received positive reviews, won five awards at the Young Artist Awards, and was nominated for seven awards.

The reason why the researcher chose "Bridge to Terabithia" as a research subject is the film was the best film at the time and received positive comments and that many people like to watch movies that provide entertainment that is more than just a spectacle, and the dialogue in this film is like a real life conversation where the characters speak like everyday conversations in general where there are principles of cooperation and because the main roles in this film are children, many cooperative concepts can be found in the statements they make.

The researcher chose to analyze only the main characters in the film *Bridge to Terabithia* because these three characters, namely Leslie Burke, Jesse Aarons, and May Belle Aarons, tend to appear more often and speak more dominantly in the film.

Several previous researches discussed the cooperative principle. (Yusro, Sutopo, and Yuliasri 2020) The results of this research show that teachers and students not only obey these rules but there are also violations of the rules in interactions in the EFL class. (Deavisca, Iswatiningsih, and Setiawan 2023). In service communication interactions at the Muhammadiyah University of Malang Library, this study attempts to characterize how compliance and language functions of the principles of cooperation are portrayed. A qualitative, case study-based research methodology was adopted. Four methods of implementing the collaboration principle's maxims quantity, quality, relevance, and manner are demonstrated by the study analysis's findings. Assertive and directive language functions are the two categorized as meeting these criteria.

It can be concluded that previous studies concentrated more on examining how conversations and maxims are violated in everyday life based on the findings and research gaps of previous studies. This research has the benefit of providing readers with new insights into the principle of cooperation through various data sources. The researcher has used movies as data sources in this study to show how the concept of cooperation appears in various contexts. Readers learn how important it is to apply the concept of cooperation in discussions from the characters' utterances in the movie.

The researcher is also accurate in their understanding of pragmatics studies and cooperative concepts in films other than “Bridge to Terabithia”. Here the researcher was provide a conversation about the film Dora and the Lost City of Gold as observation data.

### **Data I**

**Context:** Dora and Diego's family are having dinner, but Diego turns to the wall and reads the writing on the wall that says Parapata.

(03:02-03:13)

Diego: Tio (Uncle) What is Parapata?

Dora's father: Parapata is a great Inca legend, an ancient city...now lost to time.

Based on the conversation above, Parapata is a great Inca legend, an ancient city...now lost to time. shows the **Relation Maxim** because Dora's father provides information that builds clear and relevant relationships (tells about Parapata). Adherence to the maxim of Relation ensures that the response is contextually relevant.

### **Data II**

**Context:** Dora and her team want to find Dora's parents in the forest and the car they are traveling in can't get into the forest.

(35:42-35:47)

Dora: Here. This is it. Our family symbol. This is where they started hiking.

Sammy: Are we there? Where are your parents? I don't see your parents.

Dora: We can't go any further by car. The jungle gets too dense.

Diego: So how do we go?

Alejandro: We must enter the jungle on foot.

Based on the conversation above, Alejandro responded to Dora and Diego with the **maxim of quality** because it is true that they must walk to enter the jungle.

### **Data III**

**Context:** Sammy was annoyed at the situation of having to be in the forest and Sammy shouted at Dora which made Dora sad.

(44:47-44:53)

Dora: Are you here to yell at me, too?

Diego: No. I'm here to avoid getting yelled at.

In the conversation above, Diego answered Dora with the **maxim of quantity, maxim of quality, maxim of relation, and maxim of manner** because Diego responded as informative as possible, according to the facts, relevant to the question, and brief. So, from the film Dora and the Lost City of Gold that the researcher has analyzed, there are all types of cooperation principles in the utterances uttered by the characters in the film.

The principle of cooperation and the movie Bridge to Terabithia is the researcher topic of choice for scientific reasons for several related reasons. The concept of cooperation in the utterances of the main characters is found in the movie "Bridge to Terabithia" and can be seen as a reflection of daily life. Thus, the researcher's curiosity about the understanding of the principle of cooperation is reflected in the title. The main character's statement about the principle of cooperation was discovered by the researcher while watching the movie. Based on the explanation above, the researcher has conduct research with the title: **“Analysis of the Cooperative Principles in the Main Characters of the Film Bridge to Terabithia.”**

## **1.2. The Problems of the Study**

Based on the research background above, the research problem can be formulated as follows:

1. What are the types of cooperative principles fulfilled by the main characters in the film "Bridge to Terabithia"?
2. Which maxim is most dominantly fulfilled by the main characters in the film "Bridge to Terabithia"?

## **1.3. The Objectives of the Study**

The following are the study's objectives:

1. To identify which types of cooperation principles are fulfilled by the main characters in the film "Bridge to Terabithia"?
2. To identify the maxims fulfilled that are dominant in the main characters in the film "Bridge to Terabithia"?

## **1.4. Scope and Limitation of the Study**

The principle of cooperation is one of the topics in the realm of pragmatics, and the researcher focuses this research on the types of principles of cooperation in the utterances of the main character in the film Bridge to Terabithia. Grice (1975:45) mentions four relevant maxims, namely the Maxim of Quantity, the Maxim of Quality, the Maxim of Relation, and the Maxim of Manner. The researcher has also identify the most dominant types of cooperation in the utterances of the main characters in the film Bridge to Terabithia.

## **1.5 The Significances of the Study**

The significance of this research can be categorized into two aspects:

theoretical and practical, which are explained below:

### **1.5.1 Theoretical Significances**

The researcher hopes that this research can add to the reader's knowledge and understanding of pragmatics, especially the principle of cooperation. The researcher furthermore anticipates that this investigation furnish valuable insights and understanding to the audience regarding the concept of collaboration in its entirety. In addition, the researcher also hopes that these theories can help readers identify the types of cooperation principles and understand the cooperation principles work in different contexts.

### **1.5.2 Practical Significances**

The findings useful for:

1. English teachers: The findings of this study can help English teachers communicate well during lessons.
2. Students majoring in English: The results of this study are expected to improve students' understanding of the importance of speech cooperation in the English language learning process.
3. Other researchers: The findings of this study can be useful as a guideline for researchers who are conducting related research or exploring related topics.

## **CHAPTER II REVIEW OF LITERATURE**

### **2.1 Theoretical Framework**

The researcher tries to explain the theories used in this study here. Concepts and terminology should be clearly explained so that readers are not confused.

### **2.2 Pragmatics**

Even if people know how to use language in communication, they need help understanding the meaning of language. It is very important to understand the meaning of language because language usually conveys the speaker's ideas, emotions, feelings, and intentions (Silitonga 2022). A branch of linguistics called pragmatics studies speech in use. Linguists give various definitions of pragmatics. As Yule (Hasler-Barker 2018), Pragmatics examines the meaning conveyed by speakers or writers to readers. Therefore, pragmatics focuses more on analyzing what people mean by their utterances than on the meaning of the words or phrases present in the utterance. The study of pragmatics focuses on the meaning that speakers convey.

This type of research requires an understanding of how people speak in a given context and how that context affects their statements. It entails considering how speakers organize their utterances according to who they are talking to, where, when, and in what situation. The study of contextual meaning is called pragmatics. In addition, this approach must consider how listeners understand what speakers say. This type of research investigates how many unspoken things are perceived as

part of communication. We can say that it is an investigation of obscure meanings. Pragmatics is the science of how more is communicated than is said. With this perspective, the question of what determines the choice between the spoken and the unspoken arises. The notion of distance is central to the answer. Shared experience is indicated by physical, social, or conceptual proximity. How much to say is determined by the speaker based on how close or distant the listener is. Pragmatics examines expressions of relative distance.

According to Leech (1983:6), pragmatics is the study of meaning in speech contexts. Moreover, pragmatics provides a way to deal with issues that might come up for listeners as well as presenters. From the standpoint of the speaker, for example, the difficulty is in organizing how to make an effective statement. However, as seen from the hearer's point of view, the difficulty is in deciphering the meaning, which calls for the capacity to comprehend the potential reasons behind the speaker's statements.

From the definitions of pragmatics above, the author concludes that pragmatics is the study of the meaning of utterances in the context of situations, which includes how a speaker uses utterances to communicate effectively and ensure that the listener understands and also understands the message correctly.

### **2.3 Cooperative Principle**

In the social sciences, especially linguistics, the cooperative principle is used. Communication stems from cooperative ideas, which set standards for conversation. These principles direct participants to speak cooperatively and

politely. The cooperative principle controls the behavior of participants in a conversation. To carry out a successful and meaningful conversation, the speaker must convey clearly so that the listener can understand and comprehend the intent of each statement. The cooperative principle explains how individuals interact and communicate effectively in their social lives. It explains how speakers and listeners cooperate and accept each other so that the message can be well understood according to the communicator's intention. The cooperative principle proposed by Grice has four maxims that explain this conversational mechanism: the maxim of quantity, the maxim of quality, the maxim of relevance, and the maxim of manner. Each maxim has a unique role in following the guidelines of the cooperation principle.

The cooperative principle, supported by Grice's in (Sari and Afriana 2020) theory, is a term used in conversation to provide information to the speaker and listener. The four maxims-quantity, maxim quality, maxim relation, and maxim manner contribute to this discussion. The science is closely related to phenomena that occur in people's daily lives. Cooperative conversation can be found not only in daily conversations in society, but also in various types of media, such as movies, talk shows, debates, and even in literary works, such as novels and short stories. The Cooperation Principle, which holds that in communication, the speaker and listener cooperate to obtain effective comprehension, is the reason why researcher employ Grice's theory. Four communication maxims are included in this principle: number, quality, relevance, and way of communicating. Grice's theory may be used in research to examine how these principles form the foundation of communication.

The researcher used the movie as the object of research because according to Grice's theory, the principle of cooperation is not only found in everyday conversation but can also be found in the utterances made by the main character in the movie.

## **2.4 Grice's Maxims**

Gricean Maxims, proposed by British philosopher H.P. Grice (1975), is one of the most important rules that discourse analysts are more interested in. Grice said that people should follow some rules during the conversation. He proposed principles called conversational maxims. All speakers must obey these four moral principles while speaking. To avoid misunderstandings, these rules are made to organize conversations.

Grice in (Betti 2021) presents four principles that delineate specific guidelines that people ought to adhere to throughout discussions to optimize efficacious communication. These tenets provide direction for accomplishing effective communication in social situations.

### **2.4.1 Maxim of Quantity (Be informative)**

The quantity maxim states that throughout a discussion, one should try to answer as informatively as feasible Grice. This implies that when a speaker poses a question during a discussion, the listener is expected to respond with sufficient information. Conversational example of the maxim of quantity by (Napitupulu; Ambalegin 2022)

Mother: "What do you need for your exam tomorrow?"

Sisca: **"Pen and dictionary"**

Mother: "Anything else?"

Sisca: **"No. it's enough"**

In the conversation above, Siska responds to her mother as informatively as possible.

#### 2.4.2 Maxim of Quality (Be truthful)

In this type of maxim, speakers must express opinions that they believe to be accurate and provide supporting data. According to Grice in (Napitupulu; Ambalegin 2022), the interlocutor must make the discussion or information truthful and refrain from saying anything for which there is no supporting evidence.

Conversational example of the maxim of quality:

A: "How many members are in your family?"

B: **"There are five people"**

A: "Do you have a sister?"

B: **"Yes, I do. I have 2 sisters"**

In the conversation above, B responded to A with the truth, that B's family has five people, and among them are two boys.

#### 2.4.3 Maxim of Relation (Be relevant)

The maxim of relation is a maxim that appears frequently in conversation. Grice in (Sari and Afriana 2020) say anything pertinent to the issue is the rule in relation maxim. Conversational example of the maxim of Relation:

Rara: "Hey, do you like K-pop music?"

Astra: "yes, I like it"

Rara: "What's your favorite group?"

Astra: **"My favorite group is Blackpink.**

In the conversation above, Astra's response is related to the question asked by Rara.

#### 2.4.4 Maxim of Manner (Be perspicuous)

The last type, the manner maxim, is when the conversation is short, clear, and leaves no doubt. According to Grice in (Sari and Afriana 2020), these are the rules in the maxim of manner

1. Avoid ambiguity
2. Be concise
3. Keep it orderly

Conversational example of the maxim of Manner:

Child: "Mom, what are the ingredients used to make a milkshake? Mother: **"A cup of ice cream, whipped cream, and milk"**.

Mom provided a concise, lucid, well-organized, and unambiguous response, demonstrating the aforementioned example of the maxim of manners. Each of these four principles has rules for maintaining effective communication. This raises awareness of the importance of communication principles in understanding messages conveyed through language. Making the interlocutor and speaker connect can be achieved through cooperative conversation.

## **2.5 Context**

The importance of context can be recognized in trying to understand the meaning of words or texts, as mentioned in the pragmatics section. What is meant by "context"? Context greatly influences the speaker when creating a text, and also greatly influences the speech partner, listener, and reader when understanding the text. In the context of pragmatics, language use is strongly related to its context, which consists of various elements. (Cutting 2002) There are three types of context to be considered: situational context, background knowledge context, and contextual context. Situational context includes the speakers' knowledge of their environment. Background knowledge context, what they know about each other culturally or personally affects their understanding of each other. Contextual context is what they know about what they are saying. This material helps explain the meaning. Interpreting these sayings becomes difficult and uninteresting if you don't understand the context. We can see how important context is in real-life situations or movies. For example, to ensure that the actors in a movie communicate well, a movie does not only consider the moment, location, and circumstances of the scene.

## **2.6 Film**

A film is a sequence of pictures from a developed and prepared film, usually accompanied by a soundtrack, that is displayed on a screen. The way a film screenplay appeals to audiences and viewers is described by the language of cinema. The process by which directors, producers, and editors interpret these meanings is identical to that of understanding spoken and written language. More so than with

words, it does more than merely support the specifics of what is written in the screenplay. To create a study that compares what is shown in the screenplay to what is spoken in the film, the writer applies all of his or her prior expectations, knowledge, and experience to the interpretation of the moving picture. A crucial component of film language is its captivating quality and realistic appearance. Enjoy speculating on the outcome of a street argument via the window. In this manner, moving pictures serve to both enlighten, amuse, and educate us as well as persuade us of a certain point of view.

## **2.7 Main Character**

A main character is the protagonist or core figure who serves as the main focus of a narrative, movie, video game, or other artistic creation. A primary objective, conflict, or obstacle must frequently be conquered by the main character. In addition to giving the tale an emotional or moral core, its presence may build an emotional connection between the reader or audience and the narrative.

## **2.8 Description of “Bridge to Terabithia”**

Bridge to Terabithia is an adaptation of a similar novel written by Katherine Paterson and released in 1977. The movie was directed by Gabor Csupo and released in 2007, telling the story of the adventures and friendship between Jess Aarons and Leslie Burke, played by Anna Sophia Robb. The movie, directed by Gabor Csupo, focuses on the friendship and adventures of Jess Aaron and Anna Sophia. Jess Aarons, played by Josh Hutcherson, is a boy who loves to draw. He is the only boy in his family and has four sisters. Since drawing is considered a girl's hobby, his father doesn't like his hobby. So, Jess often draws in his room, while

Leslie Burke-played by Anna Sophia Robb-is a new student with a tomboyish personality. At the beginning of the movie, it is mentioned that Jess has no friends and is often bullied at school. She tries hard to win the school running competition. Unfortunately, she and the other participants, who are mostly boys, are defeated by a female student, Leslie. Leslie fully supports Jess in developing her hobby of drawing, even giving her a box of expensive dyes.

Jess and Leslie go to the nearby forest to play. They had to swing across the river on a rope hung from a large tree to reach the forest. Leslie, a creative child, began to pass on her talents to Jess. She invites her to imagine that the forest is the land of Terabithia, where they act as queen and king to keep the country safe. Until one day it rained heavily. Before that, they made an appointment to meet in Terabithia. But on the same day, Jess was invited by her teacher, Ms. Edmund, to see a painting exhibition outside her house. People who love drawing will accept the invitation. Unfortunately, she forgot her promise to go to Terabithia with Leslie. Leslie went to Terabithia alone without knowing that Jess was away.

When Jess returns home, her excitement about watching the exhibition is instantly lost when she hears the news that Leslie died. They told her that Leslie had fallen into the river and died. At first, her family thought Jess had gone with Leslie into the woods. Jess is deeply saddened by the death of Leslie's only friend. In addition, she blames herself for not going to the fair with Leslie. Fortunately, she soon realized that she didn't need to experience such protracted grief. She discovered that she could not only keep her memories with Leslie in her heart but also continue those memories with the fantasy land of Terabithia, which only Leslie

had. She began to rise and build a bridge connecting Terabithia to the river. Afterward, Jess crowned her younger sister, Maybelle, as queen of Terabithia.

## **2.9 Previous Related Studies**

The researcher looks at previous studies that are pertinent to this one in this section. This refers to supporting the writer's point of view when conducting the study. Consequently, the investigator utilizes the subsequent prior research:

The first research was written by (Yusro, Sutopo, and Yuliasri 2020) entitled *The Application of Cooperative Principles in EFL Classroom Interaction: The Case of SMAN 4 Pekalongan*. The objectives of this study are to (1) examine how cooperation principles are implemented in EFL class interactions; (2) examine how participants violate the maxims in EFL class interactions; and (3) examine the kinds of violations that most frequently happen when participants disobey the rules. A descriptive qualitative technique was employed in this investigation. The transcription of teacher-student exchanges in EFL classrooms served as the source of data for this study. There is no need for any outside intervention because this contact is natural. The findings of this study demonstrate that while both teachers and students follow these guidelines, there are also instances of flouting them during interactions in the EFL classroom. The similarity with this research is the method used, the qualitative descriptive method. The difference is in the object and focus, whereas the research object is EFL Classroom Interaction and focuses more on analyzing maxim violations.

The second research was written by (Deavisca, Iswatiningsih, and Setiawan 2023) entitled- *The Principle Of Cooperation In Service Communication Conversations*. In service communication interactions at the Muhammadiyah University of Malang Library, this study attempts to characterize how compliance and language functions of the principles of cooperation are portrayed. A qualitative, case study-based research methodology was adopted. Four methods of implementing the collaboration principle's maxims quantity, quality, relevance, and method are demonstrated by the study analysis's findings. Assertive and directive language functions are the two categorized as meeting these criteria. The difference between previous research and current research is in the focus and object. Where previous research analyzed the violation of maxims in conversations between library officers and students. The data collection used is also different from the current study, where the previous researcher used the recording method while the author used the observation method.

The third study was written by (Putri and Rahayu 2022) entitled- *Violation Of Cooperative Principles Of Maurice In The Beauty And The Beast Movie*. This study intends to analyze the violation of the quality maxim, quantity maxim, relevance maxim, and manner maxim of Grice Maurice maxim's Cooperative Principle in the discussion of characters in *Beauty and the Beast* movie. Numerous maxim breaches occur in human life, particularly in the film. While the discourse is going on, the maxim breach might lead to misunderstandings. This study employed a descriptive qualitative approach, and the data were taken from movie dialogue that had conversational implicature in the lines that the characters said.

The investigation's findings indicate that Maurice's speech in the Beauty and the Beast film transgresses four different categories of maxims. The four varieties of it such as the maxim of quality, the maxim of quantity, the maxim of relevance, and the maxim of manner. The study's findings indicate that the quality maxim is predominant since the character is devoid of proof, and the quantity, relation, and method maxims are all broken in this film. The difference between this research and my research is in the object, purpose, and results. This researcher is looking for maxims that are violated by the characters of the Beauty and the Beast film. This research also helped me in my research work and as a reference.

The fourth study was written (Sari and Afriana 2020) entitled -The Cooperative Principle Analysis In About Time Movie. Through an analysis of the dialogue between the characters in the film About Time, this study seeks to understand the cooperative principle. The data will be analyzed using a descriptive qualitative method, as it will be explained through words, phrases, and sentences. The information will be derived from the dialogue in the film About Time. The researcher uses non-participatory note-taking and the observation method to gather data. The data is analyzed using the pragmatic identity method. The results demonstrate that the dialogue in the film About Time contains all four of the Cooperative Principle's maxims. In summary, the maxims of number and relationship contained the most often occurring data. The way maxim has the least amount of data. The difference is that the data collection technique uses non-participatory observation and recording techniques while the author uses observation and documentation. Incorporating references and supplementary

material regarding data gathering, the prior research's contribution to the current study was to aid the author in encouraging the writing of this research and serve as a valuable resource.

The fifth research was written by (Gultom 2022) entitled *An Analysis of Cooperative Principle Maxim in the Written and Spoken Mode of Communication between Teacher and Students during Online Learning*. The focus of this study is on how teachers and students violate maxims. A descriptive qualitative technique was employed in this investigation. The primary tool is the researcher. To get findings, though, researchers frequently employ auxiliary tools. According to the research findings, the quantity maxim is the one that instructors and students break the most frequently while interacting with one another orally. Then, pupils transgress the standard of quality while professors more frequently break the maxim of quantity in oral communication. Teachers are the ones who break the quantity and method maxims in written communication the most, while students are the ones who break the quality and method maxims the most. Researchers did not discover any written communication maxim infractions, nevertheless. The similarity with this research is the method used, namely the qualitative descriptive method. The difference lies in the object and focus, while the research object is teachers and students and focuses more on analyzing maxim violations.

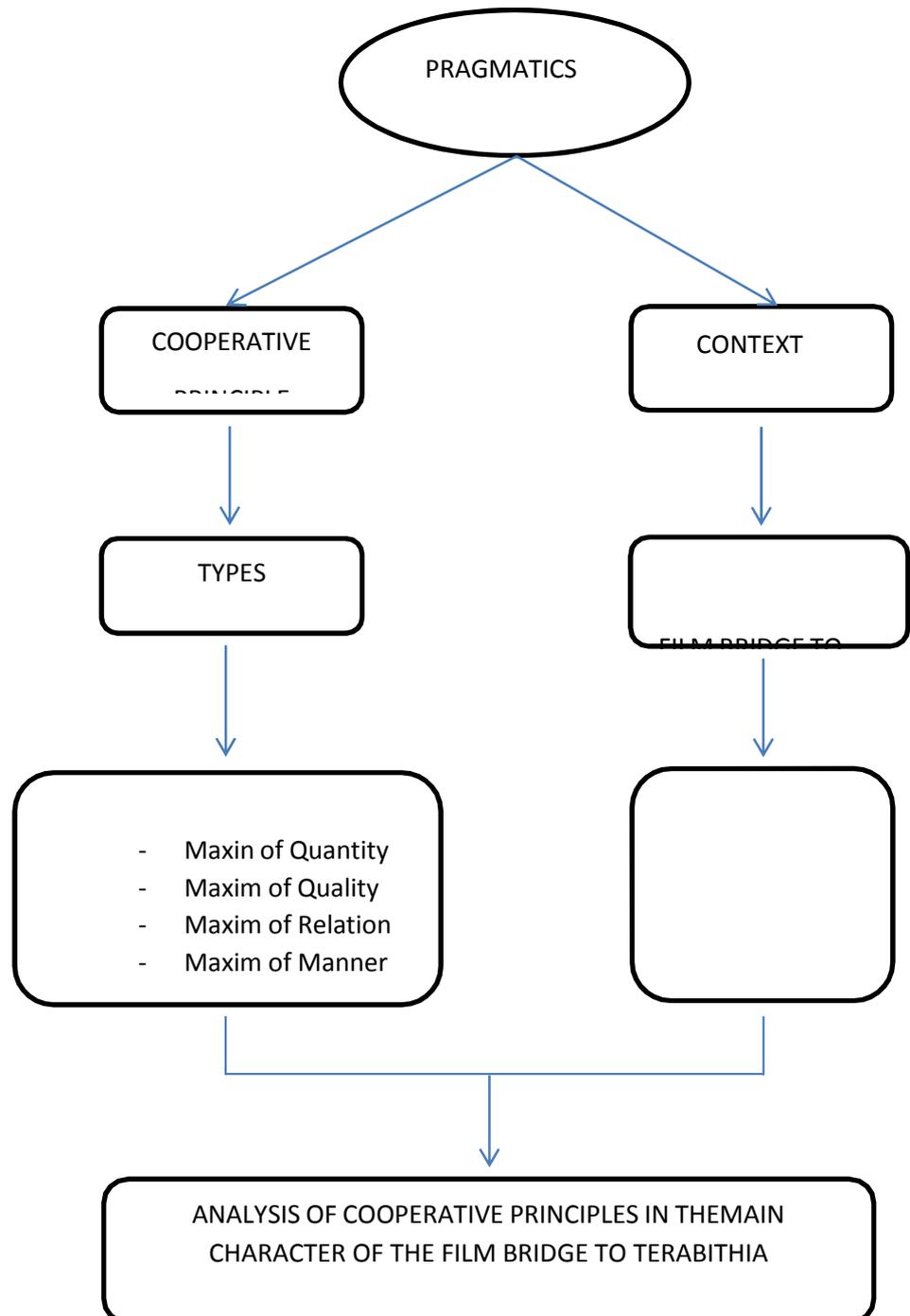
The sixth research was written by (Kadwa and Alshenqeeti 2020) entitled *Hedging Of Cooperative Principles In Bunker Of The Dead Movie*. The purpose of this study is to identify the kinds of hedging maxims that the characters in the film *Bunker of the Dead* employ. Analyzing the research is the cooperation principle

proposed by Grice. A movie transcript is used as the study data, and descriptive qualitative research methodology is used. Three different kinds of hedging maxims are presented in this study: the hedging maxim of manner, the hedging maxim of relevance, and the hedging maxim of quality. The hedging maxim of quantity is one of the maxims that is absent from the film. The hedging maxim of quality is the most often applied. The main difference between the previous research and the author's research is the focus. Previous researchers focused on hedging the maxims. Data collecting and assistance with the cooperation principle kinds are two ways that the earlier research contributes to the current study.

The seventh research was written by (Lee et al. 2023) entitled- The Maxims Violation Of Cooperative Principles In The Movie Entitled The Adam Project. This research examines specific aspects of maxim violation and disregard, ranging from stealth lying to picking and choosing, collision, and neglect, which impact everyday communication. In this study, the Principle of Cooperation and maxim theory were applied to examine a total of 17 data points collected on each maxim found in the film The Adam Project. The data collection approach used in this analysis. The results showed that data on all types of maxims could be found. The quantity and relationship maxims, on the other hand, are generally violated covertly to achieve a deceptive purpose, while the quality and manner maxims are usually violated to create conversational implicature, which requires the listener to try to understand the speaker. The difference between previous researchers and the author's research is in the focus. The previous researcher focused on the specific aspects of maxim violations that are done secretly. Data collecting and assistance with the cooperation

principle types are two ways that the earlier research contributes to the current study.

## 2.10 Conceptual Framework



The conceptual basis for this study can be seen by looking at the above scheme:

1. This research adopts the definition of Pragmatics based on Yule in (Hasler-Barker 2018)
2. This research adopts the definition of the Cooperative Principle on Grice in (Sari and Afriana 2020).
3. This research adopts the definition of Grice's Maxim on Grice in (Betti 2021)
4. This research adopts the definition of Context (Cutting 2002), (Manalu et al. 2023)

This research is related to two issues in the field of pragmatic analysis. The first area of study is pragmatics (also known as principles of cooperation), which examines the meaning of statements made in conversation. This can be seen in the movie "Bridge to Terabithia," where every exchange is governed by principles known as maxims. The principles of quantity, quality, relation, and manner are part of Grice's theory chosen by the researcher. Based on the conversational context, the second focus of this analysis is on the dominant maxims found in the movie Bridge to Terabithia.

## **CHAPTER III RESEARCH METHODOLOGY**

### **3.1 Research Design**

This study design employed a qualitative descriptive approach to produce a methodical, factual, and precise account of a circumstance. The data has been analyzed qualitatively, leading to the creation of descriptive phenomena expressed through speech and sentence structure. A descriptive qualitative research design is employed in this study. According to Creswell in (Zega 2023), qualitative research is necessary to characterize, investigate, and comprehend the meanings that certain people or groups attribute to humanitarian or societal problems. According to Creswell in (Zega 2023) also stated that researchers ought to be curious about the meaning, procedure, and comprehension that go into creating words and images. Moreover, a thorough description of the research findings is provided. The researcher then goes on to describe how the concept of cooperation maxims from Grice's theory is used by the main characters in the film *Bridge to Terabithia*.

### **3.2 Data and Source Data**

The data in this study are the utterances of the main character in the film "Bridge to Terabithia" which displays the cooperative principle. The data source used is a film directed by Gabor Csupo in 2007 which lasts 1 hour, 35 minutes, and 31 seconds. You can view the video on YouTube by clicking this link:

<https://youtu.be/pyiGzuteS0?si=CrSLW411JCKkq7N>.

In addition, since "Bridge to Terabithia" depicts a broad spectrum of cooperative ideas, the researcher focus on identifying the types of cooperative principles included in the scenario.

### 3.3 Instrument of Collecting Data

It is important to understand the instrument in this section as a tool or method used by researcher to collect data, to speed up the research process, and to produce more accurate, complete, and systematic results so that the data is easy to process. In qualitative research, the researcher is the primary instrument. Then, the second instrument uses tools such as laptops, the internet, pens, and notes. These tools are used to collect data. The data that has been obtained is recorded in a special observation note.

According to Cresswell (2014:234), qualitative researchers collect information directly from films by watching them and analyzing the actions of the characters. To collect data for this research, the researcher used a tool, namely the observation method. Based on the explanation above, the researcher provided an observation sheet containing the following:

**Table 3.3 Data table for the type of Cooperation Principle in the main character in the movie Bridge to Terabithia**

Data Number	Utterances	Types of Cooperative Principle

**Table 3.3 The dominant table of the Principle of Cooperation in the main character in the movie Bridge to Terabithia.**

No	Types of Cooperative Principle	Number	Percentages
1	Maxim of Quantity		
2	Maxim of Quality		
3	Maxim of Relation		
4	Maxim of Manner		

### 3.4 Technique of Collecting Data

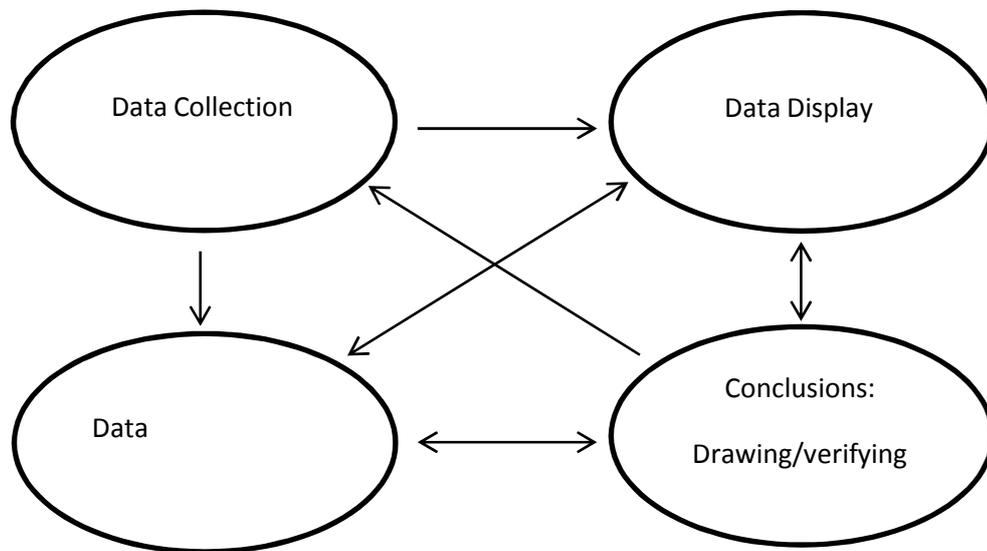
Data collection techniques are the means used in a study to obtain data. These techniques give the researcher the ability to obtain a wide variety of approaches, instruments, and tactics needed. In this study, researchers conducted observations starting from:

1. Search for the film Bridge to Terabithia on the YouTube app.
2. Download the film Bridge to Terabithia
3. Watch and listen to the film carefully several times
4. Write down the transcripts of the conversations that the main characters have in the film Bridge of Terabithia
5. From the transcripts, the writer process the data to determine the types of cooperation principles found in the film Bridge to Terabithia.
6. Finally, classify the data according to the type of cooperation principle.

### 3.5 Technique of Analyzing Data

After the data collection was completed, the author carefully examined the information found in the transcript of the film "Bridge to Terabithia". Next, the

author classified and identified different types of principles of cooperation. The three main activities of the interactive data analysis approach (Miles, Huberman 2014:31-33) data condensation, data display, and drawing and verifying conclusions were implemented by the author. This technique provides a solution to the problems raised in this study. The picture can be seen below:



### 3.5.1. Data Condensation

This section refers to the data condensation process which consists of the following steps: selecting, focusing, simplifying, abstracting, and transforming. The aim is to assist the author in classifying and organizing the data. The following steps constitute the data condensation process:

- a. Selecting: In the first stage, the researcher collected data on utterances from conversations between the main characters of the film "Bridge to Terabithia".
- b. Focusing: In the second stage, the researcher only focused the utterances on the conversations that would occur between the main characters in the film "Bridge to Terabithia".

- c. Simplifying: At this stage, the researcher categorized the utterances data into types of cooperation principles such as Quantity Maxim, Quality Maxim, Relation Maxim, and Manner Maxim.
- d. Abstracting: At this stage, the researcher evaluates the utterance data, especially those consisting of the types of cooperation principles used in the conversational utterances between the main characters in the film "Bridge to Terabithia".
- e. Transforming: In the last step, the researcher analyses each selected utterance in the film "Bridge to Terabithia" into the types of cooperation principles.

### **3.5.2. Data Display**

After conducting the data condensation process, the next step taken by the author is to display the data. Data display is a structured set of data that is used to drawing conclusions and verify them. This research data includes conversations between the main characters in the film "Bridge to Terabithia" that have been grouped according to categories by the researcher. The author chose to use tables as the format for presenting the analysis, to make it easier for the reader to understand. Text, tables, graphs, diagrams, and other graphic formats can be used as tools to display data.

### **3.5.3. Drawing/Conclusion verification**

The author has completed the last stage of drawing and verifying conclusions in this study. The conclusion drawing and verification stage is the final step in the data analysis of this research. At this stage, the author verifies the findings after describing the data segments referred to as absolute data, an approach that is applied to all data that has been collected. This method is used to classify the

data after its presentation. After identifying the types of cooperation principles used by the main characters in the film "Bridge to Terabithia," the author concludes this stage.

### **3.6 The Technique of Calculating data**

Next, to answer the second research problem, researcher applied the method of calculating the types of cooperative principles as described by Bungin in (Febtrina 2019). The following are formulas and examples of analyses presented in tabular form:

$$N = f/n \times 100\%$$

$N$  = Percentage of types of cooperation principles

$f$  = Total types frequency of the sub-category

$n$  = Total number of types in a category