

HALAMAN PENGESAHAN SKRIPSI

AN ANALYSIS OF FLOUTING MAXIM IN ANIMATED MOVIE THE
EMPEROR'S NEW GROOVE: A PRAGMATIC APPROACH

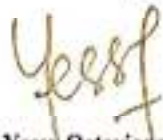
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TANGGAL UJIAN : 29 AGUSTUS 2024

Dinyatakan telah memenuhi syarat dengan hasil A dan dengan ini pula yang
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CHAPTER I

INTRODUCTION

1.1 Background of the Study

Pragmatics is a branch of linguistics that studies the way language is used in a communicative context and how that context affects the understanding of meaning. According to Charles W. Morris 1938, pragmatics is the study of the relationship between signs and their use by humans in social life.. 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 moments 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.

The use of language in communication is known as pragmatics. According (Biner, 2013) pragmatics is understanding what the speaker means effectively. The meaning is called implicature. To find out the meaning of implicature in communication, the speaker conveys a message with its meaning and the hearer tries to understand the message being conveyed. (Erlinda, 2019) stated to carry out clear communication, the speaker and the hearer must understand what is in the communication. However, speakers often deliver messages that are illegible,

confusing, or out of sync, making it difficult for hearers to understand the speaker. Following the cooperative principle facilitates effective communication.

The cooperative principle emphasizes that in communicating, each speaker must be able to convey the message well. The intended message is provided to create good communication. It is called maxim quantity, quality, relation, and manner. In communication, the speech participants do not always observe the four maxims. Non-observance is when the speaker does not follow cooperative maxims. Thomas (1995) stated flouting maxim is when the speaker is not misleading but the speaker wanted the hearer looking for implicature in conversation. Therefore when the speaker does not deliberately fail to fulfill the maxim, the aim is to communicate the message effectively.

A part of pragmatics is the study of violating rules. However, pragmatics reveals that the other person has to interpret or understand the meaning that the speaker is trying to transmit (Yule, 1996). This is so that meaning that can't be conveyed through a message can be understood from the speaker's message. Pragmatics is the study of linguistic complements in communication. Therefore, pragmatics teaches more about what the speaker means to say through his speech rather than the words, phrases, or sentences in a message. It is therefore defined by the term implicature. To help readers grasp the concept of implicature, here are a few instances of remarks having implications.

The researcher is interested in examining the flouting maxim as a research topic because there is a phenomenon of the flouting that is informative, honest, relevant and clear based on the context found in the conversation in the

film. In the film, the characters often follow this principle to keep their conversation relaxed and meaningful to the audience. Interestingly, flouting maxim in movie conversations are so important because they can be applied in real life. If we understand how the flouting maxim 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 flouting maxim in film can be useful for readers because this research can contribute to the general understanding of how the flouting maxim communication are used in non-real situations, such as in the world of film.

The researcher chose this film as a research domain because of its attractiveness as a medium for analyzing phenomena related to violations and also the large number of utterances that were violated in the film so that researcher is interested in researching. There are several aspects of film conversations that can be studied as research data. Researcher is interested in this interesting phenomenon and wants to examine flouting maxim, namely the types of flouting maxim quantity, flouting maxim of quality, flouting maxim of relation, and flouting maxim of manner achieved in the film "The Emperors New Groove" as a data obtaining medium. The Emperor's New Groove is an animated comedy film from Disney in the United States which was released in 2000. The story focuses on a young emperor named Kuzco, who is arrogant and selfish. Kuzco plans to destroy a village to build his magnificent summer palace, which he calls "Kuzcotopia". However, one of his evil advisors, Yzma, along with his less intelligent servant, Kronk, plans to kill Kuzco and take over the throne. Their plan

fails when Kronk accidentally gives him the wrong potion, which turns Kuzco into a llama (a type of animal). Kuzco, now a llama, is stranded in the forest and meets Pacha, a kind-hearted farmer whose village and home are threatened by Kuzco's plans. Although initially refusing to cooperate, Pacha eventually agrees to help Kuzco return to the palace and become human again, on the condition that Kuzco must change his plans to destroy the village.

The phenomenon of flouting maxim is mostly done by language users. As a medium used by language users in everyday life, social media also often causes conversations that result in flouting maxims. Language users on social media also create a phenomenon when speakers express feelings to listeners. This time the researcher found the phenomenon of floating on YouTube, especially in the video Bill Gates answered which is shown below:

Context: Conversation between the presenter and Bill Gates where the host asks for Bill Gates' opinion about misinformation circulating on social media.

Host : Miss information on social media is killing people, do you agree?

Bill Gates : Absolutely, it's been weird that you know vaccines have been attacked as you know being overall that negative or there's some conspiracy here it is terrible well.

The utterance above occurred between the host as a hearer and Bill Gates as a speaker, it happened at the minute (04:23) (04:47). The conversation took place in Today's interview. Before that, the hearer was asked to agree or disagree with the speaker's statement. Unfortunately, the speaker responded with a lot of information. As a result, the speaker fails to fulfill the maxim. According to Grice

(1975) someone, who gave a lot of information and gave little information was called quantity maxim.

Another phenomenon of floating maxims was produced in talk shows. The researcher found the act of flouting maxim in the YouTube video "The Late Show with James Corden" with the title "Kendall and Harry are doing "spill your guts Test". It was published on December 11, 2019. The conversation was spoken below:

Context : Jane did not provide information according to Harry's question because there might have been people with capital or super capital among them.
 Harry : Who's the most unlike super modal?
 Jane : I have the answer but I can't say it.

The conversation above took place between Harry Style as the hearer and Kendell Jene as the speaker. The hearer asked the speaker who was the most hated model. The speaker chose not to answer the question and said he could not say it. The speaker flouting the maxim of manner maxim is when the speaker gives an ambiguous opinion.

The next previous study (Op.Sunggu & Afriana, 2020) purposed to find maxim flouting. Grice's theory of flouting maxim was applied in studies. The data source of this previous study was the "Wonder Woman" movie. This previous study found 13 data of flouting maxim. The Flouting maxim quantity occurred in 2 data, the flouting maxim quality was found in 1 data, the flouting maxim relation appeared in 7 data, and lastly, the flouting maxim manner was found in 2 data.

In addition, the similarities between the two previous studies and this present research are the topic and the main theory. This recently used the data source from a movie entitled "The Emperor's New Groove". This recently aimed at finding out about the types and dominant for the flouting maxims in Movie. This research will focus on the types of flouting maxims theory by Grice (1975) and the dominant for flouting maxims theory by (Lasiana & Mubarak, 2020) Furthermore, the phenomena shown in the background led the researcher to conduct the research entitled " An Analysis of Flouting Maxim in Animated Movie "The Emperor's New Groove: A Pragmatic Approach

1.2 The Problem of the Study

By considering the research background described previously, several of the following is a list of research questions that will be studied thoroughly:

1. What are the types of Flouting Maxim found in animated movie The Emperor's new Groove?
2. What is the dominant type of Flouting Maxim found in the animated movie The Emperor's new Groove?

1.3 The Objectives of the Study

This research wants to overcome the problem stated above. By answering or finding the question below:

1. To identify the types of flouting maxim found in animated movie The Emperor's new Groove

2. To analyze the dominant type of flouting maxim found in animated movie
The Emperor's new Groove

1.4 The Scope of the Study

In this study, the researcher focuses on analyzing flouting maxim in "The Emperor's new Groove". The movie Publish on January 2000 with a video duration of 80 minutes. The main focus of this research is to analyze the utterances in "The Emperor's New Groove" whose utterances deviates from Grice's 1975 conversational principles (quantity, quality, relation, and manner). These examples will be identified and analyzed to understand the pragmatic motivations behind the deviations.

This research uses Grice's 1975 Theory of Cooperation and Relevance Principles as a theoretical framework for analyzing pragmatic aspects of communication in films. Due to limited scope, this research does not include a comprehensive analysis of all dialogue or scenes in the film. Instead, this research focuses on utterances that are considered significant in demonstrating the pragmatic phenomena under study.

1.5 The Significance of the Study

1.5.1 Theoretical

The finding of this research was expected to be useful for the following:

1. This research is expected to provide information to speakers regarding the principle of cooperation and types of violations of maxims in speech.
2. Researcher hope that this research can increase the store of knowledge that can be used to apply scientific research, especially those related to the conversational implications of the principle of cooperation.
3. The researcher hope that the reader will understand the flouting maxim after reading this.

1.5.2 Practically

1. To develop the other researcher's knowledge for the next researcher related to the Flouting Maxim.
2. For readers can give the readers have better understanding regarding something implied in a conversation.

CHAPTER II

REVIEW OF LITERATURE

2.1 Theoretical Framework

Theories will be required when doing a research project to explain some concepts used. The justification will be valued highly to have the same perspective with the implementation in the field, the concept that will be employed must be clarified. The ideas utilized to determine the study's viability were explained as follows.

2.2 Linguistics

Understanding about nature of language or making the language the object of study is called linguistics. Linguistics is a branch of science that studies the language. Linguistics does not learn how to use a language but learns why a language is used and what elements are contained in a language. Linguistics can be said as a study that introduces the ins and outs of language, starting from type or category, pattern, and form. Besides that, some experts say the various definitions of linguistics such as Brinton, Meyer, Crystal, and Hornby.

Based on Utami, (2023) "Linguistics is defined as the study of language systems." Language systems here refer to four elements those are phonology, morphology, syntax, and semantics. Brinton says that four elements (phonology, morphology, syntax, semantics, and pragmatics) have different systems of language. The system is learned according to each

element. Instead, according to Seri Rezki Fauziah, (2019) "The study of language is conducted within the field of linguistics." In the same way, Crystal (2010: 239) says "Linguistics is the science of language. And the people who study language in this way are called linguists." Meyer and Crystal have the same opinion that language is the main point in linguistics which will break apart each other and will produce science studies. Because the language is so vast, all languages of the world have many things as Brinton's opinion says about the system. The system in this sense is closely related to a group of elements that will unite into a whole language.

In contrast, Rahmadhani et al., (2022) as cited in Utami, (2023) say that "Linguistics as an adjective of the study of language and languages' whereas linguistic word as a noun the science of language, "methods of learning, and studying languages. The linguistic word means a person who is clever in foreign languages". They meant that two-word classes; adjective and noun as the definition of linguistic which are the one for learning about languages and the other one is knowledge of language itself. In other words, linguistics is a study that focuses on language itself, and how the structure of language can be formed in written or oral such as sounds, words, and sentences. Linguistic science is divided into five branches those are phonology, morphology, syntax, semantics, and pragmatics. Learning linguistics means that have one to know about the theory of language. Linguistics gives some understanding of how language works, and how it is

used, developed, and preserved over time. To put it more simply, linguistics is the basic part that concerns learning the structure of language.

2.3 Pragmatics

Pragmatics is the science that analyzes intent as a basic principle in studying language Noertjahjo et al., (2017) add that pragmatics is the study of the meaning of utterances about certain situations. Pragmatics is the study of speaker meaning and also studies how people comprehend and produce a communicative act in a concrete situation in conversation analysis wibowo, (2021) also stated that pragmatics is the study of language applied in context. This means that pragmatics is about using language and dealing with context. This study observed the use of language and the meaning of context. Speakers and listeners understand each other.

The linguistic division is pragmatics it focuses on the analysis of how a speaker or writer conveys meaning and how listeners or readers interpret that meaning Yule, (1996). The use of language in discussion and communication is also studied by pragmatics. This focus study reveals how a particular situation affects what they say. This requires considering how speakers organize what they want to say or what they want to say according to the person they are talking to, where, when, and under what circumstances Yule, (1996).

Huang (2007:2) defines Pragmatics as the systematic study of meaning based on or dependent on language use. Meanwhile, according to An & Xiang, (2018), pragmatics is the science of language which studies the

conditions of human language use which are determined by the context that accommodates and provides the background for the language. Pragmatics is a field of science that studies the meaning of speakers' intentions when speaking a particular language by paying attention to elements of the context because what is studied in pragmatics is meaning.

2.4 Communication in Pragmatic

Pragmatic communication is the use of a set of sociolinguistic rules relating to language in a communicative context; that is, pragmatics is the way language is used to communicate and not the way language is structured. Pragmatics is considered an organizational framework for other aspects of language including semantics and syntax Radio et al., (2018) and includes linguistic information (e.g., word choice), supra linguistic information (nonverbal behavior such as facial expressions, body language, and intonation), and contextual information. Owen, (1992). Pragmatic communication, in contrast to other aspects of language, emphasizes the communication of meaning and various functions of language, including requesting, greeting, warning, and protesting Wong, (2016)

The main communication skills involved in pragmatic skills are: using language, changing language, and following rules. Various reasons for using language include: asking, greeting, giving information, demanding, and promising. The main aspects of pragmatics include (1) the use of language to achieve different goals or functions; it is why we talk and listen to each other,

often in connection with social interactions and goal achievement Ciccia & Turkstra, (2002) use of information from context to determine what is said.

2.5 Cooperative Principle

The cooperative principle is a form of how to communicate well. By following the cooperative principle, communication will be clear and effective. According to Grice (1975), the cooperative principle is that a conversation participant must contribute to the conversation as needed by the purpose or direction of the conversation exchange received in which it is involved. In principle, this cooperative can be referred to as an agreement between the speaker and the interlocutor, and this is by the statement Kurniati & Hanidar, (2018) Four types of maxim must be obeyed by communication participants Grice, (1975) namely maxim quantity, maxim quality, maxim relation, and maxim manner.

2.5.1 Maxim of Quality

This maxim focuses on the kind of information provided by the speaker that should be true and evidential. This example involves two speakers. They are relatives. Speaker A enquires about speaker B's car light. It was broken and didn't work efficiently.

Speaker A	: Have you fixed the car headlight?
Speaker B	: Not yet
Speaker A	: Meet me if you fix it

Speaker B : You know I have tons of work. I will not
 have finished it in two years now
 Speaker A : God bless you, you are a hard worker

Speaker A, in the example above, flouts the quality maxim (meet me if you fix it), but he didn't intend to deceive or mislead the addressee (speaker B), by this flouting, he prompts speaker B to look for and recognize, the implied meaning which is different from, in addition to, the explicit meaning. That is to say, speaker A does not mean to ask speaker B to meet him after he fixes the headlight of his car, but speaker A implicitly asks speaker B to go beyond this explicit meaning (meet me if you fix it), using sarcasm (by speaking sarcastically) in an attempt to direct the addressee's (speaker B) attention to a particular message, which is that speaker A believes that speaker B will never fix it. Speaker A believes that this message cannot be conveyed unless he flouts the quality maxim. In this respect, banter which is a form of sarcasm "expresses a negative sentiment and implies a positive one. It is intended to be an expression of friendship or intimacy" Noertjahjo et al., (2017) Speaker B, also, in turn, flouts the maxim of quality, through using a hyperbole device. That is, he exaggerates his excuse by pretending that he has tons of work that he cannot accomplish even in two years. By uttering that, speaker B wants to make a message that the delay in fixing the headlight is not a matter of being lazy, as speaker A implies, but because he (speaker B) is so busy. Speaker B's flouting of the quality maxim also indicates that he successfully caught speaker A's implicature.

2.5.2 Maxim of Quantity

Following this maxim, speakers should be as informative as is required. This means that he/she should provide information as necessary without redundancy. In this example, speakers are neighbors. They have shops and they are communicating in front of their shops in the street.

Speaker A	: when will you go to the bank?
Speaker B	: As you know, I performed many tasks this week but next Monday I don't have much work so I can hopefully go"
Speaker A	: To this extent do you have worker these days?

Here in this example, speaker B flouts the maxim of quantity as he provides more information than necessary to answer speaker A's question. Speaker B's answer is then characterized with linguistic redundancy. In the first expression, he flouts the maxim of quantity. He could have answered the speaker's A question more directly, and hence in much fewer words. But he resorted to this strategy as he was answering speaker A. Besides, speaker B uses this strategy on the basis that they are friends and relatives, and are each is willing to make exchanges. Also, such exchanges occur in their spare time and thereby in informal settings, where more unrelated information is provided. "This explains the reason why interlocutors always gave more information than asked or required. The speakers feel that it would be curt and rude not to give or explain in full when someone enquires." Wong, (2016) They further argue that "for these simple people, elaborating and giving lengthy responses mean being culturally and morally right and polite". An &

Xiang, (2018) Accordingly, it would be argued that such redundancy is expected. It also helps maintain the conversation between these speakers, as speaker B gives speaker A more space/freedom to ask further questions regarding the topic (To this extent do you have a worker these days?). Although the hearer might be provided with more information, he/she can process the most relevant information to his/her inquiry. "What makes an input worth picking out from the mass of competing stimuli is not just that it is relevant, but it is more relevant than any alternative input available to us at that time." Wijayatiningsih, (2015) People, therefore, provide much information on the topic addressed that can be relevant to the topic in one way or another. However, Specific information can be much more relevant than the remaining. This flouting (less relevant information) still constitutes an important role in helping the addressee understand the speaker's point as it facilitates his/her realization of meaning.

On the other hand, when the speaker provides less information than necessary, miscommunication is expected between the speakers, as in the extract below. Thus, there is no sufficient cooperation between the speakers in the example below. This example involves two speakers. A husband and his wife. They are talking about the food for lunch.

Speaker A	: yesterday's food in the refrigerator
Speaker B	: Why
Speaker A	: We have a lot of food for today's lunch
Speaker B	: That's Okay then

Speaker A tells Speaker B that there is no need to heat the food that they were supposed to have today. Speaker B, however, didn't catch the message implied (that they already have food from their neighbor); he might think they will have them without heating. So, he asked about the reason when asked why or he may ask for the reason since he didn't get what the speaker A means. She followed that by stating the reason why she didn't want to heat the food.

2.5.3 Maxim of Relation

Coordination is something important in communication. However, jumping to another topic in the normal course of communication is considered an important strategy that the speaker may resort to for the sake of changing the topic of the conversation for different purposes. For example, conveying a message that it is a matter of privacy. Speakers are friends and their friend Ahmad is sick. He has been at the hospital. Speaker A directed a question to speaker B as the example below shows:

Speaker A : What time are we going to visit Ahmad tomorrow?
 Speaker B : How is he now?

Speaker A makes a direct question asking Speaker B what time they shall visit Ahmed tomorrow. Ahmed is their friend and relative who was sick and was at the hospital. But speaker B flouts the maxim of relation by asking a question about Ahmed (instead of replying to his speaker A's question). In this regard, he makes an implicature which is speaker B is not thinking of visiting

Ahmed tomorrow, and speaker A perceives this implication. Thus, speaker B shifts the topic from when they should visit him. to, asking a question, about his current health. Thus, instead of replying to his question by setting up a time to visit Ahmed, he makes a question about Ahmed but unrelated to Speaker A's (specific) question which was about setting up a visit time.

2.5.4 Maxim of Manner

This maxim of manner aims at avoiding obscurity and vagueness that a conversation might have. However, flouting this maxim in Jordan indexes an implicature that the speaker wants the hearer to infer. Speakers in this example are close friends. Speaker A is in the Speaker B's house. Speaker A invites the Speaker to visit him back soon.

Speaker A : When are you going to visit us at my house?
 Speaker B : Believe me I would like to visit you
 Speaker A : What about visiting us this Friday?
 Speaker B : Hopefully one day I will visit you
 Speaker A : Okay, how is your work going?

Speaker B doesn't give a direct or specific answer. Speaker B tries to deviate from the topic (setting up a time for a visit), flouting the maxim of manner, initiated by speaker B. by making a tum expressing his desire for this visit (believe me, I would like to visit you). but, he deviated from the topic (speaker A's question) by using ambiguous expressions (one day) when speaker A insisted on taking a more specific answer (what about visiting us this Friday?). Thus, speaker B gives an ambiguous answer (Hopefully one day I will visit you), flouting the maxim of manner.

2.6 Flouting Maxim

In conversation, the flouting maxim often occurs in the community. The flouting maxim can be committed by the speaker or listener responding to the conversation. The flouting maxim is a form of conversation that has an implied meaning and it is not intentional. People always break these rules in many ways based on Grice as cited in Erdayani & Ambalegin, (2022). The flouting maxim of the cooperative principle occurs when the speaker does not provide correct information, or in other words, there is no relationship between the speaker and listener. According to Grice (1975), there are four flouting maxims.

2.6.1 Flouting Maxim of Quality

Flouting maxim of quality usually says something that is not clear and does not represent what they thought (Erlinda, 2019) In the maxim of quality, there are other ways for the speaker to fail this maxim, namely by using hyperbole, metaphor, irony, and satire.

2.6.2 Flouting Maxim of Relation

The flouting maxim of relevance can occur if the speaker does not relevant contribution to the topic conversation and makes statements that are relevant to the topic. The speaker who fails the relation maxim expects the listener to be able to imagine what was not said in their connections between their utterance and previous utterance delivered by the speaker

Grice much more information than is the required Grice as cited in Intan Apriyani & Satria Wiraharja, (2023).

2.6.3 Flouting Maxim of Quantity

The flouting maxim of quantity requires that each participant contribute as much as is required by the other person, but if the speaker provides too little or too that the information provided is not sufficient according to the needs of the interlocutor.

2.6.4 Flouting Maxim of Manner

According to Grice, the speaker failed in the maxim of manner usually exploited by giving ambiguous unclear expressions and not providing a detailed, explanation.

2.7 YouTube Channel

The use of online videos such as YouTube shows technological advances in online communication. According to Misiantari et al, (2022) using YouTube can improve speaking, listening, and pronunciation skills. YouTube can be a useful tool as multiple languages can be taught. YouTube videos can be used to search for various references and knowledge abroad and at home, especially to learn about the diversity of English used around the world and provide them with original speaking material. YouTube is a reliable video site that provides a variety of information in the form of "moving images" and allows users to upload and view their videos for free worldwide. For those

who want to search and watch videos directly, this site is the right place. Apart from that, we can participate in uploading, or uploading, videos to the YouTube server and distributing them throughout the world Noertjahjo et al., (2017) According to cultural studies theorists, the value of bottom-up participation and popular participation depends more on the concept of democratic participation than the substance of participation Holmes & Wilson, (2022) Dr. Rulli Nasrullah stated that YouTube is an internet-based social media that has video content and allows someone to provide various information through creating channels. Viewers who have accounts are referred to as channel owners. Users can upload videos in various categories from each channel. Uploading videos is similar to uploading images on television channels on social media. More and more people are watching videos that are not professional media productions due to YouTube's popularity on social media. YouTube contains mostly amateur videos made by people not involved in the television or film industry, and serves as a dynamic platform that encourages democratic participation. Internet platforms allow people to convey emotional and social experiences, including sociocultural politics Strangelove, (2010). According to Lingga et al, (2019) YouTube is essentially a website where users can share or just watch videos that have been uploaded by different parties. Some examples of the kinds of videos that can be uploaded to this site are music videos from specific musicians, video tutorials about different activities, and many more.

According to the definition given above, YouTube is an online platform that is utilized by people worldwide, including those in Indonesia. People use it to share their experiences and knowledge, as well as to obtain information and amuse themselves. The majority of people have a YouTube account through which they use to receive regular entertainment.

2.8 The Emperor's New Groove

The Emperor's New Groove is an animated comedy film from Disney in the United States which was released in 2000. This film is 80 minutes long directed by Mark Dindal. The story focuses on a young emperor named Kuzco, who is arrogant and selfish. Kuzco plans to destroy a village to build his magnificent summer palace, which he calls "Kuzcotopia". However, one of his evil advisors, Yzma, along with his less intelligent servant, Kronk, plans to kill Kuzco and take over the throne. Their plan fails when Kronk accidentally gives him the wrong potion, which turns Kuzco into a llama (a type of animal).

Kuzco, now a llama, is stranded in the forest and meets Pacha, a kind-hearted farmer whose village and home are threatened by Kuzco's plans. Although initially refusing to cooperate, Pacha eventually agrees to help Kuzco return to the palace and become human again, on the condition that Kuzco must change his plans to destroy the village. During their challenging and hilarious journey, Kuzco learns about friendship, humility, and caring for others. With Pacha's help, they managed to defeat Yzma and Kronk. Kuzco became human

again and decided to build his summer palace elsewhere, and live side by side with Pacha village.

The film is noted for its unique style of humor and memorable characters, including the voices of David Spade (Kuzco), John Goodman (Pacha), Eartha Kitt (Yzma), and Patrick Warburton (Kronk).

2.9 Previous Study

The first researcher was looking for the purpose types of flouting maxims and the reason behind their inclusion in the Finding Dory Movie was addressed Natasya & Sari, (2019) this study used the Finding Dory Movie as a data source. The descriptive qualitative approach was used in this study. It took advantage of Grice's cooperative principle hypothesis (1975). The result showed that there were 17 quantity maxims, 1 quality maxim, 16 relation maxims, and 1 manner maxim.

The second research described prior research that was relevant to the subject being investigated before beginning to evaluate the data. The first study was conducted by Op.Sunggu & Afriana, (2020) who examined how the "Wonder Woman" film flouted adages. This study was based on how conveyance of ambiguous information, some communication failures frequently produce ambiguity. About the subject, the researcher conducted a study that examined how the character in the Wonder movie disregarded the rules and determined they used the theory of Grice, (1975).

The third research Nuzulia, (2020) investigated the types and the most dominant types of maxims flouted by Donald Trump in the interview with Time in the Oval Office 2020. The data source was the transcript interview of Donald Trump with Time. The primary theory that used in this research was proposed by Grice (1975). The result revealed utterances that flouted the maxim of quantity, 3 that flouted the maxim of relation, 2 that flouted the maxim of manner, and none that flouted the maxim of quality.

The four pieces of research from Wong, (2016) aimed at discovering the types of flouting maxim during the conversation. The theory by Birner was applied as the main theory. The movie "Fantastic Beasts and Where to Find Them" was used as the data source. The final of this study found 15 data of flouting maxim. The dominant type found was the flouting maxim of quantity.

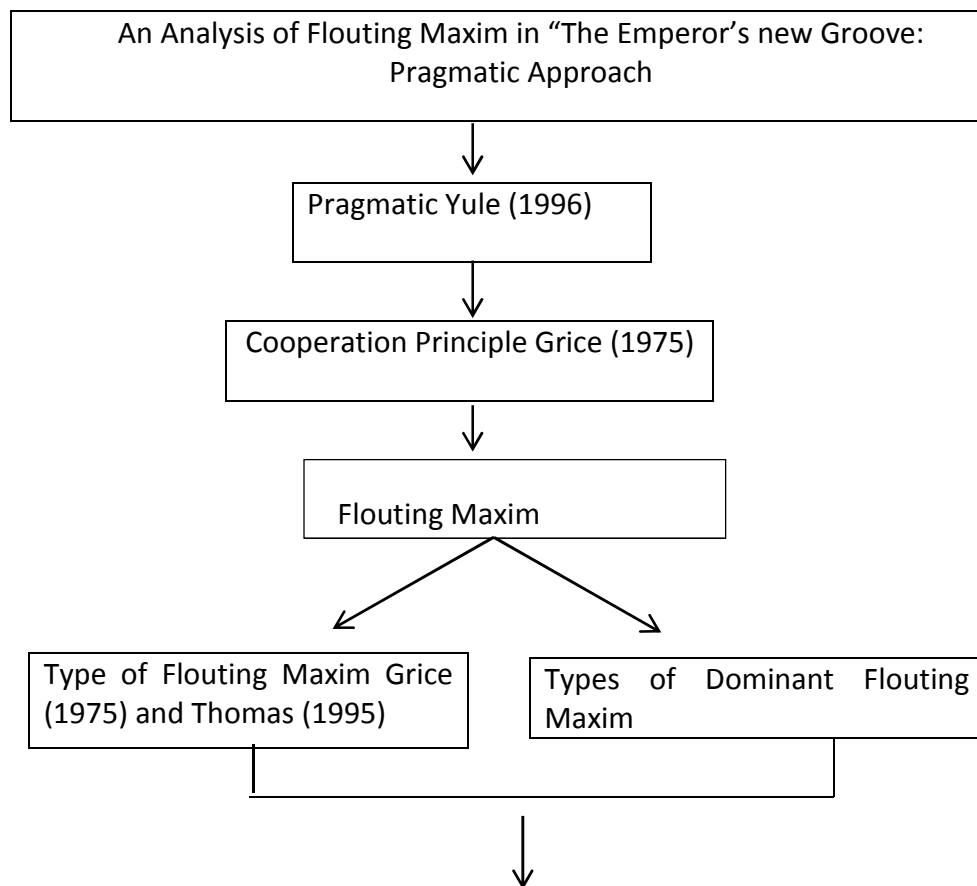
The researcher can make certain conclusions about similarities between some of the research after describing some of the previous research. The first is that the majority of researchers choose to study the flouting maxim in a film as their subject of study, although some other researchers choose talk programs. Second, the theory employed in previous studies the Grice hypothesis has always been the same.

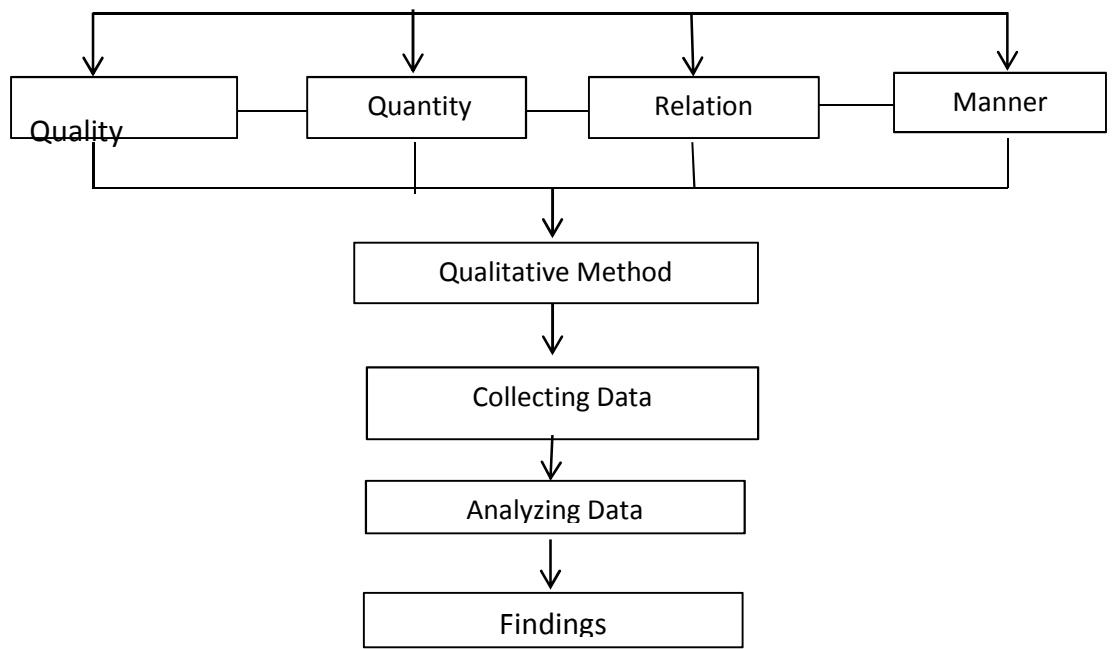
The last is that descriptive qualitative methodologies have been used to assess every piece of research, but different subject matter experts have been used by each researcher. It can be claimed that there won't be much overlap between this research and previous studies. This is true because this

research was used as a research item in a movie. Nonetheless, makes use of alternative data and Grice's theory. Additionally, this study will make use of a research methodology developed by expert Sudaryanto, who had not used it before.

2.10 Conceptual Framework

This study used a pragmatics-based approach, with the theme of flouting maxim. The research considered many sorts and forms of flouting maxim to be examined in this research. The theory of Noertjahjo et al., (2017) about flouting types will be used. The research also will use to analyze the dominant for the flouting maxim. For data sources, this research used a movie with the title "The Emperor's new Groove





CHAPTER III

RESEARCH DESIGN

3.1 Research Design

The research design was descriptive qualitative research. This research was descriptive qualitative research because this research analyzes phenomena that happen in daily conversation. Qualitative research used to explore the social phenomenon, reveal the meaning of communication, or build a detailed understanding. According to Creswell, (2018) research studies that were related to phenomena that occur in everyday speech as well as social problems and things made with words are all things that can be analyzed using the qualitative technique. The phenomenon that motivated this study was a typical conversational occurrence. The analysis of the phenomena was followed by a descriptive presentation of the findings. The primary theory in this analysis is the cooperative principle theory put forth by Grice in 1995. It is utilized to examine maxim flouting in the film *The Emperor's new Groove*.

3.2 Data and Source Data

The data for this research was utterances in animated movie *The Emperor's new Groove* which is shown to flout conversational maxims. Data is only limited to utterances that flout conversational maxims because flouting maxims can give rise to conversational implicatures.

YouTube's *The Emperor's new Groove* transcript is the data source for this research. YouTube transcript is a required document for qualitative descriptive research. Researcher

analyze the maxim flouting that occur in the film The Emperor's new Groove. The data used by researcher are transcripts of films which consist of four types of maxim flouting such as flouting maxim of quality, flouting maxim of quantity, flouting maxim of relation, and flouting maxim manner. Secondary data sources are transcripts The Emperor's new Groove movie was taken from the internet via a link, such as :https://youtu.be/xLQ2Zp8H4M4?si=69H5omt_bH6BJ0EG

3.3 Research Instrument

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

According to Cresswell (2014:234), qualitative research collect information directly from film by watching them and analyzing the utterances of the movie. 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 3.1 data table for the type of Flouting Maxim in the animated movie the Emperor's New Groove

Utterances	Flouting Maxim			
	Quality	Quantity	Relation	Manner

Table 3.2 The dominant table of the Flouting Maxim in the animated movie the Emperor's New Groove

No	Type of Flouting Maxim	Number	Percentages
1	Maxim of Quantity		
2	Maxim of Quality		
3	Maxim of Relation		
4	Maxim of Manner		

3.4 Technique of Collecting Data

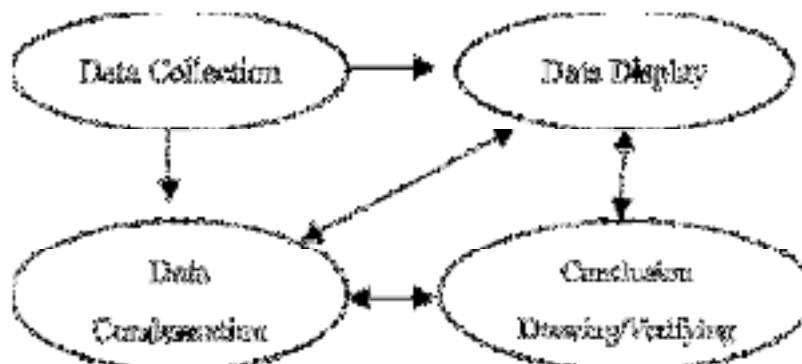
In collecting data, researcher used observation methods to collect data. According to Lasiana & Mubarak, (2020) the observation method is a way of studying human behavior by observing and taking notes without making direct contact with the subject. Therefore, film-watching research uses observation methods. Due to the lack of participants, researcher in this study used non-participatory procedures to collect data. To collect data, researcher will follow several steps:

1. Searching for the movie Animated The Emprors's New Groove on the YouTube app
2. Downloading the Movie Emperor's New Groove
3. Watching and listening to the movie carefully several time
4. Writing down the transcripts of the conversations in the movie Emperors's New Groove
5. Processing the data to determine the type of flouting maxim found in the movie the Emperor's New Groove.
6. Classifying the data according to the type of flouting maxim.

3.5 Technique of Analyzing Data

After collecting data, researcher was analyze the data by identifying each Flouting Maxim in animated movie The Emperor's new Groove, then grouping them based on the type and dominant of Flouting Maxim and entering them into the analysis table.

The theory of Rahmadhani et al., (2022) was used to analyze data through qualitative analysis. This theory includes concepts such as condensation, display, and inference. The data for this research comes from YouTube video transcripts.



Based on Miles' theory, there are three ways to analyze Qualitative data, namely:

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 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 conversation of the animated movie "The Emperor's New Groove".
- b. Focusing: in the second stage, the researcher only focused the utterances on the conversation that would occur in animated movie "The Emperor's New Groove".
- c. Simplifying: at this stage, the researcher categorized the utterances data into type of flouting maxim such as Quantity Maxim, Quality Maxim, Relation Maxim, Manner Maxim.
- d. Abstracting: at this stage, the researcher evaluates the utterances data, especially those consisting of the types of flouting maxim used in the conversational utterances in the movie "The Emperor's New Groove".
- e. Transforming: in the last step, the researcher analyses each selected utterance in the movie "The Emperor's New Groove".

3.5.2 Data Display

Presentation of data is an organized collection of data and information the integration of which allows drawing conclusions and taking action. Presenting research data to understand what is happening and includes deeper analysis or taking action based on understanding. Data display is the main means for valid qualitative analysis and consists of various graphs, networks, and tables. In this step, the researcher displays

data containing flouting maxim. In this research, after the researcher had finished watching and listening to the Emperor's new Groove movie various forms of data presentation, the researcher calculated the data in tabular form.

3.5.3 Drawing Conclusion

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 flouting maxim in the film "the emperor's new groove" the author concludes this stage.

3.6 The Technique of Calculating Data

Researchers calculate the percentage of data, in this study researchers used the formula for calculating the percentage of data. To answer the problem of the dominant type, researchers use techniques in the form of tables, as follows Lumban tobing Dewi Sri (2021).

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

More details:

N = Percentage of Flouting Maxim

f = Individual frequency of Flouting Maxim

n = total category types

3.7 Triangulation

If the data is valid, then the data is categorized as good data in this qualitative research. Researcher used triangulation techniques in this research. According to Schneider, (2010) theory triangulation is a combination of two or more data collection methods, so there are four triangulation techniques:

1) Researcher triangulation

Researcher triangulation is where researchers use more than one researcher to collect and analyze data because using several researcher can make it more valid.

2) Methodology triangulation

Methodological triangulation involves using more than one type of method to study a particular phenomenon or issue. This can prove beneficial in confirming findings, more comprehensive data, increased validity, and a broader understanding of implausible phenomena.

3) Theory triangulation

In theoretical triangulation, researcher compare data findings with relevant theoretical perspectives. In this theory, researcher are required to have expert judgment so that they can compare research findings with theory.

In this study, the author uses source triangulation to collect and analyze data on Flouting Maxim in The Emperor's new Groove movie, thus using different methods and sources to test the truth of the information. The author uses source triangulation to validate the data. The data for this study were videos transcribed by the author. The author watched the movie carefully and identified and analyzed it accurately.

