

Flouting Maxims in the Movie “Zootopia” 2016: Pragmatics Study

Ardita Fitriana Saputri¹, Puspita Sari²

^{1,2}English Department, Faculty of Humanities, Widyatama University, Indonesia
ardita.fitriana@widyatama.ac.id, puspita.sari@widyatama.ac.id

Abstract

This research aims at identifying the kinds of flouting maxim performed in the Zootopia movie and finding out the effect of flouting maxim in the movie. The method used in this research is descriptive qualitative method. The data of this research are forty-eight dialogues of the Zootopia movie containing flouting maxim. Based on Cooperative principle, used Grice's theory, the researcher found that all character of the movie flouted all each type of maxim. The most flouting maxim used in the Zootopia movie is floating maxim of quantity and the least flouting maxim used in the Zootopia movie is flouting maxim of quality. For the effects, there are eight effects based on Austin's Perlocutionary effect theory to the other character of the movie. The eight effects based on Austin's theory are annoying, boring, convincing, causing, getting the hearer realize something, getting the hearer to do something, and insulting. Further, the effect that mostly occurs in the Zootopia movie is Convincing effect and the le ast effect used in the Zootopia movie is surprising effect.

Keywords

Flouting maxim; cooperative principle; effects; perlocutionary; Zootopia



I. Introduction

Language is an important part of human life because it used to communicate with other people. If you want to communicate, you can write or talk about it. For example, when someone writes something, they use formal language that pays close attention to grammar. When someone speaks, they pay even more attention to what they say and how it sounds. Good social interaction is important for people however it tries to keep that going in addition to giving or getting information, the conversation is used to show that there is a person in the world. One of the things that cannot be done without humans is talking or communicating with other people in a language that they can understand. As a result of this, communication is a very important part of the world. People cannot imagine how things would be if there was no direct or indirect communication between people. In communication, the speaker conveys a message through language, while the interlocutor attempts to grasp the message's meaning. Therefore, in order to establish effective communication, the speaker and interlocutor must communicate well. However, it was frequently discovered that the speaker's meaning could not be adequately comprehended by the interlocutor because the speaker's message was ambiguous, imprecise, or incoherent.

Additionally, if a communication does not complete the cooperative principle's norm, it constitutes a violation of a pragmatic aspect known as flouting maxim. Additionally, a maxim is flouted when communication fails to deliver on anything that is easily available in a human's daily life, such as discussion, asking a question, and responding it. To ensure good communication, pragmatics should establish widely understood standards aimed at avoiding misunderstandings. Flouting maxim occurs when speakers disobey the rule of the

cooperative principle and the hearers may lead to misunderstanding what the speakers say (Latifatun Nuzulia, 2020). In fact, some people do not follow the rules in the cooperative principle. Many people do not follow or even break the rules in the cooperative principle. The cooperation principle makes explicit certain rational principles that people observe while conversing. According to Grice, human beings talk clearly and rationally with one another, and cooperation is ingrained in their conversations. Additionally, he argues that this behavior will never be lost due to its acquisition throughout childhood.

According to Nuringtyas (2018) cited in (Giriyani & Efransyah, 2020), Flouting maxim can be established in drama, short story, talkshow, and standup comedy, however the researcher chose Zootopia as the subject of this study by studying the film's flouting maxims. Zootopia is a Disney animated film about animal fairy tales (fables), with an adventure, action, and, of course, comedic plot. Zootopia (2016) is a 2016 animated feature film about a female rabbit named Judy Hopps who aspires to be a police officer in the city of Zootopia. While those who wield authority as police officers are predatory beasts. Judy is so motivated to become the first non-predatory animal to serve as a police officer. This study is considered to be beneficial to students, particularly those interested in pragmatics in the English department. Therefore, this research examines the types of flouting maxims and the function of flouting maxims in the movie "Zootopia" directed by Byron Howard.

II. Review of Literature

Language is one of the most important things in the life of every human being. Each of them is of course inseparable from language, the first time a child gets a language that is heard directly from the father or mother when the child is born into this world. Then as time goes by and as the child grows, they will acquire a language other than the language taught by the mother and father, either in the form of a second, third, foreign language or so on which is called language acquisition where it depends on the social environment and cognitive level possessed by these children through the learning process in their environment. (Purba, N. et al. (2020).

Pragmatics is the study of "invisible" meaning, or how we can figure out what is meant even when it is not said or written. This is what George Yule calls pragmatics (Yule, 2020, p. 150). So that people can communicate, they need to know that there are many things they can trust when they do so. In pragmatics, the major aim of communication is considered the exchange of information. According to Ervina (2019), Pragmatics is a field of linguistics concentrating on contextual meaning as uttered by a writer and analyzed by addressee, cited in (Nur Ariesta & Simatupang, 2019). People usually cooperate to convey their intentions and implicit import of their utterances. (Md. Mahroof Hossain, 2021). The subfield of linguistics known as pragmatics investigates the ways in which the context of a speech act affects how the speaker understands what they are hearing (Ervina CM Simatupang, 2021). The study of how these maxims are flouted is a component of a pragmatic study. Simply terms, pragmatics is the study of the meaning of utterances transmitted by speakers (authors) and understood by interlocutors (readers). This is because the speaker's words may suggest something else that is not readily apparent in the utterance. Pragmatics is the study of how people communicate through language. Thus, pragmatics focuses on what speakers mean when they talk, rather than on the words, phrases, or clauses in an utterance.

In linguistics especially pragmatics, the "Cooperative Principle," or the Cooperation Principle proposed by Paul Grice, is used to describe how to communicate effectively. The

principle of cooperation says, "Make your contribution such as is required, at the stage at which it occurs, by the recognized purpose or direction of the verbal exchange in which you are engaged" based on (Grice, *Logic and Conversation*, 1975, p. 26). According to Grice, they need speakers to reason not only in terms of their language, but also in terms of their comprehension of the context and each other's intentions and aims. This places conversational implicatures at the core of discussions concerning the boundary between semantics and pragmatics and ensures that they will play a major position in studies of language and social cognition (Febriyanti, 2021). People often communicate by saying anything comes to mind; as a result, they do not give much thought to the norms of conversational maxims or cooperative principles. As a result, it is possible for people to break conversational maxims in everyday conversation. However, they only use one specific method, which is referred to as a rhetorical strategy, in order to inflect the dialogue with a certain purpose (Setiawan & Haryani, 2020). In essence, the concept of cooperation states that in order to communicate effectively, each person must make a significant contribution. The goal is to supply enough information to the interlocutor, which includes information that is correct, clear, cohesive, and relevant to the discourse. To generate good communication, four maxims must be applied in this principle: maxim of quantity, maxim of quality, maxim of relation, and maxim of manner.

2.1 Maxim of Quantity

The maxim of quantity states that a speaker must supply information or contributions as needed, without providing more than what is requested or required. Therefore, it can be concluded that the maxim of quantity, a speaker is expected to provide as much relevant information as possible. In his book, Paul Grice states, make your contribution as informative as is required. Do not make your contribution more informative than is required (Grice, *Logic and Conversation*, 1975, p. 26). According to this adage, it is the responsibility of the speaker to supply all of the information that the listener requires in order to comprehend the topic. On the other hand, providing an excessive amount of information to the other person throughout the course of a conversation could be considered unnecessary and unimportant by that individual. (Sinaga & Handayani, 2020). Thus, if a speaker or speakers supply more information than the interlocutor requires, it means that a maxim is flouted. The interlocutor will not be able to determine what they are talking about when they provide insufficient information since they do not give any more information. (Arofah & Mubarak, 2021).

2.2 Maxim of Quality

A speaker is not obtained to provide information that he is not certain whether it is true or false, or in this case he does not have sufficient evidence to convey information. This is because the maxim of quality explains that the speaker must convey something in accordance with the facts, and a speaker is not obtained to provide information that is not in accordance with the facts. In this maxim, Grice explains that an utterance ought to be made honestly in accordance with what takes on in actual life (Sinaga & Handayani, 2020). Based on Grice's book, Do not say what you believe to be false. Do not say that for which you lack adequate evidence (Grice, *Logic and Conversation*, 1975, p. 27). When a person says something that does not match what he or she really thinks, the person is breaking a rule of quality. Quality is a rule that says that the speaker should make a contribution that is true, not to say things that are thought to be false, and not to say what the speaker lacks sufficient evidence to support. Grundy also makes an interesting point in his book, cited in (Hidayati, 2018), "Pragmatics is difficult." In this case, a person can say this if he has done

something that allows him to say that the Pragmatics course is hard for him, like getting an E for it. If he has never taken a Pragmatics course, he cannot say that because it would break the maxim of quality.

2.3 Maxim of Relation

The maxim of relation provides an explanation, which states that a speaker is either a speaker or the speaker must deliver relevant information in order to ensure that there is good cooperation between the speaker and the listener in a conversation. This adage can be used as a bridge to connect various aspects of connection with one another. On the other hand, this dictum is frequently disregarded, and the reason that this occurs is typically because the speaker has a covert message that they wish to pass on to the audience, cited in (Op.Sunggu & Afriana, 2020). Based on Grice's book, *Be Relevant* (Grice, *Logic and Conversation*, 1975, p. 27). When people say something, they are supposed to say something related to what they said before. This is known as the maxim of relation. As an example, the maxim of relation says that people who speak are people, and people who speak must give relevant information to people who listen so that the two can work together.

2.4 Maxim of Manner

The maxim of manner states that a speaker must deliver clear, direct information and avoid imprecise or ambiguous information. The opposite of clear expressions or good manner can be ambiguous and unclear statements will be considered a violation of proverbs (Op.Sunggu & Afriana, 2020). Ambiguity, on the other hand, might be seen as the antithesis of plain phrases or good manners, and remarks that lack clarity will be seen as a breach of proverbs. It can be helpful for participants to understand the meaning that is being conveyed by the speaker, it is important for the listener to have a relationship, background knowledge, or listener can guess the meaning from the utterance that is given by the speaker. This will help avoid misunderstandings and ambiguous meanings. The maxim of manner requires speakers to be assertive and orderly, avoiding obscurity and ambiguity. Based on Grice's book, he states that maxim of manner like Avoid obscurity of expression, avoid ambiguity, be brief (avoid unnecessary prolixity), and be orderly (Grice, *Logic and Conversation*, 1975, p. 27).

2.5 Flouting of Maxim

It is common for people to exploit maxims, which is when a rule is broken in order to make a conversational point. Occasionally, interlocutors fail to adhere to the maxims for specific goals. When they do so, their speech carries a message burden that the hearer may or may not decode. In other words, the purpose of the speaker is not to deceive the audience, but they do expect the audience to decode and comprehend the message (Hmouri, 2021). Based on theory of (Grice, 1991, pp. 33-35) There are four types of flouting maxim, such as flouting maxim of quality, flouting maxim of quantity, flouting maxim of relation, and flouting maxim of manner.

1. Flouting Maxim of Quantity

There are several reasons why the participants disregard the quantity maxim. Someone engages in circumlocution. It signifies that the person fails to get to the point. When a speaker offers either less or more information than is requested, they are said to be flouting quantity (Nurfarwati et al., 2018). In this case, the participant provides either too little or too much information. Finally, the participant frequently breaks this guideline

since they speak insufficiently. It indicates that when someone speaks, they use incomplete words.

A: Where do you live?

B: I live in Karawang, more specifically in Cikampek. I just moved there because I did not like living in my old place because of the environment.

Maxim of quantity and its meaning happen when the speaker or the writer does not say or write enough information, or the information is too much and unnecessary. In this case, "B" does not follow the rule of quantity, because he gives too much information to "A", which can make the listener forget what he is talking about.

2. Flouting Maxim of Quality

The participant will flout the quality maxim because they will lie, state, or deny anything that is thought to be false in order to avoid punishment from someone else. When someone flouts, the participant then employs an ironic remark. Finally, the speaker distorts the information. It means that someone misrepresents someone's facts in order to make the addressees understand.

A: What is West Java's capital city?

B: I assume Bogor, or possibly Bandung.

When your input is incorrect or lacks evidence, the maxim of quality and its implications occur. 'B' flouts the quality maxim by providing an insincere response to 'A's' question.

3. Flouting Maxim of Relation

There are a lot of reasons why people don't follow the rule of relation. One of them is the conversation that doesn't match. There are a lot of times when participants do not understand how things work. People do not want to talk about the same thing all the time. They will change the subject or not talk about something. This is a common way to hide something from people. There are people who do not tell anyone about a secret or something else.

A: How about your thesis? Is it done?

B: Sorry, I am in a hurry to go to campus because I am late.

When the speaker deviates from the issue being inquired and discussed, maxims of relevance and implicature occur. The B's response does not adequately address the A's question. B attempts to deflect A's attention away from the question he dislikes.

4. Flouting Maxim of Manner

When someone employs confusing language, the participant flouts the principle of manners. Someone speaks in a foreign language, which the participant does not comprehend. Occasionally, the participant will exploit this flouting to exaggerate matters. This implies that the participant represents something bigger. Additionally, the participant speaks in slang in front of those who do not understand. Finally, if the participant's voice is not loud enough, this principle will be flouted. When the statements are not brief, vague, and unclear, maxims of manner and their implicature are used to convey meaning. Because it is ambiguous, the statement flouts the maxim of manner.

2.6 Effect

Participants in a conversation are expected to work with one another in order to have a successful exchange. Grice (1975, 1989, 2011) refers to this premise as the Cooperative Principle (henceforth, CP). (Grice, 1975, p. 26) writes, "Make your conversational contribution such as is required, at the point at which it occurs, by the acknowledged

purpose or direction of the talk exchange in which you are engaged". Thus, it may be stated that those participating in a discussion will collaborate to generate meaningful interactions by following specific conversational rules. It should be noted, however, that Grice's concept does not direct speakers on how to engage, but rather that people in a conversation should always assume that a set of norms is in effect, unless they observe conflicting signals. According to Leech, 1989 the requirement to tell the truth might, indeed, be regarded as a moral imperative. Grice was most interested in circumstances in which a speaker clearly fails to respect a maxim, not for the purpose of tricking or misleading the listener, but to drive the listener to look for a meaning that is different from, or in addition to, the expressed meaning. He referred to this new meaning as "conversational implicature," and the process by which it is formed as "flouting a maxim." (Thomas, 1995, p. 65).

According to Austin (1962), performance of an act in this new and second sense as the performance of an 'illocutionary' act, i.e. Performance of an act in saying something as opposed to performance of an act of saying something, and also refers to the doctrine of the various types of function of language in question as the doctrine of illocutionary forces (Austin, 1962, p. 99). Austin (1962) states that the responsibility of the speaker to cause consequential effects upon the hearer's behaviors, feelings, and thoughts, and this should be done with the aim of causing such effects. The consequential effects are called perlocutionary effects. They are annoying, boring, convincing, causing, getting the hearer to realize something, getting the hearer to do something, insulting, and surprising (H et al., 2021).

III. Research Method

This research used a descriptive qualitative method because this study was meant to look at how flouting maxim happens in the movie Zootopia. Qualitative research is descriptive and often uses analysis. Qualitative methods can be used in research to get a more in-depth look at a subject. In addition, the Grice theory (1975) is used as the main theory for this research. Furthermore, the subject of this study is an utterance that breaks a rule that Grice came up with (1975). The main character and the other actors are the focus of this study, so it will be easy to find utterances that break rules in every conversation in the movie. In addition, the researcher collects many reference sources to aid in the analysis of the data; these reference sources may be found on sites such as mendeley.com and libgen.rs (Library Genesis).

Observation is how researchers collect data. According to Sudaryanto (1993), cited in (Lasiana & Mubarak, 2020) observation is an approach for gaining knowledge about human behavior by observing and documenting without direct contact. As a result, the researchers employed an observational method while viewing films. Due to the fact that no one participated in this study, the researcher used a non-participatory approach to collect data. Researcher will amass data in a variety of ways. The first step is that the researcher begins by watching the film. After that, pay close attention to each dialogue between the film's actors. The researcher also read the transcript of the movie in the online website of scriptpdt.com. Then classify the data in the film using Grice's theory. Next, choose the utterances with four types of flouting maxims to look at. After that, analyzing data is to look for the rule that does not work, which was found in the previous step. Then, grouping four different types of flouting maxims to look at the data, and then looking at the highest number of flouting maxims found. Eventually, drawing a conclusion based on all the numbers that were found and drawing the largest number.

IV. Results and Discussion

4.1 Types and Effects of Flouting Maxim in the Movie Zootopia

Based on the principle of cooperation by Grice, in the Zootopia film, the writer found many conversations that obey the maxims based on Grice's theory. This study will only discuss the conversation that flouts the maxim, which can be called the "Flouting Maxim." Briefly, based on the analysis, it was found that there are four types of flouting maxim categories, namely flouting maxim of quantity, quality, relation, and manner. The percentages of occurrence of the four categories of flouting maxim found are presented in figure 1.

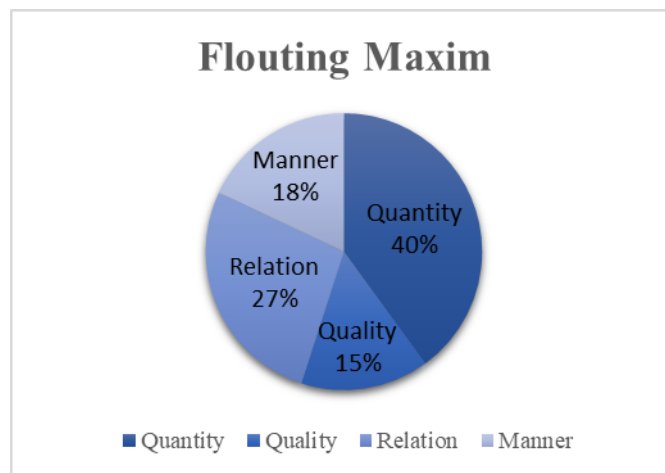


Figure 1. The occurrence of Flouting Maxim

Based on the analysis, there are eight effects of flouting maxim in the movie Zootopia, namely, annoying, boring, convincing, causing, getting the hearer to realize something, getting the hearer to do something, insulting, and surprising. The percentages of the eight effects of flouting maxim found are presented in figure 2.

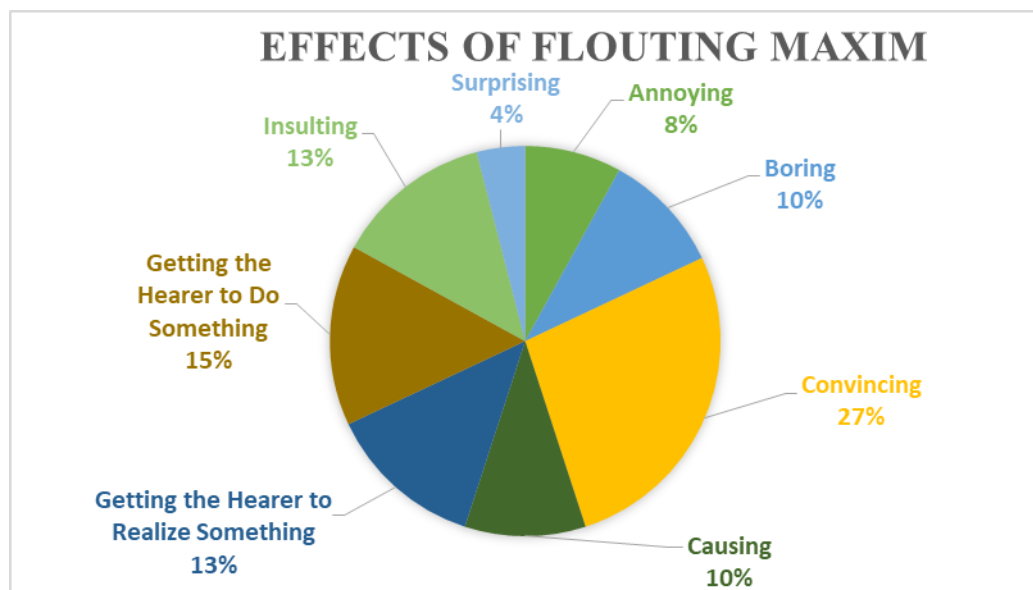


Figure 2. The percentages of eight effects of flouting maxim

4.2 Flouting Maxim of Quantity

Data 1:

Situation : Hopps got the assignment from her boss to find Mr. Otterton, so she asked to Nick, because Nick is a popsicle seller which is sure to meet a lot of animals. Hopps looks ahead, Nick has gone around the corner. Hopps pulls in front of Nick and sounds her siren.

NICK : "Hey, Carrots, You're gonna wake the baby, I gotta get to work."

HOPPS : "This is important, Sir. I think your ten dollars worth of popsicles can wait."

NICK : "I make 200 bucks a day, fluff, 365 days a year, since I was 12, and time is money, hop along."

HOPPS : "Please, just look at the picture."

Hopps holds up the traffic cam picture of the otter.

HOPPS : "You sold Mr. Otterton that popsicle right? Do you know him?"

NICK : **"I know everybody. And I also know that somewhere there's a toy store missing its stuffed animal, so why don't you get back to your box."**

(Zootopia Movie, Minute 35:25)

From the conversation, it can be seen that Nick **flouting maxim of quantity**, because he answered too much information that was actually not important. Nick should simply reply "yes I know, or no, I don't know" not to be as overbearing as the conversation. Therefore, the flouting maxim of quantity is only too much when answering but does not give an answer at all. If we look at it, Nick feels lazy to answer the question from Hopps. Actually, Nick had predicted that Hopps would ask for help so Nick answered by flouting the maxim of quantity and did not give an answer.

The effects of flouting maxim on Nick is **annoying**. It can be seen from how Nick responded Hopps's question. From the conversation, it appears that Nick talks a lot, giving rise to an annoying impression. Nick does not look like he wants to deal with Hopps so Nick answers in a curt which is not really important to talk about. Therefore, the effect of Nick's flouting maxim of quantity is annoying.

4.3 Flouting Maxim of Quality

Data 2:

Situation: Hopps and Nick caught by Mr. Big because he got into his car without permission, so that made Nick scared because Mr. Big is famous for being very cruel and evil.

Nick : "This is a simple misunderstanding."

Mr. Big : "You come here unannounced... on the day my daughter is to be married?"

Nick : "Well actually we were brought here against our will, so point is, I did not know it was your car, and I certainly did not know about your daughter's wedding."

Mr. Big : "What are you, a performer? What's with the costume?"

Hopps : "Sir, I am a c—"

Nick : **"Mime! She is a mime. This mime, cannot speak. You can't speak if you're a mime."**

HOPPS : "No. I am a cop. And I'm on the Emmitt Otterton case, and my evidence puts him in your car, so intimidate me all you want, I'm going to find out what you did to that otter if it's the last thing I do."

(Zootopia Movie, Minute 49:07)

From the conversation, Nick seems to have **flouting maxim of quality**, because he spoke did not match the facts, he said that Hopps was a mime when in fact Hopps is a cop. Nick's answer was so inconsistent with the facts, even Hopps was wearing her uniform, but Nick just answered with an answer that did not match the facts. His actions are motivated by his fear of being in a critical scenario, and in that situation, it is common for someone to automatically answer anything he wants without considering the facts, and also Nick wanted to protect Hopps because he was afraid something bad would happen to them.

The effect of flouting maxim in that conversation is **convincing**. Nick was very afraid of Mr. Big, so that by the time Nick and Hopps were caught by Mr. Big, Nick tried to convince Mr. Big, so they do not get the punishment. From the conversation, we can see that Nick flouted the maxim of quality which had a convincing effect that Mr. Big trusted and was willing to let them go. Therefore, the effect of flouting maxim of quality in this conversation is convincing.

4.4 Flouting Maxim of Relation

Data 3:

Situation	: When Hopps was chosen as a cop in Zootopia. She had to live independently without her parents. Her parents were very worried about Hopps because in every way, they wanted to protect their child, but Hopps herself felt embarrassed because her parents were too much. Hopps felt her parents could not trust her that she could take care of herself. Stu begins pulling a bunch of pink fox deterrents from a bag.
Stu Hopps	: "This is fox deterrent."
Bonnie Hopps	: "Yeah that's safe to have there."
Stu Hopps	: "This is fox repellent..."
Bonnie Hopps	: "Okay, the deterrent and the repellent, that's all she needs."
Stu Hopps	: "Check this out!"
Stu removes a fox taser, fires it up. It sizzles.	
Bonnie Hopps	: "Oh for goodness sake. She has no need for a fox taser, Stu."
Stu Hopps	: "Oh c'mon. When is there not a need for a fox taser?"
Judy (Hopps)	: "Okay, look-- I will take this to make you stop talking."

(*Zootopia Movie, Minute 09:11*)

From the conversation, it was seen that Hopps is **flouting maxim of relation** because she did not answer the topic of her parents' question. It was very clear that Hopps tried to change the topic by answering as quickly as possible so that she could change the topic to another. Hopps commits this flouting because she feels uncomfortable with the conversation, so she prefers to flout the maxim of relation in order to avoid topics that make her uncomfortable. The point is from the flouting maxim of relation, Hopps tries to avoid discomfort her situation.

The effect from this conversation is **getting the hearer to realize something**. Hopps's parents are very worried about Hopps when she is on duty. Therefore, they provide various kinds of protection from harm, they want Hopps to bring all the recommendations from her parents, but Hopps actually feels uncomfortable about it, because Hopps feels that she is an adult and can take care of herself, so that Hopps feels a little uncomfortable because her parents talk too much and convince Hopps. Therefore, the response from Hopps is getting the hearer to realize something, so that her parents realize that Hopps can take care of herself, no need to overdo it to protect Hopps.

4.5 Flouting Maxim of Manner

Data 4:

Situation : Hopps asks for help finding Mr. Otterton, and finally Nick is willing to help her with the first step, which is to visit a place that is arguably the place of the "adults' version of Zootopia."

HOPPS : "Start talking."

NICK : "I don't know where he is, I only saw where he went."

HOPPS : "Great, let's go."

NICK : "It's not exactly a place for a **cute** little bunny."

HOPPS : "Don't call me **cute**. Get in the car."

NICK : "Okay, you're the boss."

(*Zootopia Movie Minute 36:57*)

From this conversation, Nick's dialogue is **flouting maxim of manner**. The conversation looks ambiguous because Nick said "cute" not to praise Hopps, but to make fun of Hopps because Hopps has a small body, so she looks like a child, even though she is an adult. This conversation of flouting maxim of manner because there are ambiguous words. From the flouting of the maxim of manner, it does not cause any discomfort, but it is just a joke made by friends in general, so this conversation creates a funny impression to build a better atmosphere in the movie.

The effect from flouting maxim of manner in this conversation is **insulting**. From this dialogue, it can be seen that Nick calls Hopps "Cute", but not as a compliment but as an insult. Nick may feel that speaking like that is like a joke in general, but for Hopps to speak like that is an insult. Therefore, the effect of the above conversation is insulting.

V. Conclusion

Based on Grice's cooperative principle theory, the researcher identified four types of flouting maxim. The researcher found that there are four types of flouting maxim, namely flouting maxim of quantity (40%), flouting maxim of quality (15%), flouting maxim of relation (27%), and flouting maxim of manner (18%). Based on the results of the analysis, it can be seen that the flouting maxim of quantity is that occurs frequently in the movie Zootopia with the percentage of 40%. Therefore, the type that occurs the most is flouting maxim of quantity. It occurs as a result of either providing too much or too little information to the listener. Meanwhile, the rarely flouting maxim in the movie Zootopia was maxim of quality.

Moreover, researcher also concluded that there are eight effects based on Austin's perlocutionary effects theory. There are eight effects of flouting maxim, namely annoying (8%), boring (10%), convincing (27%), causing (10%), getting the hearer to realize something (13%), getting the hearer to do something (15%), insulting (13%), and surprising (4%). Based on the results of the analysis, it can be seen that the effect of flouting maxim namely convincing is that occurs frequently in the movie Zootopia with the percentage of 27%. Therefore, the effect that occurs the most is convincing.

References

- Arofah, S., & Mubarak, H. (2021). An Analysis of Violation and Flouting Maxim on Teacher-Students Interaction in English Teaching and Learning Process. *Language Circle: Journal of Language and Literature*, 15(2), 249–256. <https://doi.org/10.15294/LC.V15I2.28148>
- Austin, J. L. (1962). *How to Do Things with Words*. Oxford University Press.
- Febriyanti, R. H. (2021). flouting maxim on utterance of characters in “anak negeri (kisah masa kecil ganjar pranowo)” movie. *ijlecr - international journal of language education and culture review*, 7(1), 75–82. <https://doi.org/10.21009/IJLECR.071.07>
- Ervina CM Simatupang, N. N. (2021). Pragmatic Analysis Of Deixis In The Novel Fangirl By Rainbow Rowell. *English Journal Literacy UTama*.
- Giriyani, P., & Efransyah, E. (2020). Flouting Maxims On The Dialogue Of Characters In Up! Animated Movie. *Project (Professional Journal of English Education)*, 3(4), 512. <https://doi.org/10.22460/PROJECT.V3I4.P512-517>
- Grice, P. (1975). *Logic and Conversation*.
- Grice, P. (1991). Studies in the Way of Words. In *Studies in the Way of Words*. Harvard University Press.
- H, T. R., Lubis, M., & Nasution, E. H. (2021). Flouting Maxim Performed By The Main Character In The Edge Of Seventeen Movie. *Jurnal Darma Agung*, 29(2), 273. <https://doi.org/10.46930/OJSUDA.V29I2.1080>
- Hidayati, N. N. (2018). Pelanggaran Maksim (Flouting Maxim) Dalam Tuturan Tokoh Film Radio Galau Fm: Sebuah Kajian Pragmatik. *An-Nas*, 2(2), 248–263. <https://doi.org/10.36840/AN-NAS.V2I2.108>
- Hmouri, Z. (2021). Flouting Gricean Maxims for Comic Implicatures in Hassan El Fad’s Sitcom Comedy Tendance Forth Episode. *International Journal of Linguistics and Translation Studies*, 2(2), 55–66. <https://doi.org/10.36892/IJLTS.V2I2.147>
- Lasiana, L. L., & Mubarak, Z. H. (2020). An Analysis of Flouting Maxim in Ruby Spark Movie. *IDEAS: Journal on English Language Teaching and Learning, Linguistics and Literature*, 8(1). <https://doi.org/10.24256/IDEAS.V8I1.1348>
- Latifatun Nuzulia, I. F. (2020). Pragmatic Analysis of Flouting Maxim in Donald Trump’s Interview with TIME in the Oval Office 2020. *Journal of English Language Teaching and Linguistics*, 5(3). <https://doi.org/10.21462/jeltl.v5i3.443>
- Leech, G. (1989). Principles of Pragmatics. In *Principles of Pragmatics* (p. 134). London and New York: Longman Linguistics Library.
- Md. Mahroof Hossain. (2021). The Application of Grice Maxims in Conversation: A Pragmatic Study. *Journal of English Language Teaching and Applied Linguistics*, 3(10), 32–40. <https://doi.org/10.32996/JELTAL.2021.3.10.4>
- Nur Ariesta, E., & Simatupang, E. (2019). The Illocutionary Acts In The Movie The Death Cure: Pragmatics Study. *Journal Sampurasun : Interdisciplinary Studies for Cultural Heritage*. <https://doi.org/10.23969/SAMPURASUN.V5I2.1782>
- Nurfawati, D., Anisa, S. N., & Yugafati, R. (2018). The Analysis Of Flouting Of Conversational Maxims On The Main Characters In “ Moana” Movie. *Project (Professional Journal of English Education)*, 1(5), 677. <https://doi.org/10.22460/PROJECT.V1I5.P677-686>
- Op.Sunggu, E. J., & Afriana, A. (2020). Flouting Maxims in “Wonder Woman“ Movie. *Linguistic, English Education and Art (LEEA) Journal*, 4(1), 1–12. <https://doi.org/10.31539/LEEA.V4I1.1394>

- Purba, N. et al. (2020). Language Acquisition of Children Age 4-5 Years Old in TK Dhinukum Zholtan Deli Serdang. *Linglit Journal: Scientific Journal of Linguistics and Literature*. P.19-24
- Setiawan, F. A., & Haryani, H. (2020). An Analysis of Maxim Flouting in Pokémon: Detective Pikachu Movie. *PROJECT (Professional Journal of English Education)*, 3(2), 224. <https://doi.org/10.22460/PROJECT.V3I2.P224-230>
- Sinaga, R., & Handayani, N. (2020). Flouting Maxims In “White House Down“ Movie. *JEE (Journal of English Education)*, 6(1), 37–44. <https://doi.org/10.30606/JEE.V6I1.409>
- Thomas, J. A. (1995). *Learning About Language*.
- Yule, G. (2020). *The Study of Language (Seventh Edition)*. New York: Cambridge University Press.