

Flouting of Cooperative Principles' Maxims in Television Series *Victorious: Free Shipping*

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Abstract: This study aims to find out Flouting of cooperative principles' maxims found in a television series entitled *Victorious: Free Shipping*. The method of this study is descriptive qualitative. Meanwhile, in collecting the data, the researchers downloaded *Victorious: Free Shipping* video from Nickelodeon U.K Youtube channel purposively and transcribing into the written ones. In analyzing the data the researchers employed a framework purposed by Grice (1975). According to Grice in Yule (1996:37), in the cooperative principle, the participants of the conversation should make their contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged. The results of this study showed that the flouting maxim occurs when the speakers do not observe a proper maxim during conversation to make certain meaning and is the discovery of all types of flouting maxim purposed by Grice (1975). In this results, there are 2 utterances that flout the maxim of quantity and 3 maxims of relation.

Keywords: *cooperative principles, flouting maxim, maxims, victorious, youtube*

RESEARCH BACKGROUND

Language is a means for humans to interact with each other. Language is also an identity for a group so that not all places have the same language, but sometimes language can be understood by other people even though they don't have the same language. According to William A. Haviland, language is a sound system that when combined according to rules will be able to create meanings that can be captured by everyone who is speaking using a particular language. Meanwhile, Sudaryono said the means of communicating effectively, although still not perfect, so that the imperfections of the language can become a means of communication that becomes a source of misunderstanding. Thus, it can be seen how important language is in daily activities. In order not to cause misunderstandings in communication, more attention is needed to the interlocutor and his condition so that the intent of the communication can be conveyed properly.

Communication is not only to find out the meaning of the word but also to find out the speaker's intention based on his expression. According to Bernard Berelson and Gary A. Steiner in the book *Human Behavior: An Inventory of Scientific Finding* (1964) states that communication is a process of transmitting information, ideas, emotions, skills, and others through the use of words, numbers, symbols, images, and so on. So it can be said that if communication is conveyed clearly it will create a good communication process because the purpose of the communication is right on purpose. In pragmatics, there are several rules so that communication can be created properly. Pragmatics is a branch of linguistics that

studies the meaning structure of language externally, namely how the linguistic unit is used in communication. This is in line with Rahardi (2005:49) pragmatics is a science that studies the conditions of the use of human language which is basically very much determined by the context that embodies and underlies the language. This is in line with the previous opinion of Wijana (2010:3-4), who stated that pragmatics is a branch of linguistics that studies the structure of language externally, namely how the linguistic unit is used in communication. According to Grice (1975:45-47) suggests that a reasonable discourse can occur if the speaker and the speaker obey the principle of cooperative communication. The cooperative principle consists of four conversational maxims. The maxim consists of maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner. In this maxim of quantity, speakers are expected to be able to provide sufficient and informative information, where the information provided does not exceed the required information. In the maxim of quality, speakers are expected to provide correct information according to existing facts. In the maxim of relation, the speaker is expected to make a related or related contribution. Meanwhile, in the maxim of manner, speakers are expected to be able to convey information directly, clearly, and not vaguely or vaguely. According to Grice in his book entitled "Logic and Conversation", he said that:

"We might then formulate a rough general principle which participants will be expected (*ceteris paribus*) to observe, namely: Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged. One might label this the Cooperative Principle." (From "Logic and Conversation" by H. Paul Grice).

That means that in the cooperative principle, involvement in a conversation is expected to contribute to each other so that the goals in the conversation can be conveyed. However, in daily communication, people do not always follow the principles of cooperative principles. This can happen intentionally or unintentionally. For example, the intentional violation of maxims is usually aimed at pleasing the interlocutor. They lie or exaggerate their words in order to attract the attention of the other person. Sometimes, they also provide irrelevant and ambiguous information. This is what is known as the flouting of maxims.

There are several studies related to "Pragmatics Analysis of Maxim Flouting in Victorious: Free Shipping", such as the research of Debby Natasya, Yuhendra, Nofrika Sari (2019) entitled "Flouting Maxim in Finding Dory Movie". This study has two objectives, namely to find the type of flouting maxim that can be found in the film Finding Dory and to explain the floating maxim that appears. In the analysis, the researcher applies Grice's theory as a reference in this paper. Meanwhile, Paramita Widya Hapsari's paper (2021) entitled "Comparison of the Maxim of *Cooperation Principles Answering Two Translated Version of the Novel Pride and Prejudice* as well as Its Impact on the Quality of Translation". This study analyzes whether there is a violation of the maxim Cooperation Principle, describes the translation technique, and describes the impact of the technique translation of assertive speech acts answering characters in two versions novel *Pride and Prejudice* on the quality of its translation. The theory used in this research is Grice's theory and Yule's theory. Based on the background of the problem above, this research focuses on what maxims are adhered to, what types of flouting maxims and flouting maxims appear in "Victorious: Free Shipping" based on the theory proposed by Grice (1975).

Based on the identification of the problems above, the researcher formulates the problem of this research as follows:

1. What maxims of compliance are obeyed in the television series "Victorious: Free

Shipping"?

2. What are the floating maxims that can be found and often appear in the television series “Victorious: Free Shipping”?

RESEARCH METHOD

This study used a descriptive qualitative method. According to Nazir (1988), descriptive method is a method in examining the status of a group of people, an object, a set of conditions, a system of thought or a class of events in the present. This study explains the types of flouting maxims found in “Victorious: Free Shipping”. The data used were taken from Nickelodeon U.K’s on YouTube channel purposively. To collect the data the researchers used the following steps: (1) Downloaded the video "Victorious: Free Shipping" from Nickelodeon U.K’s YouTube channel. (2) Transcribed the video by watching the video many times. (3) Read and check dialogues related to research. (4) Analyze the types of speech acts contained in the two videos. Meanwhile, in analyzing the data, the researchers employ a framework purposed by Grice (1975) and Cutting. Flouting maxims are as follows:

1. Flouting of Quantity

Occurs when the speaker gives too little or too much information. So that the speaker does not provide the information needed.

2. Flouting of Quality

Occurs when the speaker provides information that is not in accordance with the facts or lacks evidence in the information.

3. Flouting of Relations

Occurs when the speaker gives irrelevant responses to the topic being discussed.

4. Flouting of Manner

Occurs when the speaker gives an ambiguous expression.

RESULT AND DISCUSSION

Table 1. The percentage of Flouting Maxims

No.	Forms of Maxim	Quantity	Percentages (%)
1.	Maxim of Quantity	2	40%
2.	Maxim of Quality	0	0%
3.	Maxim of Relation	3	60%
4.	Maxim of Manner	0	0%
TOTAL		5	100%

Based on the data I got, there are compliance and floating maxim found in “Victorious: Free Shipping”. In this study, there are two maxims found in the data, namely Maxim of Quantity and Maxim of Relation. This can be described as follows:

1. Maxim of Quantity

In the dialogue found in the television series entitled “Victorious: Free Shipping, it is found compliance with the maxim of quantity.

Excerpt. 1

Advertising model 'A' : *Hey, It's that a pajelehoocho?*

Advertising model 'B' : *Sure, it's.*

The dialogue occurs in an advertisement that is shown in one of the scenes where Cat and her friends see a pajelehoocho commercial on Robbie's laptop. The ad model 'B' obeys the maxim of quantity because it provides the required information. Then found another dialogue related to the flow of quantity in the television series "Victorious: Free Shipping".

Excerpt.2

Cat : *Anyone wanna talk about what I'm wearing? It's pajelehoocho!!*

Cat's friend : *A jelly juice what?*

Cat : *It's pajelehoocho! They're pajamas, They're jeans, They're leggings, It's a hoodie, It's a poncho. The pajelehoocho!*

The floating maxim that occurs in the dialogue, Cat's friend gives too much information. Instead of answering "*A jelly juice what?*" actually Cat's friend can answer "*What's pajelehoocho?*". In addition, in explaining pajelehoocho Cat provided too much information, instead, she replied "*It's pajelehoocho! They're pajamas, They're jeans, They're leggings, It's a hoodie, It's a poncho. The pajelehoocho!*", Cat could answer with "*Pajelehoocho is a combination outfit*". The type of flouting maxim used by Cat's friends and also Cat is the maxim of quantity because the response he gave did not match what was needed. Based on the two dialogues above, it can be concluded that the advertising model 'B' is more cooperative than Cat and Cat's friend.

2. Maxim of Relations

In this case, flouting of relations occurs when the other person does not provide a response that is relevant to the topic being discussed. In “Victorious: Free Shipping” found several dialogues related to the maxim of relation.

Excerpt. 3

Cat : *Hey, Robbie. Will you wear the pejelehoocho?*

Robbie : *Cat...*

Teacher : */ekhem*

Robbie : *Yes!*

In the dialogue, at first, Robbie's answer was not relevant to Cat's question, but after being reprimanded by their teacher, finally Robbie's answer was relevant to his question. This can be considered to obey the maxim of relation because Robbie's response is related to Cat's question. Other dialogues related to this maxim are as follows:

Excerpt. 4

Cat : They said, I could have free shipping if I bought it, a gross.

Cat's friend : Cat, that's 144.

Cat's friend's response clearly violates the maxim of relation because it doesn't fit the topic under discussion. However, to maintain the assumption of cooperation, Cat had to conclude some local reasons for example 'the price of pajelehoocho is too expensive even though it's 'free shipping'.

Grice in Mammariidu (2000: 230) "considers the maxim of relevance is very important is generating implicature". In "Victorious: Free Shipping" another dialog can be found which violates the maxim of relation compliance.

Excerpt. 5

Cat's friend : You bought 144 pajelehoocho?

Cat : Free shipping!

In the floating maxim that occurs in the dialogue above, Cat gives a response that is irrelevant to what Cat's friend is talking about. Instead of answering "*Free shipping!*" Cat should have answered, "*Yes, that's right*". The dialogue above shows that in the second and third dialogues Cat's friend and Cat are not cooperative when compared to Robbie in the first dialogue.

CONCLUSION

Victorious: Free Shipping has two maxim types out of four maxims. That is maxim of quantity and maxim of relation. There is one flouting maxim found in the maxim of quantity and two flouting maxims that can be found in the maxim of relation. Compliance maxims can also be found in this series. In addition, the researcher found the reason why all the characters pronounce the flouting maxim. In this series, the researcher interprets the reasons why Cat and her friends violate the maxims. Based on the purpose, the reason why all the characters utter violation of maxims in their dialogues is because they expect something, to explain further, to change the conversation, to convince, and to get attention.

Based on the explanation above, it can be concluded that in this series the violation of maxims is intentionally presented because it violates the maxims which are usually said in everyday conversation. Maxim in its use is very important in order to facilitate the conversation so that one speaker can understand the intent of the other speaker and the purpose can be conveyed.

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