FLOUTING MAXIMS OF QUANTITY IN SPIDER-MAN: HOMECOMING MOVIE

Nofriansah¹, Melati Theresia²
STKIP PGRI Sumatera Barat, Indonesia
¹nofriansah.12bahasa@gmail.com, ²bukittinggi511@gmail.com

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Abstract
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INTRODUCTION
In every conversation, the communication between speaker and hearer is not always successful. Sometime misunderstanding happen between them. It happens because the speaker does not has cooperative effort and makes the hearer does not assume the meaning of the conversation. By having principle make the communication between speaker and hearer work effectively. The cooperative principle are four maxim, they are: quantity maxim, quality maxim, relevance maxim and manner maxim.

However, there are unisex which did not know what maxim and also how to use the maxim is true. The non-observance of maxims have terms, there are classified into several, there are flouting a maxim, infringing a maxim, opting out of a maxim, and suspending a maxim. All non-observance always happened when do conversation or convey information in our daily activity. One of the four non-observance that often happens is flouting maxim which often happens unnoticed by everyone.
Flouting itself is one of the most frequent maxim violations and has several types. Flouting itself is where the speaker blatantly fails to convey something or the intent of his goal to the other person. Usually the violations that occur are deliberate by the speaker. Speaker just wants his interlocutor to find other meanings of his words, which break of the maxim. This flouting can find in novel, movie, comic, and etc. Moreover, According to Rowe & Levine (2016:170) says pragmatics is the study of the effect of context on meaning. In fact, pragmatics is about the practical use of language.

The cooperative principle (CP) in pragmatics related to how a person it contributed in a conversation. The contribution shown by the participant in this case may be related or in compliance with the principles and vice versa (disobeying). Moreover, Leech (1983: 82) explains that Cooperative Principle enables one participant in a conversation to communicate on the assumption that the other participant is being cooperative.

Meanwhile, The cooperative principle, as enunciated by philosopher H. Paul Grice (as cited in Finnegan, 2004:287) is as follows: “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”. Moreover, Rowe & Levine (2016:179) says that cooperative principle is the basis for the maxims of conversation, and assumes that each person is trying in good faith to communicate and understand.

Maxim is a linguistic rule in lingual interaction; the rules governing speaker’s actions, the use of his language, and speaker’s interpretations of the actions and utterances of speaker’s opponents. According to Finch (2000:160) regards maxims as the implicit principles on successful communication is built. Furthermore, they can be departed whenever such communication is not needed or is intended to be hindered.

Furthermore, Yule (1996:37) explains about maxim shortly. He explain that, in maxim of quantity make your contribution as informative as is required do not make your contribution more informative than is required. In maxim of quality do not say what you believe to be false and do not say that for which you
lack adequate evidence. In maxim of relation you should be relevant and the last maxim of manner, avoid obscurity of expression and avoid ambiguity.

Flouting maxim where the speakers clearly failed to communicate something to the other. Usually the violations occurred with the objective intended by the speaker interlocutor get different information from the initial purpose. Based on Cutting (2002:36) states that when the speaker seems not to hold on the maxims but expect the hearers to get the meaning implied, it is called flouting the maxims.

Context is something that accompanies or that along with the text. Context of an utterance consist of speaker, the sentence which is uttered, the act performed in the uttering of sentence or hearer. According to Mey (2001:41) defines that context is about understanding what things are for; it is also what gives our utterances their true pragmatic meaning and allows them to be counted as true pragmatic acts. Context can be said to encompass all the information that the hearer when interpreting language expressions. Krippendorff (2004:51) states that a context is always someone’s construction, the conceptual environment of a text, the situation in which it plays a role. Moreover, Loukosa (2007:23) states that context is usually conceived as an extensive and multidimensional concept, which includes social, cognitive, cultural, linguistic, physical, and other non-linguistic context.

Hymes (in Vakili 2012:4) also proposed that these speech events have components that should be taken into account to produce a satisfactory description of any particular speech event. He offers the mnemonic device of SPEAKING grid as a heuristic for the various factors he deems to be relevant. Such factors are ‘setting’, ‘participants’, ‘ends’, ‘act sequences’, ‘key’, ‘instrumentalities’, and ‘genre’.

METHODS

This research used descriptive qualitative approach since it emphasizes on the use of language phenomena in the context by interpreting the data. According to Bogdan and Taylor in Moleong (2014:4), qualitative research method was
defined as a research procedure which is produced descriptive data in the form of words written or spoken of the person who can be observed. addition data such as document and the addition data such as document and others.

In this research, there are two data sources. The source was flouting maxims in Spider-Man: Homecoming movie. The secondary sources were the utterances in the script the movie. The researcher used observation method. According to Sudaryanto (1993:2) observation method was real terms observation method which using language. To support the use of the tapping technique, do advanced techniques of non-participatory observational technique (SBLC). Non-participatory observational technique means activities which do not play a role in the object of the study (Sudaryanto 1993:3). In this research, the researcher used referential method. According Sudaryanto (2015;15) the referential identity was the method of analyzing data where the key factors of the data are defined by context outside of language itself such as; speaker, time, setting, social situation.

FINDING AND DISCUSSION

In the data analysis, the researcher analyzed flouting maxim of quality that found in utterance’s movie script in Spider-Man: Homecoming. The researcher uses non-participatory observational technique to collect the data.

1. Datum 1

LIZ : “Flash, you're in for Peter.”
FLASH (he sits enjoyable on the chair and he is naughty boy also he desire to change Peter’s position in championship because he is the reverse)
: “Whoofff…. I don't know (joking). I gotta check my calendar first. I got a hot date with Black Widow coming up.”

a. Context of situation in movie

Where students perform exercises in preparation for the Championship between schools in the performance space. On the other hand, the teacher discussing with Peter and the other student asks what happened about Peter. Then Liz asks Flash to change Peter’s position.

b. Analysis
Based the dialogue above, Liz asks Flash to change Peter’s position after Liz know that Peter who has something to do. When Flash says “I don’t know”, Flash gives the information what Liz need required. “I don’t know” in Flash’s utterance has the meaning as “yes” because he actually desire to change Peter’s position and he give the answer with a joke. Here Flash gives the information in accordance with the rules of maxim of quantity. Although Flash gives the information what Liz is required but he still continues give the answer which he gave before to Liz. Flash says “I gotta check my calendar first. I got a hot date with Black Widow coming up”, this utterances indicate that Flash break of rule maxim and he should give the answer just like “yes” accordance what is required. The meaning “Black Widow” is the character superhero who the female wear black suit in Avengers team heroes. Referring Flash’s utterances, Flash does the flouting maxim of quantity. In theory, flouting maxim of quantity is where the speaker gives more information than what is needed should be.

2. Datum 2

TOOMES (The BIRD) : “So that's it. You're just gonna run?”
SCHULTZ (he is the one who work for Toomes) : “Feds were waiting for us. Now we're on Iron Man's radar? Yeah, I'm running. You should too.”

a. Context of situation in movie

After the transaction was the sale of their disturbed many times by Spiderman. The last transaction sales they are known by the FBI and also Iron-Man is coming to help Spider-Man, Toomes and Mason can only sit pensive in base camp. Schultz was suddenly come to pass among them.

b. Analysis

Schultz is working on Toomes. Toomes is the BIRD who bad character also the enemy of Spider-Man. In Schultz's utterance, seen that Schultz did not answer questions Toomes in directly. It can be seen that on Schultz's utterance “Feds were waiting for us. Now we're on Iron Man's radar?”. The word of “Feds” the other name of “FBI ( Federal Bureau of Investigation )” and the word “radar” has same meaning with “supervised”. Referring Schultz’s utterance, Schultz give more
information about what happened before and exactly what Schultz convey is not required the information. He does break the rule of maxim of quantity because he gives more informative. Even though, he continues, “Yeah, I'm running”, it can be seen that what Schultz say in the last is the information required by Toomes and from that utterance include in maxim of quantity. From Schultz's utterance can be known that Schultz does flouting maxim of quantity. Related the theory, flouting maxim of quantity is where the speaker gives more information than what is needed should be. In this case, Schultz on his utterance, he gives the answer accordance with the conditions that have occurred.

3. Datum 3

Flash : “I'm sorry about dinner... but I know when branzino's fresh, and that was not fresh, okay? So...”

[SCREAMS]
PETER [in gravely voice]
  : “Flash, I need your car and phone.”
FLASH : “Uh, sir, technically, this is my dad's car, sir. So I can't...”

a. Context of situation in movie

Flash and his girlfriend are heading to a party while talking about their dinner. In the middle, Spider-Man (Peter) where he chase the Bird jump to the front of Flash’s car.

b. Analysis

What is uttered by Flash, can be known clearly that Flash does break of maxim which he says "Uh, sir, technically, this is my dad's car, sir " , Flash gives a reason first before answering questions Spider-man and Flash gives the answer that are more informative. From Flash’s utterance, it is indicate that Flash does flouting maxim of quantity towards Spider-Man. In theory, flouting maxim of quantity is where the speaker gives more information than what is needed should be. Flash should give the answer accordance like the last he says “I can't...” also the words indicate that utterance follow the maxim of quantity but he does not.

4. Datum 4

HAPPY [on screen, he is busy because he has a duty]
  : “Takeoff in nine minutes. Hello? Hello? Who is this?”
NED : “Uh... Mr. Happy, it's Ned.”
HAPPY : “Who?”

NED (he will try tell quickly and rush about who he is) : “I'm an associate of Peter Parker. Got something very important to tell you...”
HAPPY : “You gotta be shitting me.”

a. Context of situation in movie
Peter is driving a car and he asking Ned to call Happy. Ned himself was in the school library room. Beside, Happy in Tony's building to prepare things to move to the new building.

b. Analysis
Ned is Peter’s close friend and Happy is security of chief of Tony also the Peter’s guard. First, Ned gives informative information when answering questions from Happy's question. Happy says "Who is this? ", and Ned answer like "it's Ned.", On Ned’s utterance, it is indicate that Ned follow the maxim of quantity. Even though, Happy asking again who is talking with him. Then, Ned answer that more information than what need should be. Ned says "I'm an associate of Peter Parker.", the word “associate” has same meaning with “partner”. Referring Ned’s utterance, it can be seen that the information is excessive and it is like a joke when someone is first to introduce himself to people who do not yet know. From this utterances, Ned does flouting the maxim of quantity toward Happy. Related the theory, flouting maxim of quantity is where the speaker gives more information than what is needed should be. Because it gives more information and is not needed. Ned should give the answer like what he gives before because it is not break the rule of maxim.

CONCLUSION
Maxim is one thing that has really important in do conversation. It was guided the human to speak better, informative, in accordance with the facts and have relationships and clear. In fact, the non-observance of maxim often occur in every conversation carried out by any person with the intent of a specific goal. However, flouting maxim is one of variations of break the rule of maxim which
often happens unnoticed. Flouting maxim where the speakers clearly failed to communicate something to the other.

This research use descriptive qualitative approach since it emphasizes on the use of language phenomena in the context by interpreting the data. Then, in the research there are two data sources. The source is flouting maxims in Spider-Man: Homecoming movie take from the website. The secondary sources are the utterances in the transcript the movie. The researcher found types of flouting maxim in Spider-Man: Homecoming movie based on Cutting’s theory. There 14 flouting maxim in data with Cutting’s theory and Yule’s theory in Spider-Man: Homecoming movie. The researcher found 4 types of flouting maxim of quantity in this movie, 7 types of flouting maxim of relation and also 1 types of flouting of manner in this movie.

REFERENCES


