

FLOUTING MAXIMS TO CREATE HUMOR IN MOVIE *THIS MEANS WAR*

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Abstrak

Dalam studi pragmatik, adanya humor di dalam sebuah percakapan dapat disebabkan oleh pelanggaran pada maksim percakapan. Pelanggaran pada maksim percakapan ini akan berorientasi pada situasi yang komikal yang akan membuat sebuah percakapan menjadi lucu. Studi ini dilakukan untuk menemukan bagaimana melanggar maksim percakapan digunakan untuk menciptakan humor. Tujuan dari penelitian ini adalah untuk menunjukkan bahwa humor dalam film *This Means War* adalah hasil dari melanggar maksim percakapan. Penelitian ini mencari jenis maksim apa saja yang dilanggar dan mengeksplorasi bagaimana karakter melanggar maksim percakapan. Data penelitian ini diambil dari percakapan berisi humor diantara empat karakter utama dalam film yang dipilih. Hasil penelitian menunjukkan bahwa dalam menciptakan humor, karakter melanggar keempat maksim percakapan. Maksim kualitas adalah yang paling sering dilanggar untuk membuat percakapan humoris dan karakter menggunakan konsep retorik *overstatement* di sebagian besar pelanggaran. Penelitian ini diharapkan dapat memberikan pandangan dan informasi tambahan dalam studi humor di bidang pragmatik untuk peneliti selanjutnya yang tertarik untuk mempelajari humor.

Kata Kunci: melanggar maksim, humor, implikatur, konsep retorik.

Abstract

In pragmatics, the existence of humor in conversation can be compelled by flouting four conversational maxims. The flouting of the maxims will result in ludicrous situation that will make the conversation become humorous. This study involves discovering how flouting conversational maxims are used to create humorous conversation. The aim of this study is to show that the humors in comedy-romance movie *This Means War* are the result of flouting the maxims. This study examines the type of maxims flout in the movie and explores how the characters flout the maxims. The data of this study are taken from the humorous conversation withhold by four main characters in *This Means War* movie. The results show that in delivering the humor characters flout four maxims of conversation. The maxim of quality is the most flouted maxim which is used to create humorous conversation and the characters use the rhetorical concept of *overstatement* in most of the flouting. This study is expected to provide an additional view and information in the study of humor in pragmatics for the next researchers who are interested in studying about humor.

Keywords: flouting maxims, humor, implicature, rhetorical concepts.

INTRODUCTION

In human social life, communication is an essential aspect which people use in an interaction. For that matter language is used as a tool in communication. Language is needed to convey all messages and to fulfill people's need to perform actions through their utterances (Yule, 1996).

Therefore, language is the essential feature to achieve certain purposes in communicating. In communicating language users must share equal knowledge and understanding in order to achieve a rational and coherent conversation. Grice proposed a set of rules in conversation named Cooperative Principle which contains strategies of how the language users should contribute in a conversation. Cooperative principle is introduced by H.P.

Grice and proved to be one of the most outstanding theories in pragmatics. Grice's theory is an attempt at explaining how a hearer gets from what is said to what is meant, from the level of expressed meaning to the level of implied meaning (cited in Thomas, 1995). Inside the cooperative principle, there are four conversational maxims which govern how the interlocutors should talk to each other. Those are (1) The Maxim of Quality; which requires the interlocutor to make their contribution one that is true and avoid what they believe to be false and lack adequate evidence. (2) The Maxim of Quantity; which order interlocutor to make their contribution as it requires and avoid in making the contribution more informative than required. (3) The Maxim of Relevance; which requires the interlocutor to make their contribution relevance and relate clearly to the purpose of the exchange. (4) Maxim of Manner; which requires the interlocutor to avoid ambiguity and obscurity, and frame what they say in the form of most suitable for any reply that would be regarded as appropriate (cited in Leech, 1983). Theoretically, those maxims should be followed in order to create a convenient and successful conversational interaction.

Eventhough the participants are trying to cooperate by obeying these maxims, there are times when the participants disobey these rules. These disobedient toward maxims called non-observance of maxims. A speaker might fail to observe a maxim but still able to deliver the intended meaning through to the hearer. Failing to observe a maxim is often referred to 'breaking maxims'. Breaking maxims occur when the participants trying to inform a matter beyond what they said. Grice mentioned there are five ways to break maxims and two likely often occur in some cases which are, 1) violating maxim which is when someone in a conversation fails to observe one or more maxims with the intention to deceive the recipient and 2) flouting maxim which happens where a participant in a conversation chooses to ignore one or more of the maxims and adds hidden meaning to the literal meaning in the utterances (cited in Thomas, 1995: 65).

Flouting maxims are likely to happen in a humorous conversation where a speaker slipped an intended additional meaning and ignore the literal meaning. The intended meaning is called conversational implicature. The implicature is generally very distinct from the literal meaning and most of it can be funny and provocative. In some occasion the implicature in a conversation results in a humorous situation. Whether the conversation is managed to sound funny or not, sometimes the interlocutor create humor unconsciously. The object of this study is a comedy-romance movie *This Means War* which tells about two best friends named FDR and Tuck who work as federal agents in Central Intelligence of

America (CIA) fell in love with a same woman named Lauren. This movie is selected as the object of the study due to the humors that result from flouting conversational maxims.

This study analyzes the type of maxims flouted that result in humor or humorous conversation and how the characters flouted the maxims of conversation in order to create humors in movie *This Means War*.

On the previous research about flouting maxims, a research had been done by Totok Wijanarko (2006) entitled "*The flouting of maxims of conversation in Garfield Comic*". Totok conducted a study of flouting maxims in conversation of garfield comic to identify what typical of maxims flouted exist in conversation. This study also focused of the flouting of the maxims, however this study does not exposed on how the characters flout the maxims. Moreover the object of this previous study is a comic book which focused on the cat character, while this study used a movie which focused on the human situational comedy. Another previous study is an international journal entitled "*Some Instances of Violation and Flouting of the Maxim of Quantity by the Main Characters (Barry & Tim) in Dinner for Schmucks*" written by Parvaneh Khosravizadeh and Nikan Sadehvandi (2011). The focus of this study is to analyze the extent to which maxims of quantity is either violated or flouted by the two main characters. The limitation of this previous study is set on the analysis of flouting and violating of the maxims of quantity, whereas this study examines the flouting of the four maxims of conversation.

To answer the questions of this study, there are some theories applied. The first is theories of maxims and flouting maxims by Grice contains maxims of quality, maxim of quantity, maxim of relevance and maxim of manner (1976). To find the way in which the characters flouted maxims of conversation this study uses rhetorical concept of flouting mention in Grundy (2000), those are Tautology, metaphor, understatement, overstatement, rhetorical question and irony. Beside those theories, there are some theories and previous studies to support the analysis and discussion of this study.

METHOD

This study applies descriptive-qualitative method. It prompts to the data of this study which are presented in a form of words and sentences (conversation). The qualitative research is a type of research that does not include any circulation/enumeration (Moleong, 1990). It enables researchers to uncover the natural setting and events occur. Since the focus of descriptive qualitative method is in people's experiences and thoughts. The data which materialize by this method is in a form of descriptive study. The subjects of this study are the four

