



THE FLOUTING MAXIMS IN ALADDIN MOVIE

Ni Luh Made Usha Arundati¹, Ni Wayan Suastini², I Gusti Ayu
Vina Widiadnya Putri³
Mahasaraswati Denpasar University, Indonesia¹²³

arundati1999@gmail.com, suastini28@unmas.ac.id,
miss.vina@unmas.ac.id

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ABSTRACT

The aim of this study is to find out the types of flouting maxims that occur in the utterances of the characters in Aladdin movie. The data were analyzed by using the theory proposed by Cutting (2002). In analyzing the data, the method that was used in this study was by using a descriptive qualitative method. The data were collected by downloading the movie and the script. The result of this study showed that four types of flouting maxim were performed by the characters in Aladdin Movie, those are flouting maxim of quantity, flouting maxim of quality, flouting maxim of relevance and flouting maxim of manner.

INTRODUCTION

Communication is the most important thing to keep the relationship between one person and another. Shannon and Weaver (1949) stated that communication is important ways to transfer our ideas or feelings to each other. Humans as social beings cannot be separated from relationships, interests or other human assistance and all of these activities require communication in them. The process of delivering or receiving messages from one person to another, either directly or indirectly, verbal or nonverbal language is called communication. In communication, we use language in delivery. Language is the first thing that we need to communicate, without language it will be difficult to communicate and convey the meaning. As mentioned by Gimson (1989:4) a method of proper signal used for communication by a community around the world called language.

In a communication misunderstanding can happened when the speaker fails to delivering the message the hearer fails to catching the meaning. We need Cooperative Principle to make the conversation become informative, truthfulness, relevance and clear. According to Grice (1975:45) Cooperative Principle successfully when the conversation contribution as required with the intended purpose or direction of the conversation in which you are engaged. He also stated that there are four types of maxim to communicate effectively, they are: maxim of quantity, maxim of quality, maxim of relevance and maxim of manners. The Maximum quantity is the speaker gives enough information as is required. Maxim of quality is the speaker gives fact or truth information. Maxim of relevance is the speaker gives relevant information based on the topic of conversation and maxim of manner is the speaker give clearly, orderly, briefly information to avoid ambiguity.

Delivering messages in communication can be successful if the speaker and hearer cooperate with each other. Although, the speaker often exaggerates what he/she is saying and cannot be understood by the hearer. There are several possibilities that people may flout the maxim. First, the speaker needs to give much or less information to make aims with the goal of the continuing conversation. Second, the speaker hides the truth to avoid giving true information in response to the question. Third, the speaker wants to give humor in their conversation. Ross (1998:1) said that something that makes a person laugh or smile is called Humor. Humor in the conversation usually does not obey the rule of maxim and says another meaning implied.

According to Cutting (2002:37) the speaker flouts the maxim expecting that the hearer understand the meaning implied but he/she showed not to follow the maxim. Moreover, Grice (1975:49) said that flouting maxim happens when the speaker flouts the maxim, she/he may blatantly fail to fulfill it. In other words, Flouting a maxim can happen when the speaker expects that the hearer understood the meaning of messages. Flouting maxim of quantity occurs when the speaker gives more or less information than needed. If the speaker gives more information than needed it will make the listener feel bored. Moreover, if the speaker gives less information it will make the listener feel unsatisfied. Flouting maxim of quality occurs when the speaker gives untrue information or tells lies to the hearer. If the speaker tells lies or gives untrue information can lead to a misunderstanding. Flouting maxim of relevance happens if the speaker does not need to answer the question and directly changes the topic of the subject in conversation. Flouting maxim of manners happens when the speaker fails to observe the maxim and makes the listener ambiguity about what is being said.

There are several related studies that deal with flouting maxim analysis that have been used to support this research, they are from Nuringtyas (2018) her study aims to describe the kinds of maxims flouted by the characters and reveal the reasons of flouting shown by the characters in the data source. Adawiyah (2016) the aims of her study are to analyze the types of maxim and the reason of flouting maxims in the Focus movie. Based on some related studies, most of them focused on analyzing the main character in the movie. Therefore, this research aims to analyze all of the characters in the movie. Although the previous studies and present study analyzed a similar topic and the difference is from data source.

Movie is a type of visual communication which uses sound and moving pictures to tell the story shown in cinema or television. Hornby (2006:950) A series of moving pictures recorded with sound that tells a story shown at a movie or cinema called movie. The characters in movies usually flouted the maxim for several reasons. The Aladdin movie (2019) will retell a live-action from the 1992 Disney film with the same title. This movie was directed by Guy Ritchie and produced by Walt Disney. This movie got \$183 million at the Box office and was released in the United States on May 24 2019. The Aladdin Movie tells the story of a young man named Aladdin with a Princess named Jasmine. This Movie has a good story about celebrating love, hope, freedom and the pleasure of being together, victory of truth and the destruction of evil. The writer chooses the Aladdin movie to be analyzed because the writer is interested in analyzing the utterances of the characters in this movie.

METHODS

In conducting this study, the method of collecting the data is with a descriptive qualitative method. The data collected from the Aladdin movie, the steps were taken and the process was analyzed. First, I watched and replayed the movie. Second step, reading the script from the internet and then taking notes of the utterances which contain flouting maxim. This study was conducted by observing the utterances and also scripts. The data were analyzed based on theory types of flouting maxim proposed by Cutting (2002). The finding presented in two in two ways, the formal method and informal method.

RESULTS AND DISCUSSION

RESULT

The findings of this study show that the characters in Aladdin movie are five types of flouting maxim found in Aladdin movie: flouting maxim

of quantity, flouting maxim of quality, flouting maxim of relevance and flouting maxim of manner. The data are presented in the table below:

No.	Types of Flouting Maxim	Occurrence	Percentage
1.	Flouting Maxim of Quantity	5	42%
2.	Flouting Maxim of Quality	4	33%
3.	Flouting Maxim of Relevance	2	17%
4.	Flouting Maxim of Manner	1	8%
Total		12	100%

Based on result and discussion, one selected example of each type is presented in the d discussion section of the four types of flouting maxim.

DISCUSSION

1. FLOUTING MAXIM OF QUANTITY

Based on Cutting (2002:37) the speaker who flouts the maxim of quantity seems to give too little or too much information. The example of data is presented below:

Data 1

Jasmine : Um, I'm Dalia.

Aladdin : Dalia, from the palace.

Jasmine : How could you tell?

Aladdin : **Well, only someone from the palace could afford a bracelet like that silk lining is imported, too. It comes from the merchant boats straight to the palace. But not to servants. At least not most servants which means you are a handmaid to the Princess.**

(Aladdin, 00:14:31)

The participants in the conversation above are Aladdin and Jasmine. Aladdin is a street thief in Agrabah but he is a good young man who lives with his monkey named Abu. Jasmine is a princess from Agrabah palace and she is smart and kind. This conversation happened when Aladdin invited Jasmine to his place. They get acquainted, Aladdin said that Jasmine from the palace. Jasmine wanted to know why Aladdin said that she was

from the palace. Jasmine asked “*How could you tell?*” and after that Aladdin answered “*Well, only someone from the palace could afford a bracelet like that silk lining is imported, too. It comes from the merchant boats straight to the palace. But not to servants. At least not most servants which means you are a handmaid to the Princess*”. Aladdin's utterance showed that he was giving more information than needed. Aladdin should answer “*I can tell from the bracelet that you wear*”.

Data 3

Jafar : Aladdin. People like us must be realistic.

Aladdin : Us?

Jafar : **You see, I was once like you. A common thief only I thought bigger. Steal an apple and you're a thief. Steal a kingdom and you're a statesman. Only weak men stop there. You're either the most powerful man in the room or you're nothing. You. You stumbled upon an opportunity. I can make you rich. Rich enough to impress a princess. But nothing comes for free.**

(Aladdin, 00:31:40)

The conversation above between Jafar and Aladdin can be categorized into flouting the maxim of quantity because Jafar gives more information than needed. Aladdin only wanted to know why Jafar said “Us?”. This conversation happened in the wasteland when Jafar's guard managed to kidnap Aladdin. The meaning of “us” by Jafar is that they are fellow thieves. The aim of Jafar to instigate Aladdin slowly. Jafar's utterance wanted to build Aladdin's belief that he will make Aladdin to be rich and got Jasmine.

Data 4

Aladdin : What would I have to do?

Jafar : **There's a cave nearby. And in it, a simple oil lamp. Retrieve it for me and I will make you wealthy enough to impress a princess. You're nothing to her but you could be. Your life begins now, Aladdin.**

(Aladdin, 00:32:25)

The conversation between Aladdin and Jafar happened near the cave. Aladdin is already affected by Jafar's incitement and tells Aladdin to take a magic lamp in the cave. Aladdin asked Jafar “*What would I have to do?*” and Jafar responded with more information to make Aladdin believe him. Jafar can make Aladdin wealthy enough to impress Jasmine. Actually, everything that Jafar said was all the command only for his advantage.

Jafar's utterance can be categorized into flouting the maxim of quantity because he gives more information, he should have said "*Take the magic lamp in the cave*".

2. FLOUTING MAXIM OF QUALITY

Based on Cutting (2002:37) a speaker who flouts the maxim of quality commonly says something that obviously does not represent what she/he thinks. The flouting maxim of quality also uses metaphor, irony and hyperbole.

Cutting (2002:37) stated that hyperbola happens when a speaker who flouts the maxim of quality can do it using several ways.

According to Cutting (2002:38) metaphor happens when someone tries to make the hearer believe that something is something else and also Cutting (2002:38) explained that by using irony a speaker expresses a positive statement but implies a negative one. The example of data is presented below:

Data 6

Woman 1 : So, where does Abu come from?

Aladdin : **He, uh... Oh! I think this.... Belongs to me.**

(Aladdin, 00:05:08)

The conversation above between Aladdin and Woman 1 happened in Agrabah market. Aladdin and his monkey Abu met two ladies. The ladies greet them very kindly and one of them asks Aladdin about where Abu comes from. Aladdin responded that Abu belongs to him. In fact, Abu is a monkey who came from the forest or the wild. Aladdin's utterance can be categorized into flouting the maxim of quality because he says something untrue to make a woman convinced about what is being said.

Data 7

Aladdin : You looking for this, Jamal?

Jamal : **Aladdin, you street rats!**

(Aladdin, 00:08:02)

The participants in the conversation are Aladdin and Jamal. Jamal is a bread seller in the Agrabah market. This conversation happened when Jasmine gave the bread to two hungry children. Jamal saw Jasmine take the bread but she did not pay for it. So, Jamal asked Jasmine to give him the money but she did not have money. There, Aladdin has a plan to help Jasmine. Aladdin gave Jasmine's bracelet to Jamal but he tricked Jamal by

quickly exchanging bracelets for an apple because of that Jamal felt annoyed by Aladdin's attitude and said that Aladdin is a street rat. Jamal's utterance can be classified into flouting maxim of quality by metaphor.

Data 9

Jasmine : How many names do you have Prince Aladdin?
Aladdin : **No, no I**

(*Aladdin* 1:18:55)

. This conversation happened when Aladdin became a prince and he invited Jasmine to go around Agrabah place using a magic carpet. They sang together while touring Agrabah place and Jasmine felt very happy because she could see Agrabah place so widely. After this, they paused to see Agrabah people happily performing the ceremony. Jasmine pointed to a monkey and Aladdin mentioned Abu's name, his pet. It made Jasmine think that Prince Ali was Aladdin. Suddenly, Jasmine asked Aladdin "How many names do you have Prince Aladdin?". Aladdin felt confused and responded "No, no I...". In this case, Aladdin's utterance has flouted the maxim of quality because he denies the truth about his identity. It is mean that Aladdin tell lies about his identity

3. FLOUTING MAXIM OF RELEVANCE

According to Cutting (2002:39) the speaker who flouts the maxim of relevance expects the hearer to be able to imagine what the utterance did not say and make the connection between her/his utterance and the preceding one. The example of data is presented below:

Data 10

Aladdin : Could you give me a hand?
Jafar : **First, the lamp!**

(*Aladdin*, 00:38:54)

The conversation above between Aladdin and Jafar. Jafar is an advisor of the Sultan and also he wanted to be a Sultan. This conversation happened when Aladdin took the magic lamp but the cave collapsed and let out larvae. Jafar was already waiting at the top to take the magic lamp from Aladdin. Aladdin tries to climb the cave and asks for Jafar's help. Aladdin said "Could you give me a hand?" and Jafar answered "First, the lamp!", Jafar's utterance showed that he changed the topic and actually he does not care about Aladdin's life.

Data 11

Jasmine : Can I help you?

Aladdin : **Tea?**

(*Aladdin*, 00:27:34)

The conversation above between Jasmine and Aladdin happened when Aladdin came to the Agrabah Palace to meet Jasmine. Aladdin pretended to be a servant and brought a glass of tea. Jasmine was surprised to see Aladdin enter her room and offer a glass of tea to her. Aladdin's utterance can be categorized into flouting the maxim of relevance because he changed the topic when he met Jasmine in Agrabah Palace. Aladdin felt embarrassed because his monkey Abu stole Jasmine's bracelet when they met in the market.

4. FLOUTING MAXIM OF MANNER

According to Cutting (2002:39) those who flout the maxim of manners are being obscure and often trying to exclude a third party. The example of data is presented below:

Data 12

Jasmine : Are we in trouble?

Aladdin : **Only if you get caught.**

(*Aladdin*, 00:07:45)

The conversation above happened when the market guards chased Jasmine and Aladdin because they were caught tricking Jamal. Aladdin invited Jasmine to run away from the guards. Jasmine asked "*Are we in trouble?*" and Aladdin answered "*Only if you get caught*". From these utterances, Aladdin should be answered by adding "Yes" to make his answer avoid ambiguity to be clear. So, Jasmine knows that the guards will make them in trouble.

CONCLUSION

Based on the result and discussion that have been presented above. The researcher found that the characters in the Aladdin movie flouted the maxim, there are 12 data of flouting maxim four types of flouting maxim which divide into 4 types. There are 5 data (42%) for flouting maxim of quantity, 4 data (33%) for flouting maxim of quality, 2 data (17%) for flouting maxim of relevance and 1 data (8%) for flouting maxim of manners. The most types of flouting maxim is the maxim of quantity because the characters in the Aladdin movie give more information or do not give enough answers for several reasons. The reason is they have their own goals so they give more information to try to make the hearers believe them. Meanwhile, flouting the maxim of manners occurs because the characters

in this movie avoid giving unclear information and avoid ambiguity to make their goal successful.

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