

Flouting Conversational Maxims In The Rom-Com Movie The Kissing Booth 2

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Abstract

To create effective communication, individuals must adhere to the four conversational maxims or principles of cooperation. However, in the world of movies, language use tends to be more varied, and sometimes not subject to the norms of language politeness and the context of language use. As a result, the information conveyed can be unclear and ambiguous, which in turn leads to violations of the conversational maxims. The purpose of this study is to analyze the types of flouting maxims found in *The Kissing Booth 2* Movie and to identify the reasons behind the flouting maxim since it is very important to make communication as effective as possible. In this study, the researcher used a theory proposed by Grice in Levinson in analyzing the types of flouting maxims and the theory proposed by Leech in analyzing the reason behind the flouting maxim that occurs in the movie. This study used a descriptive qualitative method to provide a deeper understanding of the flouting maxim and the reasons for flouting. The data were collected from the conversations that occurred among the characters in *The Kissing Booth 2* Movie. The results found that there were violations of the maxims of quantity, quality, relevance, and manner committed by the characters. Relevance violations are less frequent (8.3%) and typically occur when characters fail to shift topics in response to specific questions. Intriguingly, maxim violations do not invariably yield negative outcomes, as characters collaborate to convey their intended meanings smoothly. This collaborative approach is particularly prevalent (65%), signifying that characters often flout maxims when illocutionary goals diverge from social goals. Ultimately, the study concludes that the flouting maxim of quantity prevails, and collaborative reasons dominate as the most common motivation behind maxim deviations.

Keywords: Cooperative Principle; Flouting Maxim; Reason of Flouting Maxim; Context of Situation; Movie

Introduction

Language is a very important medium for communication. Language is a system that is used by human to say something in communication. To maintain a good social relationship with each other, people need to communicate appropriately. Those engage in communication must conform with the social role to maintain harmony and smoothen the interaction regarding the contexts of communication. In the real communication people often say one thing but means something else. Pragmatics is study on the meanings of utterances in relation to speech situation (Gramley et al., 2021). It also gives understanding on what people said implicitly. When the speaker say something to the hearer, the hearer must interpret what the actual intention of the hearer.

In linguistics, especially pragmatics, there is theories that explain how people can work together in conversation. This is named the cooperative principle. This theory is a conversational principle proposed by the philosophers (Karim, 2017). He stated that the principle of cooperation is the opinion that conversation participants usually strive to be informative, honest, relevant, and clear. Flouting maxim is a particularly silent way of

getting an addressee to draw inference and hence recover an implicature (Maqsood et al., 2018). Communication is a process of exchanging ideas from individuals, groups and groups and it is something that cannot be separated from human life. In communication, a conversation is a tool to connect with other people. Therefore, all communications affect at least two people, the person sending the message and the person receiving it. Naturally to produce effective communication, people must conform to the four conversational maxims or cooperative principles, proposed by Grice (Fahmi, 2018). They are maxim quantity, maxim quality, maxim relevance and maxim manner.

According to Thomas (Sukarto, 2018) maxim of quantity is emphasized on the speaker who provides too much information than is needed. However, in particular cases, the participant sometimes tends to give too much or too little information than is required yet not deliberately flouting the maxim. According to Grice in Cutting the flouting of the maxim of quality occurs when the speaker just says something that does not represent what they think or uses hyperbole, metaphor, irony, and banter (Gustary & Anggraini, 2021). According to Thomas (2014) when the speaker makes a reaction or observation that is not related to the topic being discussed. To get a deeper understanding, the writer provided an example for this study. According to Grice in Cutting, flouting maxim of manner occurs when the speaker fails to observe the maxim by saying something ambiguously, not being orderly or not giving brief explanation, or information (Abba et al., 2022).

Movie can reflect the social norms that actually apply in society. According to Paltridge (Waugh et al., 2016) studying the pragmatic norms in movie can give some beneficial insights to the study of language and communication. This study analyzes the flouting of conversational maxim found in *The Kissing Booth 2* movie. *The Kissing Booth 2* movie was directed by Vince Marcello and released on July 24, 2020. It is a 2020 American teen romantic comedy film, tells a story about Elle Evans just spent the most romantic summer of her life with her lover Noah Flynn. Therefore, the movie can give a glimpse of the nature of communication among teenagers. Conversation flouting maxim is interesting to be examined because people usually flout certain maxim to mean something else that is highly depending on the context of situation and culture (Hmouri, 2021). When the speaker flouted a maxim of course they have a reason behind the utterance they said. Based on Leech, there are four types of reason of flouting maxim which are competitive reason, convivial reason, collaborative reason and conflictive reason (Hakimah & Irawan, 2022).

According to Leech (Al Dilaimy & Khalaf, 2014) competitive is a reason related to the illocutionary purpose that have an opponent with the social purpose and in ordering, asking, demanding, and begging. According to Leech convivial is that the speaker's reason for flouting the maxims wherever the illocutionary purpose coincides with social goals such as offering, inviting, greeting, thanking, and congratulating (Hamidah et al., 2022). According to Leech collaborative occurs once when the illocutionary goal is indifferent to its social goals (Nyoman et al., 2021). There are asserting, reporting, announcing, and instructing that fall inside this reasoning. According to Leech, conflictive reason is that the reason wherever the illocutionary of the oral communication conflict with the social goal. These are including threatening, accusing, cursing, reprimanding, and others (Hariyani & Setiawan, 2020).

Previously some studies have examined about flouting the maxim such as *The first study is taken from an article entitled An Analysis of Maxim Violation in Emily in Paris Movie* by (Dewi et al., 2023). The data was taken from *Emily in Paris Season 1 Movie*. The goal of this research is to discover different types of maxim violations and figure out what motivates the main character to violate the maxim. The data were

analyzed using a qualitative methodology. The study was conducted using theory from Grice's maxim violation theory (1975). The results of the analysis of selected dialogue in the movie indicate that there are 28 data points in the film that include Maxim Violation quantity, quality, relevance, and manner can all be characterized as types of maxim violations. The context situation is mostly reason motivated for the main character's decision to violate the maxim quality.

The second study is an article entitled An Analysis Flouting of Grice's Maxims in The Mitchells vs. The Machines Movie by (Manggalita et al., 2022). This study aims to determine the types of flouting maxim found in The Mitchells vs. The Machines film is based on the Cooperative Principle theory of Grice. This study also aims to analyze the reasons of flouting maxim committed by characters using Flouting Maxim Strategies theory from Cutting and Illocutionary Functions of Politeness theory from Leech. The results showed that there were 45 cases of flouting maxim found in the film. The third study is an article entitled An Analysis Flouting Maxim found in Friends Movie (Purba & Ayomi, 2022). This article focuses on finding the types of flouting maxim in the Friends film by all characters, especially in season 1, episodes 1-10.

This research aims to find the types of flouting maxim and the reasons behind the characters flouted the maxim based on the context of the situation. Then as a result, 49 data flouting the maxim were identified in this movie. Based on the flouting maxim of relation as the most dominant type of flouting maxim, it is concluded that the character flouted the maxim of relation in order to make the movie meets the genre, namely comedy by giving irrelevant answers the co-star will give a confused, funny, annoyed or angry expressions managed to entertain the audience according to the genre. The previous studies have shown that the dominant types of flouting maxims is vary in different movie genres. This study attempt to find out about the type and and reasons of maxim flouting in romantic movie.

Method

This study is descriptive qualitative study. There were some phases that the study would take to collect data. Firstly, is watching the whole movie several times and reads the movie script repeatedly to get a better understanding regarding to the movie itself and the conversation. After watching the whole movie and reads the movie script, secondly the study using note taking technique to collect the data which are the conversation containing the flouting of conversation flouting. After the data are collected, they were classified into several groups and described based on the type of the flouting maxim and the reason behind the flouting of maxim based on the context of the movie.

Result and Discussion

Based on the problem of the study, the findings comprise the data the data of the type and the reason of the flouting maxim. Therefore, below are provided two tables presenting in phenomena of the study. The first table presents the data findings of the types of maxims occurs in The Kissing Booth 2 movie. It is the answer of the first problem of the study. The table is presented as follows.

Table 1. Type of Flouting Maxim in The Kissing Booth 2 Movie

No	Types of Flouting Maxim	Frequency	Percentage (%)
1	Flouting Maxim of Quantity	9	37,5 %
2	Flouting Maxim of Quality	9	37,5 %
3	Flouting Maxim of Relevance	2	8,3 %
4	Flouting Maxim of Manner	4	16,7 %
	Total	24	100 %

Table 2. Reason of Flouting Maxim in The Kissing Booth 2 Movie

No	Reason for Maxim Flouting	Frequency	Percentage (%)
1	Competitive Reason	6	25 %
2	Convivial Reason	1	5 %
3	Collaborative Reason	13	54 %
4	Conflictive Reason	4	16 %
	Total	24	100 %

As shown in the table above, the highest rank of the occurrences is collaborative reason with the frequency 13 times or (54%). This means that the character usually flouts the maxim when the illocutionary goal is indifferent to the social goal. The both goals are working together to give understanding for both of parties. The characters who flouted the maxim are simply aims to share the information to other. The characters in the movie are often flouted the maxim in the critical situation and they intend to show their illocutionary goal in that situation and they ignore the social goal for the purpose of information exchange. Following by conflictive reason in the second place with the frequency of 4 times or (16%).

This reason occurs when the illocutionary goal of the characters in the movie conflicts with the social goal of the other characters. It found in the situation in which the characters aim to reprimanding and threatening. In the movie it occurs when the character wants to reprimand the other character if they did something wrong. The third rank of the reason of flouting maxim found in The Kissing Booth 2 movie is competitive reason which takes place with the frequency 6 times or with the percentage (25%). Competitive reason occurs when the illocutionary goal is competes the social goal. Simply occurs in the situation that is beneficial to the speaker illocutionary goal. It aims to showing the politeness in the form of negative parameter such as in ordering, asking demanding, begging and requesting.

In the movie this reason development when the character asks the other to do something and that make a competition between the illocutionary goal and the social goal. The last rank of the reason of flouting maxim is convivial reason which only occurs with 1 time frequency or with the percentage (5%). This reason occurs when the illocutionary goal of the characters in the movie is coincides with the social goal. Unlike the convivial reason, this reason aims to show the politeness in the positive form as found in offering, inviting, greeting, tanking and congratulating. Generally, it is found in The Kissing Booth 2 movie that both problems of the study are related each other with the most dominant types of flouting maxim fall in flouting maxim of quantity and the common reason occurs from all flouting of maxim is collaborative reason.

1. Flouting Maxim of Quantity

According to Grice (Thomas, 2014) flouting maxim of quantity occurs when a speaker blatantly gives more or less information than is required.

Data 1

- Mia : Oh, my God, Ellen, how are you?
 Gwynneth : So many beautiful girls at Harvard.
 Olivia : Experienced girls. And long distance is tough.
 Gwynneth : Totally explains why you guys aren't posting on social anymore.
 Elle : Oh, actually Noah and I decided to keep it low-key on social, so we wouldn't feel pressured by it.
 Mia : That is so smart. Breakups are brutal.
 Olivia : So, brutal.

As revealed in the data, the expression in this conversation is supported by the context of the situation. The field in this conversation is Elle, Gwynneth, Mia and Olivia were in the canteen, talking about rumors about Elle and Noah's relationship. However, they were satirized Elle, because Elle never post her relationship with Noah again on social media, while Elle decided to keep it low-key on social her relationship. The participants are Elle, Gwynneth, Mia and Olivia. They have strong personalities, who have different desires and life's perspectives. They used in this scene is casually. The mode or language used is spoken language. Elle insists that the relationship is fine.

Elle flout the maxim of quantity because she answered the question by giving more information than required. Elle could answer by just saying Oh, actually Noah and I decided to keep it low-key on social but she adds information that she wants to assert to them that they would not feel pressured by it. Based on the movie, Elle considers to the flouting maxim of quantity belongs to collaborative reason which, the illocutionary goal is indifferent to the social goal. Her statement had a social goal that asserting Elle's friends that she and Noah are fine, they decided that their relationship was not made public.

2. Flouting Maxim of Quality

According to Grice (Safitri & Nur, 2022) flouting maxim of quality happens if the speaker does not represent what she/he thinks. The speaker says something untrue or the speaker tells lie which means he or she denies something that is believed to be false.

Data 2

Rachel : Hey, you know what? I think I'll head home.
Lee : Really? Is everything okay?
Rachel : Yeah, I'm just not feeling well.
Lee : Oh, okay, yeah.

Conversation happened when Elle, Lee, Rachel went to hangout, together. Lee invited them to stop by one of the rides Elle agreed and she related it to the friendship rules they have decided before. Suddenly, Rachel told them that she wanted to go home because she was not feeling well. Rachel had moody personality while Lee has generous personality. The language feature used in this scene is informal since they are already known each other. In the conversation language used is spoken language. Rachel was indecisive and want to go home because she did not feel well but, she was jealous of Elle.

Rachel was disobeying Maxim of Quality because she was giving the information that did not represent what she thought and told lies. She felt jealous of Elle who was too close with Lee and finally she decided to go home because she could not stand the jealous fire. This reason was influenced by collaborative reason since her illocutionary goal is indifferent to the social goal and she have to hide her reason to leave by not telling the truth.

3. Flouting Maxim of Relevance

According to Grice as cited in Thomas (2014) the speaker flouts the maxim of relevance when she/he does that is not related to the topic being discussed.

Data 3

Elle : Hello?
Noah : What's going on with you?
Elle : What? Uh... what do you mean, dad?

The conversation develop when Aunt Rose approached Elle to her class while the learning process was starting. He called Elle to go to the office because her daddy, Noah called. Elle had helpful personality while, Noah had persistent personality. The

language feature used in this scene is formal. Elle without hesitation asking to Noah so, that Aunt Rose does not suspect that the caller is Elle's boyfriend, not her daddy. In her utterance above Elle is considered as flouting maxim of relevance since her answer is not related to Noah's utterance. She flouts the maxim of relevance because Noah admitted that he was Elle's daddy to Aunt Rose, where Noah was confused about who else to contact because Elle did not reply to Noah's chats. He recognized himself as his daddy so, he could talk to Elle. In order to cover up her boyfriend's lies. Elle flouted the maxim of relevance which also beneficial for her so as not to be scolded by Aunt Rose. When flouting the maxim of relevance, Elle's illocutionary goal is to competes for his social goal in the purpose of asking. The situation when the illocutionary goal is to competes with the social goal is considered as a competitive reason.

4. Flouting Maxim of Manner

According to Grice (Safitri & Nur, 2022) the speaker flouts the maxim of manner because he/she appears utterances which to be obscure ambiguous.

Data 4

Elle : We didn't break up, though.
Gwyneth : With different zip codes, breakups are basically automatic.
Olivia : Automatic.
Mia : Oh, well. Gotta go

As present in the data, the conversation above occurred in the afternoon and took place at the canteen, when Elle was having lunch with Lee and Rachel suddenly the three women approached her, namely Gwynneth, Mia, and Olivia. They were a group of friends who hated Elle. Then they asked about Elle's relationship with Noah, which recently it was being reported that they broke up but they were fine. Elle have strong personality while, the three of them have sarcastic personalities. Gwynneth does not hesitation said with different zip codes, breakups are automatic without knowing the truth. From the conversation, the utterance of Gwynneth belongs to the flouting maxim of manner. It can be categorized because there was ambiguous word automatic that made Elle confused. She had implied meaning where she just wanted to emphasize that because of the difference in the postcode or having long distance relationship automatically means breakup while, in reality, it was just a gossip. As Elle and Noah's relationship was fine. However, Gwyneth still used ambiguous words and made her statement unclear and difficult to understand. It means she flouts the maxim of the manner in this situation.

This analysis is supported by Grice in Levinson's explanation, when the speaker fails to observe the maxim by saying something ambiguously, not being orderly, or not giving a brief explanation, or information (Fitriani, 2015). Gwynneth flouts the maxim of the manner it belongs to conflictive reason reason, in which her illocutionary goal is indifferent with Elle's social goal in the purpose of asserting. The results of this study show that the dominant maxim violations occur in the characters in the movie *Kissing Booth 2*, namely violations of maxim of quantity and maxim of quality. The results of this study are in line with Dewi et al. (2023) research, where there is a violation of the maxims of quantity, quality, relevance, and manner. However, the most dominant maxim violation is the quality maxim violation caused by the context situation. However, this result is different from Purba's findings, which found the violation of the maxim of relevance to be the most dominant violation committed by the characters. This is because the character wants to make a movie according to the genre, which is comedy.

Conclusion

This Regarding to the data analysis, the researcher found all type of flouting maxim performs by the characters in The Kissing Booth 2 movie that is flouting maxim of quantity, flouting of quality, flouting of relevance and flouting of manner. The most dominant flouting maxim performs by the character in the movie are flouting maxim of quantity and flouting maxim of quality with the same frequency 9 times (37,5%). The characters in the movie are usually giving too much and sometimes less information and also the characters in the movie almost did not speak honestly in order not to offend the hearer. The characters in the movie actually understand the intended meaning of the utterance if the listener flouts the maxim. Even if respondents provide winding information, communication participants can still discover the true meaning. For this reason, the flouting maxim of quantity and quality are considered to be the highest rank among other flouting maxims found by the characters in the movie during the conversation. Then, flouting maxim which has the lowest rank in with the frequency of occurrence 2 (8,3%) is flouting maxim of relevance.

This type of maxim occurs when the characters are fails to change the topic being discussed regarding to the particular question from the speaker to the hearer. However, if the speaker flouts the maxim, it does not necessarily mean negative, and work together to smoothly convey the intended meaning so that other participants do not feel offended or hurt. In the relation of the reason of flouting maxim, the highest rank of the occurrences is collaborative reason with frequency 13 times or (65%). This means that the character usually flouts the maxim when the illocutionary goal is indifferent to the social goal, because the genre of this movie is about romantic comedy so then collaborative reason becomes the dominant types for the reason of flouting maxim. The both goals are working together to giving understanding for both of the parties. Generally, the research found all types of reason performs by the character in the movie.

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