

## Flouting Maxim Analysis in "Stranger Things 3" Television Series: Pragmatics Approach

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**Abstrak:** Penelitian ini adalah sebuah penelitian deskriptif kualitatif, data yang dianalisa adalah ujaran-ujaran dalam bentuk kalimat-kalimat, klausa-klausa, dan kata-kata. Data tersebut dikumpulkan melalui observasi non-partisipan dan dianalisa menggunakan analisis pragmatik identitas. Penelitian ini bertujuan untuk mengetahui jenis-jenis dan strategi-strategi dari pelanggaran maksim yang dilakukan oleh tokoh-tokoh dalam serial televisi *Stranger Things* pada musim ke-3. Teori pokok yang digunakan dalam penelitian ini adalah teori Grice untuk tipe-tipe mengetahui pelanggaran maksim dan teori Cutting untuk strategi-strategi yang digunakan dalam pelanggaran maksim. Dari pengamatan ditemukan 16 ujaran yang mengindikasikan pelanggaran maksim. Terdapat 1 ujaran melanggar maksim kualitas, 3 data melanggar maksim kuantitas, 5 data melanggar maksim cara, dan 7 data melanggar maksim relasi. Ditemukan juga bahwa 5 dari 8 strategi digunakan dalam serial televisi *Stranger Things* musim ke-3.

**Kata kunci :** *Prinsip Kooperatif; Pelanggaran Maksim; Serial Televisi.*

**Abstract:** This research was descriptive qualitative research, in which the data were utterances in the form of sentences, clauses, and words. They were collected through non-participant observation and analyzed by the pragmatic identity analysis. This research aimed to find the types and the strategies of flouting maxims used by the characters in a television series, *Stranger Things 3*. The main theory used in conducting this research was the theory purposed by Grice to investigate the types of flouting maxim and the theory of Cutting for the strategies used in flouting the maxim. From the observation it was found that there were 16 utterances indicate the flouting maxims. They were 1 datum of flouting the maxim of quality, 3 data of flouting the maxim of quantity, 5 data of flouting the maxim of manner, and 7 data of flouting the maxim of relation. It also found that 5 of 8 strategies were used in *Stranger Things 3*.

**Keywords:** *Cooperative Principle; Flouting Maxim; Television Series.*



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## A. Introduction

Communication will be successful if there is the same understanding in both parties, the sender and receiver (Turhamun, 2015). In linguistics, successful communication can be achieved by following the Cooperative Principle. As Grice stated in Birner (2013) that the Cooperative Principle is the contribution of the participants at the stage which it occurs, and what they are engaged. He divided the Cooperative Principle into four sub-principles, called maxims. They are maxim of quantity, the maxim of quality, the maxim of relation, and maxim of manner. To obey the maxim of quantity, the speaker must make any contribution as informative as required. In fulfilling the maxim of quality the speaker should not say something that lacks evidence. In obeying the maxim of relation, the speaker must give information that is relevant to the topic discussed. Meanwhile, the maxim of manner is fulfilled when the speaker avoids obscure and ambiguous information from the hearer (Grundy as cited in Rokhmania, 2012). It means that, to make a successful communication, the participants must be cooperative in their conversation by obeying the four maxims of the Cooperative Principle.

Therefore, in communicating their ideas, the speakers are not always obeying the four maxims, or it is known as the flouting maxim. The flouting maxim is a signal to the hearer that the speaker is not following the cooperative principle (Cruse, 2011). According to Cutting as cited in Hamani & Puluhalawa (2019), flouting happens when a speaker fails to observe a maxim in which they have intention. In the same line, Levinson as cited in Ibrahim et al. (2018) stated that flouting maxims is happens when people deliberately disobeys the maxims. There are four flouting maxims, the first is the Flouting Maxim of Quantity, it is when the speaker who flouts seems to give too little information or too much information. The second is flouting Maxim of Quality is when the speaker says something that does not represent what they think. The third is the Flouting Maxim of Relation, it is when the speaker expressing thing by the words that have no relation with the previous utterance ad lets the hearer found the implied meaning. The last is Maxim of Manner when the speaker utters ambiguous, obscure, and unclear responses. In the other words, flouting one of the maxims was intentionally used by the speakers to lead the hearer to find the implied meaning or the speakers' intention. In flouting the maxim, the speaker does some strategies. According to Cutting as cited in Hamani & Puluhalawa (2019) some ways to flouting the maxims are giving too much information, giving too little information, hyperbole, metaphor, irony, banter, irrelevant statement, and being obscure.

There are some studies related to the flouting maxim had done. The first previous research was conducted by Hassani (2019), which aimed to discover the use of maxim principles on the tweets that made by certain of Indonesian social-media influencer. The result found that the flouting maxim was done by the influencers intentionally did to make jokes and to run the conversation smoothly. The second previous research was done by Marlisa & Hidayat (2020), which analyze the flouting maxim in Good Morning America (GMA) talk show. The result showed that all four types of maxim flouting were committed by both Jackie Chan and the two hosts of the GMA talk show. The third previous research was done by Setiawan & Haryani (2020), which aimed to found the type of flouting maxim and the motives of flouted maxim found in Pokemon: Detective Pikachu movie. The result showed that the entire flouting maxim

was found with different motives, convivial motive, collaborative motive, and conflictive motive. The fourth previous research was done by Hidayati (2015), this descriptive qualitative research found that all types of maxim flouting were found in the movie 'Devil Wears Prada', they were functioned as convincing, surprising, boring, frightening, causing, insulting, alarming, getting the hearer to do something, and getting the hearer to realize something. The fifth previous research was done by Ariwangsa Rahmastra et al.(2018), the researchers used a movie script entitled 'Lincoln' as a data source. They collect the data from all characters in the 'Lincoln' movie. As the result, the researchers found four strategies in flouting the maxim. Besides, the researchers found the reasons for flouting maxim were done. The sixth research was done by Nugroho (2019), which examined the types and the strategies of flouting maxim in subtitling movie of Central Intelligent. The result showed the achievement of pragmatic equivalence in the subtitling of Grice's maxims flouting in the Central Intelligence movie. The researcher found 41 samples and 42 utterances flouted Grice's maxims which pragmatically equivalent in terms of flouting maxims. The last previous research was done by Aisya and Fitrawati (2019), which examined the types and the reasons for flouting maxims in Mata Najwa Talk show, in the "*Adu Lantang Jelang Penentuan*" and "*Babak Akhir Pilpres*" episodes. The result found 55 utterances were flouting Grice's maxim principles. It is also found that the reasons for indirectness in flouting the maxim were varied such as interestingness, increasing the force of messages, competing goals, and politeness.

This research was conducted based on concerning the importance of efficient language use. It examined the types and the strategies of flouting maxim used by the characters in *Stranger Things 3* based on the main theory purposed by Grice and the flouting maxim strategies using the theory purposed by Cutting.

## **B. Methods**

This research was descriptive qualitative research which the data were collected through non-participant observation. Mack et al. (2011) stated that qualitative aimed to describe and explain the variations, relationships, and individual experiences or group norms. In the process, this research includes questions and procedures, data collection, data analysis, and the interpretations of the data. In addition, Kothari as cited in Aisya & Fitrawati (2019), descriptive qualitative research function to describe and report the observed phenomena. Meanwhile, Sudaryanto as cited in Ambalegin and Arianto (2018) stated that non-participant observation is a method where the researcher does not involve in the conversation. It means that the writers were not involved in any dialogue through the observation, instead of as the observers and the person who described the phenomena.

In conducting this research, the writers did some steps: 1) Data providing, 2) Data analysis, and 3) Presenting the result. In providing the data, the writers watch the full episode of *Stranger Things 3*, the data were in the form of the sentence related to the flouting maxim were collected by using the note-taking technique. They were analyzed based on the theory of the Cooperative Principle purposed by Grice and the theory of flouting maxim strategies purposed by Cutting. It was analyzed using pragmatic identity analysis. In the other words, the data were analyzed by considering the contextual aspect of the conversation. Then, the result and the data findings were presented in the form of a percentage.

## C. Result and Discussion

### 1. Result

From the observation had done, it was identified 16 utterances of flouting maxim used by the characters in the Stranger Things 3. 4 data were categorized as the flouting maxim of quantity, 1 datum was categorized as the flouting maxim of quality, 7 data were categorized as the flouting maxim of relation, and 5 data were categorized as the flouting maxim of manner.

**Table 1.** The Types and Strategies of Flouting Maxims Found in Stranger Things 3

No.	Type of flouting maxim	Strategies of flouting maxim	Quantity	Percentage
1.	Flouting Maxim of quantity	Giving too little information	1	6,25 %
		Giving too much information	2	12,50 %
2.	Flouting Maxim of quality	Hyperbole	-	0 %
		Metaphor	-	0 %
		Irony	1	6,25 %
		Banter	-	0%
3.	Flouting Maxim of relation	Being irrelevant	7	43,75 %
4.	Flouting Maxim of manner	Being obscure	5	31,25 %
<b>Total</b>			16	

In relation to the finding above, following were the discussions part. In the discussion the data would be categorized the type and the strategies within the detail context.

### 2. Discussions

#### Flouting maxim of quantity

##### Data 1

Eleven : "Stop it! Stop!"\**Laughing*\*  
 Mike: "Why? You don't like it?"  
 Eleven:"No!"

(06.42.00-07.03.00)

The conversation above was taken from the first episode of Stranger Things 3. Mike and eleven was a teenage couple, they were in a bedroom with the radio sound was loud. At the same time, Mike singing loud for Eleven–his girlfriend. Then Eleven trying to stop him from singing. Then mike asked why he should stop? But, instead of answering Mike's question "Why?" Eleven just gives too little information by answering "No". It was known that Eleven's utterance indicated the flouting maxim and she flouted the maxim of quantity and she used the strategy of giving too little information (understatement).

## Data 2

Mike: "So, her name is Susie?"

Dustin: **"Suzie, with a Z. She is from Utah"**

(24.29.00-24.32.00)

The conversation above is taken from the first episode of Stranger Things 3. It happened when Mike w

as curious about Dustin's girlfriend. Mike cannot believe it, because Dustin is a nerd. He gave a question to make sure that Dustin really has a girlfriend. Dustin felt so excited to tell anything about his girlfriend and wanted to make his friends sure about it. In this conversation, Dustin using the overstatement strategy by giving too much information and here he flouted the maxim of quantity.

## Data 3

Eleven: "Who is that?"

Max: **"See? This is why you can't just hang out with Mike all the time. This is Wonder Woman a.k.a Princess Diana. She is from Paradise Island which is life this hidden island, where there is only woman Amazon warrior".**

(01.33.00-01.50.00)

The conversation was taken from the fourth episode of The Stranger Things 3. It involved Eleven the psychokinetic girl and her friend Max. SEleven It happened when Eleven learned to be a normal girl, she asked everything she just knew, Ralph Macchio and also Wonder woman. Max was her friend explained all the things she asked about, she gave overstatement information to answer Eleven's question, here Max flouted the maxim of quantity.

### **Flouting maxim of quality**

## Data 4

Billy: "You're feeling just fine right now, aren't you Heather?"

Heather: **"I am feeling so much better"**

(43.58.00-44.05.00)

The conversation above was taken from the second episode of Stranger Things 3. It happened when Billy made sure his sister who suspected him as the person who allied with the monsters and got Heather involved. Heather actually was feeling miserable about her involvement, therefore she said the opposite things that she was so much better. It was known that she flouted the maxim of quality by not saying what she actually felt.

### **Flouting maxim of relation**

## Data 5

Joyce: "Just take it down Hopper!"

Hopper: **"I need them to break up"**

(20.00.00-20.06.00)

The conversation above was taken from the first episode of *Strange Things 3*. Joyce and Hopper are good friends. The conversation was happening when Hopper met Joyce in a market where Joyce was working. Hopper told Joyce what he must do to make his child had a distance from her boyfriend. When Joyce gave her advice, Hopper was in anger, and Joyce starts to calm him down but instead of calming down, he was yelling that he needs his daughter to break up with her boyfriend. From Hopper's utterance above, it is known that Hopper flouting the maxim of relation by giving an irrelevant statement strategy, where he answered the previous utterance.

#### Data 6

Nancy : "Shit! shit! shit!"  
Jonathan : "What's wrong?"  
Nancy : "**It's almost 9!**"

(13.20.00-13.33.00)

The conversation was taken from the first episode of *Stranger Things 3*. It took place in Jonathan's house when he and his girlfriend—Nancy forgot to set the alarm and they woke up late. Nancy was panic because they would late to go to work. Instead of answering what was wrong, Nancy's answer irrelevant to Jonathan's question. From the conversation, it was known that Nancy flouted the maxim of relation by using the strategy of giving irrelevant statements.

#### Data 7

Hopper: "Hey, are you busy?"  
Joyce: "**You're our first customer, so what now?**"

(19.29.00-19.39.00)

The conversation was taken from the first episode of *Stranger Things 3*. Hopper and Joyce was a best friend, this conversation happened when Hopper visited Joyce in a market where she was working. Hopper wanted to Joyce gave him some advice about his teenage daughter, and asked whether she was busy or not. In answering Hopper's question, Joyce flouting the maxim of relation, her utterance was irrelevant to the question that Hopper asked.

#### Data 8

Erica: "Isn't it time you died?"  
Lucas: "**Pscho!**"

(09.02.00-09.09.00)

The conversation happened when Lucas met his little sister in a mall. In the conversation above they were mocking each other. Lucas's utterance flouting the maxim of relation, it was an irrelevant answer to the question Erica gave.

#### Data 9

Erica: "Where is the sailorman?"  
Robin: "**Sorry he can't help you, he is busy!**"

The conversation happened in an ice cream shop. One of the customers, Erica wanted to be serviced by Steve the sailorman—one of the workers there. Instead answer Erica's question about where Steve was, Robin said that he was busy and can't help her. From Robin's utterance, she was flouting the maxim of relation by using being irrelevant strategy.

#### Data 10

Max: "What's not your fault Billy?"

Billy: **"I've done things, Max. Really bad things. I didn't mean to"**

(43.44.00-43.53.00)

This conversation was taken from the fourth episode of Stranger Things 3. It took place in the sauna, where Max and her friend locked Billy to investigate whether Billy was involved in the monster or not. Billy indirectly said that he was actually involved by saying the irrelevant answer to Max's question. From Billy's utterance, he was flouting the maxim of relation.

#### Data 11

Max: "What he make you do?"

Billy: **"It is not my fault Max, okay? Max, please!"**

(44.09.00-44.44.15.00)

This conversation was taken from the fourth episode of Stranger Things 3. It took place in the sauna, where Max and her friend locked Billy to investigate whether Billy was involved in the monster or not. Billy said the irrelevant answer to Max's question. From Billy's utterance, he was flouting the maxim of relation.

#### Flouting maxim of manner

#### Data 12

Hopper: "Three-inch minimum! Let the door open!" *\*break the door\**

Mike: **"What's wrong?"**

(19.30.00-19.46.00)

The conversation above was taken from the first episode of Stranger Things 3. The conversation was happening when Hopper knew his daughter was kissing Mike. So, Hopper wanted their keep their distance and let the door open three-inch minimum. But his daughter shut the door instead. Hopper was angry and breaks down the door. Once the door was opened, Mike who knew Hopper was getting angry, trying to mislead the topic. Mike's utterance above indicated the flouting of the maxim by using the strategy of being irrelevant. He flouted the maxim of manner because Mike was trying to divert Hopper's anger.

#### Data 13

Lucas: "You're late!"

Mike: "Sorry"

Will: "Again"

Mike: **"If you keep whining about it. Let's go!"**

(08.22.00-08.31.00)

The conversation was taken from the first episode of Stranger Things 3. It happened when Mike had an appointment with his best friends to watch a movie, but he was coming late. Their friends complained to him, but he seemed to mislead the topic, he tried to change the focus in this conversation. From Mike's utterance above, it was known that Mike flouting the maxim of Manner by using the being obscure strategy.

#### Data 14

Nancy: "Can you drive faster!"

Jonathan: **"Do you want to break down? We're lucky this thing still drives at all"**

(19.21.00-19.30.00)

This conversation was taken from the first episode of Stranger Things 3. It took place in a car when Nancy and Jonathan were on the way and about too late to go to work. Nancy hated if she was being late because her bosses would underestimate her like they always did. That is why Nancy asked Jonathan to drive faster. Instead of driving faster, Jonathan avoiding it by asked Nancy a question, because his car was worn-out. From Jonathan's utterance he flouted the maxim of manner by using the strategy of being irrelevant.

#### Data 15

Mike: "How much longer is the campaign?"

Will: **"Just forget it, Mike"**

(41.36.00-41.40.00)

This conversation took place in a house where Mike, Lucas, and Will were met up. Before this conversation happened, Mike wanted Will and Lucas to play a game just like when they were children, but Mike and Lucas ignored him. Will feeling sad about it and Mike realized that he insulted Will. Then Mike was trying to be nice to Mike, therefore Mike ignored him and wanted Mike to forget about it. From the utterance said by Will, it was known that he did not want to discuss about what was happening yesterday. Will flouted the maxim of manner by using the strategy of being obscure.

#### Data 16

Dustin: "Which one do I press Erica?"

Erica: **"Just press the damn button, nerd!"**

(41.36.00-41.40.00)

This conversation was taken from the fourth episode of Stranger Things 3. It took place in the secret chamber of a Russian spy, where Jonathan, Robin, Dustin, and Erica were being trapped. Dustin asked Erica which button he must hit to open the gate. Here, Erica answered Dustin's question unclearly, which button that she pointed to. It was known that using the strategy of being obscure in flouting the maxim of manner.



From the discussion above, it was found 16 utterances indicated the flouting maxim, they are 3 data of flouting the maxim of quantity, 1 datum of flouting the maxim of quality, 5 data of flouting the maxim of manner, and 7 data of flouting the maxim of relation. The flouting maxim that appears the most in *Stranger Things 3* was flouting the maxim of relation within 41,15% in percentage and the least frequently was the flouting the maxim of quality within 5,88% in percentage.

Moreover, it also found the strategies in flouting maxim in *Stranger Things 3*. They are 2 data of giving too much information, 1 datum of giving too little information, 1 datum of irony, 7 data of being irrelevant, and 5 data of being obscure strategies. The most frequent strategy used was being irrelevant, for about 43,75% and the least frequently strategy was irony and giving too little information (6,25%).

This research is expected to be useful for the following parties. The result of this research is able to give a little contribution to the education field and also for the future researcher who interests to do the related research, especially for the flouting maxim.

#### D. Conclusion

Overall, it could be concluded that the flouting maxim principle was available in "*Stranger Things 3*". Concerning the types and the strategies of flouting maxim in "*Stranger Things 3*", it was found that every strategy having a relation to the types which flouted by the characters. They are 1) giving too much information and 2) giving too little information were influent in flouting the maxim of quantity, 3) irony was influent in flouting maxim of quality, 4) being irrelevant was influent in flouting maxim of relevance, and 5) being obscure was influent in flouting maxim of manner.

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