

**A STUDY OF FLOUTED MAXIMS PERFORMED BY
THE MAIN CHARACTERS OF “ZOOTOPIA” MOVIE**

SCIENTIFIC ARTICLE

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A STUDY OF FLOUTED MAXIMS PERFORMED BY THE MAIN CHARACTERS OF “ZOOTOPIA” MOVIE

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ABSTRACT

The researcher conducted a study about flouted maxims in Zootopia movie which shows how the main characters flouted the conversational maxims to imply another meanings within their utterances. There are two problems of this study: 1) What maxims are flouted by the main characters in Zootopia? And 2) What are the implicatures of the maxims flouted by the main characters in Zootopia.

This research uses qualitative approach in relation to the aim of this study, which is to interpret the implied meanings of flouted maxims. The result of this study will produce many descriptions. The data are in form of utterances contain flouting maxims which accumulated from Zootopia movie.

The result of this research shows that the five main characters from Zootopia flout all the conversational maxims. From total of 27 utterances, there are 9 utterances contain flouted maxim of quantity, 4 utterances contain flouted maxim of quality, 4 utterances contain flouted maxim of relation, 7 utterances contain flouted maxim of manner and 3 utterances contain the flouted of combination maxims. There are also 26 utterances contain particularized conversational implicature and 2 utterances contain generalized conversational implicature. The characters flout the conversational maxims for varied purpose, such as to emphasize their points or arguments, to mock or ridicule other person, to persuade other person, to refuse something, to avoid talking about certain topic, to shows discontentment, and to indirectly asking someone for help.

Keywords: cooperative principle, conversational maxims, flouted maxims, implicature, Zootopia

Language, as the important aspect of our life, is used by human as communication device. By using language, human shares their feelings, thoughts, intentions, knowledge, or ideas to each other. By relaying messages and intentions using language, humans engage in conversation. In the process of making conversation, the speakers are expected to cooperate conversationally in order to understand each other's messages and intentions.

But sometimes, it is possible that the speakers give unsuitable contribution. In that case, Grice formulate principle which is expected to be obeyed by participants. This principle is known as cooperative principle. This principle manifest itself in the form of a set of maxims or rules, which can be divided into four conversational maxims; maxim of quantity, maxim of quality, maxim of relation, and maxim of manner.

However, a speaker does not have to obey the maxims all the time. When a speaker does not obey the maxims to imply something and expect the listeners to infer something from his or her utterance, it means the speaker flouts the maxims. Because of that, flouted maxims is always followed by implicature or an additional unstated meaning. Implicature can be divided into two types, which are conventional implicature and conversational implicature. According to Yule (1996, p. 128), conversational implicature is an additional unstated meaning that has to be assumed in order to maintain the cooperative principle.

Flouted maxims ideally could happen in any situations and is usually used as comic relief so that the conversation will be more interesting and amusing. For this research, the researcher choose an animated movie from Disney entitled "Zootopia". The reason why the researcher choose this movie because out of animated movies the researcher had seen, Zootopia contains jokes which lead the characters to flout the conversational maxims in their utterances.

Based the background of the study, there are two problems of the study. First, what maxims are flouted by the main characters of Zootopia? Second, what are the

implicatures of the maxims flouted by the main characters of Zootopia? The objectives of the study are to answer the problems of the study.

This study mainly uses Cooperative Principle and Implicature theory by Grice (1975) which is under the discipline of pragmatics to analyze what maxims are flouted by the main characters of Zootopia and also to identify what are the types of conversational implicature generated from the flouted maxims.

Pragmatics is one of branches in linguistics that deals with how human use language in communication. Yule (1996, pg. 3) defines pragmatics as “the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader).” Pragmatics is the study of speaker meaning and also concerned with what people mean by their utterances in particular context, which is why pragmatics and context are closely related to each other.

Cook (1999, p. 4 in Song, 2010, p. 866) stated that in broad sense, context refers to knowledge of factors outside the text and knowledge of other parts of the text under consideration, referred as co-text. According to Cutting (2002), there are three kinds of context we can observe outside of the text:

- 1) Situational context, that is what speakers know about what they can see around them
- 2) Background knowledge, that is what they know about each other and the world
- 3) Co-textual context, what they know about what they have been saying.

According to Cutting (2002, p. 2), the speaker’s meaning depends on assumptions of knowledge that are shared by both speaker and listener. Means that context in conversation is important in interpreting speaker’s meaning because if the context both speaker and listeners shared is different, the meaning implied might not be the same.

Grice (1975) proposed his idea of four conversational maxims in order to make a successful and effective conversation where the participants understand each other.

He argued that in making a conversation, we need to consider the following principles:

“Make your conversational contribution such as is required, at the stage which is occurs, by the accepted purpose or direction of the talk exchange in which you are engaged.” (Grice, 1975: p.48 in Hadi, 2012: pg. 69). Grice claimed that human beings communicate with each other in a logical and rational way, and cooperation is embedded into people’s conversations (Hadi, 2012: pg 69). Grice who stressed his theory on rationality in conversing with each other, made his theory as one of important and most discussed discipline in linguistics, especially in pragmatics.

The four maxims Grice has proposed become a kind of guidance when people making a contribution in conversations called as conversational maxims. Those maxims are:

- 1) Maxim of Quantity
 - Make your contribution as informative as is required.
 - Do not make your contribution more informative than is required.
- 2) Maxim of Quality
 - Try to make your contribution one that is true.
 - Do not say that for which you lack adequate evidence
- 3) Maxim of Relation
 - Be relevant
- 4) Maxim of Manner
 - Avoid obscurity of expression
 - Avoid ambiguity
 - Be brief (avoid unnecessary prolixity)
 - Be orderly

Sometimes, a speaker may choose to disobey these maxims. When a speaker does not obey the maxims, they are called as non-observance maxims. According to Grice (1975), speaker in a talk may fail to fulfill a maxim in various ways. The followings are:

1. Violate the maxim: speaker quietly failed to observe the maxim, often used to misled.
2. Opt out the maxim: unwilling to cooperate in the way maxim requires
3. Clash between maxim: being unable to fulfill first maxim without violating the second maxim
4. Flout the maxim: blatantly fail to fulfill the maxim

One of the non-observance maxim is flouting maxim. Maxims are flouted when speaker does not follow the conversational maxims but expects hearers to infer the meaning implied. The speaker assumes that the hearer knows their words should not be taken at face value and that they can infer the implicit meaning. When a speaker flouts conversational maxims, it means there is another meaning implied which needs to be inferred by the listener to understand what the speaker's intention by making that utterances. Because of that, flouted maxims always followed by implicature. An additional unstated meaning that a speaker implied within his or her utterance is known as an implicature.

Grice states that there are two kinds of implicature; conventional implicature and conversational implicature. Because this study concerns with flouted maxims, the researcher only focuses on conversational implicature which closely related to cooperative principle. Conversational implicatures are implicature generated by an assumption that a speaker is adhering to cooperative principle. Different from conventional implicature, conversational implicature is heavily depended on the context of conversation.

According to Grice (in Grundy, 2000, p. 82), there are two kinds of conversational implicature:

1) Generalized Conversational Implicature

Conversational implicatures which does not requires special knowledge of the context of the utterance in order to make necessary inferences.

2) Particularized Conversational Implicature

Conversational implicature which arise when conversation takes place is specific context and locally recognized inferences are assumed to work out the conveyed meaning.

Two previous studies are also used as references for the present study. The first previous study was conducted by Nasution (2014) entitled “The Flouting Maxim in Sarah Sechan Talk Show Episode “Fitri Tropica” on NET TV” and the second study was conducted by Hasani (2014) entitled “The Flouting Maxims in the Main Characters Utterances of “*We Bought a Zoo*” Movie”. Both previous studies use the same theory as the present study, which is Cooperative Principle theory by Grice and also use the same research design, which is qualitative study. The difference between the previous studies and the present study are the object and the additional theory the researcher used, which is Implicature theory by Grice. In this research, the researcher also categorized the types of conversational implicature generated by flouted maxims.

RESEARCH METHOD

Because the purpose of this study is to find what maxims are flouted by the main characters and the implied meaning of flouted maxims, the researcher used qualitative approach for this research. Ary, et al (2010, p. 424) states that the qualitative inquirer deals with data that are in the form of words or pictures rather than numbers and statistics. Because the data used for this research are in form of words, this approach is suitable for this research. The design of this research is document analysis.

For this research, the researcher used Zootopia movie as the data source.

Because there are many characters in this movie, this research only chooses five main characters; Judy Hopps, Nick Wilde, Chief Bogo, Dawn Bellwether, and Benjamin Clawhauser. The data for this study are all five main characters' utterances which contained flouted maxims. The researcher also did several steps to collect the data. First, the researcher downloaded Zootopia movie and its subtitle. Second, the researcher watched the movie to find the utterances contained with flouted maxims. Third, the researcher transcribed all utterances which contain flouted maxims produced by the main characters. The researcher used subtitle to make sure all utterances are transcribed correctly.

For the data analysis, the researcher also did several steps. First, the researcher categorized all utterances contained with flouted maxims. Second, the researcher also categorized the implicatures generated by the flouted maxims. Third, the researcher interpreted the implied meanings. And last step is the researcher drew the conclusion based on the finding and discussion.

FINDINGS

After collecting the data from the movie Zootopia, the researcher found 27 utterances which contain flouting of four conversational maxims. There are 9 utterances that contain flouted maxim of quantity, 4 utterances contain flouted maxim of quality, 4 utterances contain flouted maxim of relation, 7 utterances contain flouted maxim of manner and 3 utterances contain the combination of flouted maxims. There are also 26 utterances contain particularized conversational implicature and 2 utterances contain generalized conversational implicature. The characters who produced the data are Judy Hoops, Nick Wilde, Dawn Bellwether, Chief Bogo, and Benjamin Clawhauser. The representative data for each category are as follows:

Flouted Maxim of Quantity

When a speaker flouts the maxim of quantity, the speaker gives too little or too much information to the hearer. The flouted maxim of quantity happens when the speaker gives more or less information that the saturation requires. The representative data is as follows:

Line	Characters	Utterances
1	Judy Hopps	Parking duty? Chief? Chief Bogo? Sir, you said there were
2		fourteen missing mammal cases.
3	Chief Bogo	So?
4	Judy Hopps	So I can handle one. You probably forgot, but I was top of
5		my class at the academy.

CONTEXT:

This conversation happened when Chief Bogo distributed daily duties to officers. Judy was surprised that she got the least important duty, which is parking duty. She asked Chief Bogo about the duty distribution, hoping he will change her duty but Chief Bogo did not pay much attention to her. The context that can be observed from this conversation is background knowledge context because Chief Bogo and Judy Hopps have known each other before Judy was assigned to work at ZPD. Chief Bogo also knows about Judy’s excellent records at the academy.

In this conversation, Judy flouts the maxim of quantity (lines 4-5) because she gives more information that it is required. When she answers Chief Bogo’s question, she also adds “I was top of my class at the academy” when Chief Bogo does not ask that information, which means she gives more information to him than he requires. The implied meaning of her utterance is that she is capable of handling a more difficult case. Judy purposely makes her utterance more informative because she tries to persuade Chief Bogo to give her more difficult case. By pointing out that she was the top of her class at the academy, she wants Chief Bogo to think she is capable of handling one of the missing mammal cases.

Flouted Maxim of Quality

When a speaker flouts the maxim of quality, the speaker says something unreliable or lack of evidence. However, sometimes the speaker’s intention may not to deceive the hearer but they simply say something that does not represent what they think. The representative data is as follows:

Line	Characters	Utterances
1	Chief Bogo	Abandoning your post, inciting a scurry, reckless
2		endangerment of rodents but, to be fair, you did stop a
3		master criminal from stealing two-dozen moldy onions.
4	Judy Hopps	Mmm, hate to disagree with you, sir, but those are not
5		onions. Those are a crocus variety called mendicampum
6		holicifius. They’re a Class C botanical, sir. Well, I grew up
7		in a family where plant husbandry was kind of a thing...

CONTEXT:

This conversation happened after Judy caught Duke Weasleton who stole onions. Upon entering the Police Department, Chief Bogo yelled at Judy. Chief Bogo was not happy to know that Judy did not wait for official instruction and abandoned her post even though she did catch the robber. The context of this conversation is situational context both Judy and Chief Bogo can observe the same things within the same surrounding situation, which is the stolen crops.

In this conversation, Chief Bogo flouts the maxim of quality (lines 2-3) because he purposely express something positive but he actually implies a negative one. His utterance contains irony, which flouts the maxim of quality. When he says “you did stop a master of criminal”, he does not really mean that the robber is a real master of criminal. In fact, the robber only steals moldy onions. Chief Bogo flouts the maxim to express a sarcasm for Judy. He implies that the robber Judy caught by running and causing trouble for rodents is actually not a serious threat and does not worth the effort at all.

Flouted Maxim of Relation

When a speaker flouts the maxim of relation, the speaker makes contribution that unrelated or irrelevant to the previous exchange. The speaker expects the hearer to understand what the utterance did not say, and also makes a connection between the hearer's utterance and the preceding one. The representative data is as follows:

Line	Characters	Utterances
1	Nick Wilde	If the world's gonna see a fox as shifty and untrustworthy,
2		there's no point in trying to be anything else.
3	Judy Hopps	Nick, you are so much more than that.
4	Nick Wilde	Boy, look at that traffic down there. How about we go up
5		to Chuck in traffic central? Chuck, how're things looking
6		on the jam-cams?

CONTEXT:

This conversation happened when Nick shared his childhood story to Judy. After Nick helped her when Chief Bogo was about to take her badge, Nick told her that she shouldn't let people underestimated her. Judy asked him if he ever felt underestimated too, in which Nick replied he did but not anymore. Nick shared a story about him joined Junior Range Scouts when he was nine but he got bullied instead because he is a fox. Judy then comforted him. The context of this conversation is situational context because Judy and Nick share the same surrounding, so Judy can also observe what Nick refers to when he says 'look at that traffic down there'.

In this conversation, Nick flouts the maxim of relation (line 4-6) because he says something irrelevant to Judy's utterance. Nick intentionally tries to change the topic when he says "Boy, look at that traffic down there." because he feels uncomfortable when Judy comforts him. He pretends to call his friend, Chuck, who manages traffic at traffic central. The implied meaning of his utterance is that he wants Judy to drop the topic about his past.

Flouted Maxim of Manner

When a speaker flouts maxim of manner, the speaker gives contribution that is vague, obscure, ambiguous, not brief and not orderly. The representative data is as follows:

Line	Characters	Utterances
1	Stu Hoppps	You know what? Pretty much all predators! And Zootopia's
2		full of them.
3	Bonnie Hoppps	Oh, Stu.
4	Stu Hoppps	And foxes are the worst!
5	Bonnie Hoppps	Actually, your father does have a point there. It is in their
6		biology. Remember what happened with Gideon Grey?
7	Judy Hoppps	When I was nine. Gideon Grey was a jerk who happened
8		to be a fox. I know plenty of bunnies who are jerks.

CONTEXT:

This conversation happened when Stu warned Judy to be cautious of predators in Zootopia, especially fox, Bonnie was slightly unamused with Stu exaggerating his warning. Even so, she agreed that Judy needed to be careful around fox when she reminded Judy about one incident with Gideon Grey when Judy was child. The context that can be observed from this conversation is background knowledge context because both Judy and Bonnie share the same knowledge about Gideon Grey, who is a bully when Judy was nine

In this conversation, Judy flouts the maxim of manner because Judy does not states her utterances as clear as possible. When she replied with "Gideon Grey was a jerk who happened to be a fox", she implied that Gideon was a jerk not because of he is a fox, but it is his personality. She also implied that not all bunnies are nice either when she said "I know plenty of bunnies who are jerks." Her utterances could be understood better if she stated it straightforwardly, for example "Not all foxes are jerk, some bunnies can be jerk too". What Judy meant by her utterances is that her parents shouldn't stereotyping foxes as bad.

Flouted Combination Maxims

When a speaker flouts the maxims, the speaker sometimes does not only flout a single maxims, but also flouts combination of maxims. The representative data is as follows:

Line	Characters	Utterances
1	Judy Hopps	Please, just look at the picture. You sold Mr. Otterton that
2		popsicle, right? Do you know him?
3	Nick Wilde	I know everybody. I also know that somewhere, there's
4		a toy store missing its stuffed animal. So why do not you
5		get back to your box?

CONTEXT:

This conversation happened when Judy went to Nick to ask information about Emmitt Otterton since Nick was the last person who was seen with Emmitt Otterton. Nick was not interested to help Judy but Judy still persistent to ask him about Emmitt Otterton. The context that can be observed from this conversation is situational context because Nick and Judy share the same surrounding area where the conversation takes place. When Nick is referring to the toy store which missing its stuffed animal, the store is not actually present on the area which Judy can also observe.

In this conversation, Nick's flouts the maxim of quantity because he makes his contribution more informative that it is required. When Judy asks him if he knows Mr. Otterton, Nick says that he knows everybody instead of only answers that he knows Mr. Otterton. It should be enough if he only replies with "Yes, I know him" instead of stating that he knows everybody and even said that he also knows there is a toy store missing its stuffed animal. His utterance "I also know that somewhere, there's a toy store missing its stuffed animal" also flouts the maxim of quality because he says something which is unreliable and lack of evidence. When he states that there is a toy store missing its stuffed animal, he actually does not know for sure if there's really one.

His utterance was meant to make fun of or to tease Judy because Judy has been bothering him when he just want to work.

Because this research concerns with cooperative principle, the researcher only categorize the implicatures into two types, generalized and particularized conversational implicature. After the researcher categorize the implicature, the researcher found that there are 2 utterances which contain generalized implicature and 26 utterances contain particularized implicature. The representative data for each category are as follow:

Particulatized Conversational Implicature

Particularized conversational implicature arise when conversation takes place in specific context and locally recognized inferences are assumed to work out the conveyed meaning. The representative data is as follows:

Line	Characters	Utterances
1	Judy Hopps	Parking duty? Chief? Chief Bogo? Sir, you said there were
2		fourteen missing mammal cases.
3	Chief Bogo	So?
4	Judy Hopps	So I can handle one. You probably forgot, but I was top of
5		my class at the academy.

This utterance contains particularized conversational implicature because we need special knowledge or context to infer the implied meaning of this utterance. To infer the implied meaning, we need to see the particular context of the utterance. The context of this utterance is Judy was surprised that Chief Bogo only gave her the least important assignment, which is parking duty. In this case, Judy flouts the maxim of quantity when she says that she was the top of her class at the academy. Another meaning arises when she flouts the maxim, which is that she tries to persuade Chief Bogo to give her more difficult assignment. She does not simply state the fact that she was excellent student at the academy, but she implies that she is capable enough to handle more difficult job than parking duty.

Generalized Conversational Implicature

Generalized conversational implicatures is an implicature which does not requires special knowledge of the context of the utterance in order to make necessary inferences. It means that generalized conversational implicature does not depend on a particular context of the utterance. The representative data is as follows:

Line	Characters	Utterances
1	Stu Hopps	You know what? Pretty much all predators! And Zootopia's
2		full of them.
3	Bonnie Hopps	Oh, Stu.
4	Stu Hopps	And foxes are the worst!
5	Bonnie Hopps	Actually, your father does have a point there. It is in their
6		biology. Remember what happened with Gideon Grey?
7	Judy Hopps	When I was nine. Gideon Grey was a jerk who happened
8		to be a fox. I know plenty of bunnies who are jerks.

This utterance contain generalized conversational implicature because we do not need special knowledge or contexts to infer the implied meaning of the utterances.

When Judy flouts the maxim of manner, she stated that Gideon Grey is a jerk who happened to be fox and she knows plenty of bunnies who are jerks. She implies that not all foxes are bad and not all bunnies are nice either. Because the implied meaning does not depends on context, the meaning arose from flouted maxims will still be the same with or without context. The meaning will still be "all foxes are bad and not all bunnies are nice either" regardless of the context.

DISCUSSION

To answer the first problem of the study, the researcher found that the main characters of Zootopia flout all conversation maxims. Based on the findings, the characters flout conversational maxims quite often. The characters who often flout the maxims are Judy Hopps and Nick Wilde, each of them flout 11 times of total 27 utterances. The most flouted maxim is the maxim of quantity while the least flouted is maxim of quality and relation. The total occurrences of flouted maxims can be seen on the table below.

The Total Occurrence of Flouted Maxims Produced by the Main Characters of Zootopia

Characters	Types of Flouting Maxim				
	Maxim of Quantity	Maxim of Quality	Maxim of Relation	Maxim of Manner	Combination of Maxim
Judy Hopps	3	-	-	6	2
Nick Wilde	4	3	3	-	1
Dawn B.	2	-	-	-	-
Chief Bogo	-	1	1	-	-
Benjamin C.	-	-	-	1	-
Total	9	4	4	7	3

Sometimes, the characters not only flout one type of maxim but also flout combinations of two maxims. As example, Nick's utterance "I know everybody. I also know that somewhere, there's a toy store missing its stuffed animal. So why do not you get back to your box?" contain both flouting maxim of quantity and quality. When he was asked if he knew Emmet Otterton, he answered with "I know everybody" which makes his utterance more informative than it is required. He also flouts the maxim of quality. His utterance is lack of truth or unreliable because he actually does not know exactly if there's a toy store that missing its stuffed animal.

Based on the second problem of the study, the researcher discuss about the implicature or the implied meaning generated by the flouting of conversational maxims. In inferring the implied meaning, we also need to understand the context. The researcher found that the implied meaning from the maxims flouted by the characters are varied. The characters flout the maxims when they want to emphasize their points or arguments, to mock or ridicule other person, to persuade other person, to refuse something, to avoid talking about certain topic, to show discontentment, and to indirectly asking someone for help.

From the findings, the researcher also finds that most flouted maxims contain generalized conversational implicature. There are 26 utterances which contain particularized conversational implicature and 2 utterances contain generalized conversational implicature. Most implied meanings are inferred with special

knowledge or contexts but there are also implied meaning that can be inferred without context or special knowledge so the listeners are able to infer the implied meaning logically.

The researcher finds that the characters in this movie mostly give too many information when they give response to others, whether they did it unconsciously or not. It could be because of the character's personality. Judy and Nick are the two main characters who flout this maxim the most in the movie. Judy is an energetic and optimistic character and while Nick is sarcastic, he's also easygoing person. It also appears that the characters from this movie tend to be relevant and give reliable information when they give contributions in conversations. There are not many situations where they need to say something irrelevant to other characters' utterances, hence explains why maxim of relation is the least flouted by the characters. The researcher also finds that the characters of this movie only flout the maxim of quality to make fun of another characters.

CONCLUSION AND SUGGESTION

After collecting the data from the movie Zootopia, the researcher found 27 utterances which contain flouting of four conversational maxims. There are 9 utterances that contain flouted maxim of quantity, 4 utterances contain flouted maxim of quality, 4 utterances contain flouted maxim of relation, 7 utterances contain flouted maxim of manner and 3 utterances contain the combination of flouted maxims. There are 26 particularized conversational implicature and 2 particularized conversational implicature. In this research, most implicature are particularized conversational implicature which means that most implied meanings are inferred depending on the context.

The implied meanings inferred from flouted maxims are also varied. The implied meanings are implied when the speakers want to emphasize their points or arguments, to mock or ridicule other person, to persuade other person, to refuse

something, to avoid talking about certain topic, to show discontentment, and to indirectly asking someone for help.

The most flouted maxims in this movie is maxim of quantity and the least flouted is maxim of quality and relation. The researcher finds that the characters in this movie mostly give too many information when they give response to others. There are not many situations where they need to say something irrelevant to others' utterances, hence explains why maxim of relation is the least flouted by the characters. The characters mostly flouted the maxim of quality in the form of irony and used to make fun of others.

Because the researcher only analyzes flouted maxims performed by the main characters of Zootopia, for the next researchers, the researcher suggests to analyze flouted maxims performed by other characters such as Nangi, Bonnie Hopps, Stu Hopps, etc. The researcher also suggests that the next researchers use other theory of maxims, such as Politeness Principle by Leech to analyze how agreement maxims or generosity maxims are applied by the characters from this movie, as example when Judy indirectly express how it is uncomfortable when Clawhauser calls her cute. The researcher hopes that this research will enrich the study of maxims, especially flouted maxims.

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