

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

UNDERGRADUATE THESIS

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**STUDY PROGRAM OF ENGLISH
DEPARTMENT OF LANGUAGES AND LITERATURE
FACULTY OF CULTURAL STUDIES
UNIVERSITAS BRAWIJAYA**

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CHARACTERS OF “ZOOTOPIA” MOVIE**

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Presented to
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for the degree of *Sarjana Sastra*

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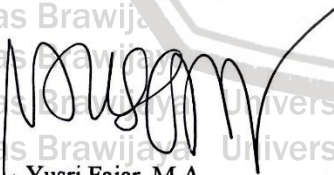


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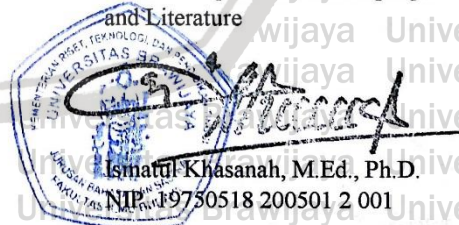
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The Writer

ABSTRACT

Khairunnisa, Khansa. 2017. **A Study of Flouted Maxims Performed by the Main Characters of Zootopia Movie**. Study Program of English, Department of Languages and Literature, Faculty of Cultural Studies, Universitas Brawijaya. Supervisor: Emy Sudarwati.

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

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.

ABSTRAK

Khairunnisa, Khansa. 2017. **Penelitian Maksim yang Dilanggar yang Ditunjukkan oleh Karakter Utama dari Film Zootopia**. Program Studi Sastra Inggris, Jurusan Bahasa dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya. Pembimbing: Emy Sudarwati.

Kata Kunci: prinsip kerjasama, maksim percakapan, maksim yang dilanggar, implikatur, Zootopia

Penulis mengadakan penelitian mengenai maksim yang dilanggar di film Zootopia yang menunjukkan bagaimana karakter-karakter utama dalam film tersebut melanggar maksim percakapan untuk memasukkan maksud lain dalam ucapan mereka. Ada dua rumusan masalah dalam penelitian ini: 1) Maksim-maksim apa saja yang dilanggar oleh karakter-karakter utama dalam film Zootopia? dan 2) Apa saja implikatur dari maksim-maksim yang dilanggar oleh karakter-karakter utama dalam film Zootopia?

Penelitian ini menggunakan pendekatan kualitatif karena berhubungan dengan tujuan dari penelitian ini yaitu untuk menginterpretasikan maksud yang terimplikasi dari pelanggaran maksim. Hasil dari penelitian ini akan menghasilkan banyak deskripsi. Data untuk penelitian ini berbentuk ucapan-ucapan yang mengandung pelanggaran-pelanggaran maksim yang dikumpulkan dari film Zootopia.

Hasil dari penelitian ini menunjukkan bahwa lima karakter utama dari film Zootopia melanggar semua jenis maksim percakapan. Dari jumlah 27 ucapan, ada 9 ucapan yang mengandung pelanggaran maksim kuantitas, 4 ucapan yang melanggar maksim kualitas, 4 ucapan yang melanggar maksim relevansi, 7 ucapan yang melanggar maksim pelaksanaan, dan 3 ucapan yang melanggar kombinasi maksim. Selain itu, ada juga 26 ucapan yang mengandung implikatur percakapan khusus dan 2 ucapan yang mengandung implikatur percakapan umum. Karakter-karakter tersebut melanggar maksim percakapan untuk berbagai tujuan, seperti untuk menekankan maksud atau argumen, untuk mengejek orang lain, untuk membujuk orang lain, untuk menolak sesuatu, untuk menghindari dari membicarakan suatu topik, untuk menunjukkan rasa tidak puas, dan untuk meminta bantuan seseorang secara tidak langsung.

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CHAPTER I

INTRODUCTION

This chapter discusses background of the study, problems of the study, objective of the study, and definition of key terms.

1.1 Background of the Study

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. This means that human interacts by using language as the media to exchange those messages. 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. This cooperation theory was proposed by Grice.

According to Birner (2013, pg. 35) "Grice's fundamental insight was that conversation can work only because both people are trying to be cooperative—trying to make their contribution appropriate to the conversation at hand". 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. Grice (1975, p. 45) stated that participants are expected to "make contribution in conversation such is required, at

the stage which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged'. This principle manifest itself in the form of a set of maxims or rules, which can be divided into four conversational maxims.

Grice (1975, p. 45) divides cooperative principle into four categories of maxims. They are maxim of quality (quality of information), maxim of quantity (quantity of information), maxim of relevance (be relevant), and maxim of manner (be clear and unambiguous). These maxims are used by the participants to make sure that what they say in conversation will have purpose. Speakers will apply those maxims and the listeners will assume what maxims the speakers apply on their speech to understand what message the speakers had delivered.

When a speaker applies the maxims, it means that the speaker is obeying the maxims. However, a speaker does not have to obey the maxims all the time. In fact, there are times when the speaker does not really want to say what the mean in literal way. When that happen, the speaker purposely disobeys these maxims and these disobeyed maxims are called as non-observance maxims. Grice divides five types of non-observance maxims into four categories; violating, flouting, infringing, and opting out.

When maxims are flouted, it means the speakers failed to follow the maxims but expect the listener to infer something from the speaker's utterances. Because of that, flouting maxims is always followed by implicature. According to Grice (in Grundy, 2000, p. 273), "implicature is an inferred meaning, typically with a different logical form from the original utterance." While Yule (1996) states that implicature in short could be defined as an additional conveyed 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. Grice (in Grundy, 2000, p. 81) divides conversational implicature into two types, which are generalized conversational implicature and particularized conversational implicature.

Flouting maxims ideally could happen in any situations, and it usually happens in informal situations such as casual conversation. Flouting maxims is usually used as comic relief so that the conversation will be more interesting and amusing. Even so, flouting maxims is not always meant to make comedy. It is used to hide truths or used when a speaker does not want to deliberately express his or her feelings and intentions about something.

Flouting maxims also could happen in scripted situations as well, such as televisions shows, novels and movies. Especially in movies, the dialogues between the characters are purposely made to be interesting to audiences. Even though the dialogues in movies does not occur naturally, movies also represent a reality.

Situations in the movies are made to resemble situations in real physical world. It also could be the case with animated movie. Animated movies also reflects reality with how the characters, environments, and events happened inside are as complex and as real as the real world.

For this research, the researcher chose 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. One example is that the characters use irony to make fun of others. Irony is one of the types of flouting maxim of quality. There are also many occasions when the characters flout other maxims when they have conversation with others. Zootopia also has high rating in many movie critic websites, such as IMDB and Rotten Tomatoes.

According to New York Film Critics Circle on their official website, they named Zootopia as the Best Animated Film of 2016.

The purpose of this study is to analyze what maxims are flouted by the main characters of Zootopia and the implied meaning behind the flouted maxims. In doing the analysis, the researcher used Grice's Cooperative Principle and implicature theory. This study hopefully can help other researchers who interested in studying non-observance maxims, especially flouting maxims. This study is expected to help readers in understanding how maxims are flouted to generate another meaning.

1.2 Problems of the Study

Related to the background of study of this research, there are two problems of the study that the writer proposed:

1. What maxims are flouted by the main characters in Zootopia?
2. What are the implicatures of the maxims flouted by the main characters in Zootopia?

1.3 Objectives of the Study

Based on the problems of study of this research, the objectives of this study are:

1. To find what maxims are flouted by the main characters of Zootopia.
2. To identify the implicatures behind the maxims flouted by the main characters of Zootopia.

1.4 Definition of Key Terms

The followings are the definition of key terms:

1. **Cooperative Principle:** a principle of conversation proposed by Paul Grice in 1975. Grice proposed that in making conversation, each participant is expected to make a contribution as informative, as truthful, as relevant, and as clear as possible.
2. **Conversational maxims:** rules or principles used while making a conversational contribution. There are four conversational maxims:
 - Maxim of Quantity: be informative as required
 - Maxim of Quality: only say what you believe as true
 - Maxim of Relevance: be relevant
 - Maxim of Manner: avoid ambiguity. Be brief and clear.
3. **Flouted Maxim:** maxims that are not observed by the speaker, intended to generate indirect or unstated meaning of speaker's utterance.
4. **Implicature:** an inferred meaning, typically with a different logical form from the original utterance (Grice in Grundy, 2000. P. 273)

5. **Zootopia**: a movie produced by Disney in 2016. The story tells about the adventure of Judy Hopps, a bunny police officer, and Nick Wilde, a fox working as con man, in solving the cases of missing mammals in Zootopia.



CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter, the researcher discuss about the theories related to floating maxims. This chapter also provides previous studies used by the researcher.

2.1 Pragmatics

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. Birner (2013) stated that in order to know what someone meant by what they said, we also need to know who uttered the sentence and in what context, and to be able to make inferences regarding why they said it and what they intended us to understand. Thus, pragmatics deals with invisible meaning and how we recognize what others meant when it is not actually said or written.

In addition, Yule (1996, p. 3) defines pragmatics more into four categories:

- 1) Pragmatics is the study of speaker meaning. It has more to do with the analysis of what people mean by their utterances than what the word or phrases in those utterances might mean by themselves.
- 2) Pragmatics is the study of contextual meaning. It necessarily involves the interpretation of what people mean in a particular context and how the context influences what is said.
- 3) Pragmatics is the

study of how more gets communicated than is said. It explores how listeners can make inferences about what is said in order to arrive at an interpretation of the speaker's intended meaning. 4) Pragmatics is the study of the expression of relative distance. Speakers determine how much needs to be said depending on how close and distant the listener is.

In short, pragmatics is a branch in linguistics that study about meaning in context.

2.2 Context

Context and pragmatics are closely related because in pragmatics, we study about the meaning in the context. 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. In other hand, Sperber and Wilson 1986: 15-6 in Illes, 2001, p. 100) proposed his idea about what context is. By context, it is not simply the preceding linguistic text, or the environment in which the utterance takes place, but the set of assumptions brought to bear in arriving at the intended interpretation. Based on several definitions above, we can define context as a mental representation of co-text and physical setting reflected in the mind of the hearer.

Cutting (2002) stated that 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 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.

2.3 Cooperative principle

In 1975, Grice first proposed his idea of four conversational maxims in order to make a successful conversation. 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 is 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

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

Besides Grice's Cooperative principle, there also another theories of maxims proposed by Geoffrey Leech in 1983 which can be considered as the branch of Grice's Cooperative principle (CP) called Politeness Principles (PP) and Irony Principles (IP). Compared to CP, PP and IP observe more on speaker's verbal behavior which derived from CP itself. Politeness Principles deals with how politeness operated in conversation, while Irony Principles deals with how the speaker to be subtly and politely offensive. Each principles also has maxims which operate how the speaker behave in certain situations.

The reason why the researcher choose CP as theory used to analyze flouting maxims is because CP is broader and can be applied in many kinds of situations. According to Dynel (2009, p. 39), "albeit idealised, because it does not allow for any misunderstanding or miscommunication, the Gricean model has its undeniable merit of including practically all forms of verbal communication". Thus, cooperative principle is more suitable to be used in analyzing many kinds of speech events, such as in a movie where conversations can happen in many situations.

2.3.1 Maxim of Quantity

When we make a contribution in a conversation, we expected to give information as necessary and as required. Grice in his book, *Logic and Conversation* (1975, p. 47) wrote an analogy for maxim of quantity as "if you are assisting me to mend a car, I expect your contribution to be neither more or less than is required, if, for example, at a particular stage I need four screws, I expect you to hand me four, rather than two or six." It means that the information the speaker give out to listener shouldn't be too much or too little.

Grice later elaborate his answer as why we have to limit ourselves in giving others information: Too much information might result in confusion and the hearers may misled, thinking there's some particular point within the excess of information.

Following is an example of maxim of quantity in conversation:

X: Do you find the place warm enough?

Y: Yes, oh yes. Very comfortable I think.

(Wilson and Murrie, 1995 in Cutting, 2002, p.34)

In this example, Y gives the right amount of information to X when she asks if the place is warm enough. Y only says what is needed for X thus met the maxim of quantity.

2.3.2 Maxim of Quality

When we make a contribution in our conversation with another person, we are expected to give a truthful or reliable information to another person. We shouldn't say something that lack of adequate evidence. Grice in his book, *Logic and Conversation* (1975, p. 47) wrote an analogy for maxim of quality as "I expect your contributions to be genuine and not spurious. If I need sugar as an ingredient in the cake you are assisting me to make, I do not expect you to hand me salt; if I need spoon, I do not expect a trick spoon made of rubber." It means that our information should be honest and sincere. Following is an example of maxim of quality in conversation:

A: I'll ring you tomorrow afternoon then.

B: Erm, I shall be there as far as I know, and in the meantime have a word with Mum and Dad if they're free. Right, bye-bye then sweetheart.

A: Bye-bye, bye.

(BNC: kc8 Gillian, 1991 in Cutting, 2002, p. 35)

In this example, B says ‘as far as I know’ means that she is not sure if she is able to pick A’s phone call. But B does not lie to A because she did make clear that she is not sure if she’ll be able to pick the call thus she met the maxim of quality.

2.3.3 Maxim of Relation

When we contributing in a conversation with someone, we are expected to say something relevant to the topic of conversation or we give out a relevant answer to what has been said before. But by relevant, we also sees the relationship between the utterance and the entire context. Grice’s analogy (1975, p.47) for this maxim is “I expect a partner’s contributions to be appropriate to immediate needs; if I am mixing ingredients for a cake, I do not expect to be handed a good book, or even an oven cloth (though this might be an appropriate contribution at later stage).” By this, it means that our contribution need to be appropriate in response to the speaker’s utterances, including the situational context that surround the discourse.

Following is an example of maxim of relation in conversation:

A: Smith does not seem to have a girlfriend these days.

B: He has been paying a lot of visits to New York lately.

(Grice 1975, example 2 in Birner, 2013, p. 49)

Given the context that B believes if Smith has girlfriend in New York, B met the maxim of relation because B’s utterance is still relevant to A’s question of Smith having a girlfriend.

2.3.4 Maxim of Manner

When we are having a conversation with someone, we are also expected to be brief and orderly, and also avoid any obscurity and ambiguity in making an

utterance. When a speaker following or observing this maxim, the speaker know that his or her utterance is clear enough and there's no other way of saying the same thing in much clearer way. Grice, in his book *Language and Logic* (1975, p. 47) gave his analogy for this maxim. "I expect a partner to make it clear what contribution he is making, and to execute his performance with reasonable dispatch."

Unlike other three maxims, maxim of manner has sub maxims that are derived from them. Submaxim "be brief" is closely connected to the first maxim, maxim of quantity and also maxim of relation. If the speaker making his or her contribution more that it is required, mean that he or she also being irrelevant and likewise. The following is an example of maxim of manner in conversation:

Thank you Chairman. Jus – just to clarify one point. There is a meeting of the Police Committee on Monday and there is an item on their budget for the provision of their camera.
(BNC, j44 West Sussex Council Highways Committee Meeting, 1994 in Cutting, 2002, p.35)

In this example, the speaker met the maxim of manner because he clearly and briefly informing the chairman about a meeting on Monday to avoid his speech becomes vague.

2.4 Flouting Maxim

Flouting maxim happened when speaker appear does not follow the maxims but expects hearers to appreciate the meaning implied (Cutting, 2002, p. 37). The speaker assumes that the hearer knows their words should not be taken at face value and that they can infer the implicit meaning.

2.4.1 Flouting the Maxim of Quantity

When speaker flouting 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 following is an example of flouting the maxim of quantity:

A: How do I look?

B: Your shoes are nice...

(Cutting, 2002, p. 37)

In this case, B flouts the maxim of quantity because he does not mention what A is wearing other than shoes, while A asking B his overall appearance. B only tells A one part of his appearance. It means that B does not give all information that A wanted.

2.4.2 Flouting the Maxim of Quality

Flouting the maxim of quality happens when 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. According to Cutting (2002, p. 37), speaker can flout the maxim of quality in several ways. There ways to flout maxim of quality are as followings:

1. Hyperbole

When speaker use hyperbole, the speaker blatantly exaggerating his or her words.

Example:

Lynn: Yes, I'm starving too

(BNC: kd6 Martin, 1992 in Cutting, 2002, p. 37)

2. Metaphor

When using metaphor, speaker refers to something as being the same as another thing for rhetorical effect.

Example:

My house is a refrigerator in January
(Cutting, 2002, p. 38)

3. Irony

When using irony, the speaker expresses positive sentiment but implies a negative one.

Example:

If only you knew how much I love being woken up at 4 a.m by a fire alarm
(Cutting, 2002, p. 38)

4. Banter

When bantering, speaker saying something impolite or offensive to show emotional closeness or intimacy.

Example:

You're a nasty, mean and stingy. How can you only give me one kiss?
(Cutting, 2002, p. 38)

2.4.3 Flouting the Maxim of Relation

Flouting maxim of relation happened when 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 following is an example of flouting the maxim of relation:

Heckler: We expected a better play
 Coward: I expected a better manner.
 (Sherrin, 1995: 29 in Cutting, 2002, p.39)

By this utterance, Coward infers that he expected better manner from Heckler. And Heckler knows that Coward's implies that he's not only bad mannered, but also rude and offensive to the player when he said "we expected a better play".

2.4.4 Flouting the Maxim of Manner

Flouting maxim of manner happens when the speaker gives contribution that is vague, obscure, ambiguous, not brief and not orderly. The following is an example of flouting the maxim of manner:

A: Where are you off to?
 B: I was thinking off going out to get some of that funny white stuff for somebody
 A: Ok, but do not be long—dinner's nearly ready.
 (Cutting, 2002, p. 39)

In this case, B being vague when answering the A's question. He implies that he's off to buy something sweet like desserts, probably for his daughter. He did not say it in clearer way to avoid his daughter being too excited to eat the desserts before she eats her dinner.

2.5 Implicature

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 (1975) has always distinguished between what is said and what is mean. There are two kinds of implicature Grice proposed, they are 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.

2.5.1 Conversational Implicature

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; generalized conversational implicatures and particularized conversational implicatures.

2.5.1.1 Generalized Conversational Implicatures

According to Yule (1996, p. 40), 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 following is an example of the generalized conversational implicature:

Doobie: Did you invite Bella and Cathy to the party?

Mary : I invited Bella.

(Yule, 1996, p. 40)

In this example, Doobie knows that Mary only invited Bella because she did not mention Cathy on her answer. Doobie does not need special knowledge of the context in order to infer what Mary means by her answer.

2.5.1.2 Particularized 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. Yule (1996, p. 132) defines particularized conversational implicature as “an additional unstated meaning that depends on or special local knowledge.” In other words, special knowledge is required to infer the unstated meaning of speaker’s utterance. The following is an example of particularized conversational implicature:

Rick: Hey, coming to the wild party tonight?

Tom: My parents are visiting.

(Yule, 1996, p. 43)

In order to make Tom’s utterance relevant to the conversation, Rick has to draw on some knowledge that Tom expects him to have in this particular setting.

Tom mentioning that his parents are going to visit him implied that he has to spend his evening with his parents and by that, it means that he also won’t come to the party.

2.6 Previous Study

For this research, the researcher reviews two previous studies. The first previous study is study by Nasution (2014) entitled **“The Flouting Maxim in Sarah Sechan Talk Show Episode “Fitri Tropica” on NET TV”**. In her study, she used qualitative method to analyze her object of study which in the form of utterances. The object of her study is the utterances produced by Sarah Sechan (the host) and Fitri Tropica (the guest). She focused in finding what maxims are flouted by the speakers, the implications of the flouted maxims and what purpose the speakers intended by flouting the maxims. She found that the speakers tend to flout the maxim when they want to avoid answering personal questions about themselves. The speaker also used flouting maxims to create a humorous effect. The most flouted maxim in this study is maxim of relation.

The second study is study by Hasani (2014) entitled **“The Flouting Maxims in the Main Characters Utterances of “We Bought a Zoo” Movie”**. In this study, Hasani also used qualitative method to analyze utterances produced by the characters from the movie. The researcher focused on what maxims are flouted and what the speakers intended by flouting them. She found that the characters flout maxims for many kind of use. They flout maxims to emphasize a point in conversation, to express a burden in doing something, to force someone to do something, to mock a character’s behavior, to decline an intention, to make a joke, to hide the truth, to change the subject of conversation, to give opinion, and to refuse an order.

These two previous studies are relevant for this research. There are similarities and differences between the previous studies and this study. First, the similarity of the three studies is they use the same theory for analyzing the data, which is Grice's Cooperative principle theory (1975). The researchers use Grice's theory to analyze the flouting maxims happened in conversation. The differences of these studies is the object of the study and the results. In the first study by Nasution (2014), her object of the study is utterances produced by speakers in talk show setting, while in the study by Hasani (2014), the object of the study is utterances produced by speakers in the movie, which portrayed the daily life of the speakers. The result in the study conducted by Nasution (2014) only found that the flouting maxims used to create humorous effect and to avoid talking about personal things because it is in talk show setting, while in the study conducted by Hasani (2014), the use of flouting maxims are varied.

Finally, for this study, researcher also uses the same theory which is Grice's Cooperative principle (1975) to analyze the data. The object of this study is an animated movie. The difference between this study and other two previous study is that in present study, the researcher categorized the implicature generated by the flouted maxims performed by the main characters of Zootopia and their implied meanings. The two previous studies are relevant for this study as references and also as comparisons for this study.

CHAPTER III

RESEARCH METHOD

This chapter provides the research method used by the researcher, including research design, data sources, data collection, and data analysis.

3.1 Research Design

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. In addition, Vanderstoep et al (2009) stated in their book, unlike quantitative method, the purpose of qualitative method is more descriptive than predictive. Because the data the aim of this study is to interpret their implied meaning, the result of this study will produce many descriptions.

The design of this research is document analysis. According to Ary, et al (2010, p. 457), "Document analysis is a research method applied to written or visual materials for the purpose of identifying specified characteristics of the material."

The materials analyzed can be textbooks, newspapers, web pages, speeches, television programs, advertisements, musical compositions, or any host of other

types of documents. In this study, the researcher analyzed flouted maxims performed by the main characters of Zootopia.

3.2 Data Sources

In this study, the researcher used a movie entitled “Zootopia” as the data sources because the researcher is interested in analyzing the use of flouted maxims in conversation. The researcher is also interested in interpreting the meaning of flouted maxims performed by the main characters. 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 data are accumulated from Zootopia movie that the researcher downloaded from <http://seventorrents.bypassed.party.com>

3.3 Data Collection

This study used textual analysis (conversation analysis) by collecting data from five main characters of Zootopia. The data are all utterances which contain flouted maxims performed by five the main characters.

In collecting the data, researcher did the following activities:

1. Downloading the movie and the English subtitle of the movie

Researcher downloaded movie entitled “Zootopia” from <http://seventorrents.bypassed.party.com>. The researcher also

downloaded the English subtitle of the movie from <http://file.isubtitles.net>.

2. Watching the movie

Before transcribing the conversations from the movie, the researcher watched the whole movie more than once to take notes of the flouted maxims performed by the main characters and also to have better understanding of the implicatures.

3. Transcribing all utterances which contain flouted maxims

The researcher then transcribed all utterances produced by the main characters which contain flouted maxims into written text. The researcher also used the subtitle to help making sure that all transcribed utterances are correct.

3.4 Data Analysis

In analyzing the data, there researcher did several procedures as follow:

1. Categorizing the data

The researcher categorized the utterances which contain flouted maxims performed by characters into four types using Grice's cooperation principle theory: flouting maxim of quantity, flouting maxim of quality, flouting maxim of relevance, and flouting maxim of manner. Here is the table used to categorize the utterances:

Table 3.1 Categorization of Utterances Containing with Flouted Maxims

No.	Utterances	Types of Flouted Maxim			
		Quantity	Quality	Relation	Manner

2. Categorizing the Implicatures

The researcher then categorized the conversational implicature generated derived from flouted maxims performed by the five main characters of Zootopia. Because this study concerns with flouted maxims, the researcher only chose conversational implicature to be analyzed. According to Grice (in Grundy, 2000, p. 82), there are two kinds of conversational implicature; generalized conversational implicatures and particularized conversational implicatures. Here is the table used to categorize the conversational implicatures:

Table 3.2 Categorization of Utterances Containing with Conversational Implicatures

No.	Utterances	Types of Conversational Implicature	
		Generalized	Particularized

3. Interpreting the implied meaning

The researcher interpreted the meaning of maxims flouted by the five main characters of Zootopia in utterances based on the context of the conversation.

4. Drawing a conclusion

The researcher drew the conclusion based on findings and discussion.



CHAPTER IV

FINDING AND DISCUSSION

This chapter provides the finding of the study which contains data analysis and discussion. Data analysis and discussion are based on research problems.

4.1 Finding

As stated in first chapter, this study aimed to analyze what maxims are flouted by the main characters of Zootopia and the implied meanings or the implicature of the flouted maxims by using Grice's cooperative principle and implicature theory. The researcher also categorized the data into two types of conversational implicature.

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 data used for this research are typed in **bold**.

This analysis also presented the kinds of conversational implicature and the implied meanings. The researcher categorizes the data using table which can be seen on Appendix 1 and 2. The followings are the analysis of each datum.

4.1.1 Utterances Containing Flouted Conversational Maxims

4.1.1.1 Utterances Containing Flouted Single Maxims

4.1.1.1.1 Utterances Containing Flouted Maxim of Quantity and Implied

Meanings

There are 9 utterances that contain flouted maxim of quantity. The utterances and its analysis are as follow:

Datum 4.

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 than 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.

Datum 6.

Line	Characters	Utterances
1	Jerry Jumbeaux Jr.	Okay, come on, kid, back up. Listen buddy, what?
2		There are not any fox ice cream joints in your part of
3		town?
4	Nick Wilde	Uh, no-no. There are, there are. It is just my boy,
5		this goofy little stinker, he loves all things
6		elephant. He wants to be one when he grows up.

CONTEXT:

This conversation happened when Nick Wilde came to Jerry Jumbeaux Jr.'s ice cream joint, which most of the customers were elephants. Jerry was reluctant to sell his ice cream to Nick, who is a fox. He scornfully asked Nick if there was any fox who sold ice cream in Nick's part of town. The context that can be observed from this conversation is situational complex because Nick and Jerry can observe the same surrounding situation, which is Jerry's ice cream joint. Jerry also could immediately observe who Nick refers to when he says 'this goofy little stinker'.

In this conversation, Nick flouts the maxim of quantity (lines 4-7) because Nick makes his contribution more informative than it is required. Nick adds more information about his son that he loves all things elephant when Jerry does not ask for that information. Nick in this case, gives more information than it is required to Jerry. The intended meaning of Nick's utterances is that Nick is trying to make Jerry sympathize him and sells him the ice cream. The reason why he is doing that is because Jerry does not want to sell him his ice cream to Nick.

Datum 8.

Line	Characters	Utterances
1	Judy Hopps	Gee, I do not know. How about selling food without a permit, transporting undeclared commerce across borough lines, false advertising...
2		
3		
4	Nick Wilde	Permit, receipt of declared commerce, and I did not falsely advertise anything. Take care.
5		
6	Judy Hopps	You told that mouse the popsicles sticks were redwood!
7	Nick Wilde	That's right. Red Wood. With space in the middle. Wood that is red.
8		

CONTEXT:

This conversation happened after Judy saw Nick melted the ice cream she bought for him to make popsicles from it. He also later sold the popsicles with higher price and sold the used sticks to a mouse, called it redwood. After she realized that she is been tricked, she stopped Nick and confront him. The context of this conversation is background knowledge context because Judy knows that what Nick sold to the mouse was not redwood.

In this conversation, Nick in lines flout the maxim of quantity (lines 7-8) because he gives his contribution in conversation more informative than it is required. When Judy confronted him that he sold fake redwood to the mouse, he

admitted that he sold “red wood” but he also adds more information which describe the sticks he sold, wood that is red albeit not the real redwood. The implied meaning behind Nick’s utterance is that he does not think what he did is a big deal and Judy shouldn’t make a fuss over it.

Datum 11.

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 master
3		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. Chief Bogo then brought the stolen things and showed it to Judy. The context that can be observed from this conversation is situational context because both Judy and Chief Bogo can observe the same things within the same surrounding situation, which is the stolen crops.

In this conversation, Judy flouts the maxim of quantity (lines 6-7) because she makes her contribution more informative than it is required. When Chief Bogo tells her that the robber only steals two-dozen of moldy onions, she refutes his claim and describes that the crops were not onions, but another crops called mendicampum holicifius. She later adds more information about how she grew up

in a family where plant husbandry is something they are used to do. She implies that she is knowledgeable about plants and crops. She wants to emphasize that what the thief stole were not just mere onions. The reason why she is doing that because Chief Bogo thinks that her pursue was not worth the effort and the chaos she made in rodents' town.

Datum 13.

Line	Characters	Utterances
1	Nick Wilde	What happened, meter maid? Did someone steal a traffic
2		cone? It wasn't me.
3	Judy Hopps	[annoyed, she stopped in front of Nick and turning on her
4		sirene]
5	Nick Wilde	Hey, Carrots, you're gonna wake the baby. I gotta get to
6		work.
7	Judy Hopps	This is important, sir. I think your "ten dollars" worth of
8		popsicles can wait.
9	Nick Wilde	Ha! I make two hundred bucks a day, Fluff. Three hundred
10		and sixty-five days a year since I was twelve. And time is
11		money. Hop along.

CONTEXT:

This conversation happened when Judy went to Nick to ask for information about Emmitt the Otter's whereabouts, who went missing for days. Nick did not look interested, refused to help her because he had works. Judy insisted that she needed to find Emmitt the Otter and Nick's works can wait. Nick was shown annoyed with her statement and stated that he made more money than she initially thought. The context of this conversation is background knowledge context because Judy knows that Nick actually makes a lot of money from selling popsicles.

In this conversation, Nick flouts the maxim of quantity (lines 9-11) because he gives more information than it is required. When Judy says that his work can

wait, Nick argue that he makes two hundred buck a day, and adds more information that he has been doing the business since he was twelve. It should be enough if Nick only responds with “I make two hundred bucks a day.” The implied meaning of his utterances is that he wants to emphasize that he does not have time to help Judy and he thinks his work is more important than helping her because he can earn a lot.

Datum 15.

Line	Characters	Utterances
1	Judy Hopps	Nicholas Wilde, you are under arrest!
2	Nick Wilde	For what? Hurting your feelings?
3	Judy Hopps	Felony tax evasion. Yeeeah... two hundred dollars a day
4		three hundred and sixty-five days a year since you were
5		twelve, that's two decades, so times twenty which is... one
6		million four hundred sixty thousand— I think, I mean I
7		just a dumb bunny, but we are good at multiplying.
8		Anyway, according to your form, you reported, let me
9		see here, zero!
10	Nick Wilde	Well, it is my words against yours.

CONTEXT:

This conversation happened when Judy asked Nick's help to find Mr. Otterton. Judy said that Nick's work could wait, but Nick blurted out that he made a lot more money than Judy initially thought since he has been working since he was twelve. Judy caught Nick evaded tax payment. The context of that can be observed in this conversation is background knowledge context because Judy knows that Nick thinks that bunny is a dumb creature.

In this conversation, Judy flouts the maxim of quantity (lines 6-7) because she intentionally makes her contribution more informative than it is required. She gives more information when she adds that she is good at multiplying after explaining Nick's fault for evading taxes. She purposely adds the fact that she is

good at multiplying to emphasize her point that Nick has been evading a lot of taxes and Nick will get in trouble for evading the task.

Datum 21.

Line	Characters	Utterances
1	Dawn Bellwether	Where to?
2	Judy Hopps	Uh, Rainforest District. Vine and Tujung.
3	Dawn Bellwether	There! Traffic cams for the whole city. Well, this is
4		so exciting, actually. I mean, you know, I never get
5		to do anything this important.

CONTEXT:

The context of this conversation is background knowledge context because This conversation happened when Judy and Nick went to the vice mayor of Zootopia, Dawn Bellwether, to ask for the access to traffic cameras of Zootopia, hoping that they would know who took the savage jaguar before they could. Dawn granted the access, looked happy to be able to help Judy. The context that can be observed from this conversation is background knowledge context because Judy knows that Dawn is the assistant mayor of Zootopia.

In this conversation, Dawn flouts the maxim of quantity (lines 3-5) because she gives information more than it is required. When Judy asks for Vine and Tujung's traffic cameras, she gives more replies than she is required. When she shows the traffic cameras, it should be enough if she only says "There! Traffic cams for the whole city" but she also tells Judy that she never get to do something this important, which is information Judy does not ask. The implied meaning of her utterance is that she is subtly voicing her discontentment because she never trusted to handle important job.

Datum 22.

Line	Characters	Utterances
1	Judy Hopps	But you are the assistant mayor of Zootopia.
2	Dawn Bellwether	Oh, I'm more of glorified secretary. I think Mayor
3		Lionheart just wanted to have the sheep vote. But
4		he did give me that nice mug. Feels good to be
5		appreciated.

CONTEXT:

This conversation happened when Judy expressed her disbelief when Dawn Bellwether told her that she never had important task given to her. Dawn looked quite down when Judy pointed that she was the assistant mayor of Zootopia, thus she should have handled more important jobs. Dawn told her that she was more like a glorified secretary to Mayor Lionheart who handled his paper jobs and scheduling his appointments. The context that can be observed from this conversation is situational context because Judy can observe from the surrounding situation that Dawn, despite of being the assistant mayor, is being unappreciated when Judy sees the mug Dawn refers to when she says 'that nice mug'.

In this conversation, Dawn utterances flouts the maxim of quantity (lines 2-5) because she gives more information that it is necessary. When Judy tells her that she is the assistant mayor of Zootopia, it should be enough if Dawn only says "oh, I'm more like a glorified secretary" but she also adds more information when she says "I think mayor Lionheart just wanted to have sheep vote" and how he gave her "nice" mug as appreciation. The mug itself was far from nice, because it was actually a gift from Mayor's family for him on father's day but later handed to Dawn as gift. Dawn also does not have her own exclusive office, as her office is in

the same place as storage room. The implied meaning of Dawn's utterances is to subtly tell the fact that she is actually being underappreciated by Mayor Lionheart.

Datum 25.

Line	Characters	Utterances
1	Judy Hopps	Nick, stop it! You're not like them!
2	Nick Wilde	Oh, there's a them now?
3	Judy Hopps	Ugh, you know what I mean. You're not that kind of
4		predator.
5	Nick Wilde	The kind that needs to be muzzled? The kind that makes
6		you think you need to carry around fox repellent? Yeah,
7		do not think that I did not notice that little item the first
8		time we met. So, let me ask you a question: are you afraid
9		of me?

CONTEXT:

This conversation happened after Judy doing press conference regarding the fourteen missing mammals that turned savage. When one of reporters asked her question regarding the missing mammals, Judy answered that all the mammals that went savage are predators and it may have something to do with their biology.

Hearing that, Nick got angry at Judy. Judy did not understand why Nick got angry so Nick pointed out that he is a fox, thus he is also predator. The context that can be observed from this conversation is background knowledge context because Judy and Nick share the same knowledge of how predators, including foxes, can go savage.

In this conversation, Nick flouts the maxim of quantity (lines 5-9) because he gives more information that it is required. When Judy tells him that he is not the same as other predators, Nick becomes defensive and gives her too many answer.

Nick is disappointed at Judy's statement on how predators go savage because of

their biology, stereotyping all the predators including him. The implied meaning of Nick's utterance is he's emphasizing his points that fox is still a fox. He wants Judy to her understand that regardless of what Judy positively thinks, he's still fox and can go savage.

4.1.1.1.2 Utterances Containing Flouted Maxim of Quality and Implied Meanings

There are 4 utterances that contain flouted maxim of quality, as follows:

Datum 9.

Line	Characters	Utterances
1	Judy Hopps	Hey, hey! No one can tells me what I can or can't be!
2		Especially not some jerk who never had the guts to try and
3		be anything more than a popsicle hustler!
4	Nick Wilde	Alright, look, everyone comes to Zootopia thinking they can
5		be anything they want. Well, you can't. You can be only
6		what you are. Sly fox, dumb bunny.
7	Judy Hopps	I am not a dumb bunny.
8	Nick Wilde	Right. And that's not wet cement.

CONTEXT:

This conversation happened when Nick mocked Judy's dream as police officer after she confronted him did false advertising by selling fake redwood. Nick mocked her that she dreams too big and soon she would find herself give up. Judy got mad and told him off that she did not want hear that from someone who's never try to be anything more than a hustler. Nick then told her that everyone can't be anything but themselves, and so does Judy. When Judy walked in front of him and told him that she is not a dumb bunny, she does not realized that she is stepped on wet cement. The context that can be observed from this conversation is situational

context because Judy can immediately know or observe what Nick refers to when he say 'and that's not wet cement'.

In this conversation, Nick flouts the maxim of quality (line 8) because he purposely express something positive but implies a negative one. When Judy tells him that she is not a dumb bunny, Nick gives her false information, which is "and that's not a wet cement." while it was actually a wet cement. By pointing the opposite, Nick's response is meant as an irony toward Judy. What Nick means by his response is that Judy is dumb and it is a fact, as obvious as the wet cement she stepped. Nick just wanted to make fun of her because she gets so upset when Nick underestimates her dream.

Datum 10.

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 to 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.

Datum 19.

Line	Characters	Utterances
1	Judy Hopps	Closed. Great.
2	Nick Wilde	Hm. I will bet you do not have a warrant to get in. Hmm?
3		Darn it. It is a bummer.
4	Judy Hopps	You wasted the day on purpose!
5	Nick Wilde	Madam, I have a fake badge. I will never impede your pretend investigation.
6		
7	Judy Hopps	It is not a pretend investigation. Look, see? See him? This
8		otter is missing.

CONTEXT:

This conversation happened when Judy and Nick went to find the owner of the car who picked up Mr.Otterton before he went missing. The place was closed when they get there. Nick told Judy that she probably did not have an official warrant to do the investigation. Judy got mad and accused Nick to purposely hindering her investigation. The context that can be observed from this conversation is background knowledge context because Nick knows that Judy actually does not do pretend investigation at all and she is serious in finding Emmitt Otterton.

In this conversation, Nick flouts the maxim of quality (lines 5-6) because Nick intentionally said something which is not true when he said “I will never impede your pretend investigation”. Judy does not do pretend investigation and she is actually betting her job to find Emmitt Otterton. Chief Bogo tells her that if she is failed, he will fire Judy. Thus, finding Emmitt Otterton is official assignment from Chief Bogo. When Nick says “I will never impede your pretend investigation”, it is meant to make fun of Judy. Nick does not regard Judy as a real officer. Moreover, Nick is actually impeding on Judy’s investigation by purposely wasting her time at DMV when he knows that Judy is running out of time.

Datum 23.

Line	Characters	Utterances
1	Nick Wilde	You know if I wanted to avoid surveillance because I was
2		doing something illegal, which I never have, I would use the
3		maintenance tunnel 6B, which would put them out... right
4		there.
5	Judy Hopps	Well, look at you, junior detective! You know, I think you’d
6		actually make a pretty good cop.
7	Nick Wilde	Ugh. How dare you.

CONTEXT:

This conversation happened when Nick and Judy checked the traffic cameras of Zootopia to find a group who took Mr. Manchas, a jaguar that went savage. When Nick and Judy saw the group went to a tunnel, they lost the group because the camera did not caught where they were going while inside the tunnel.

Nick told Judy that if the group wanted to avoid surveillance camera, they would choose to use tunnel 6B. Judy was pretty impressed with Nick’s deduction. She praised him and then Nick jokingly replied with disgusted face. The context that

can be observed from this conversation is background knowledge context because

Judy knows about Nick's bad past experience related to scouts and cops.

In this conversation, Nick flouts the maxim of quality (line 7) because he says something which does not represent what he actually feels. When Judy praises

him that he would make a pretty good cop, Nick replies with "Ugh. How dare you"

and he jokingly makes disgusted face. Judy chuckles after he shows disgusted face

to her, which means that she does not take Nick's response as an offense. Judy

knows that Nick had bad experience related to being a cop when he was child, so

she praises Nick to tease him about it. Nick's response to Judy's utterance is meant

as a joke as well, because Nick does not look bothered after she teased him.

4.1.1.1.3 Utterances Containing Flouted Maxim of Relation and Implied

Meanings

There are 4 utterances that contain flouted maxim of relation, as follows:

Datum 12.

Line	Characters	Utterances
1	Mrs. Otterton	My husband has been missing for ten days. His name is
2		Emmit Otterton.
3	Chief Bogo	Yes, I know.
4	Mrs. Otterton	He's a florist. We have two beautiful children. He would
5		never just disappear.
6	Chief Bogo	Madam, our detectives are very busy.

CONTEXT:

This conversation happened when Mrs. Otterton barge into Chief Bogo's office. She was so desperate because her husband has been missing for ten days and

without a clue. She told Chief Bogo that her husband would not just disappear when

has a family. Chief Bogo tried to politely refuse her. The context that can observed

from this conversation is background knowledge context because Mrs. Otterton shares the same knowledge of why the detectives of ZPD are busy, which is because of the missing mammals cases.

In this conversation, Chief Bogo flouts the maxim of relation (line 6) because he said something irrelevant to Mrs. Otterton's utterance. Mrs. Otterton talks about his husband's condition, how he is working as florist and has children.

Mrs. Otterton believes that her husband will not just disappear and leaves his family behind. Chief Bogo then tells her that the detectives at ZPD are very busy, irrelevant to Mrs. Otterton's utterances about her husband. What he implies from his utterance is that he can't take her case because they are very busy with another cases.

Datum 16.

Line	Characters	Utterances
1	Judy Hopps	Felony tax evasion. Yeeeah... two hundred dollars a day
2		three hundred and sixty-five days a year since you were
3		twelve, that's two decades, so times twenty which is... one
4		million four
5		hundred sixty thousand—I think, I mean I just a dumb
6		bunny, but we are good at multiplying. Anyway, according
7		to your tax form, you reported, let me see here, zero!
8		Unfortunately, lying on federal form is punishable offense.
9		Five years jail time.
10	Nick Wilde	Well, it is my word against yours.

CONTEXT:

This conversation happened when Judy asked Nick to help her found Mr. Otterton. Judy said that Nick's work can wait, but Nick blurted out that he made a lot more money than Judy thought. Judy caught Nick evaded his tax payment and use that to force him to her. The context that can observed from this conversation

is co-textual context because Judy knows that Nick refers to her claim when he says ‘it’s my words against yours’.

In this conversation, Nick flouts the maxim of relation (line 10) because he says something irrelevant to Judy’s utterance. When Judy listed many things regarding his felony tax evasion, Nick only replies with “Well, it is my words against yours” which has no relation to Judy’s utterance. What Nick implies by his utterance is that he does not feel scared or worried about Judy’s accusation if there’s no proof that said he did tax evasion.

Datum 17.

Line	Characters	Utterances
1	Judy Hopps	Oh, thank you so much, I’d appreciate that more than you can imagine, it’d be such an – OHHH, you are naked!
2		
3	Yax	Oh, for sure, we’re a naturalist club!
4	Nick Wilde	Yeah, in Zootopia, anyone can be anything.

CONTEXT:

This conversation happened when Judy and Nick visited a place Emmit Otterton frequented where they met Yax who ran the place. They asked information about Emmit Otterton whereabouts to him in which he later directed them to Nangi, Emmit is yoga instructor. On their way to Nangi, Judy was surprised when she found Yax did not wear any clothes. Yax told her that they were a naturalist club, thus they did not wear any clothes. The context of this conversation is background knowledge context because Judy and Nick shares knowledge about Zootopia.

Zootopia is city of diversity where animals from every race live in peace and harmony.

In this conversation, Nick flouts the maxim of relation (line 4) because he says something irrelevant to the previous utterances. Judy is surprised that Yax does not wearing anything, in which Yax replies that he and the others are naturalist, hence explains why he is nude. Nick's utterance in this conversation, which is "Yeah, in Zootopia, anyone can be anything" has no relation to Judy's utterance about Yax not wearing anything. But, he implies that in Zootopia, you can do anything including being naked. The implied meaning of his utterance is to emphasize that it is normal if they do not wear anything because they can do anything they want, including being naked.

Datum 20.

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.

4.1.1.1.4 Utterances Containing Flouted Maxim of Manner and Implied

Meanings

There are 7 utterances that contain flouted maxim of manner, as follows:

Datum 1.

Line	Characters	Utterances
1	Bonnie Hopps	We’re real proud of you, Judy.
2	Stu Hopps	Yup, and scared too.
3	Bonnie Hopps	Yes.
4	Stu Hopps	Really, it is a – kind of a proud-scared combo. I mean,
5		Zootopia, so far away, such a big city.
6	Judy Hopps	Guys, I’ve been working for this my whole life.

CONTEXT:

This conversation happened when Bonnie and Stu expressed their worry for Judy before they sent her off. Stu was worried about Judy who chose to be an officer at such a far away and big city rather than settled down comfortably at their homeland but Judy then reassured her parents because she has been working hard to reach her dream. The context of this conversation is background knowledge

context because Judy and her parents share the same knowledge about how far and big Zootopia is.

In this conversation, Judy flouts the maxim of manner (line 6) because Judy's response is stated in ambiguous and unclear manner. When she says "guys, I've been working for this my whole life", her response is meant to reassure Stu who is worried about her leaving to Zootopia. It will be clearer if she stated it like "Do not worry guys, I'll be fine." so Stu will be understand her better. By her utterance, she also implies that she won't back down now because she has been working hard all this time to achieve her dream.

Datum 2.

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.

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.

Datum 3.

Line	Characters	Utterances
1	Judy Hopps	Excuse me!
2	Benjamin C.	Hm?
3	Judy Hopps	Down here! Hi!
4	Benjamin C.	O-M-Goodness! They really did hire a bunny! What! I gotta
5		tell you, you are even cuter than I thought you’d be!
6	Judy Hopps	Ooh, uh, you probably did not know, but a bunny can call
7		another bunny “cute”, but when other animals do it, it is
8		a little...
9	Benjamin C.	I am so sorry! Me, Benjamin Clawhauser, the guy everyone
10		think just flabby, donut-loving cop stereotyping you, oh...

CONTEXT:

This conversation happened when Judy came to Zootopia Police Department on her first day. She greeted Benjamin Clawhauser, an obese cheetah, at the front office. Benjamin was delighted to see Judy and told her that she was cuter than he initially thought. When she heard Benjamin called her cute, Judy showed him an uncomfortable face. The context of this conversation is background knowledge context because Benjamin needs to share the same knowledge as Judy

to understand her intention, which is how it is a bit uncomfortable to be called 'cute' by predators.

In this conversation, Judy flouts the maxim of manner because Judy does not state what she meant clearly. When she said "Ooh, uh, you probably did not know, but a bunny can call another bunny 'cute'..." she wants to avoid straightforwardly tell Benjamin about him calling her cute because she does not want to be rude to Benjamin since it is the first time they meet each other. She looks uncomfortable because a predator calling bunnies cute gives impression of predator looking down at them. She could just say her utterances clearly with "I'd appreciate it if you do not call me cute." so her utterances could be understood better.

Datum 5.

Line	Characters	Utterances
1	Judy Hopps	So I can handle one. You probably forgot, but I was top of
2		my class at the academy.
3	Chief Bogo	Did not forget. Just do not care.
4	Judy Hopps	Sir, I'm not just some token bunny.

CONTEXT:

This conversation happened when Judy asked Chief Bogo about the duty distribution. Judy tried to persuade Chief Bogo to change her duty but Chief Bogo did not take her seriously. He did not care even though Judy was the most brilliant student at her class. Judy looked dissatisfied when she knew that Chief Bogo did not take her seriously in the first place. The context that can be observed from this conversation is background knowledge context because Chief Bogo and Judy knows each other and Chief Bogo knows that Judy is an excellent student, not just a token bunny.

In this conversation, Judy's flouts the maxim of manner because she does not state her utterance in clearer way. She does not straightforwardly say her discontentment to Chief Bogo when she only said "Sir, I'm not just some token bunny". She clearly feels underestimated when she knows that Chief Bogo does not even care to give her a more difficult assignment, despite of finally become the top student and able to join Police Department as the first bunny officer. She does not want people think that the Police Department hires bunny because they want to avoid being accused of discrimination. It'll be clearer if she said it like "Sir, just because I'm bunny, does not mean I can't handle a more difficult case". What she meant by her utterance is that she is dissatisfied with her situation of being underestimated by Chief Bogo.

Datum 24.

Line	Characters	Utterances
1	Judy Hopps	You should be up there with me. We did this together.
2	Nick Wilde	Well, am I a cop? No. No, I am not.
3	Judy Hopps	Hm. Funny you should say that. Because, well, I've been
4		thinking... it would be nice to have a partner.

CONTEXT:

This conversation happened when Judy was about to give speech after she and Nick found all the missing mammals. Judy was really nervous to give speech. Nick gave her advices on speaking for press conference. Judy then told him that he should be there with her and speaking to press. Nick refused because he isn't a cop to begin with, so he does not have a right to do that. The context that can be observed from this conversation is background knowledge context because Judy and Nick

were working together to find the missing mammals and Nick knows that who Judy refers to when she says ‘partner’ is him.

In this conversation, Judy flouts the maxim of manner (lines 3-4) because Judy does not state her utterance in a clearer way. When she says “I’ve been thinking... it would be nice to have a partner”, the implied meaning behind her utterance is that she wants to invite Nick to join Police Department. The utterance will be clearer if she could say it more directly, for example by saying “How about joining the Police Department, then?” so Nick would understand her intention better.

The reason why she does not invite him directly is because they have been working really well together to find the missing mammals so she wants Nick to consider joining the Police Department for that reason.

Datum 26.

Line	Characters	Utterances
1	Judy Hopps	Clawhauser? What are you doing?
2	Benjamin C.	Um... They thought it would be better if a predator,
3		such as myself, wasn’t the first face that you see when
4		you walk into the ZPD.
5	Judy Hopps	What?
6	Benjamin C.	They’re gonna move me to records. It is downstairs. It is by
7		the boiler.

CONTEXT:

This conversation happened when Chief Bogo asked her to come to meet the new mayor, Judy met Clawhauser on her way to mayor’s office. Clawhauser looked really sad and down when he packed his things into box. When Judy asked him what he was doing, Clawhauser only replied with that it would be better if a predator wasn’t the first thing people see when they come to ZPD. The context of

this conversation is background knowledge context because Judy and Benjamin share the same knowledge about how predators now is getting discriminated after the press conference.

In this conversation, Benjamin flouts the maxim of manner (lines 2-4) because he does not state his utterance in clearer way. When Judy asks him what he is doing when she sees him packing his thing, he does not directly answer her question and instead only says “they thought it would be better if a predator such as myself, wasn’t the first face that you see when you walk into the ZPD”. What he means by that utterance is that he was demoted from his position as front office.

It’ll be much clearer if he answer with “The higher-ups want me to move from front office position.” so Judy will understand his situation better. The reason why he flouts the maxim is because he wants Judy to know that her comments about predators in the press conference is affecting him.

Datum 27.

Line	Characters	Utterances
1	Stu Hopps	That’s right, I mean Gid’s turned into one of the top pastry chefs in the Tri-Burrows.
2		
3	Judy Hopps	That’s... That’s really cool, you guys. [Walking to Gideon]
4		Gideon Grey. I’ll be darned.
5	Gideon G.	Hey, Judy. I’d just like to say, I’m sorry for the way I
6		behaved in my youth. I-I-I had a lot of self-doubt and it
7		manifested in the form of unchecked rage and aggression. I
8		was a major jerk.
9	Judy Hopps	Well, I know a thing or two about being a jerk.

CONTEXT:

This conversation happened after Judy decided to go back to her homeland, Tri-Burrows. Judy was really down because she felt guilty of her remarks on

predators in the press conference. When Gideon Grey came to deliver pastries to Stu, Stu told Judy that Gideon turned into one of the top pastry in Tri-Burrows.

Gideon then greeted Judy and apologize to her for what happened in the past. Judy looked taken a back when Gideon apologize sincerely, but she later replied him with smile on her face. The context that can be observed from this conversation is background knowledge context because Gideon share the same background knowledge as Judy, which is the accident that happened at the press conference.

In this conversation, Judy flouts the maxim of manner (line 9) because she gives vague answer to him. When Gideon apologizes to her about his behavior, she does not directly accept Gideon's apology by saying "Well, I know a thing or two about being a jerk". It would be clearer if Judy replies with "It is okay. People make mistakes" so Gideon could understand her better. The implied meaning of her utterance is that she forgives him because she can relate to him after she unintentionally did something horrible to his kind.

4.1.1.2 Utterances Containing Flouted Combination Maxims

4.1.1.2.1 Utterance Containing Flouted Maxim of Quantity and Quality and

Implied Meaning

There is one utterance that contains flouted maxim of quantity and maxim of quality, as follow:

Datum 14.

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.

4.1.1.2.2 Utterance Containing Flouted Maxim of Relation and Manner and

Implied Meaning

There are one utterance that contains flouted maxim of relation and the maxim of manner, as follow:

Datum 18.

Line	Characters	Utterances
1	Nick Wilde	Well, I had a ball. You are welcome for the clue, and seeing
2		as how any moron can run a plate, I will take that pen and
3		bid you adieu.
4	Judy Hopps	The plate. I can't run a plate. Ooh... I'm not in the system
5		yet.
6	Nick Wilde	Give me the pen, please...
7	Judy Hopps	What was it you said? "Any moron can run a plate"?
8		Gosh, if only there were a moron around who were up
9		to the task.
10	Nick Wilde	Rabbit, I did what you asked! You can't keep me on hook
11		forever.

CONTEXT:

This conversation happened when Judy and Nick got information about the plate number of the car who took Emmitt Otterton. Nick asked Judy to give him the recording pen, but Judy intentionally talked about the plate instead. Judy then sighed that she could not run the plate because she was not in the system yet. The context that can be observed from this conversation is background knowledge context because Judy knows that Nick has wide connection with people and is able to help her.

In this conversation, Judy flouts the maxim of relation because her utterance is irrelevant to Nick's previous utterances. When Nick asks for the recording pen, Judy intentionally changes the topic to running a plate by saying "What was it you

said? “Any moron can run a plate?” which is irrelevant to Nick’s request for the recording pen. Her utterances also contain flouting maxim of manner. When she says “if only there were a moron who where up to the task” she does not specifically mention Nick, but she indirectly asks Nick to help her. The implied meaning of Judy’s utterance is that she wants Nick to help her running the plate.

4.1.1.2.3 Utterance Containing Flouted Maxim of Quantity and Manner and

Implied Meanings

There is one utterance that contains flouted maxim of quantity and the maxim of manner, as follows:

Datum 7.

Line	Characters	Utterances
1	Jerry Jumbeaux Jr.	Hey, you’re gonna have to wait your turn like everyone else, meter maid.
2		
3	Judy Hopps	Actually, I’m an officer. Just had a quick question:
4		are your customers aware they’re getting snot and mucus with their cookies and cream?
5		
6	Jerry Jumbeaux Jr.	What are you talkin’ about?
7	Judy Hopps	Well, I do not wanna cause you any trouble but, I believe scooping ice cream with an ungloved trunk is a class-three health violation. Which kind of big deal. Of course I can let you off with a warning if you glove those trunks and, I do not know, finish selling this nice dad and his son a...
8		
9		
10		
11		
12		
13		What was it?

CONTEXT:

This conversation happened when Jerry Jumbeaux Jr. refused to sell his ice cream to Nick. Judy did not look too pleased to see Nick was discriminated. She then came to them and asked Jerry if his customers knew that his employer were scooping ice cream without gloves. Jerry looked confused when Judy asked him

that question. The context that can be observed from this conversation is situational context because Judy and Jerry can observe the same surrounding situation, which is Jerry's ice cream joint and the employers who were scooping ice cream without gloves.

In this conversation, Judy flouts two kind of maxims. She flouts the maxim of quantity because she makes contribution more informative than it is required.

When she says "I believe scooping ice cream with an ungloved trunk is a class-three health violation" she later adds "it is kind of big deal" to emphasize that what his employer did is a serious violation. Judy also flouts the maxim of manner in this conversation. She wants Jerry to give Nick the ice cream but she avoids to be more direct to him and talks about health-violation instead so Jerry does not have a choice but to sell his ice cream to Nick. The implied meaning of her utterances is that she wants to persuade Jerry to sell his ice cream to Nick.

4.1.2 Utterances Containing Conversational Implicature

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 researcher only pick 1 datum of each categories as the representative data. The table used to categorize the implicature can be seen on appendix 2. The categorization of the conversational implicatures as follow:

4.1.2.1 Utterance Containing Particularized Conversational Implicature

Datum 4.

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.

4.1.2.2 Utterance Containing Generalized Conversational Implicature

Datum 2.

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 contains 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 depend 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.

4.2 Discussion

After analyzing the data which are the utterances that contain flouting maxim produced by the main characters of Zootopia, the researcher could discuss the findings to answer the problems of the study. Based on the first problem of the study, the researcher found that the main characters of this movie flout all the conversational maxims. There are 27 utterances that contain flouted conversational maxims, they are flouted maxim of quantity, maxim of quality, maxim of relation, and maxim of manner. There are also utterances that contain flouted combination of maxims, they are flouted maxim of quantity and quality, flouted maxim of relation and manner, and flouted maxim of quantity and manner.

Flouting maxim happened when speaker appears does not follow the maxims but expects hearers to appreciate the meaning implied (Cutting, 2002, p. 37). Thus, when the speaker gives less or more information than it is required to another speaker, the speaker is flouting the maxim of quantity and there is another meaning implied that needs to be inferred. There are five characters who flout the

conversational maxims, they are Juddy Hopps, Nick Wilde, Dawn Bellwether, Chief Bogo, and Benjamin Clawhauser. The total of maxims which are flouted by the characters of this movie can be seen from the table below:

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

Characters	Types of Flouting Maxim				Combination of Maxim
	Maxim of Quantity	Maxim of Quality	Maxim of Relation	Maxim of Manner	
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

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. Based on table above, the most flouted maxim is the maxim of quantity. Flouting maxim of quantity happened when the characters give more information than it is required. For the example, when Chief Bogo said that the weasel only steals moldy onions, Judy objects and stated that she grew in a family who are used with plant husbandry. In this case, Judy flouts the maxim of quantity because she gives more information than it is required to Chief Bogo.

The most flouted maxims after the maxim of quantity is maxim of manner. Flouting maxim of manner happened when the speaker gives contribution that is

vague, obscure, ambiguous, not brief and not orderly. In this movie, the characters also often said something in vague and ambiguous manner. They do not state their intentions as clear as possible and makes the other character confused. The example of the flouting maxim of manner in this movie is when Judy asked Clawhauser what he was doing. Clawhauser then told Judy that it is better if the first thing people see when they come to Police Department is not a predator such as himself. In this case, Clawhauser's utterances confuses Judy because he does not answer her question as clear as possible.

The least flouted maxims are the maxim of quality and maxim of relation, which each of them only occurred 4 times in this movie. Flouting maxim of quality happened when the speaker say something which lack of evidence or truth. They also flout this maxim when they express something that does not represent what they feel. The example of flouting maxim of quality is when Judy teased Nick that he would make a good cop. Judy knows that Nick had bad experience related to it, but Nick does not feel offended and jokingly said "how dare you" to her. Nick flouts the maxim of quality because he expresses something that does not represent what he actually feels. The characters mostly flout this maxim in the form of irony.

Flouting maxim of relation happened when the speaker makes contribution that unrelated or irrelevant to the previous exchange. The example of flouting maxim of relation is when Nick shares a story of a bad treatment he got when he joined Junior Ranger Troops. When Judy comforted him, he purposely talks about the jam-cams and even pretend to call his friend who works in traffic central. In this

case, Nick flouts the maxim of relation because he says something irrelevant to Judy's previous utterance.

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 Emmit 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 can flout the conversational maxims to emphasize their point. As example, Nick's utterances "Ha! I make two hundred bucks a day, Fluff. Three hundred and sixty-five days a year since I was twelve.

And time is money." flout the maxim of quantity because he makes his utterance more informative than required. In this context, Nick is annoyed because Judy keep pestering him to help her. He's trying to emphasize that he does not have time to help Judy by stating that he's earn that much since he was twelve.

The characters also flout the maxims to persuade someone. As example Nick's utterances "Uh, no-no. There are, there are. It is just my boy, this goofy little

stinker, he loves all things elephant. He wants to be one when he grows up. Is that adorable?" flout the maxim of quantity because he purposely gives more information that required. He tries to persuade Jerry, the owner of ice cream parlor, to sell him ice cream because Jerry unwilling to sell one to him.

Other than to emphasize their point, the characters also flout conversational maxims to mock someone. As example, Chief Bogo's utterance "Abandoning your post, inciting a scurry, reckless endangerment of rodents but, to be fair, you did stop a master criminal from stealing two-dozen moldy onions." flouts the maxim of quality because he states something which is lack of truth. The weasel only steals some moldy crops and is not the master criminal. Chief Bogo implies that Judy's pursue wasn't even worth the effort. The implied meanings are also used to refuse something, to avoid talking about certain topic, to show discontentment, to reassure someone 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. As example Nick's utterance "I know everybody" which can be inferred without context because the meaning will be the same regardless of there is a context or not.

Interestingly, 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, whether they did it unconsciously or not. As the movie also depicted a real life situations, most people in real world also tend to give contribution in conversations more than necessary or required. Besides that, 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. Based on the result, maxim of relation mostly flouted to avoid or refuse talking about a certain topic. As examples are when Nick feels uncomfortable after Judy comfort him and when Chief Bogo was asked by Mrs. Otterton to find her missing husband. The researcher also finds that the characters of this movie only flout the maxim of quality to make fun of another characters.

Based on the analysis, the two of previous studies are different from this study. The study conducted by Nasution (2014) entitled "The Flouting Maxim in Sarah Sechan Talk Show Episode "Fitri Tropica" on NET TV" analyze flouting maxims that happened in talk show setting. The researcher focuses on the implications and the purpose of the speakers by flouting the maxims. Because the

nature of the talk show, which aimed to be interesting to audiences, the results only shows that both participants (Sarah Sechan and Fiti Tropica) flout conversational maxims to make their utterances more funny and humorous. Flouting maxims also used to avoid answering personal questions. The most flouted maxim in this study is the maxim of relation.

The study conducted by Hasani (2014) entitled “The Flouting Maxim in the Main Characters Utterances of ‘We Bought a Zoo Movie’.” analyze flouting maxim in the movie. In her study, she focuses on what maxims are flouted and the intended meanings. In Hasani’s study, the implied meanings are more varied than the previous one because the movie has daily life setting.

Different from the two previous study, the current study not only focuses on what maxims are flouted and the implied meanings but also the categorization of the implicature. The researcher found that in this study, most implicature are particularized conversational implicature. It means that most implied meanings generated from flouting maxims are inferred depending on the context. This study can enrich the two previous study with the analysis on the types of conversational implicature.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter provides the conclusion of this study and the suggestion. This chapter discuss the conclusion of the analysis of findings and suggestion for readers and next researchers.

5.1 Conclusion

This study is aimed to analyze what conversational maxims are flouted by the main characters of Zootopia and what meanings are implied by flouting the conversational maxims. In this research, the researcher use Grice's (1975) cooperative principle theory and Grice's (in Grundy, 2000) implicature theory to analyze flouted maxims. The researcher found that in communication, the speaker does not always obey or follow the cooperative principle proposed by Grice.

Based on the findings, there are 27 utterances that contain flouting maxims. The main characters from the movie not only flout all conversational maxims, there are also utterances which flout combination of maxims. There are 9 utterances contain flouting maxim of quantity, 4 utterances contain flouting maxim of quality, 4 utterances contain flouting maxim of relation, 7 utterances contain flouting maxim of manner, 1 utterance contains both flouting of maxim of quantity and manner, 1 utterance contains both flouting of maxim relation and manner, and 1 utterance contains both flouting of maxim quantity and manner. The maxim that

mostly flouted by the characters is the maxim of quantity, while the maxim of quality and relation are the least flouted maxims by the characters.

When the speakers flouted the maxims, there are implied meanings or implicature that need to be inferred by the hearers. As proposed by Grice, there are two kinds of conversational implicature; generalized conversational implicature and particularized conversational implicature. 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. In relation to real life situations, most people in real world also tend to give contribution in conversations more than necessary or required. Besides that, it could be because of the character's personality. 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 others' utterances, hence explains why maxim of

relation is the least flouted by the characters. Based on the result, maxim of relation mostly flouted to avoid or refuse talking about a certain topic. The characters mostly flouted the maxim of quality in the form of irony and used to make fun of others.

5.2 Suggestions

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. Since the researcher also only uses Grice's Cooperative Principle theory for this research, the researcher also suggests that the next researchers use other theory of maxims, such as Politeness Principle by Leech (1983) 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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APPENDICES



Appendix 1. The Types of Flouting Maxim

Datum	Utterances	Types of Flouting Maxim			
		Quantity	Quality	Relation	Manner
1.	<p>Bonnie Hopps: We're real proud of you, Judy. Stu Hopps: Yup, and scared too. Bonnie Hopps: Yes. Stu Hopps: Really, it's a - it's kind of a proud-scared combo. I mean, Zootopia, so far away, such a big city. Judy Hopps: Guys, I've been working for this my whole life.</p>				✓
2.	<p>Stu Hopps: And foxes are the worst! Bonnie Hopps: Actually, your father does have a point there. It's in their biology. Remember what happened with Gideon Grey? Judy Hopps: When I was nine. Gideon Grey was a jerk who happened to be a fox. I know plenty of bunnies who are jerks.</p>				✓
3.	<p>Judy Hopps: Excuse me! Benjamin Clawhauser: Hm? Judy Hopps: Down here! Hi! Benjamin Clawhauser: O-M-Goodness! They really did hire a bunny! What! I gotta tell you, you are even cuter than I thought you'd be! Judy Hopps: Ooh, uh, you probably didn't know, but a bunny can call another bunny cute, but when other animals do it, it's a little... Benjamin Clawhauser: I am so sorry! Me, Benjamin Clawhauser, the guy everyone thinks is just a flabby, donut-loving cop stereotyping you, oh...</p>				✓
4.	<p>Judy Hopps: Parking duty? Chief? Chief Bogo? Sir, you said there were fourteen missing mammal cases. Chief Bogo: So? Judy Hopps: So I can handle one. You probably forgot, but I was top of my class at the academy.</p>				✓
5.	<p>Judy Hopps: So I can handle one. You probably forgot, but I was top of my class at the academy. Chief Bogo: Didn't forget. Just don't care. Judy Hopps: Sir, I'm not just some token bunny.</p>				✓
6.	<p>Jerry Jumbeaux Jr.: Okay, come on, kid, back up. Listen, buddy, what? There aren't any fox ice cream joints in your part of town? Nick Wilde: Uh, no-no. There are, there are. It's just, my boy, this goofy little stinker, he loves all things elephant. He wants to be one when he grows up. Is that adorable?</p>	✓			

Table continued...

Datum	Utterances	Types of Flouting Maxims			
		Quantity	Quality	Relation	Manner
7.	<p>Jerry Jumbeaux Jr.: Hey, you're gonna have to wait your turn like everyone else, meter maid.</p> <p>Judy Hopps: Actually, I'm an officer. Just had a quick question: are your customers aware they're getting snot and mucus with their cookies and cream?</p> <p>Jerry Jumbeaux Jr.: What are you talkin' about?</p> <p>Judy Hopps: Well, I don't wanna cause you any trouble but, I believe scooping ice cream with an ungloved trunk is a class-three health code violation. Which is kind of a big deal. Of course I can let you off with a warning if you glove those trunks and, I don't know, finish selling this nice dad and his son a... What was it?</p>	✓			✓
8.	<p>Judy Hopps: Gee, I don't know. How about selling food without a permit, transporting undeclared commerce across borough lines, false advertising...</p> <p>Nick Wilde: Permit, receipt of declared commerce, and I did not falsely advertise anything. Take care.</p> <p>Judy Hopps: You told that mouse the pawpsicle sticks were redwood!</p> <p>Nick Wilde: That's right. Red wood. With a space in the middle. Wood that is red.</p>	✓			
9.	<p>Judy Hopps: Hey, hey! No one tells me what I can or can't be! Especially not some jerk who never had the guts to try and be anything more than a popsicle hustler.</p> <p>Nick Wilde: All right, look, everyone comes to Zootopia thinking they can be anything they want. Well, you can't. You can only be what you are. Sly fox, dumb bunny.</p> <p>Judy Hopps: I am not a dumb bunny.</p> <p>Nick Wilde: Right. And that's not wet cement.</p>		✓		
10.	<p>Chief Bogo: Abandoning your post, inciting a scurry, reckless endangerment of rodents but, to be fair, you did stop a master criminal from stealing two-dozen modly onions.</p> <p>Judy Hopps: Mmm, hate to disagree with you, sir, but those aren't onions. Those are a crocus variety called mendicampum holicifius. They're a Class C botanical, sir. Well, I grew up in a family where plant husbandry was kind of a thing...</p>			✓	
11.	<p>Chief Bogo: Abandoning your post, inciting a scurry, reckless endangerment of rodents but - to be fair - you did stop a master criminal from stealing two-dozen moldy onions.</p> <p>Judy Hopps: Mmm, hate to disagree with you, sir, but those aren't onions. Those are a crocus variety called mendicampum holicifius. They're a Class C botanical, sir. Well, I grew up in a family where plant husbandry was kind of a thing...</p>	✓			

Table continued...

Datum	Utterances	Types of Flouting Maxims			
		Quantity	Quality	Relation	Manner
12.	<p>Mrs. Otterton: My husband has been missing for ten days. His name is <u>Emmitt Otterton</u>.</p> <p>Chief Bogo: Yes, I know.</p> <p>Mrs. Otterton: He's a florist. We have two beautiful children. He would never just disappear.</p> <p>Chief Bogo: Ma'am, our detectives are very busy.</p>			✓	
13.	<p>Nick Wilde: What happened, meter maid? Did someone steal a traffic cone? It wasn't me. [Judy turning on her siren] Hey, Carrots, you're gonna wake the baby. I gotta get to work.</p> <p>Judy Hopps: This is important, sir. I think your "ten dollars" worth of popsicles can wait.</p> <p>Nick Wilde: Ha! I make two hundred bucks a day, Fluff. Three hundred and sixty-five days a year since I was twelve. And time is money. Hop along.</p>	✓			
14.	<p>Judy Hopps: Please, just look at the picture. You sold Mr. Otterton that popsicle, right? Do you know him?</p> <p>Nick Wilde: I know everybody. And I also know that somewhere, there's a toy store missing its stuffed animal. So why don't you get back to your box?</p>	✓	✓		
15.	<p>Judy Hopps: Nicholas Wilde, you are under arrest!</p> <p>Nick Wilde: For what? Hurting your feewings?</p> <p>Judy Hopps: Felony tax evasion. Yeeaah... two hundred dollars a day, three hundred and sixty-five days a year since you were twelve, that's two decades, so times twenty which is... one million four hundred sixty thousand - I think, I mean I am just a dumb bunny, but we are good at multiplying. Anyway, according to your tax forms, you reported, let me see here, zero! Unfortunately, lying on a federal form is a punishable offense. Five years jail time.</p>	✓			
16.	<p>Judy Hopps: Felony tax evasion. Yeeaah... two hundred dollars a day, three hundred and sixty-five days a year since you were twelve, that's two decades, so times twenty which is... one million four hundred sixty thousand - I think, I mean I am just a dumb bunny, but we are good at multiplying. Anyway, according to your tax forms, you reported, let me see here, zero! Unfortunately, lying on a federal form is a punishable offense. Five years jail time.</p> <p>Nick Wilde: Well it's my word against yours.</p>			✓	

Table continued...

Datum	Utterances	Types of Flouting Maxims			
		Quantity	Quality	Relation	Manner
17.	Judy Hopps: Oh thank you so much, I'd appreciate that more than you can imagine, it'd be such an - OHHHH, you are naked! Yax: Oh, for sure, we're a naturalist club! Nick Wilde: Yeah, in Zootopia, anyone can be anything.			✓	
18.	Nick Wilde: Well, I had a ball. You are welcome for the clue, and seeing as how any moron can run a plate, I will take that pen and bid you adieu. Judy Hopps: The plate. I can't run a plate. Ooh... I'm not in the system yet. Nick Wilde: Give me the pen, please... Judy Hopps: What was it you said? "Any moron can run a plate"? Gosh, if only there were a moron around who were up to the task.			✓	✓
19.	Judy Hopps: Closed. Great. Nick Wilde: Hm. And I will bet you don't have a warrant to get in, hmm? Darn it. It's a bummer. Judy Hopps: You wasted the day on purpose! Nick Wilde: Madam, I have a fake badge. I would never impede your pretend investigation. Judy Hopps: It's not a pretend investigation. Look, see? See him? This otter is missing.		✓		
20.	Nick Wilde: If the world's only gonna see a fox as shifty and untrustworthy, there's no point in trying to be anything else. Judy Hopps: Nick, you are so much more than that. Nick Wilde: Boy, look at that traffic down there. How about we go up to Chuck in traffic central? Chuck, how're things looking on the jam-cams?			✓	
21.	Dawn Bellwether: Where to? Judy Hopps: Uh, Rainforest District. Vine and Tujungu. Dawn Bellwether: There! Traffic cams for the whole city. Well, this is so exciting, actually. I mean, you know, I never get to do anything this important.	✓			
22.	Judy Hopps: But you're the assistant mayor of Zootopia. Dawn Bellwether: Oh, I'm more of a glorified secretary. I think Mayor Lionheart just wanted the sheep vote. But he did give me that nice mug. Feels good to be appreciated.	✓			
23.	Nick Wilde: You know, if I wanted to avoid surveillance because I was doing something illegal, which I never have, I would use the maintenance tunnel 6B, which would put them out... right there. Judy Hopps: Well look at you, junior detective! You know, I think you'd actually make a pretty good cop. Nick Wilde: Ugh. How dare you.		✓		

Table continued...

Datum	Utterances	Types of Flouting Maxims			
		Quantity	Quality	Relation	Manner
24.	Judy Hopps: You should be up there with me. We did this together. Nick Wilde: Well, am I a cop? No. No, I am not. Judy Hopps: Hm. Funny you should say that. Because, well, I've been thinking... it would be nice to have a partner.				✓
25.	Judy Hopps: Nick, stop it! You're not like them. Nick Wilde: Oh, there's a them now?! Judy Hopps: Ugh, you know what I mean. You're not that kind of predator. Nick Wilde: The kind that needs to be muzzled? The kind that makes you think you need to carry around fox repellent? Yeah, don't think I didn't notice that little item the first time we met. So, let me ask you a question: Are you afraid of me?	✓			
26.	Judy Hopps: Clawhauser? What are you doing? Benjamin Clawhauser: Um... They thought it would be better if a predator, such as myself, wasn't the first face that you see when you walk into the ZPD. Judy Hopps: What? Benjamin Clawhauser: They're gonna move me to records. It's downstairs. It's by the boiler.				✓
27.	Stu Hopps: That's right, I mean Gid's turned into one of the top pastry chefs in the Tri-Burrows. Judy Hopps: That's... That's really cool, you guys. [walking to Gideon] Gideon Grey. I'll be darned. Gideon Grey: Hey, Judy. I'd just like to say, I'm sorry for the way I behaved in my youth. I-I-I had a lot of self-doubt and it manifested itself in the form of unchecked rage and aggression. I was a major jerk. Judy Hopps: Well, I know a thing or two about being a jerk.				✓

Appendix 2. The Types of Conversational Implicature

Datum	Utterances	Types of Conversational Implicature	
		Generalized	Particularized
1.	<p>Bonnie Hopps: We're real proud of you, Judy. Stu Hopps: Yup, and scared too. Bonnie Hopps: Yes. Stu Hopps: Really, it's a - it's kind of a proud-scared combo. I mean, Zootopia, so far away, such a big city. Judy Hopps: Guys, I've been working for this my whole life.</p>		✓
2.	<p>Stu Hopps: And foxes are the worst! Bonnie Hopps: Actually, your father does have a point there. It's in their biology. Remember what happened with Gideon Grey? Judy Hopps: When I was nine. Gideon Grey was a jerk who happened to be a fox. I know plenty of bunnies who are jerks.</p>	✓	
3.	<p>Judy Hopps: Excuse me! Benjamin Clawhauser Hm? Judy Hopps: Down here! Hi! Benjamin Clawhauser: O.M. Goodness... They really did hire a bunny! What!? I gotta tell you, you are even cuter than I thought you'd be! Judy Hopps: Ooh, uh, you probably didn't know, but a bunny can call another bunny cute, but when other animals do it, it's a little... Benjamin Clawhauser: I am so sorry! Me, Benjamin Clawhauser, the guy everyone thinks is just a flabby, donut-loving cop stereotyping you, oh...</p>		✓
4.	<p>Judy Hopps: Parking duty? Chief? Chief Bogo? Sir, you said there were fourteen missing mammal cases. Chief Bogo: So? Judy Hopps: So I can handle one. You probably forgot, but I was top of my class at the academy.</p>		✓
5.	<p>Judy Hopps: So I can handle one. You probably forgot, but I was top of my class at the academy. Chief Bogo: Didn't forget. Just don't care. Judy Hopps: Sir, I'm not just some token bunny.</p>		✓
6.	<p>Jerry Jumbeaux Jr.: Okay, come on, kid, back up. Listen, buddy, what? There aren't any fox ice cream joints in your part of town? Nick Wilde: Uh, no-no. There are, there are. It's just, my boy, this goofy little stinker, he loves all things elephant, he wants to be one when he grows up. Is that adorable?</p>		✓

Table continued....

Datum	Utterances	Types of Conversational Implicature	
		Generalized	Particularized
7.	<p>Jerry Jumbeaux Jr.: Hey, you're gonna have to wait your turn like everyone else, meter maid.</p> <p>Judy Hopps: Actually, I'm an officer. Just had a quick question: are your customers aware they're getting snot and mucus with their cookies and cream?</p> <p>Jerry Jumbeaux Jr.: What are you talkin' about?</p> <p>Judy Hopps: Well, I don't wanna cause you any trouble but, I believe scooping ice cream with an ungloved trunk is a class-three health code violation. Which is kind of a big deal. Of course I can let you off with a warning if you glove those trunks and, I don't know, finish selling this nice dad and his son a... What was it?</p>		✓
9.	<p>Judy Hopps: Gee, I don't know. How about selling food without a permit, transporting undeclared commerce across borough lines, false advertising...</p> <p>Nick Wilde: Permit, receipt of declared commerce, and I did not falsely advertise anything. Take care.</p> <p>Judy Hopps: You told that mouse the pawpsicle sticks were redwood!</p> <p>Nick Wilde: That's right. Red wood. With a space in the middle. Wood that is red.</p>		✓
10.	<p>Nick Wilde: All right, look, everyone comes to Zootopia thinking they can be anything they want. Well, you can't. You can only be what you are. Sly fox, dumb bunny.</p> <p>Judy Hopps: I am not a dumb bunny.</p> <p>Nick Wilde: Right. And that's not wet cement.</p>		✓
11.	<p>Chief Bogo: Abandoning your post, inciting a scurry, reckless endangerment of rodents but, to be fair, you did stop a master criminal from stealing two-dozen moldy onions.</p> <p>Judy Hopps: Mmm, hate to disagree with you, sir, but those aren't onions. Those are a crocus variety called mendicampum holicifius. They're a Class C botanical, sir. Well, I grew up in a family where plant husbandry was kind of a thing</p>		✓
12.	<p>Chief Bogo: Abandoning your post, inciting a scurry, reckless endangerment of rodents but - to be fair - you did stop a master criminal from stealing two-dozen moldy onions.</p> <p>Judy Hopps: Mmm, hate to disagree with you, sir, but those aren't onions. Those are a crocus variety called mendicampum holicifius. They're a Class C botanical, sir. Well, I grew up in a family where plant husbandry was kind of a thing...</p>		✓

Table continued....

Datum	Utterances	Types of Conversational Implicature	
		Generalized	Particularized
13.	<p>Mrs. Otterton: My husband has been missing for ten days. His name is <u>Emmitt Otterton</u>.</p> <p>Chief Bogo: Yes, I know.</p> <p>Mrs. Otterton: He's a florist. We have two beautiful children. He would never just disappear.</p> <p>Chief Bogo: Ma'am, our detectives are very busy.</p>		✓
14.	<p>Nick Wilde: What happened, meter maid? Did someone steal a traffic cone? It wasn't me. [Judy turning on her sirene] Hey, Carrots, you're gonna wake the baby. I gotta get to work.</p> <p>Judy Hopps: This is important, sir. I think your "ten dollars" worth of pawpsicles can wait.</p> <p>Nick Wilde: Ha! I make two hundred bucks a day, Fluff. Three hundred and sixty-five days a year since I was twelve. And time is money. Hop along.</p>		✓
15.	<p>Judy Hopps: Please, just look at the picture. You sold Mr. Otterton that pawpsicle, right? Do you know him?</p> <p>Nick Wilde: I know everybody. And I also know that somewhere, there's a toy store missing its stuffed animal. So why don't you get back to your box?</p>	✓	✓
16.	<p>Judy Hopps: Nicholas Wilde, you are under arrest!</p> <p>Nick Wilde: For what? Hurting your feewings?</p> <p>Judy Hopps: Felony tax evasion. Yeeeah... two hundred dollars a day, three hundred and sixty-five days a year since you were twelve, that's two decades, so times twenty which is... one million four hundred sixty thousand - I think, I mean I am just a dumb bunny, but we are good at multiplying. Anyway, according to your tax forms, you reported, let me see here, zero!</p>		✓
17.	<p>Judy Hopps: Felony tax evasion. Yeeeah... two hundred dollars a day, three hundred and sixty-five days a year since you were twelve, that's two decades, so times twenty which is... one million four hundred sixty thousand - I think, I mean I am just a dumb bunny, but we are good at multiplying. Anyway, according to your tax forms, you reported, let me see here, zero! Unfortunately, lying on a federal form is a punishable offense. Five years jail time.</p> <p>Nick Wilde: Well it's my word against yours.</p>		✓

Table continued...

Datum	Utterances	Types of Conversational Implicature	
		Generalized	Particularized
18.	Judy Hopps: Oh thank you so much, I'd appreciate that more than you can imagine, it'd be such an - OHHHH, you are naked! Yax: Oh, for sure, we're a naturalist club! Nick Wilde: Yeah, in Zootopia, anyone can be anything.		✓
19.	Nick Wilde: Well, I had a ball. You are welcome for the clue, and seeing as how any moron can run a plate, I will take that pen and bid you adieu. Judy Hopps: The plate. I can't run a plate. Ooh... I'm not in the system yet. Nick Wilde: Give me the pen, please... Judy Hopps: What was it you said? "Any moron can run a plate"? Gosh, if only there were a moron around who were up to the task.		✓
21.	Judy Hopps: Closed. Great. Nick Wilde: Hm. And I will betcha you don't have a warrant to get in, hmm? Darn it. It's a bummer. Judy Hopps: You wasted the day on purpose! Nick Wilde: Madam, I have a fake badge. I would never impede your pretend investigation.		✓
22.	Nick Wilde: If the world's only gonna see a fox as shifty and untrustworthy, there's no point in trying to be anything else. Judy Hopps: Nick, you are so much more than that. Nick Wilde: Boy, look at that traffic down there. How about we go up to Chuck in traffic central? Chuck, how're things looking on the jam-cams?		✓
23.	Dawn Bellwether: Where to? Judy Hopps: Uh, Rainforest District. Vine and Tujungu. Dawn Bellwether: There! Traffic cams for the whole city. Well, this is so exciting, actually. I mean, you know, I never get to do anything this important.		✓
24.	Judy Hopps: But you're the assistant mayor of Zootopia. Dawn Bellwether: Oh, I'm more of a glorified secretary. I think Mayor Lionheart just wanted the sheep vote. But he did give me that nice mug. Feels good to be appreciated.		✓

Table continued....

Datum	Utterances	Types of Conversational Implicature	
		Generalized	Particularized
25.	<p>Nick Wilde: You know, if I wanted to avoid surveillance because I was doing something illegal, which I never have, I would use the maintenance tunnel 6B, which would put them out... right there.</p> <p>Judy Hopps: Well look at you, junior detective! You know, I think you'd actually make a pretty good cop.</p> <p>Nick Wilde: Ugh. How dare you.</p>		✓
26.	<p>Judy Hopps: You should be up there with me. We did this together.</p> <p>Nick Wilde: Well, am I a cop? No. No, I am not.</p> <p>Judy Hopps: Hm. Funny you should say that. Because, well, I've been thinking... it would be nice to have a partner.</p>		✓
27.	<p>Judy Hopps: Nick, stop it! You're not like them.</p> <p>Nick Wilde: Oh, there's a them now?</p> <p>Judy Hopps: Ugh, you know what I mean. You're not that kind of predator.</p> <p>Nick Wilde: The kind that needs to be muzzled? The kind that makes you think you need to carry around fox repellent? Yeah, don't think I didn't notice that little item the first time we met. So, let me ask you a question: Are you afraid of me?</p>		✓
28.	<p>Judy Hopps: Clawhauser? What are you doing?</p> <p>Benjamin Clawhauser: Um... They thought it would be better if a predator, such as myself, wasn't the first face that you see when you walk into the ZPD.</p> <p>Judy Hopps: What?</p> <p>Benjamin Clawhauser: They're gonna move me to records. It's downstairs. It's by the boiler.</p>		✓
29.	<p>Stu Hopps: That's right, I mean Gid's turned into one of the top pastry chefs in the Tri-Burrows.</p> <p>Judy Hopps: That's... That's really cool, you guys. [walking to Gideon] Gideon Grey. I'll be darned.</p> <p>Gideon Grey: Hey, Judy. I'd just like to say, I'm sorry for the way I behaved in my youth. I-I-I had a lot of self-doubt and it manifested itself in the form of unchecked rage and aggression. I was a major jerk.</p> <p>Judy Hopps: Well, I know a thing or two about being a jerk.</p>		✓



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5. Judul Skripsi : A Study of Flouted Maxims Performed by the Main Characters of 'Zootopia' Movie
6. Tanggal Mengajukan : 15 Juni 2016
7. Tanggal Selesai Revisi : 25 Januari 2016
8. Nama Pembimbing : Emy Sudarwati, S.S, M.Pd
9. Keterangan Konsultasi

No.	Tanggal	Materi	Pembimbing	Paraf
1	15 Juni 2016	Pengajuan Judul	Pembimbing I	
2	22 September 2016	Penerimaan Judul	Pembimbing I	
3	20 Oktober 2016	Pengajuan Bab I, II, III	Pembimbing I	
4	28 Oktober 2016	Konsultasi Bab I, II, III	Pembimbing I	
5	3 November 2016	Revisi Bab I, II, III	Pembimbing I	
6	3 November 2016	ACC Seminar Proposal	Pembimbing I	
7	11 November 2016	Seminar Proposal	Pembimbing I	
8	7 Desember 2016	Pengajuan Bab IV dan V	Pembimbing I	

9	7 Desember 2016	Konsultasi Bab IV dan V	Pembimbing I	
10	12 Desember 2016	ACC Seminar Hasil	Pembimbing I	
11	4 Januari 2017	Seminar Hasil	Pembimbing I	
12	10 Januari 2017	Revisi Seminar Hasil	Pembimbing I	
13	13 Januari 2017	Revisi Seminar Hasil	Pembimbing I	
14	16 Januari 2017	ACC Ujian Skripsi	Pembimbing I	
15	20 Januari 2017	Ujian Skripsi	Pembimbing I	
16	25 Januari 2017	ACC Penjilidan Skripsi	Pembimbing I	

Telah dievaluasi dan diuji dengan nilai:

Bt

Malang, 25 Januari 2017

Mengetahui,

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