

CHAPTER IV
FINDING AND DISCUSSION

This chapter presents finding and discussion from the data obtained. The writer explains the implied meaning performed by the main character, reveals the reason why the main character flouts maxim of relation, and analyzes the effect of flouting maxim of relation to the conversation. In the discussion, the writer discuss the data found and compares it with previous studies.

4.1 Findings

In this subchapter, the writer presents the findings of the research problems. After collecting the data from the movie script of scene 4-8, the writer finds 20 utterances containing flouting maxim of relation performed by the main character. The data are found based on the theory of flouting maxim proposed by Grice (1975). The data are presented in the following table.

Table 4.1 List of Utterances Containing Flouting Maxim of Relation Indicated by the Main Character in Iron Man 2 Movie.

NO	SCENE	UTTERANCES
1	Scene 4	<ol style="list-style-type: none"> 1. Stark : if your priority was actually the well-being... 2. Stark : I am Iron Man. The suit and I are one. To turn over the Iron Man suit would be to turn over myself, which is tantamount to indentured servitude

		<p>or prostitution depending on what state you're in.</p> <p>3. Stark : In prostitution? Of course not, you're a senator, come on!</p> <p>4. Stark : Iran.</p> <p>No grave, immediate threat here. Is that Justin Hammer? How did Hammer get in here? Justin, you're on TV, focus up. Wow. Yeah, I'd say most countries, 5-10 years away. Hammer Industries 20.</p> <p>5. Stark : Would you have "your welcome"?</p> <p>6. Stark : We're adjourned, we're adjourned for today.</p>
2	Scene 5	<p>1. Stark : Mute.</p> <p>2. Stark : I need you to wear a surgical mask until you're feeling better is that okay?</p> <p>3. Stark : Wow, look at that. That's modern art. That's going up.</p> <p>4. Stark : I hereby irrevocably appoint you Chairman and CEO of Stark Industries effective immediately. Yeah, done deal.</p>
3	Scene 7	<p>1. Stark : You made me do it.</p> <p>2. Stark : Smile and you look there. Stop acting constipated.</p> <p>3. Stark : My least favorite person on earth, Justin Hammer.</p> <p>4. Stark : You're not the only rich guy here with a fancy car.</p> <p>5. Stark : Please, this is hard.</p>
4	Scene 8	<p>1. Stark : Were you heading for me or him?</p> <p>2. Stark : Better security.</p> <p>3. Stark : I was attacked!</p> <p>4. Stark : We need better security.</p> <p>5. Stark : Better security measures!</p>

The first question is concerned with the implied meaning in flouting maxim of relation. The writer uses the theory of Cooperative principle by Grice to answer the problem of study number one. The second question is concerned to the reasons why the character flouts maxim of relation and the third question is concerned with the effect of flouting maxim of relation to the conversation. The theory which is used to

reveal the problems of study number two and three is based on Hymes's SPEAKING theory (1974). The writer finds that there are many reasons which caused the main character flouts the maxim of relation. Furthermore, finding also reveals that the communication can still run smoothly even though the main character flouts the maxims. In this case, context takes an important role to answer problems of study. Further discussions and analysis on findings are presented below.

4.1.1 Data Analysis

This subchapter presents the data which were taken from Iron man 2 movie script in scene 4-8. The analysis is divided into three parts. First, the writer presents the conversation of the main character in the certain scene. Then, the writer presents the context of the conversation to get more understanding about the setting of the scenes. Third, the writer presents the analysis to answer the research problems.

4.1.1.1 The Analysis of Implied Meaning and The Reason of Flouting Maxim of Relation in Iron Man 2 Movie.

4.1.1.1.1 The analysis of implied meaning and the reason of flouting maxim of relation in scene 4.

- **Conversation in scene 4 subscene 1**

Stark	: My device does not fit that description.
Senator	: Well, how would you describe your..?
Stark	: I would describe it by defining it as what it is, sir.
Senator	: As?

Stark : It's a high-tech prosthesis. That is, that's actually the most appropriate description I could make of it.

Senator : It's a weapon Mr.Stark I hate to inform you it's a weapon.

Stark : if your priority was actually the well-being...(1)

Senator : My priority is to get the Iron Man weapon turned over to the people of the United States of America.

Stark :I am Iron Man. The suit and I are one. To turn over the Iron Man suit would be to turn over myself, which is tantamount to indentured servitude or prostitution depending on what state you're in. (2)

Senator : Look, I am no expert.

Stark : In prostitution? Of course not, you're a senator, come on! (3)

Analysis :

The situation in this scene is when the senator and Stark are doing Weaponized Suit Defense Program hearing at the court. This hearing is done in order to force Stark to give his suit to the government. The government feels that Stark presents a potential threat to the security of the nation. In this conversation, Stark shows his refusal to senator's statement. Stark changes the topic of the discussion suddenly. It is proven in his utterances. In utterance (1), Stark responds senator's statement is unmatched. The senator actually talks about the weapon but Stark respond is about the priority of the senator. Stark also gives unmatched respond in utterance (2) by explaining the connection or the relationship between him and his suit. The change of the discussion's topic is also proven in utterance (3). Stark says about the prostitution, while the senator discusses that he is not really understand about weapon. These utterances have hidden the meaning. The utterances mean that

actually Stark is trying to say to the senator that he refuses to give his suit to the government.

- **Conversation in scene 4 subscene 2**

Senator : I'm not an expert in weapons. But we have somebody here who is an expert on weapons. I would now like to call Justin Hammer .Our current primary weapons contractor.

Hammer : Absolutely. I am no expert. I defer to you, Anthony. You're the wonder boy. Senator, if I may...I may well not be an expert, but you know who was the expert? Your dad! Howard Stark. Really a father to us all and to the military-industrial age. Let's just be clear, he was no flower child. He was a lion. We all know why we are here. In the last six months, Anthony Stark has created a sword with untold possibilities. And yet I insist it's a shield. He asks us to trust him as we cower behind it. I wish I were comforted, Anthony. I really do. I'd like to leave my door unlocked when I leave the house, but this ain't Canada. You know we live in a world of grave threats, threats that Mr. Stark will not always be able to foresee. Thank you. God bless Iron Man, God bless America.

Senator : Well said, Mr. Hammer. The committee would now like to invite Lieut. Col. James Rhodes to the chamber.

Stark : Hey, buddy. Didn't expect to see you here.

Rhodes : Look, it's me. I'm here. Deal with it. Let's move on.

Senator : I have before me a complete report on the Iron Man weapon compiled by Colonel Rhodes. and Colonel, for the record, can you please read page 57, paragraph 4?

Rhodes : You're requesting that I read specific selections from my report, senator?

My understanding that I was going to be testifying in a much more comprehensive and detailed manner. I understand, a lot of things have changed today. You do understand that reading a single paragraph out of context does not reflect the summary of my finding?

Senator : Just read it, Colonel. Thank you.

Rhodes : Very well.

As he does not operate within any definable branch of government, The Iron Man presents a potential threat to the security of both the nation and to her interests. I did, however, go on to summarize that the benefits of Iron Man far outweigh the liabilities and that it would be in our interest to fold Mr Stark into the existing chain of command.

- **Continue of conversation in scene 4 subscene 2**

Rhodes : I believe it is somewhat premature to reveal these images to the general public at this time.

Senator : With all due respect, Colonel, I understand. And if you could just narrate those for us, we'd be very grateful

Rhodes : Show the images.

Intelligence suggests that the devices seen in these photos are in fact attempts at making manned copies of Mr. Stark's suit. This has been corroborated by our allies and local intelligence on the ground indicating that these suits are quite possibly at this moment operational.

Stark : Hold on a second buddy, let me see. There's something here. Oh, boy I'm good. Now can I get more screens. I need them. Time for a little transparency. Let's see what's really going on.

Senator :What is he doing?

Stark : If you'll direct your attention to said screens, I believe that's North Korea.

Senator : Can you turn that off? Take it off.

Stark : Iran.

No grave, immediate threat here. Is that Justin Hammer? How did Hammer get in here? Justin, you're on TV, focus up. Wow. Yeah, I'd say most countries, 5-10 years away. Hammer Industries 20. (4)

Hammer : I'd like to point out that that test pilot survived.

Senator :I think we got the point that he's making. I don't think there's any reason...

Stark : Would you have “your welcome”? (5)

Senator : For what?

Stark : Because, I'm your nuclear deterrent. It's working. We're safe. America is secure. You want my property? You can't have it! But I did you a big favor. I've successfully privatized world peace. What more do you want? For now! I'm tired of all of these ass clowns!

Senator : Fuck you Mr Stark. Fuck you buddy.

Stark : We're adjourned, we're adjourned for today. (6)

Senator : Okay. You've been a delight.

Analysis :

There are some reasons why Stark flouts maxim of relation in this conversation, namely: to defend himself and to tease. Utterance (4) shows that Stark tries to defend himself by giving an explanation and reveals that the evidence (videos) given by the government is manipulated. He also tells the civilian in the court that the video is about the trial which is done by Hammer Industries. In utterance (5), Stark is teasing Hammer and the senator because they cannot prove their anxiety on Stark's suit. Stark wants to get out as soon as possible is stated in the utterance (6). He tries to deny senator's judgement and he does not want to listen to the senator anymore. This could be seen in the context in which Stark leaves the court.

4.1.1.1.2 The analysis of implied meaning and the reason of flouting maxim of relation to the conversation in scene 5.

- **Conversation in scene 5**

Robot : It appears that the continued use of the Iron Man suit is accelerating your condition. Another core has been depleted.

Stark : God, they're running out quick.

Robot : I have run simulations on every known element and none can serve as a viable replacement for the palladium core. You are running out of both time and options. Unfortunately, the device that's keeping you alive, is also killing you.

Ms. Potts is approaching. I recommended that you inform her of...

Stark : **Mute.** (7)

- Ms.Potts : Is this a joke? What are you thinking?
- Stark : Hey, I'm thinking I'm busy and you're angry about something. Do you have the sniffles? I don't wanna get sick. Keep your distance
- Ms.Potts : Did you just donate our entire modern art collection to the...Boy Scouts of America?
- Stark : Yes it is a...worthwhile organization. I didn't physically check the crates, but basically yes. And it's not our collection, it's my collection. No offense.
- Ms.Potts : No, you know what I think I'm actually entitled to say Our collection, considering the time that I've put in over 10 years curating that.
- Stark : It's a tax write-off, I needed that.
- Ms.Potts : You know, there's only about 8,011 things that I really need to talk to you about.
- Stark : I need you to wear a surgical mask until you're feeling better is that okay? (8)**
- Ms.Potts : That's rude.
- Ms.Potts : The Expo is your ego gone crazy.
- Stark : Wow, look at that. That's modern art. That's going up. (9)**
- Ms.Potts : You've got to be kidding me.
- Stark : I'm gonna put this up right now.
- Ms.Potts : Stark is in complete disaster. Do you understand that?
- Stark : No, our stocks have never been higher...
- Ms.Potts : Yes from a managerial standpoint.
- Stark : Well if it's messy, then let's double back.
- Ms.Potts : Ok fine. My point is we have already awarded contracts to the windfarm people,
- Stark : Don't say windfarm, I'm already feeling gassy.
- Ms.Potts : And to the Plastic Plantation Tree, which was your idea by the way.
Those people are on payroll, and you won't make a decision.
- Stark : Everything was my idea, I don't care about the liberal agenda anymore. It's boring, boring! I'm giving you a boring order, you do it.
- Ms.Potts : I do what?
- Stark : Excellent idea, I just figured this out. You run the company.

Ms.Potts : Yeah i'm trying to run the company.

Stark : You're not listening to me. I'm trying to make you CEO.

Ms.Potts : Have you been drinking?

Stark : I hereby irrevocably appoint you Chairman and CEO of Stark Industries effective immediately. Yeah, done deal. (10)

Analysis :

This conversation takes place when Stark is in his laboratory. He discusses with his robot, Jarvis, about his health. Suddenly, Ms.Potts gets in to the lab and invites Stark to talk about the usefulness of Stark Expo. Ms.Potts disagrees with the idea to hold Stark Expo as long as 12 months.

In this conversation, Stark shows his rejection and his unwillingness to discuss the topic of the discussion. He mostly changes the topic of discussion by unmatching his respond. Stark shows his rejection in utterance (7). Jarvis suggests him to talk about his health condition with Ms.Potts. However, Stark wants to conceal it from Ms.Potts. Stark rejects the suggestion indirectly by saying “mute” instead of saying “yes” or “no”. Utterances (8), (9), and (10) indicate the unwillingness of Stark to discuss about the topic that is firstly discussed by Ms.Potts. Stark always tries to change the focus of the discussion. It can be seen in utterance (8). He pretends he is bothered by the sneezing of Ms.Potts and asks her to wear surgical mask. He chooses to give his appreciation on a paint that is showed in utterance (9) instead of answer Ms.Potts opinion. Stark’s answer to Ms.Potts’ question is unmatched in utterance

(10). His refusal functions to emphasize his idea that he wants Ms.Potts to become the new CEO of Stark Industries.

4.1.1.1.3 The analysis of implied meaning and the reason of flouting maxim of relation to the conversation in scene 7.

- **Conversation in scene 7**

Rushman : Mr. Stark? How was your flight?

Stark : It was excellent.

Rushman : We have one photographer from the ACM if you don't mind.

Ms.Potts : When did this happen?

Stark : You made me do it. (11)

Ms.Potts : I made you do what?

Stark : Smile and you. Look there. Stop acting constipated. (12)

Rushman : Right this way.

Stark : Thanks, you look fantastic.

Rushman : Thank you very much.

Stark : But that's unprofessional. What's on the docket?

Rushman : We have a 9.30 dinner.

Stark : Perfect I'll be there at 11. Is this ours?

Rushman : It can be.

Stark : Great, make it ours.

Hammer : Anthony, is that you?

Stark : My least favorite person on earth, Justin Hammer. (13)

Hammer : How you doing?

Stark : You're not the only rich guy here with a fancy car. (14)

Hammer : You know Christine Everhart from Vanity Fair? You guys know each other?

Everhart : Hi. Yes.

Ms.Potts : Yes!

Stark : Yes, roughly.

Hammer : By the way, big story, The new CEO of Stark Industries.

Congratulations.

Everhart : My editor will kill me if I don't grab a quote for our Powerful Women issue.Can I?

Ms.Potts : Sure.

Hammer : How you doing? You look great.

Stark : Please, this is hard. (15)

Analysis :

This conversation takes place when Stark and Ms.Potts are at Hotel de Paris to watch rally race. There are a lot of important people, billionaires, and also paparazzi in this hotel. Stark's enemy, Justin Hammer is also there. In this scene, Ms.Potts knows that Ms. Rushman is Stark's private secretary and she is very surprised to know it.

The reasons why Stark flouts maxim of relation in this conversation are to defend himself, to tease, and to reject Hammer. The using of flouting maxim in order to defend himself can be seen in utterance (11). Ms.Potts expresses her surprise about Ms. Rushman. Knowing that Ms.Potts is angry, Stark chooses not to explain when Ms.Rushman becomes his new secretary and he tries to defend himself by blaming Ms.Potts. Furthermore, in utterance (12) he also diverts the focus of the discussion by asking Ms.Potts to pose. He avoids to respond Ms.Potts' question. Utterance (13)

indicates that Stark is teasing Hammer. The hidden meaning of this utterance is actually Stark avoids to get involved in a conversation with Hammer since they are enemy and their company is competing each other. Stark is also using flouting maxim of relation in utterance (14) to tease Hammer. Stark wants to say that Hammer is not the only billionaire in that place and emphasizes that he is still wealthier than Hammer. Utterance (15) shows a smooth rejection of Stark in order to say he does not feel comfortable to talk with Hammer which is indicated by his hatred toward Hammer.

4.1.1.1.4 The analysis of implied meaning and the reason of flouting maxim of relation to the conversation in scene 8.

- **Conversation in scene 8**

- | | |
|--------------|---|
| Ms.Potts | : Car! |
| Happy | : Are you okay? |
| Stark | : Were you heading for me or him? (16) |
| Happy | : I wanted to scare him. |
| Stark | : Cause I can't tell! |
| Ms.Potts | : Are you out of your mind? |
| Stark | : Better security. (17) |
| Ms.Potts | : Get in the car! |
| Stark | : I was attacked! (18) |
| Ms.Potts | : You're a jerk! |
| Stark | : We need better security. (19) |
| Happy | : Get in the car! |

Stark : Better security measures! (20)

God it's embarrassing. First vacation in two years.

Analysis :

The conversation takes place in the circuit. Ivan Vanko suddenly goes to the circuit and attacks the participant of rally race. The target of Vanko is actually Stark. Then, they attack each other. Ms.Potts and Happy are trying to help Stark by delivering his suit to him. There are some reasons why Stark flouts maxim of relation in this conversation, namely: to argue, to protest and to convince. Utterance (16) indicates Stark is arguing with Happy because Happy hits the car to the wall. It can kill both Stark and his enemy, Vanko. Flouting maxim of relation is indicated in utterance (17) in order to give a statement. He tries to give a statement to Ms. Potts that he is attacked, thus Ms.Potts will understand his situation and not be angry with him. However, Ms.Potts ignores him, so he flouts maxim of relation in utterance (18) to show his protest. Utterances (19) and (20) show his convincing that Stark, Ms.Potts, and Happy need better security so that the accident will not happen anymore and he needs the police to arrest Vanko.

4.1.1.2 The Analysis of The Effect of Flouting Maxim of Relation to The Conversation in Iron Man 2 Movie.

4.1.1.2.1 The analysis of the effect of flouting maxim of relation to the conversation in scene 4.

- **Conversation of scene 4 subscene 1**

Stark : My device does not fit that description.

Senator : Well, how would you describe your..?

Stark : I would describe it by defining it as what it is, sir.

Senator : As?

Stark : It's a high-tech prosthesis. That is, that's actually the most appropriate description I could make of it.

Senator : It's a weapon Mr Stark I hate to inform you it's a weapon.

Stark : if your priority was actually the well-being...(1)

Senator : My priority is to get the Iron Man weapon turned over to the people of the United States of America.

Stark : **I am Iron Man. The suit and I are one. To turn over the Iron Man suit would be to turn over myself, which is tantamount to indentured servitude or prostitution depending on what state you're in. (2)**

Senator : Look, I am no expert.

Stark : In prostitution? Of course not, you're a senator, come on! (3)

Table 4.2 Context of Scene 4 Subscene 1

Setting	Day, at the court
Participant	Tony Stark : CEO Stark Industries (30 years old) Senator Stern : Armed Services Committee Chairman of Pennsylvania (40 years old)
Ends	The senator asked Tony Stark to give his suit as his new technology to the government.
Act sequence	The senator and Mr. Stark were doing Weaponized Suit Defense Program hearing at the court to force Mr.Stark gave his suit to the government. The government felt that Mr. Stark presented a potential threat to the security of the nation.
Key	The tone of the conversation was a serious conversation because

	it dealt with country's security.
Instrumentalities	Oral way or Spoken language
Norms	Senator Stern was more powerful than Mr. Stark. Mr. Stark felt uncomfortable with senator's attitude, however he tried to be polite and expressed his hatred with some satire.
Genre	Serious conversation

The conversation takes place in the day at the court between Stark and senator stern. The ends of this conversation is the senator asks Stark to give his suit to the government. This conversation is happened when they are doing Weaponized Suit Defense Program hearing in order to force Stark to give his suit. It is a serious conversation. Thus, Stark tries to be polite and express his hatred toward the senator by saying some satire.

Analysis :

1. Stark : if your priority was actually the well-being...

The literal meaning of the utterance above is that Stark tries to reveal the priority of the senator. (Declarative Sentence). The intended meaning performs by Stark is to argue and to refuse. Stark feels that the government reason's to take his suit away from him was nonsense. And the effect from the hearer is that he can easily respond Stark's opinion and give appropriate answer that the government only wants to protect the US people.

The flouting maxim of relation in this conversation does not make misunderstanding since the hearer can catch what the meaning of the speaker's

utterance is and the conversation can run smoothly. Senator Stern gives match respond which indicates that he understands Stark's utterance.

2. Stark : I am Iron Man. The suit and I are one. To turn over the Iron Man suit would be to turn over myself, which is tantamount to indentured servitude or prostitution depending on what state you're in.

The literal meaning of the utterance above is that Stark says to the senator that he himself and the suit cannot be separated because the suit is the part of his body. (Declarative Sentence). The intended meaning performed by Stark is a refusal. Stark does not want to give his suit and his technology to the government. He does not agree with the government who says he is a threat for the country. Otherwise, he feels he can protect the nation. The effect from the hearer (Senator Stern) is that he is not sure about Stark's statement because he thinks he is not an expert in weapons. Senator Stern thinks that Stark describes about weapons.

The flouting maxim of relation in this conversation causes a misunderstanding because the hearer cannot catch the hidden meaning of the utterance that is spoken by the speaker. The speaker actually wants to reject the interlocutor to have the speaker's stuff. However, the interlocutor assumes that the speaker speaks about another topic.

3. Stark : In prostitution? Of course not, you're a senator, come on!

The literal meaning of the utterance above is Stark telling that it is nonsense that the senator can be the expert in prostitution. (Interrogative and Declarative

Sentence). The senator actually does a job for government and prostitution is not a place for senator. The intended meaning is to argue and to tease. Stark tries to tease the senator to show Stark's hatred to the senator. He also tries to argue in order to refuse to give his suit. The effect to the hearer is that he is trying to straighten out Stark's opinion that Stark actually talks about someone who has competence in weapon, not in prostitution. The using of flouting maxim of relation in this conversation does not have effect. The conversation can still run smoothly.

- **Conversation of scene 4 subscene 2**

- Senator : I'm not an expert in weapons. But we have somebody here who is an expert on weapons. I would now like to call Justin Hammer .Our current primary weapons contractor.
- Hammer : Absolutely. I am no expert. I defer to you, Anthony. You're the wonder boy. Senator, if I may...I may well not be an expert, but you know who was the expert? Your dad! Howard Stark. Really a father to us all and to the military-industrial age. Let's just be clear, he was no flower child. He was a lion. We all know why we are here. In the last six months, Anthony Stark has created a sword with untold possibilities. And yet I insist it's a shield. He asks us to trust him as we cower behind it. I wish I were comforted, Anthony. I really do. I'd like to leave my door unlocked when I leave the house, but this ain't Canada. You know we live in a world of grave threats, threats that Mr. Stark will not always be able to foresee. Thank you. God bless Iron Man, God bless America.
- Senator : Well said, Mr. Hammer. The committee would now like to invite Lieut. Col. James Rhodes to the chamber.
- Stark : Hey, buddy. Didn't expect to see you here.
- Rhodes : Look, it's me. I'm here. Deal with it. Let's move on.
- Senator : I have before me a complete report on the Iron Man weapon compiled by Colonel Rhodes. and Colonel, for the record, can you please read page 57, paragraph 4?

Rhodes : You're requesting that I read specific selections from my report, senator?

My understanding that I was going to be testifying in a much more comprehensive and detailed manner. I understand, a lot of things have changed today. You do understand that reading a single paragraph out of context does not reflect the summary of my finding?

Senator : Just read it, Colonel. Thank you.

Rhodes : Very well.

As he does not operate within any definable branch of government, The Iron Man presents a potential threat to the security of both the nation and to her interests. I did, however, go on to summarize that the benefits of Iron Man far outweigh the liabilities and that it would be in our interest to fold Mr Stark into the existing chain of command.

Rhodes : I believe it is somewhat premature to reveal these images to the general public at this time.

Senator : With all due respect, Colonel, I understand. And if you could just narrate those for us, we'd be very grateful

Rhodes : Show the images.

Intelligence suggests that the devices seen in these photos are in fact attempts at making manned copies of Mr. Stark's suit. This has been corroborated by our allies and local intelligence on the ground indicating that these suits are quite possibly at this moment operational.

Stark : Hold on a second buddy, let me see. There's something here. Oh, boy I'm good. Now can I get more screens. I need them. Time for a little transparency. Let's see what's really going on.

Senator :What is he doing?

Stark : If you'll direct your attention to said screens, I believe that's North Korea.

Senator : Can you turn that off? Take it off.

Stark : Iran.

No grave, immediate threat here. Is that Justin Hammer? How did Hammer get in here? Justin, you're on TV, focus up. Wow. Yeah, I'd say most countries, 5-10 years away. Hammer Industries 20. (4)

Hammer : I'd like to point out that that test pilot survived.

Senator :I think we got the point that he's making. I don't think there's any reason...

Stark : Would you have "your welcome"? (5)

Senator : For what?

- Stark : Because, I'm your nuclear deterrent. It's working. We're safe. America is secure. You want my property? You can't have it! But I did you a big favor. I've successfully privatized world peace. What more do you want? For now! I'm tired of all of these ass clowns!
- Senator : Fuck you Mr Stark. Fuck you buddy.
- Stark : **We're adjourned, we're adjourned for today. (6)**
- Senator : Okay. You've been a delight.

Table 4.3 Context of Scene 4 Subscene 2

Setting	Day, at the court
Participant	Tony Stark : CEO Stark Industries (30 years old) Lt. Col Rodhes : USAF Weapons Procurement Liaison (30 years old) Justin Hammer : Stark's rival, CEO of Hammer Industries (30 years old)
Ends	The government tried to push Stark to give his suit.
Act sequence	The government was represented by the senator claimed Stark to give his suit. Stark refused and the senator tried dirty way to push Stark and to convince the civilian that Stark's suit was dangerous. Senator instituted some testimony at the court which could make things difficult for Stark. The testimonies were Col Rhodes and Justin Hammer.
Key	The tone of the conversation was a serious conversation because it dealt with country's security.
Instrumentalities	Oral way or Spoken language
Norms	Stark tried to prove that the evidence given by the government was manipulated. Rodhes tried to defend Stark from Hammer's statement, in other hand he had to obey order from the senator that he had to manipulated the evidence since senator was his boss.
Genre	Serious conversation

This conversation takes place in the day at the court between Stark, Rodhes, and Hammer. The ends of this conversation is the government tries to push Stark to

hand his suit over. The government is represented by the senator claims Stark to give his suit. However, Stark refuses it and the senator uses dirty way to push Stark and to convince US people that Stark suit is dangerous. Senator institutes some testimony at the court which can make things difficult for Stark. It is a serious conversation.

Analysis :

4. Stark : Iran. No grave, immediate threat here. Is that Justin Hammer? How did Hammer get in here? Justin, you're on TV, focus up. Wow. Yeah, I'd say most countries, 5-10 years away. Hammer Industries 20.

The literal meaning of the utterance above is that Stark says to the senator and the audience in the court that the video played is not about his threat. The video is about the failure of Hammer Industries on the trial of some new robots. (Declarative and Imperative Sentence). The intended meaning performed by Stark is to protest and to convince. Stark tries hard to convince US people that his suit will not present any threat to the nation. He convinces the people not to believe the government since the evidence given by the government is manipulated. While, the effect to the hearer (Senator Stern) is that he is angry with Stark because he know that he cannot arrest Stark and take Stark's suit without appropriate evidence.

The flouting maxim of relation in this conversation does not misunderstands the hearer because he can catch the hidden meaning of the utterance that is spoken by the speaker. The speaker wants to protest because he feels the evidence is not true and

the hearer understands it and feels ashamed so that he asks his servant to turn the video off.

5. Stark : Would you have “your welcome”?

The literal meaning of the utterance above is that Stark asks the senator to thank him. (Imperative Sentence). The intended meaning performed by Stark is a request. Stark wants the senator to thank him in order to save the nation. He also wants to state that the government and the US people do not need to worry because the only person who can make the suit is just Tony Stark himself. The effect to the hearer (Senator Stern) is that he is confused that he has to thank Stark. He feels Stark does not do anything to him.

The flouting maxim of relation in this conversation causes a misunderstanding because the hearer cannot catch the hidden meaning of the utterance that is spoken by the speaker. The hearer asks what is meant by the speaker utterance.

6. Stark : We're adjourned, we're adjourned for today.

The literal meaning of the utterance above is that Stark informs the senator and everyone in the court that the trial is adjourned. (Declarative Sentence). The intended meaning performed by Stark is a command. Stark wants the senator to stop the trial because he wants to leave the court soon. The effect to the hearer (Senator Stern) is that he understands and let Stark leaves the court.

The flouting maxim of relation in this conversation does not misunderstands the hearer because he can catch the hidden meaning of the utterance that is spoken by the speaker. The speaker wants to leave the court and the hearer accepts it.

4.1.1.2.2 The analysis of the effect of flouting maxim of relation to the conversation in scene 5.

- **Conversation of scene 5**

Robot : It appears that the continued use of the Iron Man suit is accelerating your condition. Another core has been depleted.

Stark : God, they're running out quick.

Robot : I have run simulations on every known element and none can serve as a viable replacement for the palladium core. You are running out of both time and options. Unfortunately, the device that's keeping you alive, is also killing you.

Ms. Potts is approaching. I recommended that you inform her of...

Stark : Mute. (7)

Ms.Potts : Is this a joke? What are you thinking?

Stark : Hey, I'm thinking I'm busy and you're angry about something. Do you have the sniffles? I don't wanna get sick. Keep your distance

Ms.Potts : Did you just donate our entire modern art collection to the...Boy Scouts of America?

Stark : Yes it is a...worthwhile organization. I didn't physically check the crates, but basically yes. And it's not our collection, it's my collection. No offense.

Ms.Potts : No, you know what I think I'm actually entitled to say Our collection, considering the time that I've put in over 10 years curating that.

Stark : It's a tax write-off, I needed that.

Ms.Potts : You know, there's only about 8,011 things that I really need to talk to you about.

Stark : I need you to wear a surgical mask until you're feeling better is that okay? (8)

Ms.Potts : That's rude.

Ms.Potts : The Expo is your ego gone crazy.

Stark : Wow, look at that. That's modern art. That's going up. (9)

Ms.Potts : You've got to be kidding me.

Stark : I'm gonna put this up right now.

Ms.Potts : Stark is in complete disaster. Do you understand that?

Stark : No, our stocks have never been higher...

Ms.Potts : Yes from a managerial standpoint.

Stark : Well if it's messy, then let's double back.

Ms.Potts : Ok fine. My point is we have already awarded contracts to the windfarm people,

Stark : Don't say windfarm, I'm already feeling gassy.

Ms.Potts : And to the Plastic Plantation Tree, which was your idea by the way.

Those people are on payroll, and you won't make a decision.

Stark : Everything was my idea, I don't care about the liberal agenda anymore. It's boring, boring! I'm giving you a boring order, you do it.

Ms.Potts : I do what?

Stark : Excellent idea, I just figured this out. You run the company.

Ms.Potts : Yeah i'm trying to run the company.

Stark : You're not listening to me. I'm trying to make you CEO.

Ms.Potts : Have you been drinking?

Stark : I hereby irrevocably appoint you Chairman and CEO of Stark Industries effective immediately. Yeah, done deal. (10)

Table 4.4 Context of Scene 5

Setting	Day, Stark's laboratory.
Participant	Tony Stark : Owner and CEO Stark Industries (30 years old) Jarvis : Stark's robot, designed to help Stark solve his problem. Ms.Potts : Co-Ceo of Stark Industries, girlfriend of Stark (28 years old).
Ends	Jarvis wanted Stark to reveal his health condition to Ms.Potts. Stark refused because he did not want to make Ms.Potts

	worried. Besides, he wanted to give his position as CEO to Ms.Potts.
Act sequence	Stark and Jarvis were doing conversation discussed about Stark's health. Suddenly, Ms.Potts came in and angry to Stark. Stark and Ms.Potts then discussed about Stark Expo and finally Stark asked Ms.Potts to be the CEO of Stark Industries.
Key	The conversation between Stark and Jarvis was in the form of enjoy conversation but then it became serious conversation between Stark and Ms.Potts. they talked about Stark Expo and the successor of Stark Industries.
Instrumentalities	Spoken language
Norms	Ms.Potts is Stark's secretary. Besides, she is Starks's girlfriend. Stark is trying to be professional in the conversation and asks Ms.Potts to take the opportunity to be the CEO of Stark Industries.
Genre	Casual conversation but then become serious conversation

This conversation is happened in the day at Stark's laboratory between Stark, Jarvis, and Ms.Potts. The ends of this conversation is Stark wants to give his position as CEO of Stark Industries to Ms.Potts. This conversation is happened when Stark and Jarvis are discussing about Stark's health condition. Then, Ms.Potts come in and asks Stark to discuss about Stark Expo. First, it is an enjoy conversation but in the middle of the conversation the tone changes become serious.

Analysis :

7. Stark : Mute.

The literal meaning of the utterance above is Stark asks his robot in mute mode, thus the voice of the robot will not hear loudly.(Imperative Sentence). The intended meaning of the utterance is an order. Stark asks his robot not to tell anything

to Ms.Potts because Stark does not want Ms.Potts knows about his health condition. The effect to the hearer is that the robot is forced to be quiet. The flouting maxim of relation in this case does not misunderstands the hearer since Jarvis understands the order of Stark and Jarvis does not talk anymore.

8. Stark : I need you to wear a surgical mask until you're feeling better is that okay?

The literal meaning of the utterance above is that Stark speaks to Ms.Potts that she has to wear a mask since she has influenza. (Declarative Sentence). The intended meaning performed by Stark is a request and a protest. Stark wants Ms.Potts to stop the discussion about Stark Expo because Stark is still in his decision to hold Stark expo as long as a year. While, the effect to the hearer (Ms.Potts) is that she feel Stark is rude. However, she can understand that actually Stark wants to stop the discussion.

The flouting maxim of relation in this conversation does not misunderstands the hearer because she can catch the hidden meaning of the utterance that is spoken by the speaker. The speaker actually wants the hearer to stop the discussion about Star Expo. The hearer responds it by trying to discuss another topic.

9. Stark : Wow, look at that. That's modern art. That's going up.

The literal meaning of the utterance above is that Stark speaks to Ms.Potts that he likes the painting and he will hang it up to the wall. (Declarative Sentence). The intended meaning performed by Stark is an escape. Stark really wants Ms.Potts to stop the discussion, thus he tries to change the focus of the discussion in order to

avoid the discussion about the topic. While, the effect from the hearer (Ms.Potts) is that she responds Stark's statement about the painting.

The flouting maxim of relation in this conversation does not causes a misunderstanding because the hearer can catch the hidden meaning of the utterance that is spoken by the speaker. The speaker actually wants the hearer to have the other topic to discuss. The hearer then responds it by discussing another topic.

10. Stark : I hereby irrevocably appoint you Chairman and CEO of Stark Industries effective immediately. Yeah, done deal.

The literal meaning of the utterance above is that Stark speaks to Ms.Potts that she is the one who has the duty to run the company since her position is the CEO of the company.(Declarative Sentence). The intended meaning performed by Stark is an ask and a command. Stark wants Ms.Potts to own the company and replace his position as the CEO. While, the effect to the hearer (Ms.Potts) is that she is not sure and doubtful about Stark's statement but she get the point of Stark's statement.

The flouting maxim of relation in this conversation does not have any effect because the conversation still run smoothly and the hearer can catch the hidden meaning of the utterance that is spoken by the speaker.

4.1.1.2.3 The analysis of the effect of flouting maxim of relation to the conversation in scene 7.

- **Conversation of scene 7**

Rushman : Mr. Stark? How was your flight?

Stark : It was excellent.

Rushman : We have one photographer from the ACM if you don't mind.

Ms.Potts : When did this happen?

Stark : You made me do it. (11)

Ms.Potts : I made you do what?

Stark : Smile and you. Look there. Stop acting constipated. (12)

Rushman : Right this way.

Stark : Thanks, you look fantastic.

Rushman : Thank you very much.

Stark : But that's unprofessional. What's on the docket?

Rushman : We have a 9.30 dinner.

Stark : Perfect I'll be there at 11. Is this ours?

Rushman : It can be.

Stark : Great, make it ours.

Hammer : Anthony, is that you?

Stark : My least favorite person on earth, Justin Hammer. (13)

Hammer : How you doing?

Stark : You're not the only rich guy here with a fancy car. (14)

Hammer : You know Christine Everhart from Vanity Fair? You guys know each other?

Everhart : Hi. Yes.

Ms.Potts : Yes!

Stark : Yes, roughly.

Hammer : By the way, big story, The new CEO of Stark Industries.

Congratulations.

Everhart : My editor will kill me if I don't grab a quote for our Powerful Women issue.Can I?

Ms.Potts : Sure.

Hammer : How you doing? You look great.

Stark : Please, this is hard. (15)

Table 4.5 Context of Scene 7

Setting	Day, Hotel de Paris.
Participant	Tony Stark : CEO Stark Industries (30 years old) Justin Hammer : Stark's rival, CEO of Hammer Industries (30 years old) Ms.Potts : Co-Ceo of Stark Industries, girlfriend of Stark (28 years old). Natalie Rushman : Agent of SHIELD. Private secretary of Mr. Stark.
Ends	Stark was really feel unconvinient to have a conversation with Hamer and finally he decided to leave.
Act sequence	Stark was having nice conversation with his colleagues when suddenly Hammer said to hello to him. Hammer bothered Stark and invited him to have a conversation with Hammer. Stark tried to be polite eventhough he was really uncomfortable with the conversation.
Key	The tone was enjoy in which the participants were in the middle of a great event. They did not want to ruin the event.
Instrumentalities	Spoken language
Norms	Stark did not want to have problem with Hammer at that time so that he tried his best to behave well and rejected Hammer so smoothly but then he felt he could not do it anymore and he just left.
Genre	Rather serious conversation

This conversation is happened in the day at Hotel de Paris between Stark, Hammer, Ms. Rushman and Ms.Potts. In this conversation, Stark feels uncomfortable to have a conversation with Hammer. However, Stark does not want to make problem

with Hammer at that time. Thus, he tries to behave well and rejects Hammer so smoothly. This is an enjoy conversation.

Analysis :

11. Stark : You made me do it.

The literal meaning of the utterance above is that Stark speaks to Ms.Potts that it is her responsible to make Ms. Rushman become his private secretary. (Declarative Sentence). The intended meaning performed by Stark is an escape. Stark does not want to discuss the topic, thus he tries to change the focus of the discussion in order to avoid the discussion about the topic. While, the effect to the hearer (Ms.Potts) is that she is confused and asks Stark back what is happening.

The flouting maxim of relation in this conversation causes misunderstanding because the hearer cannot catch the hidden meaning of the utterance that is spoken by the speaker. The speaker actually wants the hearer to have the other topic to discuss. However, the hearer does not change the topic, instead she asks more about the topic.

12. Stark : Smile and you look there. Stop acting constipated.

The literal meaning of the utterance above is that Stark speaks to Ms.Potts to pose because there are a lot of paparazzi around them who want to take their picture. (Imperative Sentence). The intended meaning performed by Stark is an escape. Stark does not want to discuss the topic, thus he tries to change the focus of the discussion

in order to avoid the discussion about the topic. While, the effect to the hearer (Ms.Potts) is that she is confused but she is trying not to look angry in front of the paparazzi and does what Stark said by posing in front of the paparazzi.

The flouting maxim of relation in this conversation does not causes a misunderstanding because the hearer can catch the hidden meaning of the utterance that is spoken by the speaker. The speaker actually wants the hearer to stop discuss the topic. The hearer stops discuss the topic and do what the speaker ask to her.

13. Stark : My least favorite person on earth, Justin Hammer.

The literal meaning of the utterance above is that Stark informs people around him that he does not like Hammer. (Declarative Sentence). The intended meaning performed by Stark is a satire. Stark does not want to have a conversation with Hammer, so that he uses satire to express his feeling. While, the effect to the hearer (Hammer) is that he does not feel that Stark is talking about him and he still invites Stark to talk with him.

The flouting maxim of relation in this conversation makes misunderstanding because the hearer cannot catch the hidden meaning of the utterance that is spoken by the speaker. The speaker actually wants the hearer to stop talking with him. The hearer does not understand and keep talking with the speaker.

14. Stark : You're not the only rich guy here with a fancy car.

The literal meaning of the utterance above is that Stark speaks to Hammer that Stark is a rich guy also. (Declarative Sentence). The intended meaning performed by Stark is a satire and an avoidance. Stark does not want to have a conversation with Hammer, so that he changes the topic of the discussion. While, the effect to the hearer (Hammer) is that he understands and does not discuss the topic anymore.

The flouting maxim of relation in this conversation does not causes a misunderstanding because the hearer can catch the hidden meaning of the utterance that is spoken by the speaker. The speaker actually wants the hearer to stop talk about the topic of discussion. The hearer understands and talks a new topic.

4.1.1.2.4 The analysis of the effect of flouting maxim of relation to the conversation in scene 8.

- **Conversation of scene 8**

- | | |
|--------------|---|
| Ms.Potts | : Car! |
| Happy | : Are you okay? |
| Stark | : Were you heading for me or him? (16) |
| Happy | : I wanted to scare him. |
| Stark | : Cause I can't tell! |
| Ms.Potts | : Are you out of your mind? |
| Stark | : Better security. (17) |
| Ms.Potts | : Get in the car! |
| Stark | : I was attacked! (18) |
| Ms.Potts | : You're a jerk! |

Stark : **We need better security. (19)**

Happy : Get in the car!

Stark : **Better security measures! (20)**

God it's embarrassing. First vacation in two years

Table 4.6 Context of Scene 8

Setting	Day, Circuit
Participant	Tony Stark : CEO Stark Industries (30 years old) Ms.Potts : Co-CEO of Stark Industries (28 years old) Happy : Stark's private driver. He is very loyal to Stark. (28 years old). Ivan Vanko : the enemy of Stark. (35 years old).
Ends	Ivan Vanko was attacked Stark in order to revenge and showed the world that Stark was not as strong as they thought.
Act sequence	Stark was having race in the circuit when suddenly Ivan Vanko went into the circuit and attacked the participant of rally race. The target of Vanko was actually Stark. Then, they attacked each other. Ms.Potts and Happy were trying to help Stark by delivering his suit to him.
Key	The tone of the conversation was a serious conversation since they were in the middle of battle and dangerous situation.
Instrumentalities	Oral way or Spoken language
Norms	Ms.Potts was very worried with Stark since his suit was in her hand. It meant Stark could not be Iron Man. Unfortunately, Stark was attacked by Ivan Vanko.
Genre	Serious conversation

This conversation is happened in the day at circuit between Stark, Happy, Vanko and Ms.Potts. The ends of this conversation is Vanko wants to show the world that Stark is not as strong as they think. The tone of the conversation is a serious

conversation. this conversation is happened when Ms.Potts and Happy are trying to help Stark from Vanko.

Analysis :

16. Stark : Were you heading for me or him?

The literal meaning of the utterance above is that Stark asks Happy why he heads the car to Stark. (Interrogative Sentence). The intended meaning performed by Stark is a protest. Stark afraids and then he protests to Happy because he thinks that Happy wants to kill him. While, the effect to the hearer (Happy) is that he understands the afraid feeling that is felt by Stark and then he apologizes and explains that he actually wants to save Stark from Ivan Vanko. The flouting maxim of relation in this conversation does not cause a misunderstanding because the hearer can catch the hidden meaning of the utterance that is spoken by the speaker.

17. Stark : Better security.

The literal meaning of the utterance above is that Stark speaks to Ms.Potts that they need better security since Ivan Vanko is still alive and he can attack them again. (Declarative Sentence). The intended meaning performed by Stark is a warning. Stark tries to warn Ms.Potts and Happy to escape as soon as possible from that place because Ivan Vanko is not defeated yet. While, the effect to the hearer (Ms.Potts) is that she is confused and she does not care with the warning from Stark.

The flouting maxim of relation in this conversation causes misunderstanding because the hearer cannot catch the hidden meaning of the utterance that is spoken by the speaker. The speaker actually wants the hearer to go away from that place. The hearer does not care and she still there.

18. Stark : I was attacked!

The literal meaning of the utterance above is that Stark speaks to Ms.Potts that he is attacked by Ivan Vanko and he can attack Ms.Potts and Happy if they do not go away from that place and look for a help. (Declarative Sentence). The intended meaning performed by Stark is a protest. Stark tries to explain his position to Ms.Potts so that Ms.Potts will not angry with him again and can find some help. While, the effect to the hearer (Ms.Potts) is that she still angry and she does not care with the warning from Stark.

The flouting maxim of relation in this conversation causes misunderstanding because the hearer cannot catch the hidden meaning of the utterance that is spoken by the speaker. The speaker actually wants the hearer to go away from that place. The hearer does not care and she still there.

19. Stark : We need better security.

The literal meaning of the utterance above is that Stark says to Ms.Potts to find the police so that they can arrest Ivan Vanko since Ivan Vanko is still alive and can attack them again. (Declarative Sentence). The intended meaning performs by Stark is to warn and to ask. Stark tried to warn Ms.Potts and Happy to escape as soon as possible from that place and call the police. While, the effect from the hearer (Ms.Potts) is that she angry and she asks Stark to get in the car and go away from Ivan Vanko.

The flouting maxim of relation in this conversation makes misunderstanding because the hearer cannot catch the hidden meaning of the utterance that is spoken by the speaker. The speaker actually wants the hearer to go away from that place. The hearer does not care and she still there.

20. Stark : Better security measures!

The literal meaning of the utterance above is that Stark informs to Ms.Potts that they need better security to arrest Ivan Vanko. (Imperative Sentence). The intended meaning performs by Stark is to warn and to ask. Stark tries to warn Ms.Potts and Happy to escape as soon as possible from that place because Ivan Vanko is not arrested yet. While, the effect from the hearer (Ms.Potts) is that she understands that Stark want to defeat Ivan Vanko so that she give the suit to Stark and leave the place.

The flouting maxim of relation in this conversation does not cause a misunderstanding because the hearer knows the hidden meaning of the utterance that

is spoken by the speaker. The speaker actually wants the hearer to go away from that place. The hearer understands and leaves the place.

4.2 Discussions

Based on the first problem, the writer found that the hidden meaning of utterance depends on the context of conversation. The implied meaning of Stark utterances happened because not all information could be shared directly. Furthermore, the implied meaning in every conversation was different because sometimes the implied meaning was close with the literal meaning and sometimes was far away from literal meaning.

Then, the writer also found several reasons why the main character flouted maxim of relation. They were to ask, to order, to warn, to request, to protest, to state, and to convince. The reason of flouting maxim of relation is different in every conversation based on the context of the conversation. One of the examples of flouting maxim of relation in order to ask was in the scene 8 utterance “We need better security” which means that Stark asked Ms.Potts and Happy to go to find some help from the police.

The last, based on the writer’s analysis about the effect of flouting maxim of relation to the conversation, the using of flouting maxim of relation in the conversation gave two effects to the hearer and the conversation. The effect from the hearer was they would experience understanding and misunderstanding. The effect to

the conversation was if the conversation could run smoothly or not. The conversation could still run smoothly when the hearer understood with what the speaker meant. The flouting maxim of relation made misunderstanding and made the conversation did not run well when the listener could not understand what is meant by the speaker. The writer found 13 conversations that could run smoothly although the speaker flouted maxim of relation. The writer also found there were 7 conversation in which the hearer could not understand what speaker meant and made the conversation did not work well. Briefly, flouting maxim of relation did not ruin the communication but it made the communication interesting.

Related to the previous studies, there were some similarities and differences between this study and the two previous studies. Raditya (2008) concluded that we can draw the implicit meaning by analyzing how speaker flouts the maxim. He also found that there was an intention why a speaker flouted Grice's conversational maxim. In a broad outline, a speaker flouted maxim in order to rise to their argument, persuasion, criticism, etc indirectly.

Meanwhile, Oktovian (2012) found that the using of implicature was to make the sentence more interesting. In this case, the intended meaning carried by Pepsi slogans made the reader know that Pepsi is a refreshing drink which is able to give people the new spirit and fill their life again. He also revealed that each Pepsi slogans has intended meaning connected to the history. It meant also intended meaning for each slogan were different based on the context. It was also the same with the current

study. However, the previous study did not analyze the effect to hearer or the reader but the current study did to see the effect might be given by the hearer toward the speaker.

