

**AN ANALYSIS OF FLOUTING MAXIM FOUND IN THE FILM ‘THE HUSTLE’**

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**ABSTRACT**

Speaker intention is an important consideration in conversation to avoid misunderstanding and construct a good communication, often referred to as called the cooperative principle. This article discusses the use of the flouting maxim in the comedy film *The Hustle* by Chris Addison. Two problems analysed in this study are: (1) The types of flouting maxims found in the utterances among the characters in the film; (2) The motivation by the characters flouted maxim in the film. This study uses the qualitative method to describe the phenomena of flouting maxim forms found in the film by using the script of the film and also showing the occurrences of each type and the motivation by the table to make the analysis more clearly. The findings of this study are presented in an informal and formal way, informally the data presented by the narrative form in explaining the types and the motivation of flouting maxim and formally using the table to show the occurrences of the types and the motivation of flouting maxim. The results of this study show the highest occurrences of flouting maxim are flouting maxim of quantity (35%) and flouting maxim of relation (35%) and followed by flouting maxim of manner (20%) and the last is flouting maxim of quality (10%). Collaborative motivation is the highest motivation used by the characters in the film (55%) and followed by Competitive and Conflictive motivation which has the same number of occurrences (20%), the lowest is Convivial motivation (5%).

**Keywords:** Flouting maxim, motivation, film**ABSTRAK**

Niat pembicara adalah hal penting dalam percakapan untuk menghindari kesalahpahaman dan membangun komunikasi yang baik atau disebut sebagai prinsip kerja sama. Studi ini berbicara tentang penggunaan pepatah flouting dalam film komedi *The Hustle* oleh Chris Addison. Ada dua hal yang dianalisis dalam penelitian ini, yaitu: (1) Jenis maksim mencerca yang ditemukan dalam ucapan di antara karakter dalam film; (2) Motivasi oleh para tokoh yang melanggar pepatah dalam film. Penelitian ini menggunakan metode kualitatif untuk menggambarkan fenomena bentuk-bentuk pepatah flouting yang ditemukan dalam film dengan menggunakan naskah film dan juga menunjukkan kemunculan masing-masing jenis dan motivasi berdasarkan tabel untuk membuat analisis lebih jelas. Hasil penelitian ini disajikan secara informal dan formal, secara informal data disajikan oleh bentuk naratif dalam menjelaskan jenis dan motivasi pepatah flouting dan secara formal menggunakan tabel untuk menunjukkan kemunculan jenis dan motivasi flouting. Hasil penelitian ini menunjukkan kejadian flouting maxim tertinggi adalah flouting maxim of quantity (35%) dan flouting maxim of relation (35%) dan diikuti oleh flouting maxim of way (20%) dan flouting maxim of quality (10%). Motivasi kolaboratif adalah motivasi tertinggi yang digunakan oleh karakter

dalam film (55%) dan diikuti oleh motivasi Kompetitif dan Konflik yang memiliki jumlah kejadian yang sama (20%), yang terendah adalah motivasi Konvivial (5%).

**Kata kunci:** maksim mencerca, motivasi, film

## 1. INTRODUCTION

Language is a system used by humans to convey meaning through communication especially in conversation. Conversation must have both the speaker and the hearer who needs to cooperate and contribute to mutual understanding, which makes the communication will be successful. However, in daily conversation sometimes the hearers do not understand the meaning of the speaker. To avoid misunderstanding in communication, people must know about the speaker's intention or the speaker means. The study of what the speaker means is called Pragmatic (Yule, 2010:127), for which there are four guidelines to construct good communication called "cooperative principle". According to Grice (1975), the cooperative principle consists of four conversational maxims which help a conversation run clearly and effectively those are the maxim of quantity, the maxim of quality, the maxim of relation and the maxim of manner.

In some cases, conversations may not run smoothly, and some people are uncooperative in their conversation—often referred to as flouted. According to Cutting (2002:37), flouting the maxims occurs when the speakers appear not to follow the maxims but expect hearers to appreciate the meaning implied. Cutting also differentiated the flouting of maxims into the same number with cooperative principle, which are flouting maxim of quality, flouting the maxim of quantity, flouting the maxim of relation and flouting the maxim of manner.

The floating of maxim not only can be seen in real life but also in the films. Therefore, the film was the data source used to analyze the flouting of maxim in this

study because it represents the reality in which people flout the maxim almost every day. *The Hustle* film specifically chosen by analyzing the flouting maxim through the conversation among the characters of the film and the motivation of the characters flouted the maxim. *The Hustle* is a film about the tale of two rival swindler action matching wits against the picturesque backdrop of the French Riviera directed by Chris Addison in 2019. One example of the flouting maxim found is this film is presented below:

Jo : "Oh, Howard, do you think I am a Gold Digger?"

Howard : **"Oh. Peanut butter cups. Now listen here. We're gonna get married, we're gonna fly home to Forth Worth. I'mma introduce you to my golfing buddies, and then when I run for senate, you're gonna be by my side. Beautiful and silent"**.

(*The Hustle* film, Data 12: 00:32:59)

Howard is doing a flouting maxim of relation when he did not give a response within the topic that is being discussed. Actually, yes or no answer is enough to answer Jo's question. Furthermore, the motivation in this conversation is convivial, which means the social goal is Howard answers the question on purpose to not hurting Jo's feeling and the illocutionary is Howard avoids giving the real answer by giving her romantic words to make Jo feel better.

From the description above, the researcher is interested to conduct further analysis of flouting maxims found in dialogue among the characters and also the

motivation by the characters' flouted maxim, which exists in a comedy film *The Hustle*.

The research method is defined as a procedure or mechanism necessarily applied in finding out the solution for the problems or research question, which is presented within research (Stain back, 1988). Those methods comprise of data source, data collection, data analysis, and finding presentation.

The data was taken from the form of utterances that contained flouting maxim in *The Hustle* film script. *The Hustle* is the film directed by Chris Addison which is a remake of the 1988 Michael Caine Steve Martin comedy "Dirty Rotten Scoundrels". The script is credited to Jac Schaeffer who wrote the original material, with the duration of 93 minutes.

This film is about the tale of two rival swindlers matching wits against the picturesque backdrop of the French Riviera. Rebel Wilson, Anne Hathaway, Alex Sharp, Nicholas Woodeson, Ingrid Oliver, Duggie McMeekin, Deepak Anand, Sarah Stephanie are the casts in this film. The film was released on May 10, 2019, by United Artist Releasing (Wikipedia, 2019).

This film was chosen as the data source because it contains a lot of flouting maxim among the dialogue uttered by the whole characters. Nevertheless, the main

### 3. DISCUSSION

In this section, the findings of maxim flouting in *The Hustle* film are discussed more comprehensively. Some data of maxim flouting that occurs in the film are provided to give a more in-depth explanation of the phenomena. The discussion aims to answer the objectives of this research clearly.

As Grice's theory (1975), maxim flouting does not lead to complete misunderstanding, but hidden meaning.

## 2. RESEARCH METHODS

data was the utterances of the whole characters in this film that involved flouting maxim of quantity, flouting maxim of quality, flouting maxim of manner, and flouting maxim of relation.

The data was collected through observation method and were collected by doing some steps. The first step was downloading *The Hustle* film. The second step was searching the transcript from the internet. The third step was watching the film carefully and repeatedly in order to analyze the types of flouting maxims that occurred from the dialogue among the characters. The last, the data was selected and classified based on their types and motivation.

This study utilizes the qualitative method, in which data was analyzed descriptively based on the flouting of the conversational maxim to answer the research problems and concerning on flouting maxim of quality, quantity, relation, and manner, with an additional concern to find out the motivation by the characters flouted the maxim in *The Hustle* film. The analysis was done according to the theory proposed by Grice (1975) and also Leech (1983) about the motivation of flouting maxim.

The character tries to perform it in many different ways in the film. Based on the objectives of this research, there are two parts of discussion concerning maxim flouting in the film which are the types of flouting maxim and each motivation.

### 3.1 Flouting Maxim of Quantity

The flouting maxim of quantity occurs seven times in conversational interaction among the characters in *The*

*Hustle* film. The characters fail to fulfill the maxim of a quantity which requires the speakers to give enough information as informative as to the hearer is required.

Some of the characters in this film gave too little and too much information to the hearer made them flouted maxim of quantity.

### Data 1

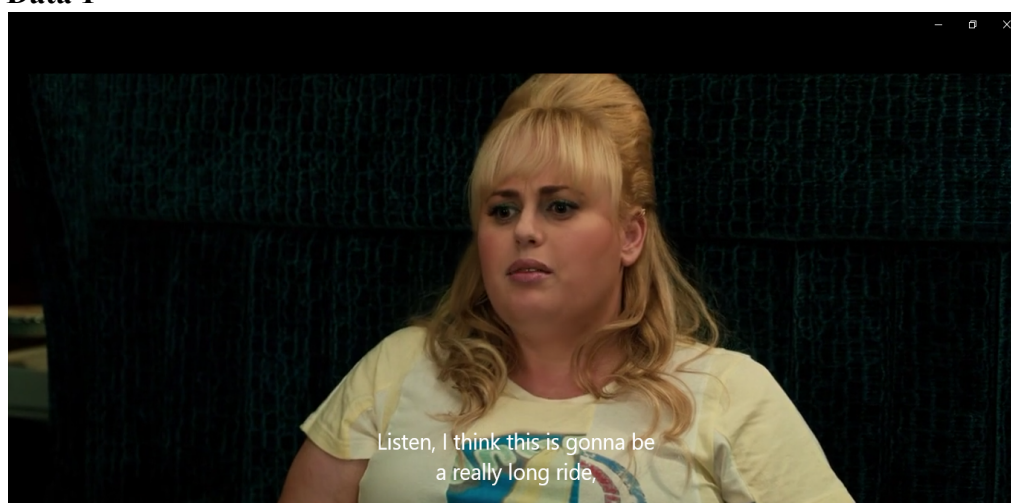


Figure 4.2.1.1. Penny's delusive statement to Josephanie about her sister

Josephanie : Do you mind if I ask about your sister?

Penny : **Listen, I think this is gonna be a really long ride, and clearly you are like an exhausting person. So, I'm just gonna say this. I don't even have a sister.**  
(*The Hustle* film, Data 1: 00:12:59)

The conversation happens in the evening at one of the subways in French in *The Hustle* film. The participants in the conversation are Josephanie and Penny. The conversation is started by Josephanie who asks about Penny's sister condition, she is wondering about Penny's sister after accidentally eavesdropping the conversation between Penny and another man in the subway before. The conversation above as the first data of flouting maxim, the answer to Josephanie's question belongs to the flouting maxim of quantity. Penny answered the question by saying "**Listen, I think this is gonna be a really long ride, and clearly you are like an**

**exhausting person. So, I'm just gonna say this. I don't even have a sister**".

In her statement, Penny gives Josephanie more information than required. Actually, Penny could directly answer the question by just saying "*I don't even have a sister*", but she gives more information in her utterance and makes Josephanie felt confused. This analysis is supported by Grice (1975), flouting maxim of quantity happens when a speaker gives more information that required and talks either too much to make the listener understand better.

Based on the film, the motivation Penny flouts maxim of quantity belongs to



Collaborative motivation types. The statement of Penny had a social goal that she asserts Josephanie to listen to her first, because honestly in this context Penny does not have a sister. Penny's illocutionary goal is that she does not care about the things they discussed in the subway. Therefore, she directly ends the conversation. From the

conversation, Penny's answer belongs to the asserting statement. This analysis is supported by Leech (1983), collaborative motivation happens when the illocutionary goal is indifferent to the social goal, there are asserting, announcing, and instructing which is part of the motivation.

## Data 2



Figure 4.2.1.2 Conversation between Penny and Josephanie about Penny's next trip

Josephanie : Well, where will the wind take you next?

Penny : **I'm going to this town on the Med Beaumont-Sur-Mer. Get this, apparently it's crawling which rich dudes.**  
(*The Hustle* film, Data 2: 00:14:06)

The conversation above takes place in a subway in French in the evening when the participants, Josephanie and Penny, go to the next country. In this conversation, Josephanie is wondering about where will Penny go next and Penny answers the question by saying "***I'm going to this town on the Med Beaumont-Sur-Mer. Get this, apparently it's crawling which rich dudes***".

Penny's answer belongs to flouting maxim of quantity. In her statement, Penny gave Josephanie more information required by using many words to answer. Actually, Penny could answer the question by just saying "***I'm going to this town on the Med Beaumont-Sur-Mer***", because Josephanie

asks a question by just saying "*Where the wind will take you next?*" but she gives more information in her utterance and makes Josephanie feel confused. This analysis is supported by Grice (1975), flouting maxim of quantity happens when a speaker gives more information than required and talk either too much to make the listener understand better.

Based on the film, the motivation of Penny flouting maxim of quantity belongs to Collaborative motivation types. The statement of Penny has a social goal that she announces Josephanie knows what exactly she has done in Med Beaumont-Sur-Mer, which is to spent time with crazy rich dudes. From the conversation, Penny's

statement belongs to the announcing statement. This analysis is supported by Leech (1983), collaborative motivation happens when an illocutionary goal is

indifferent to the social goal, there are asserting, announcing, and instructing which is part of the motivation.

### Data 3

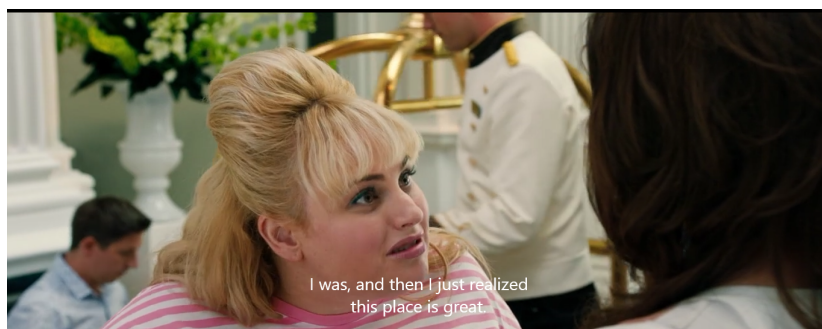


Figure 4.2.1.3 Josephanie and Penny arguments about Penny's presence

Josephanie : I thought you were leaving, Pen?

Penny : **I was, and then I just realized this place is great**

(*The Hustle* film, Data 3: 00:42:55)

The conversation happened at the luxury ballroom hotel in Beaumont-Sur-Mer when Josephanie and Penny accidentally met after Penny made a crowded situation there. The conversation was started by Josephanie, because she felt annoyed to see Penny by asking a question "*I thought you were leaving, Pen?*". Then, Penny answered by saying "***I was, and then I just realized this place is great you know***".

In her statement, Penny gave more information than required by using many words to answer Josephanie's question. Actually, Penny could answer the question by just saying "***I was***" but she gave more information in her utterance by adding "***and then I just realized this place is great you know***" which made Josephanie felt confused. This analysis is supported by

Grice (1975), flouting maxim of quantity happens when the speaker gives more information than required and talk either too much to make the listener understand better.

Based on the film, the motivation of Penny flouting the maxim of quantity belongs to Collaborative motivation types. Penny's statement has social goal that she asserted to Josephanie about the point which makes her change her mind to come back to Beaumont-Sur-Mer. From the conversation, Penny's statement belongs to asserting statement. This analysis is supported by Leech (1983), collaborative motivation happens when an illocutionary goal is indifferent to the social goal, there are asserting, announcing, and instructing which are part of the motivation.

### Data 4



Figure 4.2.1.4 Conversation between Josephanie with the hotel's bellboy about the other guest named Thomas

Josephanie : Guillaume. Is that boy a guests at the Hotel?

Bellboy : **Yes, that is Thomas Westerburg. He is the inventor of YaBurnt.**  
(*The Hustle* film, Data 4: 00:44:21)

The conversation happens in the afternoon at one hotel in Beaumont-Sur-Mer when Josephanie and Penny fight about the man that becomes their next target. The participants in this conversation are Josephanie and the bellboy of the hotel. The conversation started by Josephanie, as she was wondering about one man at the pool, by asking “*Guillaume. Is that boy a guest at the Hotel?*” Then the bellboy responds by using many words by saying “***Yes, that is Thomas Westerburg. He is the inventor of YaBurnt.***”

The bellboy's answer belongs to flouting maxim of quantity. In his statement, he gives more information than required. Actually, the bellboy could answer the question by just saying “**Yes**” but he gives more information in his utterance and makes Josephanie curious

about his point. This analysis is supported by Grice (1975), flouting maxim of quantity happens when the speaker gives more information than required and talk either too much with the goal of helping the listener understand better.

Based on the film, the motivation of the bellboy flouting the maxim of quantity belongs to Collaborative motivation. The statement of the bellboy had a social goal that he asserts Josephanie if the boy she asks was a rich person. From the conversation, the bellboy's statement belongs to the asserting statement. This analysis is supported by Leech (1983), collaborative motivation happens when an illocutionary goal is indifferent to the social goal, there are asserting, announcing, and instructing which is part of the motivation.

### 3.2 Flouting Maxim of Quality

Flouting Maxim of quality occurs two times in *The Hustle* film. The speakers flout the maxim of quality when they simply say something that obviously does not represent what they think or tell a lie. It means flouting the maxim of quality requires the

speakers to make a contribution that is reliable, state what is true according to them, and say that has adequate evidence. In *The Hustle* film, some of the characters flout the maxim of quality. The example show as follows:

## Data 5



Figure 4.2.1.8 Conversation when Mathias asks about the relation between Josephanie and Penny in airplane

- Mathias : I saw you talking with her in the Airport  
 Penny : Josephanie?  
 Mathias : Is that real name? Are you with her?  
 Penny : Um, No. **I think maybe the police chick is. They could just be friends. I don't know. It's hard to tell nowadays.**  
 (*The Hustle* film, Data 8: 00:23:08)

The conversation of *The Hustle* film happens in the airplane, when Mathias suspected Penny has a relation with Josephanie who takes his bracelet in France. The participants are Matthias and Penny in the film. However, flouting maxim of quality is done by a participant named Penny. Based on the film, Penny was Josephanie's friend and Mathias was Josephanie's client.

The utterance of Penny saying "**Um, No. I think maybe the police chick is. They could just be friends. I don't know. It's hard to tell nowadays.**" In this sentence, she says "*maybe*" that was clearly show she is not sure with her own statement. Furthermore, Penny knows the details of Josephanie in this film, but she is hiding it from Mathias and telling a lie. The maxim of quality can be categorized into flouting maxim of quality because she says an untrue statement. This analysis is supported by Grice's (1975) explanation if the speaker says untrue or the speaker tells lie which

means the speaker denies something that is believed to be false.

The motivation of Penny flouts the maxim of quality is conflictive. It belongs to conflictive motivation because in her utterance she utters an untrue statement about her relationship with Josephanie. Penny's social goal makes Mathias stop asking about Josephanie to her. On the other hand, the illocutionary of Penny is to save her life by gave an untrue statement. In the conversation, the word "*No*" is a conflictive word. The word must be "*Yes*", because Penny knows who Josephanie. Therefore, in this case, Penny has stated the contrary, the motivation of flouting the maxim was conflictive.

From the conversation, Penny's answer belongs to the reprimanding statement. This analysis is supported by Leech (1983), conflictive motivation happens when the illocutionary goal of a conversation conflict with the social goal. There are including threatening, accusing,



cursing, and reprimanding which is part of the motivation.

#### Data 6

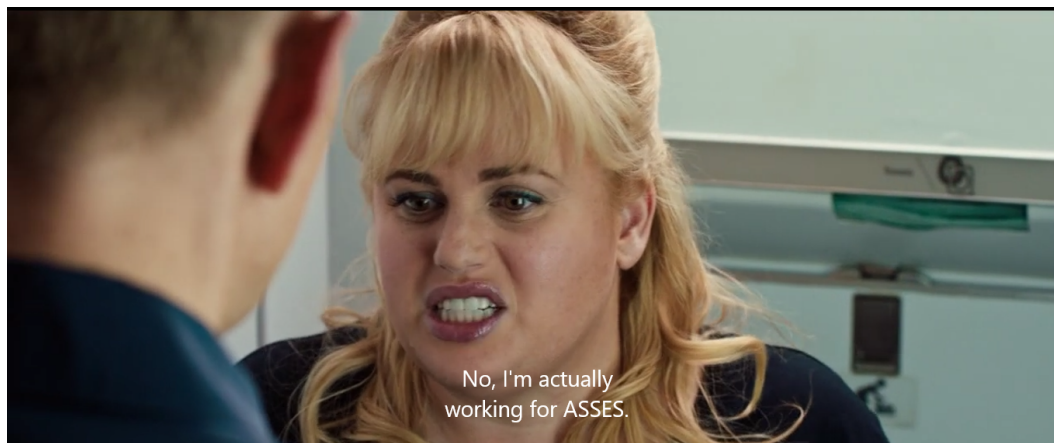


Figure 4.2.1.9 Conversation when Penny gives a delusive statement about her job to Mathias

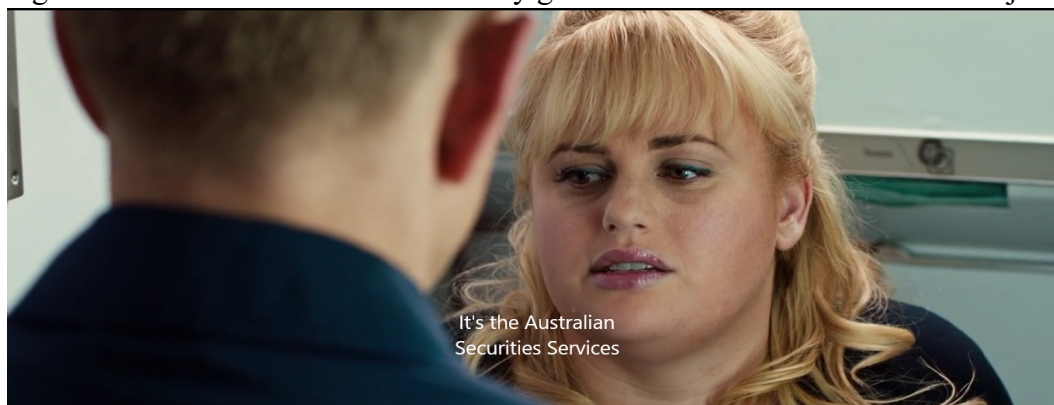


Figure 4.2.1.10 Conversation when Penny trumps up the meaning of her company's name

Mathias : Are you working with her or not?  
 Penny : **No! No, no. I'm actually working for ASSES**  
 Mathias : what?  
 Penny : **ASSES? Haven't you heard of that? It's the Australian Securities Services Intelligently Spying.**

(*The Hustle* film, Data 9: 00:23:35)

The conversation takes place in the airplane when Mathias asks about Penny's job. The participants of this conversation are Mathias and Penny. Based on the film, Mathias suspects that Penny has a relationship with Josephanie, but Penny tries to hide that fact from Mathias. Actually, Penny has the same job with Josephanie, but in the conversation above

she said she works for ASSES. Flouting maxim of quality had done by Penny because she is giving untrue information to Mathias.

In the conversation above, Penny's utterance belongs to flouting maxim of quality, because she said "**No! No, no. I'm actually working for ASSES**" and "**ASSES? Haven't you heard of that? It's**



*the Australian Securities Services Intelligently Spying.*” Actually, there is no entity called ASSES in Australia, she is just telling lies. The maxim of quality can be categorized into flouting maxim of quality because she says an untrue statement. This analysis is supported by Grice’s (1975) explanation if the speaker says untrue or the speaker tells lie which means the speaker denies something that is believed to be false.

The motivation of Penny flouts the maxim of quality is collaborative. It belongs to collaborative motivation

because in her utterance, she says an untrue statement about her job. The social goal of Penny asserted that she did not work with Josephanie by saying **“No! No, no. I’m actually working for ASSES”**. This utterance is an untrue statement. From the conversation, Penny’s answer belongs to the asserting statement. This analysis Leech (1983), collaborative motivation occurs when an illocutionary goal is indifferent to the social goal, there are asserting, announcing, and instructing which the part of the motivations.

### 3.3 Flouting Maxim of Relation

The flouting maxim of relation breaks the third maxim of the Cooperative Principle. Based on Grice (1975), a flouting maxim is classified into relation if a speaker does not give a relevant response in

exchange. The flouting maxim occurs seven times in *The Hustle* film. For further explanation, below is provided three examples that show the flouting maxim of relation.

#### Data 7



Figure 4.2.1.11 When Penny and Madison meet for the first time

Madison : Hy. Jeremy  
Jeremy : **Oh no. Sorry**  
(*The Hustle* film, Data 10: 00:01:37)

Based on *The Hustle* film, the conversation happens in the evening at the bar in France, when Jeremy is waiting for someone named Madison—a woman he knew from the social media. The participants of this conversation are Madison and Jeremy. Madison starts the conversation by greeting and introducing

herself. However, the response of Jeremy is unexpected.

From the conversation above, the utterance from Jeremy belongs to flouting maxim of relation. It can be categorized because Jeremy stops Madison’s statement by answering **“Oh No. Sorry”**, which confuses Madison, as she does not

understand Jeremy's statement. The response should be "*Hay. My name is Jeremy*". This analysis is supported by Grice's (1975) explanation, he says that maxim of relation occurs when the response is irrelevant to the topic or change the topic.

The motivation of Jeremy flouts the maxim of relation is competitive motivation. It belongs to competition because there is competition between Jeremy's social goal and his illocutionary goal. His social goal is to not hurt Madison's feeling and his illocutionary

goal is to convince himself if she is not Madison he knows from social media. The utterance above show that his illocutionary goal is greater than his social goal and makes Jeremy flouts the maxim of relation. From the conversation, Jeremy's answer belongs to a demanding statement. This analysis is supported by Leech (1983) explanation, competitive occurs when the illocutionary goal competes with the social goal such as ordering, asking, demanding, and begging.

### Data 8



Figure 4.2.1.12 Conversation when Janet rejects Mathias offer to get the bracelet

Mathias : But, maybe you could pay in another way?  
Janet : **I have a 9:00 dinner reservation**

(*The Hustle* film, Data 11: 00:08:23)

Based on *The Hustle* film, this conversation takes place at the ballroom hotel in France. In this situation, Mathias was tried to seducing Janet, but she was rejected Mathias's offer by flouts maxim of relation. The participants are Mathias and Janet in this conversation.

The conversation between Mathias and Janet is flouting maxim of relation, because Janet's answer is an irrelevance to their topic. She answers the question by saying "***I have a 9:00 dinner reservation***" which makes Mathias confused. Actually, she could have answered the question by saying something related to Mathias's

offering. This analysis is supported by Grace's (1975) explanation, flouting maxim of relation occurs when the response is obviously irrelevant to the topic or change the topic.

The motivation of Janet flouting the maxim of relation is collaborative. It belongs to collaborative motivation because in her utterance she says "***I have a 9:00 dinner reservation***" The social goal of Janet is to assert Mathias if she was rejected the offering. From the conversation, Josephanie's answer belongs to the asserting statement. This analysis Leech (1983), collaborative motivation occurs

when an illocutionary goal is indifferent to the social goal, there are asserting,

announcing, and instructing which the part of the motivations.

### Data 9

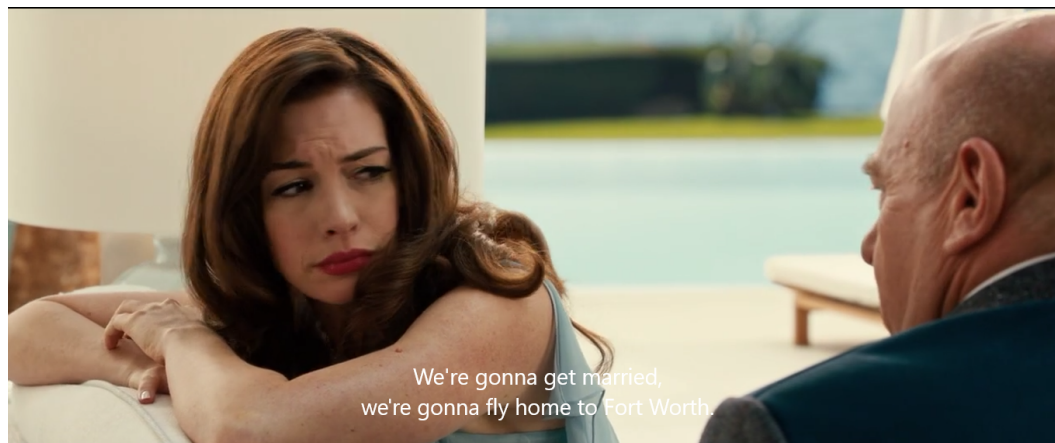


Figure 4.2.1.13 Conversation when Howard tries to seduce Janet and makes her better

- Janet : Oh, Howard, do you think me a Gold Digger?  
Howard : **Oh. Peanut butter cup. Now listen here, we're gonna get married, we're gonna fly home to Forth Worth. I'mma introduce you to my golfing buddies, and then when I run for senate, you're gonna be my side. Beautiful and silent.**  
(*The Hustle* film, Data 12: 00:32:59)

Based on *The Hustle* film, the conversation happens in the afternoon at Janet's house, when she feels sad about her life and she tells her boyfriend, Howard. The participants of this conversation are Janet and Howard. From the conversation above, Howard's utterance belongs to flouting maxim of relation. It can be categorized because he makes the conversation unmatched by answered "**Oh. Peanut butter cup. Now listen here, we're gonna get married, we're gonna fly home to Forth Worth. I'mma introduce you to my golfing buddies, and then when I run for senate, you're gonna be my side. Beautiful and silent**".

Actually, Yes or No answer is enough to respond to Janet's question. This analysis is supported by Grice's (1975) explanation, flouting maxim of relation occurs when the

response is obviously irrelevant to the topic or change the topic.

The motivation for the conversation above is convivial. It belongs to convivial motivation because, in Howard's utterance, he offers something that related to Janet's future. The social goal of Howard is not to hurt Janet's feelings. The illocutionary of Howard is to make Janet still in his side. Here, there is no competition but a perfect goal meeting. Both, Janet and Howard receive advantages from their conversation. From the conversation, Howard's answer belongs to the offering statement. This analysis is supported by Leech (1983) explanation, convivial occurs when the illocutionary goal coincides with the social goal such as offering, inviting, greeting, thanking, and congratulating.

## Data 10

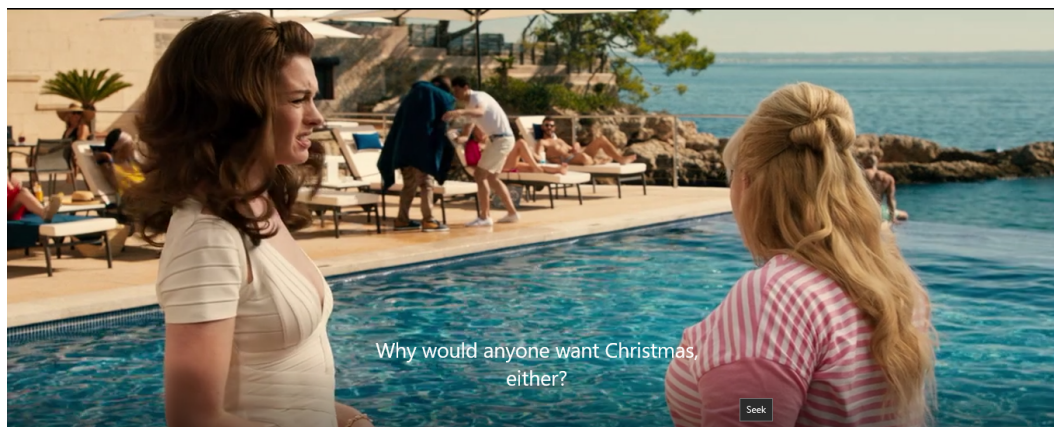


Figure 4.2.1.14 Conversation when Josephanie and Penny talk about YaBurnt application

Josephanie : Why would anyone want that?  
 Penny : **Why would anyone want Christmas, either?**  
 (The Hustle film, Data 13: 00:45:31)

Based on *The Hustle* film, the conversation happens in the afternoon at the hotel's swimming, when Josephanie makes a deal with Penny about their next target in France. The participants of the conversation are Josephanie and Penny, as Josephanie starts by asking about an application that she does not know, but Penny answers the question by flouting the maxim of relation.

The conversation between Josephanie and Penny is obviously irrelevant to the topic because Penny answers the question by asking the question "**Why would anyone want Christmas, either?**" Penny's response is irrelevant to the topic, she should have answered it cooperatively by saying something that related to the explanation of the application. She implies another meaning in her utterance. Therefore, she is flouting the maxim of relation. This analysis is supported by Grice's (1975) explanations, flouting

maxim of relation occurs when the response is obviously irrelevant to the topic or change the topic.

The motivation for the conversation above is competitive. It belongs to competitive motivation because Penny's utterance was irrelevant to the topic. There is a competition between Penny's social goal and her illocutionary goal. Her social goal is giving an explanation to Josephanie about the application, but her illocutionary goal is avoiding giving explanation about the application. Penny's illocutionary goal is greater than her social goal that leads her flouts the maxim of relation. From the conversation, Penny's answer belongs to the asking statement. This analysis is supported by Leech (1983) explanation, competitive occurs when the illocutionary goal competes with the social goal such as ordering, asking, demanding, and begging.

### 3.4 Flouting Maxim of Manner

This type of flouting maxim is the last rank that happens in *The Hustle* film. It occurs five times in the film. In this flouting maxim, the character fails to fulfill the

maxim of manner that requires the listener to be clear, brief, and orderly in stating their utterance.



**Data 11**

Figure 4.2.1.18 Conversation when Penny and Josephanie argue about their job's place

Josephanie : There just isn't room for both of us in Beaumont-Sur-Mer

Penny : **mmm. Agree to disagree**

Josephanie : This is my home and my place of work

(*The Hustle* film, Data 18: 00:43:56)

The conversation above happens in the afternoon in a hotel ballroom in France when Josephanie gets mad at Penny because she does not like seeing Penny in the same place of work with her. The participants of this conversation are Josephanie and Penny, this conversation is started by Josephanie who asserted Penny by saying "There just isn't room for both of us in Beaumont-Sur-Mer".

From the conversation above, the utterance from Penny said "**mmm. Agree to disagree**" is categorized as an ambiguous statement and confuses Josephanie. The utterance from Penny does not give clear information related to her response to Josephanie's statement. It means she is flouting the maxim of manner. This

analysis is supported by Grice's (1975) explanation when the speakers ask something, the listener should answer it as clear as possible and not obscure or ambiguous.

The motivation of Penny flouts the maxim of manner is collaborative. It belongs to collaborative motivation because the illocutionary goal of Penny is to build a gap with Josephanie without concerning her feeling. From the conversation, Penny's answer belongs to the asserting statement. This analysis Leech (1983), collaborative motivation occurs when an illocutionary goal is indifferent to the social goal, there are asserting, announcing, and instructing which the part of the motivations.

**Data 12**



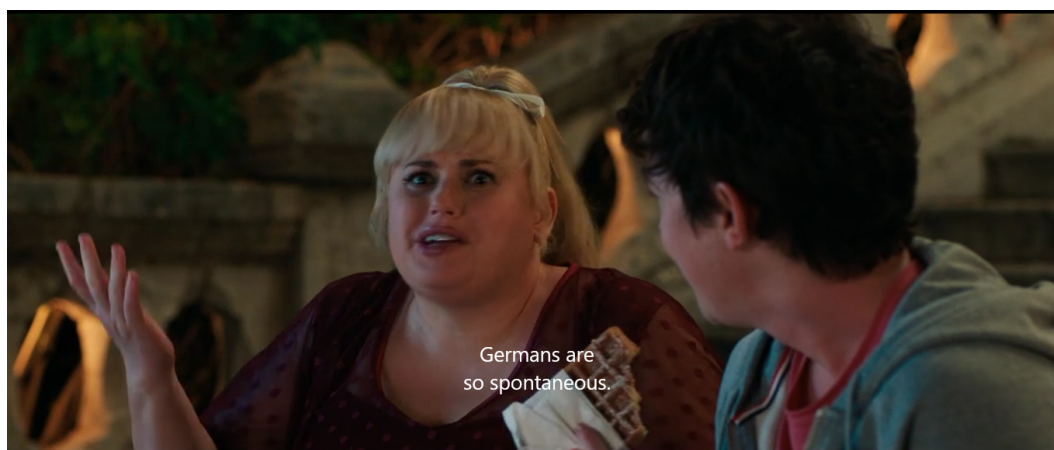


Figure 4.2.1.19 Conversation when Thomas asks about Dr. Schauffhaussen

Thomas : It's kinda weird that Dr. Schauffhaussen just disappeared like that, right?  
 Penny : **Germans are so spontaneous**  
 (*The Hustle* film, Data 19: 01:04:33)

The conversation above takes a place at the garden in France in the evening, when Thomas and Penny walk around the garden after Penny has done her therapy. The participants of this conversation are Thomas and Penny and it is started by Thomas who asks about Dr. Schauffhaussen. The response of Penny is ambiguous by answered “**Germans are so spontaneous**”.

From the conversation above, the utterance of Penny belongs to flouting maxim of manner. It can be categorized, because she does not give a clear explanation, instead her response shows an ambiguity and confuses Thomas. It means, Penny is flouting maxim of manner in this situation, this analysis is supported by Grice

(1975) explanation when the speaker asks something, the listener should answer it as clear as possible and not obscure or ambiguous.

The motivation of Penny flouts the maxim of manner is collaborative. It belongs to collaborative motivation because in her utterance, her social goal was to make Thomas does not think too much about Dr. Schauffhaussen. From the conversation, Penny's answer belongs to the announcing statement. This analysis Leech (1983), collaborative motivation occurs when an illocutionary goal is indifferent to the social goal, there are asserting, announcing, and instructing which the part of the motivations.

#### 4. CONCLUSION

Based on findings and discussion in the previous chapter, some conclusions related to the flouting maxim by interaction among the characters in *The Hustle* film can be drawn as follows. With regard to the data analysis dealing with the types of flouting maxim, the characters in this film perform all the types of flouting maxim including

flouting maxim of quantity, flouting maxim of quality, flouting maxim of relation and flouting maxim of manner. Among the four-flouting maxim, the most dominant flouting maxim uttered among the characters are flouting maxim of quantity and flouting maxim of relation, because this comedy film is played by a woman. It

means, the utterances of the characters are more than it is required and this film tells about how the characters play with their utterances to get a new target, they try to hide who exactly they were to avoid the conversation that related to their background.

Flouting maxim appear in a film with previous frequency, there were seven times for flouting maxim of quantity, next seven times for flouting maxim of relation, then four times for flouting maxim of manner, and the lowest is two times for flouting maxim of quality. The characters in the film have their own backgrounds depending on their targets, so they do not need to tell lies as many times. First, the flouting maxim of quantity is found to have a function of showing how much information that has been delivered among the characters in *The Hustle* film. Second, the flouting maxim of quality is found to infer hidden meaning which is saying untrue by the characters in the film. Third, the flouting maxim of relation is found with the function to change the topic, because

the characters did not want to say directly in the film. Fourth, the flouting maxim of manner found mostly to giving the instructions among the characters in the film.

The data analysis relating to all types of motivation used by the characters flouting the maxim occur in this film. The highest occurrences are collaborative motivation, which appears 11 times (55%) because the characters in the film did not care too much about the effect of their utterances to the others. As long as their targets fulfil their needs, the other thing does not matter. Then, competitive and conflictive motivation was followed at the same frequency of four times (20%). The lowest occurrence is convivial motivation, which appears only once (5%) because this film tells about how a woman tries to deceive their target which is a man, and they do not care about the advantages that will get by a man from their conversation. Therefore, convivial motivation only found one time in this film.

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