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**AN ANALYSIS FLOUTING MAXIM USED IN *THE BOSS BABY: FAMILY BUSSINES* MOVIE SCRIPT**

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**Abstract**

Studying the several maxims that are flouted in the script for the film *The Boss Baby: Family Business* was the aim of the study. People must adhere to maxims when conversing; when they do not, it is referred to as flouting the maxim. Not all flaunting maxims are negative. People generally utilize flouting maxims for amusement, despite the fact that they can lead to misunderstandings. To get a comprehensive result, this study employed a qualitative research design. The data were gathered by the researchers through non-participant observation. The researchers classified the data according to the categories of maxims that the data violated by using Grice's theory as a guide. The researchers discovered 35 pieces of data that fit into several categories of maxims that were broken in the screenplay. The various forms of maxims that are disregarded in the film script include maxims of quantity with 3 data, flouting maxim of quality with 5 data, flouting maxim of relevance with 25 data, flouting maxim of manner with 3 data.

**Keywords:** flouting maxim, movie script *The Boss Baby: Family Business*.

## **I. INTRODUCTION**

When speaking, speakers must abide by maxims. People can effectively transform knowledge, convey feelings, and communicate ideas by adhering to maxims. Successful communication through discussion requires the ability of two or more parties to collaborate properly. On the other hand, miscommunication can occur when a speaker employs inadequate language. In other words, the speakers disregarded the maxim. It eliminates the possibility of mistaking speakers' intentions or meanings.

Effective communication can be achieved by following Grice's principles of cooperative. Grice in Arto (2015, p.233), stated that there are four types of principles of cooperative maxim; namely maxim of quantity, maxim of quality, maxim of relevance and maxim of manner. These maxims are important in daily conversation to avoid misunderstanding.

In fact, in communication the four maxims are not always obeyed by the participants. Many people often disobey or breaks the rules of Grice's conversational maxims, with the intention of being intentional, interactive, ethic consideration and not-boring these are categorized into flouting maxim. According to Grice in

Marlisa and Hidayat (2020, p.134), there are four of flouting maxims, such as flouting maxim of quantity, flouting maxim of quality, flouting maxim of relevance and flouting maxim of manner.

Flouting maxims can be found in movie, drama, short story, movie script, stand-up comedy, etc. The researchers chose the movie script because there are many conversations in the script that can be analyzed. The movie script that the writer chose was "The Boss Baby: Family Business".

## **II. REVIEW OF RELATED LITERATURE**

Flouting maxim is a condition when the speaker does not seem to follow the maxims but accepts to respect implied meanings (Cutting in Arto, 2015, p.233). Many people often disobey the rule of Grice's conversational maxim, According to Grice in Yulian and Thamrin (2022, p.1), the participants of a conversation have the possibility of failing to follow maxims. The possibility of failure exists when the speaker fails to meet certain maxims in communication.

According Kurniati and Hanidar (2018, p.68), based on Grice's maxims, there are four types of flouting maxims: flouting maxim of quantity,

flouting maxim of quality, flouting maxim of relevance, and flouting maxim of manner. They are defined as follows:

### **II.1 Flouting Maxim of Quantity**

Flouting maxim of quantity happens when a speaker blatantly gives more or less information than the situation requires (Thomas in Noertjahjo et al., 2017, p.197). This type of flouting occurs when the speaker delivers either too much information, which appears confusing, or not enough information, and not informative to the listener.

For example:

Meldi : Where did Kate go on holiday?  
Crystal : Somewhere in South Korea.

Since there is little information needed and the information is ambiguous and uninformative, the discourse in the previous example violates the principle of quantity. The exchange above demonstrates how Crystal failed to make her whereabouts apparent, leaving Meldi appearing perplexed.

### **2.2 Flouting Maxim of Quality**

According to Cruse in Noertjahjo et al (2017, p.197) stated that flouting maxim of quality is not literally true, but it is likely to mislead listeners due to the context of use in the utterance.

This type of flouting occurs when the speaker does not tell the truth or says something that does not have enough evidence.

For example:

Y : Where is the Eiffel Tower located?  
X : The Eiffel Tower is located in Italy.

In the conversation, X has flouted the quality maxim by providing incorrect information and factual. In fact, the Eiffel Tower is actually located in Paris, not Italy.

### **2.3 Flouting Maxim of Relevance**

Flouting maxim of relevance tends to occur when the response is clearly irrelevant to the topic (Manurung, 2019, p.156). When a speaker answers to anything that is inappropriate or unrelated to what is being discussed in a given setting or circumstance, they are flouting the relevance principle.

For example:

Thomas : Do you like cake?  
William : Do you like fried chicken?

In the previous conversation, Thomas's question is not answered by William. Thomas asks "Do you like cake?", but William responds with a question, making the subject irrelevant. In this case, William flouted the maxim of relevance.

## **2.4 Flouting maxim of Manner**

Flouting maxim of manner is a flouting maxim that involves a lack of clarity, brevity, and transparency of communicative intent (Manurung, 2019, p.156). Flouting maxim of this type occurs when the speaker speaks ambiguously or not clearly.

For example:

Seulgi: Where is Tom?

Yerina: He is either in the kitchen or in the bathroom.

The example suggests that the individual fails to adhere to the rule of manners. Yerina disregarded the rule of etiquette. Yerina's response in the previous exchange was ambiguous. It appears that she was unsure of Tom's precise whereabouts because she did not give specific information regarding his whereabouts.

## **III. RESEARCH METHOD**

This study is qualitative research. According to Creswell (2014, p.293), qualitative research is a means to explore and understand the meaning of individuals or groups regarding social or human problems.

The source of the data in this study were the written utterances on the movie script of "The Boss Baby: Family Business" directed by Tom McGrath and written by Tom McGrath

and Michael McCullers. The movie is based on the picture books of The Boss Baby and The Bossier Baby by Marla Frazee. This movie is a sequel to The Baby Boss which was released six years ago. The movie script consists of 171 pages and was published in 2021. The data focused on all the characters in this movie script.

Since the authors were not direct participants in the creation of the data source, non-participant observation was used in this study. The researchers do not participate in the environment being studied; they merely observe facts.

## **IV. FINDING AND DISCUSSION**

Based on Grice's theory, many kinds of flouting maxims were examined in this study. Grice identified four different categories of maxims that can be flouted: those related to quantity, quality, relevance, and method. With a total of 35 data, the researchers discovered every kind of maxim flouting. We'll talk about each kind of maxim that is broken down separately. The explanation of the results is covered in the next subsection.

### **4.1 Flouting Maxim of Quantity**

The first type to be analyzed is flouting maxim of quantity. The data categorized in this flouting maxim is 3

data from the all characters of *The Boss Baby: Family Business* movie script. The flouting maxim of quantity happens when a speaker says more than they need or less than they need. Following are the examples of the flouting maxim found in *The Boss Baby: Family Business* movie script.

#### Data Number 3

TIM  
Wait, wait. You're from BabyCorp?

BABY TINA  
Yes! BabyCorp is more of what I call a side hustle for me. The point is, I am all in on the Templetons, go Templetons! You guys really know how to baby a baby, I mean it's incredible! Not that it's all five star, I have to say, you've got a lot of issues. We'll talk about that later.

Baby Tina flouted the maxim of quantity because she talked too much than needed. This conversation is between Baby Tina and Tim. They talked about BabyCorp which is a baby company. Tim only asked if Baby Tina was from BabyCorp or not, but Tina gave too much other information. Baby Tina initial respond actually was enough to respond the Tim by saying "Yes!". It means Baby Tina has answered the information as the Tim need. However, when Baby Tina said "... *BabyCorp is more of what I call a side hustle for me. The point is, I am all in on the Templetons, go Templetons! You guys really know how to baby a baby, I mean it's incredible! Not that it's all five star, I have to say,*

*you've got a lot of issues. We'll talk about that later.*", this flouted the maxim of quantity by adding extra information to her utterances that Tim does not actually need because Tim only needs a yes or no answer. She said like that because she wanted to make Tim believe her and think that she was from BabyCorp. It is line with Grice in Kurniati and Hanidar (2018) stated that when the speaker is more informative than needed in the conversation, the information provided to the listener becomes uninformative.

#### Data Number 35

DR. ARMSTRONG  
Where are you going?!

BABY TINA  
Home! You know, doc. Childhood doesn't last forever. But family sure does. Uncle Ted, head's up!

This conversation is between Baby Tina and Dr. Armstrong. Dr. Armstrong is a bad baby. In this situation, Dr. Armstrong had been defeated by Baby Tina and Tabitha because he caused trouble at BabyCorp. Dr. Armstrong asked Baby Tina where she was going, but Tina gave too much other information. In this example, Baby Tina flouted the maxim of quantity by talking more than is needed. Baby Tina initial respond actually was enough to respond the Dr. Armstrong by saying

"Home!". Baby Tina has answered the information as the Dr. Armstrong needs. When Baby Tina said "... *you know, doc. Childhood doesn't last forever. But family sure does. Uncle Ted, head's up!*" by producing that utterance, Baby Tina flouted the maxim of quantity. When the speaker provides information that is not in accordance with what is requested (Thomas in Dwi, 2018). Baby Tina said the utterance so that Dr. Armstrong would realize his mistake and realize that family always exists and forever.

#### IV.1 Flouting Maxim of Quality

The second type is flouting maxim of quality. The data included in this flouting maxim were 5 data that were gotten from utterances the all of characters of *The Boss Baby: Family Business* movie script. The flouting maxim of quality happens when speakers says anything that is wrong and inadequate, lying that is done mostly intentionally to hide the truth, say something that does not have enough evidence and satirize the other person. Following are the examples of the flouting maxim found in *The Boss Baby: Family Business* movie script.

#### Data Number 6

BABY TINA  
Ok, what's the problem, what's the issue? Talk to me.

TIM  
There's no point, ok? I call him, I invite him, he never shows up. He's always got a work meeting or a business trip or a conference call. All he cares about is work. After a while, you just stop trying.

In this conversation, Tim flouted the maxim of quality. As what Grice in Kurniati and Hanidar (2018) said flouting maxim of quality happen when the speaker does not tell the truth it tends to mislead the listener because of the context of use in the utterance. The conversation is between Baby Tina and Tim. In this situation, Baby Tina tried to persuade Tim to contact Ted, but Tim did not want to. When Baby Tina asked if Tim had a problem, Tim did not answer honestly. Tim lied to Baby Tina that he did not have a problem with Ted. When Tim said, "*There's no point, ok?*" by producing that utterance, Tim flouted the maxim of quality. In this conversation, Tim used flouting maxim quality because it says answers with lies on purpose to hide the truth and feelings that Tim feels so that Baby Tina does not know what he is feeling.

## Data Number 24

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In this conversation, Tim flouted the maxim of quality. The conversation is between Carol and Tim. In this situation, Tim and Tabitha became close friends and left school together. Suddenly, Carol came to pick up her daughter. Carol did not know her daughter's friend was Tim because he introduced himself as Marcos Lightspeed. Tim pretended that no one was to pick him up and said he had to walk about three and a half miles to get home. Carol was worried and she advanced the car and asked “*Three and a half miles?*”. Tim suddenly changed his answer “*Three and a half... six, somewhere in there.*” utterance by Tim flouted the maxim of quality because in the utterance's context, when a speaker abuses the truth, the listener is more likely to be misled (Grice in Gasa et al., 2017). It shows a flouting maxim of quality because the lie that Tim was telling to hide the truth that the distance Tim was saying the distance from his house to school with Carol

and their kids and he did not want Carol to worry about his.

## IV.2 Flouting Maxim of Relevance

The third type is flouting maxim of relevance. The data included in this flouting maxim is 25 data from the utterances all of characters of *The Boss Baby: Family Business* movie script. The flouting maxim of relevance happens when not giving relevant to the topic of conversation or changing the topic because they may hide and avoid talking about something or make a fun. Following are examples of the flouting maxim found in *The Boss Baby: Family Business* movie script.

### Data Number 1

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In this example, Tim flouted the maxim of relevance by making an irrelevant comment. The conversation is between Baby Tina and Tim. Tim is Tina’s father. In this situation, Tim was shocked because Baby Tina could talk even though she was still a baby, so he fainted. Baby Tina held up a few fingers to see if her father was

conscious or not. It can be seen that Tim's answer is irrelevant to Tina's question. Tim said "Thursday" which showed flouting of maxim relevance. Thus, the maxim that is flouted is the maxim of relevance, which means the question and answer are not relevant to the topic of conversation (Grice in Kurniati and Hanidar, 2018). In the conversation, it shows that Tim gave an irrelevant answer implying that he has not yet recovered from his stupor.

#### Data Number 11

TABITHA  
What are you doing?

TED  
Are you ok? You look ok.

In this example, Ted flouted the maxim of relevance by saying the irrelevant comment. Ted is Tabitha's uncle. Tabitha asked what her uncle was doing. The answer given by Ted is irrelevant to the question raised by Tabitha. Ted answered, "Are you ok? You look ok." in this utterance, Ted has flouted the maxim of relevance. Ted should have answered something like: *I'm studying, I'm cleaning the yard, I'm reading the newspaper, etc.* According to Manurung (2019), flouting maxim of relevance often occurs when the response is blatantly unrelated to the topic. In this conversation, Ted seemed

to want to avoid the question his nephew asked him. He gave inappropriate answer from Tabitha's question.

### IV.3 Flouting Maxim of Manner

The last type of flouting is flouting maxim of manner. In this movie script, there are 3 data found which was categorized into flouting maxim of manner. The flouting maxim of manner happens when ambiguous information that is not easy to understand, not in orderly or the unclear information involves a lack of clarity, brevity, and transparency. Some examples of manner maxim flouting by characters are presented below.

#### Data Number 15

Just as Armstrong states out at the viewer.  
You!  
n is aghast.  
(cotto)  
This explains why Tabitha's been  
pulling away from me. It's the  
school!  
DR. ARMSTRONG  
Everybody wave! Bye mommy, bye  
daddy! Sayonara!  
PRIMO CHILDREN  
Bye mommy, bye daddy!  
\* video ends.  
BABY TINA  
Now, in the past six months, these  
schools have been popping up all  
over the world.  
TED  
So what's the problem?  
BABY TINA  
The school is the problem.  
TIM  
Yeah, school is evil!  
BABY TINA  
No, daddy, not all schools are  
evil. Just this one. OK?  
TIM  
Okay.  
BABY TINA  
If Armstrong's philosophy keeps  
spreading, it could be the end of  
childhood.  
TIM  
No!

In Tim's utterance, it contained the flouting maxim of manner. This conversation is between Ted, Baby Tina and Tim. When Baby Tina said that school was problem and Tim responded her utterance, there lies the utterance that was flouted the maxim by Tim. When Tim said, "Yeah, school



*is evil!"* Tim flouted the maxim of manner because it involves ambiguous information, unclear, and a lack of clarity to listeners (Cutting in Rizkiyah, 2017). This conversation showed a flouting maxim of manner because of the lack of clarity and unclear information from Tim's utterance that made Ted and Baby Tina misunderstood. As a result, Baby Tina stated, *"No, Daddy, not all schools are evil. Just this one. Ok?"* that made misunderstanding and conflicts avoided.

Based on analysis, it was found that all types of flouting maxims were used in the movie script of *The Boss Baby: Family Business*. There were 35 data contained in the movie script that are analyzed using Grice's theory to determine the maxims that are flouted. From the 35 data, the researchers finds 3 flouting maxim of quantity, 5 flouting maxim of quality, 25 flouting maxim of relevance, and 3 flouting maxim of manner. Based on the result, it shows that the maxim that is mostly flouted is maxim of relevance.

## V. CONCLUSION

three flouting maxims of way were among the 35 data that the researchers discovered and classified.

The results showed that speakers disregarded the maxims when making and sustaining their claims. The study's findings also demonstrated that the flouting of relevance is the most common sort of maxim in *The Boss Baby: Family Business*.

For future researchers who decide to investigate flouting maxims, the researchers offer several recommendations. Initially, this study can be used to increase our understanding of breaking maxims. Second, since a lot of material may be examined in dramas, television programs, films, and other media, flouting maxims is a research alternative. Third, in addition to movie scripts, other media such as novels, stand-up comedy, and short stories can be used by researchers to gather data. Fourth, the researchers believe that a subsequent researcher will be able to identify a greater variety of maxims that are flouting than they were. This thesis can therefore be helpful and used as a reference by researchers in the future.

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