



**REVEALING THE IMPLIED MEANINGS OF THE CHARACTERS'
UTTERANCES IN MEG CABOT'S *VALENTINE PRINCESS***

THESIS

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**ENGLISH DEPARTMENT
FACULTY OF LETTERS
JEMBER UNIVERSITY**

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presented to the English Department, Faculty of Letters, Jember University

as One of the Requirements to Get the Awards of

Sarjana Sastra Degree in English Studies

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DEDICATION

From the depth of my heart I dedicate this thesis for:

1. the strongest person I have ever known, my Mother, Sugihartini. Thank you for your endless prayers, supports in every possible way, and attention. Thank you for putting up with all of the troubles I have made since my younger years until today. I love you to the moon and back
2. my late Father, Deddy Restu Wibowo, from whom I learned about sacrifice, generosity, and love. You were my inspiration and you will always be
3. my older brother, Satria Pinandhita, from whom I learned a lot about courage and boldness. Thank you for showing me that I have to be myself no matter what, for we all get judged either way
4. my beloved younger sister, Dyah Prajnya Paramitha, who indirectly shows me that age does not define someone's maturity level
5. my grandmother, Suminah, who never stops telling me that I am precious and sincerely believes that I will make something great in my life, someday
6. my Alma Mater.

MOTTO

'Cause, baby, I could build a castle
Out of all the bricks they threw at me.

(Taylor Swift, New Romantics)

DECLARATION

I hereby state that the thesis entitled **Revealing the Implied Meanings of the Characters' Utterances in Meg Cabot's *Valentine Princess*** is an original piece of writing. I declare that the analysis and the research described in this thesis have never been submitted for any other degrees or any publication. I certify to the best of my knowledge that all sources used and any help received in the preparation of this thesis have been acknowledged.

Jember, August 2015

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All praise to God Almighty that I can finish this thesis well. I honestly realize that I would not be able to finish this thesis smoothly without the help from these people. Therefore, in this occasion I will express my sincere gratitude to:

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7. all of family, friends, and individuals that I cannot mention them all by their names.

May God bless them. Lastly, I hope this thesis will be a decent contribution for the Faculty of Letters as well in education world.

Jember, August 2015

Kharisma Hanindhita Parameswari

SUMMARY

Revealing the Implied Meanings of the Characters' Utterances in Meg Cabot's *Valentine Princess*; Kharisma Hanindhita Parameswari, 100110101055; 2015: 39 pages; English Department, Faculty of Letters, Jember University.

The object of this thesis is a young-adult genre novella written by an American author Meggin Patricia Cabot, or well-known as Meg Cabot, entitled *Valentine Princess*. This novella tells about a young princess Mia in facing her first Valentine's Day with her first boyfriend at that time, Michael Moscovitz. Judging from the genre of the novella itself, it can be concluded that there will be a lot of communication among the characters, mainly young people with their tendency to make snarky comments.

In the field of social life, people do not always utter the utterances straightforwardly and honestly toward their opponent, they often modify their words in order to get what they want or get their point crossed without having to explain clearly to the other communicators. That is called implicature. This study is meant to reveal the characters' implied meanings.

In order to solve the problems created by implicature, such as misunderstanding in communication, misleading, ambiguity, and so on, there is a tool called cooperative principles as the basic thought of the creation of four maxims proposed by Grice. Unfortunately, the four maxims which are supposed to be the "rules" to make communication good are often disobeyed by the communicators in the field of social life. Therefore, Grice also proposed the opposite of four maxims called non-observance of maxims which consists of five parts: flouting maxim, suspending maxim, violating maxim, infringing maxim, and opting out maxim. Flouting maxim would be the main tool in this study. Using Grice's flouting maxim the writer tries to uncover the implied meanings of characters' utterances.

The data collecting is held by using sampling method in order to get the suitable utterances of flouting maxim. There are total 244 utterances uttered by the

characters. After being examined using Grice's flouting maxim, only 27 of them are considered flout the maxims.

The result tells that all four maxims are flouted in this novella. They flout the maxim of quality by stating something untrue, maxim of quantity by giving information more than is required, maxim of relevance by giving irrelevant comebacks, and maxim of manner by giving unclear answers. The characters flout the maxim for many reasons, mostly because they are not comfortable to directly say what they really mean and they mean to express sarcasms.

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CHAPTER 1. INTRODUCTION

This chapter provides information of the basic thought of the thesis writing which consists of six subchapters: the background of study, the scope of the study, the problems to discuss, the goals of the study, research questions, and the organization of the thesis.

1.1 The Background of the Study

Humans as social beings have tendency to hold a strong bound of interaction with other people and their environment. The ultimate purposes of their interaction are to pass messages and get what they want. This interaction is called communication. Language as a unique device plays an important role as a connecting link in humans' interaction. It has a flexible function that can change based upon a particular context. According to Nunan (1993: 7) context refers to a particular situation and time where a communication takes place. Context mastering would be impossible to reach without having pragmatic ability. Ishihara and Cohen stated that a communication will be held successfully when communicators have a good pragmatic ability. Pragmatic ability is communicators' knowledge about pragmatics and their ability to use it (2010: 3).

In the scientific world, a straightforward, truthful, and factual language is required in order to enlighten people and avoid misconception about scientific knowledge. In this world, language is meant to be a messenger of a huge deal of information for the sake of human beings.

Meanwhile in the field of social life, there are times of a special occasion when language is not merely "what is said is what is meant". In the world of people's social interaction, speakers do not always mean of what they say. Grice as cited in Levinson (1983: 97) stated when a speaker means more than what is actually said, it

is called implicature. Speakers say sentences with hidden intention behind them and it is the listeners' duty to catch the hidden intention or messages.

Ishihara and Cohen stated that people need a good pragmatic ability. It is needed almost in every aspect of life. It is important for a writer to write or tell in his/her work and place the context correctly and not confusing the readers. It is also an ultimate need for a speaker to master pragmatic ability in order to make the listeners clear about the things that the speaker says and to put it in a correct politeness, directness, and formality. Besides, it is absolutely needed for a reader to understand what he/she reads, understands the tone changing, characters relationship, etc, and to listeners in order to catch the meaning of what the speaker says, whether it is explicit or implicit (2010: 3-4).

Related to issues that might happen from the impact of context misunderstanding in the cases above, Grice (in Thomas, 1995: 51) proposed a tool called cooperative principles as the basic thought of the creation of four maxims. Those maxims were created in order to help people to manage a good communication and achieve their communication goal of understanding each other. According to Grice, the four maxims are:

“The four maxims are: 1. Maxim of quality (to make your contribution to be true one), 2. Maxim of quantity (to make your contribution sufficient as needed), 3. Maxim of relevance (to make your contribution relevant with context), and 4. Maxim of manner (to make your contribution clear and specific)” (1991: 26).

Unfortunately in social life where language can be much more complicated, the four maxims are not always obeyed. This style of communication is called non-observance maxim proposed by Grice. It is divided into five types: flouting a maxim, violating a maxim, infringing a maxim, opting out a maxim, and suspending a maxim (1991: 33).

Since this study focuses only on analyzing flouting maxims, then only flouting maxims that will be explained further. Flouting maxim is a type of non-observance maxim that disobeys the “rule” of Grice’s four maxims. Flouting maxim shows that

people do not always follow the rule of good communication proposed by Grice. People do not always give responses as required as stated in the four maxims because they have various reasons and expectations behind the utterances they make. Listeners can catch the unspoken messages easily if they understand the context well. Therefore, context mastering is definitely an important thing communicators must master in order to hold a successful conversation as context and language are strongly bound in human's life.

Unlike the other similar studies that have analyzed flouting maxims in movie scripts, cartoons, comic strips, and advertisements, this study will examine flouting maxims that occur in the utterances of a novella. The novella itself has a genre of young adult entitled *Valentine Princess* written by an American author Meggin Patricia Cabot, who is more popular by her pen name Meg Cabot. It was released in 2006 and became the fourth novella in the series.

This novella would be the object to be analyzed in this study because the genre itself is young-adult, which means it tells about young people and their bittersweet life. Young characters in this novella tend to make sarcastic reply or comment with their straightforward and less-grammatical concerned way of communicating. That would be a major contribution in finding suitable data of flouting maxim which is the tool in this study.

1.2 The Scope of the Study

It is necessary to limit the theory used and the problem of the study regarding the unnecessary large explanation. The scope of the study is pragmatics. It employs Grice's cooperative principle, especially flouting maxim, as a tool to analyze the dialogues which are considered flouting maxim. This study also employs Brown and Yule's theory of context as the second tool in order to find out the characters' implied meanings behind the utterances they utter.

1.3 The Goals of the Study

This study is made for two goals:

1. to figure out the maxims flouted in Meg Cabot's *Valentine Princess*.
2. to figure out the implied meaning behind the characters' utterances in Meg Cabot's *Valentine Princess*.
3. to find out the reason of why the characters flout the maxims in Meg Cabot's *Valentine Princess*.

1.4 The Problem to Discuss

The problem in this study is the utterances produced by the characters. They sometimes use implied utterances instead of the direct ones. Sometimes some of them are confusing, not understandable, and even lead to a pragmatic failure. This study is made in order to figure out the implied meanings behind their utterances and to find out the reasons behind their actions of implying their utterances.

1.5 Research Questions

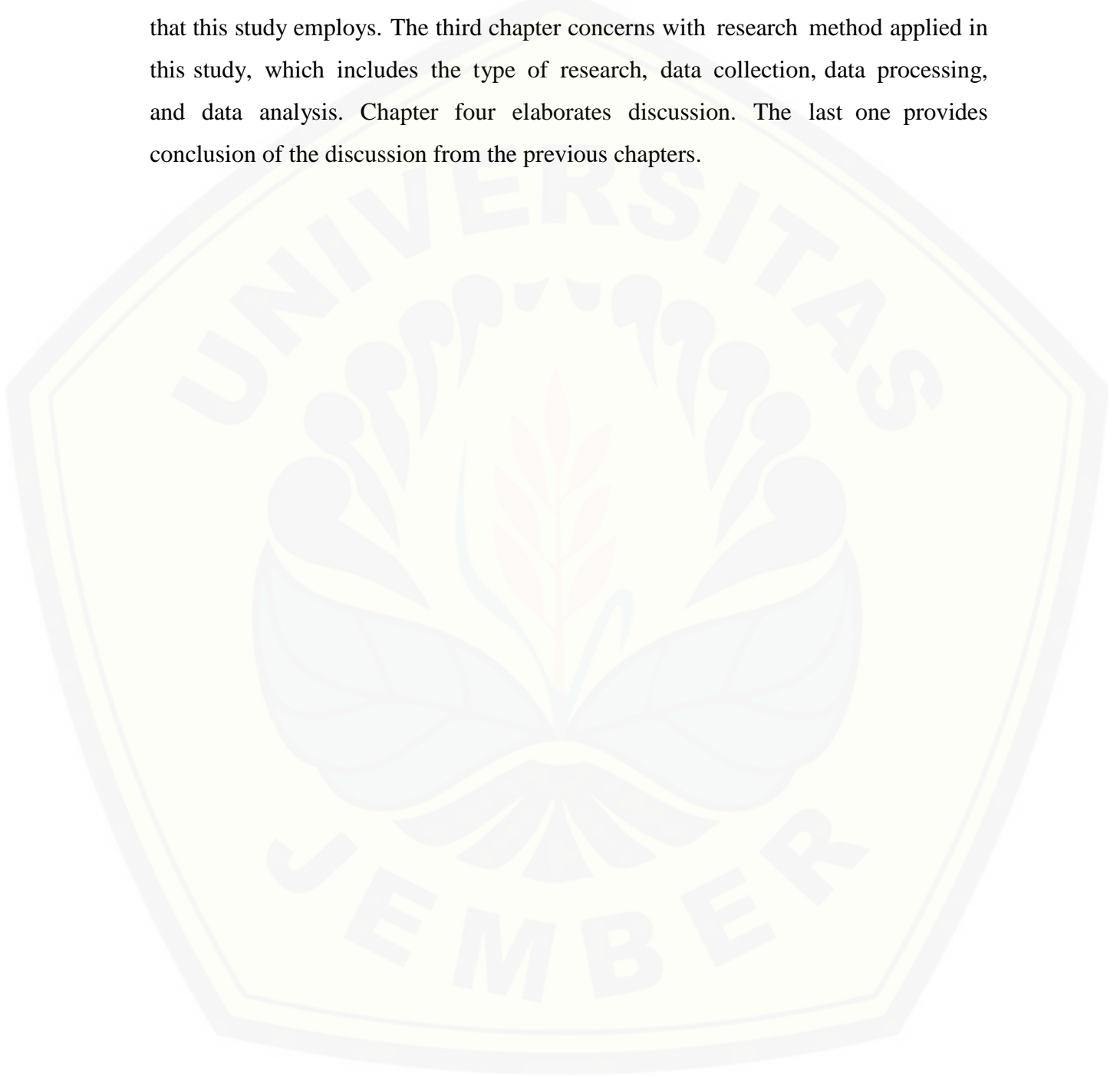
Based on the research problems, the questions are:

1. What maxims are flouted in Meg Cabot's novella *Valentine Princess*?
2. What are the implied meanings behind the characters' utterances in Meg Cabot's *Valentine Princess*?
3. Why do the characters use implicature instead of stating their minds bluntly in Meg Cabot's *Valentine Princess*?

1.6 The Organization of the Thesis

This thesis is divided into five chapters; introduction, theoretical review, research methodology, discussion, and conclusion. The first chapter is introduction that consists of the background of study, the scope of the study, the problem to discuss, the goals of the study, the research questions, and the

organization of the thesis. The second chapter, theoretical review, consists of previous researches of the similar topic with this study and theoretical frameworks that this study employs. The third chapter concerns with research method applied in this study, which includes the type of research, data collection, data processing, and data analysis. Chapter four elaborates discussion. The last one provides conclusion of the discussion from the previous chapters.



CHAPTER 2. LITERATURE REVIEW

This chapter consists of two subchapters. The first one is previous researches which explains about the previous studies that have similar topic to this thesis. The second one is theoretical review which elaborates the theories applied in this study.

2.1 Previous Researches

There are three similar previous researches related to this study. The first one is a thesis written by Wijaya (2011). The writer selected some data from Born Loser Comic Strips and analyzed them based upon the theory of conversational maxims. This study did not particularly work on non-observance maxims but conversational maxim in general with the main goal of analyzing the conversational maxims that constructed the pragmatic failure. This study particularly worked in pragmatic failure caused by all non-observance maxims, not specifically pointed in one kind of them.

The second one is also a thesis by Widiyawati (2012). The writer also employed flouting maxims as the main tool to analyze the data. This study used a children cartoon TV series Spongebob Squarepants as the object of the study. The main goal of this study was to prove that non-observance maxims –especially flouting maxim –also happened in children cartoon series, not only in literary works which meant for adults.

The third is an article written by Pop (2010) from Dimitrie Cantemir University of Targu-Mures, Romania. The object of this study was advertisement promotion printed in mass media. This study was focused on flouting maxims happened in advertisement region with the main goal of uncovering the real meaning behind the short and simple language used in advertisement.

There are some differences among those three previous studies and this research. Besides the different objects of study, there are different goals or purposes.

The goal of first study was to uncover the pragmatic failure in comic strips, the second one was to prove to the readers that flouting maxim also happened in a children show, and the goal of the last research was revealing the meaning behind short and simple advertisement language. This study focuses on analyzing flouting maxims occur in a novella in order to figure out the implied meanings behind the characters' utterances and to find out the reasons behind their actions of flouting the maxims. Although those previous researches are not entirely similar with this study, but all those three previous researches help the writer to enlarge the writer's knowledge about cooperative principle especially maxims and non-observance of maxims and the way the previous researchers did their research analysis.

2.2 Theoretical Review

2.2.1 Cooperative Principle

According to Yule (1996: 36) cooperative principle is both of speaker and hearer's personal assumption towards a particular sentence. Cooperative principle is the basic theory of Grice's maxims. Paul Grice in a series of lectures in 1975 says:

“Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged”(Mey and Asher, 1988: 176).

He stated that communicators are expected to give contribution in their communication as much as required –no more nor less, within context when the communication occurs.

2.2.1.1. Grice's Maxims

In order to create a good communication, Grice proposed four maxims: maxim of quality, maxim of quantity, maxim of relevance, and maxim of manner (1991: 26). Here are the further explanation of Grice's four maxims as the basic theory of this research:

A. Maxim of Quality

Grice (1991: 26) stated that maxim of quality tells people not to lie or say something untrue about what is asked. Maxim of quality also tells communicators not to give information when they lack of valid evidence.

Here is the example of maxim of quality given by the writer:

Andy was walking slowly along Mega Kuningan Street on his way to work. He usually took the bus to work since his office was far from his shared apartment, but he woke up early this morning so he decided to walk instead. Halfway to the office, suddenly a middle-aged man came out of nowhere and asked him,

The Man : Excuse me, do you know what time the bookshop over there opens?

Andy : I am afraid I don't know, Sir.

In this example, Andy's utterance obeys the rule of maxim of quality: not to give information when he lacks of valid information. As explained in the example above, Andy lives far from the bookshop, so he does not possibly know about the opening hour of the shop.

B. Maxim of Quantity

According to Grice (1991: 26) maxim of quantity tells people to give information as informative as required and not to give information too much or too less than it is required.

Here is the example of maxim of quantity given by the writer:

Nina closed her eyes and inhaled deeply to let the fresh spring air fill her lungs. She opened her eyes and the beautiful sight of spring flowers laid in front of her eyes. That was her main reason to live near the park. She was stretching her arms when a woman poked her in the back. She said in a thick Spanish accent,

The Woman : Excuse me Miss, when does the park open?

Nina : It opens at 7 a.m. every morning Ma'am.

From the context given in the example above, the readers are given the information that Nina lives near the park, therefore she knows the information about the opening hour of the park. She also gives the information as informative as required in the communication, no more nor less. Nina obeys the maxim of quantity.

C. Maxim of Relevance

According to Grice, maxim of relevance is meant to make people give relevant remarks or reply in conversation (1991: 26). Both of the communicators should give response that is related to context and situation.

Here is the example given by the writer:

It was a frat party Maria and Wina attended. The music was blaring out loud as they grabbed their second shots. Then they saw their friend Marina in the corner of the room with two random guys. Maria poked Wina's side and said,
 Maria : Do you see Marina? Her shocking pink dress is a killer.
 Wina : Yeah, it sure does leave so little to imagination.

Both communicators fulfil maxim of relevance well. The hearer responds to the statement based on context and situation where the conversation takes place. The word "killer" here does not mean that the dress literally kills something or someone. It means that Marina wears an inappropriate dress which is too revealing. Wina gives the response to the statement which is exactly relevant to the context.

D. Maxim of Manner

Maxim of manner tells people to give information briefly and to avoid ambiguity in conversation (Grice 1991: 26).

Here is the example of maxim of manner given by the writer:

A young married couple just decided to adopt a puppy as a new member of their new family. After an hour in a petshop, the husband finally laid an eye to a husky and a Hungarian sheepdog. Both of them have white fur.
 Husband : Honey, which one do you like?
 Wife : That one on your right. The white Hungarian sheepdog.

In that example the wife completely obeys the maxim of manner for not creating ambiguity. She says clearly that she wants a puppy which is on the right side of her husband with the type and color, although her husband does not give a complete explanation about the puppies.

2.2.1.2 Non-observance of Maxim: Flouting Maxim

Non-observance of maxims happens when a communicator does not fulfil Grice's maxims "rules". Grice divided non-observance maxims into five forms based

on the reason of the maxims disobedient: flouting a maxim, violating a maxim, infringing a maxim, opting out a maxim, and suspending a maxim (1991: 33). Since this study concerns only in flouting maxim, so the explanation about non-observance of maxims will be narrowed into only flouting maxim.

According to Thomas (cited in Mey and Asher 1998: 171), flouting maxims happen when a communicator clearly disobeys the maxim, not purposely mislead the other communicator but to make the other communicator or hearer look for the intended meaning behind the disobedience. There are four kinds of flouting maxim based on four Grice's maxims :

1. Flouting Maxim of Quality

This kind of flouting maxim happens when a communicator says something as a response of an action that needs to be believed that his/her statement is clearly untrue (Grice 1991: 26). Here is the example of flouting maxim of quality given by the writer :

Anna and Maria are best friends. They tell each others' secrets all the time. One day Anna asks Maria about her date,
Anna : Hi Maria, how was your date last night?
Maria : It was absolutely perfect! We went to a restaurant downtown and it was closed. Then we decided to have our date in a new café next to the park where they served absolutely horrible tasted meals. You want to know the cherry on top was? Tommy accidentally stepped on my dress and tore it. It was my favorite.
Anna : Just your luck, eh?

In the example above, Maria flouts the maxim of quality by stating something that opposes her true intention. The readers are given the description of how their night goes, which does not end well. Maria states "it was absolutely perfect" while in the reality, it is not. Maria's action is considered to flouting maxim of quality. Anna's reply to Maria's statement is also considered as flouting maxim. She sarcastically says "just your luck" when in reality, luck is not the suitable word to describe the situation.

2. Flouting Maxim of Quantity

It occurs when a speaker gives too much or too little information than what it is required (Grice 1991: 33). Here is the example given by the writer:

Alex searches for his mobile phone in the entire house but he gets no luck. He then asks his mother, which is the last choice he gets,
 Alex : Mom, do you see my phone?
 Alex's mother : Nope, I don't. I told you many times not to put it anywhere. This is the third times of the day you're blathering about losing your phone!

Alex's mother obviously disobeys maxim of quantity by giving too much information than it is required.

3. Flouting Maxim of Relevance

It occurs when a speaker disobeys the "rule" of maxim of relevance. It means that a speaker gives a response that is irrelevant with the topic of the question (Grice 1991: 33). Here is the example given by the writer:

It was a family gathering dinner. Mira sat quietly beside her aunt. She did not smile a lot recently for her ex just broke up with her and a family gathering event like this would be the perfect opportunity for everyone to ask about her personal life, which always annoyed her. Speak of the devil, her aunt turned her face to her and asked,
 Mira's aunt : So how about you Mira? Found someone yet?
 Mira : Uh Auntie your earrings look so beautiful. Are they Swarovski?

Mira disobeys the maxim of relevance by giving the response that is clearly irrelevant with the question asked. Mira changes the topic because it is a sensitive topic to ask about based on the information given.

4. Flouting Maxim of Manner

It occurs when a speaker does not follow maxim of manner by giving ambiguous answer or confusing information (Grice 1991: 33). Here is the example given by the writer:

Regina and Linda went to a mall to buy some new clothes. Regina had an eye to a beautiful cashmere cardigan. She sighed heavily as she checked on the price tag. Linda noticed it and asked,
 Linda : Do you want that one?

Regina : Will you lend me 800 bucks?

In that example, Regina disobeys the maxim of manner because she gives an unclear answer to the question. She does not say whether she is interested in the cardigan or not but she asks for money instead.

2.2.2. Context of Situation

The theory of context of situation first stated by Malinowski (1923), an anthropologist, when he was in an isolated island with a non English speaker tribe. In that island, his senses were hit by the new knowledge that in order to hold a good and understandable communication, they had to understand the situation that they were in. That was when he found out about a tool that represented the whole environmental senses and situation where the utterances uttered. He finally came out with the term context of situation (Halliday and Hasan 1989: 6).

Both of the speaker and hearer need to comprehend the context of their communication to understand and figure out the meaning implied in the social relationship. This research employs the theory of context of situation in order to uncover the implied meaning behind the communicators' utterances.

Here are the examples of context analysis:

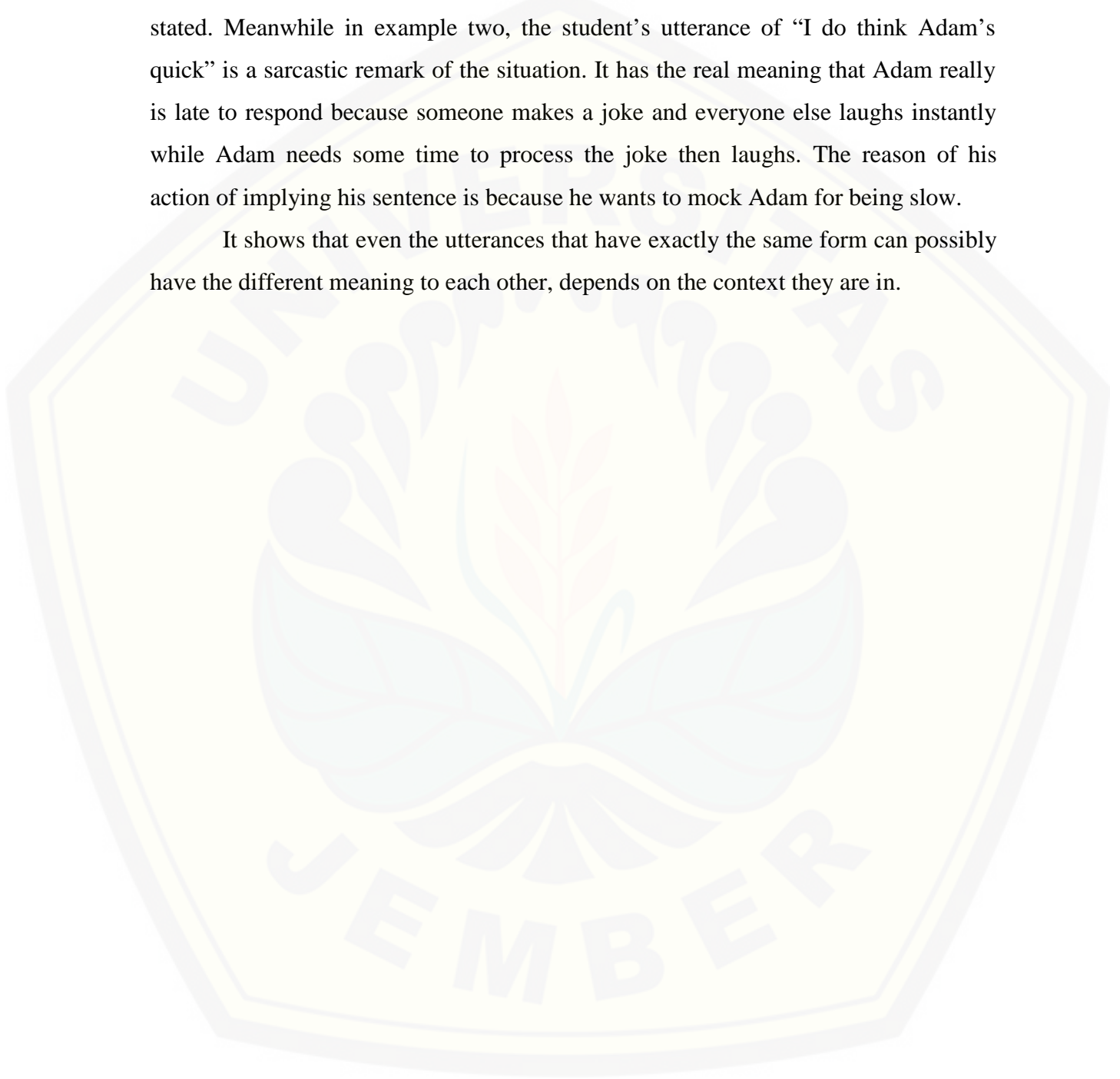
- a. *speaker*: a young mother, *hearer*: her mother-in-law, *place*: park, by a duckpond, *time*: sunny afternoon in September 1962. They are watching the young mother's two-year-old son chasing ducks and the mother-in-law has just remarked that her son, the child's father, was rather backward at this age. The young mother says: I do think Adam's quick.
- b. *speaker*: a student, *hearers*: a set of students, *place*: sitting round a coffee table in the refectory, *time*: evening in March 1980. John, one of the group, has just told a joke. Everyone laughs except Adam. Then Adam laughs. One of the student says: I do think Adam's quick.

(Brown and Yule, 1983: 36)

The two examples above have exactly the same remarks from the hearers. Both said "I do think Adam's quick", but if we look closely to the background information given and look at the context, each of them has a different sense. In the

first case, the young mother says that Adam, her two-year-old son, is quick as a reply to her mother-in-law's remark. That utterance has the actual meaning of what it is stated. Meanwhile in example two, the student's utterance of "I do think Adam's quick" is a sarcastic remark of the situation. It has the real meaning that Adam really is late to respond because someone makes a joke and everyone else laughs instantly while Adam needs some time to process the joke then laughs. The reason of his action of implying his sentence is because he wants to mock Adam for being slow.

It shows that even the utterances that have exactly the same form can possibly have the different meaning to each other, depends on the context they are in.



CHAPTER 3. RESEARCH DESIGN AND METHODOLOGY

This chapter provides the information about the way the writer conducts the research. It consists of the type of research, data collection, data processing, and data analysis.

3.1 The Type of Research

This research is classified as qualitative type of research. Blaxter stated that qualitative research is a research that is conducted based upon word analysis and it describes the data as they are found in the object of a study without numerical forms (1997: 60).

The data are in the form of utterances, specifically the utterances in the *Valentine Princess* novella by Meg Cabot. There will be no statistical and numerical data in any form in this study. It is going to use an elaborate description of words, as stated by Denscombe, “Qualitative research tends to be associated with words or images as the unit of analysis” (2007: 248).

3.2 Data Collection

In order to collect the data, the utterances in the novella which are regarded as flouting maxim are underlined. There are 27 of 244 utterances that are regarded as flouting Grice’s maxims.

3.3 Data Processing

After the data which are in the form of utterances have been found, they are highlighted with different color based on four types of flouting maxim they belong. After the data are processed further in order to know how many maxim they flout, the writer finds that 25 utterances are regarded flouting a single maxim. There is one

utterance is regarded flouting double maxims and one utterance is considered flouting triple maxims.

3.3 Data Analysis

Here are the steps that are taken to answer the research questions after the data are collected and processed:

1. After the data which are in the form of dialogues are collected, they will be divided in four types of flouting maxim based on Grice's theory of flouting maxim (1991: 33) in order to fulfill the first purpose of the research namely finding out the maxims flouted in the *Valentine Princess* novella by Meg Cabot.
2. The next step, in order to find out the implied meaning behind the characters' utterances and also the reasons behind their actions of flouting the maxims in the *Valentine Princess* novella, the writer employs the theory of context analysis as stated in Brown and Yule (1983). Every single dialogue is analyzed using the context analysis to find out who are engaged in a certain conversation, in what situation and discourse they are in, the social relationship toward each other, and what kind of language used in the dialogues. After all of those important components are found, the writer is able to pull out the answer of the big questions: the implied meaning behind the characters' utterances and their reasons of flouting the maxims.

CHAPTER 4. RESULT AND DISCUSSION

This chapter consists of three parts. The first part is the summary of Meg Cabot's *Valentine Princess* in order to give the readers background knowledge of what goes on in the novella. The second part explores the analysis of the flouting of single maxim. Then the third and the last part explains the analysis of two maxims.

4.1 The Summary of *Valentine Princess*

This novella told about the life of a teenage girl named Mia Thermopolis-Renaldo. Mia was a junior in Albert Einstein High School who was just told about the shocking fact that she actually was a princess of Genovia. Her mother, Helen Thermopolis, and her biological father had separated since she was little. Her mother then remarried to her algebra teacher, Frank Gianini. It turned out that Mia was the only offspring of her biological father, Prince Philippe Renaldo, made her the only heir of the kingdom of Genovia since her father was a prince. The fact that she had been raised by a commoner mother made her father thought that she needed to take a regular princess lesson with none other than his mother, the Dowager-Princess Clarisse Renaldo. One day, Mia was about to go to her grandmother's house in Genovia and she had not found her journal. She refused to go without her journal, made her mother, Helen, helped her finding it. A moment later Helen found a journal and it turned out that it was Mia's old journal that she thought it was long gone. The journal kept an old story about her first Valentine with her boyfriend Michael Moscovitz. The novella then brought to Mia's flashback memory of things that happened in the journal. She was beyond ecstatic about the idea of celebrating her first Valentine's Day with her boyfriend, since Michael was Mia's first boyfriend. Later, on that day Mia found out that Michael and his sister Lilly –who was also Mia's best friend, were against Valentine's Day celebration. Things got worse when

Mia's grandmother introduced her to her personal astrologist named Dr. Steve that predicted Mia would have had a good relationship with a Leo boy. Mia freaked out and refused to believe because Michael's star sign was Capricorn. She believed that Michael was the one and only and she decided to make him want to celebrate Valentine's Day with her. She asked other people about their views on Valentine's Day including her mother, her step-father, her friends, and even Michael's friend in order to sort things out. Tina Hakim Baba –Mia's other best friend, and her mother suggested that she did not have to give Michael expensive gifts, for the homemade gifts would be more romantic and meaningful. Right on the Valentine's Day, Mia's long term admirer, Kenny Showalter, gave her a chocolate bar and a love card that asked her to be his Valentine. He did that in front of Michael. Mia did not want that to ruin her relationship with her boyfriend since she did not feel anything towards Kenny. She took her mother and best friend's advice to give Michael a homemade gift. She gave Michael coupons that contained things that Michael wanted from Mia to do. Felt irritated for having a competitor and also touched by Mia's special gift, Michael had softened up. He loved the gift Mia had given. Mia's action triggered another action of showing attention on Valentine from Boris Pelkowski, Lilly's boyfriend. He played a beautiful song with a violin for Lilly and gave her a necklace, hoped that it would turn out great like Mia did to Michael. Unfortunately it did not soften Lilly's heart. Instead of saying her gratitude, Lilly mocked Boris for being a dork. Michael scolded his sister of being mean. At the end of the day, Mia was happy she could get Michael to celebrate Valentine's Day with her. Michael still did not want to call it Valentine's Day because they celebrated it on February 15th, he preferred to call it Lupercalia Day –a folks' feast began in the third century in order to honor God Lupercus, the protector of sheep –Mia of course did not care, as long as she could celebrate it with her loved one.

Meanwhile, things did not end very well with Mia's grandmother and her astrologist. It turned out that Dr. Steve got an eye to Mia's grandmother, much to her displeasure. He proposed her in the night gala they were attending. Mia's

grandmother, not having the same feeling and shocked from being proposed by a commoner, rejected him and walked away. Dr. Steve ran after her and she somehow tripped. It led her into a bad injury. She was so upset to the point that she did not want anything to do with him anymore and never talked about the Leo boy. That day was a perfect day for Mia.

4.2 The Analysis of Single Maxim

4.2.1. Flouting Maxim of Quality

a. Context description:

Dr. Steve, the man Mia sees in her grandmother's living room and also her grandmother's astrologist, reads Mia's fate. He predicts that Mia will not make it to the end with her current boyfriend, Michael Moscovitz. He says that another man will come to her life, a man who will be the most suitable partner to Mia and he is a Leo man. Mia flips out about Dr. Steve's prediction, not believing anything he says. Out of anger, she tells all of those to her best friend, Tina Hakim Baba, in the loft of their school little before afternoon. As expected, Tina also freaks out about the prediction. Unlike Mia, she actually believes that Dr. Steve must be right considering that he is a famous astrologist. She says skeptical words towards Mia's story.

Tina : Seriously Mia, you have to DO something. Dr. Steve is one of America's premier astrologists! He correctly predicted that 'NSync would break up!

Mia : Well if he's that good, I guess there's nothing I can do, is there? Except lie back and accept my fate.

Tina : No!!! That's the WORST thing you could do!!!! What is wrong with you, Mia? You've got to FIGHT!!! FIGHT FOR THE MAN YOU LOVE.

(2006: 12)

Analysis:

In the conversation above, Mia's reply is regarded as flouting maxim of quality for stating something that is blatantly untrue. She hates Dr. Steve's prediction about her love life as told in the summary. The response that will probably not flout the maxim could be "*Tina that would never happen because I don't believe him and I don't even know a Leo boy*". She really likes her boyfriend and refuses to believe that he is not the one for her. Instead of saying that she does not believe anything Dr. Steve says, Mia answers to Tina's worrying statement that there is nothing she could do but sits back and accepts her fate. Mia states something that opposes her true feeling implies that she does not care nor believe

anything the astrologist says regardless to his well-known reputation. That is why she says it in a relaxed way. As for the reason of why the utterance is impolitely spoken is that Mia wants to tease her best friend and also she wants to show Tina that she is not afraid. She believes that nothing will happen to her relationship. Mia's reply raises a pragmatic failure. Tina's answer shows that she actually believes that Mia would accept whatever comes. She does not catch the sarcasm although she already knows that Mia loves her boyfriend dearly. It is proved by her words which are written in capital letters shows that she actually believes Mia's statement.

b. Context description:

In the afternoon during lunch break, Mia and Lilly are in the line on getting something to eat. It was a sunny afternoon and the cafeteria is indeed crowded. The line is so long and they have to be patient to be served. They use the time to talk about things when suddenly their friend, Lana Weinberger shouts: “OH MY GOD, COULD THIS LINE BE GOING ANY SLOWER?”

(2006: 26-27)

Analysis:

Lana's remark in this situation is regarded as flouting maxim of quality for stating untrue. The response that will probably not flout the maxim could be *“Oh my God, the line's going so slow. Can you guys go faster?”*, but that would not be sarcasm. That is the point of sarcasm, people say different thing to the situation just to emphasize how unfortunate the situation is to them. The line in the cafeteria is so long in a busy and sunny day, that is not possible that she actually hopes that the line will go slower. The statement is blatantly untrue. The utterance Lana utters has an implied meaning that she is hungry and she cannot wait to get her food. The reason why the utterance is implied is because she wants all people in the line to hear. She hopes that they would move faster so she can get what she wants soon.

c. Context description:

At lunch period Mia decides to give Michael a Valentine's gift she brings from home. She gives the gift in front of Lilly, Tina, and Lilly's boyfriend Boris. What makes Mia ecstatic is that Michael unexpectedly loves it. Mia's action triggers another gift-giving attempt. Boris feels inspired by Mia's bravery on giving Michael his gift and surprisingly

enough, Michael loves it. Boris thinks he can do the same to Lilly because both Lilly and Michael declare themselves anti-Valentine and Michael loves the gift Mia gives to him. Boris then rushes out to take his violin and the gift. He then plays his violin in front of them with the necklace hangs on one of the stings of his violin. All eyes on him including Lilly's, they are all in shock. They never expect that Boris can be that romantic. Unfortunately Lilly is not impressed by that, she is more shock than impressed. Instead of saying her gratitude, she says harsh things to Boris.

Lilly : What's THIS? How did THAT get on your bow?

Mia, Tina, and Michael are all disappointed with Lilly's reaction towards her boyfriend. Mia, wants to make Boris feel better, says:

Mia : Oh my God, Boris, it's so beautiful! That was so thoughtful of him, wasn't it, Lilly?. Mia while kicks Lilly's leg hard under the lunch table. Lilly, completely oblivious with Mia's gesture, says:

Lilly : What? Oh. Yeah. Thanks, Boris. That was nice. But, you know, I don't really approve of gemstones because of the conditions under which the people who mine them in Africa have to live.

Tina turns white as sheets for she wants someone to give her that necklace on Valentine's Day and she does not have anyone special. She has to see her best friend receives one and she does not feel blessed at all. She tells Lilly that it is not a real gemstone. It is just simulated. Boris cannot take it anymore, he puts his violin down and run off. Michael says to Lilly

Michael : Nice job.

(2006: 71)

Analysis:

Michael's reaction to Lilly's rude action to Boris is regarded as flouting maxim of quality. He blatantly says something untrue. That would be impossible if he means exactly like what he says. The utterance Michael says to his sister has the implied meaning that Lilly does a nice job of hurting his boyfriend's heart and Michael does not like that. She obviously hurts her boyfriend when he just wants to be nice to her. The reason why Michael's utterance is implied is because he wants to express his disappointment to Lilly because she acts so rudely. He wants Lilly to think of what she does.

4.2.2. Flouting Maxim of Quantity

a. Context description:

It was 7 PM in the evening. The limousine is already waiting in front of Mia's house to take her to Genova, but Mia is not yet ready. She is busy looking for her journal and finally her mother, Helen Thermopolis, decides to help. Helen finds a black-and-white Mead composition notebook that wedged between Mia's bed and the wall.

Helen : Isn't this it?

Mia : No, Mom. This is an old one. This is from- Hey! This one is from way back in my freshman year, a year and a half ago! I've been looking all over for this! Gosh, I feel like it was a DECADE ago that the stuff in this journal went on. I mean, so much has happened since then, I'll be starting my junior year when I get back from Genovia at the end of this summer. God, it's like I'm a totally different person now, you know? I mean, I'm writing actual PLAYS now instead of novels. I'm so much older and more sophisticated and -OH MY GOD, THIS IS THE JOURNAL IN WHICH I WROTE ABOUT MY FIRST VALENTINE'S DAY WITH MICHAEL AS A COUPLE!!!! OH MY GOD, I CAN'T BELIEVE I LOST THIS!!!! I CAN'T WAIT TO READ IT!!!!

(2006: 2)

Analysis:

In this conversation, Mia is regarded as flouting maxim of quantity. She gives information more than is required. Her mother asks whether the journal she finds is the right journal Mia has been looking for or not. Mia gives her mother a long answer instead with unnecessary information. Her mother only asks "Isn't this it?" The response that will probably not flout the maxim could be "Yes" or "No". That is all her mother needs, but apparently the journal that her mother finds is the long lost journal in which the beautiful memories of her freshman year of high school is kept. The utterance Mia utters implies her deep gratitude to her mother who finds it. It means a lot for her. The reason why the utterance is implied, making her response to Helen's question unnecessarily long, is because she wants to emphasize how important and meaningful that journal is to her. Certain words are even printed in capital letters to tell about her excitement on finding her lost journal. Mia disobeys the rule of cooperative principle for flouting maxim of quantity.

b. Context description:

In the morning on the way to school, Mia is in the limousine along with her boyfriend and his sister, Lilly. Mia asks Lilly a question about her plan on Valentine's Day but instead of giving her a direct answer, Lilly gives her a sarcastic remark accuses her of using drugs. Not feeling satisfied with Lilly's answer about her Valentine's plan, Mia asks her again

Mia : What are you and Boris doing to celebrate Valentine's Day, Lilly?

Lilly : I already told you, NOTHING. I don't take part in barbaric pagan rituals. I've never celebrated Valentine's Day. You know that, Mia. I mean, have I ever

given you a Valentine? Except when some dumb teacher MADE us sit there and make Valentines, because it meant she could sneak off for half an hour to smoke while we were doing busywork, another example of how inferior our educational system is to the rest of the world's?

(2006: 22)

Analysis:

Lilly's reply to Mia's question in the conversation above is regarded as flouting maxim of quantity. She gives the information more than is required. Instead of giving Mia a long answer like she does, the response that will probably not flout the maxim could be "*No, Mia. I told you I don't have any plan in Valentine's Day*". The utterance Lilly utters implies that she will not take any part in celebrating Valentine's Day. She does that once because their teacher makes her to, much to her displeasure. Lilly cannot have her point crossed if she just gives Mia a direct answer, it would not give any help to her in order to make her point well-taken. The reason why the utterance is implied is because Lilly wants to emphasize her strong disagreement towards Valentine's Day and Mia should not have asked about her plan because it annoys her.

c. Context description:

Still on their way to school by Mia's private limousine, Mia and Lilly are still bickering about the same topic of Valentine's Day. After giving Mia the whole speech about her disliking towards Valentine's Day and how she does not want to take any part on it, Lilly receives other question from Mia. Tries to compromise, Mia asks

Mia : Well. No. But I mean, this is your first Valentine's Day with an actual boyfriend. Aren't you even going to get Boris a card?

Lilly : And contribute some of my hard-earned income to the already burgeoning coffers of Hallmark, who by the way barely pay a living wage to the artist who work for them? Not likely.

(2006: 22-23)

Analysis:

Lilly's sarcastic answer to her friend's question is regarded as flouting maxim of quantity. She gives information more than is required. The response that will probably not flout the maxim could be "*No, I won't. It will only benefit cards companies*". Lilly's sarcastic answer implies that she absolutely thinks that Valentine's Day is only waste of money and only gives profit to certain

companies. The reason why the utterance is implied is because she wants to emphasize her strong feeling against Valentine's Day celebration to her friend. She is also very annoyed because her friend keeps asking about Valentine's Day when she already knows that Lilly is not fond of it.

d. Context description:

Mia is ready for a princess lesson with her grandmother that afternoon after school, but her grandmother asks Mia to go back home in her first step in the house. She says she has to go to Larry Knight show with her astrologists, Dr. Steve. Mia is utterly shocked that her grandmother would actually go out with the man and Mia does not like him since the very beginning. Mia wants to clarify things and asks.

Mia : You're going WITH him?

Her grandmother : Well, yes, of course, not everyone is used to having cameras and bright lights on them and giving interviews to journalist at the drop of a hat like we are, Amelia.

(2006: 30-31)

Analysis:

Clarisse's action is regarded as flouting maxim of quantity for giving information more than is required. A simple "Yes" or "No" would be sufficient for the question, but she gives a rather long answer instead. The implied meaning of Clarisse's utterance is to tell her granddaughter that she means good. She helps Dr. Steve in a show because he is not used to be interviewed by press. The reason why the utterance is implied is because she wants her granddaughter to understand her good intention behind her attempt of helping Dr. Steve, and not to think negatively. It is not merely going out together.

e. Context description:

After Judith sarcastically answers Mia's question during lunch break, she adds another answer that maybe she and her boyfriend would dine out. She is not sure about it yet. Mia asks again

Mia : Is apathy toward Valentine's Day inherent in the senior class, or something?

Judith : Well, I mean, it is kind of lame. It's like a holiday designed to make you feel bad about yourself. If you do have someone, and they don't get you a Valentine, you feel like crap. And then if you don't have anybody, it's like you're an even bigger loser. So basically, you have to get a card for everyone you know, but then it basically has no meaning, and the people who benefit most are the ones at Hallmark. Personally, I think everybody should just opt out.

(2006: 46)

Analysis:

Judith's answer is regarded as flouting maxim of quantity because she gives answer more than Mia requires. A simple "Yes" or "No" answer would actually be sufficient, but Judith gives a very long answer. She explains to Mia her personal view towards Valentine's Day. She has logical reasons on why people should just opt out Valentine's Day, and the reasons are acceptable. Judith's utterance implies that she does not think that Valentine's Day celebration is important. The reason why the utterance is implied is because Judith does not want to hurt Mia's feeling if she says it directly, therefore she hints to Mia that Mia should not make a big fuss about it because Valentine's Day is not special nor important

f. Context description:

After lunch Tina and Mia go to French class. After a while, Tina writes a note on a paper and passes it to Mia. It is written:

Tina : Have you talked to Michael about Valentine's Day yet??? –Tina.

Mia : No. I mean what's the point? He really doesn't believe in it. And Lilly says he thinks people who do are simple-minded schmos.

(2006: 47)

Analysis:

Mia's reply to Tina's question is regarded as flouting maxim of quantity. The response that will probably not flout the maxim could be "No, Tina. I haven't". Mia's utterance implies that she gives up and clueless of how to make Michael wants to celebrate Valentine's Day with her. The reason why the utterance is implied is because Mia wants to emphasize that it really is pointless to talk to Michael about Valentine's Day. She tells Tina that even his sister Lilly tells her that Michael is against Valentine's Day.

4.2.3. Flouting Maxim of Relevance

a. Context description:

It was 7 PM in the evening. Mia is expected to visit her grandmother in Genovia for her princess lesson. The luxurious limousine has arrived to pick her up but Mia seems to stuck inside of her room. Her mother, not wanting the limousine to wait for her daughter any longer, tells her to hurry up.

Mia's mother : Mia! The limo's waiting! Hurry up!

Mia : I can't find my journal! How can I go to Genovia if I don't have

my journal?

(2006: 1)

Analysis:

The underlined utterance of Mia is in the form of implicature. That utterance is considered as flouting maxim of relevance. Mia gives an irrelevant response to her mother's statement. The response that will probably not flout the maxim could be "*Hold on, Mom! Let me find my journal first then I'll go!*" The implied meaning behind her utterance is that she's not yet ready to go because there is something missing and apparently important to her. It would bother her to go without her journal. Mia's reason of her flouting the maxim is that she wants her mother not to rush her until she finds her journal.

b. Context description:

As soon as the school hours end, Mia goes to her grandmother's house for her princess lessons. She meets a stranger inside of her grandmother's living room, something that she does not expect. She personally thinks that the man is creepy-looking and is not the kind of person she will expect to be in the dowager princess's living room. When her grandmother finally comes out, Mia asks her about the man in the living room right away. Her grandmother tells her that the man is Dr. Steve. Mia does not hear her grandmother clearly so she once again asks.

Mia : Whaty who?

Mia's grandmother : HOW DARE YOU SPEAK THAT WAY TO MY ASTROLOGIST?

(2006: 5)

Analysis:

In this case Mia's grandmother is regarded as flouting maxim of relevance. Instead of giving a relevant answer regarding to Mia's question, she scolds her "HOW DARE YOU SPEAK THAT WAY TO MY ASTROLOGIST?" The answer "*It's Dr. Steve, my astrologist*" could probably be the response that will not flout the maxim. This is a case of misunderstanding between Mia and her grandmother. Her grandmother scolds Mia because she thinks Mia is being rude to her guest by asking "Whaty who?" She implies that Mia should have been more polite to her guest because her guest seems to have major role in her life. The reason why the utterance is implied is to emphasize her disapproval to her granddaughter's question. She thinks Mia is being rude. The actual case is Mia

does not mean to disrespect her grandmother's guest. She also is not being rude at all, she just gives a question using her teenager language. The usage of her language raises a misunderstanding between Mia and her grandmother because obviously they come from the different eras.

c. Context description:

In the morning on their way to school, Mia and Lilly have been debating about the origin of Valentine's Day inside of the limousine. Mia believes that Valentine's Day began when a priest named Saint Valentine kept marrying soldiers even after the Roman Emperor instructed him not to, because the emperor felt single men made better fighters. The emperor had Valentine thrown in jail, where he fell in love with the prison keeper's daughter, and wrote her love notes signed "Your Valentine", which is why today people celebrate Valentine's Day with their loved ones. Unfortunately Lilly has a different idea about the origin of Valentine's Day. For her, Valentine was just a man who helped hide Christians from the Romans, a crime for which he was discovered and then clubbed to death on February fourteenth. Michael, tired of hearing their bantering, decides to tell them the real story, since he is the smartest student in school. According to Michael, Valentine's Day was originally a celebration of the ancient Romans for the goddess Juno on February fourteenth, and Lupercalia –a popular feast starting in the third century that honored the god Lupercus, protector of sheep from wolves –the next day. On the eve of fifteenth, they paired girl and boy and they are supposed to be linked for a year. Then Christian priests wanted to take down the paganism practices. They changed the Lupercalia celebration into Valentine's Day, and paired the children's names to saints so they could learn about the life of the saints they were paired with. But the pairing with the opposite gender proved to be more popular. Satisfied with her brother's answer that does not take Mia's side, Lilly asks Mia.

Lilly : God. I guess so. Would you want to go around emulating some guy who got clubbed and beheaded?

Mia : WHATEVER.

(2006: 22)

Analysis:

Mia's reply to Lilly's mocking question is regarded as flouting a maxim of relevance. The response that will probably not flout the maxim could be "*Please Lilly, knock it off. I don't want to argue about this anymore*". Mia implies that she is annoyed and a little bit angry –proved by the usage of capital letters –that her best friend is being sarcastic towards her and her boyfriend does not help at all. Therefore she says "WHATEVER" to gesture her annoyance. The reason why the utterance is implied is because she wants Lilly to get her annoyance without having to tell Lilly that she is annoyed.

d. Context description:

Continuing Mia and Lilly's conversation on instant messenger earlier, Mia finally asks Lilly a question. Although Lilly already has a bad feeling about Mia's question, she allows Mia to ask.

FTLOUIE : Why does Michael hate Valentine's Day so much?

WOMYNRULE : Oh, God. Not this again.

(2006: 36)

Analysis:

Lilly flouts maxim of relevance by stating "Oh, God. Not this again". She gives irrelevant answer to her friend's question. The response that will probably not flout the maxim could be "*Mia please, we've had enough of this conversation earlier. Just drop it*". Instead of giving her that answer, she implies her answer. Lilly's utterance implies that she does not really want to talk about this topic but she cannot do anything to stop Mia. The reason why the utterance is implied is she gives Mia hints that her question annoys her and Lilly thinks they already have enough talk about this topic earlier yet Mia still wants to talk about it.

e. Context description:

In the morning at health and safety class, February 14th—exactly on Valentine's Day—Mia who already gives up to the fact that Michael won't celebrate Valentine, is called by her admirer Kenny Showalter in her locker and he gives Mia a bar of chocolate. Mia won't show anyone what Kenny gives her. Lilly gets all curious and asks Mia a question about it. Since they are currently in the middle of lesson hour, Lilly writes Mia a note that says:

Lilly : OH MY GOD. What did he give you?

Mia : SHUT UP!

(2006: 60)

Analysis:

Mia's answer is regarded as flouting maxim of relevance. She gives an irrelevant answer to her friend's question. The response that will probably not flout the maxim could be "*It's a bar of chocolate, Lilly*". Mia's short irrelevant answer implies that Lilly's question rather annoys her and she does not feel comfortable to answer. She says "shut up" and it is written in capital letters means that she wants Lilly to stop bugging her and drop the question. That is the reason why the utterance is implied. She is disturbed and does not want to talk about it.

f. Context description:

Later on that morning at health and safety class, Mia gets fed up with Lilly's never ending question about the incident that involves Kenny Showalter earlier. Mia finally gives up and shows Lilly what she gets from Kenny. She hands Lilly a bar of chocolate and a note that says:

Mia : Here. Satisfied?

Lilly : A WHITMAN'S SAMPLER???? KENNY SHOWALTER STOPPED BY YOUR LOCKER TO GIVE YOU A WHITMAN'S SAMPLER FOR VALENTINE'S DAY????? MWA HA HA HA!!!!

(2006: 60)

Analysis:

Lilly's exaggerated reaction is regarded as flouting maxim of relevance. Her utterance implies that Kenny Showalter's bold action to Mia is amusing yet exciting because he has the bravery of doing that in front of Michael –Mia's current boyfriend. The reason why the utterance is implied is Lilly wants to express her amusement and excitement to what Mia just tells.

g. Context description:

In the morning at health and safety class, Mia and Lilly write to each other about Mia's admirer and that leads to Mia's reply that calls Lilly selfish –indirectly. Mia's reply hits in the correct place she intends on hitting: Lilly's curiosity. Lilly writes again to Mia

Lilly : No, seriously. Why am I selfish?

Mia : What are you going to do if Boris gives you a Valentine's Day gift? A really nice one?

(2006: 63)

Analysis:

Mia's answer is regarded as flouting maxim of relevance. The response that will probably not flout the maxim could be "*You're selfish because you only think about your own feeling about this Valentine's celebration. I bet you wouldn't care about you're your boyfriend's feeling nor opinion about it*". Mia's utterance implies that Boris actually indeed has a plan of giving Lilly something. The reason why the utterance is flouted is that Mia wants to know her answer what she would do if her boyfriend gives her a Valentine's Day gift. Knowing that her best friend disagrees to all kind of Valentine's Day celebration, Mia actually has the picture in her mind about Lilly's reaction. That is why she does not straightly point to her

about her statement earlier that calls Lilly selfish. She wants Lilly to dig further and draws conclusion herself.

4.2.4 Flouting Maxim of Manner

a. Context description:

Mia always goes to school and gets picked up by a private limousine. She also gives her boyfriend, Michael and his sister that happens to be Mia's best friend Lilly, a ride. It was a fine morning a couple days before Valentine's Day. On their way to school, Mia asks Lilly a question.

Mia : So, Lilly. What are you and Boris doing for Valentine's Day?

Lilly : Valentine's Day? Are you on crack?

Mia, feels offended that her best friend accuses her of using drugs in front of her boyfriend, replies

Mia : No. It's coming up, you know, Friday.

(2006: 19)

Analysis:

Lilly's reply on this conversation is regarded as flouting maxim of manner for giving Mia unclear answer about hers and her boyfriend's plan on Valentine's Day. Instead of telling Mia about her actual plan, she said "Valentine's Day? Are you on crack?" The response that will probably not flout the maxim could be "*No, I don't have any plan for Valentine's Day*". But of course, answering directly would not have the same effect as it would when she uses implicature. Lilly implies that she does not like the idea of Valentine's Day, let alone celebrating it. She implies that she does not have any plan and Mia must be insane to ask her such question, because "on crack" means "are you under influence of drugs?" (Word Power Dictionary 2009: 217) and for her, Mia just asks a ridiculous question that she already knows the answer of. The reason why the utterance is implied is that Lilly wants to show her disagreement towards celebrating Valentine's Day. Mia's answer to Lilly's sarcastic reply is considered pragmatic failure for she does not catch the implied meaning of Lilly's reply. She only finds Lilly's reply is rude and does not contain anything else.

b. Context description:

It was 10 PM in the evening. Mia comes home and asks her step father who happens to be her algebra teacher, Mr. Gianini, whether he has any plan for Valentine's Day or not. It turns out that he is currently planning on something to do on Valentine's Day with Mia's mother. Being confused about why Michael does not want to take any part on Valentine, Mia throws her body on her bed. Then suddenly her phone goes off, Lilly instant messages her.

WOMYNRULE : Hey. I need help constructing my diorama depicting the hijra. Can I borrow your old Ken dolls?

FTLOUIE : Is this for your self-mutilation thing?

(2006: 35)

Analysis:

Mia's answer in this instant message conversation is considered as flouting maxim of manner. She gives an unclear answer towards her friend's question whether she lets Lilly borrow her dolls or not. Mia's reply implies that she is suspicious of the reason why Lilly borrows her dolls. The reason why the utterance is implied is that she tests the water by asks her friend back instead of answer yes or no. She already has an idea of what Lilly would use the dolls for and apparently it is not a good thing. She smells something fishy.

c. Context description:

Still at 10 PM in the evening, Mia and Lilly instant message each other talk about Lilly's television program which takes a topic about hijra, the reason she wants to borrow Mia's Ken dolls. Lilly then explains to Mia that hijra are eunuchs in India, who have had both their testes and penis removed. Therefore, Ken doll would be a perfect replica of hijra. Mia disgustedly replies to Lilly's explanation.

FTLOUIE : Oh. Also gross. Well, I guess in that case, you can borrow them. Can I ask you something, though? Something about Michael?

WOMYNRULE : Can I stop you, much as I might like to?

(2006: 36)

Analysis:

Lilly's reply is regarded as flouting maxim of manner for giving an unclear answer to Mia's question. The response that will probably not flout the maxim could be "*I'd say no, but I know you'll still ask anyway, so go on*". Instead of giving Mia that answer, she says "Can I stop you, much as I might like to?" Lilly implies that Mia should go ahead and ask. Although she also hints that she already knows the question most definitely annoys her, she wants Mia to ask away. Lilly's

utterance is implied because she wants Mia to catch that whatever Mia is going to ask, it will annoy her but there is nothing she can do to stop Mia from asking question.

d. Context description:

February 13th, before class, Mia runs to Mr. Gianini –her step father who also happens to be her algebra teacher –and asks him.

Mia : Can I talk to you?

Mr. Gianini : Mia, if you're about to tell me you didn't finish all the problems at the end of the chapter, when I happen to know you were up until eleven o'clock IMing with Lilly –

(2006: 40)

Analysis:

Mr. Gianini's response to Mia's question is regarded as flouting maxim of manner. He says what he says above instead of answering "Yes" or "No" –the response that will probably not flout the maxim. Mr. Gianini's utterance implies that he cannot help Mia to lift up her grade if that is why she wants to talk to him. The reason why the utterance is implied is that Mr. Gianini expresses his concern and dislikes towards the possibility of Mia failing in his class because she and Lilly are IMing too much.

e. Context description:

Mia, Lilly, Boris, Tina, and Michael have their lunch together in the same table and suddenly Michael's friend in the senior year, Judith, comes by. She reminds Michael to sign up to a certain competition before it is closed. Michael hurries to sign himself up for a competition, leaving his friends and girlfriend to continue their lunch. Mia has been jealous to Judith for some time now, because she thinks Judith is so sexy and close to Michael. She is also very smart. Out of curiosity, Mia asks Judith about her plan in Valentine's Day.

Mia : So what are you doing in Valentine's Day, Judith?

Judith : Valentine's Day? Are you kidding me? Do people even celebrate that anymore?

(2006: 45)

Analysis:

Judith's reply to Mia's question is regarded as flouting maxim of manner since she does not answer yes or no and she asks Mia back instead. The response that will probably not flout the maxim could be "*I don't celebrate Valentine, Mia*". The answer implies that Judith does not celebrate Valentine and she is

rather amused about the whole idea of Valentine celebration. The reason why the utterance is implied is because Judith wants to emphasize that Valentine's Day is not considered to major holiday people should celebrate, proven by her response "Are you kidding me? Do people even celebrate that anymore?" She gives Mia that answer because she wants Mia to know that she does not usually celebrate Valentine's Day.

f. Context description:

Still at health and safety class, Mia and Lilly keep on writing notes to each other about the incident earlier. How Kenny has the bravery to make action in front of Mia's boyfriend. Lilly personally thinks that it is a good thing he does that. She thinks her brother needs to know that he has a competitor. Mia, on the contrary, finds it embarrassing and is not good. She thinks her boyfriend does not need to know about his competitor since she only likes Kenny as friend and not more. She never sees anyone else like she sees Michael, and she tells Michael about it. Lilly writes her a note that says:

Lilly : Yeah, but does KENNY know that?

Mia : I've only told him like 900.000.000 times. Oh, God, why did he DO that?
(2006: 61)

Analysis:

Mia's answer is considered as flouting maxim of manner. The response that will probably not flout the maxim could be "*Yes he does, I already told him*". She does not give the answer "yes" or "no" because she knows for a fact that she already tells him about her feeling towards him. Mia's answer implies that she already tells Kenny a lot of times about her feelings towards her boyfriend. She is surprised and has a hard time believing that Kenny actually has the courage of doing so. Giving a simple answer does not emphasize her annoyance towards Kenny's action. Therefore, she flouts the maxim instead. She has a hard time believing that Kenny actually does that to her, let alone in front of her boyfriend. That is the reason why Mia's utterance is implied and giving Lilly an exaggerating answer, she emphasizes that she is sure Kenny knows that Mia loves Michael.

g. Context description:

In the health and safety class, Mia and Lilly still talk about Mia's chocolate from Kenny Showalter. The topic moves on to where Lilly wants Mia's chocolate but Mia won't give it to Lilly.

Lilly : Oh, COME ON. You don't even like cream-filled chocolate.

Mia : I do, too!
 Lilly : You do not. You only like the crunchy toffee ones. Come on, fork one over.
 Mia : Go get your own stalker to give you candy. Kenny's mine.
 Lilly : Selfish.
 Mia : Ha! You're one to talk.
 Lilly : What do you mean by that?
 Mia : Nothing.

(2006: 62-63)

Analysis:

Mia's reply is regarded as flouting maxim of manner because she gives Lilly an unclear answer. Her non-implied answer according to Grice's maxim of manner should be "*The selfish one here is you, Lilly*". She hints on many things behind her answer to Lilly. Her utterance implies that Lilly is the selfish one. She is blinded to her hatred towards Valentine's Day to the point that she would judge people who celebrate it while Mia knows for a fact that Lilly's boyfriend, Boris, already has something special to give to her. The reason behind her very short answer is that she hopes that Lilly will get puzzled and finally realize that she does not have any right to call her selfish, because the selfish one is actually Lilly. Therefore she says "Ha! You're one to talk"

h. Context description:

After testes Lilly about what her reaction would be if her boyfriend gives her a Valentine's Day gift, Mia receives an answer exactly like what she expects. Lilly writes her back during the health and safety class this morning.

Lilly : He wouldn't dare. We already talked about it. And I told him I'm opposed to Valentine's Day on ethical grounds.
 Mia : Yeah, well, you Moscovitzes might think you can tell people what to do. But some of us have minds of our owns.
 Lilly : What is THAT supposed to mean?
 Mia : Nothing.

(2006: 63)

Analysis:

Mia's reply towards Lilly's confusion is regarded as flouting maxim of manner. She gives an unclear answer. The response that will probably not flout the maxim could be "*Well, we're going to do what we want regardless to yours and your brother's opinion about Valentine's Day celebration*". In fact, she does not answer to the question at all. Mia hints her disappointment inside of her latest answer.

Judging by her previous reply about some people have minds of their own and Moscovitzes (Lilly and Michael) cannot tell them what to do or not to do. She means herself and Boris that have their own minds. They have plans to give their loved ones Valentine's Day gifts. Mia's utterance implies that she does not want to talk about that topic with Lilly any longer. The reason why Mia's utterance is implied is because she gives up and surrenders that there is no way her best friend would change her mind and view about it. She would rather close the conversation and focuses on her own plan.

i. Context description:

Later on that afternoon after a long day at school, finally Mia has to head to her grandmother's house for her princess lesson. Earlier she receives the information that her grandmother is missing. Therefore she does not expect to see her that afternoon. When she enters the house, it turns out that she is already there with a casted leg. Surprised, Mia asks:

Mia : Oh my God, Grandmere, what happened to you? Did you get a groin injury too?

Her grandmother : For God's sakes, stop yelling, Amelia, what are you talking about, groin injury? Haven't I told you princesses don't talk about groins?

(2006: 76)

Analysis:

Mia's grandmother's reply is regarded as flouting maxim of manner. She does not give Mia a clear answer of what really happens to her. The response that will probably not flout the maxim could be "*Something bad happens when I went missing, Mia. But I don't really want to talk about it*". She implies that she does not want to talk about what actually happens to her for some reason. She does not feel comfortable to share it with Mia. The reason why the utterance is implied is that she intends to distract Mia's attention so she will leave the topic.

4.3 The Analysis of Multiple Maxims

a. Context description:

In the morning on their way to school, Lilly and Mia are in the middle of a conversation about Valentine's Day. Lilly is sarcastic and rude in answering Mia's question about what she is planning to do on Valentine's Day. Actually Mia's intention on

asking Lilly about her Valentine's Day plan is just to hint to Michael since he is her boyfriend and she wants to spend Valentine's Day with him. She adds to Lilly that Valentine's Day comes in Friday.

Lilly : I know when the fourteenth day of February falls, Mia. What I meant was, since when do you celebrate a holiday that is essentially an invention of the greeting card and floral industries, who got together one day and decided to devise yet another holiday to make the loveless feel bad?

Mia : Um. Actually, Saint Valentine was a real priest who kept marrying soldiers even after the Roman emperor instructed him not to, because the emperor felt single men made better fighters. So the emperor had Valentine thrown in jail, where he fell in love with the prison keeper's daughter, and wrote her love notes signed 'Your Valentine', which is why today we send Valentines to our loved ones.

(2006: 20)

Analysis:

In this conversation, Mia's answer is regarded as flouting double maxim of manner and quantity. She flouts the maxim of manner because she does not give a clear answer to her friend's question like is required. Mia's utterance implies that for her, Valentine's Day is not a holiday invented by the greeting card and floral industries to gain profit or make the loveless feel bad like what Lilly believes. She flouts the maxim of quantity for giving more information than is required. She gives Lilly a long answer while a simple answer is all that needed. She states so instead in order to explain to her best friend, who is apparently against Valentine's Day celebration, the real story about the origin of Valentine's Day celebration – which she believes to be true. The reason why Mia's utterance is implied is because she wants to emphasize her view that there is nothing wrong in celebrating Valentine due to its meaning.

b. Context description:

In the afternoon at their lunch break, Mia tells her other best friend Tina about what happens in the limousine with Lilly and Michael. Mia tells Tina that those two are against Valentine's Day celebration. Tina thinks it is a bad thing that Michael does not want Valentine like Mia does. She thinks Michael might suffer from a certain bad thing during Valentine's Day in his past, therefore he does not want to take any part on it. She even suggests Mia to give him a special Valentine gift made by herself since Michael and his sister Lilly have their view that Valentine's Day will only give profit for greeting and floral industries.

Tina : You don't need to spend money to make a gift special. That's the part Lilly and Michael are right about. Don't let the greeting card and candy companies –

and jewelers and florist –make you think that unless you purchase something spectacular for your loved one, you obviously don't love them very much. Homemade gifts are more meaningful, because they truly come from the heart. Why don't you *make* Michael a Valentine?

Mia : Oh, right. You mean because I'm so crafty? Remember when I got that second-degree burn putting my tile in the oven at Our Name Is Mud? Besides, it's going to be lame if I give him something and he doesn't give me anything. It's just going to make him think his girlfriend is so weak, she's succumbed to the pressure of a commercial holiday.

(2006: 25)

Analysis:

Mia's reply in the conversation above is regarded as flouting of three maxims: quality, quantity, and manner. Mia flouts the maxim of quality because she states something untrue, in order to be sarcastic and that means completely the other way. She says "Oh, right. You mean because I'm so crafty?" while it is completely untrue. She is being sarcastic by stating that. What she really means is she is not at all crafty, that is why she got burned in her second-degree. The other maxim Mia flouts is maxim of manner. Mia does not give the clear answer whether she will or will not make a homemade Valentine gift for her boyfriend. Instead, she gives her friend a sarcastic remark about her and homemade things. She implies that her friend is not supposed to even ask about that because she already knows the answer that there is no way Mia can make such homemade things that require creativity. Mia also flouts the maxim of quantity by giving too much information than what is required. Mia's answer implies that she is very bad in handycraft making. That would be a bad idea to make a homemade gift for Michael. She flouts the maxim to remind her friend about her horrible past related to craft-making. The reason why the utterance is implied is because she wants to emphasize that she is not good at all with anything related to handycrafts and to tell her friend that it would not be a good idea to give Michael anything made by her.

CHAPTER 5. CONCLUSION

After getting through an elaborated analysis, it is found that all four maxims; quality, quantity, relevance, and manner are flouted. The characters flout the maxim of quality for stating things they know are not true. They flout the maxim of quantity because they give information more than are required. They flout the maxim of relevance for giving irrelevant answers or replies to the other characters' statements or questions. Lastly they flout the maxim of manner because they give unclear answers to particular questions.

The characters' utterances have various implied meanings and the characters have many reasons on flouting the maxims. The implied meanings of the characters' utterances are quite various; they implied another meaning that is completely different with the spoken utterances, they hide disappointments towards the other communicators, they contain hidden desires, and so on. They flout the maxims because they want the other communicators to dig further about their true intention behind their utterances. People flout the maxim because of some reasons such as they do not comfortable to follow the rule of four maxims and instead, they flout the maxims and hoping that the other communicators will try to figure out the true meaning behind their utterances. They want the other communicators to catch what they actually want to say without having to say them straightly.

The key is to understand the context where the communication takes place well. In this way people can make a good conversation without any misunderstanding or misleading.

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