

Revealing the Implied Messages by Analyzing the Flouted Maxims in Utterances Found on *Dumb and Dumber to* Movie (Pengungkapan Pesan Tersembunyi dengan Analisa Maksim – Maksim yang Dilanggar dalam Ujaran yang Ditemukan dalam Film *Dumb and Dumber to*)

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Abstrak

Studi ini bertujuan untuk menganalisis jenis - jenis maksim yang dilanggar dan faktor-faktor yang mempengaruhinya dalam sebuah film. Data penelitian ini diambil dari sebuah subtitle film berjudul *Dumb and Dumber to* yang disutradarai oleh Peter Farelly dan Bobby Farelly (2014). Penelitian ini menggunakan teori prinsip – prinsip kerjasama yang terjadi dalam percakapan dan teori konteks untuk menganalisa maksim yang dilanggar yang ditemukan dalam subtitle film tersebut. Hasil penelitian ini menunjukkan bahwa ada empat macam tipe pelanggaran maksim yang digunakan oleh para karakter di film *Dumb and Dumber to*, mereka adalah: pelanggaran maksim hubungan, pelanggaran maksim kuantitas, pelanggaran maksim cara dan pelanggaran maksim kualitas. Penulis juga menemukan bahwa ada faktor - faktor yang mempengaruhi para karakter untuk melanggar maksim. Para karakter menggunakan pelanggaran maksim hubungan karena mereka ingin mengalihkan suasana. Pelanggaran maksim yang lain adalah pelanggaran maksim kuantitas alasannya adalah para karakter ingin menekankan ketidaknyamanannya secara tidak langsung. Alasan mengapa para karakter melanggar maksim cara adalah menunjukkan ketidaksetujuan mereka. Para karakter melanggar maksim kualitas untuk pamer. Tambahannya, Para karakter di film *Dumb and Dumber to* juga melanggar dua maksim dalam satu ujaran. Alasannya adalah mereka ingin menekankan keinginan mereka.

Kata Kunci: pragmatik, pelanggaran maksim, *Dumb and Dumber to*, prinsip – prinsip kerjasama dalam percakapan.

Abstract

This study aims to analyze the types of flouted maxim and the factors that influence the use of flouted maxims in a movie. The data source of this research are taken from a movie subtitle entitled *Dumb and Dumber to* directed by Peter Farelly and Bobby Farelly (2014) This research uses cooperative principles theory and theory of context to analyze the flouted maxim found in the movie subtitle. The results of this research show that there are four types of flouted maxim used by the characters in *Dumb and Dumber to* movie, they are: flouted maxim of relation, flouted maxim of quantity, flouted maxim of manner, flouted maxim of quality. The writer also found the factors influenced the characters to flout the maxim. They flout the maxim of relation because they would like to change the situation. Another flouted maxim is maxim of quantity. The reasons are that some characters would like to indirectly emphasize their discomfort. The reasons why the characters flout the maxim of manner are to express their disagreement. The characters flout the maxim of quality to show off. Additionally, the characters in *Dumb and Dumber to* movie also flout two maxims in an utterance. The reason is they want to emphasize their intentions.

Keywords: Pragmatics, flouted maxim, *Dumb and Dumber to*, cooperative principles.

Introduction

Communication has an important role in human life. People need communication to convey their intentions. However, not all people are communicating by uttering a clear language to transfer the message to the other people.

In daily life, people use many ways to express their thought and they tend to make their communication runs smoothly. Therefore, they use implicature in order to convey their messages indirectly. Grice (1989:24) stated that implicature refers to what someone said directly may have the other messages indirectly. It means that the utterances can have more meanings than what the speaker said.

In daily conversation, people often use the implicature in their conversation. They tend to flout the maxims to use implicature in their utterances, because they want to avoid ruining someone else's feelings. Unfortunately, not all addressees can get the speaker's implied messages and it may lead to misunderstanding or misinterpretation of speaker's utterances because the addressees may have different interpretations in their thought. Therefore, by analyzing the flouted maxim, the implied messages by the speaker will be revealed. Not only in daily life, the flouted maxims also occur in a media and television including in a movie as a reflection of human life. *Dumb and Dumber to* movie is chosen as the object of the study, because the dialogues in the movie contain some maxims that are flouted

by the characters. The characters in this movie do not merely convey what they want to say by literal utterances, but their utterances also have implicit messages which contain function such accusing, refusing, humiliating, mocking, etc. Unfortunately, not all audiences can infer the character's utterances and get the character's implied messages easily. Based on the background of the study explained above, the research questions are :

1. What type of maxims are flouted in the utterances on *Dumb and Dumber to movie*?
2. What are the implied messages in the flouted maxim found in the utterances of *Dumb and Dumber to movie*?

In accordance with the research questions, this research has two goals, they are:

1. To identify the types of flouted maxims in the utterances on *Dumb and Dumber to movie*.
2. To reveal the implied messages of the flouted maxims exist in utterances found on *Dumb and Dumber to movie*.

Research Method

The type of this research is qualitative research. The data of this research are in the form of utterances or words produced by the characters of *Dumb and Dumber to movie*. Denscombe (2007:248) states that "qualitative research that tends to be associated with small-scale studies, description and holistic perspective by using words or images as the unit of data analysis." It also will enable the research questions to be answered by providing rich descriptions of the result of the research.

The data of this research are in the form of utterances spoken by the characters of *Dumb and Dumber to movie* which contain flouted maxim. The data are collected from *Dumb and Dumber to movie* subtitle directed by *Peter Farelly* and *Bobby Farelly* (downloaded from <http://www.moviesubtitles.org/subtitle-90154.html>). The data are collected by using documentary technique. According to Blaxter et al. (1997:187), documentary technique proceeds by abstracting from each document which we consider to be important or relevant by grouping together those findings, or setting on them alongside others which we believe to be linked".

Results

The results of this research present the data found in *Dumb and Dumber to movie* subtitle. There are 104 utterances containing flouted maxims. 101 data are classified into one flouted maxim and 3 data are classified into two flouted maxims. 101 data categorized as one flouted maxim are divided into four types of flouted maxim. There are 23 utterances containing flouted maxim of relation, 31 utterances containing flouted maxim of quantity, 29 utterances containing flouted maxim of manner. 18 utterances containing flouted maxim of quality. In addition, there are 3 utterances categorized as two flouted maxims, 2

utterances containing flouted maxim of quantity and maxim of manner, 1 utterance containing flouted maxim of quantity and maxim of relation. The results are presented in the following table.

Table 4.1 The types and frequency of flouted maxims

NO	TYPES OF FLOUTED MAXIM	FREQUENCY	PERCENTAGE
The One Flouted Maxim			
1	Flouted maxim of relation	23	23%
2	Flouted maxim of quantity	31	30%
3	Flouted maxim of manner	29	27%
4	Flouted maxim of quality	18	17%
The Two Flouted Maxim			
1	Flouted maxim of quantity and maxim of manner	2	2%
2	Flouted maxim of quantity and maxim of relation	1	1%
Total		104	100%

Discussion

As stated in introduction, the aims of this research is to analyze the types of flouted maxim and the factors that influence the characters to flout the maxim in *Dumb and Dumber to movie*. This research uses Grice's cooperative principles theory in determining the types of flouted maxim produced by the characters of *Dumb and Dumber to movie*.

1. The Flouted Maxim Theory

According to Brown and Levinson (1898:32), flouted maxim is a result of the speaker conveying, in addition to the literal meaning which is conversational implicature. A speaker who makes it clear that they are not following the conversational maxim is said to be flouted the maxims and this also raises an implicature. The addressees can understand the speaker flouting the maxims for a reason and infer further meaning from this branch of convention.

a. The One Flouted Maxim

The one flouted maxim involves the utterances of the characters in *Dumb and Dumber to movie* subtitle that flout only one of the four types of maxims. This sub-chapter will be divided into four types, including the flouted maxims of relation, flouted maxims of quantity, flouted maxims of manner, and flouted maxims of quality. Each of them is discussed as follows:

1. Flouted maxims of relation

The flouted maxim of relation discusses one kind of maxims being flouted by the characters in *Dumb and Dumber to movie*. To fulfill this maxim, the speaker should make his contribution relevant to the interaction. This means that the question or answer should be relevant with the topic being discussed. When the speaker makes contributions which are not relevant with the topic being discussed, it means that the speaker flouts the maxims of relation.

Data 1

Lloyd: I know, you gotta admit, I totally had you suckered, didn't I?

Harry: **Hook, line and sphincter!**

(Moviesubtitle.org, 12.10)

Context of the dialogue: *speaker*: Harry, *hearer*: Lloyd, *place*: Hospital yard, *time*: morning. Harry and Lloyd are best friends. They always make a joke each other. Lloyd has made a gag for Harry. He pretends to get a disease for 20 years. When Harry knows the Lloyd's gag, he feels shy.

According to the theory of cooperative principles, Harry's utterance "*Hook, line and sphincter!*" is regarded as flouted maxim of relation because Harry's response is out of the topic being discussed. Hook means a curved piece of wire or plastic attached to a rod, wall, etc. It is used for catching hold of something or hanging something on. Line is a long thin mark on the surface of something. Sphincter is a kind of muscle in a human body. Based on the theory of cooperative principles, Harry's should give a response which is relevant to the topic being discussed by saying "*yes, I admit it*" to Lloyd.

The inference drawn from Harry's utterance is that Harry wants to cover up his feeling because he feels shy about what Lloyd did. Lloyd has pretended to get a disease for 20 years. Harry is sad and always worries about Lloyd's health. Lloyd's gag has succeeded to surprise Harry.

2. Flouted maxims of quantity

The flouted maxim of quantity focuses on one kind of maxim being flouted by the characters in *Dumb and Dumber to* movie subtitle, which is the maxim of quantity. To fulfill the maxim of quantity, the speaker should make the quantity of the utterances as informative as it is required and the speaker is not allowed to make the utterances more than what is required or less than is required. When the utterance is not as informative as it is required, it means that the speaker flouts the maxim of quantity.

Data 2

Adele: Oh, what's in the box, honey? Hmm.

Mr. Pinchelow: **Just a small gift.**

(Moviesubtitle.org, 31.26)

Context of the dialogue: *speaker*: Mr. Pinchelow, *hearer*: Adele, *places*: in Mr. Pinchelow's House, *time*: in the afternoon. Penny will join a science conference in El Paso. Penny wants Mr. Pinchelow to go with her, but he cannot go there because he is not in a good condition. Mr. Pinchelow entrust a small box to Penny, he ask Penny to give it to Dr Walcott in El Paso. Adele thinks that something which is inside the box is Mr pinchelow's precious invention. She wants to take that box, because she will sell the invention to earn much money for herself.

According to the theory of cooperative principles, Mr. Pinchelow's utterance "*Just a small gift.*" is regarded as flouted maxim of quantity because he gives less information to Adele. Mr. Pinchelow does not answer completely whether the thing inside the box is a cake, accessories, or something else. Without saying "*a small gift*", Adele has

known that it should be something small, because it is covered with the small box. Therefore, Mr. Pinchelow should explain more about the gift to Adele. Based on the theory of cooperative principles, Mr. Pinchelow should answer "the box contains my great invention and I want to give it to Dr. Wallcott" Towards Adele's utterance.

The inference drawn from Mr. Pinchelow utterance is that he hides something. He does not want to tell Adele the truth about the box. Adele always steals Mr. Pinchelow's valuable properties. Mr. Pinchelow knows that Adele will take it if he tells the truth about the box.

3. Flouted maxims of manner

The flouted maxim of manner focuses the discussion on one kind of maxim being flouted by the characters in *Dumb and Dumber to* movie subtitle, which is the maxim of manner. To fulfill this maxim, the speaker should make his contribution as clear as it is required. The utterances should be brief and neat. When the utterances are not clear or not brief and neat, it means that the speakers flout the maxim of manner.

Data 3

Fraida: Look guys, it's me. Fraida Felcher.

Lloyd: **Yeah, right. Like we'd fighting over those blowfish jowls.**

(Moviesubtitle.org, 18.41)

Context of the dialogue: *speaker*: Lloyd, *hearer*: Fraida and Harry, *places*: in front of Fraida office, near of Fraida's car, *time*: in the afternoon. Harry and Lloyd meet Fraida. They do not meet Fraida for long time. Fraida's appearance is changed, she is fatter than the last time they met.

According to the theory of cooperative principles, Lloyd's utterance "*Yeah, right. Like we'd fighting over those blowfish jowls.*" is regarded as flouted maxim of manner, because Lloyd gives ambiguous response to Fraida. Lloyd agrees with Fraida's statement by saying "yeah, right", but he compares Fraida with blowfish jowl which indicates that he does not believe Fraida. The word "blowfish" indicates that Fraida is overweight comparing with the blowfish that has big body. Lloyd thinks that the girl is not Fraida. Considering Fraida was slim, therefore he makes fun of her. Based on the theory of cooperative principles, Lloyd should answer "*yes, right. You are fatter than before*" as true information.

The inference drawn from Lloyd's utterance is that he disagrees to Fraida's statement. He does not believe in Fraida utterance, because Fraida gets fatter than before. The last time Lloyd meets Fraida, She has a beautiful face and her body is slim.

4. Flouted maxims of quality

In this maxim, the speaker is not allowed to say what he believes that it is untrue. The speaker should make a true contribution and he should say something that he has evidence for it. When the speaker does not give true information, it means that he flouts the maxim of quality.

Data 4

Lloyd: How much for a beer?

Bar keeper: It's gratis.

Lloyd: **ooh. That sounds expensive.**

(Moviesubtitle.org, 01.06.44)

Context of the dialogue: *speaker*: Lloyd, *hearer*: Harry and bar keeper, *places*: inside KEN building, *time*: in the afternoon. Harry and Lloyd want to meet Harry's daughter, Penny. They disguise as Dr. Pinchelow and his friend to enter to the building, because they do not have a ticket. They look for Penny in a bar, inside of the KEN building. They sit in a chair and order for a drink, but they do not have money.

According to the theory of cooperative principles, Lloyd's utterance "*that sounds expensive.*" is regarded as flouted maxim of quality because he gives untrue response to bar keeper. Gratis means free, but Lloyd thinks it is expensive because he never heard that word yet. Based on the theory of cooperative principles, Lloyd should answer "*Oh, it is great*" Towards bar keeper's utterance.

The inference drawn from Lloyd utterance is that he wants to be looked a cool guy. He does not know what the bar keeper actually means. He does not know what is "*gratis*". Then he thinks that it is something expensive. "*Gratis*" has similar meaning with free.

b. The Two Flouted Maxims

The two flouted maxims involve the utterances of the characters in *Dumb and Dumber to movie* subtitle that flout two types of maxim in one utterances. This sub-chapter consists the utterances that are flouted the maxim quantity and manner. Each of them is discussed as follows:

1. The flouted maxims of quantity and maxims manner

In this type of flouted maxims, the utterances which are not briefly spoken and more or less than what are required are categorized as flouted maxims of quantity and manner. Here are the elaboration of the discussions:

Data 5

Billy: What was that? Did you just feed them something?

Lloyd: **Relax. It's just a little candy.**

Billy: You can't feed candy to birds! Their stomachs will explode!

Lloyd: Even if it's just a few Pop Rocks?

Billy: Are you crazy? Pick those up! Pick them up!

Lloyd: All right, all right!

(Moviesubtitle.org, 06.03)

Context of the dialogue: *speaker*: Lloyd, *hearer*: Billy, *place*: sidewalk, *time*: afternoon. Harry and Lloyd walk across the street. They meet their old friend, Billy. He is a blind man, tries to figure out who are talking beside him. He can recognize people based on the man's voice. He does not meet Lloyd for 20 years. He has many birds. Lloyd feeds the birds with a few candies.

According to the theory of cooperative principles, Lloyd's utterance "*Relax. It's just a little candy.*" is regarded as flouted the quantity because Lloyd gives information more than is required. Lloyd's utterance "*It is a few candy*" is

represented his answer for Billy's question, but he adds his answer by saying "relax". Then, Lloyd also flouts the maxim of manner because he does not answers "yes" or "no", but he gives obscure answer. Based on the theory of cooperative principles, Lloyd should answer "*yes, I give some candies*" to Billy's question.

The inference drawn from Lloyd utterance is that he wants to emphasize Billy to relax because it is just a few candies. In the movie, a bird cannot eat candy, because it will make its stomach explodes. Lloyd realizes that he has done a something wrong to Billy. He does not want to hurt Billy's feeling.

2. The flouted maxims of quantity and maxims of relation

In this type of flouted maxims, the utterances which are not relevant and more or less than what are required are categorized as flouted maxims of quantity and maxims of relation. There is 1 utterance out of all of utterances discussed in this subchapter. Here are the elaboration of the discussions:

Data 6

Billy: Is that you, Lloyd?

Lloyd: **Very good. I didn't think you'd recognize me after all these years.**

(Moviesubtitle.org, 05.46)

Context of the dialogue: *speaker*: Lloyd, *hearer*: Billy, *place*: sidewalk, *time*: afternoon. Harry and Lloyd walk across the street. They meet their old friend, Billy. He is a blind man, tries to figure out who are talking beside him. He can recognize people based on the man's voice. He does not meet Lloyd for 20 years. He guesses the man who is talking to him is Lloyd.

According to the theory of cooperative principles, Lloyd's utterance "*Very good. I didn't think you'd recognize me after all these years*" is regarded as Flouted the quantity because Lloyd gives more information. Lloyd adds his answer which is actually not needed in relation to Bill's question by saying "I didn't think you'd recognize me after all these years". Lloyd says so because he wants to express what he thinks about Bill. Lloyd also flouts the maxim of relation, because he gives irrelevant information. Lloyd should answers 'yes' or 'no'. Based on the theory of cooperative principles, Lloyd should answer "*yes, it's me*" to Billy's guess.

The inference drawn from Lloyd utterances is he wants to cover up his feeling. He is surprised. He does not expect that Billy's guess is correct. He thinks that Billy forgets his voice because Billy does not meet him for 20 years.

2. The factors influencing the use of flouted maxims

In *Dumb and Dumber to movie*, there are several reasons of the characters flout the maxims. The characters tend to flout the maxim of relation because they would like to change the situation. Another flouted maxim is maxim of quality. The reasons are some characters would like to show off. The

characters flout the maxim of quantity to indirectly emphasize their discomfort and cover up something. The reason why the characters flout the maxim of manner is to express their disagreement. Additionally, the characters in *Dumb and Dumber to* movie also flout two maxims in an utterance. The reason is they want to emphasize their intentions. This shows that the types of flouted maxims determine the reasons of the characters flout the maxims.

Conclusion

The characters in *Dumb and Dumber to* movie dominantly flout the maxim of quantity. Therefore, the characters dominantly get misunderstanding or misinterpreting because the utterances are too informative or less informative. By giving more information than it is required, the hearers get more knowledge or explanations. Those can lead the hearers for being confused to get the main idea or the intentions of the speakers' utterances. So the conversation flow does not run well. Whereas, by giving less information than it is needed, the hearers do not get the main idea in the utterances. It also can lead the hearers clueless to catch the implied messages from speakers' utterances, because they need to share the same knowledge to establish the understandable conversation between the speaker and the hearer.

Finally, by comprehending the flouted maxims in *Dumb and Dumber to* movie, this study is expected to give a contribution in the field of Pragmatics, particularly for the information of the use of flouting the maxims. The findings of this study hopefully can provide knowledge about how the flouted maxim works and the implied messages as the result of flouted maxims. People should follow the Cooperative principles to minimize the possibilities of misunderstanding or misinterpreting in a conversation.

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