



The Violation of Maxims and The Conversational Implicature in 'Hichki 2018' Movie

Hendra Efendi¹, I Made Suta Paramarta² Risman Iye³

^{1,2}Ganesha University of Education, Singaraja, Bali, Indonesia

³Universitas Iqra Buru, Indonesia

ABSTRACT

In a movie, the characters often violate maxims and conversational Implicatures to boost a dramatic impression of the movie. This research was conducted to analyze the violation of maxims, in which the violations found can cause conversational implicature. The research is a qualitative study. The research subject is an inspirational Bollywood film entitled "Hichki 2018". The data is in the form of utterances in the movie that contain maxims violations and conversational implicature. Data collection is conducted in a series of steps: downloading the film and its script, observing the film's utterances and selecting the data from the script. The data analysis is done by compiling data in narration form, analyzing data, and writing a conclusion. This research shows that twenty-seven utterances contain three types of violations of maxims. They are the maxim of quantity, the maxim of relevance, and the maxim of manner. Maxim of manner is the most frequent violated maxim. The Conversational Implicatures found outside those caused by the violation of maxims are in five utterances. The violation of maxims in this movie gives a deeper meaning to the audience, making this story more dramatic through its dialogues.

Keywords: Pragmatics, floating of Maxims, Hichki movie

1. Introduction

Communication is one of the important aspects of social life. Communicating is an activity to provide information, and a language is a tool needed. Language determines how a person communicates and interacts (Ibrahim et al., 2018). Therefore, language plays a very important role in communication. Senft (2014) claimed that communication involves linguistic and

Korespondensi: **Hendra Efendi**  Hendra.efendi@undiksha.ac.id

pragmatic competence. It is to master the language forms and use the language in the appropriate context. Effective communication is when the utterances are conveyed so listeners can well receive them. According to Togatorop (2019), in a conversation, the speaker should follow the rules and the strategies so that the participants, both the speaker and the hearer, can sustain the conversation. The linguistic study has been on meaning in a context called pragmatics (Siddiqui, 2018). In the pragmatic concept, effective communication conveys the information with pragmatic rules. Pragmatics discusses language use in interactions, emphasizing meaning and messages and the impact between speakers and listeners (Lestari, 2017).

Theoretically, conversations have to follow the conversational maxims proposed by Grice (1975), such as the maxim of quantity, quality, relevance, and manner (Davies, 2008). Nowadays, pragmatic phenomena, especially the violation of maxims and conversational implicatures, can be found from many sides of everyday conversations. Many people may use various ways to convey their intentions, including various utterances. In certain contexts, some utterances contain violations of maxims of conversation that may lead to misunderstandings and even spark debate. If someone violates the maxim of conversation, he/she also commits an Implicature. Implicature occurs when someone has a hidden meaning in conveying the utterance. It has become the concern of many researchers in their research, namely Implicature and Maxims of conversation, as Zhao (2021) stated that researchers are intensively focusing on two pragmatic concepts, namely, conversational implicature and cooperative principles in their research. However, (Liu, 2017) said that Cooperative and politeness principles are two pragmatic concepts that attract the attention of researchers to raise pragmatics research.

Addition, pragmatic phenomena can also be found in various sources such as interviews, music, speeches, and films. Hidayati et al. (2018) explored the use of maxims and their violations in students' daily interaction in the English department of Muhammadiyah University of Mataram. They found out that some students implemented the rules of maxims of conversation, and others violated the maxims in their daily interaction. (Noertjahjo et al, 2017) reveal the flouting and violation of conversational maxims in a novel entitled 'My sister's Keeper'. Marlisa and Hidayat (2020) also stated that the violation of maxims is also found in the interview or talk show entitled 'Good Morning America (GMA)'. Based on the previous studies above, it can be concluded that maxim violations can occur anywhere and everyone's motivation for violating maxims varies according to the context. Some previous studies also stated that the violations of maxims in their research gave conversational implicatures. However, (Awwad et al., 2019) stated that the pragmatics phenomena, especially the cooperative principle, were not researched or found in the following aspects: literature, religion, humour, and jokes.

Based on the results of the previous research, it is challenging to conduct a similar investigation to a movie. 'Hichki 2018' is one of the inspirational movies from Bollywood. This movie is very suitable for research because it is a drama movie close to social values and will certainly have many contradictions in the interactions between the characters so that the utterances in it contain many violations of maxims and conversational implicatures. This movie provides a lot of moral values in everyday life, especially in the context of education, and has a very inspiring educational theme.

The objectives of this research were to find out the violation of conversational maxims committed by the characters in terms of quality, quantity, and relevance, and how the violations found can bring up conversational Implicatures, also to reveal the hidden meaning or conversational implicature contained in the utterances one by the characters outside the context of the violation of the maxims that they committed.

2. Methods

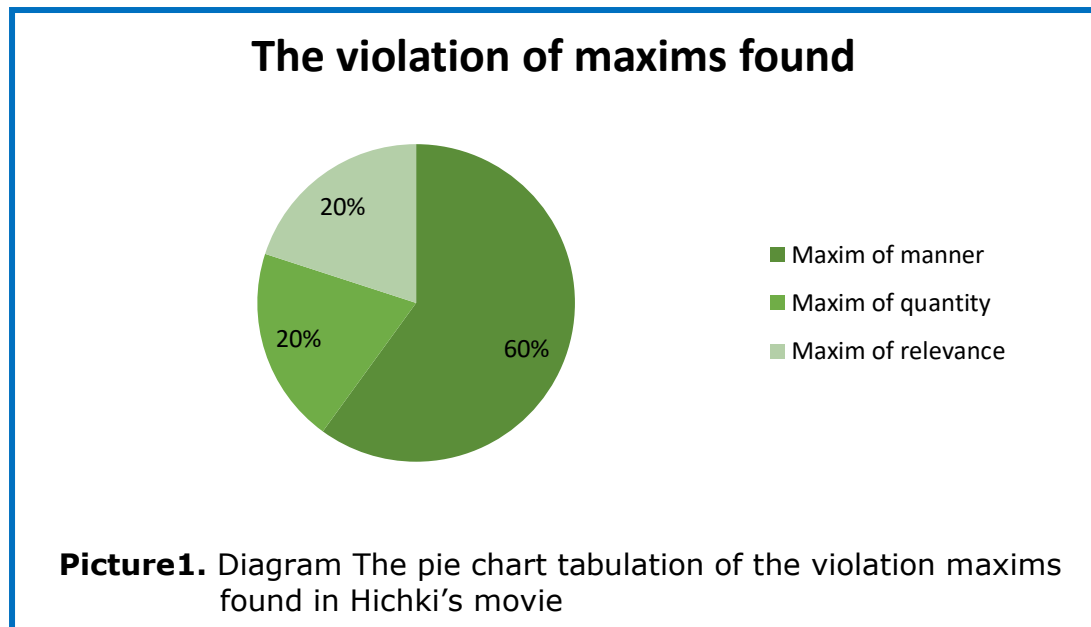
This research uses qualitative design and content analysis methods to analyze the data in utterances, as Creswell (2009) proposed. The subject of this research is an inspirational movie from Bollywood entitled 'Hichki'. This film was produced by YRF production in 2018, starring the top actress, Rani Mukherji. Hichki's movie received extraordinary responses from the audience because the story is very motivational and close to everyday lives, especially in an educational context. The theme of this movie is education. The data of this research are in the form of utterances or conversations that contain violations of the maxims performed by the characters in the Hichki film. These maxim violations lead to the emergence of implicature, especially conversational implicature. In addition, the analysis data from this research is also an analysis of the conversational implicature carried out by the characters in this film outside the context of the violation of maxims. It means that the characters in this movie are doing implicature without violating the maxims of conversation. The maxim theory used in this research is the Gricean theory of the maxims of conversation and the theory of implicature by Yule (1996).

The technique used to collect the data is a watch note-taking technique in which the researcher watches while making notes about the data or utterances in this movie which seem to contain violations of maxims and conversational implicatures. The steps of this research are planning research, collecting data, analyzing data, and writing conclusions. The steps in collecting and analyzing the data are; first, downloading the movie, second, obtaining the transcript of the movie from the internet, third, observing the utterances in the movie, and fourth, collecting the data of the movie script, which contains the violation of maxims, and fifth, analyzing the data containing the violation of maxims and analyzed the Implicatures. In this research, the analysis process is described as follows: in data reduction, the goal is to reduce data by selecting data containing floating maxims. The data display is arranged as a dialogue narration based on the type of maxim violated followed by the implicature contained in the violated maxim.

3. Findings and Discussion

3.1 Findings

The data below is the analysis of a script or subtitles from the Hichki 2018 movie, which contains a violation of conversational maxims, which of these violations will be analyzed for hidden meanings or the implicature. The data analysis is distributed according to the violation maxims found and followed by the Implicature analysis. There are twenty-seven (27) totals of all analyzed utterances. The violation maxims found are the maxim of quantity, the maxim of relevance, and the maxim of manner. After analyzing the maxim violation data, this research also adds scripts or subtitles containing Implicatures outside the maxim violation.



As seen from the result, the percentages of types of the violation maxims done by the characters in this movie for each classification are as follows; There are three violations of the maxim of manner done by the characters that have dominated the analysis of the data, one (1) maxim of quantity done by the character, and one (1) maxim of relevance done by the character. The maxims of quantity and relevance have the same amount, which means these two types of maxims have the same value. There are five (5) conversational Implicatures found in this movie for the conversational implicature.

The violation of the maxim of quantity

The violations of maxims occur when people reduce or exceed the information or the utterance. Here is the script conversation in the Hichki movie that contained the violation of the maxim of quantity. In the following conversation, the setting is in the traditional market with a crowded condition, and two people are conversing there, namely, Naina and Tara, her student. The act is when Naina comes to her students' houses to meet up with the students' parents. Naina asks Tara why her parents did not come to the school to attend the parents-teacher meeting. Then, the violation of the maxim appears during their conversation. Some scripts or subtitles violate the maxim of quantity, which will be analyzed based on the minute from when the conversation took place.

Scene at 00:54:48-00:55:01

Tara : Ma'am, why are you here?

Naina : Tara

Tara : Today's a holiday, no?

Naina : Holiday? No, it's a parent-teacher meet. Your parents did not come?

Tara : **Mom works at the fish market, and Dad's not with us.**

Naina : Oh! I am sorry, Tara, I do not know.

Tara : He is not dead, just does not live with us!

Based on the script above, Naina asks Tara why her parents did not come to the school to attend the parents' meeting. Naina gave her the question, "Your parents did not come?" Tara needs to answer by saying, "Sorry Ma'am, Yes, they

did not come," or it is only "No ma'am" because those responses are enough. Tara does not need to give a response like "Mom works at the fish market and Dad is not with us" because it can only be answered when the question is like "what is the reason your parents did not come? or "why they did not come?" If Tara responds, "Mom works at the fish market, and Dad is not with us," It feels and reflects that Tara's response is not polite to give to Naina because Naina is older than her and she is also a teacher.

The violation of the maxim of relevance

The violation of the maxim of relevance occurs when participants' responses or answers deviate or do not lead to the questions given. Here is the script conversation in the Hichki movie that contained the violation of the maxim of relevance. In the following conversation, the set is in the office, and three people are talking: Naina, Mr Wadia, and the headmaster. The act is when Naina tells the principal that she wants the 9F class to join and be eligible for the school's perfection program, and then the principal calls Mr Wadia to join in discussing this issue. However, Mr Wadia instead talked about the teaching method of Naina or Mrs Marthur; he thought that her teaching method was a little strange. It is where the violation of maxims arises and the emergence of conversational implicatures during their conversation. Some scripts or subtitles violate the maxim of relevance, which will be analyzed based on the minute from when the conversation took place.

Scene at 00:49:53-00:50:26

- Mr Wadia : Sir, has Ms Mathur shared her methods of teaching with you?
(Asking the principal). Today in the playground, she began the class with eggs, went on to Parabola, Maths. Then suddenly, she shifted to Physics and Newton's class.
- Mr. Wadia : Was it a math class or physics, or cooking class Mrs Marthur?
(Asking the Naina or Ms Mathur)
- Naina : **I am so glad you are interested in my teaching methods Mr Wadia.**
- Naina : Sir, in the real world, life does not test us subject-wise. (Talking to the principal)

Based on the conversation above, Naina violates the maxim of relevance because her answer is unrelated or does not match the question she received. For the question "Was it a math class, physics, or cooking class Mrs Marthur?" The appropriate answer or response only needs to be answered with "It is a math class or physics class." however, Naina answers the above where the response does not match, does not lead to the question, and instead leads out of the context of the question. Naina's response also raises conversational implicature. The implicature or hidden meaning of Naina's response is that Naina feels Mr Wadia was jealous of Naina's good, innovative, and effective method, so Naina said that Mr Wadia is interested in Naina's way of teaching. Another implicature, probably Naina, felt offended by Mr Wadia's question. Mr Wadia asked if Naina's class was a cooking class, in which the word cooking seemed to be mocking or demeaning.

The violation of the maxim of manner

Scene 5.55

The violation of the maxim of manner occurs when participants give their utterances so that the other participants cannot interpret or understand the meaning of the utterances. Here is the script conversation in the Hichki movie that contained the violation of the maxim of manner. In the following conversation, the set is in a meeting room, with five people doing conversation, namely, Naina and four teachers interviewing Naina. The act is about the job-interview conversation. It starts when Naina is interviewing the teachers there who are interviewing her. The teachers ask about Naina, and suddenly Naina syndrome recurs and hiccups continuously during the interview. The teachers were shocked and asked anything about Naina's hiccups or syndrome.

Some scripts or subtitles violate the maxim of manner, which will be analyzed based on the minute from when the conversation took place.

Scene at 00:02:15-00:02:17

Naina : (Hiccups)
 Teacher 2 : Some water? It will stop your hiccups.
 Naina : it is not a hiccup, sir. I have Tourette syndrome.
 Teacher 3 : Huh? What syndrome?
 Naina : Ummm... it is a neurological condition, ma'am. Sometimes when the wires in the brain have a loose connection, they give a shock.
 Teacher 1 : So... how does it stop?
 Naina : **Sir, this isn't something that stops. It does get worse when I am nervous, like right now.**
 Teacher 1 : So you make noises even when you sleep?
 Naina : No, sir, when I sleep, **my brain sleeps.**

The data shows that Naina violated the maxim of manner because she gave an ambiguous response or answer. Naina gave a confusing response by saying, "this isn't something that stops. It does get worse when I am nervous like right now", which can confuse the hearer or her conversation partner in interpreting the meaning of the utterance or response given by Naina. This case can lead to conversational Implicature because Naina implicitly conveys a hidden meaning. Thus, probably the implicature or ulterior motive of Naina's response is that she would hiccup every time he was nervous. Therefore, the response she gave was, "this isn't something that stops", probably; its implicature means that her syndrome is not something that can be stopped as it involves a disease or disorder of the nervous system. She will continuously experience or feel a hiccup when she is nervous. In addition, Naina's response "my brain sleep" also has a hidden meaning. Naina probably tells them that she does not get hiccups or make noises when she is sleeping because the brain is not working when a human sleeps so that there is no loose connection in the brain that makes her syndrome or her hiccups appear.

In the following conversation, the set is in a meeting room, and there are five people doing conversation, namely, Naina and 4 Teachers who interview Naina. This set is a continuation of the scene above. One of the teachers asked again about Naina's syndrome and whether it bothered her when eating and

drinking. Naina's answer to the question contains the conversational implicature and violates the maxim of manner.

Scene at 00:02:39-00:02:44

Teacher 2 : Does it affect your drinking or eating?

Naina : **We manage well Ma'am. I do the eating, and he does the drinking.**

The data shows that Naina also violates the maxim of manner again. The violation of the maxim of manner appears when Naina responds, "We manage well, Ma'am" this first response creates confusion because the question was asked only for Naina or only for one person; however, she answered it was giving the word "we" which means us. Second, the response, "I do the eating, he does the drinking." It is an ambiguous response because, as we know, Hiccup does not eat as humans do. This response makes no sense in the context of the question. Naina's response left the hearers confused and unable to understand what her response meant. This case can lead to conversational Implicature because Naina implicitly conveys a hidden meaning. **The implicature** is that Naina can overcome her syndrome in any condition and situation, especially when eating. Naina will eat when she is hungry, and her Hiccups will be given drinking if it appears.

In the following conversation, the setting is in the meeting room, and three people are conversing: Naina, Mr Wadia, and the principal. The scene is about the principal asking Naina about her background or why Naina wanted to be a teacher. There is a violation of the maxim of manner and the conversational implicature in the middle of Naina's answer.

Scene at 00:12:37-00:12:44

The principal : Why do you want to be a teacher?

Naina : **Because of that chair, sir**

The principal : You want to be the principal?

Naina : Oh! No sir. Like the 18 schools that have rejected me. I was thrown out 12 of schools as a student, and this school was my lucky number 13. **I sit here in front of you wanting to be a teacher because Mr Khan, who sat in that chair 22 years ago, taught me the biggest lesson of my life.** (Mr Khan is the principal in that school who inspired Naina to be a teacher)

Naina's response once again violated the maxim of manner. The response "Because of that chair, sir" is confusing, ambiguous, unclear, and certainly does not provide any understanding. When viewed from the context of the question "Why do you want to be a teacher?" maybe this is some expression of the right answers, or that can be given names, Because, I want to teach, I want to give knowledge to students, or because this is my goal. Naina again explained that she wanted to become a teacher because Mr Khan, a principal, 22 years ago, taught Naina a big life lesson. Naina's responses certainly led to conversational Implicatures because the ambiguous response she gave had a hidden meaning, so she had to give such a response. The implicature is probably the reason she wants to become a teacher because Mr Khan, who was the principal of the school 22 years ago, taught her a great lesson which may have motivated him to

become a teacher, so she also wants to be a teacher who can provide good and great life experiences, and lessons to students like Mr Khan did to Naina.

The Conversational Implicature

The following conversations are the conversations that contain the conversational implicature. These data, which contain the conversational implicature, are not caused by the flouting maxims. In this conversation, the set is in a meeting room, and three people are conversing: Naina, The principal, and Mr Wadia. The scene is about Naina, who wanted 9F to join the prefectship program in the school, and she asked the principal about her decision. Then, the principal asked the opinion of Mr Wadia about Naina's decision. Unfortunately, Mr Wadia did not agree because 9F is not good enough to join it. Here is the conversation, and there is a hidden meaning in it.

Scene at 00:49:03-00:49:10

The principal : Mrs Marthur wants to 9F to be eligible for prefectship.

Mr. Wadia : **You are joking, right, sir?**

The principal : No!

The conversation above is the implicature because Wadia's response, "You are joking, right sir?" has a hidden meaning. Probably the implicature is 9F is not suitable and unable to follow the class prefectship program for some reason. The reason is that the students in class 9F are less smart, not good enough, or something else based on the story of this movie.

In this following conversation, the scene is in the meeting room, and three people are conversing: Naina, The principal, and Mr Wadia. The scene is about Naina, who tells Mr Wadia and the principal about the teacher. She uses Mr Khan as her teacher's inspiration in her explanation or utterance. Naina's utterance has a hidden meaning about what the teacher is. Here is the utterance.

Scene at 00:15:20-00:15:23

Naina : **A normal teacher only teaches you.** A good teacher makes you understand. (Speaks to the principal and Mr Wadia)

Based on the utterance above, it refers to the implicature. Probably Naina implies a hidden meaning that a good teacher is a teacher who not only teaches material to his /her students but applies various ways so that his/her students understand the material. A good teacher is a teacher who can give motivation and inspiration to students.

In this following conversation, the scene is in the meeting room, and three people are conversing: Naina, The principal, and Mr Wadia. The scene is about Wadia, who asks Naina if she is sure she will teach students with this syndrome. Wadia's question was a little like there was another intention or a little doubt about Naina's decision. However, Naina answered Wadia's question well, with another meaning to Naina's answer. Then, Mr Wadia also tells himself that the principal's decision to accept Naina as a teacher is not good. Here is the conversation.

Scene at 00:15:52-00:16:15

Mr. Wadia : Mrs Marthur, will you be able to manage/teach with these sounds? I mean, I have never seen a teacher with a speech defect.

Naina : **Tourette's probably affects my speech, sir. Not my intelligence.**

The principal : Come with me, Mrs Marthur.

Naina : Thank you, sir, thank you, ma'am.

Mr. Wadia : **Bad choice!**

The conversation above contains two implicatures. First, "Tourette's probably affects my speech, sir. "Not my intelligence" contains implicature, which means that Naina's Tourette syndrome does not affect her in teaching. She has an intelligence that can teach and manage the learning process. Second, "Bad choice" contains implicature, which means that making Naina a teacher with a condition of having Tourette's syndrome who always experiences hiccups all the time is a bad decision that will have an impact on the teaching system, and the children will not be comfortable and understand in the process the learning.

The scene is in the classroom in this conversation, and Naina and 9f students are doing a conversation. The scene concerns Naina, who introduces herself as their (9F) new teacher. Naina tells about herself and wrote on the whiteboard her contact number. She asks students to contact her whenever they need her about education.

Scene at 00:22:54-00:23:04

Naina : Class, I am your new teacher. Naina Marthur

Students : What was that? (Pointing to the whiteboard that there is information about Naina's contact)

Naina : **Education is not limited to the classroom or school hours, so whenever you need me, this is my number.**

Based on the conversation above, the utterance "Education is not limited to the classroom or school hours" refers to the conversational implicature. The meaning is that education or learning is not only when you are at school but also when learning is everywhere. Wherever you are, whenever that is, you have to learn. Naina probably understands her students that learning is anywhere and anytime.

In this conversation, the scene is in the traditional market, and three people are doing a conversation, namely, Naina, Ashwin (student), and Ashwin's mother. The scene is about Naina, who comes to Ashwin's house to meet his parents, but Naina meets Ashwin in the market, and he guides Naina to meet his mother, who is selling in the market. Then, Ashwin introduces Naina as his teacher to his mother, and his mother tells Naina about her son. Here is the conversation.

Scene at 00:55:57-00:56:03

Ashwin (Student) : Ma'am, this is our booth.

Naina : Ashwin!

Ashwin : Ma. This is my school teacher.

Naina : Hello!

Ashwin's mother : **Ma'am... my son is like a jackfruit.** He has a tough shell, but he is all soft inside. Look after him, ma'am.

This utterance from Ashwin's mother also refers to the conversational implicature. The meaning behind the utterance is that he (Ashwin) looks tough and rough on the outside but has a soft and kind heart.

3.2 Discussion

This study aims to identify the violation of the maxims contained in the Hichki 2018 film and to find out whether the violation of the maxims affects the emergence of conversational implicatures. The results show that in the Hichki film, three maxims are violated by its characters. The three maxims violated are the maxim of quantity amounting to 1, the maxim of manner amounting to 3, and the maxim of relevance amounting to 1. From the data on the number of maxim violations found, it can be said that the characters in Hichki's film tend to violate the maxim of manner. In addition, the results also show that the violations found also lead to conversational implicatures. In other contexts, such as in several previous studies, it was found that there were violations of maxims in daily conversations, novels, interviews or talk shows, and films.

In the Hichki movie, there are three violations maxims found: the maxim of quantity, the maxim of relevance, and the maxim of manner. These are the violations found to cause the conversational implicature. The maxim that is violated the most in this movie is manner. The characters' motivation violates this maxim of manner because the participants or the characters in this movie contained ambiguity in their utterances that made the hearer unable to understand. The hearer could not interpret the meaning of the utterance. In another movie entitled "The Guys", as found by Aziz et.al. (2019), the four types of maxims are violated in this film where the main character, namely Alfi, most dominantly violates the maxims of manner, quantity, and quality. In previous studies, the maxim violations were found in novels, interviews, and daily conversations.

The research of Noertjahjo et.al. (2017) examined the violations of the maxim of quality only in the novel "My sister's Keeper". The results of their research stated that the major characters in this movie most often violated the violation of the maxim of quality, and their motivation for violating the maxim of quality was because the speaker conveyed their dishonest intention so that the meaning of their utterances could not be interpreted literally or cannot be understood by the hearers. Meanwhile, Marlisa and Hidayat (2020) explored the violation of maxims in the popular interview or talk show entitled "Good Morning America (GMA)", in which the guest star is Jackie Chan. Their research showed that Jackie Chan and the two hosts violated the four maxims, of which the most dominant violations were maxim of quantity and maxim of manner. Their research stated that their motivation for violating maxims is to create a more exciting and fun atmosphere for the show and further describe the certain explanation or their utterances.

On the other hand, Hidayati et.al. (2018) also explored the use and violation of maxims in students' conversations at the English department of Muhammadiyah University of Mataram. Their research results showed that students at that school most violated the maxims than followed the maxim. In maxims, students followed the maxim of quantity the most in their conversation than the other maxims. In the violation of maxims, the maxim of manner is the most violated maxim by the students. Their research stated that the violation of maxims occurred because students did not convey their utterances in a concise,

orderly, and clear manner or, in other words, ambiguous. Their research also stated that the violation of maxims occurred more often than following the maxims because students at the Muhammadiyah University of Mataram wanted to keep their relationship.

Based on the discussion of previous studies, it can be concluded that the violation of maxims can occur anywhere in various contexts, as found in the previous studies above, namely in novels, interviews, films, and everyday conversations. Each individual or participant has his purpose and motivation in violating the maxims. Violation of the maxims committed can also be said to very often lead to conversational implicatures, such as in the Hichki movie, where there are violations of maxims that cause conversational implicatures.

4. Conclusion

In conclusion, the data shows that in Hicki's movie, the character violates three types of maxims: the maxim of quantity, the maxim of manner, and relevance. The number of violations found in the three types is the violation of the maxim of quantity amounted to one, the violation of the maxim of manner amounted to three, and the violation of the maxim of relevance amounted to one, which is the maxim of manner is the most violated. Their motivation to violate the maxim is to explain deeper information so they can understand the meaning of their utterances. However, it makes hearers feel disturbed in understanding and interpreting the meaning of their utterances because they contain many violations of various types, and other motivations are also probably satire. Characters tend to violate maxims to express certain intentions through their utterances and as a topic diversion so that the hearers or their conversation partners can interpret the meaning of the speaker conveying the utterance. Then, that is what causes the conversational implicature. The violation maxims done by the characters in this movie cause conversational Implicatures so that the hidden meaning is implied in the utterances they convey. On the other hand, five conversational implicatures are found in which these conversational Implicatures are carried out by characters outside the context of maxim violation. In other words, the character did the Conversational Implicature without violating the maxims.

Bibliography

- Awwad, A. S., Ayasreh, A. M., Ayasrah, N. M., & AL-Sabti, N. (2019). Interpretations of the Gricean Conversational Maxims Violations. *International Journal of Applied Engineering Research*, 14(22), 4100-4104. https://www.ripublication.com/ijaer19/ijaerv14n22_02.pdf
- Aziz, Z., A'la, P. N., & Mustafa, F. (2019). Flouting Maxims as a Sense of Humor in Indonesian speech acts. *Indonesian Journal of EFL and Linguistics*, 4(2), 169-180. <http://dx.doi.org/10.21462/ijefl.v4i2.156>
- Creswell, J. W. (2009). Table of Contents PART I - Preliminary Considerations PART II - Designing Research. In *Research Design Third Edition*.
- Davies, B. L. (2008). Grice's cooperative principle: Meaning and rationality. *Journal of Pragmatics*, 39, 2308-2331. 10.1016/j.pragma.2007.09.002
- Hadi, A. (2013). A Critical Appraisal of Grice's Cooperative Principle. *Open Journal of Modern Linguistics*, 3(1), 69-72. <http://dx.doi.org/10.4236/ojml.2013.31008>

- Hashemi, A. & Daneshfar, S. (2020). An Overview of Pragmatism and Pragmatism Assessment. *Theory and Practice in Language Studies*, 10(5):584. <http://dx.doi.org/10.17507/tpls.1005.12>
- Hidayati, Lukman, & Azmi, M. U. (2018). A Conversational Analysis of Grice's Maxims Theories on Cooperative Principles at Undergraduate English Students. *Journal of English Language Teaching and Linguistics (JELTL)*, 11(1), 5-10. DOI:[10.31764/jeltj.v11i1.742](https://doi.org/10.31764/jeltj.v11i1.742)
- Ibrahim, Z., Arifin M. B., and Setyowati, R. (2018). The Flouting of Maxim in the *Seven Movie Script*. *Jurnal Ilmu Budaya*, 2(1), 81-94. <http://dx.doi.org/10.30872/jbssb.v2i1.1016>
- Lestari, D. E. (2017). Teaching pragmatics to Indonesian learners of English. *Methathesis*, 1(2). <http://dx.doi.org/10.31002/metathesis.v1i2.465>
- Liu, L. (2017). Application of Cooperative Principle and Politeness Principle in Class Question-answer Process. *Theory and Practice in Language Studies*, 7(7), 563. <https://doi.org/10.17507/tpls.0707.10>
- Marlisa, R., & Hidayat, D. N. (2020). The analysis of flouting maxim in. *Englisia*, 7(2), 137-149. <http://dx.doi.org/10.22373/ej.v7i2.6630>
- Namtapi, I. (2018). A Study of Clementianna's Particularized Conversational Implicatures in *Mirror Mirror*. *International Journal of Languages, Literature and Linguistics*, 4(3), 203-207. <https://doi.org/10.18178/ijll.2018.4.3.175>
- Noertjahjo, E., Arifin, M. B., & Ariani, S. (2017). Analysis of flouting and violating towards maxiM. *Jurnal Ilmu Budaya*, 1(3), 193-206. <http://dx.doi.org/10.30872/jbssb.v1i3.671>
- Paul, G. (1975). Grice's Conversational Maxims. In Cole, P., and J.L. Morgan, eds. *Speech Acts*. (pp. 41-56). http://www.cog.brown.edu/courses/cg45/lecture_slides/gricean_maxims.pdf
- Raharja, A.U.S., Rosyidha, A. (2019). Maxim of Cooperative Principle Violation by Dodit Mulyanto in Stand-up Comedy Indonesia Season 4. *Journal of Pragmatics Research*, 1(1), 43-61. <https://doi.org/10.18326/jopr.v1i1.62-77>
- Rahayu, E. S., Safnil. (2016). Types of Implicature in Informal Conversation Used by The English Education Study Program Students. *Journal of Applied Linguistics and Literature*, 1(1). <https://doi.org/10.33369/joall.v1i1.3942>
- Senft, G. (2014). *Understanding Pragmatic*. London and New York: Routledge Taylor & Francis Group.
- Siddiqui, A. (2018). The principles features of English Pragmatics in applied Linguistics. *Advances in Language and Literary Studies*, 9(2). <http://dx.doi.org/10.7575/aiac.alls.v.9n.2p.77>
- Togatorop, F. (2019). Politeness Strategies Used in the conversation between the Students of Finance and Banking Department in Murni Sadar Polytechnic Pematangsiantar. *Journal of English Teaching as a Foreign Language*, 5(1), 37-48. <https://ejournal.uhn.ac.id/index.php/jetafl/article/view/115>

- Tupan, A.H., & Helen, N. (2008). The Multiple Violations of Conversational Maxims in Lying Done by the Characters in Some Episodes of Desperate Housewives. "Kata" Journal, 10(1), page: 63-78.
- Yule. (1996). Pragmatics George Yule. New York: Oxford University Press.
- Zhao, S. (2021). An Analysis of the Conversational Implicature of "Little Sheldon" from the Perspective of Violation of the Cooperative Principle. OALib, 08(01), 1-6. <https://doi.org/10.4236/oalib.1107115>