



VIOLATION MAXIM OF QUANTITY FOUND IN “WEDNESDAY” MOVIE SERIES

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Abstract

This research aims to analyze the violations of the cooperative principle, especially maxims of quantity in the Movie Series entitled Wednesday. Cooperative principles theorized by Grice (1975) explained how people use the language well and efficiently. This study used the descriptive qualitative method to analyze the data. The researcher collected the data in three ways: first watching the movie repeatedly to know the specifics of the conversation among the characters, second, observing the dialogue by taking notes. Third is sorting out the correct maxim quantity that can be analyzed. The result of this study shows five per utterance characters that violated the maxim of quantity. This happens because the context of the movie which is a mystery genre refers to the situation of the characters taking excessive or exceeding normal actions to solve a mystery that occurs in the Nevermore school. This study is useful whether in presentations, discussions, or even writing to understanding the Cooperative Principle helps us convey our messages clearly, concisely, and relevantly so that they can be easily understood by listeners.

Keywords: violation, maxim, movie series.

Abtrak

Penelitian ini bertujuan untuk menganalisis pelanggaran prinsip kerja sama khususnya maksim kuantitas dalam film seri Rabu. Prinsip kerjasama yang diteorikan oleh Grice (1975) menjelaskan cara orang menggunakan bahasa dengan baik dan efisien. Penelitian ini menggunakan metode deskriptif kualitatif untuk menyajikan data yang terkumpul. Peneliti mengumpulkan data dengan tiga cara: pertama menonton film berulang kali untuk mengetahui secara spesifik percakapan antar karakter. Kedua, mengamati dialog dengan mencatat. Ketiga, memilah maksim kuantitas yang benar yang dapat dianalisis. Hasil penelitian ini menunjukkan lima dialog yang melanggar maksim kuantitas. Ini terjadi karena dalam konteks film yang bergenre misteri serta merujuk pada situasi para karakter melakukan tindakan yang berlebihan atau melebihi batas normal untuk memecahkan suatu misteri yang terjadi didalam sekolah Nevermore. Kajian ini bermanfaat baik dalam presentasi, diskusi, atau bahkan tulisan untuk memahami Prinsip Kerja Sama membantu kita menyampaikan pesan kita dengan jelas, ringkas, dan relevan sehingga mudah dipahami oleh pendengar.

Kata kunci: pelanggaran, maxim, drama serial.

INTRODUCTION

Language is the most impressive achievement of humans in achieving the goals of a conversation. Each person tries to convey concepts and meanings in ways they understand (Mubarak, 2019). Humans engage in important activities through communication, such as exchanging information, ideas, and emotional expressions. On the other hand, language in communication must be significant for speakers to connect. To achieve understanding in communication, it is not only through verbal means but also through works of fiction such as films, which reflect real-life experiences. A fundamental aspect is cooperation to achieve meaningful communication. Cooperation in creating a good conversation between the speaker and the listener is known as the cooperative principle (Yule, 1996). They must connect cooperatively to build a good relationship between the speaker and the listener. In pragmatic studies, both the speaker and the listener involved in the interaction work together to achieve the goal of communication. According to Grice (1975), what contributes to successful and comprehensible conversation are the Maxims, which uphold the principle of cooperation.

If they can adhere to the principles of cooperation outlined in the maxims, their conversation will be successful. Maxims are the "rules of communication" that keep people on the topic to prevent ambiguity or misunderstanding. Grice divides conversational maxims into four categories: the maxim of quantity (not too much or too little information), the maxim of quality (truthfulness), the maxim of relation (relevance), and the maxim of manner (clarity or lack of ambiguity). However, sometimes in communication situations, we can observe violations of maxims. According to Cutting (2002), a violation occurs when a speaker neglects to pay attention to their utterance but anticipates that the listener should understand the implied meaning. Violations of communication norms can occur not only in everyday communication but also in film characters in electronic media. According to Hornby (2006), a film refers to a collection of visual images captured with sound to convey a story and then presented as a video or movie. In the world of filmmaking, violations of maxims, which are principles of communication, are often consciously used by filmmakers to create dramatic effects, build tension, or reveal characters more deeply. Violations of maxims in the film refer to situations where dialogue, actions, or character decisions do not follow the expected principles of conventional communication. By violating maxims, filmmakers can create unexpected plot twists or change the audience's perception of specific characters.

There have been several previous studies that have discussed violation maxims.
Putri and

Rahayu (2022) conducted the first study entitled "Violation Of Cooperative Principles Of Maurice In The Beauty And The Beast Movie." They employed the descriptive qualitative method for analysis. The data were collected from conversations in the movie that involved conversational implicature in the characters' utterances. The findings revealed that the dominant violation occurred in the maxim of quality due to the lack of clarity in the character's statements. Additionally, violations were also observed in the maxim of quantity, maxim of relation, and maxim of manner in the movie. The researchers aimed to examine how the characters in Beauty and the Beast movie violated Grice's Cooperative Principle, specifically regarding the maxim of quality, quantity, relevance, and manner.

Ningsih and Ambalegin (2022) conducted the second study titled "Maxim Violations on The Lion In Winter Movie." They employed the descriptive qualitative method following Creswell's (2009) approach. The researchers utilized a non-participatory technique since they were not involved in the events studied. The study identified four types of maxim violations

in the data: seven instances in the maxim of quantity, three instances in the maxim of quality, four instances in the maxim of relation, and four instances in the maxim of manner. The main objective of this research was to identify and analyze the specific maxims violated in the movie "The Lion in Winter."

The third study, conducted by Dewi and Aryaningsih (2023), is titled "Conversational Maxim Violation by the Main Character in the Shang-Chi and The Legend of The Ten Rings Movie." The researchers used a descriptive qualitative method for this study. Data were collected from dialogues in the film "Shang-Chi and The Legend of The Ten Rings." The research revealed that the highest occurrence of maxim violation was related to the maxim of quantity (40%), which appeared most frequently throughout the movie. The main objective of this research was to identify the most common type of conversational maxim violation exhibited by the main character in the movie "Shang-Chi and the Legend of the Ten Rings."

The fourth study, conducted by Widiani, Candra, and Suastini (2021), is titled "Flouting of Conversational Maxims in the "Avenger: End Game" Movie." The researchers used the descriptive qualitative method to present and address the research questions. They applied Grice's cooperative principle theory (1975) to analyze the types of maxim flouting. The research findings revealed a total of 20 instances of maxim flouting in the "Avengers: Endgame" movie. The highest occurrence of maxim flouting in this movie was related to the maxim of quantity and quality, with 7 instances each (35%). Following that was the flouting of the maxim of relevance with 4 instances (20%). The lowest occurrence was related to the flouting of the maxim of manner, with 2 instances (10%). The main objective of this research was to emphasize the importance of adhering to the cooperative principle in communication to prevent misinterpretation and misunderstanding between conversation participants.

The last study, conducted by Efendi, is titled "The Violation of Maxims and Conversational Implicatures in the Movie 'Hichki 2018'." The study utilized a qualitative approach, employing a close-reading method. Data collection involved downloading the film and its script, watching the movie, and then collecting data from the script. The research findings revealed a total of twenty-seven analyzed utterances. Among them, three violations of maxims were identified, including one violation of the maxim of quantity, one violation of the maxim of relevance, and three violations of the maxim of manner. The main objective of this research was to analyze and describe the instances of maxim violation and conversational implicature present in the movie "Hichki 2018".

Based on the explanation above, the researcher formulates the research question: How does the character in this movie violate the maxim of quantity? Therefore, this research aims only to focus on analyzing violation maxim of the quantity.

METHOD

This study used the movie series as the data source. The data were taken from conversations by the characters in the "Wednesday" movie series episode 1 show on Netflix 2022. The genre of this movie is a mystery with a storyline for each episode containing important information to solve a mystery at Nevermore School. Therefore, the characters as speakers could deliberately violate the principle of quantity to gain greater profits or to achieve personal goals without regard to the consequences that might arise for the listeners. This is the reason why the "Wednesday" movie series was chosen as the data source. This study used the observation method, which is used to collect the data. The data collected was three steps as follows:

1. Watching the movie repeatedly to know the specifics of the conversation among the characters.

2. Observe the dialogue by taking notes.
3. Taking note of the data that contained the violation maxim spoken by the character in the movie.

The researcher used the descriptive qualitative method to analyze the data. According to Creswell (2012), qualitative research serves as a tool for delving into and comprehending the significance that individuals or groups assigned to a human social issue. The theory based on Grice's theory about the cooperative principle will be applied as the main theory.

RESULT AND DISCUSSION

In this study, the researcher found a pragmatic part in the cooperative principle, especially maxim quantity. The first maxim concerning quantity holds significant importance during conversations as it ensures that the information shared is appropriate for the current purpose of the exchange. In simpler terms, every conversation aims to provide the necessary and relevant information to effectively convey the intended message to the listener, Grice (1975). Grice also acknowledges that there might be room for debate on whether the "quantity" maxim should be violated. Nevertheless, even if it results in some time-wasting, it wouldn't necessarily go against the Cooperative Principle. Based on these findings, the researcher identified 5 instances of the violation of the maxim of quantity in the dialogues of the "Wednesday" Movie Series. These violations were analyzed using Grice's theory of the cooperative principle. The researcher explains how the characters in "Wednesday" violate the maxim of quantity in their conversations.

Violation of Maxim Quantity

Grice 1975 stated that the maxim of quantity is violated when a speaker intentionally withholds complete information that the listener generally expects, leading to an incomplete response. This withholding of information occurs because the speaker believes that the listener doesn't need the full data. Conversely, exceeding the expected amount of information is also commonly regarded as a violation of the maxim of quantity. For instance, the quantity of the maxim violated in this movie, along with some conversational background, can be seen as below.

Data (1) 51.00

Rowan : "What do you want? Why are you following me?" Wednesday : *"I don't have time to explain, but you're in danger."*

In this context of the situation, Wednesday and Tyler met at the harvest festival. Tyler promised Wednesday to help her escape from Nevermore. The train will leave in about an hour. However, they meet a group of boys who work in the Pilgrim's World. Where they had met before, where Wednesday accidentally occupied the boy's chair in the coffee where Tyler worked. Disgust arose in front of the boys and tried to hit her but, swiftly Wednesday kicked one of them. Of that incident, they came to take revenge on Wednesday with a tennis stick. Tyler pulled Wednesday into the crowd to escape her. Wednesday bumps into Rowan from behind and unknowingly the vision Wednesday shows that Rowan is in a dangerous situation that could kill him. In this utterance of dialogue *"I don't have time to explain, but you are in danger."* This is violated because it did not provide sufficient information to Rowan. Based on Wednesday's vision, Rowan is currently in danger. Wednesday said that she didn't have much time to explain further about what would happen to Rowan, so little information was conveyed. This shows that there has been a violation of the maxim of quantity where Wednesday does not answer Rowan's questions and provides too little information, which causes confusion or misunderstanding.

Data (2) 51.22

Wednesday : “What are you doing?”

Rowan : “Saving everyone from you, *I have to kill you.*”

In the context of the situation Rowan uses his telekinetic to kill Wednesday and slams her into a tree. Rowan explains that his mother warned him that Wednesday would come and destroy the school and he would have to kill her. The character Rowan violated the maxim of quantity. In this utterance of dialogue, *"I have to kill you."* This is violated because it provides a more detailed answer about the reason for the action being performed, whereas Rowan only needs to answer the reasons for what he did on Wednesday. but Rowan explains in detail where Wednesday doesn't need it. This causes confusion and ambiguity in the communication between the two characters which can hinder a complete understanding of what is really going on.

Data (3) 51.46

Wednesday : “Want to kill me because of some picture?” Rowan : “*My mother drew that picture 25 years ago when she was a student at Nevermore. She was a powerful seer. Told me about it before she died.*”

In this context of situation, Rowan got stronger to strangle Wednesday. Rowan uncovers a picture of a girl he suspects is Wednesday in the schoolyard Nevermore. Rowan explained that the picture was drawn according to her mother's prediction. Wednesday being confused deduces whether Rowan wants to kill her because of an image that looks the same as Wednesday. The character Rowan violated the maxim of quantity. In this utterance of dialogue, *"My mother drew that picture 25 years ago when she was a student at Nevermore. She was a powerful seer. Told me about it before she died."* This is violated the maxim because Rowan gives more information and explain the further about the picture and reveals that it was his mother who drew the picture 25 years ago when she was a student at Nevermore. He also mentions her mother was a strong fortune teller and told her about the photo before she died. Rowan committed an offense in which the Wednesday question only asked why rowan was so sure about killing him and did not ask who is Rowan mother was.

Data (4) 38.44

Ms. Weems : “Apologies, sheriff. this one slipped away from me. Come on Ms. Addams, time to go.

Sheriff : “Wait a minute, hang on. You’re an Addams? Don’t tell me Gomez Addams is your father? *That man belongs behind bars for murder. Guessin the apple doesn’t fall far from the tree. I’m gonna keep my eye on you.*

In the context of the situation, Wednesday escapes from Ms. Weems during a psychology therapy session with Dr. Kinbott. Ms. Weems had warned Wednesday not to try to escape. However, realizing that this had happened, Ms. Weems looked for Wednesday, who was not far from the psychologist's place. Ms. Weems sees the boy Pilgrim's World, Wednesday and the sheriff in the coffee shop. The character Sheriff violated the maxim of quantity. In this utterance of dialogue, *"That man belongs behind bars for murder. Guessing*

the apple doesn't fall far from the tree. I'm gonna keep my eye on you." This is violated because the Sheriff responds to the name "Addams" he heard from Ms. Weems. Sheriff provides more information than necessary, specifically about Wednesday's father (Gomez Addams) and allegations that she was involved in the murders. The response also includes a personal assumption that *"the apple doesn't fall far from the tree"* implying that the Sheriff suspects Wednesday may be involved in criminal acts like his father. lots of additional information about how the sheriff reacted to hearing the name Addams. Even though it still violates the maxim of quantity because the response is to provide information without being asked by the other person.

Data (5) 29.27

Ms. Weems : Dr. Kinbott office is on the second floor. *Other nevermore students swear by her.*

Wednesday : You'll be here until I'm done?

In the context of the situation happened in the car, where Ms. Weems drove Wednesday for psychological therapy. Ms. Weems explained that the place became one of the places that many students from Nevermore visited. even so, Wednesday didn't care what he was talking about. he still plans to escape from nevermore during his psychological therapy session. The character Ms. Weems violated the maxim of quantity. In this utterance of dialogue, *"Other Nevermore students swear by her."* This was violated because Ms. Weems provided information about other Nevermore students highly praising Dr. Kinbott. Even though this information is relevant to the conversation, the utterance of the phrase "another Nevermore student swears by him" feels not really relevant to the context of the dialogue. This statement appears to be an attempt to promote or praise Dr. Kinbott, which isn't really needed in this conversation and provided information Wednesday did not ask for in the situation.

CONCLUSION

The principle of cooperation consists of several maxims that are used to understand the conversation participants. In the maxim of quantity, the speaker must provide as much information as needed and not give too little or too much information. Based on the researcher's point of view, sometimes people do not comply with the rules by using maxims. They tend to commit several violations of the maxims, in other words, they don't pay much attention to the use of the maxims. In this study only focuses on the analysis of violations of the maxim of quantity identified in the "Wednesday" film series. Several characters violate the maxim of quantity in order to solve a mystery hidden within Nevermore School and also commit violations for the purpose of hiding a fact to save their interests and solve information about the truth that has not been revealed at Nevermore School. In conclusion, the analysis of violations of the maxim of quantity is very important to be used as a reference in pragmatic learning of how speakers communicate and apply the cooperation principle without causing confusion, misunderstanding, or even distrust from listeners. To achieve effective communication, it is very important to provide enough information so that the message can be well understood by others.

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