

**MAXIM VIOLATION IN *MAMA* FILM BY ANDRES MUSCHIETTI****Ujilifa Soleman<sup>1</sup>, Ali Ajam<sup>2</sup>, Anwar Ismail<sup>3</sup>**

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**ABSTRACT**

This research aims to find out violations of the cooperative principle maxims contained in the film *Mama*. The theory used in this research is Grice's theory. This research uses a descriptive qualitative method to explain and describe every violation of the maxims contained in the film. The subject of this research is the Film *Mama* by Andres Muschietti. In conducting this research, researcher used the technique to collect data from watching movies and reading *Mama*'s film scripts. After analyzing the film *Mama*, the researcher found four violations of the cooperative principle maxims namely: 4 violations of maxims Quantity, 5 violations of maxims Quality, 15 violations of maxims Relation and 17 violations of maxims Manner. The violation of the maxims most dominant violated by the characters in the film *Mama* is maxims Manner and violation of the maxim rarely found in this film is maxim of quantity.

**Keywords:** Maxim, Violation, Cooperation, Principles, Film

**INTRODUCTION**

Language is used by people to communicate, interact and share their ideas, thoughts, and feelings. By using language to interact, people can find out what the speaker's purpose is in the conversation. Broadly speaking, the purpose of communication is to convey a message by the speaker to the listener. In order for the listener to understand the meaning of what is being said, the speaker must fulfill the cooperative principle: the speaker must provide information to the interlocutor directly, clearly, not excessively, coherently and not vaguely. What is very important to be used as a basis for communicating in certain contexts is cooperation in realizing effective communication. People must convey meaningful and clear utterances so that communication occurs optimally. It is also expected that our speaking partners do the same thing, namely to cooperate in establishing meaningful communication. In society, if we want to build an effective conversation, the relationship between listener and speaker must be created cooperatively. Cooperation in realizing a good conversation between listeners and speakers is known as the Cooperation Principle. To help speakers make the conversation clearer, Grice (1991:26) call these categories into four maxims: quantity, quality, relation, and manner. Once the speaker violates one of these maxims, it is called a maxim violation.

The researcher chose to identify the violation of maxims is because first, the researcher found utterances between the speaker and the interlocutor that were not in accordance with the principle of cooperation. Second, so that we can know how to speak effectively and correctly in accordance with the principles. Third, the success of the communication process depends on the application of maxims or the principle of cooperation between the speech participants. Fourth, in communicating verbally and non-verbally, there are often violations of maxims, both intentional and unintentional.

Film is one of the communication information media that is currently in demand by the public because of its complex appearance, namely in the form of an audio-visual display that makes it attractive. Regarding to that, Ashandi (2005), not only for entertaining, is a complex social, psychological and aesthetic phenomena which is a document consisting of stories and pictures accompanied by words and music. Film can be one of the media that can be used to learn about the Maxim cooperative Principle from the characters in the film.

The process of transferring knowledge, especially knowledge about the use of maxim cooperative principle, can not only be done directly but also through media such as films, studying communication science through films also adds to the attractiveness and also reduces one's boredom when doing learning, especially if the film used is relevant to their life. One of the films that the researcher chose as a messenger and media to dissect the maxim principle of cooperation is the film *Mama* by Andres Muschietti.

*Mama* is an American horror film released on January 18, 2013. The film, directed by Andres Muschietti. Andres Muschietti born August 26, 1973. He is an Argentine film director and screenwriter, best known for directing the 2013 horror film *Mama* and the 2017 eponymous adaptation of *Stephen King It's novel*. He is the brother of Barbara Muschietti, who works as a producer on his films. The film, directed by Andrés Muschietti, stars Jessica Castin as Annabel and Nikolaj Coster-Waldau as Luccas and two child actresses Megan Charpentier as Victoria and Isabelle Néllisse as Lilly. *Mama* film tells a story that is quite unique, unlike other horror films in which ghosts are depicted as cruel and dangerous creatures. In the film *Mama*, ghosts are depicted as women with long hair and have a human side, especially motherly and affectionate.

#### **A. Language Politeness**

According to Rahardi (in Kurniawati: 2012) politeness research examines the use of language (language use) in a particular language community. The speech community in question is a society with various backgrounds in social and cultural situations that accommodate it. As for what is studied in politeness research is in terms of the intent and function of speech. There are at least four views that can be used to examine the problem of politeness in speaking.

The essence of politeness in language is the ethics of socializing in society and where we are, using language, choosing good words, and being careful where, when, and with whom we speak. When we communicate, we don't just convey our thoughts, we follow the norm.

#### **B. Cooperation Principle**

The principle of cooperation is one of the principles of conversation in pragmatics. This principle emphasizes the existence of cooperative efforts that exist between the speaker and the interlocutor in a conversation. The collaboration in question is related to the utterances that are said. Therefore, speakers always try to make their speech relevant to the context, clear and easy to understand, dense and concise, and always on the issue. This is summarized in the maxims contained in the principle of cooperation.

The rules in a conversation are known as maxims. Grice (1991: 26) says that in order to implement the principle of cooperation, every speaker must comply with 4 conversational maxims, namely the maxim of quantity, maxim of quality, maxim of relation and the maxim of manner. In each of the maxims of the conversation, there are rules that are expected to be obeyed by each participant so that there is no violation of the maxims.

##### **1. Maxim of Quantity**

The Maxim of Quantity requires that each participant of the speech contribute as much as needed by the interlocutor in a short, be as informative as possible, to the point, and not exaggerate. If the speech does not contain information that is really needed by the interlocutor or contains excessive information, it is said to have violated the maxim of quantity.

##### **2. Maxim of Quality**

The maxim of quality requires that the speech participant must state the truth, real facts and evidence without lying. Sometimes, the speaker does not feel sure about what is being conveyed. There is a way to express doubts without violating the maxim of quality, such as by adding prefixes such as possible, if not mistaken, and conversation participants' contributions must be based on sufficient evidence.

### 3. Maxim of Relation

Based on the maxim of relation, the speaker must make a contribution that is relevant to the conversational situation. Do not deviate from what is being discussed. In the maxim of the relationship, it is necessary that in order to establish good cooperation between the speaker and the speech partner, each must be able to make a relevant contribution and the topic of conversation must be unidirectional and connected.

### 4. Maxim of Manner

This maxim is no longer about what is said but the way things are said: every speaker must speak clearly, without being vague or ambiguous, concise and orderly in providing information so that it is easy to understand.

## C. Politeness Scale

According to Lakoff politeness principle (in Wahyuni 2014) contains three scales that must be obeyed so that speech is polite. The three scales are:

1. Formality Scale, states that so that speech participants can feel comfortable and at home in speaking activities, the speech used should not be coercive and should not appear arrogant.
2. The hesitancy scale or often called the optionality scale shows that in order for the speaker and the speech partner to feel comfortable and at ease in speaking, choices in speaking must be given by both parties.
3. The equality scale, which is the rating of camaraderie or similarity shows that in order to be polite, people must be friendly and always maintain friendship between one party and another. In order to achieve this purpose, the speaker must be able to regard the interlocutor as a friend.

Based on the explanation above, the researcher decided to examine the maxim cooperation of principle from Grice's theory in the film, which the researcher gave the title Maxim Violation in Mama film by Andres Muschietti.

## RESEARCH METHOD

The method used in this research is descriptive qualitative method. Descriptive research is research that develops by analyzing logical data and developing arguments not with numbers. This research is a type of qualitative research which is analyzed using a qualitative descriptive analysis model. In qualitative analysis, the data being analyzed is not data in the form of numbers, but in the form of words (Mahsun, 2014: 257). The subject of this study was taken from the utterances contained in the film Mama, where the utterances of each character allegedly containing violations of the maxims of cooperation principle were taken as data. Data collection was carried out through three techniques, namely: 1) directly observing the film Mama, 2) listening and observing word for word from every utterance in the film Mama, paying attention to utterances that contain violations of the maxim of cooperation principle, and 3) recording, categorizing and presenting the findings. findings that are considered important and interesting based on the problems to be studied as data sources. The data analysis technique in this study uses the Miles and Huberman model. According to Miles & Huberman (1994:10) the analysis consists of three activities that occur simultaneously, namely: 1) data reduction, 2) data presentation, and 3) drawing conclusions/verification.

## RESULT AND DISCUSSIONS

Based on Grice's theory that has been described previously, there are various maxims of the cooperative principle. In this study, the researcher only took and analyzed the violations of the maxims of cooperative principle that were violated by the characters in the film *Mama*. In the film *Mama*, researchers found that there were 4 types of violations of the principle of cooperation. The four types of violations of the principle of cooperation are violations of the maxims of quantity, quality, relation and manner.

In this research, 41 data were analyzed using Grice's cooperative principle theory. Based on the results of an analysis of 41 data, in the form of speeches containing violations in the film. The researcher found violations of the principle of cooperation with the following details: four violations of the quantity maxim, five violations of the quality maxim, 15 violations of the relation maxim, and 17 violations of the maxim manner.

### a. Maxim of Quantity

Based on the results of the researcher's analysis, there were four violations of the maxim of quantity in the film *Mama* in the form of excess information given by speakers. In the maxim of quantity of conversation, each participant of the conversation must contribute as much or as much as is needed by the partner he says, not to exceed the answer that is actually needed by the other person.

**Policy** : *“Hey, buddy, do you want to get behind the tape?”*  
**Lucas** : *“I'm family. I'm Lucas Desange. You called me. Someone called me. Detective or something?”*

#### **Context of Utterances:**

The speaker explained that he was the family of the person affected by the case and is now being handled by the police. **Scene minutes (03:27)**

An utterance is said to violate the maxim of quantity if the utterance is excessive. Likewise, utterances which are less informative in nature will violate this maxim of quantity, so utterances must be as informative as possible. In data there is a violation of the maxim of quantity because the speaker gives excessive information about his arrival breaking through the police line, this can be seen from the utterance *“I'm family. I'm Lucas Desange. You called me. Someone called me. Detective or something ? .”* In this utterance the speaker violated the maxim of quantity because the police only asked if he wanted to enter but the speaker answered in a long way and did not match what the hearer needed.

### a. Maxim of Quality

The violation of the maxim quality that the researcher managed to find was 5 violations in the category of wrong information and also illogical information. The maxim of quality requires that each conversation participant must tell the truth based on adequate evidence.

**Victoria** : *“Don't close the closet.”*  
**Annabel** : *“Why not? What's in the closet?”*

**Victoria** : *“Nothing.”*

#### **Context of Utterances:**

The speaker says that there is nothing in the cupboard when in fact there is something to hide.

**Scene minutes (43:44)**

The utterances in data occurs when the speaker answers a question from the interlocutor that there is nothing behind the cupboard. In this utterances the speaker answered “*Nothing*”. The utterance clearly violates the maxim of quality because the utterance is not in accordance with the facts, in other words the speaker has lied. When viewed from the context of the utterance, the researcher concludes that the speaker violates the maxim of quality in order to hide the figure of Mama which she does not want the interlocutor to know.

## b. Maxim of Relation

Based on the results of the researcher's analysis, there were 15 violations of the maxims of relation. An utterance is said to comply with the maxim of relation, if each participant of the speech makes a contribution that is relevant to the topic of conversation.

**Annabel** : “*What are we going to do?*”  
**Dr. Gerald** : “*This house, courtesy of the Institute, is used for case studies.*”

**Context of Utterances:**

The speaker asked for advice on what to do for them as at that point it was a end to reinstate custody of the two children. **Scene minutes: (23:29 )**

Data above contains conversations made by Annabel as the interlocutor and Dr. Gerald as speaker. Annabel asked what they should do. The speaker instead answered not according to what was asked by the interlocutor. In this speech, the speakers tell about a free house for case studies that they can live in. The violation of the relation maxim occurs because the speaker answers not in accordance with what is asked by the speech partner, namely in the utterance “*This house, courtesy of the Institute, is used for case studies .*” In this utterance, there is an irrelevant contribution of speakers, what is asked by the interlocutor who ask for advice with the question “*What are we going to do?.*”

## c. Maxim of Manner

The researcher found 17 violations of the maxim of manner in the film *Mama*. Grice (1991) formulates 4 categories of how to disclose information in order to comply with this the manner maxim requires that each conversation participant speak directly, not blurry, not ambiguous, not exaggerated, and coherent.

**Victoria** : “*I don't want you to get hurt.*”  
**Annabel** : “*What do you mean? I'm fine.*”

**Context of Utterances:**

The speaker does not want the interlocutor to get hurt for helping her.

**Scene minutes: (52:33 )**

Violation of the maxims in data above occurs because in providing information that is ambiguous and unclear. This is evidenced in the words "I don't want you to get hurt". Based on the context of her speech, the speaker does not explain why she doesn't want the interlocutor to get hurt if she helps her and instead runs away from the interlocutor so that the interlocutor becomes confused and asks the utterance "What do you mean? I'm fine." The speaker's utterance clearly violates one of the maxims

of the principle of cooperation, namely the maxim of manner because it is ambiguous, unclear and vague.

In the film *Mama* by Andres Muschietti, researcher found several violations of the maxim of cooperation principle. In the film *Mama*, researcher found violations of various types of maxims for each principle committed by the characters in the film *Mama*. The explanation of the results of the researchers' findings regarding the violation of the principle of cooperation in the film *Mama* has been included by the researcher in the findings. The results of the analysis conducted by the researcher, the researcher managed to find violations of the four cooperative maxims of Grice (1991) which include the maxims of quantity, quality, relation, and manner. At this discussion point, the researcher will explain the findings by linking them to the theory that the researcher uses to analyze the data.

Grice (1991: 26) states that in the maxim of quantity, the category of Quantity relates to quantity information to be provided and under it fall the maxims: 1) *Make your contribution more informative as is required.* 2) *Don't make your contribution more informative than is required.* Such information should not exceed the actual information needed by the speaker. Speeches that do not contain information that is really needed by the interlocutor can be said to violate the maxim of quantity. Based on this theory, the speaker managed to analyze the utterances that violated the maxim of quantity in the film *Mama* and found that the violation of the maxim of quantity that occurred was dominated by exaggerated utterances from the speaker. Based on the results of the analysis, the researcher found that the characters in the film *Mama* violated the maxim of quantity by exaggerating with two utterances of data and not as informative as two utterances required.

The violation of the second maxim is the maxim of quality. Grice (1991: 27) states that in the maxim of quality, *try to make your contribution one that is true and two more specific maxims: 1) Don't say what you believe to be false.* 2) *Don't say that for which lack adequate evidence.* The speech must be supported and based on clear evidence. Based on this theory, researchers divide violations of the principle of quality into two, namely, misinformation and information without evidence. Based on the results of the analysis, the researcher found that the characters in the film *Mama* violated the maxim of quality by speaking not based on evidence with two utterances of data, and three utterances of false information.

Next is the violation of the maxim of relation. Grice (1991: 27) argues that in relation maxims, namely "Be relevant." for good cooperation to occur between the speaker and the interlocutor, each should be able to make a contribution that is relevant to what is being said. Speaking without making such a contribution is considered as disobeying and violating the principle of cooperation. Based on this theory, the researcher found violations of the maxim of relation in 15 utterances.

The last violation that the researcher found in Grice's cooperative principle was a violation of the maxim of manner. According to Grice (1991: 27). This maxim manner requires that the participants "*Be perspicuous*" and various maxims such as: 1) *Avoid obscurity,* 2) *Avoid ambiguity,* 3) *Be brief (avoid unnecessary prolixity),* 4) *Be orderly.* People who speak without considering these things can be said to violate the Grice Cooperation Principle because they do not comply with the maxim manner. Based on this theory, the researcher divides violations of the maxim of manner into several categories. From the results of the analysis, the researcher found that the violations of the maxim of manner were most often violated by the characters in the film *Mama*, consisting of four ambiguous utterances, five unclear or vague utterances, and eight indirect utterances, so total violation of the maxim manner is 17 utterances.

## CONCLUSION

Violation of the cooperative principle occurs in the four maxims contained in Grice's cooperative principle. In the film *Mama* there are four violations of maxims. The researcher found that the

characters in the film *Mama* violated the maxim of quantity by exaggerating with two utterances and not as informative required with three utterances. The maxim of quality by speaking not based on evidence with two utterances, and three utterances of false information, violations of the maxim of relation in 15 utterances, and violations of the maxim of manner were most often violated by the characters in the film *Mama*, consisting of four ambiguous utterances, five unclear or vague utterances, and eight indirect utterances. The violations of maxims that often appears in *Mama*'s film is the violation of Manner maxims because most of the characters say something ambiguous, unclear and indirect. Conversely, violation of the maxim of quantity is a violation that is rarely found in this *Mama* film. This indicates that the characters in the film *Mama* avoid giving an excessive amount of information than is needed by the speaker.

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