

# THE ANALYSIS OF FLOUTING MAXIM IN COOPERATIVE PRINCIPLE BY THE CHARACTERS IN JUMANJI: WELCOME TO THE JUNGLE MOVIE (2017)

Siti Anggriani Dunggio <sup>1</sup> , Sri Widyarti Ali <sup>2</sup> , Haris Danial <sup>3</sup>   
<sup>1,2,3</sup> Universitas Negeri Gorontalo

Submitted: 7 Juni 2025 Accepted: 10 Juni 2025 Published: 18 Juni 2025

## KEYWORDS

Flouting of  
maxims,  
Cooperative  
principle,  
Jumanji:  
welcome to the  
jungle (2017)

## ABSTRACT

This research aims to find the types of flouting maxim that appear in the Jumanji: Welcome to the Jungle movie. The method used in this study is a qualitative descriptive method, used to explain in depth about the flouting maxim. The data were taken from conversations in the Jumanji: Welcome to the Jungle movie by watching it repeatedly. In this research, the researcher used the theory of Grice (1975) to analyze the types of flouting maxim, which consist of four types of maxims, namely the maxim of quantity, the maxim of quality, the maxim of relevance, and the maxim of manner. The results of this research indicate that the four types of flouting maxim appear during the conversation in the movie. Among the types of flouting maxim, the dominant data that appears in this research is the flouting the maxim of relevance. Meanwhile, the flouting maxim that occurs least frequently is the maxim of quality. There is one uniqueness found in this research that is not in Grice's theory but is found in the data. There is a hyperbolic metaphor in the flouting the maxim of manner by one of the characters in the movie.

## KATA KUNCI

Flouting of  
maxims,  
Cooperative  
principle,  
Jumanji:  
welcome to the  
jungle (2017)

## ABSTRAK

Penelitian ini bertujuan untuk menemukan jenis – jenis pelanggaran maksim yang muncul dalam film Jumanji: welcome to the jungle. Focus utama dalam penelitian ini adalah pelanggaran maksim itu sendiri. Metode yang digunakan dalam penelitian ini adalah metode deskriptif kualitatif, digunakan untuk menjelaskan secara mendalam tentang pelanggaran maksim dan prinsip kerjasama. Data tersebut diambil dari percakapan dalam film Jumanji: welcome to the jungle dengan menontonnya secara berulang kali. Dalam penelitian ini, peneliti menggunakan teori dari Grice (1975) untuk menganalisis jenis – jenis pelanggaran maksim, yang terdiri dari empat jenis maksim yakni maksim kuantitas, maksim kualitas, maksim relevansi, dan maksim cara. Hasil dari penelitian ini menunjukkan bahwa keempat jenis pelanggaran maksim muncul selama percakapan dalam film. Di antara jenis – jenis pelanggaran maksim tersebut, data yang mendominasi muncul dalam penelitian ini adalah pelanggaran maksim relevansi. Sedangkan pelanggaran maksim yang paling sedikit muncul adalah pelanggaran maksim quality. Ada satu keunikan yang ditemukan dalam penelitian ini yang tidak ada dalam teori Grice tetapi ditemukan dalam data, yakni ditemukan adanya hiperbola metafora dalam pelanggaran maksim cara oleh salah satu karakter dalam film.

Siti Anggriani D., Sri W.A., Haris D. (2025). The Analysis of Flouting Maxim In Cooperative Principle By The Characters In Jumanji: Welcome To The Jungle Movie (2017). REDUPLIKASI: Jurnal Penelitian Pendidikan Bahasa Indonesia, Vol 5 (1) (2025), 1-10

<sup>1</sup> Corresponding author name: Siti Anggriani Dunggio  
E-mail address: [anggrianidunggio@gmail.com](mailto:anggrianidunggio@gmail.com)

## **Introduction**

In a conversation, sometimes someone gives information that makes the listener confused and has to interpret for themselves what the meaning or essence of the conversation is. Therefore, it is included in the flouting of maxims.

Maxims are rules in the principle of cooperation proposed by Grice in 1975. According to Grice (1975) maxims are rules or principles used in conversation to make communication go smoothly. However, people often disobey maxims to convey meanings implicitly, this is referred to as maxim flouting. In the context of the theory of pragmatics developed by Grice, "maxims" refer to the basic principles that are expected to be followed to achieve effective and coherent communication in conversation. These maxims are part of Grice's proposed "Cooperative principle of conversation".

Maxims are rules or guidelines used by speakers (and listeners) to produce effective meaning. The relationship between the Cooperative Principle and the maxims is that the cooperative principle implicitly depends on the practice of these maxims. Grice (1975) suggests four principles of maxims in conversation, which consists of maxim quantity, maxim quality, maxim relevance, and maxim manner. Maxim quantity is providing enough information, no more and no less than needed. Maxim quality is to provide information that is true and reliable, do not provide information that is false or without evidence. Maxim Relevant is to provide information that is relevant to the topic of conversation. Maxim of manner is to convey information clearly, avoid ambiguity, and provide information regularly.

Flouting maxim occurs when the speaker fails to comply with the cooperative principle and intentionally fails to comply with the maxim. Flouting maxim often occurs when a speaker explicitly chooses not to comply with one or more maxims (Kalina et al., 2015). In addition, (Ulfah & Afrilia, 2018), explains that speakers who flouting maxims are sometimes aware of the cooperative principles and the maxims that are flouted. In other words, not only are flouting maxims, but speakers choose indirect ways to achieve cooperation in a communication (Gustary & Anggraini, 2021).

To find out the types of flouting maxim by characters in the Jumanji: Welcome to the Jungle movie, the author will analyze it using the cooperative principle theory from Grice 1975.

## **Method**

The study uses qualitative descriptive methods to obtain the results. According to Ary et al (2002, cited in Huda, 2013) qualitative method is about explaining the data in form of words and not in form of number or statistic. Meanwhile, Knupfer and McLellan (2001) state that the descriptive method is a kind of research method which has three main purposes of study: describing, explaining, and, validating the findings. In analyzing the data, this study used the theory of cooperative principles and flouting maxim by Grice

which was proposed in 1975. Furthermore, the utterances in the movie were classified and analyzed which type of maxim that was flouted.

The source of the data in this study is taken from the movie "Jumanji: Welcome To The Jungle" and in this study, the data were the utterance in the movie Jumanji: Welcome To The Jungle that flouted the maxim of cooperative principle itself. In order to get the accurate data, the English subtitle was downloaded which is really helpful while watching and note-taking the data from the movie. Besides, the movie was watched repeatedly to get the accurate data. Furthermore, the utterances were selected using flouting maxim of cooperative principle theory by Grice 1975. In this study, used the note-taking method to collect the data. The First step is before watching the movie, the movie was downloaded on the internet to help accurate data, the English subtitle was downloaded on the internet. This step has helped to get the sense and the utterances from the movie. Third, the movie was watched repeatedly to collect the data of this study. This step is a must to do get the accurate data. Furthermore, note taking was needed in this step because to write down the data which were taken from the conversation while or after watched the movie. Lastly, the data were classified based on the types of flouting maxim theory by Grice in 1975 and the data were also put in sequence according to the time of the utterances appeared in the movie. The steps of Miles and Huberman's theory was applied in data analysis of this study. According to Miles and Huberman (1994), there are three steps of the data analysis such as data reduction, data display and conclusion.

The author provides data that has been identified, classified, and analyzed using Grice's theory (1975) on flouting maxim and the cooperative principle. The data in this study were taken from conversations in the Jumanji: Welcome to the Jungle movie. In addition, the data were classified into four types of flouting maxim, namely flouting of the maxims of quantity, quality, relevance, and manner. The data in this study were sorted based on the type of flouting maxim. The following is an explanation of the findings of the data results based on the type of flouting maxim to Grice (1975).

### **Types of flouting maxim of the cooperative principle**

#### **Flouting maxim of quantity**

According to Grice (1975), maxim quantity is that the speaker is expected to be informative. However, in the Jumanji: Welcome to the Jungle movie, there are two utterances that are found to be flouting the maxim of quantity. The following are examples of flouting the maxim quantity by characters in the movie:

#### **Datum**

In this conversation, Spencer, Martha, Bethany and Fridge are resting at Alex's place, while they make a plan on how they can go to the Warehouse which contains many vehicles that they can ride to get to the top of Jumanji. While they are chatting, Alex is seen making a drink, then Spencer who sees it asks him what he is making, then Alex answers it. Here is a short conversation between Alex and Spencer:

Spencer : What are you making?

Alex : Margaritas. *It's actually one of my strengths. That and piloting, although I did get shot down by a couple orangutans in fighter jets, so maybe not great at it.*

In the conversation above, Alex has flouting the maxim of quantity. Spencer asked Alex "What are you making?" then Alex answered "Margaritas. *It's actually one of my strengths. That and piloting, although I did get shot down by a couple orangutans in fighter jets, so maybe not great at it.*" Alex's statement about being one of his strengths, being a pilot, and getting shot was unnecessary and also not what Spencer was asking about. Therefore, Alex has flouting the maxim of quantity because it is more informative in the conversation. The reason the character flouting the maxim of quantity above is because Alex's statement contains implicature, which means it has an implied meaning that he wants to convey. According to Grice (1975), implicature is used in speech, a speaker may describe something that is interpreted, implied or has a different meaning from what is said. Alex being more informative means that he might want to share a story about what he experienced with Spencer, which makes him give an excessive answer than is needed in their conversation.

### **Flouting maxim of quality**

Based on Grice's theory (1975), the maxim of quality is that the speaker is expected to speak honestly and provide information that he believes to be true and not provide false information. Here is the examples of flouting the maxim quality by characters in the movie:

#### **Datum**

In this conversation, Spencer was climbing a tree, when he reached the top he saw a squirrel and he was shocked until he fell to the ground. After Spencer fell to the ground, not long after he suddenly disappeared and reappeared falling from the sky and landing right in front of his friends. His friends immediately came to Spencer. Martha who was worried about him asked how he was. Here is a conversation between Martha and Spencer:

Martha : Spencer! Oh, my God. Are you okay?

Spencer : Yeah. I'm Okay. *I just got on a pretty thrilling roller coaster.*

Based on the cooperative principle theory of Grice (1975), the maxim of quality is that the speaker and the interlocutor are expected to be able to tell the truth by providing information that they believe is true and not providing false information. In the conversation, Martha asked Spencer's condition "Spencer! Oh, my God. Are you okay?" and Spencer answered "Yeah. I'm Okay. *I just got on a pretty thrilling roller coaster.*". By adding "*I just got on a pretty thrilling roller coaster*" to his statement, it makes Spencer fail to comply with the maxim of quality. The reason the character flouting the maxim of quantity above is because Alex's statement contains implicatures which means it has an implied meaning that he wants to convey. According to Grice (1975) implicatures are used in speech, a speaker may describe something that is interpreted, implied or has a different

meaning from what is said. Spencer gave a dishonest statement to Martha, to cover up his embarrassment to his friends because he climbed a tree then fell down and made him reappear falling from the sky which means he had lost one of his lives. Therefore, when Martha asked his condition he answered I'm Okay and added that he had just ridden a roller coaster to cover up his embarrassment.

### **Flouting maxim of relevance**

Based on the theory of Grice (1975) the maxim of relevance is that speakers are expected to provide information that is related or relevant to the topic of discussion. Here is examples of flouting the maxim of relevance by characters in the movie:

#### **Datum**

In this conversation, In the morning, Spencer's mother called Spencer while walking to his room. Then his mother went straight into the room without knocking, surprising Spencer who was busy doing his homework. Spencer reprimanded his mother who suddenly entered his room without knocking. Because his mother was in a hurry, she was late for work, which made her not have time to knock on the door first. Here is a conversation between Spencer's mother and Spencer:

Spencer : Mom, what did we say about the knocking?

Mom spencer : *I'm late for work.*

From the conversation above, there has been a flouting maxim of relevance committed by Spencer mother. Based on the theory of Grice (1975), the maxim of relevance is where the speaker and the interlocutor are expected to be able to provide information that is appropriate or relevant to the topic being discussed. Spencer said "Mom, what did we say about the knocking?" then his mother only answered "*I'm late for work*", because his mother gave an answer that was not relevant to the topic they were discussing, this is a flouting the maxim of relevance. The reason the character flouting the maxim of relevance is because the statement from Spencer's mother contains implicature which means it has an implied meaning that she wants to convey. According to Grice (1975) implicature is used in speech, a speaker may explain something that is interpreted, implied or has a different meaning from what is said. Spencer's mother makes a statement that has a hidden meaning where she wants Spencer to understand the meaning of her statement. Because her mother was in a hurry and was late for work, she did not have time to knock on Spencer's door and went straight in and made a statement like "I'm late for work" when Spencer reprimanded her, which means she wanted Spencer to understand the meaning of her statement.

### **Flouting maxim of manner**

Based on the theory of Grice (1975) the maxim of manner is that the speaker is expected to provide simple information, not ambiguous and convoluted. To avoid flouting the maxim of manner, the speaker must provide information simply. In the movie, researchers found that there were characters who had flouted the maxim of manner. Here is examples of flouting of the maxim of manner by characters in the movie:

### Datum

In this conversation, Spencer was doing his homework in his room, then his mother suddenly came into his room to ask something and remind Spencer not to forget to take his vitamins. After talking to Spencer, his mother immediately rushed off in a hurry because she would be late for work. Here is a conversation between Spencer and his mother:

Mom spencer : Are you going to your father's after school?  
 Spencer : *Yeah, probably.*

In the conversation above, Spencer's statement is included in the category of flouting the maxim of manner because he gave an answer that has **a double meaning (ambiguity)**. Based on the theory of Grice (1975) in the maxim of manner, the speaker or interlocutor is expected to be able to provide simple information, not complicated and not double meaning. Spencer's statement above has flouted the maxim of manner, he should have given a clear answer, not just answering "*yeah, probably*" which means either he or he will not go to his father's house after school when his mother asks. The reason the character flouting the maxim of manner is because Spencer's statement contains implicature, which means it has an implied meaning that he wants to convey. According to Grice (1975), implicature is used in speech, a speaker may explain something that is interpreted, implied or has a different meaning from what is said. Spencer makes a statement that has a hidden meaning where he wants his mother to understand the meaning of his statement. Spencer makes a statement that has a double meaning which means it is included in the flouting the maxim of manner. The reason Spencer flouting the maxim of manner is that seen from his statement he is still not sure whether he will go to his father's house after school or not, so he gives an answer to his mother like "*yeah, probably*".

### Discussion

Based on the results of this study, the analysis of the types of flouting maxim by characters in the Jumanji: Welcome to the Jungle movie found four types of flouting maxim that appeared in the movie. The flouting maxim quantity was flouted twice, the maxim quality was flouted once, the maxim relevance was flouted eleven times, and the flouting maxim of manner was three times. In this research, it was found that the four types of maxims had been flouting by the characters in the movie. This research also found metaphorical hyperbole by one of the characters in the movie. Nigel's character flouting the relevance maxim three times and Spencer's character three times. The character who flouting the maxim most often is Spencer. Spencer flouting the maxim of quality, the maxim of relevance and the maxim of manner. He flouted the maxim of quality once, the maxim of relevance three times and the maxim of manner once.

- **Maxim of quantity**

Maxim of quantity is that the speaker is expected to provide enough information and not too much or too little. In the maxim of quantity, participants must be informative. They only have to answer or respond to what is asked as stated by previous research by (Rahmatia, 2020). In addition, according to Grice (1975, p.45) (1) make your contribution as informative as necessary (for the purpose of the current exchange), (2) do not make your contribution more informative than necessary. The research finding in this research had described that some data were not involved in quantity as well as it contributed to informative involvement. In this research, the characters Alex and Spencer frequently did quantity maxim by informing the statement that was not addressed to be necessary needed.

- **Maxim of quality**

The maxim of quality is that the speaker is expected to be honest and provide information that he believes is true and not provide false information. In previous research, Gustary & Anggraini (2021) said that to fulfill the maxim of quality we must provide information that we believe is true. According to Grice (1975, p.46) try to make a true contribution, in fulfilling the maxim of quality there are two events, namely, (1) do not say what you think is wrong, (2) do not say something if you do not have enough evidence. In this maxim, the researcher found the characters, such as Spencer often did quality maxim while doing conversation with others. He is a humorous person. Who becomes the reason to do quality maxim in the movie. Sometimes he tried to say something that is not true to other character, just to create something fun. Moreover, the other characters believed he was skillful to play game, however the real in the movie was describing not all games could be operated well. By merely showcasing his skills, he tried to deceive his friend as if he was expert at the game.

- **Maxim of relevance**

Maxim of relevance, namely the speaker is expected to provide relevant information based on the topic of conversation. The speaker must follow the principle of relevance, by providing relevant statements as stated in previous research by (Misiantari et al., 2022). In addition, according to Grice (1975) the speaker must contribute to the conversation by providing relevant information based on the topic of conversation. The maxim of relevance in this movie often found to the character Nigel and Spencer. Nigel was NPC character in games program. He had been created to do anything as being programmed in the computer, as well as acted in robotic system. When the real character asked something to him, anything that uttered by him were not relevant with the context. It means that all things had been programmed well by systems. Meanwhile, Spencer is a humorous person, because he is a humorous person, sometimes he always gives irrelevant answers based on the topic of conversation to make the person he is talking to laugh or feel annoyed with him.

- **Maxim of manner**

The maxim of manner is that the speaker is expected to provide simple, unambiguous, or convoluted information. In previous research, Sagher (2024) said that to fulfill the maxim of manner, conversation must be clear, concise, and as simple as possible when we speak, and must avoid vagueness and ambiguity. According to Grice (1975, p.46) when in a conversation, avoid vagueness, avoid ambiguity, keep it brief (avoid being long-winded). The flouting maxim in this movie are committed by the characters Spencer, Martha and Alex. because they often give ambiguous or double-meaning statements that confuse their interlocutors.

## **Conclusion**

In this study, the author found four types of flouting maxim that appeared in the *Jumanji: Welcome to the Jungle* movie. Based on the results, the author found that several characters in the movie had flouted maxims. Of the four flouting maxim found in the movie, there was one flouting maxim that was most dominantly flouted by the characters in the movie. The most dominant flouting maxim was the maxim relevance. Then the second most flouting maxim was the maxim manner. Next, the third flouting maxim that appears is the maxim quantity, and the fourth flouting maxim is the maxim quality. The maxim quality is the maxim that is least flouting by the characters in the movie. This research also found metaphorical hyperbole in the flouting the maxim manner by one of the characters in the movie.



## References

- Amirsheibani, Morteza et al. (2020). "Non-Observance of Grice's Conversational Maxims in Discourse of Humor and Its Role in EFL Learners' Text Comprehension: A Mixed-Methods Study." *Mextesol Journal* 44(4).
- Andi, W. (2017). "Karakterisasi Dalam Film: Studi Kasus *Jumanji: Welcome to the Jungle*". *Jurnal Ilmu Komunikasi*, Vol 5 No 1.
- Bhatti, I. (2024). *An Analysis of Flouting Maxims in "The Magician's Elephant" Movie 2023*, 5 no. 1, 12.
- Brown, G., Yule, G. (1983) *Discourse Analysis*. New York: Cambridge University Press.
- Christian, sudarsono S. (2023). *pragmatics in linguistics*.
- Cutting, J. (2002). *Pragmatics and Discourse: A Resource Book for Students*. New York: Routledge.
- Clark, B. (2022). *Pragmatics: The Basics*. London: Routledge
- Danial, H. (2020). Bentuk Lingual Metafora Bahasa Indonesia dalam Surat Kabar. *Ideas: Jurnal Pendidikan, Sosial, Dan Budaya*, 6(3), 223.
- Elizabeth, E. Emmons. (2020) *Text, Context, Subtext*
- Eriyanto. (2011). Analisis Isi: Pengantar Metodologi untuk Penelitian Ilmu. Komunikasi dan Ilmu-ilmu Sosial Lainnya. Jakarta: Kencana
- Fadli, I., & Kasmawati, K. (2020). Maksim Kerja Sama Berbahasa Model Grice dalam Peristiwa Tutar Di Pasar Tramo Kabupaten Maros: Kajian Pragmatik. *Jurnal Idiomatik: Jurnal Pendidikan Bahasa Dan Sastra Indonesia*, 3(2), 67–72.
- Grice, H.P. (1975) "Logic and conversation." In Cole, P., and J.L. Morgan, eds. *Speech Acts*. New York: Academic Press, 41– 58)
- Grundy, P. (2000). *Doing Pragmatics*. London: Arnold Publishers.
- Gustary, D.T., & Anggraini, S. (2021). The Analysis of Flouting Maxim in "UP!" Movie. *Jurnal Lingua Idea*.
- Hymes, D. H. (1974). *Foundations of Sociolinguistics*. Pittsburgh: University of Pennsylvania Press.
- Huda, M. (2013). *Conversational Implicature Found in Dialogue of Euro Trip movie*. (Undergraduate Thesis). Malang: Universitas Brawijaya
- H, Rahmatia. (2020) *Flouting Maxim of Cooperative Principle in The Fault in Our Stars Movie*.
- Intan Apriyani, A. A., & Satria Wiraharja, I. P. G. (2023). the Analysis of Flouting of Maxim in Kong Skull Island Movie. *KULTURISTIK: Jurnal Bahasa Dan Budaya*, 7(1), 24–29. <https://doi.org/10.22225/kulturistik.7.1.6117>
- Kartika, D. (2018). "Analisis Dialog Dalam Film: Studi Kasus *Jumanji: Welcome to the Jungle*". *Jurnal Komunikasi Film*, Vol 3 No.2.
- Karina, T et al. (2015). Quality assesment program for E uro F low protocols: *Summary result of four-year (2010-2013) quality assurance rounds*. *Cytometry part A*, 87(2), 145.
- Knupfer, N. N. & McLellan, H. (2001). Descriptive Research Methodologies. Research methodologies in Educational Communications and Technology. 1196-1212.

- Muhammad, S. (2022). *Metode Penelitian Kualitatif*, 1.
- Miles, M. B., Huberman, A. M. (1994). *An Expanded Sourcebook Qualitative Data Analysis* (2<sup>nd</sup> ed.). London: SAGE Publications
- Ni Kadek Misiantari et al. (2022). "Analysis of Flouting Maxim in the Tall Girl Movie." *ELYSIAN JOURNAL: English Literature, Linguistics and Translation Studies* 2(3):14–31. doi: 10.36733/elysian.v2i3.3598
- Ni Nyoman Anyarani Puspaningrum, & Ni Made Verayanti Utami. (2023). Flouting Maxim in "Spencer" Movie. *ELYSIAN JOURNAL: English Literature, Linguistics and Translation Studies*, 3(2), 1–10.
- Santoso, B. (2019). "Teori Prinsip Kerjasama Dalam Analisis Film."
- Sudarsono, S. C. (2023). Teori Konteks Dell Hymes: SPEAKING. *Sastranesia.Id*.
- Sagher, I. (2024). No Title. *An Analysis of Flouting Maxims in "The Magician's Elephant" Movie 2023*, 5 no. 1, 12.
- Tannen, D. (1982). Analyzing discourse: text and talk. In *Georgetown University Round Table on Languages and Linguistics*.
- Tita, S. (2024). *sinopsis-film-jumanji-welcome-to-the-jungle-petualangan-hadapi-tantangan-di-game*.
- Thomas, J. 1995. *Meaning In Interaction: An Introduction to Pragmatics*. London and New York: Longman.
- Ulfa, R. A. N., & Afrilia, R. (2018). An analysis of flouting maxim in "The BFG" movie. *PROJECT (Professional journal of english education)*, 1(5), 687.
- Widyasana, B. C., Pratomo, F., Wijaya, R., Katolik, U., Mandala, W., & Airlangga, U. (2023). *ANALISIS PELANGGARAN MAKSIM PADA FILM BERNAFAS DALAM LUMPUR*. 3(2), 141–150.
- Yudhistira. (2021). *Maxim: Principles of Cooperation for Smooth Communication*.
- Yule, G. (2006). *pragmatik*. Yogyakarta, Indonesia: Pustaka Belajar.
- Yanti, B. (2019). *Pragmatics*. 35–37.