

An Analysis of Floating Maxim in Hotel Transylvania 2 Movie

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Abstract

The title of this research is to analyze types of floating maxim. This research described the types of maxims that are flouted by all characters in Hotel Transylvania 2 movie. This research was descriptive research, and the data sources of this research was Hotel Transylvania 2 movie and supported by pragmatics theory related to the movie to increase and add to the theory of floating maxim. The researcher used documentation as collecting data techniques. The descriptive data was gotten from words, sentences, or picture in every action in the movie. After viewing and comprehending the film, the researcher looked for the script, rewatched it, and read the dialogue transcript. She then chose and categorized the utterances in the film that demonstrated maxim flouting, collecting all of the information into a data sheet. These results in the following consequences: the floating maxims of quantity, quality, relation, and manner. The most common type of flouting maxim in the movie, in terms of occurrence, is the quantity maxim. The relational maxim comes in second, the manner maxim comes in third, and the quality maxim appears in last.

Keywords: *Pragmatics, Flouting Maxim, Hotel Transylvania*

1. INTRODUCTION

Humans use language as a system to express themselves through communication. When they are having a conversation, they use it to inform, communicate, and express their ideas (Ibrahim, 2018). Human life revolves around language. Without language, many of our significant activities would be impossible. Without using words, we are unable to relate to our families, make friends, learn, fall in love, build relationships, be parents, have political beliefs, accept or reject religious beliefs, or engage in political activism. Thus, it appears that some significant activities can be done without the use of language. The main means of communication is language. The act of communicating with one another in a form that is understandable to others is known as communication. When there are no misunderstandings and both parties understand one another, communication is said to be smooth. Since language is a tool used by people to communicate with one another and express needs—requests, information, or services—we can say that speakers have an obligation to take their listeners into consideration (Ramadhanisya, 2021). Language is the primary means of communication in human life. (Florentina, 2021).

Language is a structured communication system used by people, including spoken, written, and gesture language. Communication occurs

when a person or people, groups, organizations, and communities create and use language to connect with the environment and other people (Erdayani, 2022). In order for a conversation to be properly conducted, certain components are necessary. In the conversation, they are the hearer, the speaker, and the context (Devi, 2019). Language is used for both transactional (information transfer) and interactive (social relationship establishment). There are two ways to communicate: through words and non-words. Non-verbal communication is communication that uses a signal, like body language, as opposed to verbal communication, which uses words or sounds. There is more to communication than just speaking. A spoken statement cannot be considered a communication if it has no meaning.

One classic way to communicate is through conversation. A dialogue has two main purposes that it serves. They are position-shifting speakers and listeners. Speaking in a conversational manner is typically done outside of formal settings like places of worship, courts, or schools. In order to guarantee effective communication, particularly verbal communication, the participants must cooperate (Winarta, 2022). Oral communication among participants is referred to as conversation. At least a speaker and a hearer are involved in a conversation. Both the speaker and the hearer must cooperate and provide the necessary contributions for the conversation to flow smoothly. The way different speakers approach an interaction determines how well the conversation goes. To ensure that the listener understands what they have said, speakers must be aware of the meaning of what they are saying and convey it clearly (Erdayani, 2022). The cooperative principle refers to how people attempt to make conversations flow. In pragmatics, it is considered that the cooperative principle is a fundamental idea.

"Make your contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged" is the definition of the cooperative principle. (Grundy, 2013). Knowing the cooperative principle is not too different from knowing that a conversation does not fulfill a maxim. A speaker may not be able to live up to a maxim if they disregard it. Contrary to breaking a maxim, which occurs when a speaker chooses to disregard the cooperative principle in order to allow the hearer to deduce the speaker's intended meaning even though the speaker has spoken the words aloud, maxim flouting occurs when the speaker chooses to disregard the cooperative principle (Kurniati, 2018). That is a maxim that has been violated and it raises some fascinating questions about the cooperative principle. A maxim that is flouted indicates to the listener that the speaker is not abiding by the cooperative principle. People who disobey maxims appear to be uncooperative, but in reality, they understand the cooperative principle. There are sometimes hidden meanings that the speaker is trying to get across behind statements that defy maxims. It is true that anyone can choose to disregard the cooperative principle.

It is true that different communication situations will lead to the disobedience of maxims in communication. This implies that the cooperative principle cannot always be followed by communication partners (Hamidah, 2022). This indicates that having good communication requires adhering to all cooperative principles. When a hearer doesn't seem cooperative as a communication partner, that is when the maxim is violated (Melania, 2019). The statement made by the listener ought to be connected to the speaker's earlier statement. This kind is applied whenever a hearer fails to provide a pertinent response in response to the speaker's question (Birner, 2013). The four maxim that need to be followed in order to produce effective communication are the quality, quantity, relevance, and manner maxims (Setyawan, 2021). The term "Flouting of maxim" refers to the fact that in everyday communication, interlocutors do not always abide by the four maxims. We refer to a speaker as flouting a maxim when they seem to be defying it but still expect listeners to understand the implication. This statement aligns with Jenny Thomas's assertion that, when a speaker deviates from a maxim, they do not mean to deceive the listener; rather, they want the listener to discover the conversational implicature, which is the meaning of the utterance that is not explicitly expressed in the words uttered. As a result, the speaker may be trying to convey a point effectively when they purposefully disregard a maxim (Thomas, 2014).

Moreover, the entertainment sector, including the movie industry, is also affected by the phenomenon of floating maxims. A movie is a type of symbolic human expression. Given that it mimics human conversation, it may be the best medium for comprehending human speech. It is created, performed, and inspired by humans. A movie can capture people and their surroundings at its most economical. Movies are a common source of entertainment for people worldwide. It has an impact on people's feelings. Fun movies have the power to make people laugh and feel different emotions. Certain movies have the power to evoke strong emotions in viewers, such as sadness, tears, and fear. Movies have some aspects which can reflect the phenomena of people who flouted the maxims (Misiantari, 2022). It is not like a novel, which merely offers dialogue and narrations without really doing it. It is customary for us to draw conclusions from a speaker's words under the presumption that he is abiding by the cooperative principles. The inference-drawing system is a kind of byproduct of the maxims, which are primarily intended to control discourse. This means that maxims can serve as guidelines for determining whether or not a speaker will cooperate when sharing information during a conversation (Hamani, 2019).

In a movie, the characters' utterances occasionally have a meaning or purpose that is different from what is spoken, most of the characters' statements in the film cause viewers to pause and consider what is being said. Many of the the movie's characters purposefully disregarded the cooperative principle. In

order to fully appreciate the movie, we must understand the meaning behind each character's actions.

In this research, the researcher interested in using movies entitled "Hotel Transylvania 2", which released on September, 25th 2015. The researcher chooses "Hotel Transylvania 2" movie as an object of research because it is a 3D computer animated fantasy-comedy which contains various elements of surprise, conflict, and humor. Beside that, language used by the characters contains many flouting maxim.

People rarely consider the rules when communicating; instead, they tend to say what is on their minds. As a result, the author is interested in floating the maxim that arises from natural discourse depending on the situation and intends to apply this theory to the movies "Hotel Transylvania 2."

From the statement above the researcher interested in conducting a research entitles "An Analysis of Flouting Maxim of Hotel Transylvania 2 movie".

2. RESEARCH METHODOLOGY

This study belongs to the category of qualitative research. According to (Creswell, 2013), assumptions are made in qualitative research before social or human issues are investigated through the use of theoretical or interpretive frameworks.

Using a qualitative descriptive research design, the researchers in this study describe the state of the research object based only on facts that seem to be true. The study also examines language as a means of providing an explanation for a specific phenomenon or group of people. It is stated by (Zacharias, 2013). Therefore, in order to gain a deeper and more comprehensive understanding of the movie Hotel Transylvania 2, it involved interpreting the data in addition to analyzing and summarizing it.

Source of the Data

Data in this research devided into primary source and secondary source.

- Primary data source is the play of Hotel Transylvania 2 movie (2015) directed by Genndy Tartakovsky, produced by Sony Pictures Animation.
- The secondary data source consists of other data related to the research such as some books of pragmatics theory, journal of flouting maxim, article, movie script, internet and other relevant information.

Source of Data

The movie Hotel Transylvania 2 serves as the main source of data for this study. The researcher used other pragmatics theory related to the movie to increase and add to the theory of floating maxim. It helps the researcher to find out the floating maxim of Hotel Transylvania 2 movie.

Object of the Research

The object of this study is the 3D computer animated fantasy-comedy Hotel Transylvania 2, which was created by Sony Pictures Animation and directed by Genndy Tartakovsky. This is the second part of the Hotel Transylvania series. The choosing of this object because it is famous movie, many people watch this. Hotel Transylvania 2 contains various elements of surprise, conflict, humor, and the language used by the characters contains many floating maxim. It makes us to think for a while what is the meaning of the characters' utterances.

Technique for Collecting Data

Since obtaining data is the primary objective of the research, data collection techniques are the most strategically important step in the process. Thus, the researcher employed documentation as a method of data collection in this study. The descriptive data was gotten from words, sentences, or picture in every action of Hotel Transylvania 2 movie. Beside that, the researcher use other relevant information, such as: internet, movie script, ebook, journal, and books of pragmatics theory. So, it will help the researcher found out the floating maxim of Hotel Transylvania 2 movie.

Technique for Analysis Data

In order to identify the maxims that the characters in Hotel Transylvania 2 violated, the researcher attempted to analyze the film through data analysis. The following data analysis methods were used in this study: The researcher look for the original compact disk (CD) of Hotel Transylvania 2 movie, Watching and understanding the movie, The researcher looked for the script, The researcher watched the movie again and read the transcript of the dialogue to verify that what has been produced matches what was said, The researcher picked out and categorized phrases in the film that demonstrated maxim flouting, The data was organized into a data sheet by the researcher.

The power of Qualitatif Research

Researchers in qualitative research should concentrate more on counting the number of individuals who think or behave in a particular way and provide explanations about the reasons behind those individuals' actions and thoughts. However, researchers in qualitative descriptive research require skills to simplify and manage data without damaging the context and complexity of the data. The main strengths in quantitative research are (Yuliani, 2018); Open-ended questions reveal new or unexpected phenomena and bring up more problems through extensive and open investigation during research, Including research categories with in-depth analysis, Many involve extensive information from the population studied, Allows researchers to explore various points of view, Because there are no statistics in it, the narrative style of researchers used

is flexible, Allows producing richer and broader follow-up research recommendations.

3. RESULT AND DISCUSSION

The research's conclusions demonstrated that there are four different kinds of maxims that can be flouted: those related to quality, quantity, relationships, and manner. The researcher examined the film *Hotel Transylvania 2* to determine the types of maxims that were being flouted. The research objective was met by the data pertaining to the various types of maxims that were flouting.

Table 3.1 presented as follows

Type of floating maxim		Frequency	Percentage
Floating maxim of quality		7	10.29%
Floating maxim of quantity		27	39.71%
Floating maxim of relation		18	26.47%
Floating maxim of manner		16	23.53%
		68	100%

All of the above-mentioned categories of maxim flouting were present in the *Hotel Transylvania 2* film. Throughout the film, the characters disobeyed the maxim 68 times in total. the most dominant flouting maxim uttered by the character was floating maxim of quantity, it frequency were 27 (39.71%), floating maxim of relation that occurred 18 times (26.47%), floating maxim of manner that occurred 16 times (23.53%), and floating maxim of quality that occurred 7 times (10.29%). Based on the table above , here are the explanations of each maxim.

Floating maxim of quality

Example of the phenomena of flouting maxim of quality can be seen in the following dialogue :

1. Mavis : Thanks for being so understanding, Dad. I know you'll keep him safe
Drac : Of course, Mavey. Stake my heart and hope to die.
(00:26:04-00:26:16)

2. Little girl: That was sick, lady. Where did you learn how to do that stuff?
Mavis : Transylvania.
(00:39:30-00:39:35)
3. Drac : Rise and shine, my Denisovich.
Denis : Hi, Papa.
Drac : Hello, my little devil. Did you have sweet nightmares?
Denis : Uh-huh. I dreamed that I saw a stegosaurus.
(00:15:56-00:16:05)

Flouting maxim of quantity

All of the characters in *Hotel Transylvania 2* violated the quantity maxim 27 times (or 39.71%). It is the most blatant violation of a maxim that occurs in the film.. In this instance, the character fails to uphold the quantity maxim, which calls for the speaker to provide the listener with as much information as necessary. The characters break the rule of quantity by providing too little information in some exchanges and too much information in others.

1. Mavis : Johnny! Come quick!
Drac : What's up? He's okay?
Mavis : Dennis said his first word!
(00:12:22-00:12:29)
2. Drac : Okay, kid. We get it. You can talk. Denisovich.
(Looking Dennis' cavities)
Mavis : Dad.
Drac : Just checking for cavities.
(00:12:50-00:12:59)
3. Mavis : It's asking a lot, Dad. We could just take Dennis with us.
Drac : What? Are you kidding me? And get him off his routine?
No, no, no. You kids go to California, and see if it's the right place to raise Denisovich.
(00:25:51-00:26:03)

Flouting maxim of relation

The second cooperative principle maxim, the maxim of relation, is broken when it is flouted. According to Grice's theory, if a speaker in a conversation fails to provide a pertinent response, the maxim is considered to be flouting in relation. Being irrelevant is the easiest way to break this adage. This maxim slightly violates the maxim of quantity in the events of *Hotel Transylvania 2*. It occurs eighteen times, or 26.47% of the total, and is in second place for dominance.

1. Drac : Okay. All that taught me is that you're pathetic.
Johnny : Yeah, got it. Maybe you should just get bluetooth.
Drac : Okay. Blue Tooth, come over here. So, now what?
(00:15:38-00:15:50)

2. Mavis : I'm sorry. Did I start all that?
Wayne : Don't worry. There's a reason they call it a litter.
(00:21:04-00:21:08)
3. Frank : What are you wiggin' out about, Drac?
Drac : The kids. Mavey Wavey's saying she wants to leave.
Frank : She wants to leave? What about Johnny? He doesn't wanna go.
He's making the hotel more human-y for Dennis.
You know, seeing that he isn't a monster.
Drac : He is a monster! He's just a late fanger.
Shrunken Head : Mmm-hmm. And I could be a hand model.
(00:23:23-00:23:28)

Flouting maxim of manner

This kind of flouting maxim, which occurs in *Hotel Transylvania 2*, ranks as the third most common type. It occurs 16 times in total, which is 23.53% of the 68 times that a maxim is broken. The characters violate the rule of manners, which states that one must be concise, precise, and systematic in expressing oneself. The movie's characters are successful in expressing deeper meanings by disobeying social norms.

1. Mavis : Whoa! Now what's that beautiful fountain of rubies?
Johnny, have you tried this Slurpee?
Johnny : Not that quickly, hon.
(00:35:32-00:35:40)
2. Winnie : Dennis! I love you! Zing!
Dennis : Hi, Winnie.
Winnie : I just love your yummy strawberry locks! Zing, zing!
(00:20:04-00:20:09)
3. Dana : We have to call the boy's mother.
Drac : No, that ain't happening. His mother's already nutsy kookoo!
Dana : I have to follow protocol.
(00:50:14-00:50:20)

4. CONCLUSION

In light of the discoveries and debate in the preceding chapter, the following conclusions regarding the maxim flouting uttered by every character in the *Hotel Transylvania 2* film can be drawn. It is implied that the characters in *Hotel Transylvania 2* participate in a variety of maxim flouting activities based on the first goal, which lists the different types of maxim flouting that the characters in the movie do. The floating maxim appears 68 times in the movie. There are four distinct types of maxim flouting. The four categories of maxims are quantity, quality, relation, and manner floating maxims.

Out of the four flouting maxims, the flouting maxim of quantity is the most frequently stated by the characters in the film, occurring 27 times (or 39.71%). The relational floating maxim, which appears 18 times (26.47%), is the second rank of floating maxims. Floating maxim of manner comes in at number three, occurring 16 times (23.53%). The final type of flouting maxim with the lowest rank in occurrences is the quality maxim, which is only flouted 7 times (10.29%).

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