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## Flouting Maxims Found in Encanto Movie

*Fauziah<sup>1)</sup>, Gaguk Rudianto<sup>2)</sup>*

<sup>1</sup>Universitas Putera Batam, Batam, Indonesia  
fziah59@gmail.com

<sup>2</sup>Universitas Putera Batam, Batam, Indonesia  
gagukrudianto@gmail.com

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Email Correspondence: fziah59@gmail.com

### Abstract

There are several conditions to create an effective communication, one of them is the utterance of the speaker must be understood by the listener. Utterance can be called as maxim. The speaker can disobey a maxim in purposed as long as the context provides enough indicators for the participant to notice it. This is called flouting maxim. This research discussed about the flouting maxims that found in “Encanto” Movie as data source. The related utterances by characters in the movie were the data of analysis in this research. This research used non-participatory observation as the method of collecting data and categorization based on theory by Grice in Yule (1996) as the method of analyzing data. from analysis of this research can be found there were 15 utterances of flouting maxims found in this Movie. There were 5 utterances of the flouting maxim of quantity, 5 utterances of the flouting maxim of quality, 3 utterances of the flouting maxim of relation, and 2 utterances of the flouting maxim of manner. Finally, the most common flouting maxims found in this movie were maxims of quantity and quality, and the least flouting maxim was maxim of manner.

**Keywords:** Cooperative Principle, Flouting Maxims, Maxims

## 1. INTRODUCTION

Communication always involves more than one party. In daily activities, people mostly communicate to send their intentions or messages. As communication needs more than one person, there comes speaker and hearer, or they also can be called as sender and receiver, or addresser and addressee. One of important parts in communication is the method, whether it is face to face method or writing method Adler & Rodman (2017). In addition, the methods are being used by people based on the situations to fulfil communication goals when they communicate. One of the communication goals is an effective communication which people communicate with the same understanding even though they have different backgrounds or social factors.

Effective communication does not always occur when people communicate even in this modern era. There are several conditions to be fulfill in order to create effective communication. One of them is

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the message conveyed by the speaker must be received well so that there is no misperception. However, there are some condition when the speaker's utterance does not match with the reality that is happening. But on the other hand, the speaker's utterance is still conveyed and understood by the receiver without any misperception. In linguistics, this phenomenon is called pragmatics.

According to Yule (1996), Pragmatics is study about the context of language uttered by the participants. It relates to cooperative principle which explained about Maxims as the basic essential kits of conversation. Grice in Yule (1996) stated that there are four Maxims called quantity, quality, relation, and manner maxims. Often, people convey their messages in the conversation without fulfilling the four maxims, and it can be said that the participants are flouting the maxims. For example, there is flouting maxim found in an online article which reporting about the cross-examination by Camille Vasquez as Johnny Depp's lawyer to Amber Heard as below.

Vasquez : "Doesn't really look like anyone's been doing cocaine off that table, does it?"  
Heard : **"With all due respect, I'm not sure you know how that works,"**

The utterances were written in an online article published by "Vulture" (Bekiempis, 2022). Camille Vasquez gave question to Amber Heard. Instead of answering the Vasquez with "Yes" or "No", Heard answered with other information "With all due respect, I'm not sure you know how that works". In this case, Amber Heard flouted quantity maxim because this maxim explains that speaker should provide the information needed by speaker, while the speaker above did not provide the required information. Flouting maxims are not only occurred in articles, but also movies. Nowadays, the consumption of online streaming has been increasing since Covid-19 pandemics (Forrester, 2021). Therefore, the researchers in this paper found flouting maxims uttered by characters in conversation in "Encanto" Movie. "Encanto" Movie is an animation movie produced by Walt Disney, and it tells about the Madrigals, a Colombian family which helps a community called Encanto and they suddenly have problem of losing their magical gifts. In this movie, the conversations by the characters are contained flouting maxims. One of the flouting maxims uttered in conversation between the characters namely Mirabel and Abuela as below.

(00:03:31 – 00:03:42)

Mirabel : "What do you think my gift will be?"

Abuela : **"You are a wonder, Mirabel Madrigal. Whatever gift awaits, will be just as special as you."**

The utterance was categorized as flouting of quantity maxim because it contained more information than required. Abuela should give a direct answer to Mirabel instead of giving additional information about Mirabel herself. From the phenomena, flouting maxims are still found in the utterances by people

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when they communicate, not only by face to face communication but also writing. In addition, people should learn more about cooperative principle which involved four maxims of conversation. According to Grice in Yule (1996), cooperative principle states that people in a conversation usually try to be informative, truthful, relevant, and clear. It is an important principle in conversation because they can build an effective communication between the participants, therefore people can convey information, opinion, or any message in the discussion. Furthermore, cooperative principle consists of four maxims which are maxims of quantity, quality, relation, and manner. However, the maxims are being flouted by people in conversations.

The first maxim that would be discussed is maxim of quantity. Maxim of quantity occurs when the participants give required information, and there is no adding of any more information other than the required one Yule (1996). If the participants give too much information or not required information, it can be stated that the participants have flouted the quantity maxim. The flouting of quantity maxim is shown in an article by Manurung (2019).

Agnes : “Wait, before talking about my international carrier, actually it should be discussed also about Deddy who won a mentalist award or something right?”  
Deddy : **It doesn’t make any sense**, two times.”

The second is maxim of quality. According to Grice in Yule (1996) maxim of quality is found when the participants give a truthful information, or a fact that can happen in real life. Participant who gives wrong information intentionally or lie toward something, it means the participant has flouted maxim of quality. The example of flouting quality maxim is shown by Albiansyah et al., (2021) in their article as below.

Yu Ning : “Why do you act like a doctor? We can't even see any changes in Dian's body”  
Bu Tejo : **“There are so many ways to hide the pregnancy. Teenagers are more cunning nowadays.”**

The next cooperative principle is maxim of relation. Based on Grice in Yule (1996) maxim of relation is shown when both participants have relevant discussion without any other topic that cause irrelevant discussion in the conversation. It is often found that people suddenly talk about different topic in the middle of conversation, and this case is known as flouting relation maxim. One of the flouting relation maxim examples is shown in article by Op.Sunggu & Afriana (2020) as below.

Diana : “Hello mother how are you?”  
Hippolyta : **“How many times Diana?”**

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The last of cooperative principle that would be discussed is maxim of manner. Maxim of manner shows that people must communicate briefly and orderly, without any ambiguity (Yule, 1996). In short, this maxim purposes to avoid ambiguous meaning between the participants. In contrast, people who communicate unclear and cause ambiguous in the conversation and it shows that the people have flouted maxim of manner. Furthermore, the example of flouting manner maxim is shown in article by Nur Ulfah & Afrilia (2018).

Najwa : “How about your curiosity during the trial? You once said you are curious about the evidences they would provide. How is your curiosity now?”

Yusril : **“I am sorry to say but I am surprised with the evidences given”**

There were previous research related to flouting maxims. Firstly, there was a study done by Marlisa & Hidayat (2020), they analyzed the flouting maxims and the reasons of flouting maxims occurred in Good Morning America talk show. The research was done by approaching theory by Grice (1975). The result of the study was all maxims were flouted by participants in the talk show, and the most flouted maxim was quantity and manner maxims. Moreover, the study also discovered that flouting maxims could create a fun communication and give more detail explanations.

Another research was done by Op.Sunggu & Afriana (2020), they analyzed the flouting maxims and the reasons of flouting maxims shown by characters in “Wonder Women” movie. Then, they applied the theory by Grice (1975) to analyse the flouting maxims. They also applied the qualitative method by Sudaryanto (2015). The result explained all characters in the movie flouted all maxims with maxim relation as the highest flouting maxim, and the reason they flouted the maxims were to entertain audiences. Helmie & Lestary (2019) discovered the flouting maxims and the reason of flouting maxims shown by the main characters of “Home Alone 2 ‘Lost in New York’” movie. This research was analyzed by using the theory by Grice (1975). The result showed that all maxims were flouted by the main characters. The most dominant maxim flouted was maxim quality.

Ayasreh et al., (2019) studied the flouting maxims and the reasons of flouting maxim uttered by Arab leader Gaddafi interview. They applied the Grice (1975) theory to analyzed the spoken utterance. The study revealed that all the types of maxims were flouted during the interview. It is shown that he flouted the maxim by giving answer which he thought would convince their people even though he was not cooperating with the interviewer. Aisya & Fitrawati (2019) analyzed the flouting maxims and the reasons of flouting maxim shown in Mata Najwa Talk Show. The analysis was analyzed by applying Grice (1975) theory. It was found there were fifty-five utterances that flout the maxim which the most

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dominant maxim shown was maxim quantity. The reasons they flouted the maxims were vary, but the most commonly found was to attractiveness and competing goals.

Aziz et al., (2019) examined the flouting maxims and the reasons of flouting maxims found in a character called Alfi in Indonesian comedy movies entitled “The Guys”. In analyzing the data, the researcher applied Grice (1975) theory. The analysis shown that alfi performed all types of flouting maxims with the most frequently shown was flouting maxim of manner. The reason that lead ali to flout these maxims are collaborative and conflictive. Natasya & Sari (2019) conducted the flouting maxims and the reasons of flouting maxims found in a popular movie entitled “Finding Dory”. The researchers applied the theory of Grice (1975). The study showed that the characters in the movie flouted all the maxims which the quantity maxims are the most dominant shown. The most frequently reasons uttered by the characters was to expect something.

The researchers in this paper had similar objectives with the previous researchers which was analyzing flouting maxims. Differing from previous research, the researchers analyzed “Encanto” Movie as the data source. “Encanto” Movie had won many awards and one of them was Academy Award for Best Animated Feature, and there was not found other researchers who used this movie as their data sources. As there were flouting maxims found in this movie, the researchers were interested to analyse what maxims were flouted and which maxim became the highest flouting maxim in “Encanto” Movie by using the theory by Grice in Yule (1996).

## **2. RESEARCH METHOD**

This research applied a qualitative descriptive approach to analyse the flouting maxims found in “Encanto” Movie. According to Creswell (2014), qualitative descriptive approach has some methods such as narrative, case study, or ethnography, and all of them can be applied based on researchers’ roles in order to make the research well interpreted. For collecting data of this research, the researchers applied the observational method by Sudaryanto (2015). This observational method is done by. There were steps of collecting data, first the researchers watched the “Encanto” Movie. Second, the researchers transcribed the movie. Third, the researchers highlighted selected sentences which were considered as flouting maxims in the dialogues.

The next step after collecting data, the data were analysed by using pragmatic identity method by Sudaryanto (2015). This method focuses on the participants’ utterances which are the characters in “Encanto” Movie. Following the theory by Grice in Yule (1996), the researchers analyzed the flouting maxims in three steps. Firstly, the data were identified as flouting maxims. Second, the data were analyzed

according to each category of maxims. Third, the data were concluded and presented descriptively including which maxims were flouted and the highest flouting maxim found in the research.

### 3. FINDINGS AND DISCUSSION

#### 3.1 Findings

This research discovered there were flouting maxims found in “Encanto” Movie. There were 15 of flouting maxims found in the conversations by the characters in “Encanto” Movie. The maxims that flouted were maxims of quantity, quality, relation, and manner. The total of flouting maxims found was shown as below.

Table 1. Data findings of Types of Maxim Flouting

No	Types	Frequency
1	Maxim of Quantity	5
2	Maxim of Quality	5
3	Maxim of Relation	3
4	Maxim of Manner	2
<b>Total</b>		<b>15</b>

#### 3.2 Discussion

##### Data 1

Mirabel: “What do you think my gift will be?”

Abuela : “**You are a wonder, Mirabel Madrigal. Whatever gift awaits, will be just as special as you.**”

(00:03:31 – 00:03:42)

The conversation above happened when Mirabel was about going to attend a holy ceremony to find out what her gift would be, and she went to the ceremony accompanied by her grandmother namely Abuela. Mirabel was curious about what her gift would be, therefore she asked about it to Abuela. Abuela supposed to answer Mirabel’s question directly whether she did not know or something related that she might know. But Abuela answered her with more information that needed by Mirabel. Therefore, the utterances by Abuela is considered as flouting maxim of quantity.

##### Data 2

Abuela : “Stop. First, an announcement. I’ve spoken to the Guzmans about Mariano’s proposal to Isabela. Dolores, do we have a date?”

Dolores: “Tonight. **He wants five babies.**”(00:32:35)

The conversation above were uttered by Abuela and Dolores when they had family lunch with the family members. In the conversation, Dolores gave too much information to Abuela because Abuela only

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asked about what date Mariano planned to propose Isabela. However, Dolores added information that Mariano wanted five babies. Thus, it is categorized as flouting maxim of quantity.

**Data 3**

Abuela : “What’s happening?!”

Dolores: “**Mirabel found Bruno’s vision, she’s in it, she’s gonna destroy the magic and now we’re all doomed!**” (00:52:32)

In the conversation above, Dolores answered with too much information to Abuela. She should only answer about Mirabel who found the Bruno’s vision without adding any other information which not required by Abuela. As mentioned, when participant gives too much additional information, the quantity maxim will become flouted. Therefore, the utterance by Dolores above is categorized as flouting maxim of quantity.

**Data 4**

Mirabel: “Wait, have you been in here... patching the cracks?”

Bruno : “**Oh that? No, no, no, no, I’m too scared to go near those things. All the patching’s done by Hernando.**”(00:56:29)

The conversation above happened when Mirabel asked Bruno if he had been patching the cracks. However, Bruno did not only answer yes or no while the question that Mirabel gave was a yes/ no question. He also gave the reason why he was not the one who patched the cracks which were not required by Mirabel. For this reason, the utterance by Bruno above was flouting the quantity maxim.

**Data 5**

Pepa : “What did you do?”

Mirabel: “**I’m not doing anything! It’s Bruno’s vision! It’s...**”(00:53:18)

The conversation in data 5 above was uttered by Pepa and Mirabel. Pepa was Mirabel’s aunt in “Encanto” Movie. She asked Mirabel about what Mirabel did, but Mirabel answered with additional information about Bruno’s vision. Therefore, the utterances by Mirabel was categorized as flouting maxim of quantity.

**Data 6**

Antonio: “What if it doesn’t work?”

Mirabel: “**Well... in that impossible scenario... you’d stay in here in the nursery... with me. Forever. And I’d get you all to myself.**”(00:13:42)

The conversation above happened when Antonio, the cousin of Mirabel was nervous to find out what his gift. Mirabel was there to accompany and make him calm. Antonio asked Mirabel what if he did not get the gift as people expected, Mirabel answered him the false information in order to create a joke at



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the same time. Even though the utterances by Mirabel calmed Antonio, but it is still categorized as flouting maxim of quality because it contains untrue information.

**Data 7**

Mariano : “Mirabel ... ? Everything okay?”

Agustin: “**Everything’s great, she’s just... excited! For you to propose, which you should do as fast as you can.**”(00:51:43)

In data 7 as conversation above, Mariano was asking Mirabel if everything was okay. But, Agustin, who was Mirabel’s father answered fast to distracted Mariano so he would not know the real situation. It can be stated that Agustin had given an untrue information. Thus, the utterance by Agustin is classified as flouting maxim of quality because it contains false information

**Data 8**

Mirabel: “You left... to protect me...?”

Bruno : “**I don’t know which way it’ll go... but my guess... the family, the Encanto, the fate of the miracle itself - it’s all gonna come down to you.**”(00:59:58)

The conversation above was uttered by Mirabel and Bruno. They were at Bruno’s hiding place and Mirabel asked if Bruno left the family because he wanted to protect her. However, what Bruno answered was still considered as untrue information as he still guessed about the real meaning of his own vision related to Mirabel. Therefore, it can be stated the utterance by Bruno is flouting the maxim of quality.

**Data 9**

Mirabel : “I will never be good enough for you. Will I? No matter how hard I try.No matter how hard any of us tries. Luisa will never be strong enough. Isabela won’t be perfect enough -- Bruno left our family because you only saw the worst in him--”

Abuela : “**Bruno didn’t care about this family -**”(01:12:56)

The data nine showed that Mirabel and Abuela had an argument. Before Mirabel finished her statement, Abuela cut off with a false information. She said that Bruno did not care about the family while actually Bruno cared and wanted to protect the family. For this reason, the utterance by Abuela is known as untrue information and it is flouting the quality maxim.

**Data 10**

Abuela : “Maybe you should leave the decorations to someone else?”

Mirabel: “**No, I actually made these as a surprise - for you-- ooo—**”(00:11:53)

The conversation above was uttered by Abuela and Mirabel when Abuela happened to see Mirabel accidentally burned a doily. Despite of answering honestly, Mirabel lied to Abuela which is considered as false information. For this reason, the utterance above is considered as flouting maxim of quality.

**Data 11**

Juancho : “What’s your gift?”



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Mirabel : **“Who’s asking?”**(00:04:30)

The conversation above happened when a kid namely Juancho asked Mirabel about what her gift was. However, Mirabel did not give a relevant answer to the question. She answered Juancho with another question that not related to the first question by Juancho. Therefore, in the conversation above, the utterance by Mirabel is flouting the maxim of relation.

**Data 12**

Mirabel : “Uh, Tía Pepa - if Bru- if he had a vision about “someone” what would it mean for them?”

Pepa : **“We don’t talk about Bruno.”**(00:46:06)

The dialogue above showed that Mirabel was asking Pepa about Bruno’s vision. However, Pepa answered without answering any related information that needed by Mirabel, she even answered Mirabel for not talking about Bruno which is not related with their conversation. Thus, Pepa has flouted the maxim of relation.

**Data 13**

Bruno : “Well, because she’s his aunt and she has amnesia, so she can’t remember that she’s his aunt, yousee it’s like a very forbidden kind of...”

Mirabel : **“I don’t understand why you “left,” but didn’t leave?”** (00:57:30)

In data thirteen, there was conversation of Bruno and Mirabel. Bruno was telling Mirabel about some history about their family. But Mirabel did not give a relevant feedback or question, she gave a question that not relevant to the topic of Bruno discussed about. She suddenly asked about why Bruno had never left the house while everyone knew he had left since long time ago. The question from Mirabel was not relevant with Bruno’s discussion, therefore the Mirabel’s utterance is considered as flouting maxim of relation.

**Data 14**

Mirabel : “You gotta tell me about the magic. What’s going on? What are you hiding?”

Luisa : **“Nothing, just gotta lotta chores, so maybe you should just go home.”**(00:33:37)

There was conversation of Mirabel and Luisa about the magic issue. Luisa answered the question by showing some obscure action. Mirabel found the answer by Luisa left some ambiguity. Based on Grice’s theory, when the participants talk ambiguously, it means they have flouted maxim of manner. For this reason, the Luisa’s utterance is flouting maxim of manner.

**Data 15**

Mirabel: “How long have you been... Back here? You never left.”

Bruno : **“Well, I- I left my tower, which was you know, a lotta stairs, and uh in here - eh? Kitchen adjacent - ooo plus, free entertainment.”**(00:56:58)

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The data 15 shows that Mirabel asked Bruno about how long Bruno had been staying in the house. But Bruno answered unclearly, ambiguously, and he tried hard to not sound suspicious. Therefore, the utterances by Bruno had shown that he flouted the maxim of manner in this conversation.

#### 4. CONCLUSION

The result of the analysis above can be concluded that there are maxims that being flouted in data source which was “Encanto” Movie. According to the theory by Grice in Yule (1996), there are 4 maxims of quantity, quality, relation, and manner. The researchers found that the four maxims were being flouted in the data source. Moreover, the 15 utterances consisted of 5 utterances of flouting maxim of quantity, 5 utterances of flouting maxim of quality, 3 utterances of flouting maxim of relation, and 2 utterances of flouting maxim of manner. Thus, the most maxims that being flouted found in “Encanto” Movie was maxims of quantity maxim and quality, and the least was maxim of manner.

The researchers also recommended the next researchers to analyze the study of flouting maxims found from other data sources such as interviews, television show, or books. In addition, the researchers also suggested next researchers to analyze this topic with other theories. Last, the researchers also realized that this research is not perfect, therefore suggestions and comments related to the findings and analysis in this research are very appreciated.

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