

## VIOLETION OF THE PRINCIPLE OF MAXIM COOPERATION IN THE CONVERSATIONS BETWEEN CHARACTERS IN THE BLONDE 2022 MOVIE

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### Abstract

The purpose of this research is to explain the types of violations of the principle of cooperation committed by the characters in the Blonde 2022 movie script and to describe the intention behind the violation of the principle of cooperation committed by the characters in the Blonde 2022 movie script. This research is included in the qualitative descriptive research. Furthermore, the technique used is a note-taking technique. The researcher recorded every conversation in the Blonde 2022 movie script that experienced a violation of the cooperative principle along with the implicatures that were generated based on the context of the conversation. Based on the results of research on violations of the cooperative maxim in the Blonde 2022 film script, it can be concluded that in the script there are four types of violations of the cooperative maxim committed by the characters, namely 1) violation of the maxim of quantity (1); 2) violation of the maxim of quality (1); 3) violation of relation maxim (2); and 4) violation of the maxim of manner (1). The violation that is often done is the violation of the maxim of relation by expressing utterances that are outside the context of the ongoing conversation. In the Blonde 2022 film script, there are various kinds of implicatures contained in every violation of the principle of cooperation. The implicatures contained include 1) requesting information; 2) providing information; 3) stating something (eg angry, sad, disappointed, etc.); and 4) giving orders. The most commonly found implicature is the implicature to provide information.

**Keywords:** *Blonde, Implicature, Maxim, Movie*

### INTRODUCTION

In the reality of everyday language life, most people are not aware of the existence of cooperative principles in communication. This has caused some people to unconsciously violate existing cooperative principles. Violation of the principle of cooperation itself means disobedience of the speech participants to the principles of cooperation.

Grice argues that reasonable discourse can occur if speakers and hearers adhere to the principle of cooperative communication (Sarangi & Slembrouck, 1992). The principle of cooperation is an event in the field of pragmatics that focuses on creating a communicative, effective, and efficient communication activity (Grice in Al-Saedi, 2013). The use of the principle of cooperation requires speakers to provide information as precisely as possible according to what is needed by the speech partner. In addition, speech partners are also required to be able to provide information that is realistic or not fabricated (Emidar, 2021). The use of sentences that are straightforward and do not contain elements of ambiguity is a step that must be applied by speech partners to achieve success in communicating effectively and efficiently.

Violations of cooperative principles often occur accidentally, which is caused by a person not knowing or not realizing that what he has conveyed violates existing cooperative principles. However, in some cases, a speech partner often violates this cooperative principle on purpose. This is done not solely to violate certain language conventions or to cause conflict, but to contain the implicature or intent contained in the violation. Violation of the principle of cooperation is used by participants as a communication strategy to achieve success in communicating (Faridah, Ruston, Nuryatin, &

Mardikantoro, 2018). We can find violations of the principle of cooperation in various utterances contained in the media in the form of plays, drama scripts, films, advertisements, and so on (Arniatika, 2019). Drama script is an effective medium for conveying messages and deserves further study (Sitanggang, Sdabutar, & Bahri, 2022). Because the movie script itself is a written form of oral communication. It contains many elements of speech which can be studied through the principles of politeness and the principle of cooperation between speakers in the dialogue presented. One of the interesting movie scripts to study is the Blonde 2022 movie script because the movie script contains many elements of speech that can be studied through the principle of cooperation between speakers in the dialogue presented.

This research has objectives, namely: 1. Describe the types of violations of the principle of cooperation committed by the characters in the Blonde 2022 movie script. 2. Describe the intention behind the violation of the principle of cooperation committed by the characters in the Blonde 2022 movie script.

## **METHOD**

This research is included in the qualitative descriptive research. Descriptive research is research that intends to understand a problem by describing it in the form of words or writing. This study describes all the behaviors of violating the cooperative maxim committed by the speech participants in the Blonde 2022 movie script along with the intentions contained in each violation of the principle of cooperation in the movie script.

The method that will be used in this study is the method of listening. The listening method is a method carried out by researchers by tapping the use of language, intercepting conversations (if verbally) of a person or several people at once, and or tapping the use of written language (Widodo, 2005). Data collection was carried out using the listening method, in which the researcher read carefully and repeatedly the use of language in all conversations conducted by the speech participants in the Blonde 2022 movie script.

Furthermore, the technique used is a note-taking technique. The researcher recorded every conversation in the Blonde 2022 movie script that experienced a violation of the cooperative principle along with the implicatures that were generated based on the context of the conversation. After the data collection was completed, the data were classified according to the four violations of the cooperative principle, namely violations of the maxim of quality, violation of the maxim of quantity, violation of the maxim of relevance, and violation of the maxim of manner, and described the intent or implicature of the violation of cooperation. The process of reading, recording, and collecting data is carried out carefully until the data analysis stage. This is intended to obtain truly accurate data.

## **FINDINGS AND DISCUSSION**

The discussion is carried out integrally, namely identifying the types of violations that occurred, as well as followed by analyzing the intent behind these violations sequentially. In the Blonde 2022 movie script there are four types of violations of the principle of cooperation along with the implicatures behind the violations which are explained as follows:

Violation of the maxim of quantity occurs when the speaker does not provide information that is needed by the speech partner and contains excessive information (Paul, 1989). Data 1 Marilyn Monroe: Why do they always look like unhappy rabbits? Man: Cause that's what they are. Now go and make him happy. (20:14) Context of speech: Marilyn is taking a night walk with the boys (a scene in a film she plays). Marilyn was asking why men often had gloomy faces, but the other person told her to approach him instead In data 1 submitted by Man violates the maxim of quantity because Man does not provide the information provided according to the needs of his speech partner. This is caused by Marilyn's speech "Why do they always look like unhappy rabbits?" intended to ask Man why men are always gloomy, but Man overreacted and instead told Marilyn to make men happy. Man should have answered enough by giving his opinion, but the answer was not said so he had violated the maxim of quantity The intent behind the violation can be identified using PARLANT's speech components and conversational implicature analysis. Participants (P) in speech (1) are the character

Man from the bourgeois community and Marilyn from ordinary society. They were taking a walk enjoying the evening breeze. Act (A) or the contents of the message is Marilyn's

### Violation of the Maxim of Quantity

Violation of the maxim of quantity occurs when the speaker does not provide information that is needed by the speech partner and contains excessive information (Paul, 1989).

Data 1

Marilyn Monroe: *Why do they always look like unhappy rabbits?*

Man: *Cause that's what they are. Now go and make him happy.*  
(20:14)

Context of speech: Marilyn is taking a night walk with the boys (a scene in a film she plays). Marilyn was asking why men often had gloomy faces, but the other person told her to approach him instead.

In data 1 submitted by Man violates the maxim of quantity because Man does not provide the information provided according to the needs of his speech partner. This is caused by Marilyn's speech "Why do they always look like unhappy rabbits?" intended to ask Man why men are always gloomy, but Man overreacted and instead told Marilyn to make men happy. Man should have answered enough by giving his opinion, but the answer was not said so he had violated the maxim of quantity

The intent behind the violation can be identified using PARLANT's speech components and conversational implicature analysis. Participants (P) in speech (1) are the character Man from the bourgeois community and Marilyn from ordinary society. They were taking a walk enjoying the evening breeze. Act (A) or the contents of the message is Marilyn's question about the sour face of the man she often meets to Man. Reason (R) in the speech is Man's desire to provide information on the reasons for the man's gloomy face. The speech has an assertive function, namely to provide information. Locale (L) or the place where the speech occurs is on a wrong street whose address is not known. Agents (A) in the speech take place orally in a variety of non-formal languages, indicated by the use of greetings made by the two characters. Thus, the norms (N) of the speech are showing respect for people who have a position or higher social status. Tonality or the use of tone can be seen in Man's annoyance when answering questions from Marilyn. The speech type is formulated in the dialogue.

Judging from the reaction of Man who said "*Cause that's what they are. Now go and make him happy*", it can be seen that there is more detailed information from the question asked by Marilyn regarding the gloom on a man's face that has been implicitly answered. Judging from the speech function, Man's speech is included in the assertive function, namely providing information. From Man's assertive speech function, it can be seen that he has provided information about the causes of sour-faced men. The implicature of the conversation can be proven through Raison's element, namely Man's desire to provide information about the causes of sour-faced men. Thus it can be concluded that Man's violation of the maxim of quantity has the aim of providing information to Marilyn.

### Violation of the Maxim of Quality

Violation of the maxim of quality occurs when the speech participant conveys information that is not yet believed to be true and is not accompanied by clear evidence (Paul, 1989). The following is a discussion of violations of the maxim of quality in the Blonde 2022 movie script:

Data 2

Marilyn: *Please don't.*

Joe: *Huh? Huh? Do you think that shit works on me? Think that works for me? Oh, yeah? Everybody, they're gonna fucking know what a fucking whore you are! Fucking get up! Huh? Huh? You fucking whore! Huh? Get over here! Get over here!*

[Marilyn whimpers] (1:31:07-1:31:20)

Context of speech: Marilyn Monroe's husband beat his wife and did not accept any explanation Marilyn said to him because according to him his wife had made many mistakes and did not want to listen to him.

The utterances in bold in the conversation above are utterances that violate the maxim of quality. The quality maxim obliges each conversation participant, to tell the truth, whereas in speech (2) Joe provides information without clear proof of truth to Marilyn. Joe also wasn't sure that Joe was sad about Marilyn's behavior, who always looked sexy in front of other men and he couldn't bear to beat and insult Marilyn in such a way, but he had to do this to teach his wife a lesson. Thus, the character Joe violates the maxim of quality because he has said things that are not accompanied by clear evidence of the truth.

The intent behind the violation can be identified using PARLANT's speech components and conversational implicature analysis. The participants (P) in the dialogue are the characters, Marilyn, from the working class, and Joe from the bourgeois community. They are involved in an argument. Actes (A) the message in the story is Joe wants to show his authority as a husband. Reason (R) of the story is Joe's wish for Marilyn to understand how important Joe's words are for Marilyn to quit her job which only demeans her. The utterance has an expressive function, namely expressing anger. Locale (L) or the scene of the incident was at Joe's house when Marilyn finally came home from work. Agents (A) in the speech take place orally in a variety of non-formal languages. This is shown by the use of taboo words by the two characters. Furthermore, it can be concluded that the norms (N) of the utterance are showing a lack of respect for people with positions or lower social status. Type (T) is formulated in dialog form. Ton (T) is Joe's way of showing the firmness of his argument that what Marilyn does should depend on him. This is indicated by the use of an exclamation point (!).

Judging from the reaction of Joe who said "Everybody, they're gonna fucking know what a fucking whore you are!", shows that there is a statement that has not been accompanied by clear proof of truth. The utterance has an expressive function, namely expressing anger. This was deliberately done by Joe to show his authority as a husband to Marilyn, considering that all decisions in the household depended on him. This can be proven through the elements of acts or the contents of the message where Joe wants to show his anger at Marilyn's attitude of not heeding her words so this makes him want to take revenge on Marilyn by revealing that Marilyn is a prostitute.

### **Violation of Relationship Maxims**

The maxim of relation is violated when the speech participant conveys information that is not relevant to the ongoing conversation (Paul, 1989). In addition, the speech participants also conveyed responses that were not expected by their speech partners (Griffin, Ledbetter, & Sparks, 2018). The following is a discussion of the violation of the maxim of relation in the *Blonde* 2022 movie script:

Data 3

Joe: Don't you see how much I love you? Don't you understand?

Marilyn: I know Joe: I can't bear to see you cheapen yourself like that.

(1:27:16)

Context of speech: Joe saw a photo of his wife who took a photo without wearing a single strand on her body and it was displayed in adult magazines but Marilyn did not tell anything about her work.

The answer given by Joe in speech (4) violates the relationship maxim. The utterance is irrelevant to the ongoing conversation, while the relationship maxim requires the speech participant to provide information that is relevant to the topic being discussed. The topic of the conversation was

Joe's interrogation regarding work done by Marilyn that Marilyn didn't tell him about. Joe said, "I can't bear to see you cheapen yourself like that". Joe expected Marilyn to understand that the job Marilyn was doing was not good for her. The answer seemed to show no concern for Marilyn's question that she understood the meaning of the words. Thus, Joe's speech is considered to violate the relationship maxim by expressing utterances that are irrelevant to the ongoing topic of conversation

The intent behind the violation can be identified using PARLANT's speech components and conversational implicature analysis. Participants (P) in the speech are the characters Joe from among the bourgeois community and Marilyn from ordinary society. Act (A) the contents of the message in the dialogue is Joe who wants Marilyn to understand that the work he is doing is just making her a slut. Reason (R) in the dialogue is Joe's desire for Marilyn to realize that her job is not good for her as a woman. Locale (L) or the place where the story takes place is Joe's house right after Joe finds out the photos of Marilyn without clothes. Agents (A) in the speech take place orally in a variety of non-formal languages. The story takes place between the character of a husband who is a former athlete and has a higher social status than Marilyn. From this speech, it can be concluded that norms (N) are showing respect for people who have a higher social status or position. Type (T) is formulated in dialog form. Ton (T) in the speech can be seen in the dislike shown by Joe towards Marilyn's attitude and behavior in her work.

Judging from the way Joe responded coldly to Marilyn's statement by saying "I can't bear to see you cheapen yourself like that" it can be seen that there is an expressive function, namely expressing feelings of objection. This was done by Joe so that Marilyn would respect him more and agree with his opinion regarding the work carried out by Marilyn, who works as an artist who looks sexy.

Another discussion regarding the violation of the maxim of relation can be seen in the following speech:

Data 4

Man 1: *Pretty bad, wasn't it? Like, um, watching a mental patient, maybe. Not acting. No technique.*

Man 2: *People like that, you can see why they're drawn to acting. Because the actor in her role always knows who she is.*

Man 1: *what do you think, boss?*

Boss: *Sweet Jesus. Look at the ass on that little girl.*

(27:55-28:24)

Context of speech: Marilyn had just finished casting for a film that would be released soon, but the producers were fussing over whether Marilyn's acting was good or not. The big boss only paid attention to Marilyn's body without really listening to the debates of other producers.

The response given by Boss in speech (4) violates the relationship maxim. The speech delivered by Boss is irrelevant to the ongoing conversation, while the relationship maxim obliges the speech participant to convey things that are relevant to the topic of conversation. The topic of the conversation was the producers who were reviewing the results of Marilyn's acting and asked Boss whether Marilyn's acting was relevant to the character she would play later. Boss said "Sweet Jesus. Look at the ass on that little girl." The answer seemed to show Boss' indifference to the statements of the confused producers. Thus, Boss' speech is considered to violate the maxim of relation by expressing utterances that are irrelevant to the ongoing topic of conversation.

The intent behind the violation can be identified using PARLANT's speech components and conversational implicature analysis. Participants (P) in the dialogue are made by the producer character who is selecting candidates to play in the film he will be working on and Boss as the investor of the film. Act (A) contained the message in the dialogue that the producers were worried about Marilyn's acting so they needed an opinion from their boss. Reason (R) in the dialogue is the Boss who is fascinated by the curves and beauty of Marilyn so her focus is not on Marilyn's acting but on other parts of Marilyn. The utterance has an expressive function, namely to express liking. Locale

(L) or where the story takes place is in one of the rooms where the film is produced. Agents (A) in the speech take place orally in a variety of formal languages. The speech takes place between a Boss who finances films originating from bourgeois society and his workers. It can be concluded that norms (N) from this speech are showing respect for people who have positions or higher social status. This is indicated by the use of the word "boss". Type (T) is formulated in dialog form. Ton (T) in the story can be seen as the love shown by Boss for the beautiful body that Marilyn has.

Judging from the way Boss responded indifferently to the statements of the producers by saying "Sweet Jesus. Look at the ass on that little girl", it can be seen that there is an expressive function, namely liking. This can be seen in the ton element where Boss responds indifferently and flatly to the questions the producers ask him.

### **Violation of the maxim of manner**

Violation of the maxim of manner occurs when the speech participant provides unclear information, contains a high degree of ambiguity, is convoluted, and is expressed in a non-orderly manner (Paul, 1989). The following is a discussion of the violation of the maxim of the manner in the *Blonde 2022* movie script:

Data 5

Marilyn: *How'd you like to be a grandmother?*

Mother: *What year is it? What time did we travel to?*

Marilyn: *Mother, it's May 1953. I'm Norma Jeane. I'm here to take care of you.*

Mother: *But your hair is so white.*

Marilyn: *When you had me, mother, you weren't married, I guess. You didn't have a man supporting you. And you had a baby. That was so brave. Another girl would've... well, you know, get rid of it. Of me. And I wouldn't be here at all. There wouldn't be any Marilyn. And she's getting so famous now. Fan letters, telegrams. Flowers from a stranger.*

(57:50)

Context of speech: Marilyn meets her mother in a mental hospital and tells her that she is pregnant so that her mother will soon become a grandmother. Marilyn also revealed that her mother was a brave woman because without being married and a man she was able to raise her.

In a speech (5) there is a violation of the maxim of manner. Marilyn's speech was very convoluted and confused her speech partners, while the maxim of manner required the participants to speak directly, clearly, orderly, without ambiguity, and not exaggerating. This violation can be seen in the speech expressed by Marilyn "*When you had me, mother, you weren't married, I guess. You didn't have a man supporting you. And you had a baby. That was so brave. Another girl would've... well, you know, get rid of it. Of me. And I wouldn't be here at all. There wouldn't be any Marilyn. And she's getting so famous now. Fan letters, telegrams. Flowers from strangers.*"

From the description above, it was enough for Marilyn to say things that were shorter and clearer like "You didn't have a man supporting you. And you had a baby. That was so brave." If viewed from the point of view of the information expressed by Marilyn in the speech above it contains a violation of the maxim of manner. This was marked by the delivery of information that was more excessive than what Ms. Marilyn needed. Marilyn's mother did not need a long question from Marilyn whether Marilyn was pregnant or not.

The intent behind the violation can be identified using PARLANT's speech components and conversational implicature analysis. Participants (P) in the dialogue are the characters of Ms. Marilyn who is a patient in a mental hospital and Marilyn who is an artist. They were engaged in a conversation between mother and son. Act (A) or the content of the message in the story is Marilyn who is expressing her thoughts about how brave her mother was when she was pregnant. Reason (R) in the story is Marilyn's curiosity about how her mother could raise her without a man accompanying her. The utterance has a directive function, namely asking for information. Locale (L) in the story takes place in the bathroom of the mental hospital where Marilyn's mother is being treated. Agents

(A) in the speech take place orally in a variety of formal languages. This can be seen from the use of the greeting "mother" used by Marilyn to show her respect for her mother. Normes (N) is shown through the respect that Marilyn gives to her mother who has cared for her and not aborted her. Type (T) speech is formulated in the form of dialogue. Tone or the use of tone can be captured by the awe in Marilyn.

Judging from Marilyn's statement "*When you had me, mother, you weren't married, I guess. You didn't have a man supporting you. And you had a baby. That was so brave. Another girl would've... well, you know, get rid of it. Of me. And I wouldn't be here at all. There wouldn't be any Marilyn. And she's getting so famous now. Fan letters, telegrams. Flowers from strangers*" indicates the disclosure of information at length and convoluted. The utterance has a directive function, namely asking for information. This was deliberately done by Marilyn to ask for as clear information as possible from her mother about how her mother could be so brave to raise her without a man or family around her.

## CONCLUSION

Based on the results of research on violations of the cooperative maxim in the Blonde 2022 film script, it can be concluded that in the script there are four types of violations of the cooperative maxim committed by the characters, namely 1) violation of the maxim of quantity (1); 2) violation of the maxim of quality (1); 3) violation of relation maxim (2); and 4) violation of the maxim of manner (1). The violation that is often done is the violation of the maxim of relation by expressing utterances that are outside the context of the ongoing conversation. This proves that the characters in the Blonde 2022 film script think that the topics being discussed in a group are often not interesting to continue, so changing topics will be easier to do.

In the Blonde 2022 film script, there are various kinds of implicatures contained in every violation of the principle of cooperation. The implicatures contained include 1) requesting information; 2) providing information; 3) stating something (eg angry, sad, disappointed, etc.); and 4) giving orders. The most commonly found implicature is the implicature to provide information. This is done by the figures to provide information as clearly as possible so that there is no misinterpretation of the information provided.

This research is a small part that focuses on the types and intentions behind the violations of the cooperative principle that were carried out, thus allowing for problems that have not been addressed by the author. Therefore, it is hoped that there will be more in-depth research regarding violations of the principle of cooperation in other literary works so that this research can be perfected. With this research regarding violations of the cooperative principle in the Blonde 2022 film script, it is hoped that there will be relevant research that can discuss one of the problem identifications that has not been studied, namely regarding the factors that influence violations of the cooperation principle.

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