REALIZATION OF FLOUTING MAXIM OF HUMOR IN AMERICAN MOVIE *THE UPSIDE*

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ABSTRACT

The aim of this research was to find out the realization of flouting maxim of humor uttered by the characters in the movie *The Upside*. The research was conducted in descriptive qualitative research design. The script and the subtitle of *The Upside* movie has become the source of data which represent the flouting maxims of Cooperative Principle by Grice. Then the data were analyzed by read and write technique or attentive observation since the data in the form of utterances. The data also analyzed by choosing the funny utterances only since this research focusing in flouting maxim of humor. The result of this study found the realization of flouting maxim were nine points, that called as overstatement (giving too much information), understatement (giving too little information), metaphor, irony, banter, irrelevant statement, ambiguous statement, tautology and rhetorical question. The most used flouting maxim realized in overstatement, and the lowest rank of flouting maxim were realized in the form of tautology. It was zero data in tautology.

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INTRODUCTION

All of human being needs to communicate one to another. In communicating human sometimes doing humor to make the situation to be more relax. Humor basically anything

that caused someone to laugh or chuckle (Ross, 2005). Regardless of whether they understand the joke, people frequently laugh when given this kind of indication. It was the goal of humor to make readers and listeners laugh, but it was difficult to produce humor in a language. Linguists who study pragmatics are particularly interested in how humor used and communicated in everyday conversation as well as how joke telling, teasing, and irony serve interpersonal interactions, Norrick (2003). In this study, the researcher used pragmatic approach that is Cooperative Principle to analyze the flouting maxim of humor in *The Upside Movie*. Pragmatically, when people use comedy, they frequently violate Grice's Cooperative Principle (Attardo, 2000:4).

Flouting maxim was defined as breaking the rules or norms of appropriateness. Maxim flouting can have many various ways. A speaker can use a few techniques to do this. Strategies were crucial when a speaker expects the audience to understand what they have implicitly meant. It could determine whether or not the other people can understand the implied message. The realization of flouting maxim are overstatement, understatement, metaphor, irony, banter, irrelevant statement, ambiguous statement, tautology and rhetorical question.

1. Overstatement

    The speaker utilized this strategy to flout the maxim of quantity by providing more information or too much information than what was necessary.

2. Understatement

    It was a sort of maxim-flouting in which the speaker provided the listener with less information than was necessary.

3. Metaphor

    The use of metaphor, in which the speaker described an object or an action with something that was not technically real but has certain characteristics with the one they were referring to in order to communicate the notion, was one of the ways maxims were flouted.

4. Irony

    Leech (as cited in Cutting, 2002) determined irony was an apparently pleasant and nice but truly offensive expression. It mean that irony was a technique for someone to break a rule by saying something lovely but not true.

5. Banter

    Banter was an expression that used by saying something offensive but actually being friendly (Leech as cited in Cutting 2002). It was applied to illustrate the

closeness of the speakers, listeners, and participants. Close friends frequently engage in playful banter, as though it were their own unique language of friendship.

6. Irrelevant statement

This strategy usually utilized when the speaker wants to escape talking about something or just wants to finish the conversation. When the speaker makes an irrelevant comment, the listener was expected to imagine what the speaker does not say. (Cutting, 2002).

7. Ambiguous statement

In ambiguous statement, the speaker does not mention things straight forward. The speaker made an effort to make their statement confusing.

8. Tautology

A tautology was an expression or phrase that says the same thing twice, just in two separated ways.

9. Rhetorical questions

Oxford Advanced Learner's Dictionary (1995) described rhetorical question as a question asked only to make a response or a statement rather than to get an answer.

METHODOLOGY

This study was classified as descriptive qualitative research since it addressed the phenomena of language use in its context through analyzing the data. The script of The Upside movie also become the source of data which represent the flouting maxims of Cooperative Principle of humor. In collecting the data, read and write technique or attentive observation by Sudaryanto, 1993 was being applied on this research. This technique was designed to collect useful data that was related to the research questions in this research objectives. Because the research data were in the form of utterances, these strategies were appropriate for use. the researcher employed the content analysis of spoken words in the movie and written text of the script to find the realization of flouting the maxim of humor.

FINDINGS AND DISCUSSIONS

The flouting maxims that create humor in *The Upside* movie were realized in several ways. It is overstatement, understatement, metaphor, irony, irrelevant statement, ambiguous

statement, tautology, and rhetorical questions.

Table 1 Realization of Flouting Maxim

NO	Realization Flouting Maxim	Occurrences	Percentages (%)
1	Overstatement	8	22
2	Understatement	7	19
3	Irrelevant statement	7	19
4	Banter	5	14
5	Irony	4	11
6	Metaphor	3	9
7	Rhetorical statement	2	6
8	Tautology	0	0
9	Ambiguous statement	0	0
	Total	**36**	**100**

Based on the table above, the realization of flouting maxim can be found overstatement as the first rank in realized the flouting maxim as (22%), understatement and irrelevant statement (19%), banter (14%), irony (11%), metaphor (9%), and rhetorical statement (6%) The realization of flouting maxim can be found in this movie. Each ways have the example of the data. But not to tautology. This movie did not flout the maxim in that way. The character mostly uttered his dialogue in banter affected by the closeness relationship between them. Different from the findings of Anggraini (2014) which showed the realization of humor in Modern Family season 4 were irony, sarcasm and overstatement without stating banter affecting the findings.

CONCLUSIONS

The flouting maxims were realized in some ways. They were overstatement (giving too much information), understatement (giving too little information), metaphor, irony, irrelevant statement, banter, tautology, ambiguous statement, and rhetorical question. All of the utterances that found humor by flouting the maxim used these ways, except tautology. The researcher could not found the data that use tautology as the way to flout the maxim in *The Upside* movie.

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