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**The Violation of Maxims and
The Conversational
Implicature in The Movie
Entitled “Hichki 2018”**

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Abstrak

Pelanggaran maksim dan implikatur percakapan merupakan hal yang biasa terjadi dalam percakapan sehari-hari, film, lagu, dan lain-lain. Penelitian ini bertujuan untuk menganalisis dan mendeskripsikan pelanggaran maksim dan implikatur percakapan dalam film "Hichki 2018". Penelitian kualitatif ini menggunakan metode close-reading. Data diklasifikasikan dengan menggunakan segmentasi plot dan data tersebut berupa ujaran-ujaran dalam film yang mengandung pelanggaran maksim dan implikatur percakapan. Pengumpulan data dilakukan dengan cara mengunduh film dan naskahnya, menonton film tersebut, kemudian mengumpulkan data dari naskah tersebut. Analisis data dilakukan dengan mengumpulkan data, menganalisis data dengan menggunakan teori Grice, dan menulis kesimpulan. Hasil dari penelitian ini menunjukkan bahwa ada dua puluh tujuh total dari semua ujaran yang dianalisis. ada tiga pelanggaran maksim yang ditemukan termasuk maksim kuantitas dengan jumlah total satu, maksim relevansi dengan jumlah total satu, dan maksim cara dengan jumlah total tiga. Implikatur percakapan yang ditemukan di luar pelanggaran maksim berjumlah lima tuturan. Pelanggaran maksim dalam film ini memberikan makna yang lebih dalam kepada penonton yang membuat cerita ini menjadi lebih dramatis melalui dialog yang terdapat di dalamnya.

Kata Kunci: komunikasi, pelanggaran Maksim, Implikatur percakapan, dan Film Hichki.

Abstract

The Violation of maxims and the conversational implicature are common to happen in everyday conversations, movies, songs, etc. This research aims to analyze and describe the violation of the maxim and the conversational implicature in the movie entitled “Hichki 2018”. This qualitative study employs a close-reading method. The data are classified using plot segmentation and they are in the form of utterances in the movie that contain maxims violations and conversational Implicature. Data collection is done by downloading the film and its script, watching the film then, collecting data from the script. Data analysis is done by compiling data, analyzing data by using Grice’s theory, and writing the conclusion. The result of this research shows that there are twenty-seven totals of all analyzed utterances. there are three violations of maxims found including the maxim quantity in total number is one, the maxim of relevance in total number is one, and the maxim of manner in total number is three. The Conversational Implicature is found outside of the violation of maxim in five utterances. The violation of maxims in this movie gives a deeper meaning to the audience which makes this story more dramatic through the dialogue contained in it.

Keywords: communication, violation of Maxims, Conversational Implicature, and Hichki movie.

1. Introduction

Communication becomes a very important aspect of everyday life. Communication is categorized as a tool for delivering information used to meet human needs. Effective communication is when speech, sentences, and information are conveyed properly and correctly so that they can be received and interpreted well by listeners. As stated by (Senft, 2014) that in a pragmatic context, communication has an equally important role and impact which comes from the way of delivery, what it means, word selection and intonation, and others. Communication is close to language. If communication is an important aspect of everyday life, then language is an important aspect of communication. Language contributes greatly as a determinant of how a person communicates and interacts so that the meaning conveyed is conveyed clearly. To make communication run well, pragmatics is needed in achieving the need for good communication.

According to Siddiqui, (2018: 77) who stated that the study related to the meaning in a language that is delivered in different ways according to the context is called pragmatics. Pragmatics itself discusses the use of language in interactions which not only emphasizes meaning and messages but also emphasizes the impact between speakers and listeners. (Lestari, 2017:45). Pragmatics is needed by everyone to communicate because it can help run communication well. The giving and receiving of information between the speaker and the hearer is the main goal of pragmatics. In addition, interpreting the meaning of the utterance properly is also one of the main goals of pragmatics. The goal of pragmatics is supported by Levinson (1983) as cited in Hashemi & Daneshfar (2020) that the use of Pragmatics to interpret the meaning of the sign and utterance. By applying concepts of pragmatics, the information conveyed will be accepted and the meaning interpreted correctly. Thus, there is no problem caused in doing communication.

Recently, several pragmatic phenomena have been discovered in everyday life. Violation

of maxims and conversational implicature become the two types of pragmatics that dominate the phenomenon. Many people probably have other meanings in conveying their utterances but it is conveyed with different utterances. There were still some utterances that were found to contain violations even though they had complied with the pragmatic rules in conveying something. As a result, such violations can lead to misunderstandings and even spark debate. If someone violates the maxim of conversation, then he/she also commits an Implicature. Implicature occurs when someone has a hidden meaning in conveying the utterance. Implicature can cause the problem when it comes to the certain purposes such as sarcasm.

Cooperative Principle

Cooperation in communication to convey an intention or meaning of an utterance is very important. This refers to cooperative principles which focus on cooperation between speakers and hearers in delivering an utterance by obtaining a common goal between the two parties. A cooperative principle contains the maxim theory proposed by (Grice, 1975). (Davies, 2008) argues that Grice's maxims help in expressing and explaining the hearer's assumptions about the way the speaker conveys an utterance to him. According to (Tupan and Helen, 2008) there are four aspects contained in the maxims of conversation, such as maxims of quantity, maxims of quality, maxims of manner, and maxims of relevance. Those aspects have their perspective and characteristics. The following of each type of maxim was described based on the opinion of Grice in Hadi (2013).

1. Maxim of a quantity refers to giving the information as informative as possible or required. Do not reduce or exceed the information, just make the information short, concise, and clear.
2. Maxim of quality refers to giving true information or truth instead of false information.
3. Maxim of manner means that the participants must avoid ambiguity, unclearness expression, and avoid

unnecessary prolixity. The participants must be orderly in giving the information so that there is no ambiguity found.

4. Maxim of relevance refers to the relation between the question and the answer.

The violation of maxims occurs when one or both participants violate the rules of the maxims themselves. (Raharja and Rosyidha, 2019) said that people commonly violate the maxims in making fun or making humor such as in Stand-up comedy, roasting shows, etc. However, the flouting of maxims is not only found in them, the floating of maxims is also found in communication in everyday lives. For example, if A asks B about the route to a mall from where the conversation takes place, then B must respond according to the maxim of conversation. If B gives a wrong or inappropriate response to A then B violates the maxim of relevance because in the maxim of relevance.

Conversational Implicature

According to Rahayu (2016), Implicature is the meaning or purpose of something that is not directly stated or expressed by the speaker in a conversation. This means, there are speakers who indirectly state the intent and meaning of what they convey. When the hearer cannot interpret or understand the meaning of the speaker, this is called Implicature (Akma, 2020). In short, the hidden meaning implied in the utterance is called Implicature. Implicature also refers to the agreement between the conversation parties that the material that is brought into their conversation is acceptable and connected. There are two types of implicature, namely: Conventional implicature and conversational implicature (Rahayu, 2016).

1. Conventional implicature is an implicature that is the general meaning known by the speaker. The conventional implicature does not lead and is not tied to the context of the conversation.
2. Conversational implicature is an implicature found in the conversation which is the meaning implied in the conversation. An example of the conversational implicature:

According to Awwad, et al (2019), pragmatic phenomena are also found in various sources such as interviews, music, speeches, films, etc. As analyzed by Noertjahjo, Arifin, and Ariani (2017), they found a violation of the maxim in the popular novel entitled *My sister's Keeper*. Same as Aziz, Mustafa, and A'la (2019), found the violation of maxims in an Indonesian popular comedy movie entitled "The Guys" in which maxim violation is found covered with humor. Marlisa and Hidayat (2020) also found the violation of maxims in the talk show entitled "Good Morning America (GMA)". Based on the previous studies above, it can be concluded that maxim violations can occur anywhere and everyone's motivation for violating maxims varies according to the context. Some of those previous studies also stated that the violations of maxims found in their research also gave rise to conversational implicatures.

Regarding the phenomenon of pragmatics especially the violation of the maxim that can be found in several things including movies, the researcher proposed to analyze one of the inspirational movies that came from Bollywood entitled "*Hichki 2018*". This movie was very suitable to be appointed as a study because this movie is a drama movie that is close to social values and which will certainly have many contradictions in the interactions between the characters. This movie provides a lot of moral values in everyday life, especially in the context of education and also this movie has a very inspiring educational theme.

This research aimed to analyze and describe the violation of maxims committed by the characters in terms of quality, quantity, relevance, and the manner, in which the violations found can bring up conversational Implicature. Also, to reveal the hidden meaning or conversational Implicature contained in the utterances by the characters outside the context of the violation of the maxims that they committed. Basically, the implicature found when people doing violation of maxim (Zhao, 2021). Meanwhile, implicature itself defines as the utterances conveyed by the speaker that has various meaning beyond their literal meaning that

makes the hearer need more interpretation in understanding the meaning (Ayunda, 2015).

2. Research Questions

There are two research questions are constructed to guide the analysis as follows:

1. what type of maxims that appear and dominate in the *Hichki 2018* movie?
2. How many conversational implicatures appear in the *Hichki 2018* movie?

3. Method

This qualitative research employed close-reading method by understanding the data through words and pictures. The technique used to collect the data in this research was a watch note-taking technique in which the researcher watched the movie while making notes about the utterances and the segments in this movie that contained violation of maxims and conversational implicatures. The instrument used in this research was a sheet note. The data source of this research was an inspirational movie that came from Bollywood entitled "Hichki". This film was produced by YRF production in 2018 starring the top actress Rani Mukherji. To analyze the data, the researcher conducted several steps as proposed by Sugiyono (2012).

1. Data reduction. In this step, the researcher downloaded the movie and its subtitle on the internet. Then, the researcher watched the movie and analyzed the utterances based on the cooperative principle.
2. Data display. In this step, the researcher presented the data of the violation of maxims and the conversational of implicature contained in the movie in the form of tables.
3. Data verification. In the last step, the researcher described the conclusion of the findings and discussions related to the analysis.

4. Findings and Discussions

1. The violation of maxims

The researcher found that there were twenty-seven (27) totals of all analyzed utterances. Several characters found in this movie tend to violate the maxims in their conversation. The violation maxims found were the maxim of quantity, the maxim of relevance, and the maxim of manner. After analyzing the violation of maxims, this research also presented some scripts that contained the conversational Implicature outside the violation of the maxim.

Table 1. Number of the violation maxims found in Hichki's movie.

Movie	Violation of maxims		
	Maxim of quantity	Maxim of relevance	Maxim of manner
Hichki (2018)	1 datum	1 datum	3 data
Total	1	1	3
Total of violation of maxims: 5 data			

Based on the tabulation, there were three violations found in this movie. The violation of the maxim of manner dominated the percentages. There were three utterances that contained a violation of the maxim of manner, one violation of the maxim of quantity, and one violation of the maxim of relevance. The following was the description of each violation of the maxims.

a. The violation of maxim of quantity

The violations of maxims occur when people reduce or exceed the information or the utterance. Here was the script in *Hichki* movie that contained the violation of maxim of quantity.

00:54:48-00:55:01

In the following conversation, the set is in the traditional market with a crowded condition and there are two people doing a conversation there namely, Naina and Tara, her student. The act is when Naina comes to her students' houses to meet up with the students' parents. Naina asks her student named Tara about the reason why her parents did

not come to the school to attend the parents-teacher meet. Then, the maxims violation appears during their conversation. Here are some scripts or subtitles that contain violation of maxim of quantity which will be analyzed based on the minute from when the conversation took place.

Tara : Ma'am, why are you here?

Naina : Tara.

Tara : Today's a holiday no?

Naina : Holiday? No, it's parents-teacher meet. Your parents did not come?

Tara : **Mom works at the fish market and Dad's not with us.**

Naina : Oh! I am sorry Tara, I do not know.

Tara : He is not dead, just does not live with us!

Based on the script above, Naina asks Tara about why her parents did not come to the school to attending the parents meeting. Naina gives her the question like "*Your parents did not come?*" Actually, Tara just needs to answer by saying "Sorry Ma'am, Yes, they did not come" or it is only "No ma'am" because those responds are enough. Tara does not need to give a response like "*Mom works at the fish market and Dad's not with us*" because it can only be answered when the question is like "*what is the reason your parents did not come? or why they did not come?*" If Tara gives a response like this "*Mom works at the fish market and Dad's not with us*" It feels and reflects that Tara's response is not polite to give to Naina because Naina is older than her moreover she is a teacher.

b. The violation of maxim of relevance

The violation of maxim of relevance occur when the responses or answers from participants deviate or do not lead to the questions given. Here is the script conversation in Hichki movie that contained the violation of maxim of relevance.

00:49:53-00:50:26

In the following conversation, the set is in the office and there are 3 people doing conversation namely, Naina, Mr. Wadia, and the headmaster. The act is when Naina tells the principal that she wants 9F class to join and be eligible for the school's perfection program and then the principal calls Mr. Wadia to join in discussing this issue. However, Mr. Wadia instead talked about the teaching method of Naina or Mrs. Marthur, he thought that her teaching method is a little strange. This is where the violation of maxims arises and also the emergence of conversational implicatures during their conversation. Here are some scripts or subtitles that contain violation of maxim of relevance which will be analyzed based on the minute from when the conversation took place.

Mr Wadia : Sir, has Ms. Mathur shared her methods teaching with you? (*Asking to the principal*). Today in playground, she began the class with eggs, went on to Parabola, Maths. Then suddenly she shifted to Physics and Newton's class.

Mr. Wadia : Was it a math class or physics, or cooking class Mrs. Marthur? (*Asking to the Naina or Ms. Mathur*)

Naina : **I am so glad you are interested in my teaching methods Mr. Wadia.**

Naina : Sir, in the real world, life does not test us subject-wise. (*Talking to the principal*)

Based on the conversation above, Naina violates the maxim of relevance because her answer is not related or does not match to the question she received. For the question "*Was it a math class or physics, or cooking class Mrs. Marthur?*" The appropriate answer or response only needs to be answered with "*It is a math class, or physics class, or etc*" however, Naina gives an answer

like above where the response does not match, does not lead to the question, and instead leads out of the context of the question. Naina's response also raises conversational Implicature in which **the Implicature** or hidden intent or meaning of Naina's response probably that Naina feels Mr. Wadia was jealous of Naina's good, innovative, and effective teaching method so that Naina said that Mr. Wadia is interested in Naina's way of teaching. Another implicature probably Naina felt offended by Mr. wadia's question. Mr. Wadia asked if Naina's class was a cooking class, in which the word *cooking* seemed to be mocking or demeaning.

c. The violation of maxim of manner

The violation of maxim of manner occur when the when participants give the in their utterances so that the other participants could not interpret or understand the meaning of the utterances. Here is the script conversation in *Hichki* movie that contained the violation of maxim of manner.

00:02:15-00:02:17

In the following conversation, the set is in meeting room and there are 5 people doing conversation namely, Naina and 4 Teachers who interviews Naina. The act is about job-interview conversation. It starts when Naina doing Interview with the teachers there who interviewing her. The teachers ask about Naina and suddenly Naina syndrome recurs and hiccups continuously during the interview. The teachers were shocked and asked anything about Naina's hiccups or syndrome.

Here are some scripts or subtitles that contain violation of maxim of manner which will be analyzed based on the minute from when the conversation took place.

Naina : (*Hiccups*)

Teacher 2 : Some water? It will stop your hiccups.

Naina : it is not a hiccup, sir. I have Tourette syndrome.

Teacher 3 : Huh? What syndrome?

Naina : Ummm... it is a neurological condition ma'am. Sometimes when the wires in the brain have a loose-connection, they give a shock.

Teacher 1 : So... how does it stop?

Naina : **Sir, this isn't something that stops. It does get worse when I am nervous like right now.**

Teacher 1 : So you make noises even when you sleep?

Naina : No sir, when I sleep, **my brain sleeps.**

The data shows that Naina violated the maxim of manner because she gave an ambiguous response or answer. Naina gave a confusing response by saying "*this isn't something that stops. It does get worse when I am nervous like right now*" which can make the hearer or her conversation partner feels confused in interpreting the meaning of the utterance or response given by Naina. This case can lead to the conversational Implicature because Naina implicitly conveys a hidden meaning. Thus, probably **the Implicature** or ulterior motive of Naina's response is that she would hiccup every time he was nervous. Therefore, the response she gave was "*this isn't something that stops* " probably its Implicature means that her syndrome is not something that can be stopped as it involves a disease or disorder of the nervous system. She will continuously experience or feel the hiccup when she is nervous. In addition, Naina's response "*my brain sleep*" is also has the hidden meaning. Probably, Naina tells them that she does not get hiccup or make some noises when she is sleeping because the brain is not working when human sleeps so that there is no a loose-connection in brain that makes her syndrome or her hiccups appears.

00:02:39-00:02:44

In the following conversation, the set is in meeting room and there are 5 people doing conversation namely, Naina and 4 Teachers who interviews Naina. This set is a continuation of the scene above. One of the teachers asked again about Naina's syndrome, whether it bothered her when she were eating and drinking. Naina's answer to the question also contains the conversational implicature and violates the maxim of manner.

Teacher 2 : Does it affect your drinking or eating?

Naina : **We manage well Ma'am. I do the eating, he does the drinking.**

The data shows that Naina also violates the maxim of manner again. The violation of the maxim of manner appears when Naina responds "*We manage well Ma'am*" this first response creates confusion because the question was asked only for Naina or only for one person, however, she answered it by giving the word "we" which means us. Second, the response "*I do the eating, he does the drinking.*" It is an ambiguous response because as we know Hiccup does not eat like humans do. This response makes no sense in the context of the question. Naina's response left the hearers confused and unable to understand what her response meant. This case can lead to the conversational Implicature because Naina implicitly conveys a hidden meaning. Probably the **Implicature** is that Naina can overcome her syndrome in any condition and situation, especially when she is eating. Naina will eat when she is hungry and her Hiccups will be given drinking if it appears.

00:12:37-00:12:44

In the following conversation, the set is in the meeting room and there are 3 people doing conversation namely, Naina, Mr. Wadia, and the principal. The

scene is about the principal asked Naina about the background or the story why Naina wanted to be a teacher. The, there are a violation of maxim of manner and the conversational implicature in the middle of Naina's answer.

The principal : Why do you want to be a teacher?

Naina : **Because of that chair sir.**

The principal : You want to be the principal?

Naina : Oh! No sir. Like the 18 schools that have rejected me. I was thrown out 12 of schools as a student and this school was my lucky number 13. **I sit here in front of you wanting to be a teacher because Mr. Khan who sat in that chair 22 years ago, taught me the biggest lesson of my life.**

Mr. Khan: A principal in that school who inspired Naina to be a teacher

Naina's response once again violated the maxim of manner. The response "*Because of that chair sir*" is confusing, ambiguous, unclear, and certainly does not provide any understanding. When viewed from the context of the question "*Why do you want to be a teacher?*" maybe this is some expression of the right answers or that can be given namely, Because, I want to teach, I want to give knowledge to students, or because this is my goal. Naina again explained that she wanted to become a teacher because of Mr. Khan who was a principal 22 years ago taught Naina a big life lesson. The responses given by Naina certainly lead to conversational Implicatures because the ambiguous response she gave had a hidden meaning so she had to give such a response. **The implicature** is probably the reason she wants to become a teacher because Mr. Khan who was the principal of the school 22 years ago taught her a great lesson which may have motivated him to become a teacher so she also

wants to be a teacher who can provide good and great life experiences and lessons to students like Mr. Khan. did to Naina.

2. The Conversational Implicature

Table 2. Number of the conversational implicature found in Hichki’s movie.

Movie	Conversational implicature
Hichki (2018)	5 data
Total of conversational implicature found: 5 data	

The following were the conversations contained the conversational Implicature.

00:49:03-00:49:10

In this following conversation, the set is in meeting room and there are 3 people doing conversation namely, Naina, The principal, and Mr. Wadia. The scene is about Naina who wanted 9F joined the prefectship program in the school and she asked the principal about her decision. Then, the principal asked the opinion of Mr. Wadia about Naina’s decision. Unfortunately, Mr Wadia did not agree it because 9F is not good enough to join it. Here is the conversation and there is the hidden meaning in it.

The principal : Mrs. Marthur wants to 9F to be eligible, for prefectship.

Mr. Wadia : **You are joking, right sir?**

The principal : No!

Based on the conversation above, it is the conversational implicature because Wadia’s respond “*You are joking, right sir?*” has a hidden meaning. Probably the implicature is 9F is not suitable and unable for following the class prefectship program for some reason. Probably the reason is because the students in class 9F are less smart, they are not good enough, or something else based on the story of this movie.

00:15:20-00:15:23

In this following conversation, the scene is in the meeting room and

there are 3 people doing conversation namely, Naina, The principal, and Mr. Wadia. The scene is about Naina who tells to the Mr. Wadia and the principal about what the teacher is. She uses Mr. Khan as her teacher inspiration in her explanation or utterance. There is a hidden meaning about what the teacher is in Naina’s utterance. Here is the utterance.

Naina : **A normal teacher only teaches you,** a good teacher makes you understand. (*Speaks to the principal and Mr. Wadia*)

Based on the utterance above, it refers to the Implicature. Probably Naina implies a hidden meaning that a good teacher is a good teacher is a teacher who not only teaches material to his /her students but applies various ways so that his/her students understand the material. A good teacher is a teacher who can give a motivation and inspiration to students.

00:15:52-00:16:15

In this following conversation, the scene is in the meeting room and there are 3 people doing conversation namely, Naina, The principal, and Mr. Wadia. The scene is about Wadia, who asks Naina if she is sure that she will teach students with this syndrome. Wadia’s question was a little like there was another intention or a little doubt about Naina’s decision. However, naina answered Wadia’s question well and there was another meaning to naina’s answer. Then, Mr. Wadia also speak to himself that the decision made by the principal that accepted Naina to be a teacher is not a good decision. Here is the conversation.

Mr. Wadia : Mrs. Marthur, will you be able to manage/teach with these sounds? I mean, I never seen a teacher with a speech defect.

Naina : **Tourette’s probably affects my speech sir. Not my intelligent.**

The principal : Come with me Mrs. Marthur.

Naina : Thank you sir, thank you ma'am.

Mr. Wadia : **Bad choice!**

The conversation above contains two implicatures. First, "*Tourette's probably affects my speech sir. Not my intelligent*" It contains Implicature which means that Naina's Tourette syndrome does not affect her in teaching. She has an intelligence that can teach and manage the learning process. Second, "*Bad choice*" It contains Implicature which means that making Naina as a teacher with a condition of having Tourette's syndrome who always experiences hiccups all the time is a bad decision which will have an impact on the teaching system and the children will not be comfortable and understand in the process the learning.

00:22:54-00:23:04

In this following conversation, the scene is in the classroom and there are Naina and 9f students who are doing conversation. The scene is about Naina who introduces herself as their (9F) new teacher. Naina tells about herself and writes in the whiteboard about her contact number. She asks students to contact her whenever they need her about education.

Naina : Class, I am your new teacher. Naina Marthur

Students : What was that?
(*Pointing the whiteboard that there is an information about Naina's contact*)

Naina : **Education is not limited to the classroom or school hours, so whenever you need me, this is my number.**

Based on the conversation above, the utterance "*Education is not limited to the classroom or school hours*" refers to the conversational Implicature. The meaning is that Education or

learning is not only when you at the school but learning is everywhere. Wherever you are, whenever that is, you have to learn. Probably Naina makes an understanding to her students that learning is anywhere and anytime.

00:55:57-00:56:03

In this following conversation, the scene is in the traditional market and there are 3 people doing conversation namely, Naina, Ashwin (student), and Ashwin's mother. The scene is about Naina who comes to Ashwin's house to meet his parents but Naina meets Ashwin in the market and he guides Naina to meet his mother who is selling in the market. Then, Ashwin introduces Naina as his teacher to his mother and then his mother tells Naina about her son. Here is the conversation.

Ashwin (Student) : Ma'am, this is our booth.

Naina : Ashwin!

Ashwin : Ma. This is my school teacher.

Naina : Hello!

Ashwin's mother : **Ma'am... my son like a jackfruit.** He has a tough shell but he is all soft inside. Look after him ma'am.

This utterance from Ashwin's mother also refers to the conversational Implicature. Probably, the meaning behind the utterance is that he (Ashwin) looks tough and rough on the outside but he has a soft and kind heart.

As a result, there were three violation of maxims found in the movie, namely maxim of quantity amounting to 1, maxim of manner amounting to 3, and maxim of relevance amounting to 1. based on the result, it can be concluded that the characters in *Hichki's* movie tent to violate the maxim of manner. In addition, this movie also contained the conversational

implicature done by the characters. There were five data of conversational implicature found in this movie.

The violation of maxims contained in the “Hichki 2018” movie aimed at giving the deeper meaning to the audience which created the story more dramatic so that it can attract a lot of audiences. It was supported with the study conducted by Aziz, Mustafa, and A'la (2019), found the violation of maxims in an Indonesian popular comedy movie entitled "The Guys" in which maxim violation is found covered with humor. They found the violation of maxim in that comedy show which made the show more hilarious. Same as by Noertjahjo, Arifin, and Ariani (2017), which found the violation of maxim in the popular novel entitled My sister's Keeper. They found that the violation of maxim was used to make the story in the novel more interesting. Based on the discussion, it concluded that the violation of maxim can found anywhere, such as in the movie, song, interview, story, and so on (Awwad, et al 2019).

Conclusion

In a movie, the violation of maxims and conversational Implicatures is often done by the characters to give a dramatic impression to the movie. As same in the movie entitled “Hichki 2018”. There were violations of maxim and conversational implicature found in the movie. The characters in this movie violated three types of maxims, namely maxim of quantity, maxim of manner and maxim of relevance. The characters in this movie tent to violate the maxim of manner. Their motivation violated the maxims to provide deeper information so that the hearer understood the meaning well and also as satire. Characters tend to violate maxims to express certain intentions through their utterances and also as a topic diversion so that the hearers or their conversation partners can interpret the meaning of the speaker conveying the utterance. Then, that is what causes the conversational Implicature. The violations maxims done by the characters in this movie causes conversational Implicatures so that, there are hidden meaning implied in the utterances that they conveyed. On the other hand,

there are five conversational Implicatures that are found in which these conversational Implicatures are carried out by characters outside the context of maxim violation. In other words, the character done the Conversational Implicature without violating the maxims.

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