

# MAXIM VIOLATIONS AND COOPERATION BREAKDOWN IN MOANA 2: A PRAGMATIC PERSPECTIVE

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## ABSTRACT

This study aims to investigate how the violations committed by the characters in the movie Moana 2. This study is analyzed by using Grice's theory to reveal the violations committed. Qualitative method is used in this study. As said in Edi, Huberman Qualitative research produces descriptive data in the form of written or spoken words, which may be used to observe descriptive information about a scenario, a person's traits, or the symptoms of a certain group. The sources used are sentences and dialogues contained in this film that contain maxim violations. This study reveal several maxims that are violated, such as: maxims of relevance, quantity, quality, and manner. Violations committed by all the characters that not all have a negative impact, the story is enriched because of these violations, thus displaying humor, emotion, and showing the principle of cooperation from Grace which is applied to the communication of each character.

**Keywords:** cooperative principle, movie, maxim violations, Moana 2

## INTRODUCTION

One of the main ways for people to interact and establish social relationships is by communicating (Miptah, 2020). In the field of linguistics, an important aspect of understanding communication is pragmatics. pragmatic acts as a branch of science that studies meaning in the context of language use. By understanding the principles of pragmatics, communication becomes more effective and can increase understanding between speakers and interlocutors.

To form an effective communication environment, Grice's theory is introduced which reveals how communication has the principle of cooperation. According to Grice (1975), language is an inventive and adaptable system that facilitates effective and imaginative communication. However, for communication to be both coherent and meaningful, it must adhere to specific principles, namely the maxims of manner, quality, quantity, and relevance." These four maxims ensure that communication remains effective and smooth. When there is a violation of the four, it is usually called a maxim violation. However, in daily life, intentionally or not, these maxims are often violated, resulting in implied meanings or implicatures when communicating (Cutting, 2002).

This study focuses on the violation of maxims in daily communication, which is usually frequently violated in conversation. Often encountered on a daily basis, such violations should be avoided to ensure effective communication. As Thomas (1995) states, "Violations of the maxims can lead to misunderstandings, breakdowns in communication, and even social friction." Therefore, understanding the types of maxims violations and their effects on daily communication. The violation of the maxims is interesting to study, because this principle of cooperation affects real-life communication, which may lead to misunderstandings, and ineffectiveness in communication.

Maxim violations can also be found in various forms of communication, not only in real life but even in movie dialog. This movie produced by Disney is a sequel to the previous movie which is rich in adventure and culture, *Moana 2* reveals a lot about various communication interactions between the characters. According to Yule (1996) Interpreting inferred meanings and preventing misunderstandings in daily encounters require an understanding of how and why maxims are broken. not only for the ineffectiveness of communication but this maxim violation is also made to create a certain atmosphere, such as funny, tense, and others, as according to Brown and Levinson (1987) Violations of conversational maxims are not always negative; they can serve social functions such as politeness, humor, or emphasis, depending on the context. Thus, the maxims violations found in *Moana 2* are able to provide more insight into how effective communication works.

#### LITERATURE REVIEW

Theory proposed by Paul Grice (1975) reveals the cooperative principle of how effective communication works, namely by following several maxim that must be obeyed, namely the maxim of relevance, quantity, quality and manner. Effective communication is communication that adheres to and applies the four maxim correctly. It should be noted that this is the basis that communication should be natural by emphasizing suitability, correctness, sufficiency and clarity which will lead to communication to reduce misunderstanding.

In addition, Wardhaugh (2006) stating that "a language is what the people in a certain society speak." Emphasizing that language is important to show how important language is to communicate with each other in the community and create free speech. Not only is it a means of communication, but communication is also used to form close social and cultural ties within the community. By understanding the theory developed by a British philosopher, namely Grice, it is very relevant to the statement above, that the maxim in a conversation or communication is strongly influenced by the values that exist in society.

In practice, violations in daily life often occur, whether intentional or not. This can create a meaning that needs to be interpreted by the listener, which is called implicature. The speaker's indirect or implicit meaning of a speech is known as implication. Rahayu (2018), for example if a as a lecturer says "I feel hot", that indirectly the b as a student must turn on the ac, even though a does not say it directly but b can interpret the meaning of the a's speech. in the following context that there is a violation by the a who violates maxim quantity, that a must provide information that is quite clear and complete. According to Maulin G & Sembodo (2021) explain that the Maxim of Quantity violation arises when a speaker provides more or less information than required. Moving on to the next maxim, maxim relevance. To maximize relevance, the speaker must be relevant to the topic of discussion. For example, a asks b, do you like apples? Then b answers, I want to go out of town, then b has violated the maxim of relevance because the answer he gives is not related to what is asked by a, this answer deviation makes the conversation ineffective and thus does not achieve the expected goal. The Maxim of



Relevance is broken, according to Nahak and Bram (2022), when a speaker veers off topic, avoids talking about a certain subject, withholds information, or makes erroneous inferences about cause and effect.

Maxim quality is violated when Hossain (2021), occurs when the person speaking provides false or misleading information. So speakers must always convey factual and correct information, maxim violated can cause distrust of listeners to have a negative impact on the social environment.

Communication must be clear, structured and unambiguous which will make it easier for the listener to hear the message the speaker is conveying. For example, a asks b to get a book that is on the table, and b understands so that he picks it up properly and hands it to a. that way what is conveyed is clear, effective and unambiguous.

It is emphasized that if communication is to run smoothly, effectively then it must comply with the four maxim proposed by Grice. Each maxim has its own role and importance in leading to effective communication, as well as ensuring that the information in communication is clear, accurate, relevant and sufficient. An understanding of these four maxims helps to improve the effectiveness of communication, but not only that, it also helps to provide greater social insight. Poor communication can be detrimental to both the speaker and the listener as it can lead to misunderstandings and misinterpretations Tiara (2022). Therefore, the application of this cooperative principle will be very helpful in creating effective daily communication and no one is harmed from both parties and helps communication be more meaningful and avoid misunderstandings.

### METHODOLOGY

This research uses descriptive qualitative methods as said in Edi (2016: 16), Huberman's qualitative research produces descriptive data in the form of written or spoken words, which can be used to observe descriptive information about a scenario, the characteristics of a person, or the symptoms of a particular group. This method was chosen because it focuses more on the linguistic analysis of the principle of cooperation so that it helps to understand more deeply the maxims hidden in the conversations in the film. Dialogues that are considered clear only if they contain one or more of the violations committed are then included in the analysis.

In collecting data, the steps taken were to select appropriate dialogs and texts. The data taken and which will be analyzed are relevant and in accordance with the violation of maxims, after the data is sorted out then categorized on what violations of maxims are violated which will help facilitate the grouping of data and analyze it. This is followed by data interpretation using Grice's maxim theory to reveal the hidden meaning of the maxim violation. The data that is then relevant according to the indicators, namely maxim violations, quantity, quality, and manner, is considered in the context of the conversation character, relationship, and purpose, the analysis is carried out. The next step is to identify CP violations as specifically as possible in the movie Moana 2. Relevant examples of existing maxim violations were then cited and analyzed in depth to show how they affected communication. The purpose of this step is to provide an analysis of the CPs that are present and misused in the communication between characters in the movie Moana 2, and how such violations affect the communication in the movie.

### DISCUSSION

The analysis of the dialog between characters in Moana 2 reveals several violations of maxims. Different violations of maxims from each character have a role that aims to build their respective

narrative and communication goals.

**Table 1:** Overview of Maxim Violations in Moana 2

Maxim Violations			
	Item	Total	Percent
Maxim Quality	1	1	10%
Maxim Quantity	1	1	10%
Maxim Relevance	1	6	60%
Maxim Manner	1	2	20%
		10	100%

Source: author's work.

## Discussion

### 1. Maxim of Manner

Matai Vasa: "This is your future if you cannot find others. In isolation, this is how your" story ends.

Moana: "I don't understand"

In this case, the ancestor named Matai Vasa has violated the maxim of manner, which does not convey his message in an easy-to-understand and detailed way, which makes Moana confused. According to Grice's principle of cooperation, information should be communicated in an orderly manner, easy to understand, and free from doubt.

Matai Vasa uses indirect language that confuses Moana, as seen and she responds, "I don't understand." Because the statement does not provide a direct answer or explanation of what Moana should do. Moana's dialogue with Matai Vasa, her previous ancestor, is very important in Moana's journey this time, where this mission is assigned to Moana to unite people from other tribes. in this communication error, Matai Vasa's miscommunication has a narrative function that is useful to force Moana to reflect on the meaning of the message and find a solution through her own thoughts and experiences. However, Moana is later told that she must reach Mutufetu to unite the people. In this scene, the use of indirect language adds an element of mystery to support Moana in achieving her adventure.

### 2. Maxim of Manner

Tala:"Oh, what are you so worried about?"

Moana: "It's not like last time."

The maxim of Manner that is violated in the dialogue is due to its unclear and ambiguous delivery. Moana's statement is confusing, even though this level demands clear, uncomplicated, and easy-to-understand speech. She doesn't say what makes the current situation different from before, so Tala doesn't know what Moana was like before.

This conversation occurs when Moana faces a new problem that worries her. By giving vague answers, Moana still seems reluctant to discuss her worries directly with the spirit of her grandmother. This attitude may be due to her inner turmoil or her attempt to hide the fear she actually has since the problem at hand is bigger than before. From a story perspective, this maxim violation adds tension, encouraging the audience to understand more about the emotions and conflicts Moana experiences during her journey.

### 3. Maxim of Relevance

Moni: "The tattoo, Moves."

Maui: "Listen to me. I am a demi-god"

In this conversation, Maui's character shows his charismatic side and is diverting the conversation to maintain his image as a strong and great figure. He does not answer directly about the moving tattoo asked by Moni, but he prefers to assert that he is a demigod, perhaps with the aim of strengthening his confidence or impressing Moni, not only Moni, in the context of the film also impresses and informs the characters around him which include Kele and Matangi. This form of miss communication is not only a violation of maxims but also serves to add humor and strengthen Maui which makes him a character who likes to boast about himself. Additionally, from a narrative perspective, it forces the audience to find out more about the origins of Maui's powers and how the moving tattoo affects his story.

### 4. Maxim of Relevance

Maui: "Rule number one, You never saw me like this. Even though I still look very

Cool"

Kele: "You look like a kidney stone".

The relationship between Maui and Kele with the element of humor is shown in this dialogue. Despite being at a disadvantage, Maui wants to maintain his dignity. Kele mocks him, which further demeans him. The violation of this maxim serves to create a comedic effect in the movie, showing that Maui, a demigod, cannot always be controlled by other characters and demonstrating that he can still be humiliated. Interactions like this help to build stronger character relationships and appeal to the audience narratively.

### 5. Maxim of Relevance

Moana: "You live here?"



Matangi: "Not by choice. Maui never mentioned me?"

Moana asks Matangi, "You live here?" which leads to a direct question about where Matangi lives. This is a question that expects a simple answer regarding where she lives. However, Matangi replies, "Not my choice. Maui never mentioned me." Matangi's answer instead focused on revealing that she lived there due to circumstances and she questioned that Maui never mentioned her. Instead of giving a direct answer, Matangi opens a new topic about Maui, which is not entirely relevant to Moana's question. Therefore, Matangi violates the maxim of relevance by adding information about Maui, not the core of Moana's question, so Matangi's answer is considered less relevant to what Moana wants to know.

#### 6. Maxim of Relevance

Matangi: "Here to help You"

Moana: "know the way to Motufetu?"

Matangi: "get somewhere if you know the way? That's kind of what wave-biting is".

Matangi violates the maxim of relevance again when she answers Moana's question in a way that is indirect and irrelevant to the core of Moana's question. Moana asks him, "Know the way to Motufetu?" which clearly asks for information on how to get to Motufetu and what the route is. However, Matangi responded with "Get somewhere if you know the way? That's kind of what wave-biting is." Instead of answering Moana's question about how to get to Motufetu, the answer provides an explanation of the idea of "wave-biting", which is more related to the philosophy of sailing or the art of sailing the waves. Matangi's overly abstract and philosophical explanation in Moana 2, where Moana searches for clues to continue her journey, violates the principle of relevance. Despite having philosophical value or wisdom, Matangi's answer is more of a general understanding of sailing, which does not provide the information Moana needs. This creates the impression that Matangi does not provide an answer that is relevant to Moana's request to know how to get to Motufetu, and instead leads the discussion to a broader, more indirect issue.

#### 7. Maxim of Relevance

Moana: "Do you...can't leave?"

Matangi: "Break Nalo's curse. And maybe one day we'll see each other again"

In this scene, Moana is shown asking Matangi, "Do you... can't leave?" which asks her directly, on the other hand Moana feels irony towards Matangi for not being able to leave the place in the stomach of the giant clam. Matangi replies with "Break Nalo's curse. And maybe one day we'll see each other again." Matangi's answer did not directly address Moana's question about why she could not leave the place. Instead, Matangi shifts the conversation to a larger, more abstract topic - the curse Nalo has placed on her, that she must guard the giant clam's stomach. Matangi's answer suggested that Moana could remove Nalo's curse by touching Motufetu's island, but Matangi did not provide relevant information or directly answer the question about her freedom to leave. This creates a violation of the Maxim of Relevance, because Matangi does not answer with the information Moana wants, but instead tells Moana to remove Nalo's curse, this is relevant to the storyline, but does not directly answer the

core of Moana's question.

#### 8. Maxim of Quantity

Moana: "Oh! And did you meet the papa mora? I thought he'd do this in a climb, But it turned out to be super great, Because otherwise I never would have met Montagny, Who's great by the way And now you! And now we're gonna bring all of us together"

Maui: "Curly!"

Moana: "Sorry, you go"

Maui: "You're all gonna die"

In the following dialog Moana has violated the Quantity Maxim by providing excessive information that is not entirely necessary when meeting with Maui. she continues to talk at length about her expectations of Papa Mora, her pleasant experience, her meeting with Matangi, and her plan to unite everyone. This information is considered redundant as not all of it is relevant to the situation at hand, and Moana does not give Maui the opportunity to respond earlier. In Moana 2, Moana is portrayed as having high spirits in her adventures, which often leads her to be overzealous in her speech. This is seen when Maui interrupts her by saying, "Curly!", which can be interpreted as an attempt to stop Moana from talking too much. After Moana realizes and asks Maui to speak, Maui responds very briefly and directly, "You're all gonna die," which contrasts with Moana's lengthy explanation. This conversation shows that Moana tends to give excessive information due to her enthusiasm, thus violating the Quantity Maxim, where the information given should be sufficient and no more than necessary.

#### 9. Maxim of Quality

Moana: "He doesn't care about you"

Maui: "Oh, he cares about me"

In this conversation, the Quality Maxim has been violated by Maui for giving untrue information to Moana. In Grice's principle of cooperation, the Quality Maxim, one should say the right thing and not give false or misleading information. When Moana says, "He doesn't care about you," she is actually conveying the fact that Nalo, the god, is not really after Maui. However, Maui replies with, "Oh, he cares about me," which is an untrue statement because Maui himself actually knows that Nalo is not chasing him, but rather chasing Moana. It is shown at the beginning of the scene Maui saying that Nalo is more fond of humans than him. In this movie, Maui tries to protect Moana and her friends. However, by saying something that is not true, Maui consciously violates the Maxim of Quality, because he gives false information and tries to mislead Moana about the real situation.

#### 10. Maxim of Relevance

Villager: "ah this is a mess"

Maui: "you're welcome"



Maui violated the Maxim of Relevance because his response did not fit the context of the villager's complaint. When the Villager said, "Ah, this is a mess," he was expressing his frustration with the situation that they were exposed to sand from his landing onto the beach to the point of exposing the villagers' belongings to sand due to his actions. However, instead of responding in a relevant way, such as giving an explanation or apologizing, Maui responded with "You're welcome," instead. In this case, the response "You're welcome," given by Maui violates the Maxim of Relevance because it does not give an answer that corresponds to the murmurings of the residents.

### CONCLUSION AND RECOMMENDATION

This study aims to find, reveal and analyze the maxims violations committed by the characters in the movie Moana 2. This research produces several maxim violations such as, maxim of relevance, maxim of manner, maxim of quantity, and maxim of quality, which violations committed by several characters in it are useful for building narratives, atmosphere, building humor, and growing emotions. When characters give responses that do not fit the context of the question or conversation, as Maui and Matangi do, they violate the maxim of relevance. On the other hand, when characters like Moana provide information that is excessive and not really necessary, they violate the maxim of quantity. Meanwhile, when characters like Maui and Matangi provide information that is untrue or misleading, they are violating the maxim of quality. These violations serve as the development of the storyline and the relationships between the characters in it. In this case, maxim violations do not always indicate bad things that adversely affect communication between characters, but can also be used to create certain effects, such as cuteness, nuance, mystery that enriches the content of the film's story. From the film Moana 2, it can be concluded that by understanding maxim violations, we can see how the principle of cooperation proposed by Grice is applied in communication between characters and in a more open and broad way, and how violations in communication can affect the effectiveness and meaning in communication. Based on these findings, it is possible to explore maxim violation in movies and animations in various genres on how implicature affects language, culture, and society. These insights can contribute to the broader field of pragmatics, discourse analysis, as well as media studies on communication and conversational principles.

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