

## **OPTING OUT OF THE MAXIM IN KUNG FU PANDA 2 MOVIE: PRAGMATICS STUDY**

**Putri Mega Amelia<sup>1</sup>**  
Universitas Widyatama

**Hendar<sup>2</sup>**  
Universitas Widyatama

[putri.mega@widyatama.ac.id<sup>1</sup>](mailto:putri.mega@widyatama.ac.id)

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### **ABSTRACT**

This research aims to identify the types of opting out of maxim strategies and to analyze the reason of conflict found in the Kung Fu Panda 2 movie. This research uses descriptive qualitative method as the purpose of making this research is to analyze the type of opting out strategies and the reason of conflict the use of opting out strategies. The main theory used to identify opting-out strategies is taken from Grice (1975) and Perrine (1984:56) in Amanda, A (2017) dealing with the reason for conflict. The results type of opting out of the research showed that there were 23 data obtained which respectively consisted of 5 data (22%) on opting out of maxim quantity, 6 data (26%) on opting out of maxim quality, 7 data (31%) on opting out of maxim manner, and 5 data (21,7%) on opting out of maxim relation. Meanwhile, the reason for conflict that influenced the use of opting out strategies consisted of 15 data (65,2%) on internal conflict and 8 data (34,7%) on external conflict. Based on the data obtained above, it could be clearly seen that the most common type of opting out strategy found in Kung Fu Panda 2 movie was opting out of quality (31%), and the most common type of conflict found in the use of opting out strategies was internal conflict (65,2%).

**Keywords:** Conflict, Maxim, Opting Out, Pragmatics Study

### **INTRODUCTION**

Language is essential to human social interactions and communication techniques. Words have the power to disclose someone's intentions through communication. Speaking and understanding English has become crucial for people

who want to succeed in a variety of social, academic, and professional settings (Sari, 2023). Language that has a message encoded in it. The message is recognized and tailored by the audience. When the listener receives the message that the speaker encoded. The listener needs to fully comprehend the speaker's message.

According to Sperber and Wilson (1981, p.282), pragmatics is defined as the study of language use. In other words, it is defined as "the study of how linguistic properties and contextual factors interact in the interpretation of utterances, enabling learners to bridge the gap between sentence meaning and speaker's meaning".

Kung Fu Panda 2 is a 2011 American animated film produced by DreamWorks Animation. It is the sequel to the 2008 film "Kung Fu Panda" and the second installment in the Kung Fu Panda franchise. The story continues the adventures of Po, the panda who aspires to become a kung fu master. In "Kung Fu Panda 2," Po and his friends must confront a new villain, Lord Shen (voiced by Gary Oldman), who seeks to conquer China using a powerful weapon. Po discovers more about his past and embarks on a journey of self-discovery while striving to stop Shen and save kung fu. This research aims to identify the types of opting out of maxim strategies used in the movie and to analyze the reason conflict influences the use of opting out of maxim strategies. The main theory used to identify opting out of maxim strategies is taken from Grice (1975) and Perrine (1984:56) in Amanda, A (2017) dealing with the reason for conflict in communication.

## **REVIEW OF THE LITERATURE**

### **Pragmatics**

Pragmatics is a field of linguistics studying communication. It is concentrated on the dynamic aspect of meaning in context (Hendar 2019,). The study of how language influences meaning (intention) in use is known as pragmatics. In many ways, pragmatics is likewise a branch of semantics. The issue of semantic principles or semantic analysis led to the development of many of its fundamental ideas. For instance, Grice created a theory of entailment to address the semantic analysis of logical operators' natural language equivalents (such as and or). According to Mey (1993), pragmatics explains how language users are able to overcome apparent ambiguity since meaning relies on the manner, place and time of an utterance. It means that pragmatics helps participants of speech acts to avoid ambiguity because the meaning of utterances relies on how the utterances are spoken.

### **Cooperatives Principles**

Grice (1975) Cooperative Principles has been one of the most influential models within the field of pragmatics. There are several conversational principles, and

one of them is the co-operative principle. Grice mentioned several maxims of cooperative principles, such as maxim of quality, maxim of quantity, maxim of relevance, and maxim of manner.

- a. **Maxim quality**, the speakers should tell the truth; they shouldn't assert things that they don't have proof for or say things that they believe to be untrue.
- b. **Maxim quantity**, the speaker should be as informative as is required for the conversation to proceed
- c. **Maxim of relevance**: the speaker should relate clearly to the purpose of the exchange.
- d. **Maxim of manner**, the speaker should be perspicuous: clear, orderly, and brief, avoiding obscurity and ambiguity.

Cooperative principles are divided into 2 types, namely observance and non observance. In the context of communication, "observance" and "non-observance" can refer to the extent to which people or parties adhere or disobey principles in communication. This includes the way people interact with each other and the extent to which they follow or break rules relating to communication. There is the explanation about observance and non observance.

### **Observance**

According to Grice the term that describes the cooperative communication as in the example above is the observance of conversational principles of maxims. This research, Grice (1975) theory was used to analyze the types of observance, non observance and implicatures produced in the classroom of Gandhi Memorial International School (GMIS). In the context of communication, "observance" can refer to the adherence or observation of principles relating to verbal and non-verbal interactions between individuals or groups.

### **Non Observance**

"Non-observance" unwilling to cooperate communication. Non observance in the context of communication refers to behaviors or actions that violate or do not adhere to the principles that apply in verbal and non-verbal interactions Grice (1975). It encompasses various forms of behavior that can harm or hinder effective communication. Non observance are divided into 5 types, namely violation, flouting, infringement, suspending, and opting out.

### **Violation**

Thomas in Cutting (2002: 40) states that a speaker who violates the maxims actually knows that the hearer does not know the truth and he/she will only understand

the superficial meaning of the words. He/she intentionally generates a misleading implicature by providing insufficient information, and saying something that is insincere, irrelevant, or ambiguous so that the hearer wrongly assumes that the speaker is cooperating. . In line with Thomas, Black (2006: 24) says that maxim violation is a quiet act that has an intention to mislead the meaning. It is also known as lying. The violation of Grice's maxims does not take place by opting out of a maxim, or by coping with a clash between two maxims in the above jokes. Violation, according to Grice (1975), takes place when speakers intentionally refrain from applying certain maxims in their conversation to cause misunderstanding on their participants' part or to achieve some other purposes

### **Flouting**

The flouting of maxims occurs when individuals intentionally do not apply the maxims in order to persuade their listeners to derive the hidden meaning behind what is said, that is, the speakers employ implicature (Levinson, 1983). In the same vein, Paltridge (2006) also believes that when someone is flouting a maxim, they are not deliberately trying to deceive or mislead their interlocutors, but they are deliberately not observing the maxims in order for the interlocutors to understand another set of meaning (p. 65).

Mey (1996: 70) provides a comprehensive definition of "flouting," id est: "We can make a blatant show of breaking one of the maxims ... in order to lead the addressee to look for a covert, implied meaning".

- a. **Flouting Quantity**, the speaker gives too much or too little information.
- b. **Flouting Quality**: the speaker says something that does not represent what he or she thinks by using sarcasm, irony, and hyperbole to exaggerate.
- c. **Flouting Manner** involves the absence of clarity and transparency of communicative intentions.
- d. **Flouting Relation** occurs when the response is obviously irrelevant to the topic (quick change of topic, overt failure to address interlocutor's purpose in asking a question).

### **Infringement**

Thomas (Kondowe, Ngwira and Madula, 2014:42) stated that infringement of a maxim is an act of disobeying a maxim through imperfect linguistic performance, like in the case of a child, a drunk, or a foreigner. Unlike the other type of non-observance of CP, infringement is not deliberately done by the speaker. An example of infringement of a maxim is as follows: English speaker: Would you like your meat to be half-cooked or well done? Non-English speaker: "Yes".

This example shows that non-English speakers answered "yes" to the question "How do you cook meat?" This does not mean that is intentionally uncooperative in the conversation, but rather that non-English speakers lack English skills. Therefore, no violation of the maxim was found in the two interviews, as the two politicians were not expected to meet this condition of low language proficiency. They are non-intoxicated, fluent adults, and native speakers of the Indonesian language in which the interviews were conducted.

### **Suspending**

According to Thomas (Kondowe, Ngwira and Madula, 2014:42) suspending a maxim is when those who are involved in a conversation expect the nonfulfillment of a maxim. For in a joke when the audience know or has anticipated that the comedian will tell them something which is untrue to make the story funny. Here is an example of suspending the maxim: A: Do you know that Jokowi turns out to be gay? B: You kidding? THAT Jokowi? A: Yeah, that one; the one with long hair and works as secretary of our village.

Here, A is deliberately not adhering to the maxim of joking. He initially said it as if he was talking about Jokowi, the president, but it turned out to be the other Jokowi. For this reason, we do not find his aphorism pause in the data. The two politicians are expected to give factual answers to the questions. They are not expected to tell lame jokes because the interviewer wants to get their opinion on a particular topic. On the other hand, the two politicians do not tell stupid jokes because these interviews give them an opportunity to convey their political agenda to the people.

### **Opting Out of The Maxims**

According to Thomas (Kondowe, Ngwira and Madula, 2014:42) opting out a maxim is when a speaker is unwilling to cooperate in a particular maxim, like when someone chooses not to answer a question. In this research, the focus will be on opting out of the maxims that occur when the participant may opt out of observing a maxim by indicating an unwillingness to cooperate. In other words, the participant does not want to cooperate and contribute to the exchange the way the maxim requires. S/he shows some kind of unwillingness to cooperate in the way the maxim requires.

According to Grice (1975) opting out of maxims has there are 4 types Quantity, Quality, Manner, Relation. Here's the explanation:

#### **a. Opting out of Quantity**

If the speaker is unwilling to cooperate in the conversation. The speaker does not give information at all or give too much information. Be as informative as necessary and avoid providing more or less information than required.

e.g., Manager: *"Sarah, how is the project coming along? Can you give me an update?"*

Sarah: *"It's progressing well. We're addressing the key milestones and making good headway."*

Sarah simply said, *"It's progressing well. We're addressing the key milestones and making good headway."* That was less information since Sarah does not give some updates to the manager.

#### **b. Opting out of Quality**

In conversations, opting out of the maxim of quality pertains to the principle of providing truthful information. However, there are instances when individuals may choose to opt out of this maxim by not offering accurate or complete information. For example, if the speaker is unwilling to cooperate in the conversation and has to be truthful and provide information that is supported by evidence.

e.g. Aldo: *"Are you thinking about something? You look very gloomy today."*

Bella: *"I think. I gotta go."*

Bella chose not to be honest with her feelings and opted out of the conversation.

#### **c. Opting out of Manner**

In conversation, opting out of the maxim of manner pertains to the principle of providing ambiguous information. Be clear, and concise, and avoid ambiguity or obscurity in your expression, be brief. (Grice, 1975, p.45-46).

e.g., Bob: *"How do I get to your place from the highway?"*

Alice: *"Just follow your instincts; you'll figure it out."*

In this scenario, Alice is opting out of the Maxim of Manner by providing unclear directions. Instead of giving specific instructions or street names, she suggests that Bob should rely on his instincts, which might leave him confused and unsure about the route. This deviation from clear communication is an example of opting out of the Maxim of Manner.

#### **d. Opting out of Relation**

In conversation, opting out of the maxim of relation pertains to the principle of providing relation of conversation. Be relevant and contribute information that is related to the current topic of conversation (Grice 1975).

e.g. Lisa: *"Mark, we need to finalize the project plan by tomorrow to meet the deadline. Can you provide the updated timeline?"*

Mark: *"You know, I had a great weekend. I went hiking in the mountains and tried a new restaurant."*

In this example, Mark is opting out of the Maxim of Relation by introducing unrelated information about his weekend activities. Instead of addressing the project deadline and providing the requested information, Mark goes off-topic. This deviation from relevance can hinder effective communication and cause confusion in the conversation.

Generally, people who are involved in a conversation can have a conflict, because sometimes their interlocutor refuses to be cooperative in speaking. Conflict can happen in different situations and can be caused by various reasons.

### **Conflict**

According to Perrine (1984:56) in Amanda, A (2017), conflict means a clash of actions, ideas, desires, or will between characters. This clash may be physical, mental, or emotional. It is revealed as characters take turns developing during the creation process of the story. There are two types of conflict: internal and external conflict.

#### **a. Internal Conflict**

Internal Conflict is a conflict that exists inside the character. The conflict is about struggles with morality, fate, desires, and belief, to the name of view. This type of problem is essential to the character that can only be handled by them. Every admirable character struggles with internal conflict, which causes them to have a belief system that is difficult to believe in. Another name for internal conflict is "man versus self." The theory states that internal conflict strategies are divided into 4 types; struggles with morality, fate, desires, and belief Perrine (1984:56) in Amanda, A (2017).

- 1. Struggles with morality**, this involves the internal conflict a character faces when trying to distinguish between right and wrong. It may involve ethical dilemmas, questioning societal norms, or grappling with personal values.
- 2. Struggle with fate**, fate often refers to the predetermined course of events. Characters may struggle with the idea that their lives are predestined or that they have some control over their destiny.
- 3. Struggle with desires**, this can involve desires for power, love, success, or personal fulfillment. Exploring these struggles can provide insight into human motivation and the consequences of pursuing certain desires.
- 4. Struggle with belief**, this can encompass religious, philosophical, or personal beliefs. Characters may question their faith, challenge their worldview, or

confront existential questions about the meaning of life. This theme often involves a journey of self-discovery and intellectual exploration.

### **b. External Conflict**

In contrast to internal conflict, outward conflict addresses societal issues. The story's characters will struggle against the circumstances of external conflict. They might even experience internal conflict as a result of the external conflict, but this is more complicated than internal conflict. When characters are embroiled in the problems of the outside world, external conflict arises. Community, nature, government, and other character-related difficulties are a few instances of external conflict. Man vs man, man versus nature, man versus society, and man versus fate are examples of how external conflict manifests itself in literature.

The theory states that external conflict strategies are divided into 4 types; conflict with community, nature, and government Perrine (1984:56) in Amanda, A (2017).

1. **Conflict with community** might be a clash between an individual's beliefs and those held by the majority, or it could involve ostracism and alienation.
2. **Conflict with nature:** nature can be a formidable force, and characters may find themselves in conflict with the environment. This could include surviving in the wilderness, facing natural disasters, or dealing with the harsh realities of the natural world. It often highlights the fragility of human existence and the struggle for survival.
3. **Conflict with government,** It could involve resistance against oppressive regimes, questioning the legitimacy of the government, or fighting for justice and freedom.

### **METHOD**

To analyze the types of opting out of the maxim and the reason for conflict conversation, This research uses descriptive qualitative methods. The descriptive qualitative method is defined as collecting the data by examining and observing the data elements (Creswell, 2013) The object of research is taken from the Kung Fu Panda 2 movie, by collecting data in the form of utterances in the movie. Data analysis in this qualitative research was done by observing, collecting data, classifying data, analyzing data, and then drawing conclusions from the results of data analysis.



## FINDING

Based on the results of the research, the number of data obtained was 23 data and they contained the use of pragmatics strategies found in Kung Fu Panda 2 movie. The types of opting out of maxim strategies found in the movie which is the theory proposed by (Grice 1975) were 5 data of quantity, 6 data of quality, 7 data of manner, and 5 data of relation. The use of opting out of maxim strategies can be clearly seen in table 1 below:

**Table 1.** The Use of Opting Out Strategies

No	Type Opting Out of Maxim Strategies	Frequency	Percentage
Quantity			
1.	Less information	3	13,04%
	Too much information	2	8,6%
Quality			
2.	Dishonest	6	26%
Manner			
3	Ambiguity of expression	5	22%
	Sarcasm	2	8,6%
Relation			
4	Irrelevant	5	21,7%
Subtotal		23	100%

Meanwhile dealing with conflict based on the data obtained and appeared in the use of opting out strategies, they consisted of 23 data conflicts as proposed by Perrine (1984:56) in Amanda, A (2017), the types of conflict are 15 internal conflicts and 8 external conflicts. The detail of the data on conflict can be seen in the following table 2:

**Table 2.** Conflict

No	Type conflict	Frequency	Percentage
Internal Conflict			
1.	Struggles with morality	8	35%
	Struggles with fate	2	8,6 %
	Struggles with desires	3	13,04%
	Struggles with belief	2	8,6 %
External Conflict			
2.	Conflict in community	6	26%
	Conflict with nature	2	8,6%
	Conflict with government	0	0%

Subtotal	23	100%
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The following are the percentage results of the types of opting out of the maxims and the reasons for conflict contained in the movie Kung Fu Panda 2, and the number of examples shown according to the amount of data obtained.

## DISCUSSION

### Opting Out of The Maxim Quantity

#### Example 1

Context: In the Kung Fu Panda 2 movie, Master Shifu meditated and chanted "inner peace" 3 times. Then Xiao Po came excitedly when Master Shifu was in a state of not wanting to communicate.

Xiao Po: *"Master Shifu, Master Shifu, what do we get? Pirates? Vandals of Volcano Mountain? Whatever it is, I will take them down cause I am in a mood. I need to get something done, you know what I mean? Uh.. what are you doing?"*

Master Shifu: ***"One of Master Oogway's final teachings."***

(Kung Fu Panda 2 Film Script; Minute 04.03 – 04.09)

The conversation above showed that the type of this section Opting out of the Maxims of Quantity, since Xiao Po asked Master Shifu a lot of questions, such as *"What do we get? Pirates? Vandals of Volcano Mountain? Whatever it is, I will take them down cause I am in a mood. I need to get something done, you know what I mean?"* However, Master Shifu only gave an answer at the end of Xiao Po's question: *"Uh.. what are you doing?"* Master Shifu didn't answer Xiao Po's questions and chose to change the topic since he thought it was very unimportant. This indicates that this conversation is included in Opting Out of The Maxim Quantity, which means it is not informative and has less information.

The reason for the conversation included internal conflict with the desire for success something, since Master Shifu just said, *"One of Master Oogway's final teachings."* pursuing certain desires for success in his meditation. That he was struggling to make his meditation work and he felt that it was not important to talk about and he didn't want to get involved in the conversation and chose to change the topic.

#### Example 2

Context: Xiao Po delves into his mysterious past, he discovers a dark and dangerous adversary named Lord Shen, an evil peacock with a relentless thirst for power. Shen has hatched a diabolical plan to conquer China using a weapon of mass destruction,

threatening to wipe out kung fu and bring devastation to the land. It's not a gift but a bomb.

Xiao Po: "What's in the box, Shen?"

Shen: "You want to see? It's a gift. It's your parting gift. In that, it will part you, part of you here, part of you there, and part of you way over there, stain the wall! **You insolent fool!** "

(Kung Fu Panda 2 Film Script; Minute 17.01 -17.14)

From the conversation above, there is an analysis of Opting out of the Maxims Quantity, since Shen gave too much information. Shen said: "You want to see? It's a gift. It's your parting gift. In that it will part you, part of you here, part of you there, and part of you way over there, stain the wall! You insolent fool! " after that, the war begins. The question from Xiao Po doesn't answer. Then, it is called Opting out of the Maxims of Quantity.

The reason for the conversation included external conflict with community since Shen doesn't want to show what was in the box then he said, "You insolent fool!" and chose to fight. Indicates a type of external conflict with community that is revenge or dislike towards Xiao Po leading to unanswered questions and resistance to external conflict circumstances that external conflict manifests itself as man versus community.

#### **Opting Out of the Maxim Quality**

Context: In Kung Fu Panda 2 movie, Xiao Po seems like there might be tension or surprise in the conversation. Po's friend is expressing concern and asking if Po is okay, and Po is indicating that something significant has occurred or that he saw something noteworthy.

Po's friend: "Are you okay? What happened?"

Xiao Po : "**I think I saw.. I think... I gotta go**".

(Kung Fu Panda 2 Film Script; Minute 10.00 – 10.07)

From the conversation above the analysis is related to Opting out of the Maxims Quality since when Po's friend ask "Are you ok? what happened?" and Po replies "I think I saw.. I think... I gotta go". Po's answer doesn't explain what's going on, and Po doesn't contribute to this topic. He chooses not to be truthful about his condition. Then, it is called Opting out of the Maxims of Quality.

The reason for the conversation included an internal conflict struggle with morality since Xiao Po suddenly changed his mind and chose to leave that place. Xiao Po

involves ethical dilemmas about his thoughts that always occur to him. This includes internal conflict in morality, to hide something, and a struggle with his mind.

### **Opting Out of Manner**

Context: In the Kung Fu Panda 2 movie, Xiao Po was having fun chatting with Master Shifu talking about the inner peace that must be had. But suddenly Po's friend came and told him a bad news.

Po's friend: *"Po! Bandits, approaching the musicians' village."*

Xiao Po: *"Danger! Tell those musicians to start playing some action music, because it is on. Don't worry Master Shifu, I'll master inner peace as soon as I get back."*

Po's friend: ***"No snack stops this time."***

Xiao Po: *"Hahaha, Snack stops? Wait, are you serious?"*

(Kung Fu Panda 2 Film Script; Minute 06.11 – 06.26)

From the conversation above, the type of this section Opting out of the Maxims of Manner, since when Xiao Po was in danger, he just said, *"Hahaha Snack stops? Wait, are you serious?"* Xiao Po kept asking questions without taking action, that's why Po's friends avoided and didn't answer Xiao Po's, and he said, *"No snack stops this time."* This indicates that this conversation is included in Opting Out of The Maxim of Manner

The reason for the conversation included external conflict with nature since external conflict manifests man versus man and society. The reason Po's friend didn't reply to Xiao Po's question was that Po's friend chose not to continue the conversation because they were in danger, and Po's friend thought there was no point in continuing to ask and there was no action from Xiao Po. So Po's friend left and didn't answer Xiao Po's question but used an ambiguous conversation *"No snack stops this time."*

### **Opting Out of The Maxim Relation**

#### **Example 1**

Context: In the Kung Fu Panda 2 movie, Xiao Po was playing with his friends, eating a very large piece of food and looking very happy, but suddenly when Xiao Po was invited to a conversation with his friends, he immediately left without answering his friend's statement.

Po's friend: *"Your training has paid off."*

Xiao Po: ***"Oh! Master Shifu! Gotta go. See you later!"***

(Kung Fu Panda 2 Film Script; Minute 03.24 – 03.27)

From conversation above showed that the type of this section Opting out of the Maxims of Relation, since when Po's friend said *"Your training has paid off."* But Xiao Po said, *"Oh! Master Shifu! Gotta go. See you later!"* the statement given by

Po's friend was not answered. Xiao Po suddenly did not continue the conversation and answered questions that were irrelevant to the statement given, which indicates that this conversation is included in Opting Out of The Maxim Relation.

The reason for the conversation included internal conflict desires since Xiao Po said: “ *Oh! Master Shifu! Gotta go. See you later!*” he felt that it was not important to talk about and he doesn't want to get involved in the conversation pursuing certain desires to see Master Shifu.

### **Example 2**

Context: In the Kung Fu Panda 2 movie, Xiao Po came with a worried face. Xiao Po approached his father and asked him something strange, his face was anxious and confused, like a lot of problems that can't be endured.

Dad's Po: “ *I would have saved you some stinky tofu.*”

Xiao Po: “ *Uh.. Uh.. Dad, can I talk to you ?*”.

(Kung Fu Panda 2 Film Script; Minute 10.53 – 10.59)

Xiao Po comes home with a thousand questions in his head. He came with a gloomy face and brought lots of questions, like there was something different between him and his father. The type is Opting Out of The Maxim of Relation since Xiao Po answer is completely irrelevant to what Dad's Po said. When Dad's Po said, “ *I would have saved you some stinky tofu*”. However, Po's answer didn't match what he said. Po also changed the subject to discuss other topics with his father. Xiao Po replies to the conversation with, “ *Uh.. Uh.. Dad, can I talk to you ?*”. Then, it is called Opting out of the Maxims of Relation.

The reason for the conversation included internal conflict in morality since Xiao Po struggled with his morality. Xiao Po struggled with his own thoughts, questioning the truth about his origins since Xiao Po already felt there was something different between him and his father physically.

### **CONCLUSION**

The results type of opting out of the research showed that there were 23 data obtained which respectively consisted of 5 data (22%) on opting out of maxim quantity, 6 data (26%) on opting out of maxim quality, 7 data (31%) on opting out of maxim manner, and 5 data (21,7%) on opting out of maxim relation. Meanwhile, the reason for conflict that influenced the use of opting out strategies consisted of 15 data (65,2%) on internal conflict and 8 data (34,7%) on external conflict. Based on the data obtained above, it could be clearly seen that the most common type of opting out strategy found

in Kung Fu Panda 2 movie was opting out of quality (31%), and the most common type of conflict found in the use of opting out strategies was internal conflict (65,2%).

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