# ANALYZING MAXIM VIOLATIONS IN THE BATMAN CARTOON MOVIE

***Billi Andara Nainggolan[1], Indah Sri Rezeki[2], Berti Karlinda[3],***
***Hajjah Zulianti[4], Tommy Hastomo[5]***
[1,2,3,4,5]STKIP PGRI Bandar Lampung
[3]tomhas182@gmail.com

## Abstract

This research aimed to define the types of maxims that are flouted in the Batman movie, to disclose and explain the implicature behind the characters' conversations, and to describe the reason for maxim flouting by the characters in the movie. Descriptive qualitative methodology was used in conjunction with a pragmatic approach in the current research. The research data were utterances containing maxim flouting spoken by characters in Batman: Under the Red Hood. The movie dialogues served as the context for the inquiry. This study's data source was the film Batman: Under the Red Hood. The data was gathered by downloading, watching, and then collecting the movie. The data is analyzed by categorizing it into several categories, such as maxim flouting, analyzing it, confirming or validating that the data is accurate, and then coming to a conclusion. The data were triangulated by consulting with the lecturers and applying theoretical triangulation to assure their trustworthiness. The results of the research are as follows. First, all types of maxim flouting are found in the movie. Second, the maxim of conversation flouted by the characters has implied meaning. Third, there are various reasons why the flouting maxim occurred in the movie, such as covering something, giving more information, changing the topic, and intriguing the listener. The flouting maxims occur for different reasons and meanings in this movie.
.

**Keywords**: *Batman; maxim flouting: pragmatic*

## INTRODUCTION

Communication is one of the most important parts of human life and the unavoidable act of social beings such as humans. In communication, establishing a clear understanding between individuals through communication involves both parties exchanging and receiving information from one another (Hastomo & Aminatun, 2023). Talking with someone or having a conversation is a common form of communication (Putri et al., 2023). Two important roles play out in a discourse. They alternate between speaking and listening. According to Levinson, a conversation is an established type of discourse that typically occurs outside of specific institutional settings, such as classrooms, law courts, and places of worship where two or more people freely exchange words. Therefore, cooperation from participants is expected to establish successful, exceptionally verbal communication. Participants in a discourse are expected to adhere to a set of rules known as the Cooperative Principles to be cooperative (Levinson, 1983).

According to Grice in Yule's book, Cooperative Principles order the participants to make conversational contributions as required, at the stage at which it occurs, and by the accepted purpose or direction of the talk exchange. Furthermore, Cooperative Principles are subdivided into four maxims. They are the maxim of quality, the maxim of quantity, the maxim of relation, and the maxim of manner. These four maxims outline how participants in a conversation should

participate, such as stating the truth, being relevant, and striving to be as straightforward as possible for the conversation to proceed smoothly. Nonetheless, some people frequently disobey maxims by infringing, violating, opting out, suspending, or flouting them. Contrary to flouting, other forms of disregarding maxims do not give rise to the implicit meaning (Yule, 2019).

Participants in the conversation sometimes appear uncooperative by flouting maxims, yet in reality, they indeed are. The participants intend to break the rules. The speaker conveys specific intended meanings and goals behind the remark where maxim flouting happens. Thus, participants in a dialogue are not considered uncooperative even when they violate the rules. This is so that, in addition to what the speaker expresses explicitly, the listener is compelled by maxim flouting to seek out the true meaning implicitly (Nasution et al., 2020). In reality, flouting maxims happen around us, whether we like them or not. It happens everywhere, especially in movies.

A movie is one of the most common forms of entertainment. According to Bordwell and Thompson, as mentioned by Hidayati, movies are comparable to structures, books, and orchestras. It is a human-made object made for human purposes. Given their societal and cultural roots, movies are classified as artistic creations that have the potential to reflect aspects of human life. It is also classified as a spoken discourse where the researchers examine maxim flouting. Several characteristics of movies allow them to depict the phenomenon more than other media. In movies, as opposed to literature, the phenomenon is represented more clearly through context, setting, and facial expression. As a result, studying maxim flouting through a movie can resemble understanding maxim flouting in real life (Hidayati, 2015).

Batman: Under the Red Hood cartoon movie is an action-thriller and crime movie based on DC's comic of the same title. The plot of this film revolves around Batman confronting a mysterious figure in Gotham City, and Batman must go toe-to-toe with said mysterious figures, who pose as a new vigilante known as Red Hood, to find the truth behind his real identity. It was developed by Warner Bros. Animation and distributed by Warner Home Video. The researcher chose the movie because he is fascinated by the characters in it, particularly Batman. Furthermore, this is one of the most critical stories in developing Batman's lore. Furthermore, this film has an intriguing plot and is more suitable for adults.

Based on the problem above, the researcher formulates the main problems to be answered as stated in the following research questions:
1. What are the types of Flouting Maxim in the cartoon movie Batman: Under the Red Hood cartoon?
2. What is the implicature of maxim flouting in Batman: Under the Red Hood cartoon movie?
3. What are the reasons for maxim flouting in Batman: Under the Red Hood cartoon movie?

**METHOD**
**Research Design**
The characters' conversation makes this research fall under the descriptive qualitative research method category. The descriptive qualitative research approach emphasizes words over numbers. According to Creswell, as described by Shabillah, qualitative research methodologies rely on text and picture data. The researcher employs Grice's Cooperative Principles theory, which includes four maxim types: quality, quantity, relation, and way maxims (Shabillah, 2022).

**Instruments**
When performing qualitative research, the researcher became the primary research instrument. Unlike non-human instruments, people are shaped by their experiences and can respond to the phenomena under the research process (Istiara et al., 2022). Identifying the data's source, gathering the research's data, evaluating the data gathered throughout the research, and describing the research findings are the aspects of the current research, and the researchers have hidden responsibilities or roles in this research. Thus, in the current research, the researchers are the instruments, alongside Grice's Cooperative Principle, which is the base of researchers'

knowledge to help them fulfil their part as the research instrument. On the other hand, a tabulation was needed as the second instrument of the research. It covers the three research studies focusing on maxim flouting in Batman: Under the Red Hood cartoon movie. The form of data tabulation is as follows:

**Table 1. Data Tabulation**

| Scene | Data Code and time | Maxim Flouting | Data | Context of Situation |
|-------|--------------------|----------------|------|----------------------|
| 1 | S1/03:55:01 | Maxim of Manner | A: Where are we? B: In the mercy of God. | |
| …….. | …….. | | | |
| …….. | …….. | | | |

Note:
S: Scene and the time of a scene

Statements with flouted maxims were used to present the research findings in the Batman's movie Under the Red Hood. However, the characters' utterances in the film are the most noteworthy data of the current research. The contexts of data are the dialogues that contain the maxim flouting. Meanwhile, the data was also derived from the dialogue of the Batman's cartoon movie Under the Red Hood.

**Procedures**

During the data collection phase, researchers used note-taking to gather information for the present study. Note-taking involves recording observations based on what is heard, seen, experienced, and contemplated, making it a valuable tool in qualitative research (Oktarin & Hastomo, 2023). This method facilitates the researchers' observation process. All dialogue and phrases from the movie were transcribed into data tables, organized by scene, data code, maxim violations, and contextual information. Several steps were undertaken to collect the data effectively. Firstly, researchers downloaded the movie "Batman: Under the Red Hood," which was essential for the study. Secondly, they watched the entire movie to familiarize themselves with its content. Thirdly, researchers meticulously extracted data from conversations in the movie that exemplified instances of maxim violations using the note-taking method. Grice's theory was employed to categorize the collected data according to its relevance to the phenomenon under study.

**Data analysis**

The researchers employed Grice's and Thomas' theories in the data analysis phase to examine the collected data. The process involved several steps tailored to the objectives of the current research. Initially, the researcher classified instances of maxim flouting according to Grice's theory, considering implicature and the underlying reasons for these violations based on Thomas' theory. Once this classification process was completed, the researcher analyzed the data. This analysis began with a detailed description of the conversational context surrounding each data point. Subsequently, each datum was meticulously scrutinized to address the research question, utilizing Grice's theory of maxim flouting and implicature while also considering the motivations behind the speaker's violation of the maxim as per Thomas' theory. The findings from this analysis were then categorized to align with the research question. Finally, to ensure the accuracy and reliability of the analysis, the data underwent a thorough reevaluation (Sinaga, 2020).

Presenting the data analysis results comes next after the analysis has been completed in this step. Sudaryanto  as cited in Sinaga, explained that results analysis can be presented in two

ways: informally and formally. The researchers employed the informal method in this analysis because it presents the results using words, i.e., the findings can be explained in sentences. Besides that, the researchers presented the analysis results using informal methods to present the data analysis. The results were presented using words and sentences, which made the reader understand them easily (Sinaga, 2020).

The researcher must acquire valid data for this research. This section of the research discusses how data can be trusted, which we call the trustworthiness of data (Sukmawati et al., 2023). The researcher employed theoretical and investigator triangulation to assess the data's trustworthiness (Oktarin & Hastomo, 2024). Moleong defines triangulation as using data validity to exploit something else outside of the data for verification or comparison. Triangulation was a technique used to improve researchers' grasp of the topic under the current research. There are four different types of triangulation, according to Denzin in Moleong: source, method, theories, and investigator triangulation (Moleong, 2011).

The researchers employed theory triangulation in this study since they used more than one theory to collect data, and the researchers also used investigator triangulation. This choice was made because the researchers' supervisors reviewed the data, as they were regularly consulted about the research.

## FINDINGS AND DISCUSSION
### Findings
### *The Total of Flouting Maxim in Batman: Under the Red Hood*
These findings comprise the analysis of the outing maxim in the "Batman: Under the Red Hood" movie dialogue. The researcher discovered 20 examples of maxim flouting in this data research. The following table enumerates the maxims the characters in Batman's movie Under the Red Hood flouted.

Table 2. The Total Flouting Maxim in The Movie

| No. | Maxim Flouted | Data Number | Number of Data | Percentage |
|-----|---------------|-------------|----------------|------------|
| 1. | Maxim Quality | 4 | 1 | 5% |
| 2. | Maxim Quantity | 1, 2, 3, 15, 16, 17, 19, 20 | 8 | 40% |
| 3. | Maxim of Relevance | 10, 13 | 2 | 10% |
| 4. | Maxim of Manner | 5, 6, 7, 8, 9, 11, 12, 14, 18 | 9 | 45% |
| | TOTAL | | 20 | 100% |

According to the table above, the most prevalent or familiar variety of maxims disregarded or flouted in the cartoon movie "Batman: Under the Red Hood" is a maxim of manner. Of all the maxims that flouted in the movie, the characters flouted or disregarded the manners maxim nine times, accounting for 45% of the total maxim. The flouting of the manner maxim occurred in data sets 5, 6, 7, 8, 9, 11, 12, 14, and 18.

The most common maxim flouted by the characters in the movie is the maxim of quantity. The maxim of quantity is the second most flouted maxim in the movie "Batman: Under the Red Hood" because many of the characters in the movie give the listener more information and sometimes less than required by the listener. In this movie, eight times, or 40% of the total number of times flouting the quantity maxim occurred. The data sets 1, 2, 3, 15, 16, 17, 19, and 20 all exhibit the quantity maxim being flouted.

The third most common principle the movie's characters flouted is the maxim of relevance. The maxim of relevance is the third most flouted maxim in the movie "Batman: Under the Red Hood" because the characters give an irrelevant answer to the listener's question. Some characters in this movie flouted the relevance maxim twice, or 10% of the total number of times the maxim

was flouted and disregarded. The flouting maxim of relevance occurred in the data numbers 10 and 13.

In the last place, the less common maxim flouted by the characters in the movie is the maxim of quality. The maxim of quality is the last flouted maxim in the movie "Batman: Under the Red Hood" because the character gives untruth information or information that lacks adequate evidence. In this movie, the character flouted the quality maxim only once, accounting for 5% of all maxims floating in the movie. The quality maxim was flouted in data number 4.

### The Implicature in Batman: Under the Red Hood
### Flouting Maxim of Quality
**Datum 4** (Data number 4/S4/00:11:03)

| Batman | : | Who are you working for? |
|---|---|---|
| Goon 2 | : | Nobody. Look, we just boosted the truck and- |
| Batman | : | Lie to me again, and crashing into a wall head-on...will be the least painful activity of your evening. |

This conversation takes place in Gotham City docks. Three men are driving a truck and carrying suspicious cargo. Batman and the first Robin, Nightwing, tried to stop the delivery of the said cargo by attacking the truck and ambushing them. The Batman and Nightwing stopped the cargo by flipping the car using their wit and gadgetry, then interrogating one of the three men carrying the suspicious cargo. While interrogating one of them, the suspicious cargo suddenly opened itself, and a big figure slowly rose from the cargo and began to attack Batman and Nightwing. From the situation and the dialogue above, Batman interrogates one of the three men transferring the cargo by asking, "Who are you working for?" At first, the man tries to hide his employer by answering, "Nobody. Look, we just boosted the truck and-". Then Batman cut him by "Lie to me again and crashing into a wall head-on...will be the least painful activity of your evening.". In the middle of the conversation, the cargo suddenly opened, and a big figure rose from inside the cargo. Then Batman identified the figure as an android or a robot he called Amazo. This alone could prove the man was lying to save themselves and tried to hide their employer. Additionally, before Batman and Nightwing flipped the truck, Batman asked the man to stop the truck. However, suddenly, the other two men open fire on the Batman. This point has already proven that their cargo is somewhat suspicious and illegal.

Furthermore, after Batman and Nightwing defeat the android Amazo and tie its headless body to interrogate the man further, after seeing the headless Amazo, the man finally reveals the truth that all of them, hired by the Red Hood to transport the cargo elsewhere. However, before they could reveal all the information, all of them died by gunshot to the head in the middle of interrogation. This situation and information further reinforced the belief that the man was lying in the first place. The researchers could determine that the man purposefully disregarded or flouted the quality maxim by providing Batman with false information by blatantly lying about it. Regarding the causes or reasons for the man's disregard for the quality maxim, the researchers deduce from the topic of conversation that the result is to cover their true allegiance, which is to the Red Hood and to save themselves; that is why the man needs to lie to the Batman blatantly.

### Flouting Maxim of Quantity
**Datum 16** (S16/00:53:52)

| Servant | : | Shall I alert the guards to pursue him? |
|---|---|---|
| Ra's Al-Ghul | : | Do not be foolish. They would never catch him. Besides, I have done enough. |

This conversation takes place in the library of Al-Ghul's Palace. After he explained to Batman about the Red Hood, Batman suddenly disappeared into the night and vanished. After that faithful confrontation, his servant asks Ra if he should report to the guard and chase after Batman. Ra's Al Ghul replied that they should not be bothered to chase after Batman because he believed

his guard would never successfully capture him. Also, he believes he owes something to Batman because he uses the Joker in his ploy against him. When Batman suddenly vanished during his conversation with Ra's Al-Ghul after he learned the truth about the Red Hood/, the Servant of Ra's Al-Ghul confronted his master about alerting the guards to chase the Batman. The servant said, "Shall I alert the guards to pursue him?" Then, to answer his servant's question, Ra's Al-Ghul said, "Do not be foolish. They would never catch him. Besides, I have done enough." In this situation, Ra's Al-Ghul flouted the maxim of quantity by giving more information than required. He could simply say "No" but explain why the servant should not alert the guards. Furthermore, he flouted the maxim of quantity in order to stress the servant to forget his idea about catching Batman. Ra thinks their effort would be fruitless because Batman has a genius-level intellect and a martial arts master.

### *Flouting Maxim of Relevance*
**Datum 13** (S13/00:46:44)

| Black Mask | : | Look, I have got a problem. And you are absolutely the man who possesses the gifts ... to take care of this problem. I need you to murder the Red Hood. You think you can handle that? |
| Joker | : | May I have some water? |

This conversation takes place in the Joker's Cell, Arkham Asylum. Black Mask is frustrated because Red Hood keeps becoming a thorn in his side, so he decides to seek help from one of the dangerous inmates in Arkham Asylum, the Joker. In this situation, the Black Mask and his man infiltrated the Arkham Asylum by bribing the Arkham Asylum's guards. He went to the Joker's cell and began his "business" with the Joker. He said, "Look, I have got a problem. And you are absolutely the man who possesses the gifts ... to take care of this problem. I need you to murder the Red Hood. You think you can handle that?" From this line, we can see the Black Mask approach the Joker more directly and clearly state his business. The Joker then answer with irrelevant and unrelated topics, such as "May I have some water?" From this remark, the researcher concludes that the Joker is flouting the rule of maxim relevance by providing irrelevant information. From the researcher's interpretation, the Joker disregarded or flouted the relevance of the maxim principle to change the discussion topic and make the Black Mask and his man let their guard down. When the Black Mask and his man let their guard down, his men released the Joker from his shackles and handed him a drink. The Joker then suddenly broke the glass from his drink and made a makeshift weapon out of it, then he proceeded to slit the Black Mask's man throat one by one. After that swift, sudden attack, the Joker grabbed one of the Black Mask's man guns to continue the killing spree to the last man until only the Black Mask and his secretary remained. This terrible act happens in the Joker's cell.

### *Flouting Maxim of Manner*
**Datum 5** (S5/00:20:51)

| Batman | : | He is calling himself the Red Hood. What do you know about it? |
| Joker | : | That he has horrible taste. When I wore that number, it was classy. It is maitre d' even than that motorcycle fetish. Oh, these kids today. |

This conversation takes place in the Joker's Cell, Arkham Asylum. Batman and Nightwing, the first Robin, visited the Joker at Arkham Asylum. They discover the connection between the mysterious figure, Red Hood and the Joker. Batman and Nightwing interrogate the Joker about the true identity of Red Hood. In this situation, Batman and the Nightwing visit the Joker in Arkham Asylum to discover the real identity of the mysterious figure, Red Hood. Batman visited the Joker because before the Joker became sadistic and criminally insane, he donned the

Red Hood persona. However, his Red Hood persona is very different from the mysterious new Red Hood. The Batman asked what the Joker knew about the new Red Hood. The Joker then ambiguously answers, "That he has horrible taste. When I wore that number, it was classy. More flashy maitre d' even than that motorcycle fetish. Oh, these kids today." From this line, the Joker, rather than answering with a clear answer like "I do not know anything about him", answers with ambiguous information that implies the Joker only knows how the new Red Hood looks. Then, he compares the fashion of his version of Red Hood with the new Red Hood. He said, "That he has horrible taste. When I wore that number, it was classy. More flashy maitre d' even than that motorcycle fetish." So, in his mind, his version is better because he was wearing "More flashy maitre d'…" It means he was wearing a classic black gentlemen's suit, which contrasts with the new Red Hood, which is more "rough" with his motorcycle jacket. From this conversation, the researcher concluded that to answer Batman's question, the Joker flouted the maxim of manner by giving an ambiguous answer. From the researcher's interpretation, he flouted the maxim of manner to intrigue Batman and catch his attention.

### The Reason of Flouting Maxim in Batman: Under the Red Hood

When someone flouted the maxim of quality, there is a chance that said person flouted the maxim of quality in order to cover something. This occurred when someone blatantly lied about something to cover their true intention and motivation, which led to flouting a maxim of quality. According to recent research, one character's flout of the quality maxim is solely to cover something up. This phenomenon occurred in the Datum 4 of the data. As seen from datum4, Goon 2 blatantly lied and covered the true identity of his employer. From the moment his cargo suddenly opened up and out of nowhere, the mysterious figure emerged from his cargo box and began attacking the Batman. After defeating the figure, which is identified as an android called Amazo, the Goon 2 freaked out and told Batman the truth that his employer was Red Hood. This revelation suddenly follows with a bullet straight to the Goon's head and kills them instantly. This action further reinforced the idea that he lied to cover his allegiance to the Red Hood, and at the same time, he did it to save himself from his employer.

In order to stress something, the speaker flouted the maxim of quantity. This phenomenon often occurs when someone needs to clarify their point and true intention on a specific topic. As seen in Datum 16, Ra Al-Ghul's servant asked Ra if he should report to the guard and chased after Batman. Ra's Al Ghul replied that they should not be bothered to chase after Batman because he believed his guard would never successfully capture him. Ra disregarded the maxim of quantity to emphasize or to stress the point so that the servant should forget his idea about catching Batman because it is futile to remember that Batman ambushed him in his palace without alerting his guards.

When someone flouts the maxim of relevance by giving irrelevant information, the speaker often does it to change the current topic. As seen in Datum 13, the Black Mask and his man infiltrated the Arkham Asylum by bribing the Arkham Asylum's guards. He went to the Joker's cell and began his "business" with the Joker. He said, "Look, I have got a problem. And you are absolutely the man who possesses the gifts ..." From this line, the Black Mask approaches the Joker more directly and clearly states his business. The Joker then answer with irrelevant and unrelated topics, such as "May I have some water?" From this line, the Joker flouted the maxim of relevance by giving unrelated information. Refusing or disregarding to follow the maxim of relevance, the Joker tried to steer the subject in a different direction and let guard of the Black Mask and his guy down.

When someone flouted the maxim of manner, they often did so to intrigue or get attention from the addressee. In Datum 5, Batman asked what the Joker knew about the new Red Hood. The Joker then ambiguously answers, "That he has horrible taste. When I wore that number, it was classy. More flashy maitre d' even than that motorcycle fetish. Oh, these kids today." During this exchange, the Joker disregarded or flouted the manners maxim by responding in an unclear

way to pique Batman's interest and intrigue him.


## DISCUSSION
### *The Type of Flouting Maxim in the Batman: Under the Red Hood*
The current research's findings indicate that the researchers discovered multiple cases of maxim flouting, including those involving quality, quantity, relevance, and manner. In the cartoon Batman: Under the Red Hood, there are a total of 20 broken maxims. There is one flouting maxim of quality, eight flouting quantity maxims, two flouting relevance maxims, and nine flouting manner maxims.

If the speaker and hearer can collaborate or cooperate, the message in a conversation will be successfully transmitted. Sometimes, the speaker frequently means more than what is spoken, making it difficult for the listener to comprehend the meaning of said conversation fully. Grice argued that some cooperative principles must be considered if such phenomena occurred. Thus, Grice created the cooperative principle that needs to be adhered to, "Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged." (Grice, 1975).

Op.Sunggu and Afriana's prior research analyzed the occurrences of disregarding maxims by flouting them in a live-action movie entitled Wonder Woman. According to prior research, the movie showed 12 instances of maxim flouting. In the live-action Wonder Woman, the flouting maxim was compromised by one flouting maxim of quality, two flouting maxims of quantity, two flouting maxims of manner, and seven flouting maxims of relations or relevance. This result differs from the current research, which found that the movie Batman: Under the Red Hood flouted 20 maxims in total. Even though both types of research have similarities, such as the total flouted maxim of quality in the movie, the remaining portions of maxim flouting differ (Op.Sunggu & Afriana, 2020).

Another research by Ayu, Dian, and Candra aimed to analyze the different types of flouting maxims. The research was in the form of a live-action movie entitled Avengers: Endgame. The result of the previous research contained 20 data points about the flouting maxim in the movie, which is similar to the current research. However, the outcomes of the various sorts of maxim flouting in the movie varied. From previous research, throughout the movie, the quantity and quality maxim is the most frequently flouted, with 7 data points per type, or 35% of the total flouting of the research maxim, followed by flouting the maxim of relevance with 4 data or 20%. Meanwhile, the flouting maxim of manner has the most minor frequent occurrence in the flouting maxim, accounting for 2 data points or 10% of the total flouting maxim in the study. The former research yielded different outcomes from the current research, with 1 data flouting the maxim of quality 5%, 8 data flouting the maxim of quantity 40%, 2 data flouting maxim of relevance 10% and most flouted maxim in the movie is the maxim of manner with nine total of data or 45% of total flouting maxim in the Batman: Under the Red Hood (Ayu, Dian & Candra, 2021).

From the explanation above, the researcher concluded that the type of flouting maxim in each previous research differs from the current research. From Op. Sunggu and Afriana's research has 12 flouting maxims, and the research of Ayu, Dian and Chandra has 20 flouting maxims occurred in their research. Even though their research contains the exact 20 flouting maxims as the current research. The primary distinction between the research conducted by Ayu, Dian, and Chandra and the current research is the type of flouting maxim.


### *Implicature in the Batman: Under the Red Hood*
This research has various implications for Batman: Under the Red Hood. In this case, implicature is an implicit meaning behind the character conversation.

      Ra's Al-Ghul    :   Where is the detective?

Servant              :    He is on his way. But, sir, he will not make it there in time.

This is seen in datum 1 when Ra's Al-Ghul asks his servant and calls Batman the Detective. This conversation implies that Batman has a genius intellect and wit, which is why the character Ra's Al-Ghul calls him the detective out of respect. This implicature is not mentioned directly in the movie's dialogue, only from deducing the hidden meaning of the conversation. According to Levinson, as described by Kurniati and Hanidar in their research, implicature happens when the speaker's utterance carries an implied meaning along with what is precisely uttered or conveyed. Implicature aids in understanding the meaning of a conversation (Kurniati & Hanidar, 2018).

Implicature in the current research analyzes the implicit meaning behind the characters of the cartoon movie Batman: Under the Red Hood. Meanwhile, from previous research, none of them analyze the movie's implications. From the explanation above, the distinction between the current research and all of the earlier research is that the current research analyzes the implicature behind the movie's character. In contrast, the previous research did not analyze the implicature behind the characters' conversations in their respective films.

### *The Reason of Flouting Maxim in the Batman: Under the Red Hood*

There are various reasons why the character specifically flouted the maxim in the conversation. The current research has various reasons, such as covering something and intrigue the listener. According to Thomas, there are several reasons why people disregard the cooperative principle in conversation. To begin, people sometimes disregard the quality maxim for many reasons. First, to cover something, flouting said maxim will make people contribute with less true or false information that produces implicature. As a result, sometimes people intentionally flout the maxim of quality to cover their true meaning in conversation. To cover something is the only reason the researcher found why the character flouted the maxim of quality, as seen in datum 4. Second, to convince the hearer; sometimes, the speaker intentionally flouted the maxim of quality to explain their answer further, so the speaker could convince the hearer with their long and more detailed answer even though their information is more than required.

First for flouting the quantity maxim. To explain more or to elaborate further on any topic, it is common for someone to attempt to explain something by giving many details in the hopes that the listener will understand the topic better. Second, to stress or to emphasize anything, to make the intended meaning easier for the listener to understand, emphasizing is applied with multiple words in conversation. This could be seen in the datum 16. Third, to expect or anticipate something: people occasionally act out and use more words to demonstrate something. They take advantage of this situation by expecting something from the other person. Finally, as a symptom of panic or to show panic, persons are considered to flout a quality maxim when they answer a question with more or by asking many questions.

The reasons behind flouting the maxim of relevance are, first, change or shift the subject of the conversation; people typically change the subject of a discussion to avoid embarrassing topics or to wrap up the conversation. This reason could be seen in the datum 13. Second, to provide unneeded additional information, people occasionally disregard the cooperative principle by flouting the maxim of relevance by providing unnecessary additional information to the discussed topic. Third, people should avoid talking about anything; they frequently talk about something else when their discussion partner does not hear or understand what they are saying because they do not want him or her to know about it.

Meanwhile, the reason behind flouting the maxim of manner is to get attention; in adhering to the maxim of manner, participants must contribute clear, concise and easily understood information to the listener and speaker. This means that the conversation will be free of ambiguity, allowing the listener to understand better what the speaker is saying. Therefore, the flouting of said maxim will make the conversation ambiguous. The speaker intentionally flouted the maxim of manner sometimes to get attention and to intrigue the hearer with the speaker's answer. This

phenomenon could be seen in the datum 5 (Thomas, 2013).

The distinction between prior and present research is that there is no reason to flout maxims in earlier research. Most previous research has only looked at forms of flouting maxims, while the current research mentions and analyzes the reason behind the flouted maxim done by the movie's characters. From the current findings, reasons why characters flouted the maxim vary, such as to cover something when they flouted the maxim of quality, to give further information when they flouted the maxim of quantity, to change the topic of the conversation when they flouted the maxim of relevance and flouted maxim of manner when they intrigue their speaking partner or interlocutor.

Based on the previously provided explanation, the researcher concluded that the most common reason why the characters flouted the maxim in Batman: Under the Red Hood is to intrigue or pique the interest of other movie characters, which automatically disregarded the principle of the maxim by flouting the maxim of manner.

## CONCLUSIONS

In conclusion, the researcher analyzed the data of this research using Grice's theory, namely the Cooperative Principle, which consists of four maxims: the maxim of quantity, the maxim of quality, the maxim of relevance, and the last maxim of manner. The researchers discovered the type of flouting maxim in Batman: Under the Red Hood characters, why the characters flouted the maxim and the hidden implicature behind it. The researcher discovered 20 examples of maxim flouting in this research. 1 data for flouting the maxim of quality, 8 for flouting the maxim of quantity, and 2 for flouting the maxim of relevance. The most flouted maxim in Batman: Under the Red Hood is a maxim of manners that the characters flouted or disregarded nine times. Within those 20 examples of flouted maxim dialogue, the researcher found many implicit meanings behind the characters' conversation. Each flouted maxim dialogue has its implicit meaning besides what the character said. The reasons the characters flouted the maxim are varied, such as to cover something when they flouted the maxim of quality, to give further information when they flouted the maxim of quantity, to change the topic of the conversation when they flouted the maxim of relevance and to intrigue someone when they flouted maxim of manner.

After analyzing flouting maxims revealed in Batman: Under the Red Hood characters, the researchers determined that some recommendations for further research can be made. To begin, the primary focus of this study is solely on evaluating the various sorts of maxim flouting. However, the researcher's explanation of the implicature could be more detailed. Second, to improve the research's readability, the researchers' grammar needs to be worked on so that future readers can use this research to help their research and project further. Third, the researchers need to analyze another maxim, such as the observed maxim, hedging maxim, or another speech act. In the current research, the researcher only analyses flouted maxims, while there are more speech acts and maxims in pragmatism, such as the examples mentioned before. Fourth, the researcher needs to analyze more movies. So, not only one movie like the current research, the future research should add more movies to diversify the data.

## REFERENCES

Ayu, D., Widiani, I., Dian, K., & Candra, P. (2021). Flouting of Conversational Maxims in "Avengers: Endgame" Movie. Journal of Pragmatics, 2(1), 15–27.

Grice, H. (1975). Logic and Conversation. In Cole & Morgan (Eds.), Syntax and Semantics (Vol. 3, pp. 41–58). Academic Press.

Hastomo, T., & Aminatun, D. (2023). AN ANALYSIS OF METADISCOURSE MARKERS IN ONLINE NEWS MEDIA: QUALITATIVE RESEARCH. LEXEME : JOURNAL OF LINGUISTICS AND APPLIED LINGUISTICS, 5(1), 95–103.

Hidayati, L. H. W. (2015). A Pragmatic Analysis of Maxim Flouting Done By The Main

Characters in The Devil Wears Prada. Journal of English Language and Literature, 3(2), 262–270.

Istiara, F., Hastomo, T., Febriansyah, M., & Larasati, D. (2022). An Analysis of Using Code-Mixing on Podcast "Guruku Mr. D" Youtube Channel. Satra: Jurnal Kajian Bahasa Dan Sastra, 4(1), 113-122.

Kurniati, M., & Hanidar, S. (2018). The Flouting of the Gricean Maxims in the Movies Insidious and Insidious 2. Lexicon, 5(1), 65–76. https://doi.org/10.22146/lexicon.v5i1.41282

Levinson, S. C. (1983). Pragmatics. Cambridge University Press.

Moleong, L. J. (2011). Metodologi Penelitian Kualitatif Edisi Revisi. PT. Remaja Rosdakarya.

Nasution, S. S., Sukmawati, N. N., Lubis, A. A., Hastomo, T., & Sesriyani, L. (2020). Using critical discourse analysis to explore an authentic teaching material: A focus on language and power. Studies in English Language and Education, 7(2), 527–543. https://doi.org/10.24815/SIELE.V7I2.16636

Oktarin, I. B., & Hastomo, T. (2023). UTILIZING CRITICAL DISCOURSE ANALYSIS FOR DEVELOPING STUDENTS' DIGITAL LITERACY: A NEED ANALYSIS APPROACH. Global Expert: Jurnal Bahasa Dan Sastra, 11(2), 64–69. https://doi.org/10.36982/jge.v11i2.3452

Oktarin, I. B., & Hastomo, T. (2024). UTILIZING CRITICAL DISCOURSE ANALYSIS ON DEVELOPING STUDENTS' DIGITAL LITERACY SKILLS: AN ACTION RESEARCH. Premise: Journal of English Education, 13(1), 90. https://doi.org/10.24127/pj.v13i1.8758

Op.Sunggu, E. J., & Afriana, A. (2020). Flouting Maxims in Wonder Woman Movie. Linguistic, English Education and Art (LEEA) Journal, 4(1), 1–12. https://doi.org/10.31539/leea.v4i1.1394

Putri, A. N., Hastomo, T., Farhan, M., & Yunaini, K. (2023). A STUDY OF INTERACTION AND INTERACTIVE METADISCOURSE ON UKRAINE-RUSSIA CONFLICT NEWS ARTICLES. Journal of English Teaching, Applied Linguistics and Literatures (JETALL), 6(1), 89. https://doi.org/10.20527/jetall.v6i1.15619

Shabillah, L. H. (2022). Flouting and Hedging Maxims Found in Webcomic Gremoryland Characters. Journal of Comics Studies, 7(2), 87-98.

Sinaga, R. (2020). An Analysis of Flouting Maxim in Talk Show The Ellen DeGeneres Show: Pragmatics Approach. Journal of Language and Communication, 5(2), 45–57.

Sudaryanto. (2015). Metode dan Aneka Teknik Analisis Bahasa. Sanata Dharma University Press.

Sukmawati, N. N., Hakim, L. N., Hastomo, T., Taman, P., & Lia, H. (2023). (Im)politeness Strategies Used in Vice -Presidential Candidates Debate Between Mike Pence and Sen. Kamala Harris. IDEAS: Journal on English Language Teaching and Learning, Linguistics and Literature, 10(2), 1735–1743. https://doi.org/10.24256/ideas.v10i2.2990

Thomas, J. (2013). Meaning in Interaction: An Introduction to Pragmatics. Routledge.

Yule, G. (2019). The Study of Language (6th ed.). Cambridge University Press. https://doi.org/10.1017/9781108582889