

Analysis of Floating Maxim in “*It Ends with Us*” Movie: Qualitative Research Study

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Abstract: An adaptation of Colleen Hoover's novel, "*It Ends with Us*" centers on domestic violence and the characters Ryle Kincaid and Lily Bloom. Considering the increasing prevalence of domestic violence in society, this research intends to examine how the film violates the maxims of the cooperative principle by using qualitative research techniques to determine the most frequent violations. The data in this analysis comes from dialogue that occurs between characters, which includes interactions that contain violation of maxims, such as the maxims of quantity, quality, relevance, and manner. The data for this study are gathered and analyzed using a qualitative descriptive method. The study examines the flouting maxim in a movie using Grice's theory. It demonstrates how character routinely break the rule of relations by talking about unrelated subjects. Additionally, the maxim of manner is regularly broken, frequently in tandem with a maxim of relation. There are 28 findings of flouting the quality maxim and 18 data of violating the quantity maxim.

Keywords: flouting maxims, movie, qualitative research

INTRODUCTION

Communication is one aspect of human life. The goal of communication is to communicate knowledge or information to other people in order to influence thinking, change attitudes, and urge others to do particular actions (Abdi, 2021). According to Sidabutar (2023), if the speaker does not convey information clearly, the listener may not be able to understand the true meaning of the speech. This is often caused by the use of ambiguous or inappropriate language, resulting in confusion between the parties involved in the conversation.

In linguistics, there is concept called the cooperative principle. The cooperative principle is a term in conversation by providing information as needed for both the speaker and the listener (Grice, n.d.). By applying the cooperative principle in conversation, it is hoped that both the speaker and listener can convey the information needed to avoid misunderstandings. According to (Hamidah, et al 2022), The cooperative principle is elaborated into four sub-principles or the maxims: maxim of quantity, maxim of quality, maxim of relation, and maxim of manner. This is in line with Wahyuni et al. (2019) that mention that maxims are used in conversation in order to make communication run smoothly.

According to Grice (n.d.) maxim of quantity requires the speaker to provide sufficient information, neither less nor more than necessary. Then Maxim of Quality emphasizes the importance of honesty in communication. Furthermore, the relation maxim states that every contribution to a conversation must be relevant to the topic being discussed. Lastly, the maxim of manner requires the speaker to speak clearly, regularly and unambiguously. Unfortunately, misunderstandings still often occur in conversations, and this is of course not done unconsciously. When in a conversation, someone does not provide the information that is asked or needed, this is called flouting maxim. According to Lubis Nurbaity Arlina (2004), In defying the maxim, the speaker conveys inferred messages to the others. Basically, the speaker has no

intention of disobeying the maxim. On the other hand, violating maxims occurs when the speaker intends to mislead the listener's understanding of something.

There are many reasons why someone could violate a maxim. Levinson (1983) asserts that when a speaker violates a maxim, he is not deliberately attempting to deceive his audience; rather, he fails to abide by the maxim because the speaker is attempting to influence the audience to understand the hidden meaning of the maxim. This is called implicature. According to Grice (1989), conversational implicatures can be inferred by adopting the premise that speakers are cooperative, and hence they obey maxims, or violate them for some reason. Implicature is used to explain the implied meaning of someone's words.

One of the media that is often watched and imitated human communication is movie. In movies, floating maxims often occur in scenes with a specific purpose, such as in research by Hamidah et al. (2022) in the film *Help*, the maxim of quality is the most commonly flouted type, and it is often combined with conflictive by making harsh remarks. The characters used harsh language since the interlocutors kept discussing the speaker's undesired topics, such as getting married and lowering their jobs. Alternatively, Wulantari and Maharani (2023) investigated a film entitled *a Man Called Otto* which demonstrates that the characters in the film broke the rules of communication. The rule of relation was discovered to be the most commonly violated, followed by the maxims of quantity, quality, and, ultimately, manner. There are many other movies that can be used as data to study maxim flouting and how someone violates the maxim.

Maxim study can be conducted in real-life discussion scenarios and situations as well as in movies. like the study by Firda et al, (2021). This study examines maxim violations that occurred during Jackie Chan's appearance as a guest star on the Good Morning America (GMA) talk show. The study's findings demonstrated that Jackie Chan and the two GMA talk show hosts also engaged in the four categories of maxim violations. It was discovered that the maxims of manner and amount had been violated the most. Additionally, this study identifies the causes of maxim violations, which can be helpful in fostering cordial conversation and providing additional justifications. To put it another way, Firda et al. (2021) examined discussions on Kompas TV's Sapa Indonesia Malam talk show. Some violations of the relationship maxims were discovered during the study. The four statistics had the greatest grounds for showing up in the discourse out of the nine relationship maxims that speakers flouted, with 50% of them doing so.

A movie that is an adaptation of the well-known book by Colleen Hoover was recently released. More than 2,000 people have left reviews for this book, which has four ratings on Goodreads. This movie goes into great detail about domestic abuse and how Lily Bloom, the lead character, tries to leave a toxic relationship. In his review, Aditya (2024), highlights that another character, Ryle Kincaid, who at first seems like a sweetheart but later exhibits a toxic side, offers numerous instances of how communication may be misleading. The way that characters in these movies express their emotional experiences and internal tensions through violations of communicative principle, particularly in the setting of toxic relationships, could be the subject of research on flouting maxims. In reality, this movie is essential to address in the framework of sociological and psychological study because domestic violence is becoming a more prevalent problem in society. The Flouting maxim can be used to examine how people communicate in challenging circumstances and how they attempt to defend themselves by using ambiguous or indirect communication. This then became the reason the researcher wanted to analyze this movie. The aim of this research is to analyze the use of flouting maxims by characters in the movie *"It Ends with Us"* and to find out what types of maxims are most often

used by characters in the movie using qualitative research methods. To achieve this research objective, the research questions of this research are:

How do characters in "*It Ends with Us*" movie violate maxims, and what types of violations are most frequently identified through qualitative research techniques?

RESEARCH METHOD

Qualitative descriptive method was used in this study to gather and examine data. The researchers used information that is expressed through words or visuals rather than numbers or statistics (Ary, Jacobs, & Razavieh, 1972). As a method of naturalistic investigation, qualitative research aims to gain a thorough grasp of social phenomena in their natural environments. It stresses the "why" of social phenomena over the "what" and is based on people's own experiences as meaning-making agents in their daily lives. For the study of human phenomena, qualitative researchers employ a variety of systems of inquiry, such as ethnography, grounded theory, historical analysis, discourse analysis, case studies, phenomenology, and biography, as opposed to logical and statistical methods (Nursing, 2024).

In support of the explanation above, Corner et al. (2019) contend that qualitative research is a kind of study that gathers participant perspectives, experiences, and behavior in order to investigate and offer deeper insight into real-world issues and problems. According to Cleland (2017), qualitative research aims to answer research questions in a methodical way by following a set of predefined methods and comprehending people's experiences in a straightforward, easy, and analytical way.

A thorough grasp of intricate social phenomena is made possible by qualitative research's utilization of a variety of data collection techniques. Creswell (2017) asserts that qualitative research frequently uses a variety of data collection techniques, such as document analysis, observations, and interviews. In qualitative research, focus groups, document analysis, in-depth interviews, and observation are the four most popular ways to gather data. Additionally, each approach works well for acquiring particular kinds of data (Tridinanti, 2018).

In this research, data from documents, field notes, interviews, videotapes, electronic communications, and audiotapes may be used to show study findings. Detailed descriptions of people, objects, events, locations, dialogues, and other components are the goal of qualitative research. The transcript of "*It Ends with Us*," which includes maxims that are flouted, serves as the research's source of data. It also includes words, phrases, or sentences from the song's lyrics. To complete this study, some secondary data was gathered from the internet and other literature.

Ary et al. (1972) state that data collection and analysis are typically carried out simultaneously in qualitative research. Before analyzing the evidence, researchers do not wait for it to be collected in its whole. From the start of the first data collection or observation, the qualitative researcher reexamines the importance of what he or she has heard and seen, formulates a working hypothesis about what that implies, and then tries to confirm or refute the findings at a later stage of observation. The researcher served as the instrument in this study, collecting and analyzing data concurrently.

To analyze the data, the researcher employed a qualitative data analysis method according to Miles et al. (2014). The data analysis process is divided into three phases. Data condensation is the initial step, which includes tasks like selecting, concentrating, streamlining, abstracting, searching for themes and patterns, and eliminating extraneous information. Miles et al. (2014) point out that when data is considered to have been summarized, it does not always imply quantification. Reduction of data from movie transcripts by choosing data that violates

(Grice, n.d.). The data display step comes next. In general, the display of data is a systematic, streamlined organization of information that facilitates decision-making and action. People can comprehend what is happening and take action by looking at the data that is shown, either by carrying out more research or by acting on our understanding (Miles, Huberman, & Saldana, 2014). In this stage, data from the movie that violates the maxim is found and categorized in a table according to the type of maxim violation. Making a conclusion or providing verification is the final stage of data analysis. This step involves analyzing the data to make inferences based on how it looks. A conclusion about the results will be drawn from the data gathered during the analysis.

RESULTS AND DISCUSSION

RESULT

The results of the flouting maxim analysis in the movie are shown in the following table:

Table 1		
Finding of Flouting Maxim in <i>It Ends With Us</i> Movie		
No	Type Of Maxim	Total
1.	Quantity	18
2.	Quality	28
3.	Manner	43
4.	Relation	45

This research uses (Grice, n.d.) theory to analyze types of maxim violations. The table above shows that the maxim of relationship is a type of maxim that is often violated. In the movie, 45 times the actors in it invoke this maxim by discussing other things when asked something, or giving responses that are not related to the topic of conversation. Next, the maxim of manner is the second maxim that is often violated. This happened 43 times, this violation was often carried out in conjunction with violating the maxim pf relation. Then, the violation of the maxim of quality which is committed 28 times in the movie, and the last violation with the least amount is the maxim of quantity that 18 times occurs in the movie.

DISCUSSION

There are a total of 134 flouting maxim data found in the movie "*It Ends with Us*." To provide a more detailed explanation regarding finding maxim data found in the movie, here is the explanation:

Flouting maxim of relation

When people say something, they are expected to say something relating to what they said previously. This is known as the maxim of relations (Saputri, Fitriana., & Sari, 2022). when someone does not obey this maxim, it means they are violating the maxim of relation. The following is an explanation of an example of flouting maxim of relation discovery:

Mother: I don't know why you moved. I don't understand it. I mean, if I had that job that you had... Oh, boy, I would've killed for that job.

Lily: **I appreciate your support and enthusiasm, Mom. I really do. I love you. I'm gonna go set my stuff down.**

00.02.14

Lily's response in this scene doesn't immediately address the mother's worries regarding her choice to move. The real subject or problem—why Lily moved—is not addressed in this conversation, and Lily's response seems off-topic or unrelated to the topic at hand. Lily has flouting the maxim of relation by responding to her mother's question with a different response. The mother's question remains unanswered by Lily's, which may indicate that she is unwilling to have a more in-depth conversation about her choice. Another example of flouting maxim relation where the speaker ignores the question and responds with something different is the conversation below;

Lily: When I was a kid, **I carved a...**

Ryle: **Carved what?**

Lily: **Baby, I don't wanna read...**

Ryle: Keep reading.

Lily: "...small hollow heart from an oak tree for a girl.

01.32.12

In this scene, Ryle gives Lily a magazine containing Lily's flower shop achievements, it also mentions that the Atlas restaurant has also received an award. Ryle asks Lily to read the article about the Atlas restaurant. In this scene, Lily reads the results of Atlas's interview about the inspiration for his restaurant which concerns the old story between Lily and Atlas. Instead of answering Ryle's question, Lily provides an irrelevant response. She doesn't continue the sentence with the information Ryle has requested. Instead, she deflects by saying, "I don't wanna read..." This response doesn't address the specific question "What did you carve?" It's not relevant to Ryle's question. Lily's avoidance of answering Ryle's question immediately could imply that she doesn't want to discuss the carving for some reason. By flouting the Maxim of Relation, Lily seems to be signaling that she doesn't want to address the question directly or might be delaying it considering Ryle's possessive nature.

Flouting Maxim of Manner

Flouting the maxim of manner occurs when the speaker fails to follow it by saying something ambiguously, not being orderly, or not providing a concise explanation or information (Apriyani et al., 2023). The following is an example of the finding of flouting maxim of manner in this movie;

Ryle: **Do you love him now?**

Lily: **I love you.**

Ryle: **That wasn't my question.**

01.32.12

In this scene, Ryle asks Lily if she still loves Atlas. Instead of answering the question, she says that she loves Ryle. rather than providing a clear and relevant answer to the question, her response introduces ambiguity. It could leave Ryle uncertain about her feelings for the person he was referring to, and the manner in which she answers is indirect, creating confusion rather than clarity. This flout can prompt Ryle to ask for clarification, as he does when he says, "That wasn't my question." By responding with "I love you," Lily may be indirectly suggesting that she doesn't want to talk about her feelings for "him," and is instead focusing on Ryle. This implicature can be inferred from the conversational context but isn't explicitly stated. Another example of the flouting maxim of manner is below;

Atlas: **Is that your... your guy?**

Ryle: **Yeah, that's, um... That's Ryle. He's, yeah, he's, um... he's really special.** I think you'd really like him.

00.59.42

This scene comes after Lily sees the atlas at the restaurant she went to with her mother and Ryle. It turned out that Atlas was the owner of the restaurant. When they tried to catch up, Atlas asked if Ryle was her boyfriend. But Lily didn't answer clearly. Atlas is posing a straightforward query: is Ryle Lily's romantic partner or boyfriend? The question is straightforward and is phrased to anticipate a straightforward response. Lily's answer is a little hesitant and stops a lot ("um"). She gives a hazy description of Ryle and adds a little lingering hesitation ("um") in place of a direct, assured response. While Lily says, "he's really special," this description is somewhat vague. It's a positive description, but it lacks specifics that would clarify why Ryle is "special." The vagueness of this phrase adds to the uncertainty of the message. A clearer answer might have been, "He's my boyfriend, and we have a really strong connection." Instead, Lily uses a general, non-specific adjective ("special"), which is open to interpretation. Lily's vague description could signal that she doesn't want to get too personal or doesn't feel entirely comfortable sharing more about the relationship at this point.

Flouting Maxim of Quality

According to Saputri et al. (2022), a person violates the quality maxim when they say something that does not reflect their true feelings. Maxim of quality means a speaker should only offer accurate information rather than statements that are deemed to be untrue or for which there is insufficient evidence. The following is an example of flouting maxim of quality found in the movie *"It Ends with us"*

Lily: **I once read that maraschino cherries stay in your stomach for, like, seven years. Or cause cancer. I forget which.**

Ryle: **I didn't know that about maraschino cherries.**

Lily: **Yeah, I may have made that up,** but they're pretty gross.

Ryle: Yeah, they're definitely gross.

00.07.51

In this conversation, Lily stated a fact about maraschino cherries, which later turned out to not be a true fact. Lily just made it up. As seen above, Lily is making a factual claim about maraschino cherries, saying that either they stay in your stomach for seven years or they cause cancer. However, she follows this up with uncertainty ("I forgot which"), which casts doubt on the truthfulness of the statement. She is the element of whether it's one or the other. To which Ryle then responded if he accepted the information, showing that he didn't have prior knowledge about the claim Lily made. Then Lily admits that what she said might be false ("I may have made that up"). This admission directly undermines her original statement, making it clear that the information she presented may not be true at all. Based on this conversation, Lily has presented information that is uncertain ("I forgot which") and possibly false ("I may have made that up"). By stating things that she is element about, and stating that she might have made them up, Lily is violating the Maxim of Quality because she is presenting something she doesn't believe to be true and admits it in the conversation. Lily's statement about maraschino cherries seems to be a joke or a playful exaggeration rather than an actual factual claim. She's intentionally providing false information, and by doing so, she flouts the expectation of truthfulness in conversation. This conversation occurred at Ryle and Lily's first meeting. Other examples are as follows;

Alyssa: **You guys know each other?**

Lily: **No.**

Ryle: **A little bit.**

00.29.04

In this conversation, Alyssa, Ryle's older sister asks about Lily and Ryle's relationship when Ryle comes to her sister's workplace, which is Lily's flower shop. Seeing that Ryle seems familiar with Lily, Alyssa asks if they know each other which is then answered with different answers by Ryle and Lily. Lily responds with a definitive "No". This suggests that she does not know Ryle at all. However, there is reason to believe this statement is not entirely true, because Lily and Ryle have met on the roof before, even talked. Ryle, on the other hand, gives a response that is more nuanced and implies that he and Lily have some level of acquaintance. The contradiction between the answers means that one or both of them is not being truthful. Since Lily's "No" is definitive, it implies an absolute lack of knowledge, but Ryle's answer suggests otherwise, indicating that Lily may have been overstating the lack of familiarity or avoiding giving a full answer.

Flouting Maxim of Quantity

When someone provides information that is not in line with what the audience needs, they are violating the maxim of quantity (Mery & Arifin, 2019). To put it another way, speakers don't get right to the point. Either too much or too little information may be provided by the speaker. The following are the findings of flouting maxim of quantity in this movie;

Atlas: **I heard last night, you mom and your dad, did it happen a lot?**

Lily: **(did not answer)**

Atlas: (hugging lily) I am sorry

00.35.05

In the conversation above, Atlas asked about Lily's parents, where Lily's father was often violent towards Lily's mother. Lily did not answer this question which then indicated that Lily had violated the maxim of quantity. Lily chooses not to respond to Atlas's question. She remains silent, which provides very little information and leaves Atlas's question unanswered. Then Atlas recognizing that the topic may be sensitive, tries to comfort Lily with a hug and an apology. Lily's silence is an example of providing too little information. Atlas has asked a clear, direct question, and he is expecting some kind of response to understand Lily's feelings or thoughts about the situation. By not responding, Lily leaves the question unanswered and does not provide any clarity about what happened in her house or her reaction to the situation Atlas mentioned. Lily indirectly conveys something—perhaps discomfort, avoidance, or sadness—but the silence itself is ambiguous. It doesn't clarify the situation or help Atlas understand what she's feeling or thinking. Lily's non-answer leaves Atlas in uncertainty about how to interpret her reaction, which violates the Maxim of Quantity. Instead of providing a bit of information (even if it's brief or vague), she provides no information. Other examples are as follows;

Ryle: **What was he doing in the bathroom, Lily? What was he doing in the bathroom?**

Lily: **He saw my eye, and I think he saw your hand. And he knows it was an accident. And I told him it was an accident. He...**

Ryle: Lily...

01.11.07

This scene takes place after Lily and Atlas' second meeting at the restaurant. Atlas sees Lily's injured face and thinks that Ryle has hurt Lily. Ryle accidentally finds Lily and Atlas in the bathroom talking, then Atlas hits Ryle. A fight ensues in the restaurant. After being broken up, Ryle asks what Atlas was doing in front of the bathroom with Lily. In this scene, Lily's answer is providing too much information that doesn't directly address Ryle's question. She is giving

an excessive amount of detail, some of which seems irrelevant or unnecessary in the context of the question. Ryle is asking a specific, simple question: "What was he doing in the bathroom?" He likely expects a brief and clear answer—something like "He was talking to me" or "He came to check on me." Instead, Lily gives a long, convoluted answer that focuses on multiple details unrelated to the core of the question. Her response includes things like what Atlas saw, and what she told him, none of which answers the simple question of what Atlas was doing in the bathroom. By providing all these extra details about what Atlas saw and what he said to him, Lily is violating the Maxim of Quantity by offering more information than what was necessary to respond to Ryle's direct inquiry. Ryle wasn't asking for all this context about her injuries, her conversation with Atlas, or the clarification of the accident; he just wanted to know what Atlas was doing. Given the emotional tension (with Ryle and Atlas having just hit each other), Lily may feel nervous, anxious, or overwhelmed. Her panicked state could cause her to over-explain as a way to avoid facing the tension or addressing the core of the situation (the fight).

CONCLUSION

This research aims to determine the flouting maxim in the movie *"It Ends with Us"* which is adapted from Colleen Hoover's novel and what type of flouting maxim is most often carried out. The research results suggest that maxim flouting plays a significant role in the movie. The flouting of these maxims is particularly evident in contexts where characters are engaging in playful behaviour, such as teasing, flirting, and avoiding sensitive or uncomfortable topics. This pattern reflects the social and conversational dynamics of the movie, where maxim flouting is not necessarily a breakdown of communication but rather a strategic move that enriches the interaction. In the context of victims of domestic abuse and maxim violations, the victims employ infractions as a tactic to shield themselves from additional harm or to avoid direct confrontation. In order to reduce the possibility of escalation or reprisal from their abuser, victims of domestic violence may employ optimal violation tactics to discreetly express their emotions or circumstances without making them public. When discussing their circumstances with friends or family, victims of domestic violence may shift the topic to indicate their discomfort without directly addressing the problem, such as when Lily, the victim of domestic violence, avoids Ryle's questions when Ryle is acting possessively or when Lily avoids Atlas's questions about her family.

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