

**ANALYSIS OF THE COOPERATIVE PRINCIPLES
AND THE NON-OBSERVANCES IN “*THE RED SHOES AND
THE SEVEN DWARFS*” MOVIE**

THESIS

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FACULTY OF HUMANITY
UNIVERSITAS ISLAM NEGERI MAULANA MALIK
IBRAHIM MALANG
2024**

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THESIS

Presented to
Universitas Islam Negeri Maulana Malik Ibrahim Malang
In Partial Fulfillment of the Requirements for the Degree of *Sarjana Sastra* (S.S)

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STATEMENT OF AUTHORSHIP

I state that the thesis entitled "**Analysis of the Cooperative Principles and the Non-observances in 'The Red Shoes and the Seven Dwarfs' Movie**" is my original work. I do not include any materials previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

Malang, 19 August 2024

The researcher



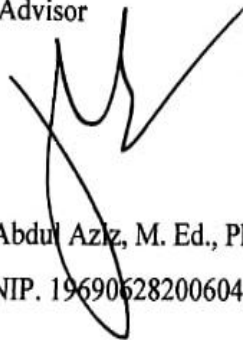
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MOTTO

“Whoever sincerely does it, will get it.”

(QS. Al Baqarah: 286)

“Where there is a will, there is a way.”

(Avicii)

"So verily, with the hardship, there is relief."

(QS. Al-Insyirah: 5-6)

“A miracle is another name of an effort.”

(Me)

DEDICATION

This thesis is proudly dedicated to:

Myself

who have been trying and not giving up

My beloved parents

my father Suwono Meling and my mother Luluk Afifah

who have struggled in their efforts and prayers.

My beloved siblings

Devi Amelia Husna and Achmad Ichwan

and all my families

Also to,

All my friends and lecturers

Thank a lot for your endless loves, prays, and support.

ACKNOWLEDGEMENT

Bismillahirrahmanirrahiim...

First of all, I say alhamdulillahirabbil 'alaamiin, all praise and gratitude for all the mercy and grace from Allah SWT, because of Him the researcher was able to complete the thesis with entitled "**ANALYSIS OF THE COOPERATIVE PRINCIPLES AND THE NON-OBSERVANCES IN THE RED SHOES AND THE SEVEN DWARFS MOVIE**". Second, we also offer prayers and greetings to the Prophet Muhammad SAW who has guided us from the dark ages to the light of Islam, hopefully we will all get his intercession in the last days. Aamiin.

During the writing of this thesis, the researcher realized that this thesis could be completed thanks to help, guidance, support and prayers from various parties. Therefore, the researcher would like to express her deepest gratitude to: Head of the English Literature Department, Mr. Ribut Wahyudi, M. Ed., Ph.D., and my respected Thesis Supervisor, Mr. Abdul Aziz, M.Ed, Ph.D., who have provided advice, guidance, direction and support during the completion of this thesis, and Advisor Mr. Edy Thoyib, M.A., as well as all lecturers in the English Literature department for the knowledge provided during lectures.

Then, I would like to to express my gratitude the people who helped and motivated me to complete this thesis.

1. My beloved parents, Father Suwono Meling and Mother Luluk Afifah, who always provide support both materially and spiritually, attention, affection and motivation to complete this thesis.

2. My siblings, Devi and Ichwan, who always provide support and encouragement.
3. My auntie, uncle and my sister Fenny, who have supported me while working on my thesis.
4. My best friends, Fifi, Bella, Chintia and Nurul, who have provided support and assistance in completing this thesis.
5. My friends in the English Literature Department class of 2019 for their support and motivation.
6. Lastly, I would like to thank myself for being able, always fighting and never giving up to complete this thesis.

The researcher realizes that this thesis can still be better. However, the researcher hopes to provide benefits that can provide new insights for readers, especially students of the English Literature Department.

Malang, 19 August 2024

The Researcher

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ABSTRACT

Khoiroh, Sofi Imelda (2024). *Analysis of The Cooperative Principles and the Non-observances in “The Red Shoes and the Seven Dwarfs” Movie*. Undergraduated Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor Abdul Aziz, M.Ed., Ph. D.

Keywords: *The Cooperative Principles, The Non-observances of Maxims, Movie, The Red Shoes and the Seven Dwarfs.*

In everyday life, humans always communicate with each other. Communication is the sending and receiving of information between two or more people, either face to face or using communication tools. In order for communication to run smoothly and effectively, it is necessary to apply the cooperative principles. Meanwhile, when the principle is violated by the speaker, it can cause the conversation to not run smoothly, which is called non-observances of maxims. In this study, the researcher wants to examine the cooperative principle along with non-observances in character conversations in *The Red Shoes and the Seven Dwarfs* movie. The method used in this study is descriptive qualitative by combining 2 theories, namely Grice's theory (1975) to identify the principle of cooperation adhered to by the character and using Cutting's theory (2002) to analyze the non-observances of maxims carried out by the movie characters. As a result, the researcher found 89 data containing the principle of cooperation, where the most results used by movie characters were the maxim of quantity as many as 50 data. Then, the researcher managed to find as many as 56 data containing the most violated non-observances were floating the maxims as many as 49 data. From the floating the maxims, the most found were floating maxims of relationships as many as 16 data. The researcher suggests that further researchers can develop research through other objects. In addition, further research can also analyze the cooperative theory and the non-observances using different theories other than Grice (1975) and Cutting (2002).

ستخلص البحث

خيراه، صفي إيميلدا (٢٠٢٤). تحليل مبدأ التعاون في فيلم "الحذاء الأحمر والأقزام السبعة". الأطروحة. قسم الأدب الإنجليزي، كلية العلوم الإنسانية، جامعة إسلام نيجيري مولانا مالك إبراهيم مالانج. المشرف: عبد العزيز، ماجستير في الأدب، دكتوراه.

الكلمات المفتاحية: مبادئ التعاون، عدم الامتثال للأقوال المأثورة، فيلم، الحذاء الأحمر والأقزام السبعة.

في الحياة اليومية يتواصل البشر دائماً مع بعضهم البعض. التواصل هو إرسال واستقبال المعلومات بين شخصين أو أكثر، إما وجهاً لوجه أو باستخدام أدوات التواصل. ولكي يتم التواصل بسلاسة وفعالية من الضروري تطبيق مبدأ التعاون، وذلك لكي يتم التواصل بسلاسة وفعالية. وفي الوقت نفسه، عندما يتم انتهاك هذا المبدأ من قبل المتحدث، يمكن أن يتسبب ذلك في عدم سير المحادثة بسلاسة، وهو ما يسمى بعدم مراعاة المبادئ. في هذه الدراسة، يريد الباحث في هذه الدراسة دراسة مبادئ التعاون إلى جانب عدم مراعاة المبادئ في محادثات الشخصيات في فيلم الحذاء الأحمر والأقزام السبعة. والمنهج المستخدم في هذا البحث هو المنهج الوصفي الكيفي من خلال الجمع بين نظريتين، هما نظرية غريس (١٩٧٥) لتحديد مبادئ التعاون التي التزمت بها الشخصيات، واستخدام نظرية كاتينغ (٢٠٠٢) لتحليل عدم الالتزام بالأقوال المأثورة التي التزمت بها الشخصيات. ونتيجة لذلك، وجدت الباحثة ٨٩ بياناً تحتوي على مبدأ التعاون، حيث كان أكثر المبادئ استخداماً من قبل شخصيات الفيلم هو مبدأ الكمية بمقدار ٥٠ بياناً. ثم تمكنت الباحثة من العثور على ٥٦ بيانات تحتوي على عدم الالتزامات التي كان أكثرها انتهاكاً هو تعويم المقولات بمقدار ٤٩ بيانات. ومن خلال تعويم المقولات تبين أن أكثرها تعويماً هو تعويم مقولة العلاقة بقدر ١٦ بيانات. تقترح الباحثة أنه يمكن للباحثين في المستقبل تطوير البحث من خلال أشياء أخرى. وبالإضافة إلى ذلك، يمكن للبحوث المستقبلية أيضاً تحليل نظرية التعويم التعاوني وغير التعاوني باستخدام نظريات أخرى غير نظرية غريس (١٩٧٥) وكوتنغ (٢٠٠٢).

ABSTRAK

Khoiroh, Sofi Imelda (2024). *Analisis Prinsip Kerja Sama dan Ketidakpatuhan Maksim dalam Film “The Red Shoes and the Seven Dwarfs”*. Skripsi. Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing Abdul Aziz, M.ED., Ph.D.

Kata kunci: *Prinsip Kerja Sama, Ketidakpatuhan Maksim, Film, The Red Shoes and the Seven Dwarfs.*

Dalam kehidupan sehari-hari manusia selalu berkomunikasi satu sama lain. Komunikasi adalah pengiriman dan penerimaan informasi antara dua orang atau lebih, baik secara tatap muka atau dengan menggunakan alat komunikasi. Agar komunikasi dapat berjalan lancar dan efektif maka dibutuhkan menerapkan prinsip kerja sama. Sedangkan ketika prinsip tersebut dilanggar oleh pembicara maka dapat menyebabkan percakapan tidak berjalan lancar yaitu disebut ketidakpatuhan maksim. Dalam penelitian ini, peneliti ingin mengkaji prinsip kerja sama beserta ketidakpatuhan maksim dalam percakapan karakter dalam film *The Red Shoes and the Seven Dwarfs*. Metode yang digunakan dalam penelitian ini adalah deskriptif kualitatif dengan menggabungkan 2 teori, yaitu teori Grice (1975) untuk mengidentifikasi prinsip kerja sama yang dipatuhi oleh karakter tokoh dan menggunakan teori Cutting (2002) untuk menganalisis pelanggaran maksim atau disebut ketidakpatuhan maksim yang dilakukan oleh karakter film. Hasilnya, peneliti menemukan 89 data yang mengandung prinsip kerja sama yang mana hasil paling banyak yang digunakan karakter film adalah maksim kuantitas sebanyak 50 data. Kemudian, peneliti berhasil menemukan sebanyak 56 data yang mengandung ketidakpatuhan maksim yang paling banyak dilanggar adalah floating the maxims sebanyak 49 data. Dari floating the maxims tersebut ditemukan paling banyak adalah floating maksim hubungan sebanyak 16 data. Peneliti menyarankan untuk peneliti selanjutnya agar dapat mengembangkan penelitian melalui objek lain. Selain itu, penelitian selanjutnya juga dapat menganalisis teori prinsip kerja sama dan ketidakpatuhan maksim menggunakan teori berbeda selain Grice (1975) dan Cutting (2002).

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CHAPTER I

INTRODUCTION

A. Background of the Study

In daily life, communication by applying the cooperative principles is very important because it makes conversations effective, smooth and easy to understand. Communication always involves shared knowledge and assumptions between speakers and listeners (Stubbs, 1983 : 1). In communicating, there must be good cooperative among the speaker and the listener. Conversations must be cooperative, that is, by communicating in an informative and effective manner according to the needs and running according to the context. This is known as the cooperative principle, which is a theory developed by linguist Herber Paul Grice on how to interact for successful communication. In good communication, speakers can use sentences to convey messages and can also be easily understood by listeners.

Communication can be said to be successful if it complies with the cooperative principles. This will be the topic of this research to see the effectiveness of communication. According to Grice (1975), the cooperative principle means that speakers fulfill that every speech does not have the potential to interfere with personal rights, autonomy, and desires (actions that can threaten) others. This is what requires us to pronounce sentences in a certain way using the cooperative principle. Grice's theory of the cooperative principle in conversation is "give conversational answers as required, cooperative efforts, with the same goal or lead to mutually acceptable conversations." (Grice 1975:45).

The cooperative principles involves between the speaker and the listener based on necessary contributions and clear answers. According to Yule (2010), the cooperative principle is based on the necessary conversational contributions and has goals that can be accepted by both communicating parties. The cooperative principle is when speakers try to speak cooperatively. Paul Grice's theory (1975) argues that a conversation runs smoothly if the conversation fulfills four maxims. First, the maxim of quality is the speaker has to convey what he believes is true and has sufficient evidence to be believed to be true. Second, the maxim of quantity is that the speaker can contribute informatively to the purpose of the current conversation and does not provide more information than the answer requested. The third is maxims of relation or relevant. This maxim focuses on the existing relevance. Therefore the maxim of manners that avoids the ambiguity of expression.

The researcher chose "The Red Shoes and the Seven Dwarfs" movie as the research object. The conversation in "The Red Shoes and the Seven Dwarfs" movie involves several characters being changed by a wizard because of his annoyance. The researcher use this movie as an object of analysis because this movie has several uniqueness. First, in the conversation, the characters tend to violate the cooperative principles which are called the non-observances of maxim. Second, there are several characters changed by the wizard in "The Red Shoes and the Seven Dwarfs", namely seven grown men who turn into seven dwarfs and a fat woman who turns into a thin, very beautiful woman. In addition, several

conversations use the implied meaning in the utterance that needs to be understood what the implied meaning of the utterance.

Several researchers examined similar research on the cooperative principles in the movies. First, Sari and Afriana (2019) whose focus is on the cooperative principle used by the characters in the movie. The findings of this research showed that all four maxims in the cooperative principle were found through the utterances in that movie (Sari and Afriana, 2019). Second, there is research by Munthe and Ambelegin (2021) that examines "Sonic the Hedgehog" movie which analyzes non-observance maxims using Grice and Cutting's theory. The results of this study, the authors found 3 types of non-observance maxims in the movie are flouting maxim, violating maxim and infringing maxim. (Munthe and Ambelegin, 2021) In addition, the writer also analyzes the reasons why the characters violate the maxims because the character have experienced cognitive disorders.

Third, Sappalakai (2018) has analyzed the violation of the cooperative principle which has implicatures in it. In this study it can be seen that from the violation of these maxims, there is an implicature that can be interpreted namely to create good relationships, to get good opportunities, and to fulfill Chris' wishes (Sappalakai, 2018). Furthermore, there is research conducted by Prastyanungsih and Harida (2020) which analyzes conversational implicature in the movie. In this study, the researcher analyzed the violations of the cooperative principles committed by the characters in the movie and also explained the hidden meaning of the flouting of the maxims in them. The results of this study found that there

were 31 violations of the cooperative principles and their reasons. In addition, the researcher found that the characters violate the maxims because the speaker's intended meaning depends on the situation (Prastyaningsih and Harida, 2021).

There are several studies using the cooperative principles theory to analyze conversations between students and teachers. Yusro et al., (2020) regarding the application of the cooperative principle in the EFL classroom interactions where the object is SMAN 4 Pekalongan students. In this study, the researcher observed the application of the cooperative principle and violations that often occur in EFL classes based Grice's theory (1989). The results of this study indicate that teachers and students not only comply with the cooperative principle but also violate the maxims in the EFL classroom (Yusro et al., 2020). Moreover, the cooperative principle can also occur in news reports. Qassemi et al. (2018) analyzed news reports published in Tehran Times. The study's findings can be used by EFL learners, teachers, and multimedia report writers. (Qassemi et al., 2018).

Furthermore, there is a study by Hutahaeen et al. (2020) about the violations of the cooperative principle that occurred during the teaching and learning process between teachers and grade 2 Junior High School students in one of the Junior High School classes in Pematangsiantar. This study discusses adherence and disobedience to maxims, how they apply the cooperative principle in interactions in EFL class interactions. The results of this study found that maxims are violated if the information is more informative than needed, ambiguous, uses symbols, is not entirely correct, lacks sufficient evidence (Hutahaeen, 2020).

After that, there was the researcher that examine the cooperative principles theory in the television series. Jiaosheng Qiu (2019) has found the types of humor that appear in the television series "Friends" and determines whether or not this humor adheres to Maxim Grice as a conversation norm. In this study, cooperative violations covered in humor were intentionally violated by six actors. (Jiaosheng Qiu, 2019).

Then, Yang Wen researched the characteristics of American humor as the research theme, dialogues from the popular American sitcom *The Big Bang Theory* as the research corpus, and the theoretical basis of the cooperative principle. The findings from this study are that the humorous effects are mostly generated from ambiguity and retroticism in American verbal humorous dialogue. Additionally, American humor produces humorous effects related to religion, sex, and relationships between men and women. (Yen, W., 2021)

Besides, the cooperative principle can occur in talk shows. Safitri and Faridi (2017) analyze Native and Non-Native Speakers of English in *Desi Anwar Talk Show* on CNN Indonesia channel. The findings of this study can be considered a contribution to teaching English as a foreign language because the knowledge of cooperative principles is important and repair strategies should be encouraged for classroom interaction. (Safitri and Faridi, 2017).

Then, Wardana and Anayati (2018), they analyze non-observance of maxims that occurs in popular women literature written by the main author of the genre named Ika Natassa. The chick literary research, also known as metropop in

Indonesian, is examined by the author. The conversations written in this genre contain caustic and humorous colloquialism. The purpose of this study is to find out the type of non-observance of maxims that is most dominant by the characters in the novel along with the reasons why the selected characters do not obey the maxims (Wardana and Anayati, 2018).

After mentioning the previous studies about the cooperative principle above, the researcher can conclude that there are similarities from the research above, namely the object of research is in the form of movie. However, the difference from the movie studies above is that the researcher took the object from a cartoon movie played by cartoon characters. Meanwhile, other movies are played by humans. The researcher chose to focus on the cooperative principle in "The Seven Shoes and the Seven Dwarfs" movie to find out the causes of violations based on the situation when the characters say sentences to their interlocutors based on the context because in every violation there is a reason why the characters violate of the maxims.

The researcher focuses her research on the cooperative principle that the characters obey and also the non-observance of maxims in The Red Shoes and the Seven Dwarfs movie using Grice's theory (1975) and Cutting's theory (2002). The researcher chose to use these theories because both are theoretical frameworks that are often used in language analysis, especially in the field of pragmatics. By combining these two theories, the researcher can conduct a more complete analysis of the phenomena of fulfilling the maxims. Grice's theory provides a general framework for understanding the basic principles of

conversation, while Cutting's theory can gain a deeper understanding of why people choose to violate maxims and the pragmatic implications of such actions. Therefore, both theories provide a strong foundation for understanding how characters can fulfill the cooperative principles and why the non-observances of the maxims can occur to the point of violating the principles of ideal conversation.

B. Research Questions

Based on the background above, the researcher proposes the research questions:

1. How do the characters use the cooperative principles in "The Red Shoes and the Seven Dwarfs" movie?
2. What are the non-observances of the maxims occur in "The Red Shoes and the Seven Dwarfs" movie?

C. Significance of the Study

This research is expected to contribute both theoretically and practically. Theoretically, this research can add to the understanding of how to apply the cooperative principles in accordance with the maxims in daily conversation. Furthermore, this study also explains the non-observances of maxims that occurs during the conversation. Practically, this research can help minimize the non-observances of maxims in conversation when interacting with other people.

D. Scope and Limitation

This research used pragmatic analysis that analyzed the cooperative principles and the non-observances of the maxims used in "The Red Shoes and the

"Seven Dwarfs" movie. The limitation of this study is that it only examines the speech of movie characters that comply with the cooperative principles according to Grice (1975) and non-observances of the maxims according to Joan Cutting (2002). Thus, this study focuses on the comparison of the cooperative principles and the non-observances that occur in the movie. Furthermore, this study analyzes speech in the form of words and sentences spoken by movie characters.

E. Definition of Key Terms

The researcher defined the following keywords that are used in this study:

1. The cooperative principles

The concept describes how people can communicate effectively by having speakers and interlocutors cooperate to express and receive information.

2. Non-observance of the maxims

The concept in which the maxim of cooperative principle is not obeyed by speakers which causes the exchange of information do not to work as is required.

3. Movie

The story or event recorded by a camera as a collection of moving image and shown in a theater or on television as motion pictures.

4. The Red Shoes and the Seven Dwarfs

The Korean animated movie from Disney in 2019 adapted from the story of Snow White which tells the story of a fat woman who turns into a slim and beautiful woman when she wears red shoes made by a cunning witch in the action romantic comedy genre.

CHAPTER II

REVIEW OF RELATED LITERATURE

A. Pragmatics

Pragmatics is a branch of linguistics that studies the structure of meaning language used in communication. This study contains sentences and context that apply to conversations and situations. In sentences, pragmatics analyzes verbal and nonverbal signs in conversation (Leech, 1893). According to Levinson (1983), pragmatics is a science that discusses aspects of language that requires language reference, and leads to a very natural understanding that requires further delimiting the term in analytic philosophy. Then, according to Yule (1996:4), pragmatics is the knowledge that discusses the relationship between linguistic form and use of the form.

According to Yule and Widdowson (1996), pragmatics is the study of the meaning communicated by the speaker which is then watched by the listener. This analyzes the intent of their utterances rather than interpretation of the words in those utterances. This pragmatic study must involve the interpretation of the influence of the context that is said. It is required for speakers to organize what they say according to who they speak, where, when, and under what circumstances. Pragmatics is a study related to contextual meaning. In this case, it is necessary to approach the listener to examine what conclusions are obtained from the speaker's interpretation of the meaning.

B. The Cooperative Principles

In pragmatics, the cooperative principles describe how people can communicate effectively in common social situations. This principle describes how speakers and listeners can work together and can receive information easily so that the conversation can run smoothly. According to Grice's theory (1975), if people speak by applying the cooperative then the conversation will be easily understood because the language is informative in communication, refers to an efficient and effective exchange of information.

Based on Thomas (1995: 62) in the article "Logic and Conversation", Grice has formulated four sets of maxims that are used as a reference when people communicate with each other to achieve effective conversational goals. They must speak as it is, according to their needs, and must provide the requested information, namely not excessive or lacking information. The four maxims are quoted from Levinson's book Pragmatics by Levinson (1983: 101) are :

1. The Maxim of Quality

The maxim of quality is the speaker must say what he believes is true and has sufficient evidence to be believed to be true. This means that speakers must tell the truth and must not say what they think is wrong, or unsubstantiated statements (Grice, 1975). This maxim requires that the speech that is said must fulfill the concept of truth, relate to the logic of belief, and include sufficient evidence. The following is an example of a maxim of quality:

M: You can cheat your friends, so I can easily give it a grade.

N: Children, don't cheat if you don't want to get a zero.

The above speech was conveyed by a teacher to his student, who tried to cheat his friend during the exam. In N's speech, the meaning is clearer, enabling cooperation between the speaker and the speech partner so that it fulfills the maxim of quality. Meanwhile, M's speech violates the maxim of quality because the speaker says something that is not in accordance with what the teacher said. Because it would be awkward if a teacher allowed his students to copy when the exam was in progress.

2. The Maxim of Quantity

The maxim of quantity is the speaker can contribute informatively to the purpose of the current conversation and does not provide more information than the answer requested (Grice, 1975). In this maxim the speaker is required to convey information effectively by giving informative messages that are not excessive or lacking. The example of maxim of quantity:

A: Look! Miss Layla is entering the lecture class.

B: Look at that, Miss Layla, the religion teacher who serves as deputy secretary of the department, is entering the lecture class.

From the example speech above, example A is clearer according to information needs. All students know that Miss Layla is a religion teacher who serves as deputy secretary of the department. While the excess of information as in example B violates the maxim of quantity because the speech becomes excessive and too long.

3. The Maxim of Relevance

This maxim is also often referred to as the maxim of relation. This maxim focuses on the existing relevance. So say something relevant to the speaker's question (Grice, 1975). In this maxim speakers and interlocutors are required to contribute to each other when interacting with each other. Because if the answers from the two are related then the conversation becomes relevant. For example:

Haikal: "Open the door, please! there is guest in front of the house."

Salim : "I'm still in the bathroom."

During the conversation, Haikal asked Salim to open the door for his guest. But the Salim said he was in the bathroom at the time. Salim hopes that Haikal understands that he cannot open the door and go straight to the guest. Therefore, it can be concluded that there is a relationship between speech partners not always in the meaning of the utterance, but also in what is implied by the utterance.

4. The Maxim of Manner

The maxim of manner is a maxim that demands clear, orderly, and concise procedures. This maxim really avoids ambiguity and avoids unclear expressions such as language that is difficult for listeners to understand (Grice, 1975). In this maxim, the speaker is required to use language appropriate to the interlocutor, so that ambiguous words do not arise between them. Then orderly in this maxim is to provide information briefly so that the other person focuses on the content of the information. The following is an example of a maxim of manner:

Monica : "What did you watch at the cinema yesterday?"

Kirana : "I watched *"A Man Called Otto"* movie."

In the conversation above, Kirana gave information about she watched the movie yesterday according to the question given by Monica. Therefore, Kirana fulfills the maxim of manners because she gave clear, concise information and there was no ambiguity in it.

C. The Non-observances of the Maxims

However, not everyone can fulfill the maxims, there are cases of some people disobeyed the maxims when they speak ineffectively or when they lie. There are 4 ways of failing to observe a maxim:

1. Flouting the Maxims

The floating maxims appear when the speaker does not appear to be following the maxims but expects the listener to understand between the lines. Speakers hope that listeners understand that their statements by inferring the meaning implied by indirect speech acts (Cutting, 2002). There are four types of flouting of maxims:

- a. Flouting the maxim of quantity, it occur when speakers violate the maxim of quantity are likely to convey too little or too much information.
- b. Flouting the maxim of quality, it occur when the speaker violates the maxim of quality in various ways such as simply saying something that really isn't represent what they think. Also using metaphors or using irony to oppose quality proverb.
- c. Flouting the maxim of relation, it occur when speakers do not obey relational maxims, they hope the listener guesses what the utterance doesn't say.

- d. Flouting the maxim of manner, it occur when speakers often attempt to exclude third parties or communicate in an ambiguous manner.

2. Violating the Maxims

This violating occurs when the speaker deliberately 'breaks' a maxim so that the listener will not know the truth and will only understand the surface meaning of these words (Cutting, 2002). The violating the maxims is divided into four types namely violating the maxim of quality, violating the maxim of quantity, violating the maxim of relation, and violating the maxim of manner.

The example of violating the maxims:

Mother : "Bram, your shirt smells of cigarettes. Do you smoke?"

Bram : "No mom, my clothes smell of cigarettes because I sit close to my friends who smoke."

Mother: "So, why is your shirt holed here?"

Bram : "Um, it's because my friend was careless when he joked that his cigarette made a hole in my shirt."

The conversation above is between the mother and her son, Bram. Because when Bram came, his mother smelled the smell of cigarettes and then asked him directly whether he smoked. In the conversation, Bram violated the maxim of quality because he lied by covering up that it was not him who smoked but his friend, as in Bram's answer above. With this response, Bram tried to lie to his mother. He did this because he was afraid of being caught smoking which was then scolded by his mother.

3. Infringing the Maxims

This maxims occur when a speaker who violates maxims fails to comply (Cutting, 2002). This maxim occurs when speakers have poor language skills, such as children or foreign students, when they experience unstable emotions, such as when they cry or get angry, when they are drunk, when they have cognitive impairments, or when they cannot communicate properly (Thomas, 1995).

4. Opting Out the Maxims

It maxims occur when the speaker opts out of maxims expressing a desire to cooperate but does not want to appear uncooperative. They are unable to respond in the manner expected on legal or ethical grounds (Cutting, 2002).

Here are some examples of opting out maxims situations:

- a. While in a mental hospital, the nurses disguise the patient's real name because it is part of the mental hospital's code of ethics.
- b. The police who arrested the suspect from the case disguised his name just with his initial name.
- c. The doctors who only share information about their patients' illnesses only with their closest relatives or guardians.

CHAPTER III

RESEARCH METHOD

A. Research Design

In this study, the researcher collected data in the form of conversations between characters in “The Red Shoes and the Seven Dwarfs” movie. This study used descriptive qualitative to explain the cooperative principles. The researcher examined it by using Paul Grice's theory (1975) of the cooperative principles and the non-observances by Joan Cutting’s theory (2002) in a pragmatics approach.

B. Research Instrument

The main instrument in this research is the researcher herself and the data collected. The researcher obtained, downloaded, watched, and analyzed the findings data with the cooperative principles and the non-observances taken from the character's conversation in "The Red Shoes and the Seven Dwarfs" movie downloaded from via telegram. Then, the researcher collected, analyzed, and described the data to provide an explanation to the readers. In addition, the data collected for analysis is a research instrument. Therefore, the researcher and the data collected are the main instruments in this research.

C. Data and Data Source

The data in this research is in the form of utterances spoken by the movie characters in the form of words and sentences. The source of the research data taken from the utterances of the movie characters entitled "The Red Shoes and the

Seven Dwarfs" which were downloaded from Telegram via the link <https://t.me/RedShoesandthesevendwarfsMFA>. This animated movie was a running time of 1 hour 32 minutes. The movie was South Korean computer-animated fantasy movie produced by Locus Corporation and directed by Sung-ho Hong in 2019.

D. Data Collection

In this research, the researcher used several data collection techniques. First, the researcher watched "The Red Shoes and the Seven Dwarfs" movie. Second, she searched for conversation transcripts on google and then downloaded the text. Then, she added the name of the character to each conversation according to the movie. After that, she saved the transcript data in document form and printed it. Then she made observations by analyzing the conversations between the characters in the movie. Next, the researcher classified conversations between movie characters that contained the cooperative principles and non-observances of the maxims by marking sentences according to the data obtained. After that, she made a list of groupings of the data.

E. Data Analysis

The data was analyzed in several steps by the researcher. First, a screening was conducted by selecting data taken from conversations between characters in the movie. Then, data that fulfilled the maxim of the cooperative principles and the non-observances of the maxims in the movie conversation was collected. After that, the utterances were analyzed by categorizing the collected data based on

cooperative of principles with Grice's theory (1975) and non-observance of the maxims with Cutting's theory (2002). Furthermore, the findings of the research were discussed. In the end, conclusions were made from all the data findings.

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter presents findings and discussions of the research. The research findings taken from “The Red Shoes and the Seven Dwarfs” movie are discussed. In this chapter, the researcher present the findings and discussion of this research. The content of the result of the findings is an analysis of the cooperative principles along with violations, namely the non-observances of the maxims uttered by the characters in the Red Shoes and the Seven Dwarfs movie using Grice’s theory (1975) and Cutting’s theory (2002).

A. Findings

In this section, the results of data analysis based on character speech are presented which contain data on the cooperative principles and the non-observances of the maxims. The data source used in this research is all utterances between characters in the Red Shoes and the Seven Dwarfs movie.

1. Types of the Cooperative Principles

The researcher found conversations between characters that contained the cooperative principles in the movie as many as 50 maxims of quantity, 16 maxims of quality, 17 maxims of relevance and 6 maxims of manner. The data results from data analysis will be discussed as follows:

1.1 Maxims of Quantity

Datum 1

Minute 00.06.23 - 00.07.07

Red Shoes : Oh, Papa, where are you? But they don't look dangerous. Regina?

Regina : No, my shoes! Get her!

Red Shoes : **Can I borrow this?**

Wood bear : **Okay.**

Red Shoes : Thanks

The context of the conversation above occurs when Red Shoes sneaks into the palace of a witch named Regina. Then she found a book containing stories and a will written by his father. Her father had disappeared somewhere long ago. After reading the message, Red Shoes looked at the apple and thought that the fruit was harmless. After eating it, she changed from a fat girl to a very beautiful girl. And then Regina came and was very angry to see that her apple had become a shoe that Red Shoes was wearing. Regina orders her bodyguards in the form of wooden bears to arrest Red Shoes.

The conversation above fulfills the cooperative principle of saying "Can I borrow this?" to which the wooden bear answered "Okay". In these remarks, Wood Bear answered Red Shoes' question with a very clear answer, namely that the information he provided was according to his needs without excessive or insufficient information. The "okay" answer was very easy for Red Shoes to understand if Wooden Bear allowed him to borrow his broomstick.

Datum 2

Minute 00.12.00 - 00.12.34

Merlin : Excuse me, but who are you?

Red Shoes : Oh, I'm Snow..

Merlin : Snot?

Red Shoes : No no no no no no. My name is.. R-Red Shoes. Yep, it's me Red Shoes.

Merlin : Cool name, but by any chance would that be Princess Red Shoes?

Arthur : Of course, she's a princess!. How could she be so beautiful if she weren't?. Obviously! Right, miss?
 Red Shoes : **Obviously, I mean I am a princess.** Who are you guys?

In the context above of the conversation above, it occurred when a dwarf named Merlin asked a beautiful woman who was looking in the mirror who she was. Then the beautiful woman would answer that she was Snow White but she refused because she was afraid of being found out. Finally she introduced herself as Red Shoes. Then Merlin asked again if she was princess and Arthur answered firmly that of course she was a princess because of her beauty. Then Red Shoes admits that she is a princess.

The conversation between the dwarf and Red Shoes above fulfills the cooperative principle when Arthur confirms the truth that Red Shoes is a princess. The cooperative principle's statement occurs in Red Shoes' statement, namely "Obviously, I mean I am a princess.". This answer clearly answers Arthur's question "How could she be so beautiful if she weren't? Obviously! Right, miss?" The words spoken by Red Shoes are said to fulfill the cooperative principle because the information provided is in accordance with needs, that is, it is not excessive or lacking in the required answers.

Datum 3

Minute 00.12.34 - 00.13.05

Red Shoes : Who are guys?
 Merlin : I'm Merlin. Part time hero, full romantic. And this is Jack, Hans, Arthur, Pino, Noki, Kio.
 Red Shoes : No way, your names are the same as the F-Seven. The Fearless Seven. I'm looking for them.
 Merlin : Let me guess, Merlin's your favourite?
 Red Shoes : **No, not really.**
 Arthur : No, that Merlin's not your type. You seem like a Prince Arthur fan to me.

In the context of the conversation above, it occurred when Red Shoes asked who the 7 dwarves were in front of him. Then answered by a dwarf named Merlin. He introduced himself and six other dwarves, namely Jack, Hans, Arthur, Pino, Noki and Kio. And then, Red Shoes said that their names were all the same as the F-Seven gang or what was known as The Fearless Seven that he was looking for. Then he confidently guessed that Red Shoes' favorite type was himself. But Red Shoes answered that it wasn't Merlin.

The conversation above fulfills the cooperative principle that occurred between Merlin and Red Shoes. This story occurs when Merlin guesses confidently "Let me guess, Merlin's your favorite?" and is then answered "no, not really" by Red Shoes. Red Shoes' answer fulfills the cooperative principle because it provided an answer in accordance with Merlin's question that Red Shoes does not favorite Merlin. And the answer provided appropriate information, namely neither too little nor too much information.

1.2 Maxims of Quality

Datum 4

Minute 00.55.13 - 00.56.21

Red Shoes : Oh, come on. I'm not going to zap you. Give me a second. There. Consider it your good luck charm.

Merlin : Thank you.

Red Shoes : Merlin, do you think we'd be happier if we were our old selves again?

Merlin : **Yep. Yep, yep. Definatly we would.**

Red Shoes : I don't know. I like how we are. Right here, just, right now.

Merlin : Even if I'm an ugly green monster?

Red Shoes : I don't care about your height or what colour you are. And that's the way you feel about me, right?

Merlin : Yes, of course. I mean, duhh!

The context of the conversation above occurred when Red Shoes asked Merlin to give him the spell paper. She ordered it to be given quickly and said he would not bewitch Merlin. Red Shoes gave Merlin the joy of one kiss on the paper. Then looking at the sunset, Red Shoes asked Merlin if they would be happier if they returned to their true selves. Merlin answered firmly that it would feel like that. But Red shoes prefer it like this even though Merlin is like an ugly green giant. She didn't care how tall or what color Merlin was. She felt that Merlin looked at Red Shoes the same way she felt.

The conversation above fulfills the cooperative principle when Merlin answers Red Shoes' question, namely "Yep. Yep, yep. Definitely we would.". Merlin's answer fulfills the maxim of quality because the sentence is clear and true. If they change to who they are, they will be happier. Because Merlin at that time was a short green dwarf, so if he changed into himself he would return to being a handsome man.

Datum 5

Minute 00.57.27 - 00.58.01

Merlin : This, this is the real me.

Red Shoes : It's stupid. What?

Merlin : Wait a minute! My hands are still green sausages. No! I look the same.

Red Shoes : **Yes, impossibly handsome.**

Merlin : This doesn't make sense. You're the most beautiful woman in the world, why do I look the same?

Red Shoes : What're you talking about, Merlin?

Merlin : Do I need a longer kiss? Two kisses? Let's try again.

Red Shoes : Umm, you're not making any sense.

The context of the conversation above occurred when Merlin told Red Shoes to close his eyes so he could see his true form. But when Red Shoes opened

his eyes he laughed at Merlin. Then Merlin realized that he had not changed and was still a green dwarf. And Red shoes agreed that Merlin looked impossibly handsome. However, Merlin was surprised because he had already gotten a kiss on his spell paper but why didn't he change to his original form and ask for another kiss because it wasn't long enough. Hearing this, Red Shoes did not understand what Merlin meant and felt offended.

The conversation above fulfills the cooperative principle that occurred between Merlin and Red Shoes. When Merlin realized he hadn't changed and was surprised, Red Shoes laughed and answered "Yes, impossibly handsome". Red Shoes' answer fulfilled the maxim of quality because the woman said something true based on the fact that it was impossible for Merlin to look handsome in the form of a green dwarf. She said something true and there was strong evidence when he said that.

Datum 6

Minute 01.20.30 - 01.23.26

Red Shoes : Papa?

Red Shoes dad : Snow White?

Red Shoes : Oh papa!

Red Shoes dad : Snow!

Red Shoes : Wait. Where's Merlin?

Red Shoes dad: **I'm so sorry. He sacrificed himself to stop Regina.**

Red Shoes : Merlin, no! Merlin! I thought you were gone.

Merlin : You're the most beautiful woman in the world. With my eyes open or closed.

Red Shoes : No. I got Merlined. You're a prince, Merlin.

Merlin : Yeah, that Merlin. The one who's not really your type.

The context of the conversation above occurred when the curse of Red Shoes disappeared and she became fat. Then, she saw his father who had

disappeared for a long time. They both greeted each other and embraced happily. However, Red Shoes realized that he did not see Merlin. Hearing this, Red Shoes' dad apologized because he knew that Merlin sacrificed himself to stop Regina. Red Shoes immediately ran and saw the ravine of the palace and called Merlin. She was very sad and cried while hugging her father. Then Merlin's dwarf friend took Merlin from the cliff. Red Shoes felt relieved because Merlin had opened his eyes. Merlin said that Red Shoes was the most beautiful woman in the world with her eyes open or closed. Then Merlin closed his eyes, Red Shoes cried again and then admitted that she was being Merlined and kissed him. Then a miracle came, Merlin came back to life and he changed into his original handsome form.

In the conversation above, it fulfills the cooperative principle in Red Shoes' father's words, namely "I'm so sorry. He sacrificed himself to Regina.". This answer fulfills the maxim of quality because his father answered Red Shoes' question correctly without any lies. Merlin is willing to sacrifice himself to stop Regina. This also has strong evidence when Merlin falls down with Regina to ensure that Regina dies.

1.3 Maxims of Relevance

Datum 7

Minute 00.15.14 - 00.15.58

Regina : Greetings, Prince Average.

Prince Average: It's pronounced Avv-vous-rarge.

Regina : Sure it is.

Prince Average: If you're here for the 'We Love Our Peasants' group giveaway, that motion is ended. Grab your wrinkles and go.

Bodyguard : Move along.

Regina : Do you think that people would respect you, if you celebrated your birthday with a beautiful woman on your arm?

Prince Average: **Finally, someone talking sense! This horrible crone gets it!**

Regina : May I suggest inviting this young lady?

Prince Average: She's beautiful, when can she get here?

The context of the conversation above occurred when Regina came to Prince Average's residence while discussing with his bodyguard. He always complained when people didn't spell his name correctly. He insults wizened old Regina and tells her to leave. However, when the two bodyguards were about to arrest the woman, she immediately appeared in front of Prince Average. The witch knew Prince Average's wish, who wanted to celebrate his birthday with a beautiful woman from a noble family. Regina suggests she meet Regina and negotiate that she will have her wish come true as well as Regina getting her red shoes back.

The conversation above fulfills the cooperative principle when Regina asks "Do you think people will respect you, if you celebrate your birthday with a beautiful woman on your arm?" and then Prince Average answered her with the sentence "Finally, someone talking sense! This horrible crone gets it". Prince Average was happy because the wizard understood what he meant all along, namely embracing a beautiful woman for her birthday. This sentence fulfills the maxim of relevance because Regina said something relevant without deviating from the topic she was talking about and in accordance with what Prince Average thought.

Datum 8

Minute 00.26.29 - 00.27.17

Red Shoes : It says 'Do not attempt to remove by force'.

Arthur : ... Oh, right. I guess. Ahem. The truth is, I realized you were the woman of my destiny the first time I saw you. I thought if I could show you my strength I would be worthy of your affections.

Red Shoes : Oh! Oops, I'll put it back.

Arthur : No No No! Can I have it?

Red Shoes : Oh, Arthur, it's just beginner's luck. You want me to, maybe pull it out for you again?

Arthur : **No, I'm not humiliated at all. Let's go.**

The conversation above occurred when they were in front of Excalibur, a legendary sword that was trapped in stone for centuries. This sword can only be drawn by a strong person. While busy rambling, Red Shoes accidentally managed to lift the sword easily. Making people who saw it and Arthur surprised. Then Red Shoes blushed and returned the sword. When he put it back down, Arthur didn't agree, but it had happened and he tried to pick it up again with all his composure. Because he failed, Arthur became disappointed. Red Shoes consoles him if he mentions it to him, but Arthur refuses because he feels embarrassed for not succeeding in front of the woman.

The conversation above fulfills the cooperative principle between Red Shoes and Arthur. Red Shoes offered and asked "You want me to, maybe pull it out for you again?", to which Arthur answered, "No, I'm not humiliated at all. Let's go". Arthur's answer to Red Shoes' question met the maxim of relevance because he answered with relevance, namely that he did not feel humiliated by Red Shoes, only that he could not lift the sword. The Arthur's answer is relevant because he did not change the topic of the answer and answered firmly.

Datum 9

Minute 00.34.12 - 00.35.41

Red Shoes : Look, we should head out now, there could be more guards around any minute.

Arthur : Don't worry about them, I've got these bad boys.
 Red Shoes : This is gonna make it so much harder to find my dad.
 Merlin : I have an idea!
 ♪ What a sight what I feel when I'm looking at you (song)
 Red Shoes : Oh wow!
 Merlin : What do you think?
 Red Shoes : **That is amazing.** Thank you.
 You had a thing on your cheek. Alright, let's go.

The conversation occurred when Red Shoes asked them to leave immediately because they were afraid the guards would find them. Then Arthur said don't worry because he has naughty friends. Then Merlin had the idea to entertain Red Shoes by running around the park while drawing the silhouette of her missing father. Red Shoes was amazed by this and very happy. She approached Merlin's face and then blew a flower that was stuck to his cheek. Merlin thought Red Shoes was going to kiss him.

The conversation above fulfills the cooperative principle when Merlin asks "What do you think?" then Red Shoes answers "That is amazing. Thank you". Red Shoes' answer meets the maxim of relevance. This was because the woman answered with relevance that what she saw and felt was amazing. She also didn't change the topic at Merlin's question.

1.4 Maxims of Manner

Datum 10

Minute 00.29.50 - 00.30.10

Red Shoes : Arthur, I was thinking. What if I just pull out the Excalibur for you? Our secret.
 Arthur : Really? We have a secret now?
 Red Shoes : Yeah.
 Arthur : **I like a girl who can keep things classified.** Let's find your pops, friend.
 Red Shoes : Bye guys.

The context of the conversation occurred when Arthur looked annoyed and sad because he saw a little girl teasing him because he couldn't draw the Excalibur sword in front of him. Even though he really wanted to prove that he could be in front of Red Shoes to look strong and charming. However, Red Shoes, who was just a woman, could easily pull it out and he said it was just a coincidence. Seeing Arthur pouting, Red Shoes finally had the idea to cheer him up by making this a secret between the two of them. This made Arthur happy and returned to his usual enthusiasm.

The conversation above that occurred between Arthur and Red Shoes fulfills the cooperative principle. Arthur's words in the sentence "I like a girl who can keep things classified" fulfill the maxim of manner. This is because Arthur's words were not confusing, unambiguous, and said clearly so as not to cause unclear expressions from the Red Shoes who were speaking to him.

Datum 11

Minute 00.47.20 - 00.48.00

Red Shoes : What kind of Merlin is the real you?

Merlin : You might not believe it, but the real me is famous, handsome, and even popular. Not short, stumpy and green.

Red Shoes : Yeah, you're short, stumpy and green, but you're also a wonderful and charming person.

Merlin : I'm not explaining it right. If you saw the real me, you'd know exactly what I mean.

Red Shoes : **I think I can see the real you. And I like you, just as you are.**

Merlin : That's hilarious. Here, close your eyes, and imagine the real me. I guarantee you, it'll be different.

The context of the conversation above occurred when Merlin and Red Shoes were talking together in the warehouse. Merlin couldn't wait for Red Shoes to find out his true form. Then Red Shoes asks what kind of Merlin he is. Merlin

confidently said that he was famous, handsome and even popular. Unlike himself in green dwarf form. Red Shoes clarified this, but she thought that Merlin was a great and charming person. Then Merlin remained adamant that if in the future Red Shoes saw him real self, he would definitely understand what he meant. Then Red Shoes answered that she thought she could see the real Merlin and that he liked Merlin as he was. Merlin was momentarily stunned at the answer and then laughed.

The conversation above occurred between Merlin and Red Shoes. Red Shoes' answer: "I think I can see the real you. And I like you, just as you are." includes fulfilling the maxim of manner. This is because Red Shoes' speech represents what he thinks and does not sound ambiguous. Apart from that, Red Shoes' speech does not cause unclear expressions for Merlin, who is her interlocutor.

Datum 12

Minute 00.47.50 - 00.48.32

Merlin : That's hilarious. Here, close your eyes, and imagine the real me. I guarantee you, it'll be different.
 Red Shoes : I do feel something different ..
 Merlin : Really?
 Red Shoes : But eyes opened or closed to me you're still Merlin. Now tell me, who am I to you?
 Merlin : **You're a gift. A gift that'll transform me into someone amazing. Just like you're amazing.**

The conversation above occurred when Merlin told Red Shoes to close her eyes and then imagine Merlin in her real form. Red Shoes carried out Merlin's orders and she felt something different according to what Merlin said. With her eyes closed and open, Merlin was still Merlin to Red Shoes. Then Red Shoes asks

who she is to Merlin. Merlin answered that Red Shoes was a gift that could turn Merlin into someone extraordinary like Red Shoes.

The conversation above occurred between Red Shoes and Merlin. When Red Shoes asks "Now tell me, who am I to you?" then Merlin answered, "You're a gift. A gift that'll transform me into someone amazing. Just like you're amazing.". Merlin's answer falls within the maxim of manner because Merlin said something that was not confusing and could be understood by Red Shoes. Merlin really felt that Red Shoes could turn him into someone extraordinary, that is, it could help him break the curse and turn into his original handsome and charming figure. This answer was also not long-winded and not excessive.

No.	Types of the Cooperative Principle	Amount
1.	Maxim of quantity	50
2.	Maxim of quality	16
3.	Maxim of relevance	17
4.	Maxim of manner	6

Table 1: The cooperative principle's maxim in the Red Shoes and the Seven Dwarfs movie

The researcher found 89 maxims of the cooperative principles found in "The Red Shoes and the Seven Dwarfs" movie in the table 1 above. The most dominant maxim in the movie is the maxim of quantity of 50 data, then there is the maxim of relevance of 17 data. After that, it is followed by the maxim of quality of 16 data. Then followed by the lowest maxim of the manner, which is 6 data. The dominant characteristic of the cooperative principle maxim in this movie is that the conversation takes place effectively, where the person being spoken to gets sufficient answers, is not deficient or excessive, says something

that is correct, relevant and does not confuse the listener. In this movie there is mostly the maxim of quantity because most of the characters in the movie give appropriate answers, that is, they are not excessive and also do not lack information from what the other person is talking about.

2. Types of the Non-Observances of the Maxims

The researcher found conversations between characters that did not fulfill the cooperative principles, or what is called the non-observances of maxims in the movie as many as 55 floating maxims, consisting of 12 floating of quantity, 16 floating of quality, 15 floating of relevance or relation and 6 floating of manners. Then, there are 6 violating of the maxims. However, in the analysis of the conversations of the characters in “The Red Shoes and the Seven Dwarfs” movie, there is no infringing of the maxims and opting out of the maxims.

2.1 Floating the maxims

2.1.1 Floating the Maxim of quantity

Datum 13

Minute 00.48.06 - 00.49.22

Red Shoes : But eyes opened or closed to me you're still Merlin. Now tell me, who am I to you?
 Merlin : You're a gift. A gift that'll transform me into someone amazing. Just like you're amazing.
 Red Shoes : Actually, I want to show you something too.
 Merlin : You need a hand?
 Red Shoes : **Hold on. Nope. Stand back. I got this. One... Two, yeah, okay, I need help.** Woah. Woah woah woah. No thank you. You know what the weird thing is? They're super comfortable.

The context of the conversation above occurs when Red Shoes says that Merlin is still Merlin whether seen with his eyes open or closed. Then Red Shoes

asks who he is to Merlin. Merlin answered that the Red Shoes were a gift that could turn Merlin into an extraordinary person. Then Red Shoes wanted to show Merlin something. When she had difficulty taking off her shoes, Merlin asked for help but she refused because she felt that she could do it. Because it was so difficult, Red Shoes finally asked Merlin for help to open his shoes. Merlin did various things to help her, but failed. Red Shoes feels that the shoes she wears are very comfortable.

The conversation above does not fulfill the cooperative principle that occurred between Merlin offering help to Red Shoes "You need a hand?". Then Red Shoes answered, "Hold on. Nope. Stand back. I got this. One... Two, yeah, okay, I need help.". This answer includes nonobservance, namely floating the maxim of quantity. This is because when Red Shoes was offered help, he should have answered "Yes, I need help" or "No, thank you, Merlin". However, Red Shoes answered the sentence that had been mentioned, so the answer included excessive information than needed.

Datum 14

Minute 00.53.58 - 00.54.39

Red Shoes : Merlin, watch up!
 Merlin, Merlin, Merlin! Everything okay?

Merlin : **Of course! Sure! Nothing to be embarrassed about.** So why are we even talking about that when we should be going this direction.

Red Shoes : Hey wait! So, about these magic shoes.

Merlin : Why, are they still bothering you? What kind of magic do those shoes have?

Red Shoes : Well, how do I put this. Merlin, I used to be strong, really strong. And, I was always proud of that.

The conversation above occurred when while flying at the start of the wooden machine, Merlin was lost in thought with his imagination. Immediately Red Shoes called out to Merlin to warn him to be careful. Then they hit a tree and then fell. Merlin fell unconscious until Red Shoes called his name three times. When he woke up, Merlin was still hugging Red Shoes' arm and then he pretended to hold back his embarrassment. Then they walked around the forest and talked about the magic shoes.

The conversation above does not fulfill the cooperative principle that occurs when Red Shoes asks "Everything okay?" to Merlin, who then replies, "Of course! Sure! Nothing to be embarrassed about". Merlin's answer includes nonobservance, namely flouting the maxim of quantity. This was because the words Merlin said were more information than what was needed. He should not have added the answer "Nothing to be embarrassed about" so as not to flout the cooperative principle.

2.1.2 Flouting the Maxim of Quality

Datum 15

Minute 01.12.58 - 01.13.41

Regina : Eat this darling, and you'll get your freedom.
 Red Shoes : Where is my father?
 Regina :Royal loyal little girl, pining for her papa? This is getting a little boring, so I need you to take a bite, and I'll tell you.
 Red Shoes : I won't let you win. You've torn apart my family, and you will not get away with it, Regina.
 Regina : **Ooh, I'm so scared, Snow.** Very well. A different approach.
 Red Shoes : Merlin!
 Merlin : No!
 Regina : Eat the apple, or watch him die. That's your choice

The context of the conversation above occurred when Regina trapped Red Shoes in her tree. The woman tells Red Shoes to eat an apple to be freed. Red Shoes asks where her father is. Regina insults her and still forces her to bite into the apple. But Red Shoes refused because the Witch had torn her family apart. Regina pretended to be afraid to hear that answer. Then she threatened to use Merlin, if she didn't eat the apple her friend would die.

The conversation above does not fulfill the cooperative principle that occurred between Red Shoes and Regina. When Red Shoes says " I won't let you win. You've torn apart my family, and you will not get away with it, Regina." Regina replies "Ooh, I'm so scared, Snow". Regina's answer includes flouting the maxim of quality. This is because Regina said something that didn't actually represent what she thought. She deliberately said something untrue to mock Red Shoes who was loyal and missed her father.

Datum 16

Minute 00.22.11 - 00.22.41

Athur : Everyone came running to help, great, just great.
 Jack : Everyone except Merlin, that is.
 Hans : Ah! Super, there he is now.
 Arthur : Where have you been?. Something awful could've happened to Red if I hadn't shown up.
 Merlin : You? Don't even go there! I saved her first. Right?
 Red Shoes : **I was worried about you.**
 Merlin : I was worried about me too. But mostly you.
 Arthur : No-one needs to worry. Arthur's here. Please, my lady.
 Red Shoes : Um... Okay.

The context of the conversation above occurs the dwarves come and help Red Shoes. Then Arthur and Hans saw all the dwarves except Merlin. Then Arthur complained that if he didn't come, it would definitely cause misfortune to

come to Red Shoes. Hearing the chatter, Merlin was angry because he was the one who saved Red Shoes first. And confirm to Red Shoes about the truth in front of the dwarves. Then Red Shoes said that she was worried about Merlin. Merlin was also worried about himself confidently and mostly he worried about Red Shoes too. Then Arthur said there was nothing to worry about if he was there, then he invited Red Shoes to walk first in the forest.

The conversation above does not fulfill the cooperative principle which occurs when Merlin answers Arthur's words "You? Don't even go there! I saved her first. Right? " and is then answered " I was worried about you." by Red Shoes. Red Shoes' answer included flouting the maxim of quality because she answered without any strong evidence in front of her friends. Therefore, Red Shoes immediately answered his concerns about Merlin with this expression.

2.1.3 Floating the Maxim of Relation

Datum 17

Minute 00.30.21 - 00.31.18

Bodyguard 1 : Hey, you. No. Hey! Stop!

Bodyguard 2 : Come on!

Red Shoes : Oh, you guys don't have to help.

Bodyguard 1 : That's not her. Come on.

Bodyguard 2 : Sorry miss.

Arthur : Red Shoes! Where has she gone?

Merlin : Where's Red Shoes?

Arthur : That's what I'd like to know. Wait a minute. Who said you could leave your post?

Merlin : **I'm just walking the bunny.**

The conversation above occurred when the two bodyguards were chasing Red Shoes. When he ran and came to a dead end, Red Shoes turned around so he wouldn't get caught. When the two guards came to her, she had turned into a fat

woman because she had taken off her red shoes. The bodyguard was surprised and started to leave. Arthur and Merlin search for the Red Shoes. When Merlin asks Arthur where the Red Shoes are, Arthur replies that is what he wants to know. But he realized that he had previously told Merlin not to leave the post and ask about this. Merlin casually answered that he was walking the bunny.

The conversation above does not fulfill the cooperative principle that occurs between Arthur and Merlin. When Arthur asks "Who said you could leave your post?" to Merlin. Then Merlin answered "I'm just walking the bunny". Merlin's answer included floating the maxim of relationship. This is because Merlin answered Arthur's question with no relevance. But Merlin hoped that Arthur would guess what was not expressed in the speech just as he wanted Arthur to know that he was very bored if he just kept the bunny in his cage. So he took his rabbit for a walk and used this as an excuse.

Datum 18

Minute 01.02.16 - 01.04.04

Merlin : You just got Merlined. Take a look, Red Shoes.
 Red Shoes : Merlin!
 Merlin : I have triumphantly saved the day.
 Red Shoes : Merlin, no! Merlin! Merlin!
 Wooden bear : Snow White?
 Reginna : Snow White? The thief was Snow White this whole time.
 Magic Mirror : Interesting. She could remove the shoes. You're going after her yourself?
 Reginna : **What? Were you going to go?**
 Magic Mirror : I get it! I don't have legs.

The context of the conversation above occurred when Merlin succeeded in bringing down a giant wooden monster. Merlin proudly showed the Red Shoes,

but it turned out that the giant attacked Merlin, causing him to fall into the ocean. Red Shoes screamed and immediately jumped into the ocean to save Merlin. But Red Shoes couldn't lift the new large chunk that fell on Merlin using his slender body. Then he took off his shoes and managed to lift the rock as it turned into his fat and strong body. Finally, Red Shoes managed to save Merlin and then collapsed while on land. Seeing this from the magic mirror, Regina realized that Snow White was the woman who took her red shoes.

The conversation sequence above does not fulfill the cooperative principle that occurs between Magic Mirror and Reginana. When the Magic Mirror asked Reginna "You're going after her yourself?", Reginna answered curtly "What? Were you going to go?" This answer includes floating the maxim of relationship. This is because Reginana answered the question irrelevantly. She returned the question to the Magic Mirror with an annoyed face. Reginna hopes that the Magic Mirror knows what she said in those words. Hearing these words, Magic Mirror knew what Reginna meant, namely that she couldn't go because she didn't have the legs to go after Red Shoes, saying "I get it! I don't have legs."

Datum 19

Minute 00.13.23 - 00.13.58

Arthur : So how can I assist you, my fair lady?

Red Shoes : **I need to find my father, and I know that the F-Seven can help.**

Merlin : We know the F-Seven very well, and their schedule is fully booked. Leave it to me, I'll find your father within the month.

Hans : I can do it in one week.

Arthur : Four days!

Pino : Three days!

Noki : Two days!

Kio : One! Oomph!

Jack : I already found your father like, two weeks ago.
 Red Shoes : Really?
 Jack : I just need a few days to get him across state lines.
 Red Shoes : I seriously need to find my dad.
 Merlin : Hold on. Nobody has seen the F-Seven in over a year, right?
 You're not going to find them now, we're your best bet.

The context of the conversation above occurred when Red Shoes asked for help from the F-Seven to help him find his father. Merlin said that they were very busy, so leave it to the dwarves. Many of them agreed to be found quickly. Some say they can find it in a month, a week, four days, three days or even a day. Even the nonsensical Jack said that he could have found his father weeks ago. Hearing this, Red Shoes emphasized that she was really serious about finding his father. Then Merlin says that they are the best bet, because they will find him in no more than a year.

The conversation above does not fulfill the cooperative principle that occurred between Arthur and Red Shoes. When Arthur asks "So how can I help you, my fair lady?" then answered by Red Shoes, namely "I found my father, and I know that F-Seven can help". Red Shoes' answer includes floating the maxim of a relationship. This is because Red Shoes did not answer relevantly. In this answer she hoped that the dwarves would understand what she meant in those words. She should have answered "I'm asking for your help in finding my father" for that answer to be relevant.

2.1.4 Floating the maxim of manner

Datum 20

Minute 00.58.10 - 01.00.16

Merlin : Hurry!
 Red Shoes : What is that?

Merlin : This kingdom has a serious monster problem.
 Red Shoes : Are you alright?
 Merlin : No. I'm not.
 Red Shoes : Thank you.
 Merlin : Pleasure, milady. Watch out! Ha-hah! Yes!
 What do they want, besides smashing us?
 Red Shoes : I don't know!
 Merlin : **The old me would've nailed that. You just got Merlined!
 Hurry! Red, close your eyes.**
 Red Shoes : **This is no time for kissing, Merlin.**
 Merlin : Trust me. Close your eyes. Please, close them!

The concept of the conversation above occurred when Red Shoes and Merlin were being chased by a giant wooden monster. They kept running and then bounced, slumped in the desert and then into the abyss. As he climbed up he met another wooden giant. Then the two wooden giants collided with each other because they wanted to catch the two people. Then came another giant. Merlin didn't understand their desires other than to crush them both, and neither did Red Shoes. While running for safety, they were almost hit by a large rock. They tried to run and continued to avoid the throws. Until Merlin told Red Shoes to close his eyes so he could change into his normal body. Red Shoes thought Merlin was asking for a kiss. At the exact moment when a large rock almost hit them, Red Shoes closed his eyes and Merlin managed to save him.

The conversation above does not fulfill the cooperative principle that occurs between Red Shoes and Merlin. When Merlin told Red Shoes to close his eyes and said "The old me would've nailed that. You've just got Merlined! Hurry! Red, close your eyes". Then Red Shoes responded "This is no time for kissing, Merlin". Red Shoes' answer includes floating the maxim of manner. This is because Red Shoes communicates in an ambiguous way because he thinks Merlin

is asking to be kissed. Merlin's utterance were also ambiguous so Red Shoes thought that way and caused an unclear expression on her face.

Datum 21

Minute : 00.33.11 - 00.33.45

Red Shoes : Guys!

Arthur : Where has she gone? Red Shoes!

Bodyguard 1 : Stop!

Merlin : Hold on!

Bodyguard 2 : Wait a minute.

Bodyguard 1 : **Gotcha now, don't we?**

Bodyguard 2 : I don't get it.

Merlin : Now we know how fast a bunny can hop in a pinch.

Red Shoes : Thank you for helping me, Merlin.

Merlin : A pleasure, milady. But I also did it for us.

The context of the conversation above occurred when Red Shoes called Arthur and Merlin. Then Arthur called Red Shoes' name loudly while greeting him. Hearing this name, the two bodyguards immediately turned around and then chased Red Shoes. Knowing this, Merlin immediately climbed onto the bunny and pulled and carried Red Shoes to save him. When he saw the paper that Red Shoes was carrying flying, the bodyguard found a clue to chase him. For Merlin's help, Red Shoes thanked Merlin.

The conversation above does not fulfill the cooperative principle between the two bodyguards. When bodyguard 1 took the search paper for Red Shoes' dad bodyguard 1 said "Gotcha now, don't we?". This remark was floating the maxim of manner because it caused the second bodyguard's expression to be unclear. Bodyguard 2 didn't understand because he was confused about what bodyguard 1 meant. Bodyguard 2's confusion was clearly visible when he said "I don't get it".

Datum 22

Minute 01.06.59 - 01.07.48

Merlin : What would've happened if she'd taken off her shoes that day in the barn?

Merlin's dwarf : You think that's important?

Merlin : I just wonder, what I would've done if I'd seen the real Snow White.

Merlin's dwarf : Seriously?

Merlin : It's still all about appearance for you. No! Not exactly. But I can't live looking like you for the rest of my life Kind of proving my point, other me. Alright. Let's try this. Who do you like more, Snow White or Red Shoes?

Merlin : Easy, it's Red Shoes.

Merlin's dwarf : Now, which of us do you think Red Shoes likes more?

Merlin : **Easy, it's me! Wait. No. It's... you.**

The context of the conversation above occurs between Merlin when talking to the dwarf version of himself. The real Merlin wonders what would happen if Red Shoes took off his shoes in the warehouse to become his fat original form. The dwarf Merlin does not agree with the original Merlin's thoughts of always placing importance on other people's appearance. When the dwarf Merlin told him by asking questions, then the real Merlin realized that Red Shoes didn't like him, but that the woman liked the dwarf Merlin.

The conversation above occurred between the original Merlin and himself when he was a dwarf. When Merlin's dwarf asks "Now, which of us do you think Red Shoes likes more?". Then the real Merlin replies "Easy, it's me! Wait. No. It's you!". The answer from the real Merlin included floating the maxim of manner because for a moment after answering confidently he became doubtful and confused, then he realized that Red Shoes liked the dwarf Merlin more than his

real self. Apart from that, the unclear expression can also be seen on the real Merlin's face.

2.2 Violating the maxims

Datum 23

Minute 00.31.50 - 00.32.38

Arthur : Red Shoes!
 Red Shoes : Guys! Guys, I'm here.
 Arthur : Red Shoes! Red Shoes! Where are you?
 Guard 1 : Even the hideous dwarfs won't help you.
 Red Shoes : Those dwarfs are not hideous. And I don't need anyone to help me.
 Guard 2 : Freeze! Put the shoes down. Get on your knees and put your hands behind your head.
 Red Shoes : On second thought, they're yours. There's no need to push me in a corner Super scary.
 Merlin : Yours red shoes, milady.
 Red Shoes : Thank you.
 Merlin : Excuse me, miss, have we met?
 Red Shoes : **Well, that's kind of a complicated question.**

The context of the conversation above occurred when Arthur and Merlin went around looking for Red Shoes. When she saw them both, Red Shoes said she was there. However, because his body shape had turned fat, the two of them didn't recognize her. Because of this, the guard taunted her and even the ugly dwarf didn't want to help her. Red Shoes was angry that the guards were mocking the ugly dwarf and he immediately hit one of the guards with her head until he fainted and said that she didn't need help from anyone. When the guards cornered her, Merlin came and helped Red Shoes. Then he gave his red shoes to Red Shoes. Red Shoes also thanked him. Feeling familiar, Merlin asked if he had ever met her but Red Shoes didn't answer clearly.

The conversation above does not fulfill the cooperative principle that occurs between Merlin and Red Shoes. When Merlin asked "Excuse me, miss,

have we met?" to Red Shoes, she answered, "Well, that's a complicated question". The answer from Red Shoes includes violating the maxim. This was because Red Shoes deliberately violated the principle of cooperation so that Merlin would not understand the meaning of what she was saying. If she told the truth, she knew that Merlin would think she was lying, so Red Shoes deliberately violated the maxim.

Datum 24

Minute 01.12.58 - 01.13.41

Regina : Eat this darling, and you'll get your freedom.
 Red Shoes : Where is my father?
 Regina : **Royal, loyal little girl, pining for her papa? This is getting a little boring, so I need you to take a bite, and I'll tell you.**
 Red Shoes : I won't let you win. You've torn apart my family, and you will not get away with it, Regina.
 Red Shoes : Ooh, I'm so scared, Snow. Very well. A different approach.
 Red Shoes : Merlin!
 Merlin : No!
 Regina : Eat the apple, or watch him die. That's your choice.

The context of the conversation above occurred when Regina trapped Red Shoes in her tree. The woman tells Red Shoes to eat an apple to be freed. Red Shoes asks where his father is. Regina insults him and still forces him to bite into the apple. But Red Shoes refused because the Witch had torn his family apart. Regina pretended to be afraid to hear that answer. Then he threatened to use Merlin, if he didn't eat the apple his friend would die.

The conversation above does not fulfill the cooperative principle that occurred between Regina and Red Shoes. When Red Shoes asked where her father was, Regina answered, "Royal, loyal little girl, pining for her papa? This is getting a little boring, so I need you to take a bite, and I'll tell you." in a mocking

tone. Reginna's answer included violating the maxim. This was because Reginna deliberately violated the maxim with this taunt so that Red Shoes would not understand what she was saying. She would only be willing to answer if Red Shoes wants to eat one bite of apple so that what she wants can come true.

Datum 25

Minute 01.19.14 - 01.19.46

Fake Merlin : The shoes. You're wearing them.

Red Shoes : I thought you left.

Fake Merlin : You should take them off again.

Red Shoes : I can't.

Fake Merlin : You just had to make things complicated. Maybe this will help.
Eat the apple, and they'll slide right off.

Red Shoes : Where did you get that?

Fake Merlin : **I want to help you, Snow White.** Please.

Merlin : Red Shoes?

Red Shoes : Merlin? Merlin?

Reginna : What terrible timing you have.

The context of the conversation above occurred when Red Shoes walked with the three wooden bears sadly. While walking, one of the wooden bears told him that there was Merlin beside the tree. Red Shoes was surprised because Merlin was actually waiting for him. She thought Merlin abandoned her. Merlin immediately commented about the red shoes that Red Shoes was still wearing. However, it turns out that the Merlin that Red Shoes met was Regina in disguise. He ordered and forced Red Shoes to take off his shoes. He even gave Red Shoes an apple so that the shoe could be removed from Red Shoes' foot and Reginna got the object. When Red Shoes asks where Merlin got the apple, the real Merlin arrives. Instantly fake Merlin got annoyed and then immediately turned into the witch Reginna.

The conversation above does not fulfill the cooperative principle that occurs between Red Shoes and Fake Merlin. When Red Shoes asks "Where did you get that?" asks where Merlin got the apple, then Fake Merlin replies "I want to help you, Snow White". The answer from fake Merlin is violating the maxim. This is because fake Merlin did not answer Red Shoes' question and he deliberately violated the maxim so that Red Shoes would not know the meaning of what he said. Fake Merlin only wants to get the red shoes by biting the apple he gave Red Shoes.

No.	Types of the non-observances	Amount
1.	Floating the maxim of quantity	12
2.	Floating the maxim of quality	15
3.	Floating the maxim of relevance	16
4.	Floating the maxim of manner	6
5.	Violating the maxim	6
6.	Infringing the maxim	-
7.	Opting out of the maxim	-

Table 2 : The non-observance's maxims in the Red Shoes and the Seven Dwarfs movie

The researcher found 55 non-observances in the Red Shoes and the Seven Dwarfs movie. The most dominant in the non-observances is the floating maxim, which amounts to 49 data. In floating the maxim there are 4 types of maxims. The most is floating the maxim of relevance with 16 data, followed by floating the maxim of quantity with 15 data. After that, there is a floating maxim of quantity of 12 data, and the smallest is the maxim of manner of 6 data. Apart from that, there are 6 data violating the maxim. Infringing the maxim and opting out of the maxim were not found in the movie because the characters did not have disturbed

or bad language and also the speakers did not violate the maxim due to a certain code of ethics. The dominant characteristic of the non-observance is the maxim of relevance because there is a lot of irrelevant dialogue where the speaker just says it and hopes the listener guesses things that are not expressed in the expression.

B. Discussion

In this discussion section, the data analyzed above explained. The researcher present the results of data analysis on the cooperative principles and non-observances of the maxims in the Red Shoes and the Seven Dwarfs movie. Discussion needs to be carried out after the data findings are analyzed to answer this research question, namely how the characters use cooperative principles and what kinds of non-observance of the maxims in the Red Shoes and the Seven Dwarfs movie are based on Grice's (1975) theory. In this research, the researcher analyzed 89 data findings along with the reasons explained previously. In the following, she discussed the results of data analysis as follows.

In this research, the researcher chosen as an object the movie entitled “The Red Shoes and the Seven Dwarfs” which is an action romantic comedy genre was downloaded via Telegram. Based on research analysis according to Grice's (1975) theory, the researcher found 89 maxims of cooperative principles which were divided into four types: maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner. Apart from that, she also found 55 non-observance of the maxims, including violating the maxim and floating of the maxim which are divided into 4 types: maxim of quantity, maxim of quality, maxim of relevance or

relation, and maxim of the manner. In this research there is no infringing of the maxims along with opting out of the maxims.

In the cooperative principles, the researcher found 89 maxims uttered by the characters of the Red Shoes and the Seven Dwarfs movie. The researcher explains the cooperative principles which have 4 maxims. In the first discussion, researchers found 50 data on the maxim of quantity, the most dominant data in this movie. The maxim of quantity is the cooperative principles which must provide informative contributions, as needed, namely not excessive or insufficient information. Let's take an example (see datum 2) in the question between those who asked that Red Shoes was a princess, then Arthur was convinced by asking Red Shoes directly with the question "Of course, she's a princess! How could she be so beautiful if she weren't?. Obviously! Right, miss??" then answered firmly "Obviously, I mean I am princess.". Red Shoes' answer fulfills the cooperative principles of the maxim of quantity, where his words are in accordance with Arthur's question. This answer is the answer they both need, which is neither an excess of answers nor a lack of information. They could immediately understand that the beautiful woman in front of them was a princess.

Next, there is the maxim of relevance which is the second dominant maxim used by characters movie after the previous maxim, namely 17 data maxims. The maxim of relevance is the cooperative principle that says something relevantly so that the speaker does not convey information that is not relevant to what he said. See example (datum 7) Regina's remark about people will respect prince Average if he celebrates his birthday by embracing a beautiful woman is

very well received and sounds very relevant to Prince Average. Therefore he responded that the old woman (Regina) said something that made sense and could understand what he wanted.

Then there are 16 data maxims of quality. The maxim of quality is a principle of cooperative that requires saying something that is true, so that someone does not say something that is wrong or that is unclear or does not have strong evidence. See example (datum 5), in this data Merlin is surprised because his hand still looks like a green sausage or remains a green dwarf. Before being cursed, Merlin was a very handsome man. Even though he imagined that he was himself in real human form. He was confident that he would be as handsome as he really was. Then Red Shoes answered with a laugh "Yes, impossibly handsome", this answer is very relevant because Merlin would not look handsome in the form of a green dwarf. Red Shoes says something true and clear, and has strong evidence that Merlin is still a green dwarf.

Then there are 6 maxims of manner data. The maxim of manner is a maxim that says something clearly. This maxim avoids ambiguity and unclear expressions from the listener which creates confusion. Apart from that, this maxim is conveyed briefly, that is, it is not long-winded and is conveyed in an orderly manner. See examples (datum 10-12) of Arthur's words saying that he likes girls who can keep everything a secret, Red Shoes' words that she can see the real Merlin and Red Shoes likes him as he is and Merlin's words to Red Shoes that she is a gift that can change Merlin was an extraordinary person, what the three of

them said was that they said something clearly, didn't beat around the bush and didn't make the other person's expression appear unclear on their face.

After discussing the analysis of the cooperative principles according to Grice (1975), the researcher discussed the results of the analysis of the non-observance of the maxims carried out by Cutting (2002). The non-observance of the maxims is a certain condition where people can violate them, either consciously or unconsciously. In this discussion there are 4 types of non-observances: flouting the maxims, violating the maxims, infringing the maxims, and opting out the maxims. The researcher found 49 data on floating maxims. Floating the maxims occurs when the speaker provides less information or more information than is actually necessary. Floating the maxim consists of 4 types, namely floating the maxims of relation, floating the maxims of quality, floating the maxims of quantity, and floating the maxims of manner.

The researcher found 16 data floating the maxims of relation, the dominant data in the non-observance of the maxims. Floating the maxims occurs when the speaker expresses something irrelevantly. See the example (datum 17-19) in Merlin's statement, which answered that he was just walking with a rabbit. Magic Mirror's statement, which answered that he had no legs, implied a change in the subject. They deliberately answer questions with casual answers, but the speaker hopes that the listener understands what is not expressed in the utterance, such as Merlin who wanted to go out for a walk but used his rabbit as an excuse and the Magic Mirror which indirectly said that he couldn't go because he couldn't walking because he has no legs.

Then there are floating maxims of quality of 15 data maxims. Floating the maxims occurs when the speaker says something that does not represent reality. In this case, the speaker speaks sarcastically so that the listener gets the implied meaning of what the speaker says. Cutting (2002, p. 38) argues that people can violate the maxim of quality by using metaphorical hyperbole, irony, mockery and sarcasm. See example (datum 15) Reginna deliberately said that she was very afraid of Red Shoes' words, but actually she was not afraid at all, she used sarcasm to insult Red Shoes. Apart from that, floating the maxims of quality can also occur when the speaker deliberately says something that is not true or also occurs because the speaker lies to the listener.

Next, floating the maxims of quantity are 12 data. Floating the maxims occurs when the speaker provides too much or less information than is needed. See examples (datum 13 and 14) when Merlin offers help, Red Shoes responds with excessive information. And when Red Shoes asked if Merlin was okay, Merlin then answered with a lot of words, which he should have answered that he was fine. The answer is in excess of the information needed.

Then, there are floating maxims of 6 data. Floating the maxims occurs when speakers tend to ignore the cooperative principles on purpose because of ethical codes and several factors such as avoiding offending others, creating humor, saving face, and condemning something or someone and can also occur when ambiguity occurs and causes opponents speech becomes confused. See the example (datum 20-21) in Red Shoes' answer when Merlin asked him to close his eyes, causing him to misunderstand and when bodyguard 1 asked bodyguard 2

whether he understood what he meant, including floating the maxim of how to cause the other person to become confused because it were ambiguous.

Furthermore, the researcher found violating the maxims as much as 6 data. Violating the maxims occurs when the speaker deliberately violates the cooperative principle. Apart from that, the speaker hopes that the listener does not know the truth and only understands the surface meaning. See example (datum 23) Red Shoes deliberately violates the maxim hoping that Merlin will not find out the truth that she is the fat woman he is looking for because he is afraid of being shocked. Then in datum 24, Regina deliberately violates the maxim by making fun of Red Shoes and providing conditions for Red Shoes to find her father. Then at datum 25 fake Merlin, who is actually a witch, Regina deliberately violates the maxim and fools Red Shoes into fulfilling her own desires.

Next, in the non-observance of the maxims there is infringing the maxims. Infringing the maxims occurs when speakers do not cooperate because their linguistic performance is not perfect, such as small children who can only speak and foreigners, have performance disorders such as drunkenness and nervousness, and have cognitive disorders. Apart from that, there is opting out of the maxims, which occurs because the speaker deliberately violates the cooperative principle because there is a code of ethics that they must maintain. The researcher did not find these two non-observance of the maxims because there is no code of ethics maintained by the movie characters and also they do not have bad or disturbed language.

This research is related to previous research which has been discussed by researchers in the background. This research is able to present new findings that are different from previous studies. Like research conducted by Munthe and Ambelegin (2021). This research has similarities with this research, but the research objects and results are different. In this research, she only focused on analyzing the non-observance maxims using Grice and Cutting theory in the movie of Sonic the Hedhog. The results of his research found 3 types of non-observance of maxims, namely flouting the maxim, violating the maxim and infringing the maxim. Apart from that, the author analyzes the reason why the characters violate the maxim because the characters in the movie experience cognitive disorders.

Another previous study conducted by Sappalakai (2018) had the same thing as analyzing violations of cooperative principles in character conversations in movie. This research took The Pursuit of Happiness movie. The difference between my research and this study is I have more complete data than this study, because it not only examines violations of the cooperative principles but also examines conversations that comply with the cooperative principles in Korean animated movie. Meanwhile, his research only focused on finding out what maxims were used and implemented by Chris and their implicatures. The results of this research found that the most dominant was the maxim of manners and the least was the maxim of quality. This research can be concluded that the implicature of violating this maxim is to create good relationships, good

opportunities and to fulfill Chris's desire to become one of the employees at Front Written Reynolds.

Furthermore, the research conducted by Yusro et al., (2020) analyzed conversations between teachers in EFL classes at SMAN 4 Pekalongan. Their research focuses on the application of the cooperative principles based on Grice's theory (1989) along with the nonobservance that occurs in classroom interactions. The findings from this research indicate that the teacher and students not only obeyed the maxims, but also violated the maxims in EFL classroom interactions. The difference with the research carried out by researchers is that they use a different theory, namely by Grice (1989) and a different type of research subject in the form of conversations between teachers and EFL students.

Thus, this research produces different findings from previous research. This research uses conversations between characters in the Red Shoes and the Seven Dwarfs movie. Apart from that, the researcher was also a person who studies by combining the cooperative principles and the non-observances in the movie. In this study, the researcher has answered research questions regarding the cooperative principles and the non-observances that occur in the movie mentioned. The researcher hope that this research can provide benefits for readers, especially in studying the cooperative principles and non-observances in the field of pragmatics.

Apart from that, this research has several implications that can be useful for society, especially for readers. First, this research can provide more accurate information regarding the types of cooperative principles and their violations or

non-observances that occur in movies and in everyday language use. Second, reading this research can increase the reader's understanding of whether the conversation meets the cooperative principles or violates them. Furthermore, it is important for speakers to comply with the cooperative principles so that they can convey clearly according to the information needed, without excessive or insufficient information than is needed. Because if there is a lack of required information, listeners will become confused or have ambiguous answers.

Meanwhile, if there is too much information, it will cause the listener to feel bored or uncomfortable because of the excess information or the interlocutor feels that the speaker should not need to answer the excess information because he did not ask that question. Thus, knowing the cooperative principles along with the non-observances can help readers provide a basis for creating effective conversations when speaking in everyday life.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter will present the conclusions and suggestions in this research. The researcher will draw conclusions based on the findings of the previous chapter's analysis. Apart from that, the researcher will also provide suggestions for future researchers, especially for readers who are interested in exploring the cooperative principles and the non-observances.

A. Conclusion

Based on the findings and discussion in this research, the researcher present the conclusions of the analysis of the cooperative principles along with the non-observances in the Red Shoes and the Seven Dwarfs movie. The researcher draw conclusions based on the findings and analysis of the cooperative principles and the observations in the movie conversation.

Based on Grice's theory in action romantic comedy movie, the most dominant data from the cooperative principles is the maxims of quantity. This shows that movie characters tend to speak effectively, namely the interlocutor gets enough answers, not less or too much of the information needed. In addition, the characters in the movie give the right answers, convey something that is true, relevant, and does not confuse the interlocutor.

Apart from that, based on Cutting's theory, the most dominant data in non-observances is floating the maxims. This is because the characters often do not follow the rules of maxims but expect the interlocutor to understand the implied meaning. The most dominant type of floating the maxim in the non-observances is

the maxims of relevance because there are many irrelevant dialogues, namely the character only says something that does not obey the maxim and expects the listener to guess what is not expressed in the utterance. Then, in the non-observances of maxim research, the researcher did not find infringing the maxim because there were no characters in the movie who had language disorders or had poor language. She also did not find opting out in this study because none of the movie characters violated the maxims due to the code of ethics.

Furthermore, this research has several implications that can be useful for readers. First, it is important to adhere to the cooperative principles when communicating so that the conversation can run smoothly. Then, it is important for speakers to avoid non-observances so that the conversation can be conveyed clearly and does not cause ambiguity.

B. Suggestion

In this subchapter, the researcher makes several suggestions based on the results of the analysis in the previous chapter. For the next writer, the researcher suggests that they can understand the cooperative principles along with the non-observances and the writers can develop further research through other objects, for example conversations in non-cartoon character movies or in direct communication. This is because there are still many other research objects that need to be studied. She is expected to be able to find new ideas for future research by researching the same object using different theories other than Grice's theory (1975) and Cutting's theory (2002).

Apart from that, the researcher also suggests further research to narrow the scope of the study analyzed when using the speech of movie characters so they can focus on the specified time. In this research, it can provide the readers with an understanding of how the conversation fulfills and also violates the cooperative principles in the speech of the movie characters. Therefore, for the next researchers hope that further research can enrich new ideas in related research in the field of linguistics.

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APPENDIXES

The Cooperative Principles

No	Utterances	Duration	Type of CP
1.	<p>Regina : Well, you are the magic mirror.</p> <p>Magic mirror : Magic is just my first name, it's short for Magichard. Like Richard.</p> <p>Regina : What can you do then?</p> <p>Magic mirror : I just reflect what I see, the truth. The truth is, that you should see yourself right now. Right now!</p> <p>Regina : Watch it. Distribute wanted posters to every town, village, valley, forth and forge in the kingdom, and find her!. I feel my power draining. I don't have much time. The aging is accelerating. And only three bumbling bits of kindling for help. only three bumbling bits of kindling for help.</p>	00.08.30 - 00.08.50	Maxim of quantity
2.	<p>Red Shoes : Oh, Papa, where are you? But they don't look dangerous. Regina?</p> <p>Regina : No, my shoes! Get her!</p> <p>Red Shoes : Can I borrow this?</p> <p>Wood bear : Okay.</p> <p>Red Shoes : Thanks</p>	00.06.23 - 00.07.07	Maxim of quantity
3.	<p>Regina : Magic mirror, full of wisdom, who's the fairest in the Kingdom?</p> <p>Magic mirror : The woman who wears the red shoes. And side note, wisdom and kingdom don't really rhyme.</p> <p>Regina : Cut the sass and tell me her name!</p> <p>Magic mirror : How should I know? I don't get out much.</p> <p>Regina : Well, you are the magic mirror.</p> <p>Magic mirror : Magic is just my first name, it's short for Magichard. Like Richard.</p>	00.08.15 - 00.08.37	Maxim of quantity

4.	<p>Merlin : Excuse me, but who are you? Red Shoes : Oh, I'm Snow.. Merlin : Snot? Red Shoes : No no no no no no. My name is.. R-Red Shoes. Yep, it's me Red Shoes. Merlin : Cool name, but by any chance would that be Princess Red Shoes? Arthur : Of course, she's a princess!. How could she be so beautiful if she weren't?. Obviously! Right, miss? Red Shoes : Obviously, I mean I am a princess.</p>	00.12.00 - 00.12.34	Maxim of quantity
5.	<p>Red Shoes : Who are guys? Merlin : I'm Merlin. Part time hero, full romantic. And this is Jack, Hans, Arthur, Pino, Noki, Kio. Red Shoes : No way, your names are the same as the F-Seven. The Fearless Seven. I am looking for them. Merlin : Let me guess, Merlin's your favourite? Red Shoes : No, not really. Arthur : No, that Merlin's not your type. You seem like a Prince Arthur fan to me.</p>	00.12.34 - 00.13.05	Maxim of quantity
6.	<p>Arthur : No, that Merlin's not your type. You seem like a Prince Arthur fan to me. Red Shoes : Honestly, none of them are really my type. Merlin : Oh. Well. That's fine. Because we're not them, we're actually completely different people. In no way are we the same guys, put under a curse, and changed into different forms. But only if someone looks at us, It's very complicated. Arthur : Right. We're all clear. So how can I assist you, my fair lady? Red Shoes : I need to find my father, and I know that the F-Seven can help. Merlin : We know the F-Seven very well, and their schedule is fully booked. Leave it to me, I'll find your father within the month.</p>	00.13.00 - 00.13.37	Maxim of quantity
7.	<p>Red Shoes : I seriously need to find my dad. Merlin : Hold on. Nobody has seen the F-Seven in over a year, right?. You're not going to find</p>	00.13.49 - 00.14.29	Maxim of quantity

	<p>them now, we're your best bet.</p> <p>Red shoes : Wow. No-ones offered to help me for such a long time. You guys are awesome Really? You think we are awesome?Yeah, you guys are caring, and sweet, and...</p> <p>Merlin : And not completely hideous to look at?</p> <p>Red Shoes : No, you guys are totally adorable.</p> <p>Hans : I think I hit her too hard.</p>		
8.	<p>Hans : Red Shoes! Thank goodness you're safe.</p> <p>Jack : Do you need CPR? I'm basically an expert. And don't worry, I brushed my teeth.</p> <p>Red Shoes : No, No, No. I'm fine, but Arthur, he's stuck. He tried to save me and...</p> <p>Hans : Would you get up?</p> <p>Red Shoes : What? He's not hurt?</p> <p>Hans : Only his pride.</p> <p>Jack : Seriously Arthur? You need to find a better way to hit on girls.</p>	00.21.22 - 00.21.42	Maxim of quantity
9.	<p>Jack : Hey hey, Over here! Over here!. See, see. Come! Very quick. Look at this. Look, look, look.</p> <p>Arthur : What is it?</p> <p>Jack : I know a lot about silhouettes, and I think this shape is a witch.</p> <p>Hans : Let's not jump to conclusions. Yes, it could be a witch.Or ya! It's a witch The witch who cursed us?</p> <p>Merlin : Let's catch her and make her break the spell!. En garde! Wands where I can see 'em, witch!</p>	00.09.25 - 00.10.08	Maxim of quality
10.	<p>Arthur : We are going to focus on the mission. And then see where the evening takes us.</p> <p>Merlin : The only thing you're going to shop for on Golden Goose Avenue is rejection.And you can't even afford that.</p> <p>Arthur : I like my odds. You saw what she did. An expression of affection. Every woman shows it differently.</p> <p>Jack : You took your shit. You got slapped.</p> <p>Arthur : May I remind you that this is the closest thing to a kiss anyone's had since the curse.</p>	00.24.00 - 00.24.38	Maxim of quality

11.	<p>Wood bear 3: C'mon, let's go see!. Look at that.</p> <p>Wood bear 1 : Wow!</p> <p>Wood bear 2 : Wow!</p> <p>Wood bear 3 : Awesome!</p> <p>Wood bear 1 : Who's that?</p> <p>Wood bear 2 : It's the girl's father.</p> <p>Wood bear 3 : But where's the girl?</p> <p>Wood bear 1 : It says to go to Risky Rock, so she must be there.</p> <p>Wood bear 3 : Why Risky Rock?</p> <p>Wood bear 1 : We should ask the girl.</p>	00.36.13 - 00.36.32	Maxim of quality
12.	<p>Red Shoes : Oh, come on. I'm not going to zap you. Give me a second. There. Consider it your good luck charm.</p> <p>Merlin : Thank you.</p> <p>Red Shoes : Merlin, do you think we'd be happier if we were our old selves again?</p> <p>Merlin : Yep. Yep, yep. Definatly we would.</p> <p>Red Shoes : I don't know. I like how we are. Right here, just, right now.</p> <p>Merlin : Even if I'm an ugly green monster?</p> <p>Red Shoes : I don't care about your height or what colour you are. And that's the way you feel about me, right?</p> <p>Merlin : Yes, of course. I mean, duhh!</p>	00.55.13 - 00.56.21	Maxim of quality
13.	<p>Merlin : This, this is the real me.</p> <p>Red Shoes: It's stupid. What?</p> <p>Merlin : Wait a minute! My hands are still green sausages. No! I look the same.</p> <p>Red Shoes: Yes, impossibly handsome.</p> <p>Merlin : This doesn't make sense. You're the most beautiful woman in the world, why do I look the same?</p> <p>Red Shoes : What're you talking about, Merlin?</p> <p>Merlin : Do I need a longer kiss? Two kisses? Let's try again.</p> <p>Red Shoes : Umm, you're not making any sense.</p>	00.57.27 - 00.58.01	Maxim of quality
14.	<p>Arthur : How can you sleep at a time like this?</p> <p>Jack : I'm not supposed to talk when I have this on, but I got to ask. Do you think they've kissed yet?</p>	01.10.58 - 01.11.37	Maxim of quality

	<p>Arthur : I hope so, because it'll feel better to punch Merlin when he's pretty. We've been waiting for a... Where have you been?</p> <p>Jack : Did you break the curse yet?</p> <p>Hans : Merlin, are you hungry?</p> <p>Arthur : Those are bears.</p> <p>Wood bear : Ah... Hi? This is from Merlin.</p> <p>Wow! This is so cool.</p>		
15.	<p>Red Shoes dad : Snow White?</p> <p>Red Shoes : Oh papa!</p> <p>Red Shoes dad : Snow!</p> <p>Red Shoes : Wait. Where's Merlin?</p> <p>Red Shoes dad: I'm so sorry. He sacrificed himself to stop Regina.</p> <p>Red Shoes : Merlin, no! Merlin! I thought you were gone.</p> <p>Merlin : You're the most beautiful woman in the world. With my eyes open or closed.</p> <p>Red Shoes : No. I got Merlined. You're a prince, Merlin.</p> <p>Merlin : Yeah, that Merlin. The one who's not really your type.</p>	01.20.30 - 01.23.26	Maxim of quality
16.	<p>Regina : Greetings, Prince Average.</p> <p>Prince Average: It's pronounced Avv-vous-rarge.</p> <p>Regina : Sure it is.</p> <p>Prince Average: If you're here for the 'We Love Our Peasants' group giveaway, that motion is ended. Grab your wrinkles and go.</p> <p>Bodyguard : Move along.</p> <p>Regina : Do you think that people would respect you, if you celebrated your birthday with a beautiful woman on your arm?</p> <p>Prince Average: Finally, someone talking sense! This horrible crone gets it!</p> <p>Regina: May I suggest inviting this young lady?</p> <p>Prince Average: She's beautiful, when can she get here?</p>	00.15.14 - 00.15.58	Maxim of relevance
17.	<p>Arthur : May I remind you that this is the closest thing to a kiss anyone's had since the curse. Let's work together to guide Red Shoes' feelings towards me so we can break the curse.</p> <p>Merlin : What about the rest of us?</p>	00.24.27 - 00.25.00	Maxim of relevance

	<p>Arthur : After I resume my princely form, the word about F-Seven will be out. Ladies will be begging to kiss your green mugs.</p> <p>Noki : Really? Sounds reasonable.</p> <p>Kio : I'll bring the gelato!</p> <p>Jack : Getting one kiss sure is easier than getting seven.</p> <p>Merlin : This is not a plan, he's just out for himself!</p> <p>Hans : A half baked plan is better than none.</p>		
18.	<p>Red Shoes : It says 'Do not attempt to remove by force'.</p> <p>Arthur : Oh, right. I guess. Ahem. The truth is, I realized you were the woman of my destiny the first time I saw you. I thought if I could show you my strength I would be worthy of your affections.</p> <p>Red Shoes : Oh! Oops, I'll put it back.</p> <p>Arthur : No No No! Can I have it?</p> <p>Red Shoes : Oh, Arthur, it's just beginner's luck. You want me to, maybe pull it out for you again?</p> <p>Arthur : No, I'm not humiliated at all. Let's go.</p>	00.26.29 - 00.27.04	Maxim of relevance
19.	<p>Arthur : Where has she gone?. Red Shoes!</p> <p>Bodyguard 1 : Stop!</p> <p>Merlin : Hold on!</p> <p>Bodyguard 2 : Wait a minute.</p> <p>Bodyguard 1 : Gotcha now, don't we?</p> <p>Bodyguard 2 : I don't get it.</p> <p>Merlin : Now we know how fast a bunny can hop in a pinch.</p> <p>Red Shoes : Thank you for helping me, Merlin.</p> <p>Merlin : A pleasure, milady. But I also did it for us.</p>	00.33.10 - 00.33.46	Maxim of relevance
20.	<p>Minute 00.34.12 - 00.35.41</p> <p>Red Shoes : Look, we should head out now, there could be more guards around any minute.</p> <p>Arthur : Don't worry about them, I've got these bad boys.</p> <p>Red Shoes : This is gonna make it so much harder to find my dad.</p> <p>Merlin : I have an idea!</p>	00.34.12 - 00.35.41	Maxim of relevance

	<p>Red Shoes : Oh wow! Merlin : What do you think? Red Shoes : That is amazing. Thank you.</p>		
21.	<p>Red Shoes : Arthur, I was thinking. What if I just pull out the Excalibur for you? Our secret. Arthur : Really? We have a secret now? Red Shoes : Yeah. Arthur : I like a girl who can keep things classified. Let's find your pops, friend. Red Shoes : Bye guys.</p>	00.29.50 - 00.30.10	Maxim of manner
22.	<p>Merlin : Now we know how fast a bunny can hop in a pinch Red Shoes : Thank you for helping me, Merlin. Merlin : A pleasure, milady. But I also did it for us. By the way, what is this? Red Shoes : Gosh, it seems silly but... It's my shoes They're magical. Merlin : I know, they're fabulous. But why're they after you? Red Shoes : No, my shoes, they're actually made of magic.</p>	00.33.37 - 00.34.04	Maxim of manner
23.	<p>Merlin : What was that for? Arthur : You sir, are sabotaging my relationship with Red Shoes. Merlin : What relationship are you talking about? Arthur : Red Shoes and I share a secret. I would tell you what it is, but it's a secret. Merkin : While you're busy keeping secrets, I'm going to break my curse. Arthur : You're nothing without your spells, magic boy. Merlin : And you're nothing without Excalibur. Arthur : You're not waiting for someone to pull it out for you, are you?</p>	00.37.11 - 00.37.38	Maxim of manner
24.	<p>Red Shoes : What kind of Merlin is the real you? Merlin : You might not believe it, but the real me is famous, handsome, and even popular. Not short, stumpy and green. Red Shoes : Yeah, you're short, stumpy and green, but you're also a wonderful and charming</p>	00.47.20 - 00.48.00	Maxim of manner

	<p>person.</p> <p>Merlin : I'm not explaining it right. If you saw the real me, you'd know exactly what I mean.</p> <p>Red Shoes : I think I can see the real you. And I like you, just as you are.</p> <p>Merlin : That's hilarious. Here, close your eyes, and imagine the real me. I guarantee you, it'll be different.</p>		
25.	<p>Merlin : That's hilarious. Here, close your eyes, and imagine the real me. I guarantee you, it'll be different.</p> <p>Red Shoes : I do feel something different ..</p> <p>Merlin : Really?</p> <p>Red Shoes : But eyes opened or closed to me you're still Merlin. Now tell me, who am I to you?</p> <p>Merlin : You're a gift. A gift that'll transform me into someone amazing. Just like you're amazing.</p>	00.47.50 - 00.48.32	Maxim of manner

The Non-observances of Maxims

No	Utterances	Duration	Type of Non-observance
1.	<p>Red Shoes : I seriously need to find my dad.</p> <p>Merlin : Hold on. Nobody has seen the F-Seven in over a year, right? You're not going to find them now, we're your best bet.</p> <p>Red Shoes : Wow. No-ones offered to help me for such a long time. You guys are awesome Really?</p> <p>Merlin : You think we are awesome?</p> <p>Red Shoes : Yeah, you guys are caring, and sweet, and...</p> <p>Merlin : And not completely hideous to look at?</p> <p>Red Shoes : No, you guys are totally adorable.</p> <p>Hans : I think I hit her too hard.</p> <p>Merlin : But she is beautiful. She can help me break the curse.</p>	00.13.50 - 00.14.29	Floating the maxim of quantity
2.	<p>Arthur : I like my odds. You saw what she did. An expression of affection. Every woman</p>	00.24.18 - 00.24.51	Floating the maxim of quantity

	<p>shows it differently.</p> <p>Jack : You took your shut. You got slapped.</p> <p>Arthur : May I remind you that this is the closest thing to a kiss anyone's had since the curse. Let's work together to guide Red Shoes' feelings towards me so we can break the curse.</p> <p>Merlin : What about the rest of us?</p> <p>Arthur : After I resume my princely form, the word about F-Seven will be out. Ladies will be begging to kiss your green mugs.</p>		
3.	<p>Bodyguard 1 : Hey, you. No. Hey! Stop!</p> <p>Bodyguard 2 : Come on!</p> <p>Red Shoes : Oh, you guys don't have to help.</p> <p>Bodyguard 1 : That's not her. Come on.</p> <p>Bodyguard 2 : Sorry miss.</p> <p>Arthur : Red Shoes! Where has she gone?</p> <p>Merlin : Where's Red Shoes?</p> <p>Arthur : That's what I'd like to know. Wait a minute. Who said you could leave your post?</p> <p>Merlin : I'm just walking the bunny.</p>	00.30.21 - 00.31.18	Floating the maxim of quantity
4.	<p>Red Shoes : Merlin, watch up! Merlin, Merlin, Merlin! Everything okay?</p> <p>Merlin : Of course! Sure! Nothing to be embarrassed about. So why are we even talking about that when we should be going this direction.</p> <p>Red Shoes : Hey wait! So, about these magic shoes.</p> <p>Merlin : Why, are they still bothering you? What kind of magic do those shoes have?</p> <p>Red Shoes : Well, how do I put this. Merlin, I used to be strong, really strong.</p> <p>And, I was always proud of that</p>	00.53.58 - 00.54.39	Floating the maxim of quantity
5.	<p>Regina : Do you think that people would respect you, if you celebrated your birthday with a beautiful woman on your arm?</p> <p>Prince Average: Finally, someone talking sense! This horrible crone gets it!</p> <p>Regina : May I suggest inviting this young lady?</p> <p>Prince Average: She's beautiful, when can she get here?</p>	00.15.33 - 00.16.13	Floating the maxim of quality

	Regina : Well, that's up to you. You see, she's stolen something from me. You find her, bring her along with you, and you won't look like such a loser, and I get my shoes back.		
6.	<p>Merlin : Hmm. A spell that makes you fall in love. Oh, there it is.</p> <p>Arthur : Merlin! Have you seen my cook book?</p> <p>Merlin : Have you checked in the kitchen?</p> <p>Arthur : Ah, silly me! The kitchen. Of course!</p> <p>Merlin : Now, where was I?</p> <p>Jack : Merlin, have you seen my moisturizer? It's nowhere to be...</p> <p>Merlin : No! Whatever it is, I haven't seen it. Now please, go away.</p> <p>Jack : Someone's got anger management issues.</p> <p>Merlin : Getting a kiss was never a problem with this face.</p>	00.17.46 - 00.18.24	Floating the maxim of quality
7.	<p>Athur : Everyone came runnin' to help, great, just great.</p> <p>Jack : Everyone except Merlin, that is.</p> <p>Hans : Ah! Super, there he is now.</p> <p>Arthur : Where have you been?. Something awful could've happened to Red if I hadn't shown up.</p> <p>Merlin : You? Don't even go there! I saved her first. Right?</p> <p>Red Shoes : I was worried about you.</p> <p>Merln : I was worried about me too. But mostly you.</p> <p>Arthur : No-one needs to worry. Arthur's here. Please, my lady.</p> <p>Red Shoes : Um... Okay.</p>	00.22.11 - 00.22.41	Floating the maxim of quality
8.	<p>Prince Average: Y'know, I'm just saying. Where were you when the facade was falling?. I mean, that was terrifying. What're you doing here?</p> <p>Regina : I have come for my shoes.</p> <p>Prince Average: Well, I had them. I mean I saw them. But those dwarfs!</p> <p>Regina : It's dwarves with a 'v'. So you failed?</p>	00.49.23 - 00.51.24	Floating the maxim of quality

	<p>Prince Average: I did not fail, I took a timeout. Yeah. This is a calculated timeout. I'm going to return on Thursday, we all pencilled it in.</p> <p>Regina : Silence! Have a bite. For strength.</p>		
9.	<p>Regina : Eat this darling, and you'll get your freedom.</p> <p>Red Shoes : Where is my father?</p> <p>Regina :Royal loyal little girl, pining for her papa? This is getting a little boring, so I need you to take a bite, and I'll tell you.</p> <p>Red Shoes : I won't let you win. You've torn apart my family, and you will not get away with it, Regina.</p> <p>Red Shoes : Ooh, I'm so scared, Snow. Very well. A different approach.</p> <p>Red Shoes : Merlin!</p> <p>Merlin : No!</p> <p>Regina : Eat the apple, or watch him die. That's your choice.</p>	01.12.58 - 01.13.41	Floating the maxim of quality
10.	<p>Red Shoes : So, here I am. All the real me. I bet you're disappointed, huh?</p> <p>Merlin : You're the girl from Golden Goose Avenue. Red Shoes!</p> <p>Red Shoes : That's not my name, it's Snow White.</p> <p>Merlin : Princess Snow White? So your father is...</p> <p>Red Shoes : King White, yeah. By the time I figured out his new wife Regina was a witch he'd already disappeared. And the monsters who attacked us were sent by my stepmother to get these shoes.</p>	01.14.15 - 01.04.50	Floating the maxim of relation
11.	<p>Arthur : So how can I assist you, my fair lady?</p> <p>Red Shoes : I need to find my father, and I know that the F-Seven can help.</p> <p>Merlin : We know the F-Seven very well, and their schedule is fully booked. Leave it to me, I'll find your father within the month.</p> <p>Hans : I can do it in one week.</p> <p>Arthur : Four days!</p> <p>Pino : Three days!</p> <p>Noki : Two days!</p>	00.13.23 - 00.13.58	Floating the maxim of relation

	<p>Kio : One! Oomph!</p> <p>Jack : I already found your father like, two weeks ago.</p> <p>Red Shoes : Really?</p> <p>Jack : I just need a few days to get him across state lines.</p>		
12.	<p>Bodyguard 1 : Hey, you. No. Hey! Stop!</p> <p>Bodyguard 2 : Come on!</p> <p>Red Shoes : Oh, you guys don't have to help.</p> <p>Bodyguard 1 : That's not her. Come on.</p> <p>Bodyguard 2 : Sorry miss.</p> <p>Arthur : Red Shoes! Where has she gone?</p> <p>Merlin : Where's Red Shoes?</p> <p>Arthur : That's what I'd like to know. Wait a minute. Who said you could leave your post?</p> <p>Merlin : I'm just walking the bunny.</p>	00.30.21 - 00.31.18	Floating the maxim of relation
13.	<p>Merlin : You should have seen the look on his big ugly face when bunny came running at him.</p> <p>Red Shoes : That's how you see everything, isn't it?</p> <p>Merlin : With my eyes?</p> <p>Red Shoes : You always talk about what someone looks like.</p> <p>Merlin : I do? I wouldn't say that. But I can't wait for you to see the real me.</p> <p>Red Shoes : What kind of Merlin is the real you?</p> <p>Merlin : You might not believe it, but the real me is famous, handsome, and even popular. Not short, stumpy and green.</p>	00.47.02 - 00.47.30	Floating the maxim of relation
14.	<p>Red Shoes : Merlin!</p> <p>Merlin : I have triumphantly saved the day.</p> <p>Red Shoes : Merlin, no! Merlin! Merlin!</p> <p>Wooden bear : Snow White?</p> <p>Reginna : Snow White? The thief was Snow White this whole time.</p> <p>Magic Mirror : Interesting. She could remove the shoes. You're going after her yourself?</p> <p>Reginna : What? Were you going to go?</p> <p>Magic Mirror : I get it! I don't have legs.</p>	01.02.16 - 01.04.04	Floating the maxim of relation

15.	<p>Arthur : Where has she gone? Red Shoes! Bodyguard 1 : Stop! Merlin : Hold on! Bodyguard 2 : Wait a minute. Bodyguard 1 : Gotcha now, don't we? Bodyguard 2 : I don't get it. Merlin : Now we know how fast a bunny can hop in a pinch. Red Shoes : Thank you for helping me, Merlin. Merlin : A pleasure, milady. But I also did it for us.</p>	00.33.11 - 00.33.45	Floating the maxim of manner
16.	<p>Merlin : This kingdom has a serious monster problem. Red Shoes : Are you alright? Merlin : No. I'm not. Red Shoes : Thank you. Merlin : Pleasure, milady. Watch out! Ha-hah! Yes! What do they want, besides smashing us? Red Shoes : I don't know! Merlin : The old me would've nailed that. You just got Merlined! Hurry! Red, close your eyes. Red Shoes : This is no time for kissing, Merlin. Merlin : Trust me. Close your eyes. Please, close them!</p>	00.58.10 - 01.00.16	Floating the maxim of manner
17.	<p>Merlin's dwarf : You think that's important? Merlin : I just wonder, what I would've done if I'd seen the real Snow White. Merlin's dwarf : Seriously? It's still all about appearance for you. Merlin : No! Not exactly. But I can't live looking like you for the rest of my life. Merlin's dwarf : Kind of proving my point, other me. Alright. Let's try this. Who do you like more, Snow White or Red Shoes? Merlin : Easy, it's Red Shoes. Merlin's dwarf : Now, which of us do you think Red Shoes likes more? Merlin : Easy, it's me! Wait. No. It's... you.</p>	01.06.59 - 01.07.48	Floating the maxim of manner
18.	<p>Red Shoes : Oh my gosh! What happened to me? Oh, I must've gotten up so quickly my</p>	00.11.19 - 00.12.17	Floating the maxim of manner

	<p>back is killing me. Merlin : You mean your head, right?. Do you need help? Red Shoes : No, I'm fine. Is that really what I look like? In the mirror? Do you see the same thing? Hans : You're beautiful, miss. Merlin : Like an angel! Red Shoes : Really? Could it be? Merlin : Excuse me, but who are you? Red Shoes : Oh... I'm Snow...</p>		
19.	<p>Red Shoes : It looks just like papa. Papa won't recognise me. Why won't... why won't these shoes just come off? Yes, this is me. Jack : Would you like to join me in a moisturising mask? Red Shoes : Oh, thanks, oh. But I am.. Oh! So tired. Jack : Are you sure? It's very important to take care of your skin. Red Shoes : Positive.</p>	00.16.41 - 00.17.34	Floating the maxim of manner
20.	<p>Guard 1 : Even the hideous dwarfs won't help you. Red Shoes : Those dwarfs are not hideous. And I don't need anyone to help me. Guard : Freeze! Put the shoes down. Get on your knees and put your hands behind your head. Red Shoes : On second thought, they're yours. There's no need to push me in a corner Super scary. Merlin : Yours red shoes, milady. Red Shoes : Thank you. Merlin : Excuse me, miss, have we met? Red Shoes : Well, that's kind of a complicated question.</p>	00.31.50 - 00.32.38	Violating the maxim
21.	<p>Red Shoes : Thank you for helping me, Merlin. Merlin : A pleasure, milady. But I also did it for us. By the way, what is this? Red Shoes : Gosh, it seems silly but... It's my shoes They're magical. I know, they're fabulous. But why're they after you? No, my</p>	00.33.37 - 00.34.04	Violating the maxim

	<p>shoes, they're actually made of magic. Merlin : I know, they're fabulous. But why're they after you? Red Shoes : No, my shoes, they're actually made of magic.</p>		
22.	<p>Fake Merlin : The shoes. You're wearing them. Red Shoes : I thought you left. Fake Merlin : You should take them off again. Red Shoes : I can't. Fake Merlin : You just had to make things complicated. Maybe this will help. Eat the apple, and they'll slide right off. Red Shoes : Where did you get that? Fake Merlin : I want to help you, Snow White. Please.</p>	01.01.19 - 01.19.46	Violating the maxim
23.	<p>Fake Merlin : You should take them off again. Red Shoes : I can't. Fake Merlin : You just had to make things complicated. Maybe this will help. Eat the apple, and they'll slide right off. Red Shoes : Where did you get that? Fake Merlin : I want to help you, Snow White. Please. Merlin : Red Shoes? Red Shoes : Merlin? Merlin? Reginna : What terrible timing you have.</p>	01.01.19 - 01.19.46	Violating the maxim
24.	<p>Regina : Eat this darling, and you'll get your freedom. Red Shoes : Where is my father? Regina : Royal loyal little girl, pining for her papa?. This is getting a little boring, so I need you to take a bite, and I'll tell you. Red Shoes : I won't let you win. You've torn apart my family, and you will not get away with it, Regina. Red Shoes : Ooh, I'm so scared, Snow. Very well. A different approach. Red Shoes : Merlin! Merlin : No!</p>	01.12.58 - 01.13.41	Violating the maxim

CURRICULUM VITAE



Sofi Imelda Khoiroh was born in Malang on May 26, 2000. She graduated from Al-Rifa'ie High School in 2019. During high school, she actively participated in the Al-Rifa'ie Modern Islamic Boarding School Student Organization and served as a member of Diniyyah. She started her higher education in 2019 and majored in English Literature at the State Islamic University of Maulana Malik Ibrahim Malang and graduated in 2024. During her studies at the university, she joined Koperasi Mahasiswa Padang Bulan and Pasuruan Student Association (Imapas) the regional organization as part of Public Relations and the Social and Cultural Division. In addition, she also served as the head of the paid promote department in the organization.