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CHAPTER III

RESEARCH METHODOLOGY

A. Research Design

This research was conducted by using descriptive qualitative method design, in which *Me Before You* movie is the primary objective of the research. According to Strauss & Corbin (1990, as cited in Potter, 2013) qualitative research is research in which the process of finding the results does not use statistical procedures or any means involving calculation or summation. Bogdan (1992, as cited in Faridah, 2016) claimed that qualitative research in terms of the form is in words, and it will be constantly descriptive. In addition, Ratna (2006, as cited in Hamani & Puluhalawa, 2019) said that facts description and analysis are how qualitative descriptive method is done.

This research, using *Me Before You* movie as the primary objective of the research, did not use any statistical data but descriptive data. This research described and analyzed the data descriptively in order to achieve the objective of the research. The writer in this study analyzed the flouting of maxims found in the utterances of the main characters in *Me Before You* movie by collecting, classifying, interpreting, and drawing a conclusion. This is in line with how Surakhmad (as cited in Noertjahjo et al., 2017) defined descriptive analysis. Therefore, qualitative descriptive method became the most appropriate method to analyze flouting of maxims in *Me Before You* movie.



B. Source of Data

Qualitative research requires qualitative data. In this research, the data were taken from the *Me Before You* movie. The data were in the form of utterances, and it was uttered by the main characters (Louisa Clark and Will Traynor) of *Me Before You* movie, in which they flouted the maxim. In order to support the writer, the script of *Me Before You* was also used to find the utterances of the characters.

C. Method of Collecting Data

The writer used the method of observation in collecting the data. Sudaryanto (2015, as cited in Sunggu, 2020) said that observation method is a way to gain information by watching or recording, meaning there is no such direct contact needed. The writer collect the data by watching *Me Before You* movie as the source of the data.

The writer did several steps in order to gather all the data needed for this research:

1. Searching *Me Before You* movie in movie streaming platform
2. Downloading the script of the *Me Before You* movie in the internet
3. Watching while reading the English subtitle in order to obtain more solid data and to maintain better understanding regarding the context of the utterances uttered by the characters
4. Choosing relevant dialogue to the research question in which containing

ing maxims



D. Method of Analyzing Data

The writer did some processes in analyzing the data. The processes were:

1. The writer filtered existing data separated the data containing flouting of maxims from the data not containing flouting maxims.
2. After filtering the data, the writer provided mark in the data that has been separated. The writer used own mark. The mark used as follows:

Table 1. Coding of type of maxims

Types of Flouting of Maxims	Mark
Quantity	QNT
Quality	QLT
Relevance	RLV
Manner	MNR

3. After marking the data, the writer classified and allocated the data. The classification was based on the type of maxims in the theory of Cooperative Principle by Grice. The maxims theory divides the type into: maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner.
4. After classifying the data, the writer made table that include the classified data. The example of the table will be as follow:



Table 2. Example of classifying table

Data	Dialogue	Type of Flouting Maxim	Implied Meaning	Reason for Flouting the Maxim
RLV01	<p>Lou: <i>You need to widen your horizons, Clark. You only get one life. It's actually your duty to live it as fully as possible.</i></p> <p>Will: <i>Well, you need a shave!</i></p>	Flouting maxim of relevance	<p>Lou does not want to respond the statement of Will because she could not leave her family.</p>	To avoid talking about something.

5. Last, the writer provided explanation of the data. The explanation was linked to the theories used. The writer also provided conclusion regarding the whole explanations.



CHAPTER IV

FINDINGS AND DISCUSSIONS

In this chapter, the writer presents the analysis and the data taken from *Me Before You* movie which aims to answer the research questions mentioned earlier in the chapter 1. The data are in the form of utterances uttered by Louisa Clark and Will Traynor as the main characters of the movie. The writer only takes the utterances that are uttered when the two main characters have dialogue and only those that contain flouting of maxims.

A. Findings

In this study, the writer found 14 data. The data were found through an analytical process in which the writer researched and analyzed various utterances that demonstrated instances of flouting maxim in the dialogue between the two main characters in *Me Before You* movie. The findings are as follows:

Table 3. Utterances containing flouting maxim used by the main characters

Data	Dialogue
Datum 1	<p>Will: <i>Val dIsere. good snow that year.</i></p> <p>Lou: <i>Sorry, I was....., I was....</i></p> <p>Will: <i>You were just looking at my photographs, thinking how awful it must be having lived like that and ended up like this. The rest are in the drawer if you'd like to snoop around further.</i> (00:17:39) – (00:17:54)</p>
Datum 2	<p>Lou: <i>You don't have to be an ass! Your friends got the shitty treatment, fine, they deserved it. I'm just trying to do my job, as best I can. So, it would be really nice if you didn't try and make my life so miserable, as you apparently make everyone else.</i></p> <p>Will: <i>And what if I said I didn't want you here?</i></p> <p>Lou: <i>I'm not employed by you. I'm employed by your mother. So, unless she says she doesn't want me here anymore, I'm staying. Not because I care about you, or particularly enjoy your company. But because I need the money. I really need the money.</i></p> <p>Will: <i>Just put them in the drawer.</i> (00:24:46) – (00:25:23)</p>



Datum 3	<p>Lou: <i>Hi, am I needed?</i></p> <p>Will: <i><u>DVD weather, I think. Des Hommes et des dieux</u></i> (00:25:58) – (00:26:06)</p>
Datum 4	<p>Will: <i>Have you seen it?</i></p> <p>Lou: <i><u>I do not really like those kind of films</u></i></p> <p>Will: <i>Those kind of films?</i></p> <p>Lou: <i>Films with subtitle.</i> (00:26:37) – (00:26:42)</p>
Datum 5	<p>Will: <i>So?</i></p> <p>Lou: <i>Well, they could have left!</i></p> <p>Will: <i>they chose to stay.</i></p> <p>Lou: <i>Yes, no I get it, being there, gave their lives more meaning, but that is</i></p> <p>Will: <i>but you don't agree.</i></p> <p>Lou: <i>What, well to sacrifice themselves like that. I mean, could you even imagine?</i></p> <p>Will: <i><u>Did you like the film?</u></i></p> <p>Lou: <i>I loved it.</i> (00:27:24) – (00:27:40)</p>
Datum 6	<p>Lou: <i>Will, can I do anything?</i></p> <p>Will: <i><u>My pillows aren't right</u></i></p> <p>Lou: <i>and what do I do?</i></p> <p>Will: <i>put your hand under my head. on my neck and just lift gently.</i> (00:31:58) – (00:32:23)</p>
Datum 7	<p>Will: <i>What time is it? where is Nathan?</i></p> <p>Lou: <i>Half eight. He had to go to another patient. Snow got pretty bad</i></p> <p>Will: <i>Shouldn't you go home?</i></p> <p>Lou: <i><u>You are stuck with me.</u></i> (00:36:46) – (00:37:02)</p>
Datum 8	<p>Lou: <i>Will can I ask you something?</i></p> <p>Will: <i>I suspect you are going to.</i></p> <p>Lou: <i>What happened?</i></p> <p>Will: <i><u>My mother didn't tell you? It's her favorite story.</u></i></p> <p>Lou: <i>Some sort of traffic accident...</i></p> <p>Will: <i>Motorbike</i></p> <p>Lou: <i>You were riding a motorbike?</i> (00:37:15) – (00:37:23)</p>
Datum 9	<p>Will: <i>You know what I see when I look at you?</i></p> <p>Lou: <i>Don't say "potential"</i></p> <p>Will: <i>Potential</i></p> <p>Lou: <i>You need to widen your horizons, Clark. You only get one life. It's actually your duty to live it as fully as possible.</i></p> <p>Will: <i><u>Well, you need a shave!</u></i> (00:42:10) – (00:42:29)</p>
	<p>Will: <i>You've got a funny look on your face. Please do not tell me you shaved off my eyebrows.</i></p> <p>Lou: <i><u>Only the one</u></i></p>



	(00:43:37) – (00:44:43)
Datum 11	<p>Will: <i>Oh my God! What have you come as?</i></p> <p>Lou: <u><i>I don't care what you think, even if you have got a new haircut.</i></u></p>
	(00:48:41) – (00:48:47)
Datum 12	<p>Lou: So, maybe horse racing wasn't my best idea. But this, I think you'll enjoy.</p> <p>Will: So, Nathan has never been to a classical music concert now?</p> <p>Lou: <u><i>No, I haven't. Will you please come with me?</i></u></p>
	(00:53:14) – (00:53:32)
Datum 13	<p>Lou: <i>Right, we are gonna get you in.</i></p> <p>Will: <i>Wait a minute, Clark.</i></p> <p>Lou: <i>Are you okay?</i></p> <p>Will: <u><i>I don't... I don't want to go in yet. I just want to be a man who's been to a concert, with a girl in a red dress. Just a few minutes more.</i></u></p>
	(00:57:05) - (00:57:24)
Datum 14	<p>Lou: <i>I think that this would still be my favorite spot.</i></p> <p>Will: <i>That's because you haven't been anywhere.</i></p> <p>Lou: <i>Ah, so where's better than this, then? Val-d'Isere?</i></p> <p>Will: <u><i>Paris, Place Dauphine, right by the Pont Neuf, sitting outside a cafe with a strong coffee and a warm croissant with unsalted butter and strawberry jam.</i></u></p>
	(01:05:38) - (01:06:02)

B. Discussions

In this section, the writer carefully analyzed and discussed the findings presented previously. The analysis is closely intertwined with the research questions that had been formulated earlier in this study. The analysis is also aligned with the research objectives. The writer divided the explanation into each point according to the specific categories of flouting maxim. Explanation of the data in relation to the research questions and research objectives mentioned earlier in chapter one allows for a deeper understanding of how examples of maxims are flouted.



1. Flouting Maxim of Quantity

Table 4. Flouting maxim of quantity

Data	Dialogue	Type of Flouting Maxim	Implied Meaning	Reason for Flouting the Maxim
Data 14	<p>Lou: <i>I think that this would still be my favorite spot.</i></p> <p>Will: <i>That's because you haven't been anywhere.</i></p> <p>Lou: <i>Ah, so where's better than this, then? Val-dIsere?</i></p> <p>Will: <u>Paris, Place Dauphine, right by the Pont Neuf, sitting outside a cafe with a strong coffee and a warm croissant with unsalted butter and strawberry jam.</u> (01:05:38) - (01:06:02)</p>	QNT 01	Will believed Place Dauphine Paris as the best and a better place than the castle according to Will.	to share information.

Data 1 (QNT 01)

This conversation happened in a windy afternoon in Will's castle. Will and a lighthearted talk about the castle at the beginning. The conversation and Lou, who was thrilled by the existence of the castle, talked about



how it was her favorite place. Will only responded that it was because Lou hadn't visited many places yet. Lou then asked a question what location might top the castle. She also brought up *Val-d'Isere*, the place where Will used to spend his happy life before his paralysis, as they had talked about it earlier. Will answered and described "Paris" in a great detail making Lou speechless as she felt sorry knowing that Will used to have a very happy life.

In the conversation, Will did a flouting maxim of quantity since he gave too much information than what was actually required. In order to not flout the maxim of quantity, Will could simply answer by saying a name of a place. However, he answered with more information that was actually needed, and this was shown by the way he said "*sitting outside a cafe with a strong coffee and a warm croissant with unsalted butter and strawberry jam*". This against the rule of maxim of quantity in Grice theory (1975) saying that "*do not make your contribution more informative than is required*". The implied meaning in Will's utterance is that Will believed Place Dauphine Paris was a better place than the castle. Will flouted maxim of quantity because he would like to share this information to Lou. Will tried to make Lou understand that he knew a place that was better than the castle.

2. Flouting of Maxim of Quality

Table 5. Flouting maxim of quality

	Dialogue	Type of Flouting Maxim	Implied Meaning	Reason for Flouting the Maxim



Data	Dialogue	Type of Flouting Maxim	Implied Meaning	Reason for Flouting the Maxim
Datum 10	<p>Will: <i>You've got a funny look on your face. Please do not tell me you shaved off my eyebrows.</i></p> <p>Lou: <u>Only the one</u></p> <p>(00:43:37) – (00:44:43)</p>	QLT 01	Lou tried to joke as a form of her satisfaction and happiness at being able to make Will finally wanted to shave his beard after a long time.	to create humor

Datum 10 (QLT 01)

This conversation happened when Lou was shaving Will's beard in the bath room. Before this conversation took place, Lou and Will had a talk until the discussion started discussing beards. Lou rebuked Will to shave his beard, and Lou did not expect that Will actually agree to this. Will then sat in his adapted chair while Lou slowly and carefully shaved Will's beard. Will closed his eyes while Lou was shaving his beard. Until the shaving process was done, Will slowly opened his eyes and saw Lou with a mischievous smiling expression. Will then responded to Lou's reaction by asking if his eyebrows were still fine and unshaven. Lou then joked that she had shaved off one of his eyebrows.



ased on the context of the dialogue, Lou flouted maxim of quality
y how she said something that was not in accordance with reality. Will

asked Lou, who smiled mischievously, if she didn't shave his eyebrows. Lou should have given an answer based on the fact that both of Will's eyebrows were fine and not shaved at all, yet in fact she lied by answering that one of them had been shaved. This showed how Lou did not follow Grice theory (1975) about maxim of quality saying that people should say something that is believed to be true. The implied meaning in Lou's utterances is that Lou was beyond happy to see Will finally shaved his beard off after a long time. The mischievous smile was due to her satisfaction because she was the one who shaved Will's beard. Lou flouted maxim of quality because she wanted to create humor.

3. Flouting Maxim of Relevance

Table 6. Flouting maxim of relevance

Data	Dialogue	Type of Flouting Maxim	Implied Meaning	Reason for Flouting the Maxim
Datum 2	<p>Lou: <i>You don't have to be an ass! Your friends got the shitty treatment, fine, they deserved it. I'm just trying to do my job, as best I can. So, it would be really nice if you didn't try and make my life so miserable, as you apparently make everyone else.</i></p> <p>Will: <i>And what if I said I didn't want you here?</i></p> <p>Lou: <i>I'm not employed by you.</i></p>	RLV 01	Will asked Lou to put the frames in drawer as he felt guilty to Lou after hearing Lou's complaint and desperation.	to end the conversation



	<p><i>I'm employed by your mother. So, unless she says she doesn't want me here anymore, I'm staying. Not because I care about you, or particularly enjoy your company. But because I need the money. I really need the money.</i></p> <p>Will: <u>Just put them in the drawer.</u> (00:24:46) – (00:25:23)</p>			
Datum 3	<p>Lou: <i>Hi, am I needed?</i></p> <p>Will: <u>DVD weather, I think.</u> <u>Des Hommes et des dieux</u> (00:25:58) – (00:26:06)</p>	RLV 02	Will wanted Lou to watched a movie named <u>Des Hommes et des dieux</u> in his DVD cassette collection.	to order someone to do something



Datum 5	<p>Will: <i>So?</i></p> <p>Lou: <i>Well, they could have left!</i></p> <p>Will: <i>they chose to stay.</i></p> <p>Lou: <i>Yes, no I get it, being there, gave their lives more meaning, but that is</i></p> <p>Will: <i>but you don't agree.</i></p> <p>Lou: <i>What, well to sacrifice themselves like that. I mean, could you even imagine?</i></p> <p>Will: <u><i>Did you like the film?</i></u></p> <p>Lou: <i>I loved it.</i> (00:27:24) – (00:27:40)</p>	RLV 03	Will did not want to talk about the movie plot anymore. Thus, he stopped Lou's chatter and teased Lou as well.	to end the conversation
Datum 7	<p>Will: <i>What time is it? where is Nathan?</i></p> <p>Lou: <i>Half eight. He had to go to another patient. Snow got pretty bad</i></p> <p>Will: <i>Shouldn't you go home?</i></p> <p>Lou: <u><i>You are stuck with me.</i></u> (00:36:46) – (00:37:02)</p>	RLV 04	Lou did not want to leave Will alone, and she would like to accompany him that night.	to avoid answering question



Datum 9	<p>Will: <i>You know what I see when I look at you?</i></p> <p>Lou: <i>Don't say "potential"</i></p> <p>Will: <i>Potential</i></p> <p>Lou: <i>You need to widen your horizons, Clark. You only get one life. It's actually your duty to live it as fully as possible.</i></p> <p>Will: <u><i>Well, you need a shave!</i></u> (00:42:10) – (00:42:29)</p>	RLV 05	Lou did not want to respond the statement of Will since she could not leave her family.	to avoid discussing about something.
Datum 11	<p>Will: <i>Oh my God! What have you come as?</i></p> <p>Lou: <u><i>I don't care what you think, even if you have got a new haircut.</i></u> (00:48:41) – (00:48:47)</p>	RLV 06	Lou did not want to hear Will's comment about her outfit, and because it was her first time to see Will with his new haircut so she changed the subject of the conversation.	to change the subject.
Datum 12	<p>Lou: <i>So, maybe horse racing wasn't my best idea. But this, I think you'll enjoy.</i></p> <p>Will: <i>So, Nathan has never been to a classical music concert now?</i></p> <p>Lou: <u><i>No, I haven't. Will you please come with me?</i></u> (00:53:14) – (00:53:32)</p>	RLV 07	Lou wanted Will to go to a classical music concert with her as a form of her apologize since their previous plan didn't go well.	to apologize



Datum 13	<p>Lou: <i>Right, we are gonna get you in.</i></p> <p>Will: <i>Wait a minute, Clark.</i></p> <p>Lou: <i>Are you okay?</i></p> <p>Will: <u><i>I don't... I don't want to go in yet. I just want to be a man who's been to a concert, with a girl in a red dress. Just a few minutes more.</i></u> (00:57:05) - (00:57:24)</p>	RLV 08	Will didn't want Lou to take him into the house as he wanted Lou's company in the car for just a moment.	to emphasize something

a. Datum 2 (RLV 01)

This conversation occurred at Will's house when Lou was repairing some photo frames that were cracked due to Will's smash. Will doesn't like Lou's idea of fixing the frame because he actually smashed the frame accidentally. Angry will rebuked Lou with quite hurtful words. Lou, who initially spoke cheerfully, finally changed her tone because she felt angry about Will's tension towards her. Lou defended herself that her presence in the house, which Will did not like, was simply because she wanted to make money. Lou only carried out her duties as a caregiver because she was hired by Will's mother, not Will. Will, who initially said hurtful words, felt a little guilty so he just ended the conversation and told Lou to just put the photo frame in a drawer.

In the conversation, Will flouted maxim of relevance since he said g that is not related to the previous topic in his conversation with Lou. ted about Will's dislike of Lou's presence at his house. The flouting was r how Will only responded by saying "*Just put them in the drawer*" after



hearing the long sentences of Lou defending herself. Will disobey Grice theory (1975) about maxim of relevance that said “*be relevant*”. The implied meaning in Will’s utterances is that he felt guilty after saying bad words to Lou, so he did not want to say another thing that might hurt Lou even more. The reason Will flouted the maxim is that he wanted to end the conversation.

b. Datum 3 (RLV 02)

This dialogue happened one rainy day in Will's TV room. Lou came to Will and asked if Will needed Lou at that moment. Lou came with an attitude as if nothing had happened even though they had had an argument before. Will, who looked a little guilty, answered Lou by saying a name of a film that was in the DVD collection in his cupboard. The film was a French film. Lou looked for the cassette and wanted to play the film for Will. Even though there was a bit of an argument, they ended up watching together.

Based on the context of the conversation, Will had flouted maxim of relevance. Maxim of relevance as in Gricean theory (1975) required people to stay relevant when talking about something. Lou asked Will whether he needed her or not, yet Will answered by saying “*DVD weather, I think. Des Hommes et des dieux*”. In order to not flout maxim of relevance, Will should have answered either he needed Lou or not. In fact, he said something irrelevant which was mentioning about DVD and a name of a film. The meaning in Will’s utterance is he wanted to watch a movie. The reason why Will flouted maxim of relevance is



Lou do something, which in this case was to play a film via DVD

c. Datum 5 (RLV 03)

This dialogue took place in Will's house. Will asked Lou to accompany him to watch a French movie. At first, Lou did not want to watch as she did not used to watch movie with subtitle, yet Will ordered her to accompany watch it with him. While watching, Will gave a thin glance at Lou, who was so focused on watching the movie. After watching, Will asked Lou about how the movie was. Lou seriously gave a disapproving response to the ending of the movie because she thought the actors in the film could have done more. Will found Lou's exaggerated response very funny because she didn't want to watch the film at first.

In the conversation, Will flouted maxim of relevance since he said something irrelevant. In this case, Will did not follow Grice (1975) rule, which is “*be relevant*”, in theory about maxim of relevance. The question “*Did you like the film?*” that Will asked to Lou showed how he gave irrelevant response to Lou's earlier question saying “*What, well to sacrifice themselves like that. I mean, could you even imagine?*”. Lou was still talking about the movie, yet Will changed the conversation to something else. The implied meaning in Will's utterance is he did not want to talk about the movie plot because it passed already. The reasons of Will flouted the maxim are because he wanted to stop Lou's chatter and would like to tease Lou, who said she did not like the movie before.

d. Datum 7 (RLV 04)

The conversation occurred one night in Will's bedroom. Will's condition get worse that day so he had to lie in bed. Will had already received his personal doctor named Nathan. Lou had to look after Will because



Nathan had to leave the house and go to see another patient. Will, who had been asleep, finally woke up and asked what time it was and asked where Dr. Nathan. Lou answered the two questioned from Will that it was 19.30 a.m and Nathan had to go to see another patient. Will then asked again why Lou was still there looking after him even though she should have gone home. Lou then answered that Will was stuck with her that night.

In the dialogue, Lou had done a flouting maxim of relevance. She answered Will question by disobeying the rule of Gricean maxim theory (1975) saying that people must be relevant in their communication. The flouting was shown in how Lou said “*You are stuck with me*” instead of answering Will’s question that is “*Shouldn’t you go home?*” with any reasons to explain why she did not go home yet. The implied meaning in her utterance is because she would like to stay there longer to accompany Will who had to lie down in the bed. The reason why Lou did flouting maxim of relevance is she did not want to answer Will’s question as she chose to be there and not going home.

e. Datum 9 (RLV 05)

This dialogue happened one afternoon in Will's yard. At that time, Will and Lou talked about the story about Lou’s previous job that was being a waitress at a cafe. They also talked about Lou's life, which should have been better than being



nd subjected to the demands of her job as a caregiver which actually did
her interest in fashion. Lou also talked about how she could have been

in Manchester for her education. Will then asked why Lou didn't take that opportunity, but Lou could only remain silent. Will then told Lou that Lou is someone full of potential. Will regrets having Lou stay at his home as a caregiver instead of getting her education. Lou couldn't answer Will's question because she couldn't leave her family who needed her help for fulfilling the family's needs.

The conversation contained flouting maxim of relevance did by Lou. In Gricean theory (1975), it is said that people must be relevant in terms of having a topic in a communication. Lou did not follow the rule of the maxim shown by how she said “*Well, you need a shave!*” since it was irrelevant to the topic that was being discussed. Will was talking about how Lou should wide her horizons and live her life, yet Lou responded that Will should shave his beard. The implied meaning in Lou’s utterance is that she did not really talk about Will’s beard, but she just did not want to respond to Will question. Lou flouted maxim relevance because she avoided talking about the reason why she did not take the opportunity to go to Manchester. Lou, who actually really wanted to continue her education according to her passion, cannot do that because of the demands of supporting the need of her family.

f. Datum 11 (RLV 06)

The conversation took place in Will’s bedroom. Will was getting ready to go, being helped by his personal doctor, Doctor Nathan, to get into his adapted
while getting ready, Lou came with an outfit that was different from usual.
and very neat and ready to go somewhere. Will asked what outfit Lou was



wearing. Lou didn't answer what outfit she was wearing, but instead talked about Will's hair, which at that time had been cut shorter. The three of them were going to go watch horse racing, but Will just found out that he would be invited to go out to watch the horse racing.

Based on the context of the dialogue, Lou flouted maxim of relevance. Maxim of relevance in Grice theory (1975) required people to always be relevant when talking to the person they are speaking to. Lou saying "*I don't care what you think, even if you have got a new haircut*" showed a flouting maxim of relevance because her statement did not answer the question of Will when asking what Lou had come as with her outfit. She instead talked about Will's hair that at that time got new haircut. The implied meaning in Lou's utterance is Lou did not want Will to say or comment anything. Lou flouted maxim relevance as she did not care and did not want to answer Will's question, and because she was a little surprised by Will's new haircut, so she chose to change the subject of the conversation.

g. Datum 12 (RLV 07)

This dialogue occurred one day in TV Will's room. Lou came to Will who was feeling a little upset and uncomfortable because of Lou's plan to take him to watch horse racing which unfortunately did not go well. Lou apologized to Will because her horse racing plans didn't go according to plan. Lou then offered Will another activity that he could do, and it was watching a classical music concert. At first, Will, who was a little annoyed, asked Lou if this planning was because

his doctor, had never seen a classical music concert. Will asking Lou this was because the horse racing plan was carried out on the grounds that



Nathan had never watched it. Lou answered that this time she was the one who had never been to a classical music concert, and Lou invited Will to accompany him.

In the conversation, Lou had flouted maxim of relevance. Grice (1975) set a rule in his maxim of relevance theory that people must be relevant in their conversation. In order to not flout maxim of relevance, Lou should have answered Will's question whether it was because Nathan had never been a classical music concert or not. However, Lou answered the question by saying "No, I haven't. Will you please come with me?". Lou answered that she was the one who had never been in the concert. Furthermore, Lou answered Will by asking Will if he wanted to come to the concert with her or not. The implied meaning in her utterance is Lou wanted Will to go to the concert together with her. The reason why Lou flouted maxim of relevance is because she wanted to apologize to Will for upsetting him as Lou could not make their horse racing plan went well.

h. Datum 13 (RLV 08)

The conversation happened in a night after Lou and Will went out to watch classical music concert. Watching the concert was the idea of Lou so that Will could feel the experience. Lou wore a red dress making her looking very beautiful and elegant, while Will wore a suit making him looking prestigious. They spent the night very well together. On the way home, Lou drove the car while Will sat in the passenger seat. After parking the car, they asked each other about their

ons of watching the classical music concert. When it was time for Lou to
l into the house, Will suddenly held Lou. Lou was a little panicked



because she was afraid that something happened to Will, so she asked if Will was okay. Will answered that he didn't want to go into the house yet. He wanted to sit in the car a little longer because he wanted to experience the feeling of coming home from a concert with a woman. This experience was very difficult for him to experience considering Will's condition made it impossible.

Based on the context of the conversation, Will happened to flout maxim of relevance. Maxim of relevance according to Gricean theory (1975) required a speaker to be always relevant in a conversation. Lou asked Will “*Are you okay?*”, yet Will said something that is not relevant to the question. He should answer either he was fine or not, yet he said “*I don't... I don't want to go in yet. I just want to be a man who's been to a concert, with a girl in a red dress. Just a few minutes more*”. The implied meaning in Will's utterance is he wanted Lou's company. The reason he flouted maxim of relevance is because wanted to emphasize how much he wanted to be accompanied with Lou in the car in order to feel the feeling of coming home from a concert with a beautiful woman.

4. Flouting Maxim of Manner

Table 7. Flouting maxim of manner



Dialogue	Type of Flouting Maxim	Implied Meaning	Reason for Flouting the Maxim

Data	Dialogue	Type of Flouting Maxim	Implied Meaning	Reason for Flouting the Maxim
Datum 1	<p>Will: <i>Val dIsere. good snow that year.</i></p> <p>Lou: <i><u>Sorry, I was...., I was....</u></i></p> <p>Will: <i>You were just looking at my photographs, thinking how awful it must be having lived like that and ended up like this. The rest are in the drawer if you'd like to snoop around further.</i> (00:17:39) – (00:17:54)</p>	MNR 01	Lou apologized for being caught by Will, yet Lou's speech was stumbled for fear of hurting Will's feeling.	confuse to give answer
Datum 4	<p>Will: <i>Have you seen it?</i></p> <p>Lou: <i><u>I do not really like those kind of films</u></i></p> <p>Will: <i>Those kind of films?</i></p> <p>Lou: <i>Films with subtitle.</i> (00:26:37) – (00:26:42)</p>	MNR 02	Lou was not used to watching films with subtitles.	to replace certain word
Datum 6	<p>Lou: <i>Will, can I do anything?</i></p> <p>Will: <i><u>My pillows aren't right</u></i></p> <p>Lou: <i>and what do I do?</i></p> <p>Will: <i>put your hand under my head. on my neck and just lift gently.</i> (00:31:58) – (00:32:23)</p>	MNR 03	Will expected Lou to set the position of his pillow.	to be helped



Data	Dialogue	Type of Flouting Maxim	Implied Meaning	Reason for Flouting the Maxim
Datum 8	<p>Lou: <i>Will can I ask you something?</i></p> <p>Will: <i>I suspect you are going to.</i></p> <p>Lou: <i>What happened?</i></p> <p>Will: <u><i>My mother didn't tell you? It's her favorite story.</i></u></p> <p>Lou: <i>Some sort of traffic accident...</i></p> <p>Will: <i>Motorbike</i></p> <p>Lou: <i>You were riding a motorbike?</i></p> <p>(00:37:15) – (00:37:23)</p>	MNR 04	Will's mother had often told other people about Will's accident, so Will just let his mother to tell the story every time people asked.	to have a small talk

a. Datum 1 (MNR 01)

The dialogue took place in Will's house. Lou was folding Will's clothes, and when she wanted to put Will's clothes in the wardrobe, she looked at the photographs on the table. The photographs were photos that captured many moments in Will's life before he became paralyzed. Will saw Lou looking at his photos. Will then said the name of a place in one of the photos. Lou was spontaneously shocked like someone who had just been caught committing a disgraceful act. Lou was shocked and apologized to Will for seeming unious, but her speech stumbled because she was surprised that Will had m. Will then said something sarcastic to Lou.



In the conversation, Lou flouted maxim of manner shown in how she became unclear in talking to Will. Lou in her dialogue saying “*Sorry, I was..... I was....*” showed how she was not clear. This situation could create misunderstanding. According to maxim of manner, people flouting the maxim of manner might create misunderstanding. Grice (1975) set some rules in his theory about maxim of manner, and one of them is avoiding obscurity. Lou should have been clear in talking so that the misunderstanding was not generated. The implied meaning in Lou’s utterance is she wanted to apologize, but she confused about what to say. She was afraid if she said something that might hurt Will’s feeling because of her act. Lou flouted maxim of manner because she was confused in giving respond to Will who caught her looking at his photographs. Lou, even though she stammered when speaking, could only apologize to Will.

b. Datum 4 (MNR 02)

This conversation happened one afternoon in the TV room at Will's house. Lou came to Will and asked whether Will needed Lou to do something to him or not. Will wanted to watch a French film, so he invited Lou to come watch it. Lou casually said that she did not like the kind of films Will watched. Will was confused about what Lou meant, so he asked again. Lou finally explained that she didn't really like watching films with subtitles. Will didn't care about that and still ordered Lou to accompany him to watch.

In the dialogue, a flouting maxim of manner occurred. Lou flouted maxim of manner shown in the way she said “*I don’t really like those kind of films*” when asked if she had watched it or not. This was categorized as flouting maxim of



manner because Lou saying that prolixity statement made Will confused. Lou did not answer Will's question, and this caused Will to ask another question shown in how he said "*Those kind of films?*". Lou against the rule of maxim of manner since in Grice theory (1975) people were required to avoid unnecessary prolixity. Lou should have said that she had not watched the film because she did not like film with subtitle. The implied meaning in Lou's utterance is she did not watch movie with subtitle. Lou flouted this type of maxim because she would like to replace a certain word in her speech. The phrase "films with subtitle" was replaced with "those kind of film".

c. Datum 6 (MNR 03)

The dialogue took place in Will's bedroom one day when it was snowing. Lou met Will's father who had just come out of Will's room. Lou asked if Will was okay. Will's father said that Will's situation was not very well. Will's father then left Lou and entrusted Will to Lou. Lou went to Will, who was lying in bed because the weather did not allow Will to carry out any activities. Lou asked if Will needed anything or needed Lou to do something. Will said that the position of the pillow was not good. Lou then asked Will what she should do. Will told Lou to gently lift Will's neck and adjust the position of the pillow.

Based on the context of the conversation, Will flouted maxim of manner because he did not provide clear information to Lou. In Gricean theory (1975), Grice set a rule saying *avoid obscurity of expression*. When Will said "*my pillows*

ight" to Lou, he was not giving clear information. This made Lou had to ask what she should do with the pillow. In this case, Will had made Lou



somewhat confused. The implied meaning in Will's utterance is that he expected Lou to set the position of his pillow. In order to avoid flouting, Will should have clearly given orders to Lou to set the position of the pillow. The reason Will said the sentence is to get a help from Lou. However, Will had flouted maxim of manner with his statement.

d. Datum 8 (MNR 04)

The conversation occurred in a night in Will's bedroom. At that time, Will was lying in bed because his condition was not very good. Lou accompanied and cared for Will. Lou helped Will drink water in a glass. When she was about to put the glass away, Lou, looking a little hesitant, finally asked Will. She asked Will if she could ask him something. Will had expected Lou to ask, so he allowed Lou to ask. Lou then asked what happened that caused Will to become paralyzed. Will then answered casually that if Lou wasn't told by Will's mother about the story of Will's accident. Lou then carefully said that it was related to an accident. Will finally answered what kind of accident had happened to him.

In the dialogue, a flouting maxim of manner happened. The way Will said *"My mother didn't tell you? It's her favorite story"* showed that he flouted maxim of manner. Lou asked Will about the accident that happened to him, yet Will did not answer Lou's question. Will did not give clear information to Lou as he was small talking when talking to Lou. Will did not follow the rule of maxim of manner in Gricean theory (1975) that required people to be clear in stating

g. In order to obey maxim of manner, Will should tell Lou about what had happened to him. The implied meaning in Will's utterance is that he



expected his mother to be the teller of his accident story. The reason Will flouted maxim of manner is because he would like to enlighten the mood by small talking to Lou. Knowing that his mother had always explain his accident to other and so that the atmosphere of the talk did not feel so sad, he made small talk to Lou.

From the total data presentation, there were 14 flouting maxim data in the form of utterances in dialogue uttered by the two main characters of the *Me Before You* movie Louisa Clark and Will Traynor. From all the data found, there was 1 flouting of the maxim of quantity, 1 flouting of the maxim of quality, 8 flouting of the maxim of relevance, and 4 flouting of the maxim of manner. The two main characters flouting maxims had created implicatures in their utterances, and it was related to the context in which the conversation occur.



CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

After analyzing the utterances by the main characters of *Me Before You* movie, in which Louisa Clark and Will Traynor had dialogue, the writer finally come to the conclusion:

1. All types of flouting maxim are found in the data. There are 14 data in total with details: 1 flouting maxim of quantity, 1 flouting maxim of quality, 8 flouting maxims of relevance, and 4 flouting maxims of manner. It concludes that flouting maxim are also found in a movie, for instance in *Me Before You* movie.
2. Both main characters create implied meaning when they flout every type of flouting maxim. The implicatures are formed from the influences of context. There are 12 implied meaning found, that are the character having a belief, trying to joke, asking someone to do something, wanting someone to do something, not wanting someone to do something, not wanting to talk, not wanting to respond, not wanting to hear anybody, apologizing, not getting used to do an act, expecting someone to do something, and letting someone do something.
3. There are 13 reasons causing the main characters in *Me Before You* movie flouted maxims. The reason for flouting maxim of quantity is to share

nation. The reason for flouting maxim of quality is to create humor. In on, the reasons for flouting maxim of relevance are to end the



conversation, to order someone to do something, to avoid answering questions, to avoid discussing something, to change the subject, to apologize and to emphasize something. The reasons for flouting maxim of manner are confuse to give an answer, to replace certain words, to get a help, and having small talk

B. Suggestion

In carrying out this research, the writer aspires to achieve several main goals as follows:

1. The exploration of pragmatic studies regarding flouting maxim is considered a very interesting area. Therefore, the writer suggests a more comprehensive and in-depth research of this field to uncover more insight. The researchers can gain a richer understanding of the complexity inherent in linguistic pragmatics.
2. The writer hopes future researcher could broaden the scope of the investigations regarding flouting maxim. The hope is that future researchers will begin studies flouting maxim by including diverse language domains. By broadening the range of linguistic contexts, researchers can offer more perspectives on flouting maxim and provide more comprehensive understanding of how communicative principles are applied across different linguistic landscapes.





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APPENDIX

Data	Dialogue	Type of Flouting Maxim	Implied Meaning	Reason For Flouting the Maxim
Datum 1	<p>Will: <i>Val dIsere. good snow that year.</i></p> <p>Lou: <i><u>Sorry. I was...., I was....</u></i></p> <p>Will: <i>You were just looking at my photographs, thinking how awful it must be having lived like that and ended up like this. The rest are in the drawer if you'd like to snoop around further.</i></p> <p>(00:17:39) – (00:17:54)</p>	MNR 01	Lou apologized for being caught by Will, yet Lou's speech was stumbled for fear of hurting Will's feeling.	confuse to give answer
Datum 2	<p>Lou: <i>You don't have to be an ass! Your friends got the shitty treatment, fine, they deserved it. I'm just trying to do my job, as best I can. So, it would be really nice if you didn't try and make my life so miserable, as you apparently make everyone else.</i></p> <p>Will: <i>And what if I said I didn't want you here?</i></p> <p>Lou: <i>I'm not employed by you. I'm employed by your mother. So,</i></p>	RLV 01	Will asked Lou to put the frames in drawer as he felt guilty to Lou after hearing Lou's complaint and desperation.	to end the conversation



	<p><i>unless she says she doesn't want me here anymore, I'm staying. Not because I care about you, or particularly enjoy your company. But because I need the money. I really need the money.</i></p> <p>Will: <u>Just put them in the drawer.</u> (00:24:46) – (00:25:23)</p>			
Datum 3	<p>Lou: <i>Hi, am I needed?</i></p> <p>Will: <u>DVD weather, I think. Des Hommes et des dieux</u> (00:25:58) – (00:26:06)</p>	RLV 02	Will wanted Lou to watched a movie named <u>Des Hommes et des dieux</u> in his DVD cassette collection.	to order someone to do something
Datum 4	<p>Will: <i>Have you seen it?</i></p> <p>Lou: <u>I do not really like those kind of films</u></p> <p>Will: <i>Those kind of films?</i></p> <p>Lou: <i>Films with subtitle.</i> (00:26:37) – (00:26:42)</p>	MNR 02	Lou was not used to watching films with subtitles.	to replace certain word
Datum 5	<p>Will: <i>So?</i></p> <p>Lou: <i>Well, they could have left!</i></p> <p>Will: <i>they chose to stay.</i></p> <p>Lou: <i>Yes, no I get it, being there, gave their lives more meaning, but that is</i></p>	RLV 03	Will did not want to talk about the movie plot anymore. Thus, he stopped Lou's	to end the conversation



	<p>Will: <i>but you don't agree.</i></p> <p>Lou: <i>What, well to sacrifice themselves like that. I mean, could you even imagine?</i></p> <p>Will: <u>Did you like the film?</u></p> <p>Lou: <i>I loved it.</i> (00:27:24) – (00:27:40)</p>		chatter and teased Lou as well.	
Datum 6	<p>Lou: <i>Will, can I do anything?</i></p> <p>Will: <u>My pillows aren't right</u></p> <p>Lou: <i>and what do I do?</i></p> <p>Will: <i>put your hand under my head. on my neck and just lift gently.</i> (00:31:58) – (00:32:23)</p>	MNR 03	Will expected Lou to set the position of his pillow.	to get a help
Datum 7	<p>Will: <i>What time is it? where is Nathan?</i></p> <p>Lou: <i>Half eight. He had to go to another patient. Snow got pretty bad</i></p> <p>Will: <i>Shouldn't you go home?</i></p> <p>Lou: <u>You are stuck with me.</u> (00:36:46) – (00:37:02)</p>	RLV 04	Lou did not want to leave Will alone, and she would like to accompany him that night.	to avoid answering question
Datum 8	<p>Lou: <i>Will can I ask you something?</i></p> <p>Will: <i>I suspect you are going to.</i></p> <p>Lou: <i>What happened?</i></p> <p>Will: <u>My mother didn't tell you?</u> <u>It's her favorite</u></p>	MNR 04	Will's mother had often told other people about Will's accident, so Will just let his	to have a small talk



	<u>story.</u> Lou: <i>Some sort of traffic accident...</i> Will: <i>Motorbike</i> Lou: <i>You were riding a motorbike?</i> (00:37:15) – (00:37:23)		mother to tell the story every time people asked.	
Datum 9	Will: <i>You know what I see when I look at you?</i> Lou: <i>Don't say "potential"</i> Will: <i>Potential</i> Lou: <i>You need to widen your horizons, Clark. You only get one life. It's actually your duty to live it as fully as possible.</i> Will: <u><i>Well, you need a shave!</i></u> (00:42:10) – (00:42:29)	RLV 05	Lou did not want to respond the statement of Will since she could not leave her family.	to avoid talking about something.
Datum 10	Will: <i>You've got a funny look on your face. Please do not tell me you shaved off my eyebrows.</i> Lou: <u><i>Only the one</i></u> (00:43:37) – (00:44:43)	QLT 01	Lou tried to joke as a form of her satisfaction and happiness at being able to make Will finally wanted to shave his beard after a long time.	to create humor
1	Will: <i>Oh my God! What have you come as?</i> Lou: <u><i>I don't care what you think,</i></u>	RLV 06	Lou did not want to hear Will's comment	to change the subject



	<i>even if you have got a new haircut.</i> (00:48:41) – (00:48:47)		about her outfit, and because it was her first time to see Will with his new haircut so she changed the subject of the conversation.	
Datum 12	<p>Lou: So, maybe horse racing wasn't my best idea. But this, I think you'll enjoy.</p> <p>Will: So, Nathan has never been to a classical music concert now?</p> <p>Lou: <u>No, I haven't. Will you please come with me?</u> (00:53:14) – (00:53:32)</p>	RLV 07	Lou wanted Will to go to a classical music concert with her as a form of her apologize since their previous plan didn't go well.	to apologize
Datum 13	<p>Lou: <i>Right, we are gonna get you in.</i></p> <p>Will: <i>Wait a minute, Clark.</i></p> <p>Lou: <i>Are you okay?</i></p> <p>Will: <u>I don't... I don't want to go in yet. I just want to be a man who's been to a concert, with a girl in a red dress. Just a few minutes more.</u> (00:57:05) - (00:57:24)</p>	RLV 08	Will didn't want Lou to take him into the house as he wanted Lou's company in the car for just a moment.	to emphasize something



Datum 14	<p>Lou: <i>I think that this would still be my favorite spot.</i></p> <p>Will: <i>That's because you haven't been anywhere.</i></p> <p>Lou: <i>Ah, so where's better than this, then? Val-d'Isere?</i></p> <p>Will: <u>Paris, Place Dauphine, right by the Pont Neuf, sitting outside a cafe with a strong coffee and a warm croissant with unsalted butter and strawberry jam.</u></p> <p>(01:05:38) - (01:06:02)</p>	QNT 01	<p>Will believed Place Dauphine Paris as the best and a better place than the castle according to Will.</p>	to share information.
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