

## THE IMPLEMENTATION OF COOPERATIVE PRINCIPLE IN “UP” MOVIE: PRAGMATIC APPROACH

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### ABSTRACT

This research was about cooperative principle in Up movie. The purposes of this research were to find out and explain the types of maxims in Up movie. This movie showed the conversation between the senior citizen and a kid who had different level the way of thinking. Their ideas while speaking gave experience how people with different level of age avoid misunderstanding. By looking at the connection between questions and answers or responses showed the cooperative conversation. This research applied the theory of cooperative principle with four maxims theorized by Grice. This descriptive qualitative research used the observational method to collect the data and pragmatic identity method to analyze the data. The result of this analysis was the maxim of quantity, maxim of quality, maxim of relevant, and maxims of manner applied by the characters. It showed that the different age of the speakers will not change the meaning of each speaker because the speakers have the same perception and aim. Additionally, the maxim of manner is the most used data and the maxim of quality was the least data used in Up movie.

**Keywords:** cooperative principle, movie, pragmatics

### 1. Introduction

Cooperative principle is a study that discusses cooperative conversation proposed by Grice (1975). According to Grice (1975) in conversation, the cooperative principle is defined as a variety of information needed between the speaker and the listener. this conversation contains

four maxims; maxim of quantity, maxim of quality, maxim of relationship, and maxim of manner. This study relates to the phenomena of everyday human's life, especially in conversation. In addition to daily conversations, cooperative conversations are also shown in

various offline and online media, even in written works.

An example of a cooperative principle phenomenon can be found in talk shows. Many people use the cooperative principle statement in their talk shows, one of them is on Jimmy Kimmel live talk show as follows.

Jimmy : "So, the first time you said hello to Tommy, you were dressed as a spiderman?"

Andrew : **"Yeah, kind of yeah"**

In the Live talk show, Jimmy Kimmel invited a spiderman actor as the hearer, Andrew Garfield, and Jimmy as the speaker. The speaker asked when the hearer first met Tommy, and whether the hearer dressed as a spiderman. And the hearer answer **"Yeah, kind of yeah"**. The conversation above shows the cooperative principle, because there is an interconnected conversation between the speaker who asked where he needed the information and the hearer who answered as the information needed by the speaker.

In addition, cooperative principle is also found in the conversation in the movie. This research analyzed the cooperative principle in a movie entitled "UP". UP is one of the Walt Disney Picture movies from the Pixar animation studio. The main characters in this movie are an old widower named Carl Fredricksen and a boy named Russell. The core of the story of this movie, Carl wanted to fulfill his promise to his dead wife to find Paradise Fall by flying his house using tons of thousands of balloons. This movie showed the conversation between the senior citizen and a kid

who had different level the way of thinking. Their ideas while speaking gave experience how people with different level of age avoid misunderstanding. By looking at the connection between questions and answers or responses showed the cooperative conversation. Below is one of the conversations found in the UP movie:

Nurse : "Good morning, Mr. George Fredricksen. D'you ready to go?"

Carl : **"Ready as I'll ever be"**

Carl : **"Ready as I'll ever be"**

The conversation above happened in one of the opening scenes of the movie. The speaker came to greet the hearer and asked "You ready to go?" and the hearer replied **"Ready as I'll ever be"**. The hearer replied he was ready to go and said goodbye to his house. The hearer's answer in conversation above shows the maxims which are part of the cooperative principle. The hearer's answer not only showing one maxim, but there are 3 maxims. The first is the maxim of relevance, where the hearer's answer is in accordance with the current topic, the second is the maxim of manner, the hearer's answer is very clear and not confusing or ambiguous, and the third is the maxim of quality, where the hearer's answer is truly and does not make up (Grice, 1975).

Research of cooperative principles has been done by some scholars. Napitupulu & Ambalegin (2022) from Putera Batam University analyzed the cooperative principle in a movie entitled Zootopia. This research used the theory of Grice (1975). The results of the research are 17 data of maxim of quantity, 14 data of maxim

of quality, 16 data of maxim of relevance, and 7 data of maxim of manner. The maxim of quantity was dominated in the movie. Instead, maxim of manner was the least frequency.

Safitri & Ambalegin (2022) from Putera Batam University analyzed the cooperative principle in a movie entitled the Back to the Outback. this research used the theory of Grice (1975). The results of the research are 9 data of maxim of quantity, 6 data of maxim of quality, 7 data of maxim of relation, and 10 data of maxim of manner. The maxim of manner was dominated in the movie. Instead, maxim of quality was the least frequency..

The researchers used the theory of Grice (1975) to identify the types of cooperative principles in the dialogue. Even if using the same type of data source, movie, each data source used different titles. The "Up" movie served as the data source of this research. Specifically, this research discussed the types of cooperative principles in Up movie.

## 2. Politeness Strategies

To fulfill the purpose of the conversational, the speaker and hearer must submissive cooperative principle. Grice was the expert of the theory of cooperative principle. Cooperative principle refers to interlocutors to make their conversational as informative, clear, and relevant as possible to achieve the objective of conversations (Grice, 1975). The cooperative principle contains 4 maxims; maxim of quantity, maxim of quality, maxim of relation, and maxim of manner. Every maxim has its own

characteristic in forming the conversational implicature.

### 2.1 Maxim of Manner

In the manner category, Grice (1975) listed "Be perspicuous" and four other maxims related to how one conveys information; avoid ambiguity, avoid ambiguous sentences, be concise, and be organized.

Example:

Bonnie : "We're really proud of you Judy"

Stu : "**Yeah. scared too. really its kind of a proud-scared combo.**"

(Napitupulu & Ambalegin, 2022)

### 2.2 Maxim of Relation

Maxim of the relation is in the term of simple and relevant (Grice, 1975). One must stay on the topic of discussion while communicating must not run away from the topic. Topic changes can happen on their own, and the conversationalist must stay on the topic of conversation.

Example:

Disgust : "Okay, we've got a group of cool girls at 2 o'clock."

Joy : "**How do you know?**"

Disgust : "Double ears pierced, infinity scarf..."

Joy : "**Whoa. Is she wearing eye shadow?**"

(Nurhidayati & Magria, 2019)

### 2.3 Maxim of Quantity

Maxim of quantity is that one must give an answer as informative as needed in a conversation (Grice, 1975). This means that in a conversation, if the speaker asks a question, the listener must provide an informative and sufficient answer.

Example:

Dad : "Have you enjoyed having Charlotte here all summer, Tim?"

Tim : "Yeah"  
(Sari & Afriana, 2020)

### 2.4 Maxim of Quality

Maxim of quality is stated by giving a true contribution or fact and not saying what is not true (Grice, 1975). Lying is one of the violations of the maxim of quality which causes the violation of the maxim of quality. In general, lying is a statement that someone believes is wrong.

Example:

Gothel : "Then I don't know why it takes so long! Ergh, ho-ho-ho-ho, darling, I'm just teasing."

Rapunzel : "Hmm, he-he-he. Alright, so, mother, as you know, tomorrow is a very big day."  
(Malinda & Suyadi, 2019)

### 3. Research Method

The qualitative method was used to this research. In order to produce descriptive data from individuals and behaviour that can be seen, qualitative research is defined as a method of inquiry, defines qualitative research (Creswell & Creswell, 2018). And then, the researchers used an observational method by Sudaryanto (2015) to gather the data. The data were collected by the researchers in three steps. the first step, the researchers watched the movie. The second, the researchers wrote down and classified the data. Finally, the researchers used

the Grice's (1975) theory to correlate the data in context.

After collecting the data, the researchers began to analyze the data. the Pragmatic Identity Method proposed by Sudaryanto (2015) was applied to analyze the data in the context of this research. The steps which the researchers used in analyzing the data, the first was to identify the types of cooperative principles that appeared in the utterances, Second, the researchers classified the collected data. Finally, the researchers described in the context of the data findings with theory Grice (1975).

### 4. Result and Discussion

#### 4.1 Result

The result of the research was shown in the table below.

No	Cooperative Principles	Data
1	Maxim of Quantity	8
2	Maxim of Quality	7
3	Maxim of Relation	8
4	Maxim of Manner	10

#### 4.2 Discussion

##### 4.2.1 Maxim of Quantity

###### Data 1

Russell : Good afternoon. My name is Russell. And I am a Wilderness Explorer in Tribe 54, Sweatlodge 12. Are you in need of any assistance today, sir?"

Carl : **No.**

The speaker came to the hearer's house and offered to help get an award, but the hearer refused. By seeing that, hearer could be considered to fill the maxim of quantity. It can be said so because she

gave enough information and didn't give too much information.

**Data 2**

Carl : "Walk back! Walk back!"

Russell : "**Okay!**"

The conversation above occurred when the hearer and speaker dragged closer to the abyss. They slid over the edge and stopped. The speaker said to the hearer and the hearer responded with a clear and concise utterance. Judging from the hearer's utterance, it is classified as a maxim of quantity because he contributed enough in his utterance.

**Data 3**

Carl : "What is that thing?"

Russell : "**It's a snipe!**"

The scene showed the speaker was startled by something. The speaker turned to look. Next to Russell stood a 13-foot-tall, multicolored bird. The speaker was shocked and asked the hearer then the hearer answered. The hearer utterance is the maxim of quantity because he only gave information as it asked and needed.

**4.2.2 Maxim of Quality**

**Data 1**

Carl : "Tell your boss he can have our house."

Constructor : "Really?"

Foreman Tom

Carl : "**When I'm dead!**"

In this conversation in front of the house, the speaker tried to talk to the hearer and said that his boss wanted to buy the hearer's house. When responding to a speaker's, hearer's answer fulfilled the maxim of quality because he answered truthfully.

Hearer said that the speaker's boss could take the hearer's house if the hearer died. it was evident because the hearer was still alive and loved his home very much. hearer's statements therefore conveyed truth and reality based on the maxim quality.

**Data 2**

Carl : "What... what happened?"

Russel : "**I steered us. I did! I steered the house!**"

The speaker was asleep. When the speaker was asleep, the hearer took over the control to fly the flying house. The hearer's utterance consisted of the maxim of quality because the hearer controlled the house was a fact.

**Data 3**

Russell : "Hey, I like dogs!"

Carl : "**We have your dog!**"

The speaker found the dog and said he liked it in this scene. Seeing all that, the hearer uttered that at the time they had the dog. By seeing from the fact and evidence, the utterance includes as maxim of quality because the utterance really happened and was a fact.

**4.2.3 Maxim of Relation**

**Data 1**

Russel : "Are you in need of any assistance today, Sir?"

Carl : "**Thank you, but I don't need any help!**"

The speaker stopped speaking, but went back to reading the paper he carried and tried to come back to offer help. The topic of their conversation related to one to each other. Be relevant is the rule of maxim relation, so this conversation includes maxim of relation.

**Data 2**

Carl : "I think its burrow is two blocks down. If you go past."

Russel : **"Two blocks down! Got it!"**  
The speaker asked the hearer for help to catch a bird. Without further ado, the hearer immediately responded and went to catch the bird. One could see that hearer's utterance was considered as maxim of relation because hearer's utterance was relevant to the topic.

**Data 3**

Carl : "What? Hey! Hey you! What do you think you're doing?"

Construction Worker Steve : "I am so **sorry**, sir..."

The truck hit Ellie's mailbox and crushed the front. The incident made the speaker, the owner of the house and the mail box, angry. The hearer responded to the speaker's anger by saying "sorry". Hearer's utterance is the maxim of relation because it fits the current topic.

**4.2.4 Maxim of Manner**

**Data 1**

Carl : "We'll get you down, find a bus stop. You just tell the man you want to go back to your mother."

Russell : **"Sure, but I don't think they have busses in Paradise Falls."**

In the scene above, the speaker was angry and did not want to be with the hearer anymore. The speaker told the hearer to find the bus, and headed back to his mother. However, the hearer responded with the fact that there was no bus where they were.

Based on the hearer's utterance, it includes the maxim of manner because it is not blurry and exaggerating.

**Data 2**

Russell : "Mr. Fredricksen? Am I supposed to dig the hole before or after?"

Carl : **"Eugh! None of my concern!"**

The speaker in the conversation above, wanted to defecate. He went into the bushes shouting to the hearer whether he might dig a hole after or after a bowel movement, and the hearer responded to his screams. The utterance issued by the hearer to answer the speaker's shout is included in the maxim of manner that he was brief and straight to the point.

**Data 3**

Russell : "It is a dog!"

Carl : "What?"

Russell : **"Uh, we're not allowed to have dogs in my apartment."**

The scene above occurred when the speaker finds a dog. The speaker was shocked and said that there should be no dogs in his apartment. Judging from the utterance spoken by the speaker, it contains a maxim of manner, where the utterance was unambiguous and straightforward.

**5. Conclusion**

In conclusion, there are some cooperative principle issues in Up movie. It consists of four maxims. Based on the findings, there are 33 total data from all types of cooperative principle; 8 maxim of quantity data, 7 maxim of quality data, 8 maxim of relevant data, and 10 maxim of



manner data. Maxim of manner was the most use. On the other side, the maxim of quality was the least type. This movie pictured the conversation between the senior citizen and the kid. The different age of the speakers did not create the miscommunication. The most occurrence of maxim of manner showed that the speakers respected to each other regardless the different age. The same ideas will support each other by avoiding misunderstanding, misconception, or miscommunication while producing the responses.

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