An Analysis of Flouting Maxim Used by Mowgli in The Jungle Book Movie: Pragmatics Study

Muhsinah Dwi Lestari[1*], Nuning Yudhi Prasetyani [2], Binti Qaniah[3]

[1,2,3]*Sastra Inggris Universitas Pesantren Tinggi Darul Ulum Jombang*

Abstract: This study aims to identify and describe the functions of flouting maxims in The Jungle Book movie using a pragmatic approach. Employing a descriptive qualitative method, the research analyzes Mowgli's utterances to reveal four types of flouting maxims: quantity, quality, manner, and relation. The most frequently flouted maxim is relation, highlighting Mowgli's strategies to survive and stay safe in the forest. Conversely, Mowgli rarely flouts the maxim of quality due to his sense of gratitude toward those who saved him. The research also identifies three functions of flouting maxims: competitive, collaborative, and convivial. Among these, the collaborative function is the most common, as Mowgli often seeks cooperation with various animals. In contrast, the convivial function is rarely used, reflecting his effort to maintain politeness and avoid causing offense. This study provides a concrete example of the application of pragmatic theory, particularly the cooperative principle, demonstrating its relevance in understanding characters' communication strategies in films.

Keywords: Cooperative Principles, Flouting Maxim, Pragmatics

INTRODUCTION

The principle of cooperation is a branch of pragmatics that discusses the relationship between language and the context used in a conversation. In terms of pragmatics, a conversation has several principles that must be met by the participants so that the conversation can be carried out properly and coherently. According to Grice (1989), the cooperative principle is a contribution that is made according to the purpose and direction of the conversation in which you are involved. Examples of conversations that go well are between bank officers and their customers. Bank officers will answer questions from customers in an informative manner that is adjusted to the customer's questions. The example of conversation has achieved the principle of good cooperation by considering the goals of each participant speaker. So, the bank officers fulfill the kinds of maxims mentioned by

Grice (1975), namely the maxim of quantity, the maxim of quality, the maxim of relation, and the maxim of manner.

However, in real-life communication, participants do not always adhere strictly to these maxims. This is where the concept of non-observance of maxims comes into play. One type of non-observance is flouting maxims. According to Grice (1989), flouting occurs when a speaker deliberately fails to adhere to a conversational maxim. Speakers flout maxims blatantly to make their interlocutors catch other meanings that are different from what is said. Thomas (1995) gives an example as follows.

'Great, that's really great! That's made my Christmas!'

The sentence above is an expression of an ambulance driver who was helping a drunk man in the middle of the city on Christmas Eve. However, when he was helped, the man vomited in the ambulance, which annoyed the officers. The above statement is an expression of anger from a driver. This shows that something expressed by the ambulance officer is not in accordance with what is felt so the ambulance officer flouts the maxim of quality by saying something that is not true on purpose.

Flouting a maxim is a common occurrence in communication. Speakers often engage in this behavior not arbitrarily, but with a specific purpose in mind. Often, they flout the principle of cooperation because they have a specific purpose. In Mey (2001), Leech explains that the principle of politeness has a relation with the cooperative principle. Therefore, Leech (1983) says that the principle of politeness has four functions that relate to the principle of cooperation. Those are competitive, convivial, collaborative, and conflictive.

The flouting maxim is often found in several media products such as broadcasters, movies, TV programs, etc. In this study, the researchers are interested in analyzing the flouting maxim that occurred in the movie "The Jungle Book" which was released in 2016. This movie has won 33 awards in 55 nominations, one of which was Top Box Office Films at the 2017 ASCAP Film and Television Music Awards (Cinemascore, 2016; IMDb, 2016).

Flouting maxims has been one of the most interesting topics examined by many studies. One of them is a research paper conducted by Sagheer et al. (2024) entitled "An Analysis of Flouting Maxims in The Magician's Elephant Movie". The study examined the characters who are flouting Grice's maxims in their conversations or dialogues. It has differences in the source of data. This present research analyses focus on the main character in "The Jungle Book" movie as the source of the data. As the main character, Mowgli has control over each character in the movie. Mowgli is attached to communications with animals that require human tricks to solve problems. From here emerge the utterance patterns of the cooperative principle shown in The Jungle Book Movie. Moreover, they used Grice (1975) in analyzing the flouting maxim. Similar to their research, this thesis used Grice's theory.

Another study was conducted by Arqum et al. (2023) entitled "Marxist Analysis of Economic Conditions in "The Jungle Book": Unveiling Socioeconomic Battles in the Animated World ". This article journal also analyzed The Jungle Book movie. However, this present research does not examine about Marxist analysis approach because focused on pragmatics study. Moreover, same as the several previous studies, this research used "The

Jungle Book" movie as the source of the data. These topics are chosen to analyze more detailed research about the four parts of flouting maxims.

The third research is from Rabecca et al. (2021) entitled "Flouting Maxim Performed By The Main Character In The Edge Of Seventeen Movie". Their research also analyzed about flouting maxim that occurs in the main character. Whereas the difference is from the source of data. This research uses the theory from Grice (1975) to describe about cooperative principle.

Based on the phenomena observed in the differences among several previous studies, the researcher intended to conduct this research focusing on The Jungle Book movie. This movie was chosen because it provides rich and varied examples of conversational exchanges that reflect diverse cultural and social contexts. By analyzing the dialogue, this research aims to uncover how the main characters' conversational strategies align with or deviate from Grice's maxims, offering insights into pragmatic principles in a cinematic context. This research focuses on the main character's journey to find his identity in the forest. Mowgli as the main character has more to contribute in every conversation with all the existing characters. This causes Mowgli to have extensive interactions with every animal he encounters so that it cannot be denied that there will be a flouting of maxims that have a specific purpose. Although in this movie, it is shown that the main character has been cared for by a wolf since childhood, Mowgli still brought the natural characteristic of humans that used a trick to solve problems. The objectives of the study are to identify of flouting maxim types that are shown by Mowgli as the main character and describe the function used by him in *The Jungle Book Movie*.

METHOD

This study was carried out using the descriptive qualitative method. Creswell (2013) states that qualitative research is a form of assumption and use of an interpretive/theoretical framework to provide information about the meaning of individuals or groups related to social or human problems. The qualitative method is suitable to be implemented when the research deals with a more complex phenomenon that needs to be further explored. This is because the identification of each variable cannot be measured easily or only seen from outward appearances. Meanwhile, Gay et al. (1996) explain that descriptive research is a study that describes something in accordance with the existing facts. To analyze the data, this research design was applied to find out the maxims flouting uttered by the main character in The Jungle Book movie.

The instrument used for data collection in this study was a documentation technique. The primary source of data was the movie The Jungle Book, specifically the dialogues of the main character. The dialogues were transcribed and categorized to identify instances of maxims flouting based on Grice's Cooperative Principle. Supporting data were gathered from the movie script to ensure accuracy and consistency in analyzing the utterances (Favreau, 2016). This process involved careful listening, reading, and matching the dialogues with the script to capture nuanced expressions or contextual implications. The documentation method was chosen because it allows for detailed and systematic analysis of verbal interactions within a specific context. This study analyzed the utterances spoken by

the main character in The Jungle Book, which were conducted by the following steps (Cutting, 2008):

1.   Watching the movie

The movie analyzed in this research is The Jungle Book (2016). The movie has a duration of approximately 105 minutes, and English is used as the main language with a formal and conversational style. Based on its PG (Parental Guidance) rating, the movie is intended for children and families, making it suitable for a broad audience. For the purpose of this research, specific scenes were selected as samples to analyze the linguistic features in detail.

2.   Comparing the speech with the transcript

After watching the movie, the next step is to download and read the transcript to inspect if the script matches the movie. The script used in this study is the official version provided by Justin Mark. The transcript of The Jungle Book movie was downloaded from scripts.com which was published on August 05, 2018 (Levinson, 1983).

3.   Identifying the flouting maxims

The third step is identifying the utterances of the flouting maxim used by the main character of the movie. This step was carried on by referring to the theory of flouting maxims by Grice (1989). The researchers took notes for each flouting maxim that occurred in the conversations of the main character. In this step, the meaning of each flouting maxim was also identified. In addition, this study needs the English subtitles in the movie to make sure about the context of utterances.

4.   Classifying the flouting maxims

After the flouting maxims and the meanings were identified, the data were classified based on the types of flouting maxims presented by Grice (1975). Those types include the maxim of quantity, quality, relation, and manner. The categorization also includes the functions of flouting maxim, i.e. competitive, collaborative, convivial, and conflictive as presented by Leech (1983). It is because every utterance spoken by the main character of the movie has a specific goal and function in the social interaction.

Therefore, codifications were applied in managing the data to ease the researcher during the data analysis process and mark the categorization of each flouting maxim. The codifications are presented as follows.

Data
01   : The number of data
RL   : Types of flouting maxim
CM   : Function of flouting maxim
02:29   : Conversation snippet time of the data

Type of Flouting Maxim:

QN	: Quantity	RL	: Relation
QL	: Quality	MN	: Manner

Functions of Flouting maxim:

CM	: Competitive	CL	: Collaborative
CV	: Convivial	CF	: Conflictive

RESULTS

The Types of Flouting Maxim used by Mowgli in The Jungle Book Movie
This research found that there are 40 cases of flouting maxim delivered by Mowgli in the movie entitled The Jungle Book. Based on the identification, all types of flouting maxims presented by Grice (1975) exist in the conversation of the main character. Those include the maxim of quantity, quality, manner, and relation which are presented in the following table:

Table 1. Types and Amount of Flouting Maxims

Types of Flouting Maxim	Amount
1) Relation	21
2) Manner	11
3) Quantity	7
4) Quality	1
Total	**40**

1. Flouting maxim of relation

The flouting maxim of relation occurs when the speaker deliberately deviates from the topic being discussed by the other speech participants. In this research, 21 data contain flouting maxim of relation. The following data are (Marks, 2020):

Data 1
01/RL/CM/00:02:29

Bagheera	: You must be the very worst wolf I've ever seen.
Mowgli	: Yeah, **but if that branch didn't break, I would've made it.**

The utterance above **"but if that branch didn't break, I would've made it."** belongs to the flouting maxim of relation. The implicature contains in Mowgli's words that he lost, but this is because of a frangible tree trunk. If the trunk had not broken, he would not have fallen and been caught. Mowgli flouts the maxim of relation because he does not admit his guilt and makes a statement out of the topic. Bagheera speaks of Mowgli's incompetence but Mowgli refutes it by blaming the dried tree.

Data 2
13/RL/CM/00:17:14

Bagheera	: Bow your head.

Mowgli	: **Why?**
Bagheera	: Show them respect. The elephants created this jungle….

In the utterance above "Why" includes flouting the maxim of relation. Bagheera tells Mowgli to bow his head because a herd of elephants walks in front of them. Whereas Mowgli does not immediately carry out the orders given by Bagheera. Mowgli asks about the reason why he looked down when he met an elephant so that Mowgli flouts the maxim of relation because the response given is not upon Bagheera's orders.

2. Flouting maxim of manner

Flouting maxim of manner occurs when the speaker will be long-winded in answering because of several factors such as having a desire not to answer so that the speech delivered is ambiguous. In this study, there are 11 data found in the movie. The following data are as follows.

Data 1
11/MN/CL/00:17:02

Bagheera	: I'm bringing you to the man village.
Mowgli	: What? Bagheera, **I don't know man.**
Bagheera	: You will.

The utterance **"I don't know man"** flouts the maxim of manner. Bagheera says that he will take Mowgli to the villagers. Mowgli's words contain the implicature that he does not want to leave this forest. Mowgli flouts maxim manner for being too long-winded and does not say directly that he wants to live in the forest.

Data 2
18/MN/CM/00:19:20

Bagheera	: Go to the north, where the sky glows at night. I'll find you on that path.
Mowgli	: **Bagheera, I'm not taking one more step until you tell me.**

In utterance **"Bagheera, I'm not taking one more step until you tell me"** is included flouting the maxim of manner. Bagheera ordered Mowgli to leave because he has animal instincts when something dangerous happens. Mowgli did not understand what Bagheera's words meant so the answer was ambiguous. Mowgli's words contain the implicature that he has to listen to your explanation first whatever the condition. So, Mowgli is too long-winded because he does not want to be far from Bagheera.

3. Flouting maxim of quantity

The flouting maxim of quantity occurs when a speaker provides too much or too little information than is needed, and conversation becomes a misunderstanding of the meaning

conveyed by the speaker. There are 7 data of flouting the maxim of quantity. The following data are:

Data 1
06/QN/CL/00:04:19
Raksha   : How did it go?
Mowgli   : **Caught me again.**

The utterance above **"Caught me again"** flouts the maxim of quantity which occurs from Mowgli to his mother, Raksha. The statement contains the implicature that Mowgli failed in the training because he could not imitate the running way of the Wolf group so he was caught again. Mowgli flouts the maxim of quantity because the information provided was too little than what Raksha expected.

Data 2
10/QN/CL/00:08:27
Akeela   : What was the rule about your tricks?
Mowgli   : **It's not the wolf way.**
Akeela   : No more tricks.

The utterance **"It's not the wolf way"** flouts the maxim of quantity that occurs between Akeela and Mowgli. Akeela rebukes Mowgli with a question about the rules of using human tricks when meeting various species of animals in the forest. Mowgli's utterance contains the implicature that he knows this is not the way wolves do to solve a problem. Whereas Mowgli gave too little response than Akeela needed. Mowgli should have answered Akeela's question about a rule.

4.   Flouting maxim of quality
The flouting maxim of quality can occur when the speaker does not say something correctly or does not match the facts. In this study, there is 1 data that contains a flouting maxim of quality. The following data is:

Data 1
22/QL/CV/00:39:22
Baloo   : Everything going a-okay up there?
Mowgli   : **Ow!**
Squirrel   : Oh, boy. Looks like you got another one.

The utterance **"Ow!"** flouts the maxim of quantity which happened from Mowgli to Baloo. Mowgli's utterance contains implicature which Mowgli is not okay. Meanwhile, Mowgli only responds with a groan of pain. Mowgli flouts the maxim of quality because he gives an answer that is not appropriate for his condition. This is because Mowgli is in pain

from stung by many bees. Then Mowgli also feels indebted because he was saved by Baloo from being attacked by a snake. So that Mowgli cannot say it directly.

The Functions of Flouting Maxim used by Mowgli in The Jungle Book Movie

Three functions of Flouting Maxim are used by Mowgli in The Jungle Book movie. Those are competitive, convivial, and collaborative. The following table shows the data of the function flouting maxim used by Mowgli:

Table 2. Function of Flouting Maxims and Their Amount

Types of Flouting Maxim	Amount
1) Collaborative	21
2) Competitive	16
3) Convival	3
Total	40

1. Collaborative

Collaborative function occurs when illocutionary goals are indifferent to social goals. Such purposes as asserting, reporting, announcing, and instructing are included in this reasoning. There are 21 data of collaborative functions. The following data are:

Data 1
02/QN/CL/00:02:45

Mowgli	: It was higher ground.
Bagheera	: Wolves don't hide in trees.
Mowgli	: **I can't keep up with them, Bagheera. I tried.**
	I just picked the wrong tree.

The utterance **"I can't keep up with them, Bagheera. I tried"** belongs to the collaborative function. Mowgli has a social purpose to make it clear that he tries not to do the wrong thing. In the conversation above, Mowgli shows that he wants to emphasize the hard work of following Wolf's running way.

Data 2
03/MN/CL/00:02:45

Mowgli	: It was higher ground.
Bagheera	: Wolves don't hide in trees.
Mowgli	: I can't keep up with them, Bagheera. I tried.
	I just picked thewrong tree.

The utterance **"I just picked the wrong tree."** also has a collaborative function. Mowgli's social goal is to show that his failure was not a serious mistake. From the conversation above, Bagheera makes a statement that beats Mowgli. So, Mowgli wants to emphasize that his mistakes can still be fixed.

2.   Competitive

Competition that occurs in this type is for social purposes such as commanding, asking, demanding, and begging. There are 16 data of competitive functions. The following data are:

Data 1

09/RL/CM/00:07:01

Raksha   : And remember... Not everyone here has seen a man-cub in the jungle before. So, behave yourself.

Mowgli   : Okey Okey, **can I go now?**

Raksha   : Take the pups with you.

In utterance **"Can I go now?"** is included competitive function. From the conversation above, Mowgli has a social goal to be able to immediately go to play. Mowgli's answer indicates that he wants Raksha to stop giving him advice. However, Mowgli cannot say it directly.

Data 2

12/RL/CM/00:17:14

Bagheera   : That was different.

Mowgli   : Why is it different? **You always said, "stay away from the man village... "Because you might fall in a trap....**

The utterance **"You always said, "stay away from the man village... "Because you might fall in a trap...."** included in the competitive function. Mowgli has a social purpose to demand justification from Bagheera. Mowgli's explanation indicates that he wants his opinion approved by Bagheera that the villagers are dangerous. Mowgli does not care about Bagheera's intentions who want to protect Mowgli by taking him to the villager.

3.   Convivial

The social purpose of this function is offering, inviting, greeting, thanking, and congratulating. There are 3 data of convivial function. The following data are:

Data 1

22/QL/CV/00:39:22

Baloo   : Everything going a-okay up there?

Mowgli   : **Ow!**

Squirrel   : Oh, boy. Looks like you got another one.

The utterance of Mowgli includes a convivial function. The conversation above shows that Baloo asks about the condition of Mowgli who was taking honey in a crowd of bees. However, Mowgli's answer was simply **"Ow!"** which indicates that he is in pain from being stung by a bee. Whereas, Mowgli cannot say directly because he felt that he had a debt of

gratitude. In addition, Mowgli is busy taking honey and avoids the bees who try to sting him so he does not focus on Baloo's questions.

Data 2
33/RL/CV/01:08:35
Louie   : You're a man, aren't you? That's what makes you a man.
                   You can summon the red flower... And control it.
Mowgli   : **They told me not to go near the red flower.**

In utterance **"They told me not to go near the red flower"** is included in the convivial function. The conversation above shows that Louie ordered him to get a red flower. Whereas Mowgli's answer indicates that he does not want to take it for Louie. Mowgli cannot say it directly because he was trying to keep Louie's feelings from getting angry. So, Mowgli tries to make a profit by providing information that red flowers are very dangerous for forest dwellers.

DISCUSSION

From the finding above, there are 21 data in which the maxim of relation is flouted to become the highest type. The flouting maxim of relation occurs when Mowgli deliberately deviates from the topic being discussed by the other speech participant. In this movie, Mowgli flouted the maxim of relation with implicature to survive and stay safe in the forest. Mowgli often flouts the maxim of relation in 8 times when he talks to Bagheera. It can happen because Bagheera has a goal to bring Mowgli to the villagers. On every trip, Mowgli always tries to persuade Bagheera to stop the trip. Meanwhile, Mowgli cannot say it directly. Mowgli knows that if he does not go to the villagers, he will endanger the group of wolves who have cared for him since he was a child. This also endangers Bagheera as Mowgli's coach and protector in every situation.

Mowgli also flouts the maxim of relation when he talks to Baloo. There are 6 utterances from Mowgli that flout this type. In this situation, Mowgli flouts the maxim of relation because try to escape from Baloo and thus makes an incorrect statement. For instance, in the datum 31/RL/CM/00:58:24: "Bagheera didn't think so." This utterance contains the implicature that Bagheera does not like Mowgli when using human ways to solve problems in this forest, so there is no reason for Mowgli to stay in the jungle. The context of this utterance is when Mowgli uses a man trick to help Baloo take the honey. It makes Baloo praise the way he gets a lot of honey. Then, Mowgli flouts the maxim of relation when talking to Louie. It is because Louie wants to use Mowgli to make red flowers that can harm the forest inhabitants. There are 3 utterances that Mowgli flouts to avoid Louie. In addition, Mowgli flouts the maxim of relation when speaking with Raksha, Kaa, Share Khan, and Little Wolf which Mowgli flouts this maxim once with each character.

The second type that is often flouted by Mowgli is the maxim of manner. There are 11 utterances that are flouted by Mowgli. Mowgli will be long-winded in answering because of several factors such as having a desire not to answer so that the speech delivered is ambiguous. Mowgli flouts the maxim of manner in conversation to avoid a situation that

puts him in danger in the forest. So, Mowgli said something long-winded because it had a different purpose than what was discussed with the speaker's partner (Mey, 1993).

The utterances that second highest flout the maxim of manner when Mowgli speaks to Bagheera and Baloo every 4 times. Mowgli flouts the maxim of manner when talking to Bagheera because Mowgli has a different purpose than the topic being discussed. Example in datum 11/MN/CL/00:17:02 : "I don't know man." That contains the implicature that Mowgli does not want to leave the forest. The context of this utterance is when Bagheera confirms to Mowgli that he will bring Mowgli to the villagers. Meanwhile, Mowgli does not want it so he says to make Bagheera realize that this is not really what Mowgli wants. However, Mowgli deliberately does not say anything directly because he does not want Bagheera to think that Mowgli does not care about the safety of the Wolf group. In addition, Mowgli also flouts the maxim of manner when talking to Baloo 4 times. It happens when Baloo saves Mowgli from the Snakes, Baloo feels that Mowgli owes him a debt. This led Mowgli to use various excuses to keep Baloo from holding him back.

Meanwhile, Mowgli flouts the maxim of manner when talking to Raksha twice and Louie once. Mowgli flouts this type to Raksha because he wants to keep Raksha's feelings from hurting her heart. As it is known in the movie Raksha is the mother who has taken care of Mowgli since childhood. So, when talking to Raksha makes Mowgli look for a long-winded sentence so as not to offend. However, Mowgli flouts the maxim of manner when talking to Louie because Louie tries to catch Mowgli to use him to make red flowers. Mowgli knows that this would endanger the forest so he replies indirectly that he would not do it. In addition, Mowgli is rambling when answering so that Louie does not catch him and Mowgli can escape safely (Yule, 1996).

Mowgli flouts the maxim quantity of as many as 7 utterances. This flouting maxim of quantity can occur if the speaker provides too much or too little information than is needed. There are 5 utterances that happen to flouts from Bagheera. This happened because Mowgli had a wish for Bagheera to hear his opinion. As an example in datum 16/QN/CM/00:18:57: "This isn't fair. You're not giving me a choice." That contains the implicature in which Mowgli disagrees with Bagheera's statement for forcing him to go to the villager without hearing his opinion. In this scene, Mowgli disagrees because Bagheera does not care about how Mowgli feels when he goes to the villager. So that makes Mowgli provide too much information to make him rethink his feelings. Mowgli also flouts the maxim of quantity when talking to Raksha and Akeela, each only once. These scenes describe that Mowgli made a mistake so he does not want to reveal it directly and made a statement that was less than necessary (Paul, & Kroeger, 2018).

The frequency of flouting the maxim of quality was lower than other types. Mowgli flouts this type only once. It happened when Mowgli talked to Baloo. In datum 22/QL/CV/00:39:22 Baloo asks about the condition of Mowgli who is taking honey. Whereas Mowgli only buys the response "Ow!" which contains the implicature that Mowgli does not do well. Mowgli flouts the maxim of quality because he gives an answer that is not appropriate for his condition.

From some of the descriptions above, Mowgli mostly uses the flouting maxim of relation 21 times. It happens when he talks to several characters such as Bagheera, Baloo,

Louie, Little Wolves, Raksha, Share Khan, and Kaa. However, most happened when Mowgli spoke to Bagheera. This is because Bagheera is a character as Mowgli's protector in the forest. Bagheera also became Mowgli's coach to adapt by imitating the Wolf group's lifestyle. Then when the situation was threatening Mowgli's safety, the Wolf group decided to return Mowgli to the villager. Bagheera who heard the decision volunteered to take Mowgli to the villagers. During the journey, Mowgli tries to persuade Bagheera not to continue his journey to the villager. However, Mowgli cannot say it directly because this is related to the safety of the Wolf group and also Bagheera as an animal character who has cared for and protected Mowgli since childhood.

In addition, Mowgli flouts maxim manner 11 times. It happens when he talks to several types of characters namely Bagheera, Raksha, Baloo, and Louie. However, Mowgli often commits this offense when talking to Bagheera 4 times. This is because Mowgli wants to make Bagheera not scold him when Mowgli makes mistakes in practicing or acting. Remembering that Bagheera had always protected Mowgli from harm in the forest. However, Mowgli also often flouts maxim manner when talking to Baloo. Mowgli had a purpose in that he was trying to refuse Baloo's invitation to live with him. Mowgli cannot say directly because he feels he has a debt to Baloo who helped Mowgli from being attacked by the snake.

Meanwhile, Mowgli flouts the maxim of quantity 7 times. It happened while he was talking to Bagheera, Raksha, and Akeela. Mowgli often commits this offense when he talks to Bagheera 5 times. This happens when Mowgli tries to seek justice when Bagheera does not want to hear about Mowgli's opinion. So, Mowgli tried to explain his desire to be heard by Bagheera.

The maxim that is rarely used by Mowgli is maxim quality. This happens when Mowgli talks to Baloo while taking honey as a return from Mowgli. Baloo tries to pay attention to Mowgli but the answer Mowgli gives is only a groan. Mowgli felt bad for Baloo when he spoke directly about how he was feeling. Baloo had helped Mowgli from being attacked by snakes so what Mowgli did is an obligation to help each other.

Related to the function of the flouting maxim, Leech (1983) stated that four functions may lead people to flout the maxims of the cooperative principle. These are competitive, convivial, collaborative, and conflict. The result of this research revealed that collaborative use by Mowgli refers to the thing outside his utterance. There were 21 utterances included in the collaborative function. This function is often used by Mowgli when speaking with Bagheera. Therefore, Bagheera has a mission to bring Mowgli to the villagers. As has been mentioned by Leech (1983) the speaker has a social goal of asserting, reporting, announcing, and instructing are included in this reasoning. Mowgli was always trying to assert with Bagheera that he deserved to stay in the jungle. The implicature produced by Mowgli was to obtain defense from Bagheera so as not to take him to the villager. There were 9 utterances included in it.

Moreover, Mowgli uses this function to Baloo in 7 utterances. This situation occurs when Baloo asks to Mowgli live in the cave with him. Mowgli refuses Baloo's request indirectly. This is because Mowgli feels indebted to Baloo after he rescues him from the snakes. Meanwhile, Mowgli uses this function on Louie twice. This happens when Mowgli

tries to run when Louie asks him to make a red flower. So, Mowgli asserts Louie with another utterance that is different from the illocutionary goal.

Mowgli also uses this function with Raksha twice. It was used when Mowgli tried to report his failure when training with Bagheera. Mowgli did not want to tell Raksha directly that he had failed. The last character that occurs in the collaborative function when speaking with Mowgli is Share Khan. Mowgli wanted to announce to Share Khan that he was not afraid of Share Khan's threat of asking him to confess that he is a human.

In addition, the other function used by Mowgli is Competitive. According to Leech (1983) competition that occurs in this type is for social purposes such as commanding, asking, demanding, and begging. There are 16 utterances in it. Mowgli uses this function to Bagheera in 8 utterances. This is because several scenes describe that Bagheera is not too accepting of Mowgli's opinion. Therefore, Mowgli tries to ask and demand Bagheera to hear his opinion.

Mowgli also used this function with Baloo in 4 utterances. This situation happened when Mowgli meets for the first time with Baloo and asks about new things to discover with Baloo. Mowgli also used this function with little wolves only once when they invited Mowgli to play together but he did not want and asked the little wolves to not disturb him. Then Mowgli uses this function when speaking with Raksha just once. It is when Mowgli asked Raksha to not give him more advice. In addition, Mowgli used this function with Kaa and Louie only once also. This scene happened when Mowgli asked them to explain information that made Mowgli confused.

The utterance that is used by Mowgli with convivial function there is 3 utterances. Leech (1983) explained that the social purpose of this function is offering, inviting, greeting, thanking, and congratulating. Mowgli rarely used this function because he had a hard effort to survive in the jungle. Therefore, Mowgli did not try to give each other advantage in a conversation. Mowgli's utterance with Raksha happened once when he wanted to end the conversation with Raksha but he did not want to offend Raksha. Whereas, Mowgli used this function with Baloo when he could not say directly because he felt that he had a debt of gratitude. Mowgli also used this function with Louie to refuse Louie's ask. Mowgli cannot say a rejection directly because he is afraid of Louie.

The last function is conflictive. According to Leech (1983). Stated that the social purpose of threatening, accusing, cursing, and reprimanding. In this movie, Mowgli does not use this function. This is because Mowgli still needed the jungle as his home. Mowgli tries his best to cooperate with the animals in the forest, especially Bagheera who is kind enough to take him to the villager. In addition, Mowgli also tries not to create problems to avoid conflicting functions.

This research also found that Mowgli overlaps the type of maxim and function. In data number 2 & 3, Mowgli overlaps the flouting maxim of quantity and manner with collaborative function. It occurred because Mowgli tried to make a deal with Bagheera that the failure of Mowgli was not a serious mistake. In addition, there is also an overlap of function collaborative and convivial with flouting the maxim of the manner in one utterance. It can be seen in data numbers 7 & 8. This scene describes when Mowgli speaks with Raksha. Mowgli tries to stop Raksha from giving advice but he wants to give each other an advantage.

Then in data numbers 14 & 15, overlapped types of flouting maxim and the function occurred. Data 14 consists of a flouting of the maxim of relation and the competitive function. However, data number 15 has a flouting maxim of quantity with a collaborative function. Mowgli tried to explain his opinion when Bagheera did not want to listen to him. The last data that contain overlapping are numbers 26 and 27. In this data, the overlaps are manner and relation with collaborative function. Mowgli tried to make a reason that Baloo could believe that they could not live together.

The result of this study can be compared with other studies. It is because this study and the previous studies have different sources of data that may create new findings that lead to different results. The first study is the article by Ester Hanna BR. Sembiring & Imam Ghozali (2017). The title is "Flouting Maxim in *The Jungle Book Movie*". This research differs from previous studies as it analyzes all characters, rather than focusing solely on the main character or specific individuals. The results of their article revealed that the flouting maxim of quantity is the highest data because the characters often speak actively to provide more explanation. The maxim of quality is the lowest because characters often tell the truth as facts to avoid misunderstandings. Meanwhile, this study found that the flouting maxim of relation is the highest type used by Mowgli as the main character. However, the function in this previous research used by the characters of flouting maxims was beneficial to avoid discomfort and to give more explanations (prolixity). It is different from this research that the function of the flouting maxim used by Mowgli is collaborative to cooperate with several animals in the jungle (Ibrahim et al., 2018).

The second is an article written by Arifah Tenny, et al (2018) entitled "*Translation Techniques and Their Impacts To The Modality Orientation's Shift In The Jungle Book Movie Subtitle*". There are some differences between their study and this recent research. Those are the topics of the research which examines words, phrases, and clauses as the marker of modality orientation in the movie, and translation techniques used by the subtitler. Meanwhile, this research used an utterance to analyze the type of flouting maxim and its functions.

The third research is from Aery Chandra Kirana (2018) entitled *An Analysis of Flouting Maxim by The Main Character "Mowgli" in The Jungle Book Movie*. The results of her study reveal that the highest type of flouting maxim used by Mowgli is the flouting maxim of quantity. However, this study finds that the flouting maxim of relation is the highest type. Similar to this research, she found that the flouting maxim of quality is the lowest type. Meanwhile, her research also analyzed the function in Coulthard (2014) that stating the maxim of quantity has the function to make a contribution as informative as is required (for the current purposes of the exchange) and does not make the contribution more informative than is required. While, the maxim of manner has the function to avoid obscurity of expression, avoid ambiguity, be brief, and be orderly. However, the maxim of quality has the function to not say what it believes to be false and not say that for which you lack adequate evidence. Then, the maxim of relation has a function to be relevant. The results of her study that Mowgli used the flouting maxim to avoid discomfort situations and to be more informative. Meanwhile, this research uses theory from Leech (1983) that gives four reasons that may lead people to flout the maxims of the cooperative principle. These are competitive,

collaborative, convivial, and conflictive functions. The result of this study shows that Mowgli used a collaborative function to assert, report, announce, and instruct what he wanted.

CONCLUSION

As the aim of the research is to identify and describe the functions of the flouting maxims found in The Jungle Book movie, it can be concluded that Mowgli used all of the flouting types presented by (Grice, 1975). Those were the flouting maxim of quantity, flouting the maxim of quality, flouting the maxim of manner, and flouting the maxim of relation. There are 40 utterances containing flouting maxims used by Mowgli. The flouting maxim of relation was frequently used in the conversation with the occurrence 21 times in the whole speech. Meanwhile, the flouting maxim of manner was the second highest with a frequency of 11 times. Besides, flouting the maxim of quantity was the third highest with the frequency 7 times.

Regarding the second aim of the research, the flouting maxims used by the main character cover three functions. Those are competitive, convivial, and collaborative. There were 21 utterances that referred to collaborative function. Meanwhile, the competition was the second highest with a frequency of 16 times. In addition, convivial was rarely used in the conversation from Mowgli in the whole utterances. There were 3 utterances. Otherwise, Mowgli does not use the conflictive function to show that he does not want to gain an advantage by dominating the conversation. Mowgli prefers to invite speech participants to cooperate with what Mowgli wants. In addition, this analysis can be used as a reference for good communication procedures by respecting all differences in social background.

REFERENCES

Arqum, M., Gull, K., & Lodhi, M. A. (2023). Marxist Analysis of Economic Conditions in "The Jungle Book": Unveiling Socioeconomic Battles in the Animated World. *Pakistan Social Sciences Review*, *7*(5), 1–10. https://doi.org/10.35484/pssr.2023(7-iv)26

Cinemascore. (2016). *Cinemascore*. Cinemascore.Com. January 10, 2025. https://www.cinemascore.com/

Coulthard, M. (2014). *An Introduction to Discourse Analysis*. New York: Routledge.

Creswell, J. W. (2013). *Qualitative Inquiry & Research Design*. London: Sage Publications.

Cutting, J. (2008). *Pragmatics and Discourse: A Resource Book for Students*. New York: Routledge.

Favreau, J. (2016). *The Jungle Book [Movie]*. Walt Disney Animation Studios. https://disneyanimation.com/

Gay, L. R., Mills, G. E., & Airasian, P. W. (1996). *Educational Research: Competencies For Analysis and Applications*. Englewood Cliffs, NJ: Prentice-Hall.

Grice, H. P. (1975). *Logic and Conversation*. Berkeley: University of California Press.

Grice, P. (1989). *Studies in the Way of Words*. Cambridge: Harvard University Press.

Ibrahim, Z., Arifin, M., & Setyowati, R. (2018). The Flouting Maxim In The Se7en Movie

Script. *Jurnal Ilmu Budaya*, *1*(2), 1–10.
https://ejournals.unmul.ac.id/index.php/JBSSB/article/view/1016

IMDb. (2016). *IMDb*. Imdb.Com. https://www.imdb.com/

Leech, G. N. (1983). *Principles of Pragmatics*. London: Longman.

Levinson, S. (1983). *Pragmatics*. London: Cambridge University Press.

Marks, J. (2020). *The Jungle Book Script*. Penerbit Puspa Swara.

Mey, J. L. (1993). *Pragmatics: An Introduction*. United States: Blackwell Publishers.

Mey, J. L. (2001). *Pragmatics An Introduction*. UK: Blackwell Publishing.

Paul, & Kroeger, P. (2018). *Analyzing Meaning: An Introduction to Semantics*. Berlin: Language Science Press.

Rabecca, T., Lubis, M., & Nasution, E. H. (2021). Flouting Maxim Performed By the Main Character in the Edge of Seventeen Movie. *Jurnal Darma Agung*, *29*(2), 273. https://doi.org/10.46930/ojsuda.v29i2.1080

Sagheer, I., Nadeem, T., & Nasir, J. (2024). An Analysis of Flouting Maxims in "The Magician's Elephant" Movie 2023. *Annals of Human and Social Sciences*, *5*(1), 298–309. https://doi.org/10.35484/ahss.2024(5-I)27

Thomas, J. (1995). *Meaning in Interaction: An Introduction to Pragmatic*. London: Longman.

Yule, G. (1996). *Pragmatics*. New York: Oxford University Press.