

Proceedings

The 5th Annual INTERNATIONAL SEMINAR on Transformative Education and Educational Leadership

Theme : Education Innovation in Globalization Practice

22 September 2020
Postgraduate School - Universitas Negeri Medan



Supported by :



Committee

Advisors

Dr. Syamsul Gultom, S.KM.,M.Kes (Rector of Unimed)
Prof. Dr. Bornok Sinaga, M.Pd (Director of Postgraduate Program of Unimed)
Prof. Dr. Sahyar, MS.,MM (Vice Director 1 of Postgraduate School of Unimed)
Dr. Darwin, M.Pd (Vice Director 2 of Postgraduate Program of Unimed)

- Conference Chair : Dr. Rahmad Husein, M.Ed
Secretary : Dr. Juniastel Rajagukguk, M.Si
Trasurer : Dedi Agus Syahputra, SE
Secretariat : Vivi Emilawati, SE.,M.Si
1. Erika, S.Pd.,M.Pd
2. Amir Husin Sitompul, S.Pd.I
3. Azizi Apri Indaya, S.Pd
4. Agus Harriyanto
- Papers and Proceedings :
1. Dr. R. Mursid, ST.,M.Pd
2. Dr. Anni Holila Pulungan, M.Pd
3. Dr. Saronom Silaban, M.Pd
4. Dr. Tumiur Gultom, M.Si
5. Mangaratua Simanjorang, M.Pd.,Ph.D
- Program/Event :
1. Dr. E. Elvis Napitupulu, M.Si
2. Dr. Rachmat Mulyana, M.Si
3. Dr. Elmanani Simamora, M.Si
- Plenary Session
1. Prof. Amrin Saragih, M.A.,Ph.D
2. Prof. Dr. Abinus Silalahi, M.S
3. Prof. Dr. Abdul Hasan Saragih, M.Pd
- Parallel Sessions:
1. Prof. Dr. Edi Syahputra, M.Pd
2. Prof. Dr. Anita Yus, M.Pd
3. Prof. Dr. Nasrun,MS
4. Dr. Edy Surya, M.Si
5. Dr. Ashar Hasairin, M.Si.
6. Dr. Rahmatsyah, M.Si
7. Dr. Arif Rahman, M.Pd
8. Dr. Ir. Nurfajriani, M.Si
9. Dr. Hidayat, M.Si
10. Dr. Fitrawaty, SP.,M.Si
11. Dr. Albadi Sinulingga, M.Pd
12. Dr. Wisman Hadi, M.Hum
13. Dr. Rahma Dewi, M.Pd.
14. Dr. Arfan Ikhsan, M.Si
15. Dr. Saidun Hutasuhut, M.Si
16. Dr. Jubliana Sitompul, M.Hum
- Evaluator :
1. Dr. Anni Holila Pulungan, M.Hum
2. Dr. Syamsidar Tanjung, M.Pd
3. Dr. Yuniarto, M.Pd
4. Dr. Ajat Sudrajat, M.Si
5. Dr. Ratih Baiduri, M.Si
6. Dr. Muhammad Fitri Ramadhana, M.Si
7. Dr. Mulyono, S.Si.,M.Si

8. Dr. Daulat Saragi, M.Hum
9. Dr. Tumiur Gultom, SP.,MP
10. Dr. Derlina, M.Si
11. Dr. Elly Prihasti Wuriyani, M.Pd.
12. Dr. Nurhayati Simatupang, M.Kes
13. Dr. Amir Supriadi, M.Pd
14. Anggriyani, SE., M.Si.
15. Dr. Thamrin, M.Si
16. Dr. Junita Friska, S.Pd.,M.Pd

Public relations :
1. Muhammad Surip, S.Pd.,M.Si
2. Jihan Siska

Accommodation :
1. Ater Budiman Sinaga, M.Si
2. Hendry Dalimunthe, MA
3. Reza Destya, S.Pd
4. Jasmi Assayuti, SHi

Equipment :
1. Nur Kholila Harahap, M.Pd
2. Sofianto Gultom
3. Suhana Nasution
4. Farid Ma'rif Harahap
5. Isachar Adry Utomo
6. Diky Arisandi
7. Herianto Samosir, S.Pd
8. Hizrah Saputra Harahap, S.Pd
9. Muhammad Isnaini, M.Pd
10. Nasiruddin, S.Pd

IT & ICT :
1. Jerry S. Pauned, S.Si
2. Mulyanto Duha

Transportation :
1. Hisar P. Sianturi, SH
2. Sari Purnamawati Siregar, M.Hum
3. Yutia Hafweny, S.KM

Consumption :
1. Susiani, S.Sos
2. Siti Rohana, M.Pd
3. Yutia Hafweny, S.KM
4. Tiarna Nova, M.Pd.

Receptions :
1. Nisa Ansyari Gultom, S.Pd
2. Desi Yulian, S.Pd
3. Siti Rohana, S.Pd.,M.Pd

THE
Character Building
UNIVERSITY

Schedule of The 5th Annual Internatioanal Seminar on Transformative Education and Educational Leadership (AISTEEL) 2020
Postgraduate School, Universitas Negeri Medan

22 September 2020

(Indonesian time)	Activities	PIC/Moderator
07.00 – 08.30 (am)	Preliminaries	committee
08.30 - 08.45 (am)	Opening Ceremony 1. MC Speech 2. Indonesian National Anthem 3. Pray 4. Chairperson Report 5. Welcoming speech of Director of Postgraduate School 6. Welcoming speech and official opening of Rector of Universitas Negeri Medan 7. Photo session	MC (Dr. Anni Holila Pulungan, M.Hum & Sofianto Gultom, S.Pd)
08.45 – 09.25 (am)	Keynote Speech 1: Prof. Dr. Syawal Gultom, M.Pd (Universitas Negeri Medan– Indonesia)	Dr. Rahmad Husein, M.Ed
09.25 – 10.05 (am)	Keynote Speech 2 Prof. Emmanuel Manalo (Graduate School of Education, Kyoto University, Japan)	Prof. Amrin Saragih, PhD
10.05 – 10.45 (am)	Keynote Speech 3 Dr. Susan Ledger (Head of Education, Murdoch University - Australia)	
10.45 – 11.25 (am)	Keynote Speech 4 Prof. Dr. Ekkarin Sungtong (Dean of Faculty of Education Prince of Songkla University - Thailand)	Mangara Simanjorang, PhD
11.25 – 12.05 (am)	Keynote Speech 5 Assoc. Prof. Yuri Uesaka (The University of Tokyo - Japan)	
12.05 – 13.30	Break	
13.30 – 15.30 (pm)	Parallel Session 1 (divided to 19 parallel rooms)	Moderator/Operator
15.30 – 15.35 (pm)	Break	
15.35 – 17.00 (pm)	Parallel Session 2 (divide to 19 parallel rooms)	Moderator/Operator
17.00 – 17.10 (pm)	Cloosing	committee

**Proceedings of the 5th Annual International Seminar on Transformative Education
and Educational Leadership (AISTEEL 2020)**

Preface

The fifth Annual International Seminar on Transformative Education and Educational Leadership (AISTEEL 2020) was held by virtual seminar on 22 September 2020. This seminar is organized by Postgraduate School, Universitas Negeri Medan and become a routine agenda at Postgraduate program of Unimed now.

The AISTEEL is realized this year with various presenters, lecturers, researchers and students from universities both in and out of Indonesia participating in, the seminar with theme “Educational Innovation in Globalization Practice”.

The fifth AISTEEL presents 4 distinguished keynote speakers from Universitas Negeri Medan - Indonesia, Kyoto University - Japan, Murdoch University – Australia, Prince of Songkla University – Thailand and from The University of Tokyo - Japan. In addition, presenters of parallel sessions come from various Government and Private Universities, Institutions, Academy, and Schools. Some of them are those who have sat and will sit in the oral defence examination. The plenary speakers have been present topics covering multi disciplines. They have contributed many inspiring inputs on current trending educational research topics all over the world. The expectation is that all potential lecturers and students have shared their research findings for improving their teaching process and quality, and leadership.

There are 180 articles submitted to committee, some of which are presented orally in parallel sessions, and others are presented through posters. The articles have been reviewed by double blind reviewer and 104 of them were accepted for published by Atlantis Press indexed by International Indexation, while 54 papers are published by digital library indexed by google scholar.

The Committees of AISTEEL invest great efforts in reviewing the papers submitted to the conference and organizing the sessions to enable the participants to gain maximum benefit.

Grateful thanks to all of members of The 5th Annual International Seminar on Transformative Education and Educational Leadership (AISTEEL 2020) for their outstanding contributions. Thanks also given to Atlantis Press for producing this volume.

The Editors

**Bornok Sinaga
Rahmad Husein
Juniastel Rajagukguk**

THE UNIVERSITY

Character Building

Table of Content

Title And Authors	Page
The Effect of Learning Models and Motion Ability on Learning Outcomes of Volleyball Passing Skills for Class VIII Students of Junior High School 6, Academic Year 2019-2020 <i>Ihsan Azhari Hasugian; Julaga Situmorang; Abdul Hasan Saragih</i>	1-5
The Effect of Everyone is a Teacher Here Learning Model and Learning Style on The Economic Learning Outcomes <i>Swara Kasih Kartini Putri; Saidun Hutasuhut; M. Nasir</i>	6-10
The Effect of Learning and Creativity Models on the Economic Learning Outcomes of Grade XI Berastagi High School Students <i>Wisnu Saputra Sembiring</i>	11-16
The Effect of Learning Methods and Courage Towards The Outcomes of Learning Physical Education Students Class V Public Elementary School in Sub-District Tanah Jawa <i>Dewi Hamda M. Sirait; Albadi Sinulingga; Agung Sunarno</i>	17-22
Development of Exercise Variations Race After Lay Up Basketball <i>M.Anas Surimeirian; Tarsyad Nugraha; Rahma Dewi</i>	23-25
Development of Drizzle Training Variations in The Basketball Extracurricular Club in State High Schools of Medan City 2020 <i>Riski Iman Siregar; Ardi Nusri; Agung Sunarno</i>	26-29
Development of Interactive Learning Media Basketball Games in Subjects Physical and Sports Health Education <i>Andes Martua Harahap; Imran Akhmad; Hariadi</i>	30-37
Speech Function in The News Broadcast of the Radio Kardopa Medan <i>Syukur Selamat Gulo; Amrin Saragih ; Sumarsih</i>	38-44
External and Internal Conjunctions in the News Story Text of the Jakarta Post <i>Novita Sari; Amrin Saragih; Anni Holila Pulungan</i>	45-49
Analysis of Chemical Practicum Guides for Learning Evaluation Based on the National Education Standards <i>Arfiena Fitria Berutu; Iis Siti Jahro; Marham Sitorus</i>	50-53
An Analysis of Students' Scientific Attitude on the Topic of Bryophytes in State High Schools of the Langkat Regency <i>Muhammad Syukri; Ashar Hasairin; Fauziyah Harahap</i>	54-57
Karonese Language Shift of Young Generation <i>Tita Nirmaliya Ginting ;Siti Aisyah Ginting; Anni Holila Pulungan</i>	58-62
Interruption in the Conversation on Corbuzier Youtube	63-66

<i>Devi Rahmawyta Sitompul; Sri Minda Murni; Anni Holila Pulungan</i>	
Analysis of the Determinan of North Sumatra Cofffe Exports to the United States Error Correctional Model Approach <i>Rimelda Rona Sar; M. Nasir; Muhammad Fitri</i>	67-70
The Implementation of Deception Strategy Used by Fahri Hamzah as an Indonesian People’s Representative Council in the Political Debate <i>Astari Rara Sandy; Sumarsih; Meisuri</i>	71-73
The Flouting Maxim in Social Interaction Expressed by The Characters in Zakeut Edition of Eumpang Breuh Movie <i>Asmaul Husna; Sumarsih; I Wayan Dirgeyasa</i>	74-77
How Children Acquire Lexical Acquisition <i>Dwi Astarini</i>	78-81
Translation Method in Web-Toon: True Beauty as Digital Comic by Yaongyi <i>Fitri Anisah Sitorus; Rahmad Husein; Sri Minda Murni</i>	82-86
Naturalization in Translation of English Accounting Terms into Indonesian <i>Anita Basrah; Anni Holila Pulungan; Rahmad Husein</i>	87-90
Types of Rudeness in the Classroom Context <i>Siti Sahuri; Sri Minda Murni; Rahmad Husein</i>	91-95
The Influence of Agriculture and Industry Sectorson GRPDin Serdang Bedagai Regency <i>Zuhari; M. Fitri Rahmadana; Arwansyah</i>	96-100
Analysis of Input Production of Rice <i>Hazlansyah Ramelan; Arwansyah; Rachmat Mulyana</i>	101-104
The Effect of Functional Training and Balanced Nutrition on Increasing Vo2max and Reduction of Percent Body Fat in Women Members of New Life Gym <i>Fery Juanda; Hariadi; Ardi Nusri</i>	105-107
The Translation of Cultural Words in Novel the Associate <i>Farah Frayenisari Sutara; Anni Holila Pulungan; Syahron Lubis</i>	108-112
Analysis of the Effect of Macroeconomic Variables to Joint Stock Price Index with Monetary Policy as Moderating Variables in Indonesia <i>A. Mahendra; Dede Ruslan; Sirojuzilam; Irsad</i>	113-118
Students’ Multilanguages Acquisition <i>Wikiaprian Pinim; Rahmad Husein; Siti Aisyah Ginting</i>	119-126
Pastap Game Development for Learning Badminton of the Mild Mental Retardation <i>Mulia Romadi Harahap; Sanusi Hasibuan; Isa Hidayati; Hariadi; Friska Indria Nora Harahap</i>	127-130

Types of Elicitation on Students' Engagement in Learning English <i>Wilda Novri Anisah; Rahmad Husein; Masitowarni Siregar</i>	131-133
Flouting Maxim of Humor in Digidoy Comic Strips <i>Yanti Hidayani Hasibuan; T. Silvana Sinar; Rahmad Husein</i>	134-136
Improvement of Mathematical Communication Skills and Student Learning Motivation Through Realistic Mathematics Education Approaches <i>Sari Arta Simanjuntak, Waminton Rajagukguk, Yulita Molliq Rangkuti</i>	137-140
Taboo Words in Rap Song Lyrics <i>Nurul Khoiriyah Hasibuan; Amrin Saragih; Rahmad Husein</i>	141-143
The Technique of Montessori Method to Investigate Reading Achievement at Preschool <i>Sofiah Rahmah Nst; Rahmad Husein; Masitowarni Siregar</i>	144-146
Analysis of Academic Supervision of Principal to Improve Teachers' Basic Teaching Skills at SMK Swasta Harapan Mekar 2 Medan <i>Fahmi, Prof. Dr. Zainuddin, M.Pd, Dr. Irwandy, M.Pd</i>	147-150
Ritual Ngumbah Keris in Javanese Society (Study on the Javanese community in the Kuala Silo Bestari sub-district, North Tanjungbalai district, Tanjungbalai City) <i>Syuhady Witana; Ichwan Azhari; Pujiati Chalid</i>	151-153
The Effect of Literature Circle and Students' Interest on Students' Reading Comprehension Achievement <i>Siti Soleha; Rahmad Husein; Zainuddin</i>	154-158
The Development of Game Based on Basic Motion Learning Model in SD Brigjend Katamso Medan <i>Iswanta Ginting, Haradi, Sanusi Hasibuan</i>	159-162
Types of Intertextuality in Opposite Editorials Related to the Vice Presidential Candidates Debate Topics 2019 <i>Elsi Revita Hasibuan; Anni Holila Pulungan; Sri Minda Murni</i>	163-168
Lexical Metaphor Used in Awaken-the Giant Within for Transforming Lives of Students <i>Henri Dunant Biha; Rahmad Husein; Anni Hollila Pulungan</i>	169-171
Analysis of Factors Affecting Rice Imports in North Sumatera <i>Adiguna Dwirusandi; Dr. Arwansyah, M.Si.; Dr. Fitrawaty, M.Si.</i>	172-175
Types and Functions of Fillers Used by Indonesian Celebrities in Seleb English Youtube Videos <i>Ella Marissa Pardede; Amrin Saragih; Anni Holila Pulungan</i>	176-180
Analysis of Labor Demand and Supply in North Sumatra <i>Muhammad Alhasymi Matondang; Dede Ruslan; Indra Maipita</i>	181-185

Culturally Loaded Words and Phrases in Nevermoor Translated into Bahasa Indonesia <i>Noni Indani</i>	186-189
The Effect of Word Wall Strategy and Students' Interest on English Vocabulary Mastery <i>Siti Fadhilah Siregar; Anni Holila Pulungan; Sri Minda Murni</i>	190-195
Analysis of Regional Financial Independence, Economic Growth Rate of Human Development Index in 34 Provinces in Indonesia <i>Tiur Roida Simbolon; Fitriawaty; Indra Maipita</i>	196-201
Development of Thematic Learning Media For Comics for Beautiful Themes of Diversity My Country to Improve Results Student Learning in Fourth Grade of Public Elementary School 028071 Binjai City <i>Indra Maulana Harahap; Hidayat; Ratih Baiduri</i>	202-213
Expressive Speech Acts in Up in the Air Movie <i>Gusti Rahayu Manik</i>	214-217
Development of Android-Based Learning Media Subject for Class X Drug Matters in 1st Besitang State Senior High School <i>Andi Akbar Suparto; Tarsyad Nugraha; Sanusi Hasibuan</i>	218-220
The Influence of Teaching Style and Student Perception on the Outcomes of Passing Learning in The Volley Ball Game in SMP Negeri 4 Laguboti <i>Martin Edward Manik; Rahma Dewi; Budi Valianto</i>	221-223
The Effect of Teaching Approaches and Linguistic Intelligence on the Students Achievement in Reading Comprehension <i>Muhammad Ilham Adha; Berlin Sibarani; Didik Santoso</i>	224-228
Development of Interactive Learning Media in Character Formation Kindergarten <i>Natalia Noveri Tarigan; Hamonangan Tambunan; Samsidar Tanjung</i>	229-234
Analysis of the Ability of Metacognition of Students of SMAK Country Samosir in Solving Problems Apply Learning Guided Discovery <i>Siita Tamba, Bornok Sinaga, Syafari</i>	235-240
The Influence of PAIKEM Strategy on Reading Interests of VII Grade of SMP Negeri 2 Siberut Selatan <i>Eirene Siagian; Abdurahman Adisahputera; Wisman Hadi</i>	241-246
Development of Local Characteristics Learning Text Learning Media in Indonesian Language Learning in Kartika I-2 SMA Private Vocational School <i>Herza Alwanny; M. Oky Fardian Gafari; Abdurrahman Adisahputera</i>	247-256

The Flouting Maxim in Social Interaction Expressed by The Characters in Zakeut Edition of Eumpang Breuh Movie

Asmaul Husna

English Applied Linguistics
State University of Medan
Medan, Indonesia
asmaulhusna625@gmail.com

Sumarsih

English Applied Linguistics
State University of Medan
Medan, Indonesia

I Wayan Dirgeyasa

English Applied Linguistics
State University of Medan
Medan, Indonesia

Abstract— This study deals with the flouting maxim by the characters in *Zakeut Edition of Eumpang Breuh* movie. The objective of this study was to find out the types of flouting maxim used by the characters in the movie. This research was conducted by using descriptive qualitative research design. The data were utterances from the characters in the movie and source of data taken from *Zakeut Edition of Eumpang Breuh* movie. Type of flouting maxim analyzed by using Cutting (2002) theory. The result of the data showed that there were four types of flouting maxim expressed by the characters in the movie as flouting maxim quality, flouting maxim quantity, flouting maxim relevance and flouting maxim of manner. The most dominant type of flouting maxim occurred was flouting maxim of quantity. It influenced by their culture background which Acehness character often to long-winded while doing conversation. And the lowest flouting maxim was flouting maxim of Relevance.

Keywords— Acehness Movie, flouting Maxim, Pragmatics.

I. INTRODUCTION

As social being, people need to interact with each other by using communication. Therefore, people communicate one another in order to represent their ideas. By using language they interact in order to convey their thought. This kind of interaction in which the language used as media is called conversation. It is very important to build a meaningful conversation so that their ideas can be conveyed and represented correctly. Ideally, the speaker and the hearer need to have some kind of cooperation to convey and understand each other's speech clearly in each turn. This is so the speaker can deliver his/her message in an understandable fashion and the hearer can understand the speaker's intended message.

The way in which they cooperate when they are communicating is called cooperative principle. People will have a successful conversation if they fulfill the Cooperative Principle [1]. Cooperative principle has four maxims that can help the conversation become more effective. They are maxim of quantity, maxim of quality, maxim of relevance, and maxim

of manner. Cooperative Principles regulate the participants to speak as needed, briefly, relevantly, truly, and clearly [2]. People may break the rules of cooperative principle by giving more or less information, being irrelevant, saying something false, uttering something which is difficult to be understood while there are implied meanings behind their utterances, and being obscure which called as flouting of maxim. Maxim flouting happens when speakers appear not to follow the maxims but expect the hearers to appreciate the meaning implied [3].

The phenomenon the flouting of maxim not only can be seen in real life but this is also depicted in many media such as movie. As we know movie is one among many social media which are popular in the society. *Zakeut Edition of Eumpang Breuh* movie is one of Acehness comedy movie which use Acehness language as local language. The movie shows Acehness story in daily life. Actually the characters in the movie flout communication to make interaction among the speaker from each other. The preliminary data were taken from the conversation in *Eumpang Breuh* movie. This utterance follow flouting maxim in movie;

YN : *Peu nyan bang?*
(What is it Brother?)
BT : *Hana, lon yak eu lumo Haji Uma*
(Nothing, I just want to see Haji Uma's cow)

The excerpt above shows Bang Taleb flouted the maxim of quality. In the sentence "*Hana, lon yak eu lumo Haji Uma* (Nothing, I just want to see Haji Uma's cow)" The dialogue happened when Bang Joni is catching out Bang taleb looked at her wife (Yusniar) in sleeve. The incident made a row between Bang Joni and Bang Taleb. So, Bang Taleb said untrue answering to Yusniar's question. The reason for his utterance is to hide what actually he did. Therefore, he gave untrue information. From the preliminary data above found that the flouting of maxims not only happens in daily conversation but also in Acehness movie which use local language. The

flouting of maxim found is quality maxim. Dealing with the floating of maxims, the previous research about flouting of maxim has been conducted which entitled maxim flouting in non-formal debate shows on Indonesian's TV channels [4]. The finding of the analysis is the most maxim flouting was maxim manner which was flouted by affirmative side in TV One's Debat by the negative side in Metro TV's forum Indonesia, the maxim of manner were flouted by the speakers by giving long, unclear, and wordy answers in their utterances in respond to the question that were being asked. The other research which studied about the flouting maxim was taken from conversational of the main characters in The Art of Getting by Gavian Wiesen movie [5]. The result found were the most of maxim that is flouted frequently is the flouting maxim relation, while the lowest of maxim that is flouted is quality maxim.

So, based on previous researches and preliminary data above, the researcher is interested to do the research about the flouting of maxim expressed by the characters in *Zakeut Edition of Eumpang Breuh* as Acehnese comedy movie. This study was focused on the theory of flouting maxim who defines it as the condition while the speakers do not follow the maxim but hearers accept the appreciation to give implied meaning [3]. In other hand when the speakers do not follow the rules of cooperative principle, flouting maxim will be occur.

This study was intended to describe the flouting maxims in *Zakeut Edition of Eumpang Breuh* Movie. It is expected to find out the types of flouting maxims in this movie expressed by the characters.

II. REVIEW OF LITERATURE

A. Flouting maxim

In order to be cooperative in conversation, the speakers and listeners have to follow what the philosopher Grice has termed as cooperative principle [6]. Grice's cooperative principle with its maxim does not assume that all talk is cooperative. Its means that sometimes talk can be uncooperative. When the talk is not cooperative, the maxim flouting is occurred. While flouting maxim occurs, the speaker do not intent mislead hearer but want the hearer to look for the conversational implicature, it is meaning the utterances do not directly state in the word uttered. While speakers did not follow cooperative principle the hearer will interpret the message and fill in the missing information relying on the context.

B. Type of Flouting Maxim

There are four types of flouting maxims. They are flouting maxim of quality, flouting maxim of quantity, flouting maxim of relevance and flouting maxim of manner [3].

1) Flouting Maxim of Quality

The flouting maxim of quality is a maxim which describes that the speaker has to provide the information is not

accordance with the facts. The speaker's statements have no evidence. When a speaker flouts the maxim of quality, he/she does not say what he/she really wants to say. The speaker intends something behind his/her utterance that the hearer will have to convey.

For example:

"Don't be such a wet blanket, we just want to have fun"

The speaker uses metaphor in his/her utterance. The metaphor in this utterance function was as a medium to express hi/her feeling towards the hearer who wants to disturb their enjoyment at that time instead of telling the hearer his/her true feeling. In using maxim of flouting of quality, the speaker does not want to express what he/she really feels towards the hearer, but he/she uses another word to imply it.

2) Flouting Maxim of Quantity

A speaker flouts the maxim of quantity when their contribution is not as informative as is required or more informative than is required. The speaker perhaps gives less or more information to the listener. The example bellow will give an explanation about how the speaker flouts the maxim of quantity;

Petter : well, how do I look?

Mary : your shoes are nice...

In this case Mary has flouted the maxim of quantity by giving information less than required. Peter asks her about his whole appearance, but Mary only refers to his shoes. She does not say directly that the shirt or his jeans look nice, which means that she is not impressed with the rest of what he is wearing. To avoid offending Peter, Mary decides not to obey the maxim of quantity. Thus Peter is forced to infer the hidden meaning of Mary's utterance.

3) Flouting Maxim of Relevance

In this case flouting maxim of relevance refers' to when the speakers are making response which is very obvious irrelevant to the topic being discussed arise when the speaker deviates from the particular topic being asked and discussed.

For example:

A : There's somebody at the door?

B : I'm in the bath

In this conversation, "B" is being irrelevant to the listener by answering not correlates with preceding utterance asked before by this answer "I'm in the bath", B expects A to understand that his present location is relevant to her comment that there is someone at the door and that he cannot go to see who it is because he is in the bath. Here, "B" flouts the maxim of relevance.

4) Flouting Maxim of Manner

A speaker flouts maxim of manner when their utterances became ambiguous or obscure. They may say something not briefly or orderly. For example:

A : I think your friend is very smart, do you agree with me?

B : Uh... I won't to turn you away from your opinion

The statement flouts maxim of manner because it is obscure. Another example that flouts the maxim of manner is when a speaker is intentionally ambiguous.

III. METHOD

This research was conducted by using descriptive qualitative design. This research was limited to investigate the type of flouting maxim expressed by the characters in *zakeut edition of eumpang breuh* movie. The data of this research was the sentences of flouting maxim by the characters in *zakeut edition of eumpang breuh* movie. The source of the data was taken from the movie transcript of *Zakeut Edition of Eumpang Breuh* movie to support the researcher analyzes the data.

In this study, the instrument needed an observation sheets, it used to take notes of important things in the movie, VCD player for watch the movie, video recorder used for the purpose of getting data transcription and gadget which used to observe some utterances in the movie in order to be more systematic, effective, and easier and the last is laptop to support the researcher to write a report file. Qualitative research has the natural setting as the direct source of the data and the researcher is the key instrument [7].

The data was collected by applying documentary technique. In technique of data were saved the form of video, or document as the data collection [8]. In this study, documentary was done during the movie is run. The data collected in this research were all utterances containing maxim flouting in *Zakeut Edition of Eumpang Breuh* movie. While the data collection was done by watching the movie and reading the subject carefully and comprehensively in order to find the appropriate information needed for obtaining the objectives of the research.

IV. RESULT AND DISCUSSION

The data in this study were the sentences that contained flouting maxim of the characters in *Zakeut Edition of Eumpang Breuh* movie. The total participants in this movie were thirty nine. Some of them are Joni Kapluk (JK), Pak Salam (PS), Kak Bungsu (KB), Yusniar (YN), Haji Uma and the other characters.

Based on data analysis of this research, there were found that four types of flouting maxim occurred in *zakeut edition of eumpang breuh* movie.

Type of flouting maxim in *Zakeut Edition of Eumpang Breuh* Movie:

A. Flouting maxim of quality

This was utterances contained flouting maxim of quality. Quality :

JK : Bang ada Pak Salam?

(Bro, is there Sir Salam?)

PS : Gak ada, baru aja keluar (U14)

(There is not, he came out just now)

From the conversation above PS has to provide the information is not accordance with the facts. He gave untrue answer to avoid meeting with JK. Therefore PS flouted the maxim of quality

B. Flouting maxim of quantity

This utterances contained flouting maxim of quantity :

KB : Kon lon hai nyak Joni nyang jak, Yusniar.

(It's not me who want to go, Jon. But Yusniar)

JK : Lon tetu pue, tapi lon tanyoeng sit. Jak, Yusniar (U10)

(I knew, but I asked too, Let's go Yusniar)

In this conversation JK flouted the maxim of quantity by giving more informative as is required. He knew that would pick up YN not KB. He just joked. This can be concluded as flouting of quantity maxim which realized in overstatement.

C. Flouting maxim of Relevance

This was utterances contained flouting maxim of Relevance

KB : I plung gob kaplung kah sit.

(They run, you come them)

YN : Abu..Abu.. eh pat Bang Joni ka trok. (U8)

(Dad..Dad..Brother Joni has come)

Based on the conversation above, YN flouted the Maxim of relevance. Because, she did not give suitable response, that was an irrelevant statement to HU and KB. She avoid it to change the topic to another. Therefore, it can be categorized as flouting maxim of relevance because she said something irrelevantly.

D. Flouting maxim of manner

This was utterances contained flouting maxim of Manner:

HU : Hana beugeh ukuh ilon, Cuma buno siat ilhap broh kuh

(I was not angry, I was just bit relapse for a moment)

JK : Pakoen hana sampoh broh neh?

(Why didn't you clean up?)

HU : U tuha-tuha laye, Pikiran hansep me yak ek kaye. (U33)

(The ripe coconut is withered, how the short mind will climb the trees)

In the conversation above HU flouted the maxim of manner. HU answer was ambiguous because he did not give clearly statement. The reason used flouting maxim because he tried to get attention from JK by expressing angry.

TABLE 1. TYPES OF FLOUTING MAXIM

No	Types of Flouting Maxim	Number of Flouting
1	Quality	42
2	Quantity	45
3	Relevance	18
4	Manner	23
	Total	128

The table above clarified clearly types of flouting maxim expressed by the characters *zakeut edition of eumpang breuh* movie. It dealt with the type of flouting maxim proposed by Cutting. They are flouting maxim of quality, flouting maxim of quantity, flouting maxim of relevance and flouting maxim of manner. The most dominant type of the flouting maxim found in this research was maxim of quantity. And the lowest flouting maxim was flouting maxim of relevance. This finding are not similar to the findings of previous research conducted by Harahap Found that the most maxim flouting was maxim manner which was flouted by affirmative side in TV One's Debat and by the negative side in Metro TV's forum Indonesia[4]. Kinasih & Agnes also Found that were the most of maxim that is flouted by of the main characters in The Art of Getting by Gavian Wiesen movie frequently is the flouting maxim relation, while the lowest of maxim that is flouted is quality maxim. The differences between these finding with the current research potentially are due to the different context where the flouting maxim occurred. It also means that different context lead to the different flouting of the type of maxims. The differences also influenced by culture background of them.

V. CONCLUSION

After analyzing the data, the conclusion can be stated; There are four types of flouting maxim found in *Zakeut Edition of Eumpang Breuh* movie. It published on 23rd March 2016. Those are flouting maxim of quantity, flouting maxim of quality, flouting maxim of relevance and flouting maxim of

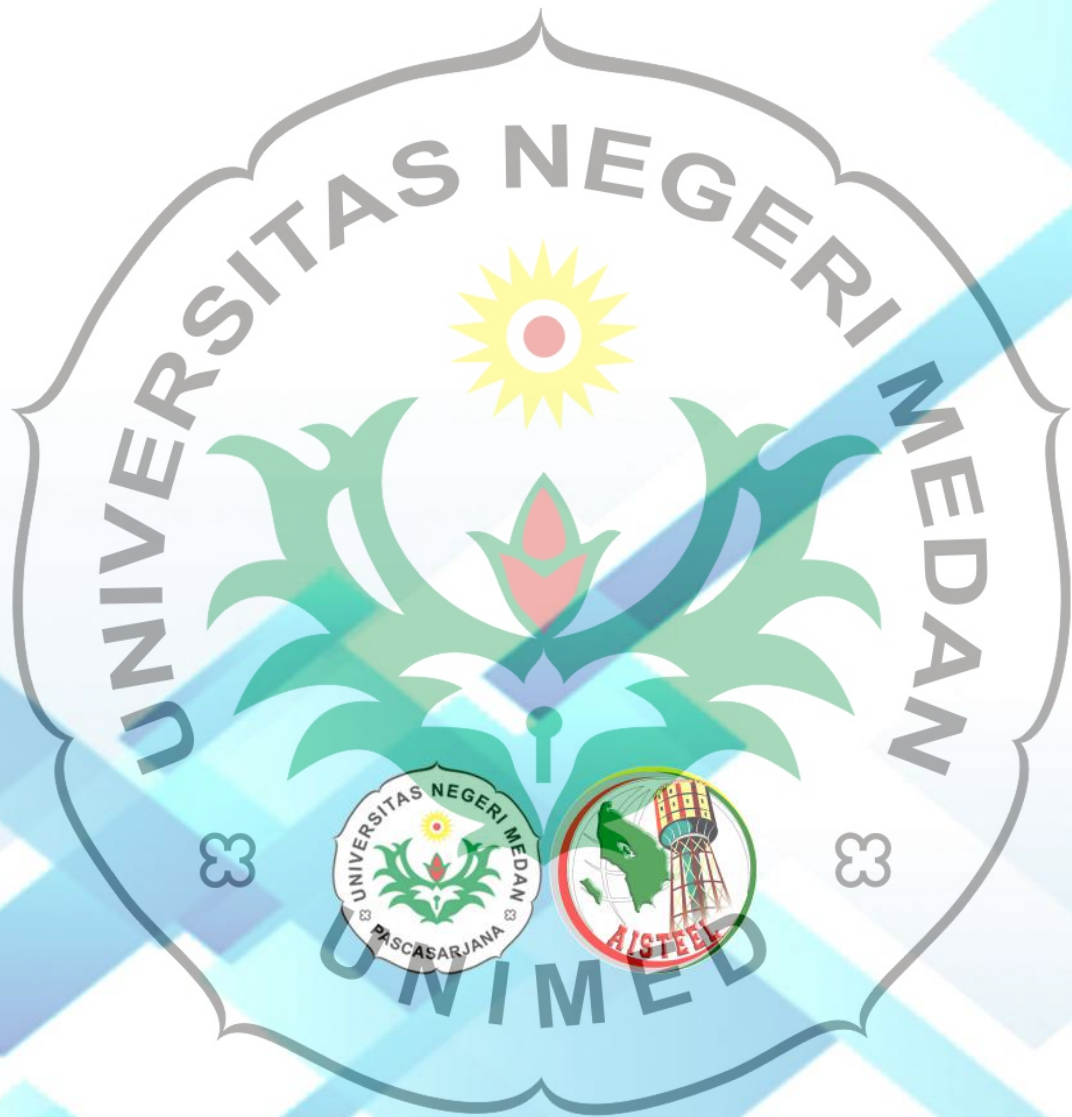
manner. The most dominant flouting maxim is flouting maxim of quantity which was flouted by characters in the movie. Flouting the maxim quantity is a speakers to deliver a message that give more information and less information to listener as informative as required. In this case, the characters mainly flout the maxim of quantity. It influenced by Acehnese's culture background which they often to long-winded while doing conversation.

ACKNOWLEDGMENT

The writer would like to express her gratitude to greatest advisers Prof. Dr. Sumarsih, M.Pd and Prof. Dr. I Wy Dirgeyasa, M.Hum who have guided her in the during the process of the research writing with all of guidance, advices, and suggestions to finish the research as well.

REFERENCES

- [1] Yule, G. (1996) *Pragmatics*. Oxford: Oxford University Press
- [2] Coulthard, M. (1985) *An Introduction to Discourse Analysis: New Edition* Edinburgh: Longman.
- [3] Cutting, J. (2002) *Pragmatics and Discourse*. New York : Routledge
- [4] Harahap, R. (2017) "Maxim Flouting in Non-Formal Debate Shows on Indonesian's TV Channel, ". Bachelor thesis: State University of Medan
- [5] Kinasih, V and Herawati, A. (2013) "Analysis of the flouting maxims in the movie " The Art of Getting By? ". Unpublished Thesis . Jakarta: Bina Nusantara University.
- [6] Grice, H. Paul. (1975) "Logic and Conversatio, ", in P. Cole and J.L. Morgan eds, *Syntax and Semantics*, vol. 3. New York: Academic Press.
- [7] Bogdan, R&Biklen. (1992) *Qualitative Research for Education* (2ndEd). Bosto: Allan and Bacon.
- [8] Burngin, B. (2007) *Penelitian Kualitatif*. Jakarta: Kencana Prenada Media.



THE *Character* *Building*
UNIVERSITY