

**PRAGMATIC ANALYSIS OF CONVERSATIONAL IMPLICATURE AND
POLITENESS MAXIMS VIOLATION IN GUILLERMO
DEL TORO'S PINOCCHIO**

THESIS

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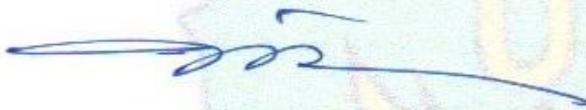
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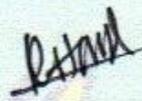
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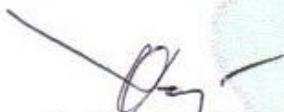
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**PRAGMATIC ANALYSIS OF CONVERSATIONAL IMPLICATURE AND
POLITENESS MAXIMS VIOLATION IN GUILLERMO
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Adalah benar-benar karya saya, kecuali kutipan dan referensi yang disebutkan sumbernya. Apabila kesalahan dan kekeliruan didalamnya maka akan sepenuhnya menjadi tanggung jawab saya. Demikian surat pernyataan ini saya buat dengan sesungguhnya.

Banda Aceh, 28 April 2025

Saya yang membuat surat pernyataan,



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With all humility and reverence, I express my deepest gratitude to Allah SWT, whose boundless mercy and guidance have illuminated my path in completing this research entitled “Pragmatic Analysis of Conversational Implicature and Politeness Maxims Violation in Guillermo del Toro's Pinocchio”. His divine guidance has been the cornerstone of this thesis, making its completion a reality.

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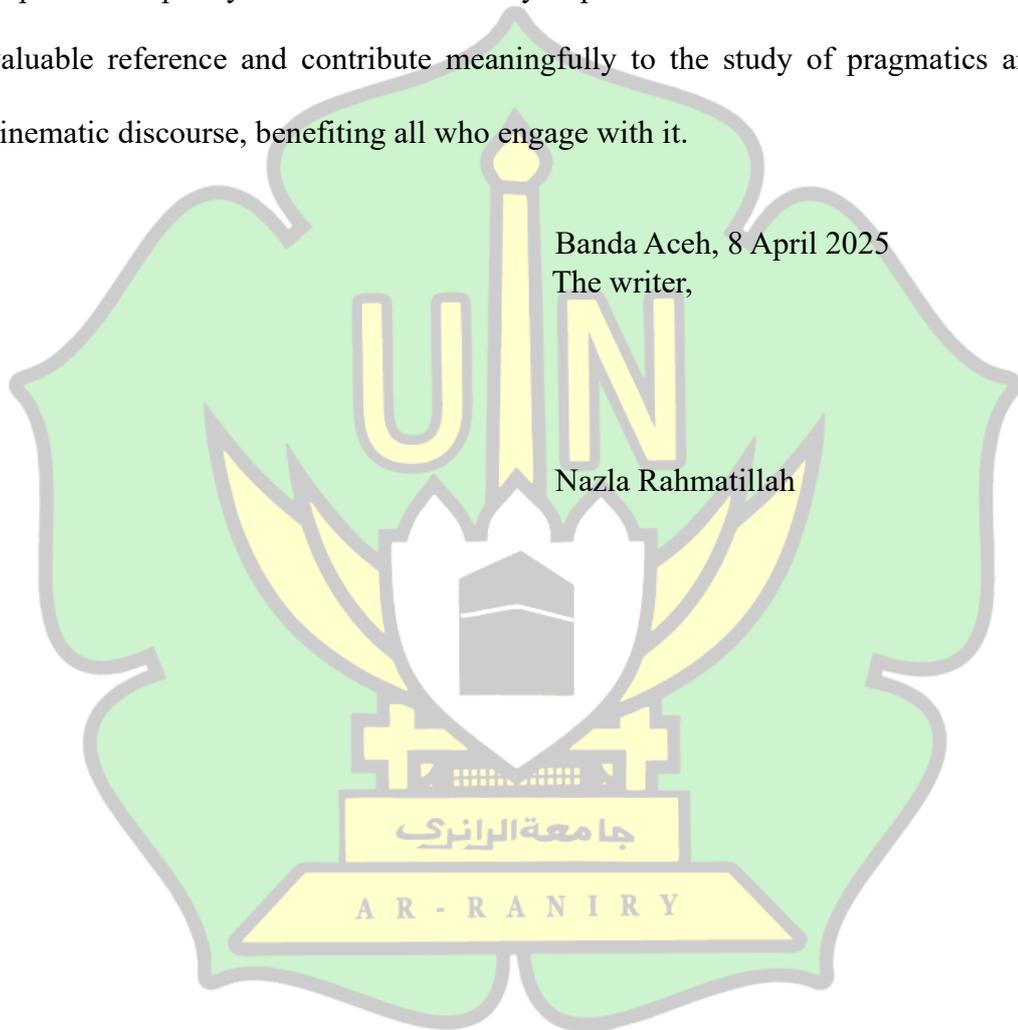
To my beloved family, I am eternally grateful for your unconditional love, prayers, and encouragement. Your continuous support has given me the strength to overcome challenges and stay motivated in completing this thesis. A warm thank you to Tara, Ceem, Cukak, Naifa, and Diput who have been by my side, offering encouragement, discussion, and laughter during this journey. Your companionship has made this process more meaningful and enjoyable. A very special thanks goes to my one and only best friend in this major, Syifa Ulahmi. Your constant support, genuine friendship, and unwavering belief in me have meant the world. I am truly

blessed to have you by my side. May Allah bless you all with endless happiness and success in your endeavors.

I am fully aware that this thesis is not without its limitations. Therefore, I sincerely welcome any constructive criticism and suggestions from readers to improve the quality of this work. It is my hope that this research will serve as a valuable reference and contribute meaningfully to the study of pragmatics and cinematic discourse, benefiting all who engage with it.

Banda Aceh, 8 April 2025
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ABSTRACT

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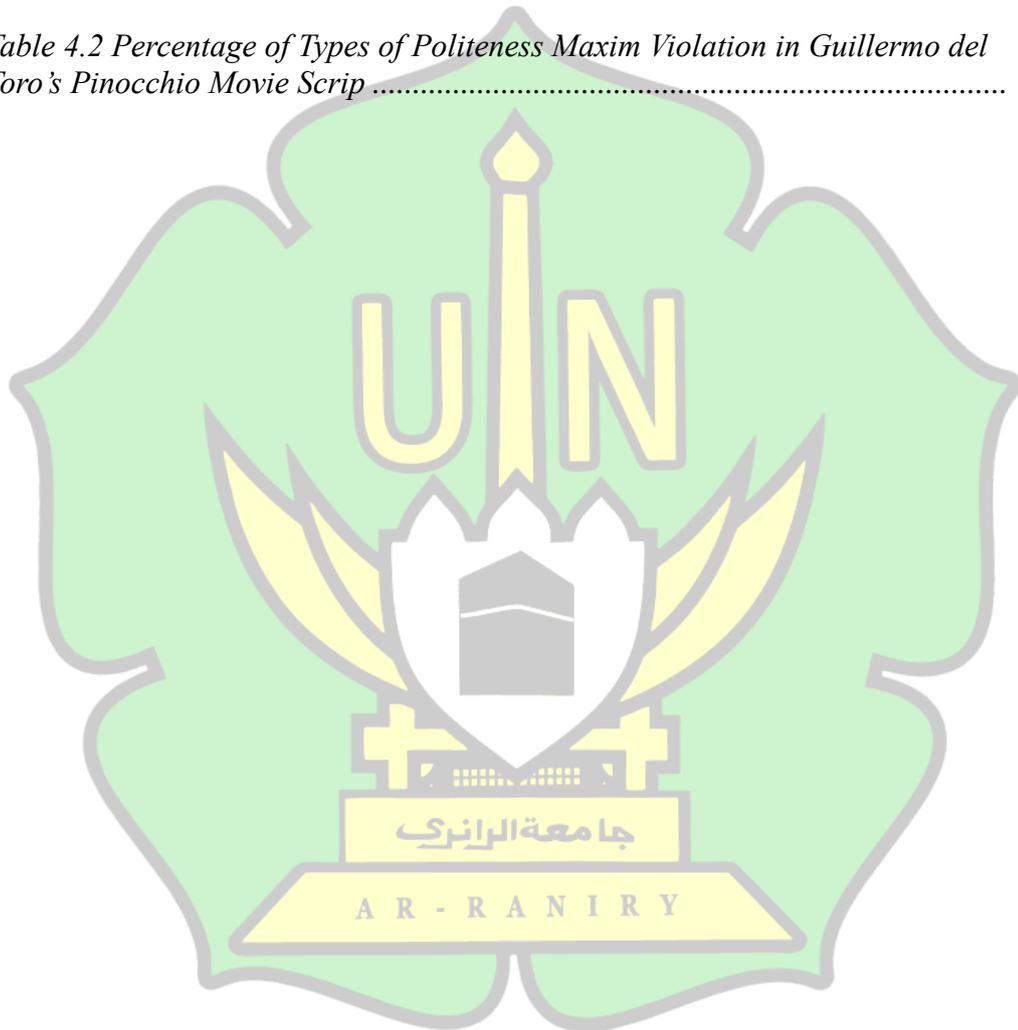
This study examines the use of conversational implicature and politeness maxim violations in *Guillermo del Toro's Pinocchio*. Using a qualitative content analysis method, 60 utterances in the movie were analyzed based on Grice's implicature theory and Leech's politeness principles. The findings reveal 28 generalized and 32 particularized implicatures, with 24 utterances involving violations of politeness maxims, particularly the Tact, Sympathy, Approbation, Modesty, and Agreement Maxims. This study underscores the importance of understanding how pragmatic strategies in cinematic dialogue convey complex emotions, power relations, and social values. By addressing a gap in pragmatic research on animated films, it demonstrates that implicature and politeness violations serve as essential tools for expressing deeper interpersonal and ideological meanings. In conclusion, the study emphasizes that analyzing conversational implicature and politeness strategies is crucial for uncovering the layered dimensions of meaning embedded in cinematic discourse.

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CHAPTER I INTRODUCTION

A. Background of Study

Pragmatics is a crucial component of language that extends beyond simple information exchange between speakers and listeners. Huang and Yan (2016) said that pragmatics encompasses the interpretation of meaning within context, considering elements like the speaker's intent, the listener's expectations, and the social and cultural norms of the communicative situation. Thus, pragmatics is understood as a dynamic and interactive process influenced by various linguistic and extralinguistic factors (Dey, 2023). In pragmatics, the areas of study include deixis, conventional implicature, politeness, speech acts, and conversational structure.

Sometimes people engage in conversations and express something that has a different meaning and is unrelated to what is explicitly stated. Even in conversations between humans and computers, computers cannot understand what humans mean because humans tend to convey the intended meaning of the conversation implicitly, which is entirely unrelated to what they explicitly state. In the field of pragmatics, this phenomenon is known as conversational implicature (Rett, 2020).

Thomas (1995) categorized implicatures into two types: Conversational Implicature and Conventional Implicature. The first type, Conversational Implicature, pertains to conveying the speaker's intended meaning during a conversation. Thomas explains that both types play a role in clarifying the meaning

of a conversation. The difference is that conversational implicature explains the meaning of a conversation based on the context or situation of the speaker. And the second type, conventional implicature, explains the meaning of a conversation according to the word order used by the speaker and does not contain implicit meaning, as what the speaker intends is explicitly stated.

Conversational implicature also occurs when participants use indirect communication to express what they are truly feel, and sometimes they are even lie or violate the existing maxims which can create ambiguity and cause the listener to misunderstand the speaker's intent (Ruis et al., 2022). Conversational implicature also involves interpreting what is said in a way that is contrary to what the speaker implies. Implicatures go beyond the explicit content of a sentence, conveying implicit meanings that are inferred from the context but not directly stated. They are not strictly logical deductions but rather additional propositions implied by the utterance of a sentence in a particular context (Gazdar, 1979; Pozniak et al., 2024).

Yaqubi et al. (2016) discussed in their study that the theory of implicature has been pivotal in analyzing the intended meanings of implicature, it has faced criticism from scholars like Lakoff (1973), Leech (1983), Kingwell (1993), Davis (1998), Kallia (2007), and Pfister (2010). These critiques highlight its failure to explain the rationale behind indirect speech and the absence of a 'politeness' maxim among other maxims (Eshreth & Badran, 2020).

Grice himself acknowledged in his work that a politeness maxim should be included in the Cooperative Principle (CP), but he did not elaborate on this idea. He noted: "There are, of course, many other maxims (aesthetic, social, or moral in

nature), such as 'be polite,' which are typically observed by participants in conversations, and these can also generate nonconventional implicatures" (Grice, 1975, p. 47). Geoffrey Leech (1983) developed a model similar to Brown and Levinson's (1987) theory, in which he categorizes politeness principles into a series of maxims to explain how politeness functions in conversational interactions. Leech defines politeness as a set of behaviors between participants that express mutual respect. According to Leech, politeness involves "strategic conflict avoidance and showing regard for others" (Terkourafi, 2015, p. 957; Eshreteh & Badran, 2020).

Essentially, this model prioritizes the needs and feelings of others over oneself. Leech's politeness maxims include six principles that guide polite communication. The Tact Maxim minimizes the cost and maximizes the benefit to others, The Generosity Maxim minimizes benefits to oneself and maximizes costs to oneself, The Approbation Maxim minimizes dispraise and maximizes praise for others, The Modesty Maxim minimizes self-praise and maximizes self-dispraise, The Agreement Maxim minimizes disagreement and maximizes agreement and The Sympathy Maxim minimizes antipathy and maximizes sympathy (Widyaningsih & Hastuti, 2018). These maxims aim to promote considerate and harmonious interactions by emphasizing indirectness, optionality, and social sensitivity.

This research uses Guillermo del Toro's animated movie "Pinocchio" as the subject of study and examines how conversational implicature is expressed by the characters in the film while identifying which politeness maxims are violated by the actors because in media discourse such as films, politeness violations are often used to highlight emotional tension and social dynamics (Fouad Rashid Omar,

2021; Hafizi & Sarah, 2019). The research uses a movie as the subject because movies represent what happens in everyday life. This study focuses on Guillermo del Toro's *"Pinocchio"* (2022), an animated film rich with emotional and socio-political themes, ideal for pragmatic analysis. The dialogues in *"Pinocchio"* often demonstrate implicatures and politeness violations that reflect interpersonal relationships and ideological conflicts (Indarti, 2024).

Movies serve as valuable objects for pragmatic study because they mirror real-life communication dynamics while embedding cultural values (Nkurunziza, Ngoboka, & Habyarimana, 2024; Alharbi, 2022). Specifically, analyzing animated films like *"Pinocchio"* fills a research gap left by previous studies that focused on political speeches, podcasts, and classic novels (Afrilesa Jasmir, 2021; Muhammad Qordawi, 2021).

Research on conversational implicature in drama (Nkurunziza, Ngoboka, & Habyarimana, 2024) and animated movies such as *"Mulan"* (Simaremare & Nainggolan, 2021) demonstrates the complexity of implied meaning in cinematic contexts. Furthermore, multimodal communication involving verbal and non-verbal cues enhances pragmatic meaning-making (Indarti, 2024; George & Mamidi, 2020). A systematic review also reveals the variation of implicature usage across American, Indonesian, and Chinese contexts, indicating that culture profoundly influences pragmatic interpretation (Indarti, 2024).

Cross-cultural pragmatics highlights that a lack of cultural competence often leads to misinterpretations of implicatures, emphasizing the need to teach pragmatics explicitly in language education (Alharbi, 2022; Nkurunziza, Ngoboka,

& Habyarimana, 2024). Recent research also shows how pragmatic understanding enhances reading comprehension and overall language proficiency in second language learners (Puri & Baskara, 2023; Ruis et al., 2022).

Moreover, conversational implicature has been extensively analyzed in political discourse to unveil how indirect language functions as a persuasive tool (Oladeji, 2024; Jeretic et al., 2020). Finally, pragmatic features embedded in cinematic dialogue help illuminate how cultural norms and emotional experiences are conveyed through indirect communication (Pandia et al., 2021)

There have been many previous studies that examine the meaning of speech using pragmatic analysis, specifically conversational implicature. In general, research on implicature through pragmatic analysis has been conducted by many researchers across various media. The first research investigates conversational implicature in political speech is conducted by Kwarteng (2021) the research investigates the adherence to and violation of Grice's cooperative principles in interviews between American journalists and former President Donald Trump. This study examines conversational implicature and maxim violations in political interviews, confirms that implicatures are crucial for uncovering hidden intentions and subtle meanings within complex social interactions. This finding supports the current research by emphasizing that conversational implicature is not limited to political discourse, but also operates powerfully in cinematic dialogues where characters express emotions and ideologies indirectly, as seen in *Pinocchio*.

The second subsequent research investigates conversational implicature occurring in podcasts. This study was conducted by Afrilesa Jasmir (2021) the

research analyzes conversational implicature in Deddy Corbuzier's podcast on YouTube, identifying three types: generalized, particularized, and scale implicature. Similarly, her analysis of implicature in podcast dialogues further illustrates how media platforms provide rich pragmatic phenomena for study. By demonstrating the relevance of conversational implicature in modern, popular communication forms, this study reinforces the rationale for selecting an animated movie as the object of analysis, where conversational implicatures are deeply woven into the narrative structure.

The third research was conducted by Muhammad Qordawi (2021). The study investigates the conversational implicature in the novel "The Old Man and The Sea" by Ernest Hemingway. Specifically, the study aims to identify the types of conversational implicature present in the novel and analyze their functions. His investigation of conversational implicature in a literary work like *The Old Man and The Sea* highlights the role of implicature in literary and narrative settings to convey layered meanings beyond surface-level interpretation. This finding is aligned with the present study's focus, showing that even fictional narratives, such as those in animated films like *Pinocchio*, are fertile grounds for exploring pragmatic strategies that reveal deeper emotional and social dynamics.

Although previous studies have explored conversational implicature and politeness maxims in various media, such as political speeches, podcasts, and literary works, there remains a notable gap in the pragmatic analysis of animated films that intertwine emotional depth with socio-political contexts. Specifically, while movies like *Mulan*, *Beauty and the Beast*, and *A Star is Born* have been

examined from a pragmatic perspective, there has been no study focusing on Guillermo del Toro's *Pinocchio*. This animated film presents a rich landscape for pragmatic investigation, as it not only portrays fantastical elements but also embeds profound themes of grief, obedience, individuality, and resistance against authoritarianism. Therefore, this research aims to fill the gap by analyzing conversational implicature and politeness maxims violation within the dialogues of *Pinocchio*, offering new insights into how language functions in cinematic discourse characterized by emotional and ideological complexity.

Although conversational implicature has been widely analyzed across various media, fewer studies specifically connect the violation of politeness maxims to the emergence of implicature. Research by Widyaningsih & Hastuti (2018) on "Alice in Wonderland" and by Hafizi & Sarah (2019) on "Heidi" demonstrates that violating politeness principles often generates conversational implicatures that reveal deeper interpersonal conflicts and social critiques. This connection between politeness violation and implicature enriches pragmatic interpretation by showing how indirect meaning often emerges when conversational norms are intentionally broken. Therefore, this study not only builds upon research on conversational implicature but also addresses the relatively underexplored relationship between politeness maxim violations and implicature creation in cinematic discourse.

To illustrate the focus of this study, I consider the following example from Guillermo del Toro's *Pinocchio*: In a scene, Count Volpe says to Pinocchio, "Clear accounting all the way. Fifty-fifty, right down the middle."

At first glance, the utterance appears fair. However, Volpe's real intention is to

deceive Pinocchio about the financial arrangement. This utterance demonstrates a violation of the Approbation Maxim, where Volpe pretends to praise fairness but actually hides exploitation. A conversational implicature arises, where Pinocchio (and the audience) must infer that Volpe is not being truly honest.

This brief example shows how implicature and politeness maxim violations interact to create deeper meaning in cinematic dialogue, which is the primary focus of this study.

B. Scope of the study

In this research, the writer only focuses on the implicature expressed by the characters in the movie Guillermo del Toro's *Pinocchio*. The analysis solely focuses on the types of conversational implicature and politeness maxims violated by the characters in Guillermo del Toro's *Pinocchio*.

C. Research Questions

Based on the research background, the research question in this study can be formulated as follows:

1. What types of conversational implicature are used by the characters in Guillermo del Toro's *Pinocchio*, and how do these implicatures convey implicit meanings?
2. How do conversational implicature and politeness maxims violation contribute in the dialogue of *Guillermo del Toro's "Pinocchio"* to manage interpersonal relationships and convey social norms?

D. Research Aims

Based on the research question above, the aims of this study are:

1. To identify and classify the types of conversational implicature found in Guillermo del Toro's *Pinocchio*, and to analyze how these implicatures construct implicit meanings in the dialogues.
2. To investigate how conversational implicatures and politeness maxims violation in the dialogue of *Guillermo del Toro's Pinocchio* manage interpersonal relationships and convey social norms.

E. Significance of the Study

1. Theoretical Significance

Conversational implicature, which falls under the branch of linguistics dedicated to the study of meaning. Theoretically, this study is beneficial for applying conversational implicature theory and politeness maxims in everyday life scenarios. By examining how conversational implicatures function, individuals can gain a deeper understanding of implicit communication and the subtleties of meaning conveyed in natural conversations.

To further explore and illustrate the theory of conversational implicature and politeness maxims, the writer has chosen movie as the subject of this research. Movie provide a rich and engaging medium for analyzing conversational implicatures and politeness maxims because they combine visual and auditory elements that mimic real-life interactions. Through the

analysis of dialogues in movie, readers can gain a comprehensive and practical understanding of conversational implicature theory.

By using movie as a research subject, the writer aims to present the theory in a more enjoyable and accessible manner. This approach not only enhances comprehension but also demonstrates the practical application of conversational implicature theory in a context that is both familiar and entertaining to the audience. Consequently, readers can learn about the theory through an engaging method that facilitates deeper learning and appreciation of the nuances of human communication

2. Practical Significance

a. For the Student

This movie is expected to help students more easily understand the deep concepts and theories in this field of linguistics. It is also hoped that students can see the positive side of applying the theory of implicature and politeness maxims and can apply them in everyday life.

b. For the Teacher

This research can serve as a reference for educators to delve into conversational implicature and politeness maxims, through pragmatic analysis with movie dialogue as the object of analysis. It can also be applied in teaching within the field of linguistics.

c. For another Research Reader

Research on conversational implicature offers a valuable framework for analyzing everyday interactions across various settings, including

casual and professional contexts. Since movies often mirror cultural norms and societal values, examining instances where politeness maxims are not observed allows researchers to investigate cultural views on politeness, social hierarchy, and norms, providing useful insights for cross-cultural and sociolinguistic research

