

**OBSERVANCE AND NON-OBSERVANCE
COOPERATIVE PRINCIPLE ANALYSIS
ON MEILIN'S UTTERANCES
IN *TURNING RED* MOVIE**

A THESIS

**Presented in a Partial Fulfillment of the
Requirements for Completing the
Sarjana Degree in Department of English Literature**



By:

**CHERYL FIRDAUSI PRAMITA
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**FAKULTAS ILMU BUDAYA
UNIVERSITAS 17 AGUSTUS 1945 SURABAYA**

2025

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This is to certify that the Sarjana Thesis of CHERYL FIRDAUSI PRAMITA entitled "OBSERVANCE AND NON-OBSERVANCE COOPERATIVE PRINCIPLE ANALYSIS ON MEILIN'S UTTERANCES IN *TURNING RED* MOVIE" has been approved by the thesis advisor for further approval by the Examining Committee.

Surabaya, 26 June 2025

Advisor,



Bramantya Pradipta, S.Hum., M.Hum.

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This is to certify that the Sarjana Thesis of CHERYL FIRDAUSI PRAMITA entitled "OBSERVANCE AND NON-OBSERVANCE COOPERATIVE PRINCIPLE ANALYSIS ON MEILIN'S UTTERANCES IN *TURNING RED* MOVIE" has been examined and approved by the thesis Examining Committee as the requirement for Sarjana Degree in English Literature.

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Surabaya, 26 June 2025

A handwritten signature in black ink, consisting of stylized, overlapping loops and strokes, representing the name Cheryl Firdausi Pramita.

Cheryl Firdausi Pramita

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ABSTRACT

This study analyzes the observance and non-observance of Grice's Cooperative Principle in the utterances of Meilin Lee, the main character in the animated film *Turning Red*. The research focuses on how Meilin applies the four conversational maxims: Quantity, Quality, Relevance, and Manner in her interactions within two different contexts: with her family and with her friends. Using a qualitative descriptive method, 97 utterances were collected and analyzed to determine whether each maxim was observed, flouted, or violated. The findings show that Meilin's most dominant maxim in family interactions is the Maxim of Relevance, with a high number of floutings aimed at redirecting or withholding topics. Meanwhile, in the friend context, the most frequent maxim is the Maxim of Quantity, commonly flouted to add humor, exaggeration, or expressive emphasis. Violation is more frequent in family settings, typically used to conceal information or avoid direct answers. In contrast, flouting appears more often in the friend context, serving casual and expressive functions. The study concludes that Meilin's maxim usage reflects different communicative strategies depending on the type of relationship, and that flouting and violating maxims serve specific pragmatic functions such as avoidance, emphasis, indirectness, or humor. These findings contribute to the understanding of how Gricean maxims are applied in character animated movie express implied meaning in fictional narratives.

Keywords: *Cooperative Principle, Gricean Maxim, Pragmatic, Turning Red.*