

ANALYSIS OF COOPERATIVE PRINCIPLES IN THE MAIN CHARACTER OF THE FILM BRIDGE TO TERABITHIA

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ABSTRACT

The cooperative principle is a term used in conversation to provide information to the speaker and listener. This research aims to analyze the types of cooperative principles and find out the most dominant types of maxims of cooperative principles on the main character in the film "Bridge to Terabithia". This research uses the Descriptive Qualitative method by selecting and collecting data from the film Bridge to Terabithia. After selecting and collecting the data, the researcher identified and analyzed the utterances in the conversation between the main characters using Grice's (1975) theory related to the study of pragmatics. The results show that (1) the Cooperation Principle is categorized in the data of Maxim of Quantity 7, Maxim of Quality 10, Maxim of Relation 13, and Maxim of Manner 3; (2) the percentage of types of Cooperation Principle is the Maxim of Quantity 21,21%, Maxim of Quality 30,30% Maxim of Relations 39.39%, and Maxim of Manner 9.10%. The most dominant type of Cooperative Principle used between the main characters in the film Bridge to Terabithia is the Maxim of Relation 39,39%. In conclusion, based on this research, communication between speakers and listeners is expected to make contributions that are relevant to the topic being discussed and stay focused on the subject matter.

Keywords: *Pragmatic, Cooperative Principles, Maxim, Film*

INTRODUCTION

Humans, as social creatures, cannot be separated from the role of language because language has a very vital role in everyday life. It is very important to understand the meaning of language because language usually conveys the speaker's ideas, emotions, feelings, and intentions (Silitonga 2022). Language is not only a communication tool to convey thoughts, ideas, and information in conversation but also a means to express individual feelings and emotions (Asya et al. 2023). These factors shape the way individuals convey their ideas and engage in social interaction through conversation.

A good conversation is not only about understanding what the speaker wants to convey but also providing feedback on what is conveyed. Therefore, the role of the speaker and listener is very important in the communication process. Speakers and listeners must work together to convey that their speech, is easily understood, relevant to the context, concise, and always appropriate (Brando 2023). A successful conversation requires cooperation from each person involved in the exchange of language expressions. This will enable both parties to understand each other and ensure that the discussion flows naturally. It is crucial to emphasize that cooperation is the secret to effective communication (Jiwalno, Valiantien, and Setyowati 2020). During each transition in the discourse, the speaker and listener will collaborate well to deliver and receive messages clearly (Sinaga 2023). This aims to ensure that the speaker can convey his message with clarity and understanding at every change in conversation, while the listener tries to understand the speaker's message at every transition in conversation.

The researcher is interested in examining the principle of cooperation as a research topic because there is a phenomenon of the principle of cooperation that is informative, honest, relevant, and clear based on the context found in the conversation in the film. Research on the cooperative of principles in film can be useful for readers because this research can contribute to the general understanding of how the cooperative of principles in communication is used in non-real situations, such as in the world of film. There are several aspects of movie conversations that may be studied as research data. Since the main character in the movie applied the cooperative principle more frequently than anybody else. Researchers are interested in this interesting phenomenon and want to research the Cooperative Principle, especially the type of cooperation achieved in the film "Bridge to Terabithia" as a medium for obtaining data.

The reason why the researcher chose "Bridge to Terabithia" as a research subject is the film was the best film at the time and received positive comments and that many people like to watch movies that provide entertainment that is more than just a spectacle, and the dialogue in this film is like a real-life conversation where the characters speak like everyday conversations in general where there are

principles of cooperation and because the main roles in this film are children, many cooperative concepts can be found in the statements they make.

REVIEW OF LITERATURE

The field of linguistics called pragmatics investigates how language relates to the context in which it is used. As Yule (Hasler-Barker 2018), Pragmatics examines the meaning conveyed by speakers or writers to readers. Therefore, pragmatics focuses more on analyzing what people mean by their utterances than on the meaning of the words or phrases present in the utterance. The study of pragmatics focuses on the meaning that speakers convey. This type of research requires an understanding of how people speak in a given context and how that context affects their statements. It entails considering how speakers organize their utterances according to who they are talking to, where, when, and in what situation. The study of contextual meaning is called pragmatics. In addition, this approach must consider how listeners understand what speakers say. This type of research investigates how many unspoken things are perceived as part of communication. We can say that it is an investigation of obscure meanings. Pragmatics is the science of how more is communicated than is said. With this perspective, the question of what determines the choice between the spoken and the unspoken arises. The notion of distance is central to the answer. Shared experience is indicated by physical, social, or conceptual proximity. How much to say is determined by the speaker based on how close or distant the listener is. Pragmatics examines expressions of relative distance.

According to Leech (1983:6), pragmatics is the study of meaning in speech contexts. Simply put, this means that when we are communicating, we consider the context and assume the other person cooperates to understand us. The principle of cooperation was first proposed by the linguist and philosopher Grice in 1975. Grice argues that in pragmatics, the basic concept is the cooperative principle. The cooperative principle, supported by Grice's theory, is a term used in conversation to provide information to the speaker and listener.

The cooperative principle, supported by Grice's in (Sari and Afriana 2020) theory is a term used in conversation to provide information to the speaker and

listener. The cooperative principle explains how individuals interact and communicate effectively in their social lives. It explains how speakers and listeners cooperate and accept each other so that the message can be well understood according to the communicator's intention. The science is closely related to phenomena that occur in people's daily lives. Cooperative conversation can be found not only in daily conversations in society, but also in various types of media, such as movies, talk shows, debates, and even in literary works, such as novels and short stories. The Cooperation Principle, which holds that in communication, the speaker and listener cooperate to obtain effective comprehension, is the reason why researchers employ Grice's theory.

Gricean Maxims, proposed by British philosopher H.P. Grice (1975), is one of the most important rules that discourse analysts are more interested in. Grice said that people should follow some rules during the conversation. He proposed principles called conversational maxims. All speakers must obey these four moral principles while speaking. To avoid misunderstandings, these rules are made to organize conversations. Grice in (Betti 2021) presents four principles that delineate specific guidelines that people ought to adhere to throughout discussions to optimize efficacious communication. These tenets provide direction for accomplishing effective communication in social situations.

The cooperative principle proposed by Grice has four maxims that explain this conversational mechanism: the maxim of quantity, the maxim of quality, the maxim of relevance, and the maxim of manner.

Maxim of Quantity (Be informative)

The quantity maxim states that throughout a discussion, one should try to answer as informatively as feasible Grice. This implies that when a speaker poses a question during a discussion, the listener is expected to respond with sufficient information. Conversational example of the maxim of quantity by (Napitupulu; Ambalegin 2022)

Mother: "What do you need for your exam tomorrow?"

Sisca: "**Pen and dictionary**"

Mother: "Anything else?"

Sisca: "**No. it's enough**"

In the conversation above, Siska responds to her mother as informatively as possible.

Maxim of Quality (Be truthful)

In this type of maxim, speakers must express opinions that they believe to be accurate and provide supporting data. According to Grice in (Napitupulu; Ambalegin 2022), the interlocutor must make the discussion or information truthful and refrain from saying anything for which there is no supporting evidence. Conversational example of the maxim of quality:

A: "How many members are in your family?"

B: "**There are five people**"

A: "Do you have a sister?"

B: "**Yes, I do. I have 2 sisters**"

In the conversation above, B responded to A with the truth, that B's family has five people, and among them are two boys.

Maxim of Relation (Be relevant)

The maxim of relation is a maxim that appears frequently in conversation. Grice in (Sari and Afriana 2020) say anything pertinent to the issue is the rule in relation to maxim. Conversational example of the maxim of Relation:

Rara: "Hey, do you like K-popmusic?"

Astra: "yes, I like it"

Rara: "What's your favorite group?"

Astra: "**My favorite group is Blackpink.**"

In the conversation above, Astra's response is related to the question asked by Rara.

Maxim of Manner (Be perspicuous)

The last type, the manner maxim, is when the conversation is short, clear, and leaves no doubt. According to Grice in (Sari and Afriana 2020), these are the rules in the maxim of manner

1. Avoid ambiguity
2. Be concise
3. Keep it orderly

Conversational example of the maxim of Manner:

Child: "Mom, what are the ingredients used to make a milkshake?"

Mother: "A cup of ice cream, whipped cream, and milk".

Mom provided a concise, lucid, well-organized, and unambiguous response, demonstrating the aforementioned example of the maxim of manners.

In the context of pragmatics, language use is strongly related to its context, which consists of various elements. (Cutting 2002) There are three types of context to be considered: situational context, background knowledge context, and contextual context. Situational context includes the speakers' knowledge of their environment. Background knowledge context, what they know about each other culturally or personally affects their understanding of each other. Contextual context is what they know about what they are saying. Research on the principle of cooperation in film can be useful for readers because this research can contribute to the general understanding of how the principles of cooperation in communication are used in non-real situations, such as in the world of film. Researchers are interested in this interesting phenomenon and want to research the Cooperative Principle, especially the type of cooperation achieved in the film "Bridge to Terabithia" as a medium for obtaining data.

RESEARCH METHOD

In this research, the writer applied the descriptive qualitative design. Creswell in (Zega 2023), qualitative research is necessary to characterize, investigate, and comprehend the meanings that certain people or groups attribute to humanitarian or societal problems, and also that researchers ought to be curious about the meaning, procedure, and comprehension that go into creating words and images. The data in this study are the utterances of the main character in the film "Bridge to Terabithia" which displays the cooperative principle. The data source used is a film directed by Gabor Csupo in 2007 which lasts 1 hour, 35 minutes, and 31 seconds. You can view the video on YouTube by clicking this link: <https://youtu.be/pyiGzuteS0?si=CrSLW411JCKkq7N>. Data collection techniques are the means used in a study to obtain data. In this study, researchers conducted observations starting from:

1. Search for the film Bridge to Terabithia on the YouTube app.

2. Download the film Bridge to Terabithia
3. Watch and listen to the film carefully several times
4. Write down the transcripts of the conversations that the main characters have in the film Bridge of Terabithia
5. From the transcripts, the writer process the data to determine the types of cooperation principles found in the film Bridge to Terabithia.
6. Finally, classify the data according to the type of cooperation principle.

The analytical research used an interactive model of data analysis by (Miles, Huberman 2014:31-33). There are three interactive steps, namely: data condensation, data display, and drawing/verifying conclusions. In qualitative research, the researcher is the primary instrument. Then, the second instrument uses tools such as laptops, the internet, pens, and notes. These tools are used to collect data. The data that has been obtained is recorded in a special observation note. To collect data for this research, the researcher used a tool, namely the observation method.

FINDINGS AND DISCUSSION

This involves identifying and counting the various types of cooperation principles depicted in the film "Bridge to Terabithia" according to their respective types. Formulas and examples of analyses presented in tabular form can be referred to based on Bungin by Febtrina in 2019.

$$N = \frac{f}{n} \times 100\%$$

N = Percentage of types of cooperation principles

f = Total types frequency of the sub-category

n = Total number of types in a category

The researcher has found 33 data of the cooperation principle from the utterances of the main characters in the film Bridge to Terabithia. The results show that the most data found is the maxim of relation with 13 data (39,39%). The finding results are presented in the table below:

Table 1. Findings

No.	Types of Cooperative Principle	Number	Percentages
1	Maxim of Quantity	7	21,21 %
2	Maxim of Quality	10	30,30 %
3	Maxim of Relation	13	39,39 %
4	Maxim of Manner	3	9,10 %
	Total	33	100 %

The goal of this research, as stated in the first chapter, is to pinpoint utterances specific in the film "Bridge to Terabithia" that embody the many cooperative principles. The findings Based on Grice's theory, the researcher defined four types of cooperative principles, as can be seen after interpreting the data findings and elucidating the cooperative principle in this study. These cooperative principles are known as the Maxim of Relation, Maxim of Quality, Maxim of Quantity, and Maxim of Manner.

The findings are supported by (Zega 2023) and are titled "The Cooperative Principle in Fate: The Winx Saga Episode 1". He found four types of cooperative principles namely the maxim of quantity (19%), the maxim of quality (19%), the maxim of relationship (32%), and the maxim of manner (30%). The author also found four types of cooperation principles in the film "Bridge to Terabithia", namely the maxim of quantity (21,21%), the maxim of quality (30,30 %), the maxim of relationship (39.39%), and the maxim of manner (9.10%). Based on the findings of previous research, it supports the findings made by the author in this study although the research location is different.

In the film "Bridge to Terabithia", there are different types of cooperation principles reflected. These principles include the maxims of quantity, quality, relation, and manner. Each principle plays an important role in strengthening interactions between characters. A discussion of the types of maxims can be seen below:

Maxim of Quantity is a principle where when someone asks a question, the listener is expected to give an answer that is informative and sufficient as needed without giving too much unnecessary information. This study found 8 data out of a total of 33 data that refer to this principle, namely in data 3, 8, 11, 15, 18,

27, and 28. The results highlight the importance of responses that are tailored to the needs of the person asking, providing relevant information without being excessive or lacking.

Maxim of Quality is a principle in which listeners are expected to give honest and precise answers when asked by speakers. In this study, 9 data out of a total of 33 data related to this principle were found, namely in data 5, 9, 10, 16, 17, 20, 23, 24, 26, and 31. These data emphasize the importance of conveying honesty and accuracy in communication so that the information conveyed can be trusted and reliable.

Maxim of Relation is a principle in which speakers and listeners are expected to contribute relevant information and stay focused on the topic being discussed. In this study, 13 data out of a total of 33 data are related to this principle, namely in data 1, 2, 6, 7, 12, 13, 19, 21, 22, 25, 29, 30, and 33. The findings highlight the importance of keeping communication focused, coherent, and meaningful. Irrelevant or off-topic contributions can disrupt effective communication. Therefore, this principle emphasizes the relevance and continuity of the topic.

Maxim of Manner underlines the importance of conveying messages, concisely, and avoiding ambiguity. In this study, 3 data out of a total of 33 data are related to this principle, namely in data 4, 14, and 32. The findings highlight the importance of focusing on clarity and efficiency in communication.

Based on the results of the study, the researcher found that the most dominant principle of cooperation is the Maxim of Relation. According to Grice's (1975) philosophy, you should always make your discourse pertinent when working together. In other words, the inquiry and the response must be relevant to the speaker and the listener. This phenomenon is evident in Jess and Leslie's conversation. Leslie answered "No, I live over there" in response to Jess's question, "Are you following me?" The exchange between "Are you following me?" and "No, I live over there" is relevant, illustrating the relational maxim in action. Because most of the talks in the movie "Bridge to Terabithia" are connected, this maxim is one of the most important pieces of information. The

most frequent data in the film shows that the main characters' utterances provide more relevant information than the other three maxims.

CONCLUSION

Based on this study, the researcher analyzes the cooperative principle in the film "Bridge to Terabithia". In the cooperative principle, 4 types of cooperative are the Maxim of Quantity 7 data (21,21%), the Maxim of Quality 10 data (30,30%), and the Maxim of Relation 13 data (39,39%). Maxim of Manner 3 data (9,10%). The results showed that the Maxim of Relation is the most dominant type of cooperative principle in the film "Bridge to Terabithia".

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