

## **THE COOPERATIVE PRINCIPLE IN ZOOTOPIA (2016) MOVIE**

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### Abstract

With the theory of Grice, this research carried out types of cooperative principles uttered by characters in Zootopia movies. Descriptive qualitative was the method of this research to explain the data. Observational methods and non-participatory were used to collect the data by Sudaryanto. Following that to analyze the data, the Pragmatic Identity Method was used to analyze the data in context and the Matching technique was used to analyze the data. Four types of maxims in cooperative principle were found. The total of data was 54 data of maxims. It was found results of maxim quantity with 17 data, 14 data maxim of quality, 16 data for the maxim of relevance, and maxim of manner with 7 data. Simply put, the maxim of quantity was at the first rank as the most used data. Last, the maxim of manner was the least data to use by the characters in the Zootopia movie.

Keywords: cooperative principles, movie, observance maxims, pragmatics

### INTRODUCTION

As social beings, people use language to do social practice and to interact with other people. Through language, people share and receive information. There are called speakers and hearers in conversation. When speakers say some utterances, there is always intention behind those utterances. It is called implied meaning. Pragmatics is the study of implied meaning. It is part of semantics. According to Birner (2013), pragmatism centres on the use of language and analyzes language in specific content. By saying that, the hearers are expected to understand the intention in that conversation.

There is called cooperative principle as one of the studies in Pragmatics. Cooperative principle is the term for a conversation that is cooperative for both speaker and hearer (Grice,

1975). It means that the conversation should be balanced and relevant as required. This study shares four principles of maxims. Those are the maxim of quantity, the maxim of quality, the maxim of manner, and the maxim of relation. This phenomenon can be found easily in our daily life as a society. It is also can be found in other media for instance news, social media, the internet, podcast, drama.

In social media, there are many utterances of the cooperative principle. People talk freely on social media so the examples of cooperative principles are varied and many of them. On Youtube, one can find in Ellen Show as below.

Ellen : “Are those comfortable?”

Lil Nas : “**Yeah they are pretty nice**”.

In this episode entitled *Lil Nas gets in the Christmas spirit as Santa*, Ellen referred to

the outfit that Lil Nas was wearing. The outfit looked big, sort of uncomfortable, and made of plastics. By answering Ellen's question, Lil Nas' answer contains cooperative principle. His utterance means that the outfit he was wearing felt comfortable for him to wear.

The instance of cooperative principle can be found in the conversation of the movie. The movie is the other way to represent stories that are being shown on screen. This research will analyze cooperative principles that can be found in the movie entitled *Zootopia*. *Zootopia* was released in 2016. Rich Moore and Byron Howard are the directors. This movie tells about a world where animals live harmonious together. The rabbit and a cop, Judy Hopps and her friend the fox should cooperate to reveal a conspiracy that endangers the life of predators. Many critics gave a positive review for this movie. If one sees it on Rotten Tomatoes, this film rates for 97 per cent. One of the utterances below is found in the *Zootopia* movie:

Benjamin : "They did hire a bunny. I gotta tell you you are even cuter than I thought you would be."

Judy Hopps : "Uh you probably didn't know but a bunny can call another bunny 'cute' but when other animals do it it's a little.."

Benjamin : "I'm so sorry. Me, Benjamin Clawhouser. The guy who everyone thinks just is flapping doughnut cop stereotyping you."

Judy Hopps : "Oh that's ok"

Above conversation happened in the minute of 0:13:49. Judy Hopps approached the front office to ask for a room. Before she asked that, Benjamin said that Judy was cute. Judy didn't fancy it so she gave some kind of vibes that is not comfortable for her to hear. She didn't finish her sentence because she hoped that Benjamin understood what she meant. Benjamin understood it immediately so he said

sorry about it. Benjamin utterance has part of the cooperative principle which is the maxim of relevance. According to Grice (1975), this maxim requires every interlocutor to contribute a relevant conversation with the topic they are talking about.

Cooperative principle analyses have been done by some people. Sari & Afriana (2020) from Putera Batam University discussed cooperative principles in the *About Time* movie. On that research, there are found 14 data of maxim quantity, maxim relation with 14 data, maxim quality was 7 data, and 2 data of maxim manner. The totals of maxims are 37. Maxim of quantity and relation are frequently found in her data source. Descriptive qualitative is used to analyze the data source. That research analyzed the utterances in the *About Time* movie.

Hidayati & Lukman (2019) from Muhammadiyah Mataram University also studied cooperative principle. There are found that maxim of quantity occurred a lot. They were 60 of maxim quantity found, the maxim of quality was 16 times, there were 24 data of maxim relevant, and maxim of manner was 6 times. Violation of maxims was also found and explained. It is also found that violated maxim happens to occur than the maxims. Conversations among undergraduate English students were used as the data source.

From the above previous research, it can be seen that the use of cooperative principle is in various fields. It is varied because this phenomenon happens to occur in human daily life for instance movies, media social, and other people conversations. The similarity between this research and the journals above is the theory. This research also used Grice's cooperative principle. The data source also is the same as the movie but one is used conversationally as the data source. For further analysis of the cooperative principle, this research applied the theory from Grice (1975). The data source that will be used is the *Zootopia* movie. This research will analyze the cooperative principles uttered by the characters.

The purpose of this research is to find out and analyze the types of cooperative principles that occur in the *Zootopia* movie.

### LITERATURE REVIEW

To reach satisfy the conversation, both speaker and hearer should obey the rules of the cooperative principle. This theory of cooperative principle was found by Grice. Cooperative principle is ways between interlocutors to make your conversational contribution as informative, clear, and relevant to accomplish the goal of the conversation (Grice, 1975). Grice stated (as cited in Yusro et al., 2020) to make a successful conversation, the speakers must utter their speech, information, and ideas which they need to utter to the hearer. This formula of cooperative principle comprises four maxims. Those are the maxim of quantity, the maxim of quality, the maxim of manner, and the maxim of relevance. Each maxim shares different roles to make the conversation runs well and as required.

#### *Maxim of Quality*

This maxim needs the speaker to say something they believe is true and have evidence of their utterances to be true (Grice, 1975). Grice (as cited in Yule, 2010) said that to follow this rule, the interlocutors should make the conversation or information that is true and do not say something you don't have proof about it. Simply put, the speakers don't need to say something they are not sure to be true.

A: "How many people in your family?"

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

A: "Do you have brother?"

B: "**Yes, I do. I have 2 siblings and I am the youngest**" (Andy & Ambalegin, 2019)

#### *Maxim of Quantity*

Grice (as cited in Yule, 2010) explained that it is essential for speakers to make the conversation as informative as it is required or asked. That is to say, the maxim of quantity is when interlocutors give information as informative, say enough, and don't say too

much. The interlocutors only inform what is needed. Sometimes by giving more information will be useful, but that's not appropriate for this rule. Interlocutors only need to utter what is needed.

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

Sisca : "**Pen and dictionary**"

Mother : "Anything else?"

Sisca : "**No. its enough**" (Munthe & Ambalegin, 2021)

#### *Maxim of Relevance*

Maxim of relevance is connected with relevant communication. People sometimes give information with the relevant answer and sometimes they are not. Grice (as cited in Yule, 2010) stated this maxim relates with utterances spoken that is relevant to the conversation. Sari & Afriana (as cited in Megah & Wahyuni, 2018) stated that this maxim requires the conversation to stay focused on the topic and don't wander from the topic.

Boy : "Excuse me, where is the office of Global E?"

Nadia : "**There, in front of the black car**"

Boy : "Thank you Miss"

Nadia : "**Welcome**" (Lazulfa & Pamolango, 2018)

#### *Maxim of Manner*

This rule happens when speakers make clear conversation. Grice (as cited in Yule, 2010) said that interlocutors have to avoid obscurity and ambiguity, and be brief and be orderly. That is the interlocutors have to say clear utterances. Don't say something that has two or more meanings.

Qara : "What are the ingredients in the making of milkshake?"

Anna : "**A cup of milk, a cup of ice cream, and whipped cream**" (Sari & Afriana, 2020)

**RESEARCH METHOD**

This research was configured as descriptive qualitative research. For this research, the qualitative method was used as the research design proposed by Creswell (2014). It is a method where to fathom and understand the meaning of utterances that are spoken. This method notifies contextual, descriptive data, and textual. An observational method was used for this research to collect the data theorized by Sudaryanto (2015). Sudaryanto (2015) stated there are two techniques to collect the data which are participatory and non-participatory. Non-participatory is used for this research as the technique. The steps of this research are (1) watching the movie (2) writing down the utterances while watching the movie and grouping the data (3) explaining and analyzing the utterances the second time watching. After collecting the data, the Pragmatic Identity Method was applied to analyze the data in context. A matching technique was used to analyze the data. The steps to analyze the data are (1) identifying types of cooperative principle (2) grouping the collected data (3) describing the findings with the theory.

**FINDINGS AND DISCUSSION**

**Findings**

It was found there were 54 data of cooperative principle uttered by characters in the Zootopia movie. Those cooperative principles are classified into types; (14) maxim of quality, (17) maxim of quantity, (16) maxim of relevance, (7) maxim of manner. The 16 data were discussed as the representation of the total data found.

**Table 4.1** Cooperative Principles in Zootopia Movie

No	Cooperative Principles	Frequency
1	Maxim of Quality	14 data
2	Maxim of Quantity	17 data
3	Maxim of Relevance	16 data
4	Maxim of Manner	7 data
Total		54 data

**Discussion**

**Maxim of Quality**

**Data 1**

Judy : “You are under arrest”  
 Nick : “For what? Hurting your feelings?”  
 Judy : “**Felony Tax Evasion**. I just a dumb bunny but we are good at multiplying” (0:35:45)

At this street scene conversation, Judy tried to find Nick’s guilt based on the law so Nick can help Judy to trace a missing otter. They started talking and Judy found Nick’s guilt. Nick asked what his guilt was and Judy replied his question truthfully. Judy’s utterance is truthful because she had the evidence of why Nick should be under arrest. By seeing that fact and evidence, Judy’s seemed to say something that she was sure true that is include as maxim of quality.

**Data 2**

Judy : “Hi hello. It’s me again”  
 Nick : “Hey, it’s Officer Toot-Toot”  
 Judy : “**No, actually, its Officer Hopps** and I’m here to ask you some questions.”

In this conversation, Judy was approaching Nick to ask some questions about her new case to find a missing otter. Nick said greeting and Judy replied to him. It was found that Judy filled maxim of quality because she corrected Nick’s utterances. She said that she was Officer Hopps and not officer toot-toot. It was because she had that police uniform, badge, and police car. So Judy utterances indicated truth and fact-based on the maxim of quality.

**Data 3**

Chief Bogo : “But to be fair, you did stop a master criminal from stealing two dozen moldy onions.”  
 Judy : “mm. **hate to disagree with you sir but those aren’t onions. Those are a crocus varietal called midnicampum holicithias. They are a Class-C botanical, sir. Well, I grew up in a family where plant husbandry was kind of a thing**”

The police station is the location of this conversation. Judy got her chance to involve in a criminal case by arresting a thief. And then Chief Bogo said that she just arrested an onion thief. Hearing that onions word, Judy, that knew farm plants corrected Chief Bogo’s utterances. She corrected it with fact, evidence, and truthfully. Seeing that fact, Judy followed the principle of the maxim of quality because she said something that she believed was true.

**Data 4**

Man Shop: “Are you a cop or not?”  
 Judy : “**Oh yes! Yes!** Don’t worry sir! I’ve got this!” (0:28:00)

Judy was resting in her police car in that conversation. And then the man shop approached her and asked her if she was a cop or not. Judy woke up and said she was indeed a cop. Her utterance consists of the maxim of quality because Judy was a cop as the fact.

**Maxim of Quantity****Data 1**

Nick : “My bad. I just naturally assumed you came from some little carrot-choked Podunk, no?”  
 Judy : “**Uh, no**” (0:24:25)

Nick and Judy were talking in zebra cross. Nick asked where Judy came from by stating a place too. Judy replied to Nick’s utterances with no. Her reply was informative based on Nick’s question. By seeing that, Judy could be considered to fill the maxim of quantity. It can be said so because she gave enough information and didn’t give too much information.

**Data 2**

Steward : “Judy, have you ever wondered how your mom and me got to be so darn happy?”  
 Judy : “**Nope**” (0:03:12)

Judy was holding hands with her parents in this conversation after playing a drama. Steward, her father asked her a question. Judy answered her father question as informative with ‘nope’. She didn’t give too much information after her reply. This could be seen that Judy’s utterance fulfilled the principle of maxim quantity because she only gave information as it asked and needed.

**Data 3**

Clawhauser : “What does that mean?”  
 Judy : **“It means I have a lead”**  
 (0:34:25)

This has happened in the police station in the front office. Judy was holding a paper case and found out something. Clawhauser was wondering what she had found and asked her. Judy replied to Clawhauser that she had a lead. It can be considered that Judy’s utterance followed the maxim of quantity because she gave enough and clear information and as it needed.

**Data 4**

Judy : “Sir, you said there were 14 missing mammal cases”  
 Chief bogo : “So?”  
 Judy : **“So I can handle one”**  
 (0:16:20)

The fourth data happened in roll call. Previously, Judy got parking duty. So she approached Chief Bogo and complained about it that she could help the missing mammal. And then Chief Bogo asked her and Judy replied to him. Seeing her utterance means that it could be classified as the maxim of quantity because she gave enough contribution for that question.

**Maxim of Relevance****Data 1**

Nick : “You can only be what you are. Sly fox, dumb bunny”  
 Judy : “I’m not a dumb bunny”  
 Nick : **“Right. And that’s not wet cement”**  
 (0:25:45)

Both interlocutors were inside the streets during this conversation. They were debating about something. And then Nick mocked Judy as a dumb bunny to believe in a dream. Judy was disagreed with him by saying she was not dumb. Nick replied to her utterance. It could be seen that his utterance contained maxim of relevance because Nick stayed

on the topic which was dumb and saying it with another example that Judy stepped on the comment.

**Data 2**

Judy : “Sir, im not just some token bunny”  
 Chief Bogo : **“Well, then writing 100 tickets a day should be easy”**  
 (0:16:25)

In this scene, Judy was confronting the fact that she got parking duty. She wasn’t pleased about it. And then Chief Bogo replied to her complaint saying that writing 100 tickets should be easy. It can be seen that Chief Bogo’s utterances concluded as the maxim of quantity because he said something as what was related and not out of topic.

**Data 3**

Judy : “Kindly return my friends’ tickets”  
 Young Gideon : **“Come and get them”**  
 (0:04:35)

There were gathered Judy’s childhood friends in this conversation. Young Gideon was bothering Judy’s friends. Judy asked Gideon to return the tickets and then Gideon replied her. One could see that Gideon utterance was considered as maxim of relevance because Gideon’s utterance was relevant with Judy’s utterance and not out of topic.

**Data 4**

Assistant Mayor Bellwether : “Us little guys really need to stick together, right?”  
 Judy : **“Like glue”**  
 (0:33:22)

Judy was in Chief Bogo when this conversation was happening. Assistant Mayor Bellwether was pleased that Judy took the case and said they should stick together and then Judy replied her utterance. Seeing Judy’s utterance, it could be

concluded that Judy filled maxim of relevance because her utterance still related with previous utterance which was 'stick together. It means that Judy stayed on the main topic.

### Maxim of Manner

#### Data 1

- Stu : "See, that's the beauty of complacency, Jude. If you don't try anything new, you'll never fail"
- Judy : "I like trying actually."
- Bonnie : "**What your father means hon is its gonna be difficult impossible even, for you to become a police officer.**"

(0:03:25)

The above-quoted conversation happened in Bunnyrow. There were Judy and her parents. Judy's father said something to Judy and then her mom explained what her husband meant. Seeing her explanation, her utterance contained maxim of manner because she gave clear information and was not ambiguous so that little Judy could understand it.

#### Data 2

- Stu : "Right. There's never been a bunny cop."
- Bon : "**No**"
- Stu : "**Bunnies don't do that**"
- Bon : "**Never**"

(0:03:35)

For this scene, the maxim of manner was found. This conversation happened after Judy's show. All the utterances said by Judy's parents contained maxim of manner. They were being brief and clear to their daughter so she could understand what they meant. Stu and Bonnie were not being ambiguous and they were also straight to the point to little Judy.

#### Data 3

- Bonnie : "We're really proud of you Judy"
- Stu : "**Yeah. scared too. really its kind of a proud-scared combo.**"

(0:08:10)

In this scene, Judy was saying goodbye to her parents at train station. Both Judy's parents shared maxim of manner particularly Judy's father. Stu was being clear of the word 'proud' uttered by his wife that he was scared too at the same time. After all, he didn't be ambiguous to his daughter.

#### Data 4

- Judy : "You probably forgot but I was top of my class at the academy"
- Chief Bogo : "**Didn't forget. Just don't care**"

For this quoted conversation, it was found maxim of manner. Judy reminded Chief Bogo that she was at the top of her class. Chief Bogo replied to her that he didn't forget, he just didn't care. His utterances filled the principle of the maxim of manner that he was brief and straight to the point to Judy.

### CONCLUSION

Grice (1975) theory was used to analyze the phenomenon of cooperative principle in the Zootopia movie. This research found all types of cooperative principles in the Zootopia movie. It was found there were four maxims as the condition to be cooperative in conversation. They were maxim of manner, the maxim of relevance, maxim of quality, and maxim of quantity. Each maxim was also explained using the data that were found in the movie to know the differences and the use of them. There were total 54 data from all types of cooperative principle. Maxim of quantity was the most

frequent to use which was 17 data was found. One could see that the characters gave enough quantity of information while in conversation as it asked. On the other hand, the maxim of manner was the least type used with 7 data found. After all, this research can give more knowledge and understanding of how to achieve good communication by understanding and exploring cooperative principles.

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