

AN ANALYSIS OF THE USE OF FLOUTING MAXIMS OF TEENAGERS IN THE MOVIE *MEAN GIRLS* (2024)

Safira Hariyani Putri, Firqo Amelia, Dwi Taurina Mila W

Prodi Sastra Inggris, Fakultas Sastra

Universitas Abdurrachman Saleh Situbondo

Jalan PB. Sudirman No. 7 Situbondo, Situbondo, Indonesia

202106004@unars.ac.id

Abstract

Language often used by teenagers not only as a means of communication, but also as a way of showing identity and forming social identity. One way this is done through flouting maxims. The movie *Mean Girls* (2024) was chosen because it features interactions between teenagers that show various language used to build self-image and social relationship. This study analyzes the flouting maxims used by teenager characters in the movie using a qualitative approach. The researcher used Spradley's (1980) method for data analysis technique, with used Grice's theory (1991), to identify the type of flouting maxims and Cutting theory (2002), to identify the strategy of flouting maxim used by teenagers in the movie *Mean Girls* (2024), and 25 data were found. The most frequently was the flouting maxim of quality, using five strategies: hyperbole, metaphor, irony, sarcasm, and banter. This was followed by the flouting maxim of quantity, using one strategy is giving too much information. Then, the third type used is flouting maxim of manner, using one strategy, which is being obscure. And the last types are flouting maxim of relation which consists of one strategy, which is being irrelevant. The results of this study show that flouting maxim is a intentional communication strategy, enable teenagers to creatively convey hidden meanings and forming social identity

Keywords: Flouting Maxim, *Mean Girls*, Teenagers

1. Introduction

Language is the main tool used by humans to communicate. However, language does not only function as a tool to convey information. Using language, speaker can utilize it creatively to show their social identity through word choice, intonation, speech style and sentence structure (Swann, 2008). This form of creativity is often done when a person does not speak directly about the meaning of their speech, but instead conveys it in the form of satire, humour, or the incongruity of what is said and done. This phenomenon in the study of pragmatics is known as flouting maxims.

According to Grice (1991), flouting maxim is a flouted of one maxim to convey another meaning indirectly, so that the listener is expected to understand the intention hidden behind the flouting. A conversation is not just a series of randomly delivered statements, but rather a form of interaction that has a specific direction or purpose (Zilian, 1991). To ensure communication goes smoothly, conversation participants indirectly follow rules that make conversations more structured and meaningful, this principle is called the cooperative principle. This principle is divided into four main categories known as Grice's maxims, maxim of quantity, maxim of quality, maxim of relation, and maxim of manner. If there is a flouting of these four maxims, the conversation may contain implied meanings that is not explicitly conveyed. These floutings often occur in everyday life, especially in casual conversations, and are also commonly found in movie dialog, where characters often convey the sarcasm, mockery, or certain feelings subtly through the flouting of maxims, for the example in the movie *Mean Girls* (2024).

In this study, researcher used the movie *Mean Girls* which was released in 2024. This movie is a musical version of the classic *Mean Girls* movie released in 2004, and combines elements from the original movie with songs from the Broadway Musical *Mean Girls* which was released in 2018. In this research, *Mean Girls* movie was chosen because it is a relevant object for linguistics research, with various language phenomena that appear in the dialog, such as flouting maxims. Through the movie *Mean Girls* the researcher wants to know the flouting maxim used by teenagers in America in building identity. This research describes the types and strategies of flouting maxim found in utterances from the eight teenagers characters in the movie *Mean Girls*(2024).

The benefits of this research for teenagers are that it giving an understanding that the way the speak, including when they intentionally flouted conversational rules, actually reflects how they form and express their identity. Through flouting maxims, teenagers can demonstrate their character, attitudes, and social standing to others. By understanding his,

teenagers can become more aware that the language style they use not only influences how they are perceived but also shapes their self, image in their social environment. This research is expected to help readers to be able to know the types of flouting maxim that occur in conversation, as well as classify the strategies of the flouting maxim. In addition, this study can also be a reference for academics or researchers who are interested in linguistic studies. The result of this study can also provide insight for linguistics or literature students in understanding the flouting maxim used in conversation.

2. Review of Literature

According to Grice (1991), there are four types of Flouting maxims, namely:

a. Flouting Maxim of Quantity

The maxim of quantity requires the speaker to provide enough information as needed without exaggeration. If this maxim is flouting by giving too little or too much information, the listener may need to search for the implied meaning to understand the speaker's intent.

b. Flouting Maxim of Quality

The rules in the maxim quality category that require speakers to always tell the truth. This rule has two main conditions do not convey something that is not true and do not convey information without enough evidence. If this rule is flouted, implied meaning will emerge in the conversation.

c. Flouting Maxim of Relation

There is a rule in the maxim relation category that says "be relevant." This means that the conversation should remain related to the topic at hand to ensure smooth communication. However, relation in conversation does not always remain the same and can change according to the context. If this rule is flouted, communication can become unclear, confusing and seemingly avoiding the main topic.

d. Flouting Maxim of Manner

Maxim manner in the cooperation principle It focuses on how something is conveyed so that it is easily understood, not just on the content or meaning of what is said. In the category that states "be conspicuous" which means that the speaker should express things clearly. To achieve this, there are 4 rules: don't use words or phrases that are difficult to understand, make sure that speech doesn't have double meanings that can confuse the listener, convey information efficiently without too many unnecessary words and organize information coherently so that it is easy to

understand. If these rules are flouted then communication can become difficult to understand, confusing, or even lead to misunderstandings.

According to Cutting (2002), there are nine strategies of Flouting maxims, namely:

a. Giving Too Much Information

The flouting maxim of quantity strategy refers to how speakers intentionally convey information that is not in accordance with the needs of the listener. In this strategy, the speaker gives too much information and does not directly answer the core of the questions given.

b. Giving Too Little Information

The flouting maxim of quantity strategy refers to how speakers intentionally convey information that is not in accordance with the needs of the listener. In this strategy, the speaker intentionally gives too little information than what is needed by the listener, even though he knows that additional information is needed but deliberately does not convey it.

c. Using a Hyperbole

Hyperbole is a statement that is exaggerated to give a certain effect, and is not meant to be believed and interpreted directly. The speaker is relying on the listener's understanding that the utterance should not be taken for granted, it could also be intended to convey emotion, or emphasis.

d. Using a Metaphor

Metaphor is a strategy used to convey meaning indirectly through comparison. In metaphor, one thing is taken as another to add meaning or describe something more powerfully and imaginatively, allowing speakers to convey hidden meanings through figurative comparisons.

e. Using an Irony

Irony is a flouting maxim strategy used by speakers to convey meaning indirectly by saying something that contradicts their true intentions. In communication, irony often appears in the form of subtle satire, where the speaker hopes that the listener is able to grasp the hidden meaning behind his words. Irony is commonly used to indirectly express criticism, disagreement, or humor.

f. Using a Banter

Banter is a communication strategy that is mocking or satirize, but not intended to hurt. This banter is done by close friends or people who are familiar, where they will

throw funny comments at each other, sometimes a little satirize, but everything is just a joke and not serious.

g. Using a Sarcasm

Sarcasm is a style of language used to satirize sharply, usually by saying something contrary to reality, and in a mocking or hurtful way. Sarcasm often sounds like a compliment, when it is actually a form of insult or criticism.

h. Being Irrelevant

The flouting maxim of relation strategy is when someone deliberately gives a response that seems irrelevant to the topic of conversation, but actually aims to convey an implied meaning that is expected to be understood by the listener. In this strategy, speakers flout maxim not because they do not understand the topic, but rather a strategy to satirize, avoid the topic, or convey something subtly without saying it directly.

i. Being Obscure

In this strategy, the speaker must convey something in a way that is not straightforward or organized, the purpose can be various, such as satirizing, hiding something, avoiding direct delivery, or making the interlocutor curious.

3. Method

The data were collected through watching the movies *Mean Girls* (2024) carefully to identify conversations that contain flouting maxims based on Grice's cooperative principle, taking notes every conversation that has been found as research data for further analysis, and giving a code to each data collected to facilitate the categorization and analysis process. The researcher used Spradley's (1980) method for data analysis technique, with used Grice's theory (1991), to identify the type of flouting maxims and Cutting theory (2002), to identify the strategy of flouting maxim used by teenagers in the movie *Mean Girls* (2024). This approach was chosen because Spradley's analysis method enables the researcher to organize, classify, and explore the deep meaning of the data obtained. He offers four stages of analysis that can be applied, namely domain analysis, taxonomic analysis, componential analysis and cultural themes.

4. Result and Discussion

In this chapter, the results of the researcher are presented in detail in the findings and discussion section. The researcher found some data about the types and strategies of flouting maxims in the movie *Mean Girls* (2024), used by teenagers. Here are some examples of the collect data.

Results

a. Flouting Maxim of Quantity

Regina: 120 calories and 48 calories from fat, what percent is that?

Cady: **it's 40%, 42% over 120 equals x over 100, and then you cross-multiply to get the value of x.**

Regina: Hmmmm, whatever. Um, I'm getting cheese fries.

This conversation took place in the school cafeteria by Regina and Cady. Regina was asking her friends "120 calories and 48 calories from fat, what percent is that?". Then Cady answered her "**it's 40%, 42% over 120 equals x over 100, and then you cross-multiply to get the value of x.**" instead of answering Regina's question with the result of her calculation "40%", she instead answered completely about the calculation process so that they could catch the implied meaning which is that Cady is very good at math and can easily answer math problems. The utterance said by Cady can be categorized as flouting the maxim of quantity and using a strategy of giving too much information because the information given is too much that needed.

b. Flouting Maxim of Quality

Damian: Are you okay in there?

Cady: Uh, yes

Damian: Because you've been in there a very long time. **We're concerned you're either doing drugs or having a toilet baby.**

This conversation took place when Cady was eating lunch in the restroom alone because she still didn't have friends to eat lunch with at her new school. Damian and Janis, who saw her leaving the cafeteria, followed her to the bathroom. Damian, asking "Are you okay in there?" Then, only answered with a short answer from Cady, Damian said again, "Because you've been in there a very long time. **we're concerned you're either doing drugs or having a toilet baby.**" Damian's utterance is categorized as flouting the maxim of quality because Damian consciously says things that are literally untrue and have no evidence. The

real intention is a form of concern for Damian and Janis to Cady, who eats her lunch in the toilet and has no friends, but is wrapped in the form of a joke. Damian's expressions also used a hyperbole strategy because Damian compares to a drug user without using comparative words such as "like".

c. Flouting Maxim of Relation

Mom: How bad is it gonna be tomorrow?

Cady: **I was thinking maybe I should go back to being home school.**

In this conversation, Cady's mother asked, "how bad is it gonna be tomorrow?" and Cady answered, "**I was thinking maybe I should go back to being home school.**" Cady's utterance can be categorized as flouting the maxim of relation and using a strategy that is irrelevant because Cady does not answer her mother's question directly, and it is not related to the context of the question. Cady does not answer how bad tomorrow will be, but instead responds that she wants to go back to home school, which has an implied meaning that the situation is so bad that she wants to get out of school immediately. Cady hopes that her mother can understand the situation she is in without explaining it directly.

d. Flouting Maxim of Manner

Damian: So, the moral of our story is thus "calling someone stupid won't make you any smarter.

Janis: And even the people you really don't like are still who just want to coexist.

Damian & Janis: **So, get off their dicks.**

This conversation occurs at the end of the movie, and Damian is saying the moral message that the audience will get from watching this movie. At the end of the conversation Damian and Janis say, "So get off their dicks" can be categorized as flouting the maxim of manners by using strategy be obscure because the choice of words tends to be vulgar, impolite, and indirect so that it causes ambiguity. This statement cannot be interpreted directly the implied meaning that Damian and Janis want to convey is a message for people to stop judging, interfering with, or belittling others. Therefore, this flouting maxim of manners can reflect the way the movie characters convey social criticism through the expressive and sarcastic language style of teenagers.

e. Giving Too Much Information

Regina: why don't I know you?

Cady: **I 'm new. I just moved here from Kenya.**

This conversation took place in the school cafeteria when Regina saw Cady who she had never met before. In this dialog, Cady flouted the maxim of quantity because Cady provides more information than needed from Regina's question. From the question "why don't I know you?" implicitly requires a simple answer like, "I'm a new student." However, Cady added additional information that she was from Kenya. The statement exceeds the information needed in the context of the conversation. Therefore, Cady's statement "**I am new. I just moved here from Kenya.**" Can be categorized as flouting the maxim of quantity and using the strategy of giving too much information because it provides information that exceeds the needs of the conversational context.

f. Using a Hyperbole

Damian: **Aren't you worried Regina will eat your face if she finds out?**

Cady: No, she won't find out. It's just my little calculus class secret.

In this conversation, Damian says "**Aren't you worried Regina will eat your face if she finds out?**" to Cady who is talking about trying to get close to Aaron. Damian intentionally says something that won't actually happen or can't be taken literally, which is that Regina will "eat someone's face." Damian uses this hyperbole to emphasize that Regina is ruthless and dangerous, so if Cady betrays her or lies to her, she could be socially destroyed. Therefore, Damian's statement can be categorized as flouting the maxim quality because Damian's statement is not true or cannot be understood literally, which is intentional and has an implied meaning that is expected to be captured by Cady.

g. Using a Metaphor

(Electricity crackles)

Cady: What was that?

Damian: **Oh lord, it's the queen bee.** Don't look her in the eye!

This conversation took place when Damian and Janis introduced the circle at school. At the end of their conversation, the cafeteria lights went out, and Cady asked Damian "What was that." Damian firmly told Cady, "**Oh lord, it's queen**

bee. Don't look her in the eye!" the queen bee Damian was referring to was Regina, even though she wasn't literally the queen bee. This expression is used to describe Regina's position in the school environment as a dominant, popular, feared, and potentially woman. Damian's "queen bee" remark is categorized as flouting the maxim of quality. Damian consciously conveys information that is not clearly true and is included in the metaphor, because Damian compares Regina to an animal without using comparative words such as "like". He does not intend to deceive or convey false information, but rather wants to convey an implied meaning to Cady that Regina is someone to watch out for.

h. Using an Irony

Gretchen: Don't worry, I will never tell Regina what you said, **I am very trustworthy**, Karen's had sex with 11 people and I've never told anyone.

This conversation happened when Cady told Gretchen and Karen that she liked Aaron, but they immediately opposed it because Aaron was Regina's ex-boyfriend. When Karen leaves them with her lunch, Gretchen says that she won't tell Regina about Cady's feelings for Aaron and claims to be trustworthy but she spills Karen's secret to Cady, someone she just met. This line was said to convince Cady to trust her. The utterance "**I am very trustworthy**" can be categorized as flouting the maxim of quality and using a strategy irony because of the discrepancy between the utterance Gretchen said and the reality shown through her actions, namely leaking her friend's secrets.

i. Using a Banter

Aaron: Wow, **are you trying to make the rest of us feel dumb?**

Cady: No, I...I'm trying to, it's just, uh, happening.

This conversation took place during calculus class. Cady was a new student there, could answer the questions given by her teacher and amazed several students including Aaron. The questions "**Are you trying to make the rest of us feel dumb?**" given by Aaron to Cady seems cynical, but Aaron intention is actually to praise Cady's intelligence in answering questions given by the teacher quickly and accurately. Because of this, Aaron's question can be categorized as flouting the maxim of quality because what is said does not match the actual intention. And in

Aaron's question, he also uses a banter strategy because Aaron says something that sounds cynical, but the real intentions is to praise.

j. Using a Sarcasm

Regina: **You're, like, really pretty.**

Cady: thanks.

Regina: So, you agree? You think you're really pretty?

Cady: Oh, I don't know.

This conversation took place in the school cafeteria when Regina said that Cady was really pretty. Cady took it as a sincere compliment and said, thank you. However, the real meaning of Regina's utterance was not praise Cady as beautiful, but as a form of subtle sarcasm. Because in their social context, when Regina compliments it can mean something else that can be interpreted as a veiled mockery. Therefore, Regina's statement **"You're, like really pretty"** can be categorized as flouting the maxim of quality, because Regina deliberately says something that she does not believe is true to produce implied meaning in the form of strategy sarcasm.

k. Being Irrelevant

Cady: Wow, your room is really nice.

Regina: **Thanks, it used to be my parents, but I made them trade me.**

This conversation took place when Regina invited Cady to her house and took and her to her room. Cady was amazed by Regina's room and immediately complimented her by saying, "Wow, your room is really nice," Regina replied by explaining that the room originally belonged to her parents and now it was hers. She could have responded to Cady's utterance with a simple thank you, but instead Regina replied, **"Thanks, it used to be my parents, but I made them trade me."** The answer given by Regina is very exaggerated from the question said by Cady. Regina's statement can be categorized as flouting the maxim of relevance because the information given by Regina is irrelevant to the purpose of the conversation, to boast to Cady and show that she is a girl with control to manage people, including her parents.

l. Being Obscure

Regina: **My turn, I guess. Watch, this is either gonna be some really crappy art or really good fire.**

In this conversation Regina says “**My turn, I guess. Watch, this is either gonna be some really crappy art or really good fire**” when it’s Janis’s turn to come forward to confess her bad behavior in front of all the students and teachers due to the burn book. Regina’s utterance is said loudly in order to insinuate to Janis that her confession is insincere, dramatic, and will only cause chaos. Therefore, this offense can be categorized as flouting the maxim of manner by using a strategy to be obscure because it conveys information indirectly in the form of an insinuation.

the researcher found all four types of flouting maxim used by teenagers in the movie *Mean Girls* (2024). In the flouting maxim of quantity, six data points were found, all of which used the strategy of giving too much information. Furthermore, In the flouting maxim of quality, there are nine data points, consisting of three data points with hyperbole strategy, two data points with metaphor strategy, two data points with irony strategy, one data with banter strategy, and one data with sarcasm strategy. In the flouting maxim of relation, four data were found used the strategy of being irrelevant. lastly, in the flouting maxim of manner, four data points use the strategy of being obscure. Overall, the number of data containing flouting the maxim in the movie *Mean Girls* (2024) is 25. These findings show that flouting maxims is used as a communication strategy by teenage characters to convey hidden meanings, form social identities, and provide color in the interactions that occur throughout the film.

Table 1. The Findings

Types of Flouting Maxims	Strategies of Flouting Maxims									Total
	ST1			ST2			ST3	ST4		
	GMI	GLI	HYP	MTP	IRY	BNT	SRC	BI	BO	
FMQ	5	-	-	-	-	-	-	-	-	5
FMQL	-	-	3	2	2	1	1	-	-	9
FMR	-	-	-	-	-	-	-	4	-	4
FMM	-	-	-	-	-	-	-	-	4	4
	Total									22

Notes:

FMQ: Flouting Maxim of Quantity

FMQL: Flouting Maxim of Quality

FMR: Flouting Maxim of Relation

FMM: Flouting Maxim of Manner
ST1: Strategy Flouting of Quantity
ST2: Strategy Flouting of Quality
ST3: Strategy Flouting of Relation
ST4: Strategy Flouting of Manner
GMI: Giving too Much Information
GLI: Giving too Much Information
HYP: Hyperbole
MTP: Metaphor
IRY: Irony
BNT: Banter
SRC: Sarcasm
BI: Being Irrelevant
BO: Being Obscure

Discussion

In some situations, a person may convey information excessively, not because they do not know how to answer briefly, but because there is a certain purpose behind it. This can be seen in some of the characters who flouted the maxim of quantity in their conversations. Janis and Damian were too enthusiastic when introducing the school environment to Cady because they wanted to make it look familiar and exciting. Cady also answers too long when asked questions by popular students because she likes to be talked to and wants to look interesting. She even explained her math skills in detail to look smart. Kevin introduces himself by proudly his position as captain of the Mathletes because he wants to look great and confident. Regina gives overly long answer to look good in front of Cady, but she has a hidden motive. Meanwhile, Gretchen talks too much because she wants to open Cady's eyes to the fact that Regina is not really a good friend. From all of these examples, we can conclude that exaggerating information is often done to stand out, impress, or influence others' opinions.

In addition to giving too much information, the characters also often say something that is not literally true, but actually has a hidden meaning. This is a flouting of the maxim of quality. Many of their utterances use language styles such as hyperbole, metaphor, irony, banter, and sarcasm to convey emotions or attitudes

indirectly. Damian, for example, Damian often throws jokes and dramatic remarks as a form of hyperbole and metaphor to entertain or express himself. Janis also speaks dramatically, both when joking and when showing her anger, using metaphors to reinforce her message. Cady and Regina also flouted the maxim of quality when they were angry, the words they used were not exactly factually correct, but represented their emotions. Gretchen and Janis use irony when they say things that seem positive but are actually intended to be sarcastic. Aaron also engages in joking conversations that include banter, while Regina uses sarcasm to mock in a hurtful tone. From the examples, it can be concluded that flouting the maxim of quality is often used to express feelings, insinuate, joke, or convey something indirectly to make it feel stronger or more entertaining.

Furthermore, some characters flouted the maxim of relation, which is when someone says something irrelevant to the topic of conversation. This flouting is usually done to divert attention, hide meaning, or convey satirical insinuations indirectly. Regina noted several things that had nothing to do with the question or situation, such as when she bragged or insulted others in the middle of a conversation that didn't need it. Her remarks are not direct answers, but instead are used to exalt herself or put others down. This attitude reflects her will to be the center of attention. On the other hand, Cady also flouted this maxim when she showed sadness in a situation that did not call for an emotional reaction, so her utterance sounded out of context. From these examples, it can be concluded that flouting the maxim of relation is done as a way to convey hidden meaning, maintain self-image, or attract attention, even though their utterances are not in line with the direction of the conversation.

Some characters also flout the maxim of manner by speaking obscurely, convolutedly, or disguising their true meanings. This flouting is often done to create a certain effect. Such as humor, satire, or to convey a message subtly. Damian, both alone and with Janis, often tells jokes that are conveyed in an indirect way and full of wordplay, so that the listener has to interpret their own true meanings. Cady also conveyed her intentions in an indirect way, such as when she disguises her judgment of someone by using parables. Regina, on the other hand, uses indirect and ambiguous sentence sentences when mocking others, making it sound like a casual remark when it is actually satirical. From these examples, it can be concluded that the flouting of the maxim of manner is done to

get the points across in a more subtle, humorous, or satirical way without having to say it overtly.

Based on the findings of this study, the results align with previous study research conducted by Ulia, (2020), entitled “An Analysis of Flouting Maxim in K-pop Fan page Interaction on Twitter,” aims to identify the types of flouting maxim and the reasons behind its interaction on K-Pop fan pages on Twitter. The research objects are tweets and replies of K-pop fanbase accounts. The result showed that all types of maxim flouting were found, with quantity maxim as the most dominant flouting. The results showed that all types of maxim flouting were found, with quantity maxim as the most dominant flouting. This flouting occurs for various reasons, such as expressing opinions, sharing emotions, telling jokes, avoiding sensitive topics, and building trust. This research shows that maxims flouting on social media do not always cause miscommunication, but instead become part of a communication strategy that enriches interactions between users. This research shares similarities with the author’s previous work in identifying the types of flouting maxims. However, there are differences in the object of research, where this research focuses on interactions on K-Pop fan pages on Twitter, while the author’s research examines dialogue in the film *Mean Girls* (2024). In addition, the difference is also seen in the focus of the second research questions, where this research examines the reasons for the flouting of maxims. Then, the results of the study show all types of flouting maxim, with flouting maxim of quality as the most common flouting maxim.

The second previous study by Wulandari et al., (2024), entitled “An Analysis of Flouting Maxims in the ‘Friends’ Web Series by David Crane and Marta Kauffman,” aims to identify the types of flouting maxims and the strategies used by the characters in flouting the maxims in the Friends series. The object of the study is dialogue from the first ten episodes of the first season of the Friends series. The result showed that all types of flouting maxim were found, with the flouting maxim of relation as the most dominant flouting. This research shows that maxim flouting in entertainment media can be a communicative strategy that enriches the dialogue and increases the attractiveness of the characters. This research has similarities with the author’s research in terms of identifying types and strategies of flouting maxims. However, there are differences in the object of research, where this research focuses on the television series Friends, while the

author's research analyzes the film *Mean Girls* (2024). In addition, the results of the research by David show that the flouting maxim of relation is most often used because the characters in the *Friends* series often give irrelevant responses to create a comedic atmosphere in their interactions, in contrast to the results of the author's research in the *Mean Girls* (2024) film, the flouting maxim of quality is the type of maxim flouting that appears most often because the characters in the *Mean Girls* (2024) film more often use an expressive, dramatic communication style.

The last previous study by Gustary & Anggraini, (2021), entitled "The Analysis of Flouting Maxim in 'UP!' movie." This study aims to investigate the flouting maxims spoken by the characters in the animated film *UP!* And to identify the strategies used to flout these maxims. The researcher applied Cutting (2002) theory to analyze both the types and strategies of flouting maxims, and the data were examined using a qualitative descriptive method. The results show that all four types of flouting maxim, quantity, quality, relation and manner were found in the film, with the flouting maxi of quality being the most dominant. The most frequently used strategy was giving too much information. This study shares similarities with the present research in terms of focusing on the types and strategies of flouting maxims and the use of a qualitative descriptive method. However, it examines a children's animated adventure film "UP!" while the present research uses the teenagers in the film *Mean Girls* (2024) as its object. Furthermore, the present research differs in its focus, as it explores how the use of flouting maxims by teenagers in the film serves as a tool for constructing their social identity.

The researcher research has similarities with the three previous studies in terms of identifying types of flouting maxim and using a qualitative approach. However, some differences become important updates in this research. If the first study by Ulia (2020), analyzes interactions on K-Pop Twitter fan pages and focuses on the reasons for maxim flouting, the researcher study examines the dialogue of the movie *Mean Girls* (2024), with a focus on the strategy used in flouting maxim. The second study by Wulandari et al., (2024) is similar in terms of discussing the types and strategy of flouting maxim, but it differs in terms of objects and results, where Wulandari et al., (2024), presents flouting maxim of relation as the most dominant types, while the researcher finds flouting maxim of

quality appears more often because the characters in movie *Mean Girls* (2024) use expressive and dramatic language styles. Meanwhile, the third study by Gustary & Anggraini (2021), focuses on the type and strategies of flouting maxims in movie “UP!”, which is different from the researcher study that emphasizes the analysis of linguistic strategy in the context of popular teenager film. Thus, the update offered in this study lies in the combination of the focus on the types and strategy of flouting maxim in the movie *Mean Girls* (2024), as well as the emphasize on how teenagers use flouting maxim to express themselves and shape their identity in the social environment.

5. Conclusion

In conclusion, this research discusses in depth how teenagers in the movie *Mean Girls* (2024), use flouting maxim as a strategy to express themselves in various social situations, especially in the school environment. This research successfully identifies various type of flouting maxims that appear in conversations between characters, namely, flouting maxims of quality, quantity, relation, and manner. In addition, this study also found that teenagers use language strategies such as irony, sarcasm, hyperbole, metaphor, banter, giving too much information, being irrelevant, and being obscure to convey messages indirectly. The results of the analysis show that this flouting maxim is not only used to add humorous or satirical effects, but also as a way for teenagers to convey feelings, show attitudes towards others, and communicate more subtly. Through flouting the maxim, teenagers can express who they are, show their position in the group, and establish or maintain social relationship with their friends in a dynamic school environment, this strategy becomes an important part of how teenagers interact and shape their identity.

Therefore, it can be concluded that flouting the maxim is not just a flouting of the rules of cooperative in conversation, but a communication strategy used intentionally to convey a certain meaning. In this way, teenagers can speak more creatively and convey hidden meaning. This research is expected to provide further understanding of how language is used by teenagers to communicate, especially in the context of popular culture such as teen movies.

References

- Cutting, J. (2002). *Pragmatics and Discourse: A resource book for students* (First).
Routledge. <https://doi.org/10.1088/1751-8113/44/8/085201>
- Grice, H. P. (1991). Logic and Conversation. In *Studies in the way of words* (pp. 41–58).
Harvard University Press. https://doi.org/10.1163/9789004368811_003
- Spradley, J. P. (1980). *Participant Observation*.
- Swann, J. (2008). Schooled Language: Language and Gender in Educational Settings. In *The Handbook of Language and Gender*. <https://doi.org/10.1002/9780470756942.ch27>
- Zilian, H. G. (1991). Studies in the Way of Words. In *Grazer Philosophische Studien* (Vol. 39). Harvard University. <https://doi.org/10.5840/gps1991393>