



**ANALYZING FLOUTING MAXIM TO REVEAL THE
IMPLICIT CHARACTERIZATION OF POCAHONTAS
AND JOHN SMITH IN *POCAHONTAS* (1995) MOVIE**

A THESIS

In Partial Fulfillment of the Requirements
for S-1 Degree Majoring in Linguistics in the English Department,
Faculty of Humanities Diponegoro University

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SEMARANG**

2026

PRONOUNCEMENT

I sincerely declare that this thesis was written solely by myself without copying any work of any researcher in any university at any level, such as diploma level, S-1, S-2, or S-3. I also declare that I have not used any material other than those listed as references.

Semarang, 21 April 2026



Najwa Mutiara Aila



MOTTO AND DEDICATION

Indeed, with hardship [will be] ease.

Quran 94:6

The unexamined life is not worth living.

Socrates



This thesis is dedicated to myself and my family.

I hope I have made you all proud.

APPROVAL

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This thesis of course still need to be improved since I realize that this is far from being perfect. Thus, any recommendation and constructive suggestion would always be welcomed and appreciated.

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ABSTRACT

Disney's film *Pocahontas* (1995) presents various instances of pragmatics since Pocahontas and John Smith, the main characters, have cultural differences that create complex communication and implicit meanings. Since the characters interacted with each other the most throughout the film, their conversation contains numerous examples of conversational implicatures. This research uses the theory of flouting maxim from H.P. Grice to examine the resulting implied meanings. Unlike speech act and transitivity analysis, which center on communicative function and grammatical meaning, this research concentrates on the implicature within the conversation to uncover implicit characterization. The study of characterization will allow one to gain insight into the underlying meaning behind the characters' motivations, feelings, and attitudes towards each other. This research applies a qualitative descriptive method involving a content analysis method. The data are taken by observing dialogue scenes of *Pocahontas*, including 37 instances of maxim flouting made by Pocahontas and John Smith. Analysis of data involved identifying the types of maxim flouting and interpretation of the implicatures. The findings show that the four kinds of Gricean maxim flouting occur; they include the maxim of quantity, quality, relation, and manner. The flouting produces different implicatures associated with understanding, disagreement, cultural difference, and interpersonal relations. These implicatures depict Pocahontas as a curious, responsible, loyal, and empathetic person. Meanwhile, John Smith emerges as a hesitant, playful, romantic, strategic, and patronizing person. This research contributes to pragmatics and literature studies by illustrating the ability of implicature to reveal characterization within dialogues in movies.

Keywords: Gricean maxim flouting, implicature, characterization, linguistics.