

## Conference Paper

# Disclosing Deceitful Behavior in Aladdin (2019): The Characters' Violation of Grice's Maxims

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**ORCID:**Indah Wahyuningsih: <https://orcid.org/0000-0002-2508-5237>**Abstract**

In spite of the fact that Grice's maxims direct the dyad talk exchange to glide gently, some people disobey for certain rational grounds or motives: one of them is hiding a lie. *Aladdin (2019)* was the remake of the 1992 American musical fantasy film which described a kind-hearted street urchin (Aladdin) and a power-hungry grand vizier (Jafar) who were vying for a magic lamp that had the power to make their deepest wishes come true. Princess Jasmine's introduction enlivened the story because her beauty was so tempting that Aladdin, whose social stratification was different, fell passionately in love with her. Jafar's ambitious appetency to take over the kingdom fired the conflicts among the characters. All enthusiasms drove these fictitious characters to do anything, including entailing lies. Unriddling the violation of Grice's (1975) maxims and detailing Ekman's (1992) Detecting Deceit theory, comprising word, voice and body, this investigation was designed qualitatively to disclose the characters' deceitful behavior and find out the reasons behind it. Some of the reasons for telling a lie, according to Turner, Edgley and Olmstead (1975) are covering to save face, to maintain/terminate a relationship, to avoid tension/conflict, and to control the situation; these were operated in the study. It was found that there were groups who 1) violated the maxims of quantity, quality and manner; 2) violated the maxims of quantity, quality and relevant; and 3) violated the maxims of quality, manner and relevant. The most frequently found reasons for why they violated the maxims were to save face, to exploit others and to terminate the interaction. The results show that people tend to deceive others in order to save face in social situations and to gain power over others by violating multiple maxims.

**Keywords:** *deceitful behavior, reasons of deception, violated maxims*

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## 1. Introduction

Finegan (2008:6) saw language as a system of expression or a vehicle of thought mediating the transfer of message, thought or idea from one person to another person. It summarized that language is an important part in the process of communication as a tool to mediate the transmission of thought. Furthermore, the process of communication commonly happens in the daily life. People tend to communicate with others in order

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to exchange their thought. To make the communication runs smoothly, people need to follow the rules well-knowing as cooperative principles. According to Grice (1975:45), the cooperative principles were divided into four maxims. They are maxim of quantity, maxim of quality, maxim of relation, and maxim of manner. Additionally, Grice (1975:45) enunciated that these four maxims are suggested principles for the speaker and the interlocutors to make their conversation as it is required. If people cannot fulfill the rules, they break the cooperative principle.

Thomas (1955: 64) states that the five terms of breaking the maxims are flouted maxims, violated maxims, infringed maxims, opted out maxims, and suspended maxims. Flouted maxims occur when the speaker blatantly fails the maxims and the speaker has no intention of misleading or deceit. Then, violated maxims happen when the speaker may consciously and unconsciously violate a maxim, but in some cases, he tends to mislead the maxims. The infringed maxims are very contrast with the violated maxims, because the speaker has not enough knowledge of language or performance so they break the maxims unconsciously. Next, opted out maxims occur when the speaker cannot answer the given question in the way the interlocutor's expected. Last, suspended maxims happen when the speaker does not expect that the maxim will be fulfilled. Among those five terms of breaking the maxims, the violated maxims are chosen in this research to analyze the deceitful behavior.

Ekman (1992: 80) explained that deceit can be detected by word, voice, and body. If those three propositions of detecting deceit are fulfilled, the deceitful behavior is proved. Then, deceitful behavior was defined clearly by Christoffersen (2005). He defined that lying or deceit is a human natural tool to survive and to avoid them from everything which may put them in inappropriate or disadvantage situation. It indicates that deceit is related closely with people's daily activity. Because deceit helps people to comfort their life or to survive, they decide to deceit naturally. These statements are also supported by DePaulo, Kashy, Kirendol, Wyer, and Epstein (1996). They observed the lying done in daily activity. Their study proved that most people had lied at last 2 lies a day for colleges and the community lied in 1. Furthermore, lying also happens in each sex. The man relatively more self-oriented lies, but the woman tended to be other-oriented lies. It means that lying or deceit mostly happens in daily activity.

Wei and Xu (2012: 1458) uttered that movies are not only used as an entertainment, but movies also reflect the cultures and influence many aspects of the world. It is concluded that movies are the reflection of real life or social phenomenon. In social phenomenon, people sometimes deceive others by violated the maxims, because the interlocutor only understands the surface meaning of the given utterances. Corresponding with

the formerly explanation, movies contain some conversations which consist of violated maxims in order to deceive others. Then, this is pictured in the *Aladdin (2019)* movie. Aladdin who is a kindhearted street urchin and Jafar who is a power-hungry grand vizier have deepest wishes. Driven by their ambitions, they behaved deceitfully by violated the maxims frequently. Therefore, this chosen movie fits the goals of the research, namely to see how violated maxims reveal the deceitful behavior and the reasons of doing so.

Consequently, some studies have used the violated maxims as a tool of doing research and the reasons of doing a lie, such as Waget (2016), Tupan and Natalia (2008), and Fadhillah, Anam, and Wahyuningsih (2019). Besides, those previous studies give valuable contribution to this current research. All previous studies depict the way how to apply cooperative principles. The second and the third previous study contribute the way how to reveal reasons of doing deceit based on the some reasons of telling a lie and to uncover deceitful behavior employing the Ekman's Detecting Deceit theory. Thus, this current research is newly novel from the previous ones.

## 2. Literature Review

### 2.1. Cooperative Principles

Grice (1975:45) stated that the four cooperative principles are the suggested principles or rules for the speakers and the interlocutors in order to make the conversation go well as required. These four cooperative principles are known as maxims. They are maxim of quantity, maxim of quality, maxim of relation, and maxim of manner. Grice (1975: 45) explained that "the category of quantity related to the quantity of information to be provides". It means that maxim of quantity is focused on the giving information as informative as it is required. Then, the speakers should not say more informative or less informative but the information should be helpful for the interlocutors. The second maxim is maxim of quality. Grice (1975: 46) stated that "under the category of quality falls a supermaxim – 'try to make your contribution one that is true'-.". It means that the speakers should tell the truth and know well about the giving information. The third maxim is maxim of relevant. Grice (1975: 46) explained that the maxim of relation should be relevant. It means that the speaker's utterances should be relevant with the interlocutor's utterances. The last maxim is maxim of manner. Grice (1975: 46) explained that "...as relating not (like the previous categories) to what is said but, rather, to how what is said to be said". It means that the speakers should say clearly about the giving information.

## 2.2. Violating Maxims

Grice (1975: 49) stated that the speakers may consciously or unconsciously violate a maxim, but in some cases, the speakers will tend to mislead. The further explanation about violated maxims is also explained by Cutting. He (2002: 40) stated that “a speaker can be said to ‘violate’ a maxim when they know that the hearer will not know the truth and will only understand the surface meaning of the words”. Tupan and Natalia (2008: 68) explained clearly the violated maxims as written on the table below.

TABLE 1: Criteria of Violated Maxims

Maxims	Violated Maxims
Quantity	<ul style="list-style-type: none"> <li>• If the speaker does circumlocution or not to the point.</li> <li>• If the speaker is uninformative.</li> <li>• If the speaker talks too short.</li> <li>• If the speaker talks too much.</li> </ul>
Quality	<ul style="list-style-type: none"> <li>• If the speaker lies or says something that is believed to be false.</li> <li>• If the speaker does irony or makes ironic and sarcastic statement.</li> <li>• If the speaker denies something.</li> <li>• If the speaker distorts something.</li> </ul>
Relevant	<ul style="list-style-type: none"> <li>• If the speaker makes the conversation unmatched with the topic.</li> <li>• If the speaker changes conversation topic abruptly.</li> <li>• If the speaker avoids talking about something.</li> <li>• If the speaker hides something or a hide a fact.</li> <li>• If the speaker does the wrong causality.</li> </ul>
Manner	<ul style="list-style-type: none"> <li>• If the speaker uses ambiguous language.</li> <li>• If the speaker exaggerates thing.</li> <li>• If the speaker uses slang in front of people who do not understand it.</li> <li>• If the speaker’s voice is loud enough.</li> </ul>

## 2.3. Ekman's Detecting Deceit Theory

Detecting Deceit theory is used to relate the words and the deceitful behavior. Ekman (1992:80) stated that deceit is detected from the way how emotion is registered in word, voice, and body. The words are the written language which is used to state whether the given information or the thing is true or false. In detecting deceit, Ekman (1992:92) explained that deceit can be detected by the errors occur in the words: careless errors, slips, tirades, and circumlocutions or indirect speech. Those characteristics can be used as a tool for detecting deceit from the utterances which was done by the characters in *Aladdin* (2019) movie. Then, the voice also supports the way how detecting deceit is. Ekman (1992:92) stated that vocal deception clues are pause, pitch and speech errors: non-words (such as, “ah”, “aaa”, and “uhh”), repetitions (such as, “I, I, I mean I really...”), and partial words (such as, “I rea-really liked it”). These clues can occur together at the same time and deceit can be revealed by detecting these clues. While most people

believe that the voice shows whether people are emotional or not. The last detected deceit is from the body. Ekman (1992:103) stated that the clues of detecting deceit from body are the speaker's body movement: emblematic slips, illustrators, and posture. Even there was not much scientific evidence to prove whether body movements accurately detect deceit, those clues can be applied to detect deceit from the body. Furthermore, people tend to elaborate word, voice, and body to make their deceitful behavior go as they want.

## 2.4. Some Reasons of Telling a Lie

Turner, Edgley, and Olmstead research talks about controlling information in dyad conversations. It shows that response is not always 100% honest, but in some contexts, it displays a lie or deceit. Turner, Edgley, and Olmstead (1975:70) stated that "information control is a verbal expression which restricts and/or distorts communication to the audience and is seen as an actor's saying something other than what he would have said if, in his judgment, he had been completely honest". The responses given by interlocutors are controlled through several forms, and one of them is "lie". A lie or deceit is revealed when the speaker had said is totally contradictory to what the speaker had said when he has been honest. The reasons of telling a lie will be elaborated bellow.

### 2.4.1. Face

Face is interpreted as "the positive social value a person effectively claims for himself by the line others assume he has taken during particular contact" (Goffman, 1976:5). It means that face refers to the positive value of person in his society or how people want to see as a good person or personality by the others. In this case, the deception reasons have three subtypes, they are (1) saving the speaker's face, (2) saving the interlocutor's face, and (3) saving another's face. The first subtype example is "I shaded it with a few of the right words to make sure she knew it wasn't my fault" (Turner, Edgley, and Olmstead, 1975:78). It means that people tend to care about their personality or feeling than others. Then, the second subtype example is, "I didn't want to offend her by referring to her tight ness with money" (Turner, Edgley, and Olmstead, 1975:78). In this case, people prefer to care about other feeling in the conversation or the encounter feeling. The last subtype example is "I didn't give my honest feelings because I didn't want to offend his roommate" (Turner, Edgley, and Olmstead, 1975:78). In this example, the speaker tends to care about the other feeling which is not in the conversation.

### 2.4.2. Relationship

Turner, Edgley, and Olmstead (1975:79) stated that relationship is related closely with the amount of social distance or degree of intimacy between the speaker with the interlocutor. It means that the speaker focuses on his relationship with the interlocutor. Relationship has two subtypes, they are (1) maintaining the relationship and (2) terminating the relationship. The example of the first type is “she is a sensitive person, so honesty certainly wouldn’t help our friendship” (Turner, Edgley, and Olmstead, 1975:80). In this case, the speaker tends to deceive others in order to make their social distance closer than before. The second subtype example is “I didn’t like him much so I thought if I told him that I was engaged, he wouldn’t bother me so much and keep calling” (Turner, Edgley, and Olmstead, 1975:80). In terminating relationship, the speaker deceives the interlocutor in order to end the relationship.

### 2.4.3. Exploitation

Turner, Edgley, and Olmstead (1975:80) statement about exploitation, namely “exploitation, as a motive for controlling information, refers to the actor’s attempt to gain power and control over other, that is, to manipulate other’s action in accordance with actor’s own desires”. It means that the speaker has a power over the interlocutor to make the interlocutor’s action as the speaker’s willing. For instance, “I said what I said to make him get on his knees and beg me to stay” (Turner, Edgley, and Olmstead, 1975:80). In the example before, exploitation is used to make the interlocutor’s action as the speaker willing or get on knees.

### 2.4.4. Avoid Tension/Conflict

Turner, Edgley, and Olmstead (1975:81) explained that “the actor was concerned with manipulating his conversations to avoid topics which might trigger arguments or tensions in the encounter”. It means that information control is used to help the speaker avoiding the situation which may take them in disadvantage situation and makes them into an argument with the interlocutor. For instance, “because if I said what I thought was one-hundred percent honest, it would have been a bad scene” (Turner, Edgley, and Olmstead, 1975:81).

### 2.4.5. Situational Control

Situational control is different from the relationship between the speaker and the interlocutor. In situational control, Turner, Edgley, and Olmstead (1975:81) stated that the situational control is more related with the maintenance of the encounter or the occurring conversation. There are three subtypes of the situational control. They are (1) to facilitate the conversation, (2) to redirect the conversation, and (3) to terminate the conversation. The example of the first subtype is “she was really interested in education so I expressed a so-called interest to keep the conversation going. I really wasn’t interested, but I didn’t want to disrupt the conversation with her” (Turner, Edgley, and Olmstead, 1975:81). In facilitating the conversation, the information control is used to keep the conversation going well, even the speaker does not interest in talking about the conversation topic. The illustration of the second type is “I didn’t want to talk about something I felt inferior about so I simply ignored him and change the subject” (Turner, Edgley, and Olmstead, 1975:82). In this illustration, it can be seen that the deceitful behavior is used to move the topic to another topic. The illustration of the last type is “I felt uncomfortable and wanted her to leave me alone. So I told her that I had to study in order to end our discussion.” (Turner, Edgley, and Olmstead, 1975:82). In this case, the information control or deceit is used to finish the conversation.

## 3. Research Method

The data of this research are the utterances suspected having violated maxims and deceitful behavior which are produced by the characters in *Aladdin (2019)* movie. The utterances are obtained from the Spring Field website page <[https://springfieldspringfield.co.uk/movie\\_script.php?movie=aladdin-2019](https://springfieldspringfield.co.uk/movie_script.php?movie=aladdin-2019)>. As a result, there are only about 31 utterances out of 923 utterances and some capturing scenes (if it is needed) which will be processed. These 31 utterances are selected as they represent violated maxims and deceitful behavior. Then, Ekman’s Detecting Deceit theory is used to prove whether the given utterances deceive or not. Further, some reasons of telling a lie is used to reveal the reasons of doing so.

## 4. Result and Discussion

The finding of this research shows that there are 3 groups of speakers who are violating some maxims and having different reasons. The investigation results in the following table.

TABLE 2: Criteria of Violated Maxims

Multiple Violated Maxims	Violated Maxims	Reasons of Deceitful Behavior	Frequency
3	a. Quality, Quantity, Manner b. Quality, Quantity, Relevant c. Quality, Relevant, Manner	Save the speaker's face (3), save the interlocutor face (1), save another face (-), maintain relationship (1), terminating relationship (-), exploitation (3), avoid tension (-), facilitate interaction (-), redirect interaction (1), terminating interaction (4)	13
2	a. Quality, Manner b. Quality, Relevant c. Quality, Quantity	Save the speaker's face (10), save the interlocutor face (-), save another face (-), maintain relationship (1), terminating relationship (-), exploitation (1), avoid tension (-), facilitate interaction (-), redirect interaction (1), terminating interaction (2)	15
1	a. Quality b. Relevant	Save the speaker's face (2), save the interlocutor face (-), save another face (-), maintain relationship (-), terminating relationship (-), exploitation (-), avoid tension (-), facilitate interaction (-), redirect interaction (-), terminating interaction (1)	3

The table above presents the multiple violated maxims having the reasons of deceitful behavior and the frequency for each multiple violated maxim. Not all multiple violated maxims have the reasons. Some multiple violated maxims do not provide one or more reason of deceitful behavior. For analyzes of each multiple violated maxim elaborates below.

### 4.1. Violating Three Maxims

The main reason of doing deceit is to save the speaker's face, to exploit other, and to terminate interaction, because this reason is frequently done by the characters, it is 3, 3, and 4 times out of 13 utterances. It proves that the characters want to construct a positive face at the first time they met, so they can tell a lie in the future. As Goffman (1967:5) explanation about face, people tend to make a positive value about their identity in their social situation, especially in the first time they meet the others. It is corresponding with



the main problem in *Aladdin (2019)* movie. Additionally, the other reason is to save the interlocutor face, to maintain relationship, and to redirect interaction. Further, the other reasons are also done in order to amuse the interlocutor by giving a little gesture in their utterance, to save others' feeling, especially the interlocutor's feeling, and to save them in disadvantage situation. Besides, there are three groups of speakers violating the three maxims, that is, violating maxim of quantity, violating maxim of quality, and violating maxims of manner; violating maxim of quantity, violating maxim of quality, and violating maxim of relevant; and the last, violating maxim of quality, violating maxim of manner, and violating maxim of relevant.

#### 4.1.1. Violating Maxim of Quantity, Violating Maxim of Quality, and Violating Maxim of Manner

In this group, there are 4 utterances uttered by the characters. The analysis only takes one example of 4 utterances consisting the reason figured the most in the data.

Jafar: "Aladdin. People like us must be realistic if..."

Aladdin: "Us?"

Jafar: "You see, I was one like you. A common thief. Only I thought bigger. Steal an apple and you are a thief, steal a kingdom and you're a statesman. Only weak men stop there. You're either the most powerful man in the room, or you're nothing. You, you stumbled upon an opportunity. I can make you rich. Rich enough to impress a princess. But nothing comes for free."

(Minutes 31:35 - 32:12, line 287 - 289)

Jafar statement above is considered as violating the three maxims. The first, the statement is violating maxim of quantity, because the given utterance is only circumlocution and too much information. Then, the given utterance is less informative. The second, the statement is violating maxim of quality, because Jafar makes an irony in his statement about thief and he hides the fact that he was a thief. In fact, he is a thief because he wants to steal Agrabah's kingdom. The last, the statement is violating maxim of manner, because Jafar exaggerates anything which are related with a thief and his promise to make Aladdin a rich person. This multiple violated maxim contains deceitful behavior, because Jafar deceived that he was a thief. As in the previous scene at minutes 25:22-25:28, Jafar stated "...then I shall sit on his throne.". That utterance indicates that Jafar is a thief who wants to steal the Agrabah's kingdom. Therefore, Jafar

deceives Aladdin in order to exploit Aladdin. Because Jafar wants Aladdin to help him to get the magic lamp.

#### 4.1.2. Violating Maxim of Quantity, Violating Maxim of Quality, and Violating Maxim of Relevant

Jasmine: "Are we in trouble?"

Aladdin: "Only if you get caught."

(Minutes 07:45 - 07:47, line 63 - 64)

Aladdin's utterance violates the multiple maxims, namely violating maxim of quantity, violating maxim of quality, and violating maxim of relevant. The given utterance is too short and uninformative, so it violates the maxim of quantity. Then, it also hides the fact that Aladdin and Jasmine are not in trouble. In fact, they are in trouble because Jasmine gives two bread to the child without paying as in the previous scene at minutes 6:43-6:56. Additionally, it is proved that the multiple violated maxims also consists of deceitful behavior. The utterance also violates the maxim of relevant, because Aladdin does not answer clearly Jasmine's question by saying "yes, we are". Besides, Aladdin deceives Jasmine in order to terminate the situation because Aladdin want to end his conversation with Aladdin.

#### 4.1.3. Violating Maxim of Quality, Violating Maxim of Manner, and Violating Maxim of Relevant

Aladdin: "Are you saying that was the princess? I was talking to the..."

Jafar: "She was toying you. It amuses her to meet commoners. Did you actually think she liked you? What do they call you?"

(Minutes 31:14 - 31:32, line 284 - 285)

The given utterance violates three maxims, because Jafar talks the contradiction idea with the fact. He said that Jasmine was toying Aladdin by hiding her true identity, but in fact, Jasmine wants to marry a clever and a good man and she does not want to marry a useless prince as in the previous scene at minutes 26:13-27:02. Therefore, it shows that the violated maxim also contains the deceitful behavior. Further, the given utterance also exaggerates that Jasmine is amused by meeting the commoners and Jafar changes the topic by asking Aladdin's name. It violates the maxim of manner and

maxim of relevant. Besides, the reasons of doing deceit is to exploit Aladdin, because Jafar takes power to Aladdin, so Aladdin will think as what he wants.

## 4.2. Violating Two Maxims

In the 15 utterances of the group who violates the two maxims, the main reason is to save face. Because it is frequently found in this group that it is about 10 times out of 15 utterances violating the maxims. It evidences that people tend to care more about their feeling than the others. Then, the other reasons are to maintain relationship, to exploit other, to redirect interaction, and to terminate interaction. In addition, the 15 utterances that violated the two maxims are divided into three group. They violate the maxim of quality and the maxim of manner (2 utterances); the maxim of quality and the maxim of relevant (8 utterances); and the maxim of quality and the maxim of quantity (5 utterances).

### 4.2.1. Violating Maxim of Quality and Violating Maxim of Manner

In this group, there are 2 utterances found out of 15 utterances which are violating two maxims.

Shopkeeper: "Stop right there, Aladdin. Whatever it is you stole today, I don't want it."

Aladdin: "Whoa, whoa. I didn't steal anything. it's a family heirloom that's worth a lot."

(Minute 05:41 - 05:50, line 27 - 28)

The shopkeeper stopped Aladdin because she knows that Aladdin wants to sell his stolen thing. As Agrabah people, the shopkeeper knows that Aladdin is a street rat who lives as a thief because everyone already knows about it. In the previous scene at minute 04:55-05:15, it shows that Aladdin is a thief teaming up with Abu, his monkey. After getting the woman's necklace, Aladdin goes to the shop where he will sell the necklace. When Aladdin arrives in the shop, the shopkeeper suddenly stopped Aladdin by saying that she does not want Aladdin's thing. Aladdin's utterance "Whoa, whoa. I didn't steal anything. It's a family heirloom that's worth a lot." violates two maxims. They are maxim of quality and maxim of manner. In violating maxim of quality, Aladdin denies the shopkeeper's statement about stealing a thing. Aladdin deceives that he does not steal anything, but, in fact, he has already stolen

the woman's necklace. Further, he also violates maxim of manner. He exaggerates that the necklace is worth a lot because the necklace is his family heirloom. Thus, by violating these two maxims, it is proved that Aladdin deceives the shopkeeper. In doing deceit, Aladdin has a reason, that is, to save his face. It proved that Aladdin cares about his feeling more than the shopkeeper's feeling because he wants to make a positive value in his society.

#### 4.2.2. Violating Maxim of Quality and Violating Maxim of Relevant

Jafar: "If I throw you off of that balcony, and you are who you say you are...you will die a water death. If you survive, it can only be because of the lamp. In which case, I will have my answer. For the last time...where is the lamp?"

Aladdin: "Listen to me. I don't know who you think I am."

(Minutes 01:23:02 - 01:23:36, line 709 - 710)

The given utterance violates two maxims. Aladdin's utterance "...I don't know who you think about." hides the fact that he already knows what Jafar talks about. Because in that situation, Aladdin pretends to be Prince Ali and Jafar figures it out. It proves that Aladdin deceives the interlocutors. Besides, the utterance is not relevant with Jafar's question, because Aladdin does not answer Jafar's question and he avoids to answer the question. Further, the reason of doing deceive is to save Aladdin's face as the speaker, it is the disadvantaged situation of revealing his true identity and it has a possibility to make Aladdin becoming a negative person in Jafar's eye.

#### 4.2.3. Violating Maxim of Quality and Violating Maxim of Quantity

In this group, there are 5 utterances out 15 utterances violating the maxims.

Jasmine: "So, how many names do you have, Prince Aladdin?"

Aladdin: "No, no, I..."

Jasmine: "So who is Prince Ali?"

Aladdin: "I am Prince Ali."

(Minutes 01:19:02 - 01:19:11, line 655 - 658)

Aladdin's utterances violated two maxims. They violated the maxim of quality and the maxim of quantity. In his utterance, Aladdin talks too short so it makes his utterance becoming uninformative. Then he also hides the fact that he is Aladdin.



**Figure 1:** Deceitful Behavior

In the given utterance above, Aladdin deceives that he is Prince Ali. It is proved by the images above. In that picture, Aladdin is gazing downward his eyes to avoid the eyes contact with Jasmine. Then, he also repeats his speech by saying “*no, no, I...*”. It proves that Aladdin deceives Jasmine. Furthermore, the reason of doing deceit is to save Aladdin’s face, because he does not want Jasmine revealing his true identity.

### 4.3. Violating a Maxim

In this case, the given utterance only violates a maxim. They violate the maxim of quality and the maxim of relevant. There are 2 utterances out of 3 utterances violating maxim of quality. Further, the violated maxim of relevant is only found in 1 utterance. Additionally, the reason of doing deceit i is to save the speaker’s face and to terminate interaction.

#### 4.3.1. Violating Maxim of Quality

Genie: “What are you doing?”

Aladdin: “*I’m just making sure the water is a good temperature.*”

(Minutes 01:04:56 - 01:05:00, line 549 - 550)

Aladdin’s utterance violates the maxim of quality, because it contrasts with the fact. In fact, Aladdin is hesitant to come close to Jasmine as Prince Anders has already made the conversation with Jasmine first. It is seen in the previous scene at time 1:04:32-1:04:35, that Genie asks Aladdin to make a conversation with Jasmine. Further, Aladdin is doing deceit, because he wants to save his face from Genie.

#### 4.3.2. Violating Maxim of Relevant

Aladdin: “But, don’t cats clean themselves?”

Jasmine: “*You have to go now.*”

(Minutes 29:38 - 29:42, line 272 - 273)

Jasmine's utterance violates the maxim of relevant, because she does not answer clearly and avoids to answer Aladdin's question. Jasmine deceives Aladdin by asking him to get out her room, because she is afraid to be figured out that she is the princess. Further, Jasmine's reason of doing deceit is to terminate the interaction with Aladdin.

## 5. Conclusion

This research sets up to investigate the violation of Grice's maxim as the strategy of deceitful behavior and to reveal the reason of doing so, especially in *Aladdin (2019)* movie. Laid on the cooperative principle, Ekman's Detecting Deceit theory, and some reasons of telling a lie by Turner, Edgley, and Olmstead (1975), this current research shows some findings. The first is all the characters violated the maxims. Additionally, this research finds the multiple violated maxim in the same utterance and it also consists the deceitful behavior. Every multiple violated maxim consisting deceitful behavior has some reasons of doing so. Further, the violating three maxims have some reasons to save the speaker's face, to save the interlocutor's face, to maintain relationship, to exploit others, to redirect interaction, and to terminate the interaction. Violating two maxims are to save the speaker face, to maintain relationship, to exploit, to redirect interaction, and to terminate interaction. The last, violating a maxim is to save the speaker face and to terminate interaction. It shows that the reasons which are the most frequently found are to save the speaker face, to exploit others, and to terminate the interaction. Hence, it indicates that people tend to deceive other in order to save their face in social situation and to gain power of the others by doing multiple violating maxims.

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