

Cooperative Principle Found in “Inside Out” Film (Pragmatics Analysis)

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ABSTRACT

This studies about Cooperative Principle found in Film Inside Out. The purposes of this research are to find out and explain the types of maxim those occur in film Inside Out and to explain the functions of the maxims those are found in film Inside Out. This analysis uses qualitative research as method and it has three procedures; they are collecting the data, analyzing the data and data presentation. In collecting the data, the writer uses non-participant observational method. In technique of collecting the data, the writer uses download and note taking technique. The analyzing of the data, the writer uses Sudaryanto's theory that is referential method. The last procedure is data presentation is presented by using informal and formal method. The result of this analysis are From fifteen datum that the writer analyzed, maxim of quality is the most frequently found in line to the conversation. In addition, the datum that contain of maxim in Inside Out film have their own functions. It can be expressive, declarative, commissive, directive and representative. Furthermore, it depends on the context of the conversations.

Key Words: Cooperative Principle, Pragmatics, Inside Out Film

I. INTRODUCTION

It is obvious that when people talk and make their conversation flow successfully, people have to understand what others mean. Thus, pragmatic approach is needed to explain the implied meaning in conversation between the speaker and the listener. Therefore, to make good communication the speakers or the writers need cooperation with the listeners and the readers. Grice in Nadar said (2009:24) Make your conversational contribution such as is required, at the stage which is occurs, accepted purpose or direction of the talk exchange in which you are engaged.

The formulation of cooperative principle that is developed by Grice (1975). This cooperative principle is explained into four maxims. They are called maxim of quality, maxim of quantity, maxim of relevance and maxim of manner. According to Grice (1975:45), Cooperative Principle which consists of four maxims (maxim of quality, quantity, relevance and manner) are the suggested principles for the speaker and the hearer to show their cooperation by giving appropriate contribution in their conversation.

One of Hollywood animation movies that are loved by the people is Inside Out movie. The film is set in the mind of a young girl named Riley

Andersen (Kaitlyn Dias), where five personified emotions—Joy (Amy Poehler), Sadness (Phyllis Smith), Anger (Lewis Black), Fear (Bill Hader), and Disgust (Mindy Kaling)—try to lead her through life as her parents (Diane Lane and Kyle MacLachlan) move from Minnesota to San Francisco and she has to adjust to her new surroundings.

The talks among the characters contain maxims of cooperative principle. For example:

- Bing : “Ow! Ow! Cut that out.
 Bong : Ow! Please...you can’t do this!
 Do you like candy? You look hungry.
 I can get you candy!
 Please! Ow. Ow. Ow.”
 Joy : “No, no no no, there go the core memories...!”
 Bing : “I can’t go in there. I’m
 Bong : scared of the dark.
 Please!”
 Joy : “What is this place?”
 Sadness : “*The Subconscious. It’s where they take all the troublemakers.*”

Sadness’ utterance about subconscious is clear to answer Joy’s question. Sadness explains about subconscious orderly and briefly. (a) Avoid obscurity of expression, (b) Avoid ambiguity, (c) Be brief (avoid unnecessary prolixity), and (d) Be orderly (Yule, 1996:37) are the rules of maxim manner, so Sadness’ utterance includes to maxim of manner.

In addition, what was said by Sadness is representative. Representative is that state what the speaker believes to be the case or not (Yule, 1996: 53). Here, Sadness claims that subconscious is place for troublemakers. He affirms based on his belief when reading manual book. He describes subconscious to joy appropriating with has he been read in manual book.

The writer is amazed with Inside Out that was released in North America on June 19, 2015. The film received several awards, including a BAFTA Award, Golden Globe Award, Critics' Choice Award, Annie Award, Satellite Award, and Academy Award for Best Animated Feature. In 2016, the film was named as the 41st best film of the 21st century, from a poll of 177 film critics from around the world. In this film, the writer found uniqueness. Unique thing in this film is the characteristics of one character become it’s own characters. Besides that, the writer feels anxious that many speakers disregard cooperative principle in their conversation, especially in “Inside Out” film. It encourages the writer to analyses maxims in this film. The writer also has not found yet research about maxims on Inside Out film in English Literature Program University of Muara Bungo.

II. METHOD OF THE RESEARCH

This research used descriptive qualitative approach since it emphasizes on the use of language phenomena in the context by interpreting the data.

According to Bogdan and Taylor in Moleong (2010:4) qualitative research is defined as procedural research to result descriptive data in the form of written word or spoken from people and behavior that can be observed.

According to Sudaryanto (1993:40) source of the data is divided into two sources, locational and substantial sources. Locational source is the place where the writer is going to get the data. In this research, the locational source is film *Inside Out*. Meanwhile, substantial source is the concrete data that is analyzed. The substantial data in this research is utterances of the characters film *Inside Out* that contain maxims.

In this research, the writer collects the data using observational method. It means that the writer makes observation to the language user (Sudaryanto, 2001:134). Observational method is divided into two sub methods, participant observational method and non-participant observational method. The writer uses non-participant observational method to get the data because the writer does not participate in observing.

The writer uses some techniques in non-participant observational method to collect the data in this research. They are downloading technique, download is a verb that has meaning, copy a file or files from one computer to another (Victoria, 2011:165), and note taking technique can be done on the data card that continued with classification (Sudaryanto, 1993:135).

In analyzing the data, the writer uses referential method. The steps which the writer uses in analyzing the data, analyzing the types of maxims, describing and analyzing the function of maxims and making the conclusion and suggestions based on data analysis.

III. RESULT

The result of the research is served in formal and informal method. According to Sudaryanto (1993:145) informal data presentation is presentation in word, sentences without sign or symbols, while formal data presentation is presentation with sign and symbols. The writer writes some parts, there are introduction summarizes about background of the problem, identification of the problem, purposes and also organizing writing. Then, in the method of the research, the writer explains about method that used in this research from the experts. After that, the writer analyzes the types and function of maxims in “*Inside Out*” film. From analyzing the data the writer found three data lined in maxim of quantity, seven data lined in maxim of quality, three data lined in maxim of relation and two data lined in maxim of manner.

IV. DISCUSSION

1. Types and Functions of Maxims in “*Inside Out*” Film

1.1 Maxim of Quantity

Datum 1 (00:38:06 – 00:38:21)

Joy	:	“Wait. I know you.”
Bing	:	“No you don’t. I get that a
Bong	:	lot, I look like a lot of

people.”
 Joy : “No, I do! Bing Bong!
 Riley’s Imaginary Friend!”
 Bing : “*You really do know me!*”
 Bong
 Joy : “*Well of course!*”

Joy and Sadness are looking for someone who can help them going back to headquarter. Then, they saw Bing Bong collecting memories from shelves. Joy called Bing Bong to greet him, but he runs away. Joy chases him and found him crouched on the ground, hiding his face in his hands like a three years old. It is not just that, he still wants to run away by throwing a memory as flaming his run. Unfortunately, he crashes into cart of memories.

In this conversation, it deals with maxim of quantity “Make your contribution as informative as is required” (Yule, 1996:37). Joy’s utterance is informative as what is Bing Bong’s question that she really knew him. Joy knew him as Riley’s imaginary friend. Joy gave answer not more or less than it’s required. Bing Bong’s question just needs answer which can make him sure that joy really knew him.

In addition, the function of maxim quantity in Joy’s utterance is expressive. Expressive uses the speaker makes words fit the world(of feeling). They express a psychological state (Yule, 1996:53-54). Joy shows her feeling when met Bing Bong. She is really happy knowing that the figure is Bing Bong. It also can be seen from the her gesture. Bing Bong is also happy that there is still someone knew him. They welcome each other happily.

Datum 2(00:41:59-00:42:10)

Bing : “ Say, would you look
 Bong at that!”
 Joy : “Whoa! What’s
 happening?!”
 Sadness : “Oh no. *They turned it
 on.*”
 Bing : “Huh! I’ve never seen
 Bong this before. My face!
 My beautiful face!”

Joy, sadness and Bing Bong climb in Abstract Thought Building. They are in the way going to the train station. Abstract Thought Building is the shortcut way to get the train station. But, something happens when they went inside the building. After they are in the building, the abstract workers closed the door. They come to turn it on for a minute and burn out the gunk. At the same time, Joy, Sadness and Bing Bong are still in the building.

This conversation contains maxim of quantity. Sadness’ utterance is informative as what is Joy’s question. Joy’s question is caused when the abstract workers turn on, strange shapes float into space. Anything around them are up in the air that made them panic. What is Sadness’ said is answer of the condition around them. Why all are up in the air, it because the building turn on. Sadness’ answer is required for Joy’s question. So, it is appropriate with the rule of maxim quantity, “Make your contribution as informative as is required” (Yule, 1996:37).

Meanwhile, the function of sadness’ answer is representstives that state what the speaker believes to be the case or not (Yule, 1996: 53). What Sadness says in the conversation is clearly what he believes to be the case.

Here, he states his belief about what happened around him is because the building turned on. The speaker said something being the case.

Datum 3 (00:42:10-00:42:20)

Bing : "my face! My beautiful
 Bong face!"
 Joy : "What is going on?"
 Sadness : "We're abstracting!
 There are four stages.
 This is the first:
 nonobjective
 fragmentation!"
 Bing : "alright, do not panic!
 Bong what is important is that
 we all stay together."
 Joy : "ah!"

Joy, Sadness and Bing Bong are in Abstract Thought Building. The abstract workers closed the door and turned it on. After that, anything around them are up in the air. Furthermore, Bing Bong's head starts to turn into a Picasso-like form. Joy and sadness scream as they become cubist versions of themselves.

Sadness' utterance is informative as what is Joy's question. This conversation contains maxim of quantity as Yule said "Make your contribution as informative as is required" (Yule, 1996:37). Joy wants to know why they change into cubist versions themselves. The answer of Joy's question is abstracting. They are in processing to burn out the gunk in the Abstract Thought Building.

The function of Sadness' utterance is commissives. In commissive, speakers commit themselves to a future act which make the words fit their words. They express what speaker

intends (George Yule, 1996 :54). Sadness wants to warn everyone that they are in danger because they are able to get stuck in the Abstract Thought Building forever or event gone.

1.2 Maxim of Quality

Datum 4 (00:02:45 – 00:03:00)

Sadness : "I'm sadness."
 Joy : "oh, hello. I'm joy.
 (Joy tries to muscle
 past sadness to press
 the bottom.)
 Can I just..... if you
 could I just want
 to fix that. Thanks."
 Joy : "and that was just the
 beginning.
 Headquarters only
 got more crowded
 from there."

This conversation happens when Baby Riley was just born and the characters of her characteristics grow up in her headquarter. Joy introduces sadness as the character in headquarters. Joy tells that another characters will follow sadness in headquarter. Then the headquarter will get more crowded with the characters of Riley's characteristics.

This conversation is in line maxim of quality, because joy said the truth that headquarters will get more crowded from there. Thenceforth, the headquarter will full of the characters of Riley's characteristics. They are Joy, Sadness, fear, Disgust and Anger who will always work together handling Riley's emotion. Saying the truth with the adequate evidence is the rule of maxim quality (Yule 1996:37) .so this

utterance includes maxim of quality. It includes maxim of quality because Joy utterance can be proved.

In addition, the function of Joy's utterance is commissives. It refers to what Yule said "They express what speaker intends" (George Yule, 1996 :54). Commissives is the utterance is produces to give action in the future. Joy promises that the headquarter will get more crowded. Starting from Sadness and followed by Fear, Disgust and Anger. In the future, headquarter will not only be lived by Joy and Sadness.

Datum 5 (00:38:19-00:38:31)

Joy : Riley loved playing with you, you two were best friends! Oh! You would know. We're trying to get back to Headquarters..."

Bing : "Headquarters? You guys are from Headquarters?"

Bong : "Well, yeah. I'm Joy. This is Sadness."

Joy : "You're Joy? THE Joy?"

Bing : "Mm-hmm."

In shelves, Joy and Sadness met Bing Bong. Then, Joy told to Bing Bong that they are trying to get back to headquarter. Bing Bong was very happy could meet Joy. He was surprised knowing that Joy is from headquarter. Actually, he does not think can meet the Joy out of the headquarter.

According Yule's theory (a) Do not say what you believe to be false and (b) Do not say that for which you lack adequate evidence (1996:37), this

utterance includes maxim of quality because Joy's utterance is true with the adequate evidence. She told she comes from headquarter and introduces himself. She doesn't forget introduce Sadness too. She said the truth about where does she come from and Sadness' and her truth name.

Besides that, the function of this utterance is expressive. Expressive use the speaker makes words fit the world(of feeling). They express a psychological state (Yule, 1996:53-54). Joy expresses her joy meeting Bing Bong. She directly introduces herself and Sadness enthusiastically. His enthusiastic reflects from her happiness.

Datum 6 (00:09:01 – 00:09:10)

Anger : "We're supposed to live here?"

Sadness : "Do we have to?"

Disgust : "I'm telling you, it smells like something died in here."

Fear : "Can you die from moving?"

Joy : "Guys, you're overreacting. Nobody is dying—"

Disgust : "A DEAD MOUSE!!!"

This conversation happens when Riley is 11 years old. Her family moves to San Francisco after her father got a new job. When they arrived at their new house, everyone looks slack jawed. Then Riley steps inside the house. The room is dark, dusty, uninviting. It makes a disgust memory rolls in. when Riley enters to her new house, he saw a dead mouse.

Disgust's exclamation includes maxim of quality. Disgust exclaimed the right information that there is dead mouse in the corner of the room. He said the truth about the condition of the mouse that he sees in the corner of the room. There is corpse of mouse is the evidence of Disgust's utterance. This agreed with the rules of maxim quality, (a) Do not say what you believe to be false and (b) Do not say that for which you lack adequate evidence (Yule, 1996:37).

Declarative is function of Disgust's utterance which when it is said, something will change. This is in line with Yule (1996) who states that declarations are the kinds of speech acts that change the world via words. Here, by the utterances the speakers produce, they change the world. In this datum, Disgust declares the death of the mouse. The mouse's life is over. It is just a carcass.

Datum 7 (00:12:46-00:13:00)

Disgust : "Joy, we've got a stairway coming up."
 Joy : "*Just don't touch any other memories until we figure out what's going on.*"
 Sadness : "*okay.*"
 Joy : "Alright. Get ready, this is a monster railing, and we are riding it all the way down!"

This conversation took place in headquarter. Meanwhile Riley runs towards a stairway and handrail. Joy has to control the console, so that Riley can ride the rail all the way down. Before

she turns back to console, she warns Sadness not to touch any other memories. The memory will change into blue memory when Sadness touches it. Blue memory means sad memory. Joy can't change it back, so she asked Sadness not touching memory again.

Joy's request is line in maxim of quality because this utterance is true condition happening. Joy doesn't want other memories change into blue memory again because Sadness touches them. Before Joy solves the problem, she wants all memories save from Sadness. This can conclude that Joy's utterance fills the rules of maxim quality (a) Do not say what you believe to be false and (b) Do not say that for which you lack adequate evidence (Yule, 1996:37).

In addition, Joy's utterance is command to Sadness. Directives are those kinds of speech acts that speakers use to get someone else to do something (Yule, 1996: 54). When we use this, we can make someone to do something by our utterances. In this conversation, Joy commands Sadness not touch the memory until she knows what is going on. Why the memory can change into blue when Sadness touches it, but it can't change back into yellow when Joy touches it. Sadness agrees to do that by answering "okay".

Datum 8 (00:39:09-00:39:30)

Sadness : "What exactly are you supposed to be?"
 Bing : "You know, it's unclear.
 Bong : *I'm mostly cotton candy, but shape-wise, I'm art*

cat, part elephant, part dolphin.”

Joy : “Dolphin?”

Bing : “You gotta remember,

Bong when Riley was three, animals were all the rage. The cow goes moo. The horse goes neigh. That’s all people talked about back then.

Bing Bong leads Joy and Sadness on through the memory shelves. They were on way going back to the headquarter. Joy and Bing Bong were remembering the Riley’s memory about Bing Bong. Bing Bong and Riley played together, when Riley was three years old. Meanwhile, Sadness is just silent watching them. He eyes Bing Bong who is a pink elephant made with a cat tail. He is curious of Bing Bong’s shape.

Bing Bong describes how does he form of and tells what exactly he is. Bing Bong’s utterance is the true condition of his body that he is mostly cotton candy, his tail is cat tail, he has trunk elephant, and part dolphin. He can do a spot on dolphin impression. Bing Bong gives information with enough proof. So, this utterance includes maxim of quality as Yule said (a) Do not say what you believe to be false and (b) Do not say that for which you lack adequate evidence (Yule, 1996:37).

In addition, this utterance is representative. Bing Bong describes himself to Joy and Sadness. Utterance that state what the speaker believes to be the case or not (Yule, 1996: 53). Bing Bong utterance represents the truth condition of his body. The speaker

states something that the speaker believes to be true.

Datum 9 (00:51:44-00:51:55)

joy : “Hey hey! *Why aren’t we moving?*”

Train : “*Riley’s gone to sleep.*

Engineer : “*We’re all on break.*”

Sadness : “You mean we’re stuck here until morning?”

Bing Bong : “Yeah, the Train of Thought doesn’t run while she’s asleep.”

Joy : “Oh, we can’t wait that long!”

Finally, after long journey looking for the train station, Sadness, Joy and Bing Bong found the train station. They climb aboard just as the train moves. The train just moved, when Riley falls asleep. The train slows to a stop. The engineer and his assistant hop off the engine.

This conversation deals with maxim of quality, because the Train Engineer gave in formation truthfully. (a) Do not say what you believe to be false and (b) Do not say that for which you lack adequate evidence (Yule, 1996:37). The Train Engineer explained to Joy why the train stop. It happened cause Riley is gone to sleep. When Riley is sleeping, the train of thought doesn’t run. The train engineers have break.

The fact that the train really stops when Riley is sleeping represents the Train Engineer’s word. It refers to “Utterance that state what the speaker believes to be the case or not” (Yule, 1996:53). The speaker states something that the speaker believes to be true. The

train engineers take a rest while Riley is sleeping. The train will run again if Riley wakes up.

1.3 Maxim of Relation

Datum 10 (00:12:13 – 00:12:46)

- Disgust : *“Okay, we’ve got a group of cool girls at 2 o’clock.”*
 Joy : *“How do you know?”*
 Disgust : *“Double ears pierced, infinity scarf...”*
 Joy : *“Whoa. Is she wearing eye shadow?”*

This conversation happens at the Riley’s first day going to school in San Francisco. She walks up to her new school. New kids everywhere. She hesitates. She comes to her classroom and sits at her desk. She looks at the other kids in class. A group of makeup – wearing girls look back at Riley.

Disgust and joy are talking about a group of girls in Riley’s new class. Disgust said that there were a group of cool girls at 2 o’clock. Then, joy asked to Disgust how she knew that they are cool. Disgust gave some description about the girls how they look like. Joy is aware that the appearances of girls look cool. The topic of their conversation related one to each other. Be relevant (Yule, 1996:37) is the rule of maxim relation, so this conversation includes maxim of relation.

The function of these utterances is representative. Disgust’s statement about a group of girls who she seen is claiming the girls’ appearances. Disgust and Joy believe that girl with double ears pierced, wearing infinity scarf and eye shadow is cool girl. Representative

is state what the speaker believes to be the case or not (Yule, 1996: 53).

Datum 11 (00:12:13-00:12:46)

- Riley : *“I liked that time at the dinosaur. That was pretty funny.”*
 Joy : *“Wait. What? What happened?”*
 Fear : *“She did something to the memory.”*
 Joy : *“What did you do?”*
 Sadness : *“I just touched it.”*
 Joy : *“That shouldn’t make it change.”*
 Fear : *“Change it back, Joy!”*
 Joy : *“I’m trying.”*
 Anger : *“You can’t change it back?”*
 Joy : *“No, I guess I can’t!”*
 Disgust : *“Good going Sadness. Now when Riley thinks of that moment with Dad, she’s gonna feel sad. Bravo.”*
 Sadness : *“I’m sorry Joy... I don’t really know-- I thought maybe, if you—if I-- if... I mean...”*

In San Francisco street, when Riley and her mother are walking home from having lunch. It’s disappointed because they want have pizza for lunch and they got broccoli on it. Riley does not like broccoli, it makes looks disappointed. Her mother tries to cheer her up by remembering their journey to their new home. Then Riley remembers when Riley and Mom pose in front of a road side cement dinosaur in Vernal, Utah. Behind Dad, the car rolls down the hill. The brake doesn’t work. Stegosaurus tail through the back window. The family laughs. Enjoying the memory, Joy and the others chuckle. Suddenly Joy’s cheer is cut short when the

dinosaur memory TURNS BLUE. Knowing that Riley's smile fades, Joy looks back. Sadness is touching the memory.

When Joy asked to the others about what is going on, Fear answers that sadness did something to the dinosaur memory. Then Joy asked to Sadness what he did to the memory, Sadness answered he just touched it. Their conversation is relevant, because they talk about the same topic. They talk about dinosaur memory. There is relation in their conversation. Be relevant (Yule, 1996:37) is the rule of maxim relation, so this conversation includes maxim of relation.

Expressives is the function of what are they talking about. When the speakers say something about what they feel. According to Yule (1996), they may express pleasure, pain, likes, dislikes, joy, or sorrow. Joy and Fear do not like Sadness, because sadness always makes Riley sad. Joy always thinks that Riley has to be happy and Fear is also afraid when see Riley sad. So, they dislike sadness who if touched the happy memory will turn into sadness memory. The memory changes into blue that is sadness memory.

1.4 Maxim of Manner

Datum 12 (00:53:23-00:53:28)

Joy	:	"Bing Bong."
Bing Bong	:	"Yeah?"
Joy	:	"Don't let anything happen to these."
Bing Bong	:	" <i>Got it!</i> "

Joy, Sadness and Bing Bong are in Dream Production to wake Riley up. They reach stage B. A sign below a red flashing light reads, "DO NOT ENTER WHEN LIGHT FLASHING". But they enter the room where workers scramble to get ready for production. A director distributes scripts. Joy, Sadness and Bing Bong watch from behind boxes. They discuss their planning to wake Riley up. Finally, Joy found a dog costume and decided to wear it. Joy gave the satchel containing the core memories to Bing Bong before she wore the dog costume with Sadness.

Bing Bong's utterance responds Joy's request is clear. He responds it briefly and explicitly. Without doubting, he accepted the satchel containing the core memories from Joy. He is ready to keep the core memories. Bing Bong's response is agreed as the rule of maxim manner, (a) Avoid obscurity of expression, (b) Avoid ambiguity, (c) Be brief (avoid unnecessary prolixity), and (d) Be orderly (Yule, 1996:37).

In other hands, the function of Bing Bong utterance is commissive. It refers to Yule said "They express what speaker intends" (George Yule, 1996 :54). Commissives is the utterance is produced to give action in the future. Bing Bong understand what he must to do to the core memories. He must keep them save, as his promise. When he received the core memories, it means he is ready to keep them.

V. CONCLUSSION

It is important to understand the Cooperative Principle used in "*inside*

out” film in order to comprehend it deeper. The writer analyses the maxims based on Cooperative Principle consisting of maxim of quantity, maxim of quality, maxim of relation, maxim of manner in the script. From fifteen data that the writer analyzed, maxim of quality is the most frequently found in line to the conversation. The participants think what they are said is important to be utterance truthfully, therefore the conversation obey the Cooperative Principle.

The utterances that contain of maxim that used in “Inside out” film have their own functions. It can be expressive, directive, representative, commissive, and declarative. Furthermore, it depends on the context of the conversation.

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