

## **THE VIOLATION OF THE POLITENESS PRINCIPLE MAXIMS IN 300 MOVIE SUBTITLE**

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### **ABSTRACT**

This research focused on the violation of politeness maxims done by the characters in 300 movie. The violation has other meaning that mean different from the actual and expressed meaning. The objective of this research is to reveal the implied meaning that was uttered by the characters in 300 movie. Several theories are provided to help the researcher in revealing the related issue. The theories are pragmatics, politeness, politeness principle, and language and context. The type of this research is qualitative research because the data are in the form of sentences in a subtitle of 300 movie. The source of the data is taken from a website of [icinema3satu.com](http://icinema3satu.com) and [subscene.com](http://subscene.com). There are several steps to in processing the data in this research, first Classify all the utterances into each maxim using Leech's politeness principle maxim approach (1983) to categorize the type of the principle maxim, and then Applying the language and context to find the reason and implied meaning of the violating maxims using Brown and Yule's theory (1983). The researcher tries to analyze the data and find the types of maxims in 21 utterances uttered by 11 characters of 300 movie in using politeness principle theory.

**Keywords:** politeness principle, maxims, subtitle, pragmatics

### **ABSTRAK**

*Penelitian ini berfokus pada pelanggaran maksim kesopanan yang dilakukan oleh karakter film 300. Pelanggaran tersebut memiliki arti lain yang berbeda dari arti sebenarnya dan arti tersirat. Tujuan dari penelitian ini yaitu untuk mengungkapkan makna tersirat yang diucapkan oleh karakter film 300. Beberapa teori digunakan untuk membantu peneliti dalam mengungkap masalah terkait penelitian ini. Teorinya yaitu pragmatik, kesopanan, prinsip kesopanan, dan konteks bahasa. Jenis penelitian ini adalah penelitian kualitatif karena datanya berupa kalimat dalam terjemahan film 300. Sumber data di ambil dari situs [icinema3satu.com](http://icinema3satu.com) dan [subscene.com](http://subscene.com). Ada beberapa langkah untuk memproses data penelitian, pertama mengklasifikasikan semua ucapan kedalam tiap ucapan menggunakan pendekatan prinsip kesopanan milik Leech (1983) untuk mengkategorikan jenis prinsip kesopanan, dan mengaplikasikan konteks bahasa untuk menemukan alasan dan makna tersirat menggunakan teori dari Brown dan Yule (1983). Peneliti menganalisa data dan menemukan jenis-jenis ucapan dalam 21 ucapan yang diucapkan oleh 11 karakter di film 300 yang menggunakan teori prinsip kesopanan.*

**Kata Kunci:** prinsip kesopanan, maksim, subtitel, pragmatik

## INTRODUCTION

Language as a tool of communication in our life has important role to express and share information, feelings, opinions, and meanings. People use language for communicating or making conversation. Conversation means to connect between two or more people, and it has other meanings to get the responses from the speaker and the hearer.

Politeness is an interaction to show awareness of a situation of social distance or closeness. Generally, people communicate with other people politely to respect and avoid a social conflict. In 300 movie as the data of the research, the characters speak rudely to other characters. They did not try to avoid social conflict by being polite to other characters. They often insult other characters to show their power. It means that they violate approbation maxim.

Holmes (2013: 285) states that “generally speaking, politeness involves contributing to social harmony and avoiding social conflict”. By being polite, people can avoid the social conflict that may happen when people talk with other people. Furthermore, when people talk to other people politely, it makes people respect and accept each other.

When people talk to other people, there are some rules that can be followed called maxims. Leech (1983: 132) states that there are six types of maxims: tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim and sympathy maxim”. Further, in measuring politeness, several indicators are applied. They are called as the scale of politeness as Leech (1983:135) states that "each of the six interpersonal maxims has an associated set of scales which help establish the requisite degree". The following scales of politeness proposed by Leech (1983:123-126) are cost-benefit scale, optionality scale, indirectness scale, authority scale and social distance scale.

This research is conducted to reveal violating maxims in 300 movie that is uttered by the characters in the movie. Generally, people communicate with other people politely to respect and avoid a social conflict. The characters of 300 movie speak rudely to other characters. The characters insult other characters to show their power. It means that they violate politeness principle maxims.

Based on the problem of the study, the question needs to be solved in this research is:

1. What types of Leech’s politeness maxims (1983) are violated by the characters in 300 movie?
2. Why do they perform those violations of politeness maxims of Leech (1983)?

3. What is the implied meaning of violating the politeness principle maxims in each utterance conveyed by the characters of 300 movie?

## **THEORY AND METHOD**

The type of this research was qualitative. The source of data is in the form of a popular movie entitled "300". The source of the data is taken from a website of *icinema3satu.com* and *subscene.com*. The utterances of main and supporting characters are chosen by violating maxim, impolite utterance or meaning, and implied meaning. There are several steps to in processing the data, those are classifying all the utterances into each maxim using Leech's politeness principle maxim approach (1983) to categorize the type of the maxim principle and applying the language and context to find the reason and implied meaning of the violating maxims using Brown and Yule's theory (1983). There are some steps to analyze the data. First, describing the selected utterances uttered by the characters in the 300 movie to find out the type of politeness maxim by using Leech's politeness principle (1983) theory. Second, interpreting the reason why the character violates the maxim. The last, interpreting the implied meaning of the utterances that are violated by the characters in the 300 movie using Brown and Yule's (1983) theory of context situation

## **FINDINGS AND DISCUSSION**

The results of the analysis from 21 utterances that contain a violation of politeness principles maxims. These results of analysis have been analyzed by using the theory of politeness principle proposed by Leech (1983) to find the types of maxims that are violated. Considering this research is under the Pragmatics study, the context of situation theory proposed by Brown and Yule (1983) is used to disclose the implied meaning.

The result shows that the total numbers of violated maxims by 11 characters are 21 utterances. Those results only focus on politeness principle maxims. I find the most dominant maxim in the utterances, namely modesty maxim. Therefore, the purpose of doing violation will be understood through the most types of politeness. In Tact maxim, there are 3 utterances which the characters violate. Then, Generosity maxim is 1 utterance which the characters violate. Approbation maxim includes 7 utterances. Modesty maxim includes 8 utterances and agreement maxim includes 2 utterances.

Generally, the reason why the characters violate tact maxim is to command or convince the other people to do something. Characters violate generosity maxim is to force something toward other characters. The characters violate the approbation maxim to insult other people. Modesty maxim is violated by people. It is because people want to show their arrogance. People violate agreement maxim is to oppose the other people's statement.

### **Types of Violated Maxims**

The Violation of Tact Maxims.

Datum 1. The context of the situation: Speaker: Ephor, Hearer: King Leonidas, Place: In the rock hill, Time : in the night when King Leonidas wanted to get some advice of ephors even though he disagrees with ephors' advice, The duration: 16.27 - 16.50

Ephor : We must consult the Oracle. Trust the gods, Leonidas.

King Leonidas : I'd prefer you trusted your reason.

Ephor : Your blasphemies have cost us quite enough already. Don't compound them. We will consult the Oracle.

The utterance "Your blasphemies have cost us quite enough already" can be classified as violated tact maxim. It is because Ephor's utterances maximize the cost to King Leonidas. He speaks words that which seem to blame King Leonidas. He thinks that Leonidas's blasphemies that has been caused all of this disaster. He will consult the oracle. However, it can be said as less polite.

Datum 2. The context of situation : Speaker: King Leonidas, Hearer: Ephialtes, Place: near beach, Time: in the morning when Ephialtes talked to King Leonidas that he wanted to join as Spartan soldier, The duration: 40.00 - 42.49

Ephialtes : I beg you, bold king to permit me to redeem my father's name by serving you in combat. My father trained me to feel no fear to make spear and shield and sword as much a part of me as my own beating heart. I will earn my father's armor, noble king, by serving you in the battle.

King Leonidas : A fine thrust

Ephialtes : I will kill many Persians

King Leonidas : Raise your shield?

Ephialtes : Sir?

King Leonidas : Raise you shield as high as you can!

Ephialtes : (tried to raise the shield)

In this case, the utterance “Raise you shield as high as you can!” can be classified as violated tact maxim. It is because King Leonidas maximizes cost to other. He asks Elphiates to raise the shield even though he knows that Elphiates cannot raise the shield because he is a hunchback.

What King Leonidas means by violating maxim is because he does not want to use Elphiates as Spartan soldier. He knows that Elphiates cannot fight and protect himself. He only recruits a strong soldier and someone who can fight. King Leonidas says “Raise you to shield as high as you can!” It means that he cannot accept Elphiates as Spartan soldier. He should not to say to Elphiates like that. because it is less polite.

Datum 3. The context of the situation : Speaker: King Xerxes, Hearer: Ephialtes, Place: King Xerxes’ room in the Persian Kingdom, Time: in the evening when Ephialtes betrayed the Spartan kingdom and he told the secret of Spartan victory, The duration: 59.26 - 59.39

King Xerxes: Every happiness you can imagine. Every pleasure your fellow Greeks and your failure gods have denied you. I will grant you for I am kind. Embrace me as your king and as your god.

Ephialtes: Yes

The utterance “Embrace me as your king and as your god” can be classified as violated tact maxim. It is because King Xerxes maximizes cost to Elphiates. King Xerxes tries to influence him to hate and betray King Leonidas. King Xerxes offers some happiness and pleasure to him but he must do anything what King Xerxes wants especially embrace him as his king and as his god. The implied meaning of the utterance is that King Xerxes forces Elphiates to become the servant, he must do anything if he wants some happiness.

#### *The Violation of Generosity Maxims*

Datum 4. The context of situation :Speaker: King Leonidas, Hearer:King Daxos, Place: near beach in rock hill (Hell’s Mouth),, Time : in the afternoon when Spartan people wanted to fight with Persian People, King Leonidas met King Daxos (King of Arcadia Kingdom), The duration: 27.44 - 27.49

King Daxos : We heard Sparta was on the warpath. We were eager to join forces.

King Leonidas : If it is blood you seek, you’re welcome to join us

In this case, the utterance “If it is blood you seek, you’re welcome to join us” can be classified as violated generosity maxim. It is because King Leonidas maximizes the benefit to himself. He invites Arcadians soldiers to fight with Persian soldiers that can make them die in the war because Arcadian People are not as strong as Spartan People. King Leonidas invites and accepts them because the combination of Spartans and Arcadians looks bigger even though he does not believe in Arcadian people and He thinks that they are useless in the war.

#### *The Violation of Approbation Maxims*

Datum 5. The context of the situation :Speaker: King Leonidas, Hearer: Persian’s messenger, Place: In the spartan’s kingdom, Time : in the morning when King Leonidas talked with Persians people, The duration: 09.25 - 09.35

King Leonidas : What message do you bring?

Persian’s Messenger: Earth and water

King Leonidas :You rode all the way from Persia for earth and water? (he smirks to persian’s messenger)

In this case, the utterance “ You rode all the way from Persia for earth and water?” can be said as violating maxim of tact. It is because King Lionidas implies cost to Persian Messenger. He underestimated the results of the information from Persian Messenger. The context, He gives smirking face to Persian’s Messenger. Therefore, He implicates something that can make him unhappy. King Lionidas underestimates Persian Messenger. He has another perception of the words” Earth and water” He says to him that You rode all the way from Persia for earth and water?”. It is not in accordance with Persian’s expectations.

Datum 6. The context of the situation : Speaker: King Leonidas, Hearer: Ephialtes, Place: near beach, Time: in the morning when Ephialtes talked to King Leonidas that he wanted to join as Spartan soldier, The duration: 42.55 - 43.45

King Leonidas : Your father should have told you how our phalanx works. We fight as a single, impenetrable unit. That is the source of our strength. Each Spartan protects the man to his left from high to neck with his shield. A single weak spot and the phalanx shatters from thigh to neck, Ephialtes. I am sorry, my friend. But not all of use were made to be soldiers. But if you wanna help in a Spartan victory...

Ephialtes : Yes?

King Leonidas : Clear the battlefield of the dead. Tend the wounded, bring them water.

Ephialtes : Why? (sad and cry)

King Leonidas : But as for the fight itself, I cannot use you.

The utterance “Clear the battlefield of the dead. Tend the wounded, bring them water” can be classified as violated tact maxim. It is because King Leonidas’ utterance maximizes cost to Elphiates. King Leonidas thinks that Elphiates cannot fight because he is a hunchback. King Leonidas cannot accept Elphiates as Spartan soldier. He believes that Elphiates cannot protect himself from the attack of Persian soldiers. King Leonidas only uses strong people that can fight and protect themselves.

What King Leonidas means by violating maxim is because elphiates is not suitable to become a spartan soldier. He knows that Elphiates cannot fight and protect himself. King Leonidas says “ Clear the battlefield of the dead. Tend the wounded, bring them water” It means that he forbids Elphiates as Spartan soldier.

Datum 7. The context of the situation : Speaker: Queen Gorgo, Hearer: Persian’s messenger, Place: In the spartan’s kingdom, Time: in the morning after King Leonidas talked with Persians people, The duration: 09.39 - 09.44

Queen Gorgo : Don’t be coy or stupid, Persian. You can afford neither in Sparta.

Persian’s Messenger: What makes this woman think she can speak among men?

The utterance “Don’t be coy or stupid, Persian” is regarded as violated approbation maxim. Approbation maxim means that the speaker is forbidden to utter a negative sentence, criticize or humiliate the hearer. In this case, Queen Gorgo does not avoid to say an unpleasant thing. She has humiliated Persian's messenger as a stupid or coy person. It means that he underestimated Persian's messenger. He violates the approbation maxim because she implicates something that can make him unhappy. Although, she has another perception of the words “ Earth and water”. She says to him “Don’t be coy or stupid, Persian. You can afford neither in Sparta”. It is not in accordance with Persian’s expectations. Therefore, she offends Persian's messenger as a stupid person

after the responding of the king Leonidas is also not good. It is considered less polite.

Datum 8. The context of the situation : Speaker: Queen Gorgo, Hearer: Persian's messenger, Place: In the spartan's kingdom, Time: in the morning after King Leonidas talked with Persians people, The duration: 09.39 - 09.44

Queen Gorgo: Don't be coy or stupid, Persian. You can afford neither in Sparta.

Persian's Messenger: **What makes this woman think she can speak among men?**

Queen Gorgo : Because only spartan women give birth to real men

The utterance **"What makes this woman think she can speak among men?"** contains a violation of approbation maxim. In this case, the Persian responds of queen's saying. Queen Gorgo has humiliated Persian's messenger as a stupid/coy person. It means that he underestimates persian's messenger. Persian messenger also says unpleasant thing. Thus, persian's utterance does not include in the form of appreciation which means that they will not appreciate one another in their conversation.

What Persian messenger means by violating maxim is because he wants to show his anger. He thinks that he and Queen gorgo are different in their definition of gender. Persian messenger says" What makes this woman think she can speak among men?". It means that men are higher than women.

Datum 9. The context of situation : Speaker:King Leonidas, Hearer: Persian's messenger, Place: In the spartan's kingdom, Time: in the morning when King Leonidas asked Persian messenger walked around with him, The duration: 10.42 - 11.04

King Leonidas : **See rumor has it the Athenians have already turned you down, and those philosophers and boy-lovers have found that kind of nerve then.**

Councilman Theron: We must be diplomatic.

King Leonidas: And of course, Spartans have their reputation to consider.

Persian's messenger: Chose your next words carefully, Leonidas. They may be your last as king.

In this case, the utterance “ **See rumor has it the Athenians have already turned you down, and those philosophers and boy-lovers have found that kind of nerve then**” can be classified as violated approbation maxim. King Leonidas has humiliated Persian's messenger by humiliating Persian Clan and Persian's philosophers. King Leonidas says an unpleasant thing and he does not appreciate other people in the conversation.

What King Leonidas means by violating maxim is because he wants to show to Persian that Sparta is better than them. King Leonidas says “See rumor has it the Athenians have already turned you down, And it those philosophers and boy-lovers have found that kind of nerve then” it means that Sparta is better than Persia. Persian people should not underestimate Spartan People.

Datum 10. The context of the situation : Speaker: The emissary of Persian, Hearer: Stellios (Spartan soldier), Place: near beach, Time : in the morning when Persian soldiers met Spartans and Arcadians, The duration: 39.56 - 40.24

Stellios (Spartan soldier) : Go now. Run along and tell your Xerxes he faces free men here, not slaves. Do it quickly, before we decide to make our wall just a little bit bigger.

The emissary of Persian: No, not slaves. **Your women will be slaves. Your sons, your daughters, your elders will be slaves, but not you.**

The utterance “**Your women will be slaves. Your sons, your daughters, your elders will be slaves, but not you**” can be classified as violated approbation maxim. The emissary of Persian has humiliated Spartan people by humiliating Spartan women and the Spartan family.

What The emissary of Persian means by violating maxim is because he wants to show to Sparta that Sparta is despised by Persia and he thinks that Spartan people are Persian' slaves. The emissary of Persia says “Your women will be slaves. Your sons, your daughters, your elders will be slaves, but not you” it means that Sparta is not more than a slave and Persian is the best kingdom.

Datum 11. The context of the situation : Speaker: Captain Artemis, Hearer: Ephialtes, Place: near beach, Time: in the morning when Ephialtes wants to talk with King Leonidas, The duration: 41.02 - 41.22

Ephialtes : There is such a route, good king. Just past that western ridge. It's an old goat path. The Persians could use it to outflank us.

Captain Artemis : **Not one step closer, monster,!!!**

Ephialtes : wise king, I humbly request the audience

Captain Artemis : I'll skewer you where you stand

King Leonidas : I gave no such order

The utterance "**not one step closer, monster,!!!**" can be classified as violated approbation maxim. Captain Artemis maximizes dispraise to others. That utterance implies to the monster but he is threatened rudely. Therefore, it can make her frightened. In the conversation, the utterance not one step closer, monster,!!!

Ephialtes was disappointed by the saying of captain Artemis who has mocked as moster. He may not come near to King Leonidas. He tried to keep saying "wise king" although Captain Artemis said to him rudely.

#### D. The Violation of Modesty Maxims

Datum 12. The context of the situation :Speaker:King Leonidas, Hearer: Persian's messenger, Place: In the spartan's kingdom, Time : in the morning when King Leonidas asked Persian messenger walked around with him, The duration: 10.42 - 11.04

King Leonidas :See rumor has it the Athenians have already turned you down, And it those philosophers and boy-lovers have found that kind of nerve then.

Councilman Theron : We must be diplomatic.

King Leonidas : **And of course, Spartans.....!!! have their reputation to consider.**

Persian's messenger : Chose your next words carefully, Leonidas. They may be your last as king.

The utterance “**And of course, Spartans.....!!! have their reputation to consider**” is classified as violating maxim of modesty. Modesty maxim prohibits someone to speak arrogantly to others or praise self. King Lionidas' utterance is considered as violating modesty maxim because he says arrogantly so that it maximizes dispraise to others. It can be seen in the bolded words. He assumes that he knows better than Councilman Theron. Even though Councilman Theron only gives to know that he should be diplomatic of his attitude. In this case, he shows his arrogance by underestimating Councilman Theron's messenger. Thus, his utterance can be regarded as impolite utterance. The intended meaning of King Leonidas' utterance is he wants the councilman to know that Spartans have their reputation to consider.

Datum 13. The context of situation :Speaker: King Daxos, Hearer: King Leonidas, Place: near beach in rock hill(Hell's Mouth), Time: in the afternoon when Spartan people wanted to fight with Persian People, King Leonidas met King Daxos (King of Arcadia Kingdom), The duration: 27.53 - 28.01

King Daxos : But you bring only this handful of soldiers against Xerxes? **I see I was wrong to expect Sparta's commitment to at least match our own.**

King Leonidas : Doesn't it?

The utterance “**I see I was wrong to expect Sparta's commitment to at least match our own**” is regarded as violating maxim of modesty. It is because King Daxos speaks arrogant and prouiding his soldier, and he maximize praise to self. The violated maxim of modesty is on the bolded words. King Daxos wants to show the strength of his forces in fighting King Leonidas's soldiers. Therefore, he convinces King Leonidas and his soldiers around him that King Daxos's forces has the strength of his forces in accordance with the size and numbers of troops as known by archadian soldiers. However, he violates modesty maxim because he shows his arrogance. Furthermore, the impliead meaning of King Daxos' utterance of violating maxim is that he speaks to show his power or involement by saying to King Leonidas so that it is regarded as violating maxim of modesty

Datum 14. The context of situation : Speaker: King Daxos, Hearer: King Leonidas, Place: near beach in rock hill (Hell's Mouth), Time : in the afternoon

when Spartan people wanted to fight with Persian People, King Leonidas met King Daxos (King of Arcadia Kingdom), The duration: 27.53 - 28.01

King Daxos :But you bring only this handful of soldiers against Xerxes? I see I was wrong to expect Sparta's commitment to at least match our own.

King Leonidas : Doesn't it? You there, what's your profession?

Arcadian Soldier : I am a potter,sir.

King Leonidas : And you arcadian, what's your profession?

Arcadian soldier : Sculptor

King Leonidas : And you?

Arcadian soldier : Blacksmith

King Leonidas : Spartans, what's your profession?

All Spartan soldiers : hu... hu...ha...hu

King Leonidas : You see old friend? **I brought more soldiers than you did**

King Daxos : (No words and silent)

King Leonidas is considered violating the maxim of modesty. In this violated maxim, King Leonidas does not pay attention to the rules of modesty maxim. King Leonidas maximizes praise to himself, and he speaks arrogant and proud of his soldier. The violated maxim of modesty is on the bolded words. He considers himself as the winner of the war because he brings more soldiers than King Daxos. Therefore, King Leonidas' soldiers who think of it as the winner of the war. In addition, the implied meaning is the utterance that King Leonidas is said aims to proud himself and to tell King Daxos that he will be the winner of the war. King Leonidas wants to show the strength of his forces in fighting King Daxos' soldiers. the implied meaning of King Leonidas' utterance of violating maxim is that he speaks to show his power or involement by saying to King Daxos so that it is regarded as violating maxim of modesty

Datum 15. The context of the situation :Speaker: The emissary of Persian, Hearer: Spartans and Arcadians (Spartan soldier), Place: near beach, Time : in the morning when Persian soldiers met Spartans and Arcadians, The duration: 38.25 - 38.35

The emissary of Persian :**I am the emissary to the ruler of all the world.** The god of gods, king of kings, and by that authority. I demand that someone show me your commander.

Spartans and Arcadians : (silent and just looked at him)

The emissary of Persian's utterance " **I am the emissary to the ruler of all the world**" is considered as violating maxim of modesty. In this violated maxim, The emissary of Persian does not pay attention to the rules of modesty maxim. The emissary speaks arrogant and praising himself. He considers himself as the emissary to the ruler of all the world because having authority, in which that The god of gods, king of kings, and by that authority. Therefore, anyone who has and ever had that authority, they think the god of gods, king of king although they express their face do not agree with his utterances. In addition, the implied meaning is the utterance that King Leonidas is said to aim to brag himself and to tell spartan and Arcadian soldiers that he is the emissary to the ruler of all the world.

Datum 16. The context of the situation :Speaker: King Xerxes, Hearer: King Leonidas, Place: near beach, Time: in the afternoon when King Xerxes met King Leonidas, The duration: 58.03 - 58.09

King Xerxes: There is much our cultures could share.

King Leonidas: Haven't you noticed? **We've been sharing our culture with you all morning.** (Smirk to King Xerxes)

King Xerxes : (Just smirk to King Leonidas)

King Leonidas' utterance contains the violation of modesty maxim. In this case, he is speaking with King Xerxes but he argues by using the words "**We've been sharing our culture with you all morning**", which means that he underestimates to King Xerxes. His utterance is considered as less polite. What he means that he wants to tell King Xerxes that he has been sharing his culture with King Xerxes's culture all morning", and she wants to keep regarding as the winner. Thus, he keeps arguing that he feels the strongest than the Xerxes Kingdom. He does not want to share many cultures with the Xerxes kingdom. It means he shows his arrogance. In this case, he shows his arrogance by underestimating Xerxes' kingdom. Thus, his utterance can be regarded as impolite utterance

Datum 17. The context of the situation :Speaker: King Xerxes, Hearer:King Leonidas, Place: near beach, Time: in the afternoon when King Xerxes met King Leonidas, The duration: 58.10 - 58.21

King Xerxes : Yours is fascinating tribble. Even now you are defiant in the face of annihilation. In the presence of a god. **It isn't wise to stand against me, Leonidas.**

King Leonidas : (Just smirk to King Xerxes)

King Xerxes' utterance contains the violation of modesty maxim. In this case, she speaks with King Leonidas but he argues by using the words "**It isn't wise to stand against me, Leonidas**", which means that she maximizes praise to himself. Her utterance is considered as less polite. What she means that he wants to tell King Leonidas that he is a god and he wants to keep regarding as the presence of a god. Thus, he keeps arguing that Leonidas doesn't wise to stand against to him.

Datum 18. The context of situation :Speaker: King Leonidas, Hearer:King Xerxes, Place: near beach, Time: in the afternoon when King Xerxes met King Leonidas, The duration: 58.10 - 58.21

King Xerxes : Consider the beautiful lands you so vigorously defend. Picture it reduced to ash at my whim. Consider the fate of your women.

King Leonidas: Clearly, you don't know our women. **I might as well have marched them up here.** (Smirk to King Xerxes)

King Xerxes : (Just silent)

The utterance "**I might as well have marched them up here**" is considered as violating maxim of modesty. King Leonidas maximizes praise to himself. When he is asked by King Xerxes to remind the fate of his women and King Leonidas replies it calmly and arrogantly. He replies that King Xerxes does not know his women. He might as well have marched them up here Hekeep maintaining his pride than save Sparta's women. Therefore, King Leonidas utterance is considered as violating of modesty maxim. The real intended meaning is he does not care King Xerxes utterance that are happening and he prefers retaining his pride.

Datum 19. The context of the situation :Speaker: King Leonidas, Hearer: King Xerxes, Place: near beach, Time: in the afternoon when King Xerxes met King Leonidas, The duration: 58.10 - 58.21

King Leonidas: Judging what I've seen. You have many slaves, Xerxes but few warriors. **It won't be long before they fear my spears more than your whips.**

King Xerxes : (Come close to King Leonidas)

The utterance "**It won't be long before they fear my spears more than your whips**" is regarded as violating maxim of modesty. Modesty maxim encourages speaking low which means not to speak arrogantly. However, King Leonidas' utterance is considered a violation of modesty maxim because he speaks arrogantly. He speaks that Persia kingdom won't be long before they fear Sparta's spears more than Persia's whips. It means he shows his arrogance. In this case, he shows his arrogance by underestimating Persia Kingdom. Thus, his utterance can be regarded as impolite utterance. The intended meaning of King Leonidas utterance is he tries to convince King Xerxes that Persia soldiers will fear Sparta's spears more than Persia's whips, he is considered to underestimate the capability of Sparta kingdom.

#### *The Violation of Agreement Maxims*

Datum 20. The context of the situation : Speaker: King Leonidas, Hearer: Persian's messenger, Place: In the Spartan's kingdom, Time: in the morning when King Leonidas asked Persian messenger walked around with him, The duration: 10.16 - 10.39

Persian's messenger: A simple offering of earth and water. A token of Sparta's submission to the will of Xerxes.

King Leonidas : **Submission? Well, that's a bit of a problem**

The utterance "**Submission? Well, that's a bit of a problem...!**" can be classified as violated agreement maxim. It is because King Leonidas maximize disagreement between self and others. King Leonidas refuse the submission toward Persia kingdom. He knows that Persia will destroy Sparta and make Spartan people as Persian's slaves, so he does not want to offer earth and water to Persia. He thinks that Spartan soldiers must fight against Persian soldiers to become freedom.

What King Leonidas means by violating maxim is because he wants to show to Persia kingdom that he will never offer earth and water. King Leonidas says "

Submission? Well, that's a bit of a problem...!" It means that he will fight against Persia kingdom if Persia forces Sparta to offer earth and water.

Datum 21. The context of the situation : Speaker: King Leonidas, Hearer: King Xerxes, Place: near beach, Time: in the afternoon when King Xerxes met King Leonidas, The duration: 59.26 - 59.39

King Xerxes : Your Athenian rivals will kneel at your feet. If you will but kneel at mine.

King Leonidas : You are generous. As you are divine. A king of kings. Such an offer only a madman would refuse. But the idea of kneeling is, you see. **Slaughtering of all those men of yours has left a nasty cramp in my legs. Kneeling will be hard for me.**

King Xerxes : There will be no glory in your sacrifice.

In this case, The utterance **"Slaughtering of all those men of yours has left a nasty cramp in my legs. Kneeling will be hard for me"** can be classified as violated agreement maxim. It is because King Leonidas maximize disagreement between himself and others. King Leonidas refuses to kneel at King Xerxes.

What King Leonidas means by violating maxim is because he wants to show to Persia kingdom that he will never give up and submit toward Persia kingdom even though Persian soldiers are more than Spartan soldiers. King Leonidas says " Slaughtering of all those men of yours has left a nasty cramp in my legs. Kneeling will be hard for me...!" It means that he will never submit toward Persia kingdom and Persia kingdom cannot conquer Sparta kingdom.

### The Implied Meaning and The Reason of The Characters Violate Maxims

Table 3.2.1 Violated Tact Maxim

No	Data	The implied meaning
1.	Datum 1	The implied meaning of King Leonidas utterance violated maxim to underestimate Persian messenger
2.	Datum 2	The implied meaning of Ephor's utterance violated maxim to blame what King Leonidas did and his blasphemies
3.	Datum 3	The implied meaning of King Leonidas' utterance violated maxim to forbid Elphiates as Spartan soldier

4	Datum 4	The implied meaning of King Leonidas' utterance violated maxim to forbid Elphiates as Spartan soldier
5	Datum 5	The implied meaning of King Xerxes' utterance violated maxim to command Elphiates to embrace him as his king and his god

Based on the summary of the data above, it is revealed why the characters violate the maxim of tact. The reasons are for commanding, insinuating, convincing, threatening, and blaming. The most dominant reason is to convincing which means convince the other characters to do something.

Table 3.2.2 Violated Generosity Maxim

No	Data	The implied meaning
6.	Datum 6	The implied meaning of King Leonidas' utterance violated maxim to force King Daxos to join the war against Persia kingdom

Based on the summary of the data above, it is revealed why the characters in the 300 movie violate the maxim of tact is to force something.

Table 3..2.3 Violated Approbation Maxim

No	Data	The implied meaning
7.	Datum 7	The implied meaning of Queen Gorgo's utterance violated maxim to underestimate Persian messenger
8.	Datum 8	The implied meaning of Persian messenger's utterance violated maxim humiliate Queen Gorgo because he is angry with her
9.	Datum 9	The implied meaning of King Leonidas's utterance violated maxim to underestimate Persian people
10	Datum 10	The implied meaning of Emissary of Persian's utterance violated maxim to humiliate Spartan people as a slave
11	Datum 11	The implied meaning of Captain Artemis' utterance violated maxim to humiliate Elphiates by saying "a monster" to him

Based on the summary of the data above, it is revealed why the characters violate the maxim of approbation. The reasons are for opposing, insulting, doing sarcasm, and degrading the other characters. The most dominant reason is to insult the other characters.

Table 3.2.4 Violated Modesty Maxim

No	Data	The implied meaning
12	Datum 12	The implied meaning of King Leonidas' utterance violated maxim to show his authority
13	Datum 13	The implied meaning of King Daxos' utterance violated maxim to underestimate Spartan soldiers
14	Datum 14	The implied meaning of King Leonidas' utterance violated maxim to convince King Daxos that he brings many soldiers
15	Datum 15	The implied meaning of The Emissary of Persian's utterance violated maxim to show his authority
16	Datum 16	The implied meaning of King Leonidas' utterance violated maxim to underestimate King Xerxes
17	Datum 17	The implied meaning of King Xerxes' utterance violated maxim to show his authority
18	Datum 18	The implied meaning of King Leonidas' utterance violated maxim to underestimate King Xerxes
19	Datum 19	The implied meaning of King Leonidas' utterance violated maxim to underestimate King Xerxes

Based on the summary of the data above, it is revealed why the characters violate the maxim of modesty. The reasons are for showing something, underestimating, retaining and convincing something. The most dominant reason is to show the characters' arrogance.

Table 3.2.5 Violated Agreement Maxim

No	Data	The implied meaning
20	Datum 20	The implied meaning of King Leonidas' utterance violated maxim to oppose the Persian messenger's offer
21	Datum 21	The implied meaning of King Leonidas' utterance violated maxim to oppose to kneel at King Xerxes

Based on the summary of the data above, it is revealed why the characters in the *300* movie violate the maxim of the agreement is to oppose the other characters's statement.

## CONCLUSION

Based on findings in the previous chapter, it is confirmed that racial hegemony is constructed in *Nike* Advertisement Campaigns. Systemic Functional Linguistics focused on ideational and interpersonal metafunction meanwhile, Systemic Functional Visual Elements analysis focused on ideational, interpersonal and textual metafunction. As the dominant, Nike shows the minorities and endorse them with its products and the narrator in advertisement delivered by the narrator described real life that filled the differences of race, ethnicity, social class, gender, etc. *Nike* focussed on the right of the lower classes, equality, and justice. Since the advertisement campaigns used the minorities as the stars and the model of products, it has a hidden meaning of why *Nike* used them being stars. It because they can influence their groups to buy the products. Besides using coercive power to control and constrain society, *Nike* also used hegemonic power to gain support and sympathy. Relating to the social issues that brought in *Nike* advertisement campaigns, they got a market share and jump off the stocks. *Nike* has made the meaning of sport by linking to the values of equality, anti-discrimination, equality of opportunity, social mobility, and popular culture. In addition, *Nike* described itself as a company and a brand by using symbols intended to link with equality, such as the image of *Nike* as a company that fights for equality, *Nike* as a company that opposes discrimination, and *Nike* as a symbol of equality and social mobility. It is found that several inconsistencies between the message were delivered and that most of the equality and the constructed sport aimed to instill the desire and invitation of the society to consume the products of *Nike*. Peoples have entered a new era of media with a faster, wider and more massive reach. The device's screen in the hand of the people every day is flooded with information and messages. So, it is important for the community to be able to understand the messages more accurately and critically.

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