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Analysis of the Principle of Cooperation in the My Little Pony Movie "Dragonshy"

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Abstract: This research delves into the exploration of cooperation principles depicted in the animated film "My Little Pony: Dragonshy." Drawing upon the Cooperative Principle Theory proposed by linguist Paul Grice, which emphasizes the importance of communicative cooperation, the study investigates how the movie exemplifies these principles through conversation. Through qualitative analysis, the study identifies them into two types, namely the category of Non-Observance and the type of Maxim. In the category of Non-Observance, there are five, namely: Flouting a Maxim, Violating a Maxim, Opting Out a Maxim, Infringing a Maxim, and Suspending a Maxim. This category is mostly Violating a maxim. Then in the type of Maxim there are four, namely Maxim of Quality, Maxim of Quantity, Maxim of Relevance, and Maxim of Manner. The most common maxim violation observed is in the Maxim of Relevance. For the conversational implicature it is concluded that particularized is the most of the seven data results.

Keywords: Cooperative Principle, Maxims, Movie

INTRODUCTION

This research aims to conduct an in-depth analysis of the principle of cooperation depicted in the movie My Little Pony "Dragonshy". By examining the interactions how the movie illustrates and promotes the values of cooperation in the context of a rich fantasy story. This research, it is expected to reveal the implications and relevance of the principles of cooperation presented in this animated film, as well as its potential contribution to people's understanding of the importance of cooperation in achieving common goals. Language is a tool for communication as it is the medium by which people communicate their ideas (Bakoko, 2021). According to Grice (as cited in Mutiah, 2019), the Cooperative Principle is the contribution of the participants to the phase that occurs and the action they take. Furthermore, the Cooperation Principle has divided into four flouting of maxims or subsidiary principles. The four flouting of maxims in question are those of Maxim of Quantity, Maxim of Quality, Maxim of Relation, Maxim of Manner. The speaker should make remarks that are insightful as needed. This theory is intimately linked with the phenomenon of everyday behaviour. Cooperative conversation can be

found in various media such as films, talk shows, debates, and literary works including novels, short stories, etc., in addition to daily conversation found in society. The four maxims of conversation assist us in deciding what the implication may be.

Animated films have become an integral part of modern popular culture, providing a platform for compelling narratives, interesting characters, and deep moral messages. One of the enchanting legacies of this genre is the movie "My Little Pony: Friendship is Magic", which inspired millions of viewers of all ages with unforgettable adventures and lessons in friendship. One of the standout episodes of the series is "Dragonshy", which depicts the journey of the main character, Twilight Sparkle, and her friends to the Everfree Mountains to overcome the threat of a pesky dragon. On this journey, they are faced with various obstacles but manage to overcome them with the help of the principles of cooperation and friendship. A relevant theoretical approach in analyzing the principle of cooperation in the context of film is the Cooperative Principle Theory developed by the Pragmatics linguist, Paul Grice. This theory emphasizes the importance of communicative cooperation in the process of conveying messages between speakers and listeners. Grice identifies four main principles that underlie effective communication: honesty, understanding, relevance, and how to convey information appropriately. An example of this cooperative principle can be seen in the dialogue of the film (Sari & Afriana, 2020).

There are several studies of Cooperative Principle in the Movie. For the first is (Megah & Wahyuni, 2018) research entitled "An Analysis Of The Cooperative Maxims In The 'OMAR' Movie". In this research based on the dialogue between the main character and the Israeli soldier transcribed. The researcher applied descriptive qualitative. Therefore, in this study the most dominant was relevant maxims. The second is (Saputri, 2022) entitled "An analysis of the cooperative principle in the film 'Front Of The Class'". In this dissertation the researcher used qualitative research design and found analytical output from 62 data (62). The maxim of quantity is the conclusion of the dominant type found in this film. The third is a study titled "Cooperative principle used by Chris Gardner in 'The Pursuit of Happyness' Movie" (Sapalakkai, 2018). The purpose of this study is to identify which maxims were used by Chris Gardner, which maxims were disregarded by Chris, and what implication can be interpreted by disregarding the maxims in the business conversation in "The Pursuit of Happyness" Movie. The results showed that he was most likely to follow the maxim of manner and least likely to follow the maxim of quality.

In this research the context of the movie "Dragonshy", the concept of the Cooperative Principle can be applied to understand how the conversation interacts with each other in facing the challenges presented by the narrative. For example, how honest Twilight Sparkle and her friends are in conveying information about their situation in the Everfree Mountains, how they create a common understanding to overcome the obstacles faced, and how they show the relevance of moral messages to the situation at hand. Taking into account the concepts covered in the Cooperative Principle Theory, this research will look at how the movie "Dragonshy" portrays these principles of cooperation through conversations and interactions. This analysis will provide a deep insight into how

cooperation is understood, presented, and promoted in this popular animated artwork, as well as its relevance to theories of communication and interpersonal relationships.

METHODS

The appropriate research method for this study is the descriptive qualitative research method. In the context of this study, qualitative descriptive research will allow researcher to gain an in-depth understanding of the representation of the principle of cooperation in the movie "Dragonshy" as well as how the principles are promoted in the story. The descriptive method will allow the researcher to describe in detail the principles of cooperation depicted in the movie "Dragonshy". This includes describing the interactions between conversations. A qualitative approach allows researcher to explore and understand phenomena in depth. The concept variables of qualitative research include indicators or dimensions, one of which is depth of understanding. This stage includes the capacity of the researcher to comprehend the phenomena in great detail and depth, from a subjective point of view (Luthfiandana, 2024). In the context of this study, qualitative research will allow researchers to capture the nuances and complexities of the representation of cooperation in animated films.

FINDINGS AND DISCUSSION

In the My Little Pony movie "Dragonshy", the researcher obtained several conversations contained in this film, then researcher analyzed them and categorized them into two types, namely the category of Non-Observance and the type of Maxim. In the category of Non-Observance, there are five, namely: Flouting a Maxim, Violating a Maxim, Opting Out a Maxim, Infringing a Maxim, and Suspending a Maxim. Then in the type of Maxim there are four, namely Maxim of Quality, Maxim of Quantity, Maxim of Relevance, and Maxim of Manner.

The four maxims of conversation assist us in deciding what the implication may be. They are drawn up as follows: Maxim of Quantity: Make your contribution as informative as is required (for the current purpose of the exchange), and do not make your contribution more informative than is required. Maxim of Quality: Do not say what you believe to be false and do not say that for which you lack adequate evidence. Maxim of Relation: Be relevant. Maxim of Manner: Avoid obscurity of expression, avoid ambiguity, be brief (avoid unnecessary prolixity), and be orderly.

As proposed by Grice in Pinayungan (2024), conversational implicature includes the idea that through cooperative principles and conversational maxims, speakers often convey more than what is explicit. There are two main kinds of conversational implicature: generalized conversational implicature and particularized implicature. Generalized conversational implies an extra meaning, the literal meaning and the implicature satisfy the maxims together. Meanwhile, Particular Conversational Implicature occurs when the speakers deviate from the maxims without disregarding the cooperative principle.

Table 1

The results of data analysis from My Little Pony movie entitled Dragonshy

Sentences	Category of Non-Observance	Type of Maxim	Conversational Implicature
Pinkie Pie: "We should really see a doctor, that doesn't sound healthy at all well" Rarity: "Well at least he's not snoring fire, what are we meant to do about it?"	Violating a maxim	Maxim of relevance	Particularized
Fluttershy: Excuse me Twilight, I know you're busy, but.. Twilight Sparkle: Oh we could go this way	Flouting a maxim	Maxim of manner	Generalized
Twilight Sparkle: Don't worry about your litter friends in the meadow Spike's got it covered while you're gone Spike: you can count on me	Violating a maxim	Maxim of quantity	Particularized
Rainbow Dash: Are you sure you want Fluttershy to come along, I mean that Pony is afraid of her own shadow Twilight Sparkle: Oh, she's just a little nervous once we get going. I'm sure she'll be fine	Violating a maxim	Maxim of relevance	Particularized
Rainbow Dash: I'm gonna fly up there and check it out Applejack: hold on now I think we should all go	Oting Out a Maxim	Maxim of manner	Generalized
Rainbow Dash: hey, what are you waiting for? an invitation? Pinkie Pie: Oh, i have one in my bag	Flouting a maxim	Maxim of relevance	Particularized
Twilight Sparkle: we don't have time for this. What are you doing? Applejack: I'll need this and i'm gonna take her around the mountain another way (nervous)	Infringing a maxim	Maxim of manner	Particularized

Pinkie Pie: "We should really see a doctor, that doesn't sound healthy at all well"

Rarity: "Well at least he's not snoring fire, what are we meant to do about it?"

The maxim being violated in this conversation is the maxim of relevance. According to Grice's conversational maxims, the maxim of relevance suggests that contributions to a conversation should be pertinent to the topic at hand. Pinkie Pie expresses concern about someone's health, suggesting they should see a doctor. This conversation would fall under

the category of "Violating the Maxims".

Figure 1

Dialogue between Pinkie Pie and Rarity



This conversation seems to belong to the category of particularized conversational implicature. In particularized conversational implicature, the meaning arises from the specific context and content of the conversation. In this case, Rarity's response is a specific reaction to Pinkie Pie's concern about someone's health. Instead of directly addressing Pinkie Pie's suggestion to see a doctor, Rarity responds with a sarcastic remark about the situation, implying that the person's condition could be worse ("at least he's not snoring fire"). This implies that Rarity doesn't take Pinkie Pie's concern seriously or doesn't see the need to act on it immediately.

Figure 2

Dialogue between Fluttershy and Twilight Sparkle



Fluttershy: Excuse me Twilight, I know you're busy, but..

Twilight Sparkle: Oh we could go this way

In this conversation, Twilight Sparkle's response violates the maxim of manner.

According to Grice's conversational maxims, the maxim of manner suggests that contributions to a conversation should be clear, concise, and orderly. However, Twilight's response lacks clarity and coherence as it doesn't directly address Fluttershy's statement or request. Therefore, the violations described would be categorized as Flouting the Maxims because, In both conversations, the speakers' responses deviate from the expected norms of conversation, by ignoring relevant information.

This conversation appears to belong to the category of generalized conversational implicature. In generalized conversational implicature, the meaning is derived from general principles or rules of conversation, rather than the specific context or content of the conversation. In this case, Fluttershy interrupts Twilight Sparkle, indicating that she knows Twilight is busy but still needs to communicate something. However, Twilight's response seems to ignore Fluttershy's acknowledgment of her busyness and instead redirects the conversation, suggesting an alternative course of action. The implicature here is that Twilight either doesn't acknowledge or doesn't prioritize Fluttershy's recognition of her busyness, opting instead to focus on the next step or topic of conversation.

Figure 3

Dialogue between Twilight Sparkle and Spike



Twilight Sparkle: Don't worry about your litter friends in the meadow Spike's got it coveredwhile you're gone

Spikes: you can count on me

This conversation, The maxim being violated in this conversation is the maxim of quantity because Twilight Sparkle and Spike's responses are brief and lacking in detail. This conversation would fall under the category of "Violating the Maxims." In this case, both speakers are providing less information than might be expected based on the context of the conversation, breaching the maxim of quantity.

This conversation seems to belong to the category of particularized conversational implicature. In particularized conversational implicature, meaning is derived from the specific context and content of the conversation. In this case, Twilight Sparkle reassures

someone (presumably another character) not to worry about their friends in the meadow because Spike, another character, will take care of it while they are away. Spike then responds with "you can count on me". The implicature here is that Spike is reliable and capable of taking care of the friends in the meadow while the other character is away.

Figure 4

Dialogue between Rainbow Dash and Twilight Sparkle



Rainbow Dash: Are you sure you want Fluttershy to come along, I mean that Pony is afraid of her own shadow

Twilight Sparkle: Oh, she's just a little nervous once we get going. I'm sure she'll be fine

The maxim being violated in this conversation is the maxim of relevance. Rainbow Dash's comment about Fluttershy being afraid of her own shadow seems unrelated to the decision of whether or not Fluttershy should come along on the journey. That conversation would fall under the category of "Violating the Maxims." Rainbow Dash's comment doesn't directly contribute to the decision-making process or address the specific situation at hand, deviating from the expected norms of relevance in conversation.

This conversation seems to belong to the category of particularized conversational implicature. In this case, Rainbow Dash expresses doubt about bringing Fluttershy along, citing Fluttershy's fearfulness ("that Pony is afraid of her own shadow"). However, Twilight Sparkle responds by downplaying Fluttershy's fearfulness, stating that she's just a little nervous and expressing confidence that she'll be fine once they get going.

Figure 5

Dialogue between Rainbow Dash and Applejack



Rainbow Dash: I'm gonna fly up there and check it out

Applejack: hold on now I think we should all go

In the conversation, the maxim being violated in this conversation is the maxim of manner. According to Grice's conversational maxims, the maxim of manner suggests that contributions to a conversation should be clear, concise, and orderly. Rainbow Dash's statement is clear and straightforward, but Applejack's response lacks clarity and conciseness. Instead of directly stating her opinion or reasoning, Applejack's response is somewhat ambiguous and doesn't provide a clear explanation for her suggestion.

This conversation seems to belong to the category of generalized conversational implicature. In generalized conversational implicature, the meaning is derived from general principles or rules of conversation, rather than the specific context or content of the conversation. In this case, Rainbow Dash expresses her intention to fly up and check something out. However, Applejack responds by suggesting that everyone should go instead of just Rainbow Dash. The implicature here is that Applejack believes it's important for everyone to be involved or present in the situation, rather than just one individual.

Figure 6

Dialogue between Rainbow Dash and Pinkie Pie



Rainbow Dash: hey, what are you waiting for? an invitation?

Pinkie Pie: Oh, i have one in my bag

In this conversation, category of "Flouting the Maxims." Pinkie Pie's response deliberately disregards the expected norms of relevance in the conversation, providing a humorous and unexpected reply. The maxim being violated in this conversation is the maxim of relevance because Rainbow Dash's question about waiting for an invitation is a rhetorical way of asking why Pinkie Pie hasn't taken action yet. However, Pinkie Pie's response about having an invitation in her bag seems unrelated and irrelevant to the context of Rainbow Dash's question.

This conversation belongs to the category of particularized conversational implicature. In particularized conversational implicature, the meaning arises from the specific context and content of the conversation. Here, Rainbow Dash uses a common expression ("What are you waiting for? an invitation?") to imply that Pinkie Pie should act without further delay. Pinkie Pie's response, however, subverts the expectation by humorously indicating that she actually does have an invitation in her bag. The implicature here is that Pinkie Pie's response is unexpected and humorous, playing off Rainbow Dash's statement.

Figure 7

Dialogue between Twilight Sparkle and Applejack



Twilight Sparkle: we don't have time for this. What are you doing?

Applejack: I'll need this and i'm gonna take her around the mountain another way (nervous)

In this conversation, category of “Infringing a maxim”. Twilight Sparkle expresses urgency and asks Applejack what she's doing. In response, Applejack provides a somewhat tangential response about needing something and taking an alternate route around the mountain. Applejack's response also involves a violation of the maxim of manner because Applejack's response lacks clarity and coherence, as indicated by the use of parentheses and the lack of specificity in her statement. Additionally, Applejack's statement "I'll need this" is somewhat vague and doesn't provide clear information about what she's referring to, violating the maxim of manner by not being as clear and straightforward as possible.

This conversation belongs to the category of particularized conversational implicature. In particularized conversational implicature, meaning arises from the specific context and content of the conversation. Here, Twilight Sparkle expresses urgency, indicating that there is no time for whatever Applejack is currently doing. Applejack's response suggests that she needs something (presumably an object or tool), and she plans to take someone (possibly "her") around the mountain another way. The addition of "(nervous)" indicates Applejack's emotional state. The implicature here is that Applejack's actions are motivated by a specific situation or context, likely involving a plan or task that Twilight Sparkle is unaware of. Applejack's nervousness further suggests that there may be additional factors at play that Twilight Sparkle is not unaware of.

CONCLUSION

From the findings and discussion as well as all existing data regarding the principle of cooperation in the film My Little Pony "Dragonshy", the researcher conclude from analyzing seven data or seven conversations contained in the film. Of the seven data in the

category of Non-Observance, there are five, namely: Flouting a Maxim, Violating a Maxim, Opting Out a Maxim, Infringing a Maxim, and Suspending a Maxim. The most common data of breaking rule of the principle of cooperation is Violating a maxim Then in the type of Maxim there are four, namely Maxim of Quality, Maxim of Quantity, Maxim of Relevance, and Maxim of Manner.

These errors occur because the conversations contain elements indirectly stated in the words spoken, and also conversations that intend to mislead the listener. And for the type of Maxim, the most maxim violations are on Maxim of Relevance. That is because the conversations that researchers have analyzed, many contain utterances or conversations that are irrelevant or off-topic. So that the listener does not understand what the speaker is talking about. In conversation, speakers operate on a set of assumptions and generally get by, although misunderstandings and errors inevitably occur and sometimes the speaker is deliberately misled (Lamarque, 2024). For the section on conversational implicatures, on the basis of the data that has been obtained, it can be concluded that the majority of the seven data results are particularised.

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