

Translating flouting maxim in the narrative dialogue of *Resident Evil 4 Remake*

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ABSTRACT

This study investigates the flouting of conversational maxims in the English dialogue of Resident Evil 4 Remake and examines how the implied meanings are translated into Indonesian using AI Copilot. The research adopts a qualitative descriptive design to identify the types of flouted maxims Quantity, Quality, Relevance, and Manner and to analyse how their pragmatic functions are preserved, shifted, or lost in the translation process. A total of six dialogue samples from Chapters 1 to 4 were selected and analysed based on Grice's Cooperative Principle and modified translation procedures derived from Vinay and Darbelnet's theoretical framework. Each dialogue was examined in its narrative context, focusing on the pragmatic implicature and the translation strategy used. The results reveal that flouted maxims serve various narrative functions in the source language, such as sarcasm, emotional suppression, and character expression. However, when translated literally by AI Copilot, many utterances experienced pragmatic distortion or loss of implicature, particularly in emotionally charged or sarcastic lines. Some translations using modulation or adaptation were more successful in preserving tone and intent. The study highlights the limitations of machine translation in preserving pragmatic nuance and emphasizes the need for human revision, especially in genre-sensitive content such as horror games. This research contributes to the fields of pragmatics, translation studies, and game narrative by illustrating the complex relationship between language, meaning, and digital storytelling.

Keywords: *flouting maxim, conversational implicature, game translation, pragmatic meaning, AI*

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Introduction

Language functions not just as an approach for conveying explicit information but also as a powerful tool for implying deeper meanings shaped by social, cultural, and contextual influences. In everyday communication, individuals often rely on indirectness, inference, and shared assumptions to express objectives that go beyond explicit declarations. (Goodman & Frank 2016). Cooperative Principle is widely employed to clarify this phenomenon through four conversational maxims: Quantity, Quality, Relation, and Manner. When speakers intentionally contravene these maxims, they produce conversational implicature, which are inferred meanings that enrich dialogue, reveal speaker attitudes, and necessitate interpretative engagement from listeners (Grice, 1975). This phenomenon of maxim flouting is further illustrated in spoken discourse such as televised

conversations, where violations of Gricean maxims frequently occur to convey implied meanings without disrupting coherence (Abbid, 2024).

Grice's approach has provided substantial insight into the operation of implicit meanings across various genres and media. Initial applications focused on traditional speech, such as political debates, classroom exchanges, and cinematic dialogue (Dyner, 2009). However, modern research has transitioned to interactive media, particularly video games (Bernal-Merino, 2016). Unlike cinema or literature, video games provide non-linear narratives and require active engagement from players. In this media, character dialogue functions to inform, engage, entertain, and convey personality traits (Bernal-Merino, 2016). In the digital horror genre, vocabulary often

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conveys irony, sarcasm, ambiguity, and psychological subtext, heightening emotional tension (Urbanek et al. 2019). Similar attention to cultural and pragmatic elements in horror video games is found in *Pamali: The Tied Corpse*, where dialogue reflects cultural resistance and negotiation, adding depth to the narrative and its local context (Setyawan, Sajarwa, & Sutrisno, 2023). The validity of video game dialogue as a linguistic data source is also reinforced by the *Video Game Dialogue Corpus*, which demonstrates how game interactions provide extensive and systematic material for pragmatic research (Rennick & Robert, 2024).

Thus, investigating the conversational maxim in such a video game data is essential for uncovering how implicit meanings operate within interactive digital narratives and how characters employ indirect speech to construct tension, humour, or emotional depth, for example the video game *Resident Evil 4 Remake* (2023), a survival horror game that narrates the experiences of the protagonist, Leon S. Kennedy, amid a sequence of tumultuous and hazardous conflicts. In Chapters 1 to 4, Leon constantly utilizes caustic, sarcastic, and contextually subtle remarks that intentionally contravene Gricean maxims. These utterances augment character development and the main horror narrative, prompting players to identify subliminal meanings that provide further layers of suspense and dark humour. The game offers a valuable opportunity to analyse how the flout of maxims generates narrative richness and psychological realism.

From the investigation, it is also significant to dive into the interpretation of those maxim utterances, as understanding their pragmatic implications is crucial for grasping subtleties in communication. In this regard, translation studies provide an essential framework for analysing these transformations Azka & Sutrisno (2025), offering insights into how meaning, intent, and cultural nuance are retained or adapted across linguistic boundaries. Vinay and Darbelnet (1958) assert that translation extends beyond simple linguistic transfer; it represents a cultural negotiation in which meaning is reconstructed within a different context. In translating remarks that contravene conversational maxims, the translator must preserve both the explicit meaning and the underlying subtext,

tone, and narrative intent. The misinterpretation or oversimplification of implicit meaning could distort the character's personality or narrative importance.

This study employed AI Copilot as a translation instrument to convert the Source Text (ST) into the Target Language (TL) for the Indonesian translation of the dialogues. The use of AI tools raises questions about the accuracy and practicality of implied meaning in automated translation processes. The challenge of translating flouted maxims is also highlighted in studies of machine translation, which demonstrate that implicit meanings such as sarcasm and irony are often inadequately captured or lost in transfer, leading to pragmatic distortions (Kamal, Shoshan, & El Kareh, 2023).

Prior studies (Halim, 2022) have examined maxim flouting in fictional media, such as *Cruella*, the result revealed frequent flouting of Quality and Relation maxims to express character attitude and subtext and *Genshin Impact* which showed how flouting in game dialogue conveys character identity and indirect messaging, as well as translation strategies in animated films showing how cultural substitution and modulation help retain pragmatic intent. *Coco* (Pradika & Rohmanti, 2018). Highlighted how flouting enhances emotional depth and humour. *Boss Baby* (Widarwati et al., 2023). Analysed power dynamics and personality traits through maxim violation, using techniques like implication and paraphrase. These studies affirm that flouting is not merely a linguistic deviation but a narrative device that enriches character portrayal and audience engagement.

In relation to translation studies, some researches emphasize the challenge of preserving implicature across languages. Wedriyani & Hikmaharyanti (2023) applied these procedures to animated film translation. Apriyani & Wiraharja (2023) examined flouting in *Kong Skull Island*, revealing that literal translation often fails to capture sarcasm or irony, necessitating adaptive strategies. Studies like Rahmawati et al. (2022) and Hikmaharyanti & Arcana (2024) evaluated translation quality using pragmatic equivalence frameworks. Rahmawati's work on *Divergent* found that most violations of maxims were accurately

translated, though some lost nuance due to cultural or linguistic gaps. They emphasized the importance of natural equivalence in bilingual media, advocating for context-sensitive translation choices.

However, there is a scarcity of study concerning the translation of flouted maxims in video games between languages and the effects of these translation decisions on implicit meaning. Furthermore, few research investigates the role of AI technology within

Method

This study employs a qualitative descriptive design as outlined by Moleong (2017), with the objective of examining the forms and inferred meanings of maxim flouting in the English dialogues of *Resident Evil 4 Remake*, and how these meanings are preserved, modified, or diminished in the Indonesian translations. This research is confined to Chapters 1 to 4 of the game, concentrating on statements that deliberately contravene Grice's maxims to express sarcasm, irony, or emotional subtleties. The primary data comprises in-game English dialogues and their Indonesian translations produced by AI Copilot. The study environment encompasses digital recordings and transcript-based extraction of verbal expressions. Data collection involved the manual selection of utterances that appeared to flout one or more maxims, thereafter translated into Indonesian by AI Copilot.

During the operational phase, each pair of utterances (SL-TL) was examined utilizing a

Results and Discussion

This section delineates the findings and discourse derived from the examination of flouting conversational maxims in the English dialogue of *Resident Evil 4 Remake* Chapters 1 to 4, accompanied by their Indonesian translations produced by AI Copilot. The approach examines how the inferred meanings resulting from the deliberate flouting of Gricean maxims are maintained, modified, or omitted throughout translation. As Thomas (1995) highlight, conversational implicature arises when speakers intentionally diverge from cooperative principles, compelling listeners to infer meanings beyond the literal content. Similarly, Baker (2011) notes that in translation,

this specific translational paradigm. This study aims to discover and classify instances of maxim flouting in the English dialogue of *Resident Evil 4 Remake* (Chapters 1-4) and to examine how the Indonesian translations generated by AI Copilot preserve, modify, or obscure their intended meanings. This research combines pragmatic theory with translation studies, highlighting the challenges and consequences of translating conversational implicature in interactive horror contexts.

revised set of translation methodologies derived from Vinay and Darbelnet's theoretical framework, specifically: Borrowing, Literal Translation, Transposition, Modulation, Calque, Equivalence, and Adaptation. The data analysis technique entailed identifying the flouted conversational maxim (according to Grice, 1975), interpreting the indicated meaning in the source language (SL), and assessing the extent to which the target language (TL) version preserves, alters, or obscures the implied meaning. The research was executed in multiple phases: data selection, AI-assisted translation, identification of maxim flouting, classification of translation methodologies, and interpretive analysis of meaning alterations between the source language and target language. As Creswell (2014) explains, qualitative data analysis involves organizing and preparing the data, reducing it into themes through and interpretive form, which aligns with the procedures adopted in this study.

implicit meaning is often difficult to preserve since it is shaped by cultural and pragmatic context rather than lexical equivalence. Additionally, the translation methods employed, grounded in Vinay and Darbelnet's (2002) framework, are analyzed to evaluate their impact on the preservation of implicature.

The results reveal that each type of maxim is strategically flouted by characters to construct tension, express attitude, and enhance narrative immersion. The distribution of maxim flouting is summarized in Table 1.

Table 1. Type of Maxim Flouting

No	Type of Maxim Flouting	n
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1	Maxim of Quantity	8
2	Maxim of Quality	7
3	Maxim of Relevance	6
4	Maxim of Manner	4

Grice's theory of cooperative communication outlines how people typically behave in conversation to be informative, truthful, relevant, and clear. The Maxim of Quantity is flouted most often, while the Maxim of Manner is flouted least, suggesting clarity is usually maintained in conversation.

Table 2. Translation Procedures

No	Translation Procedures	n
1	Borrowing	2
2	Literal Translation	3
3	Transposition	3
4	Modulation	17
5	Calque	1
6	Equivalence	12
7	Adaptation	15

The translation procedures identified in this study are closely related to the types of maxim flouting found in the data. Modulation (17) and Adaptation (15) appear most frequently because flouted utterances often involve sarcasm, figurative expressions, or emotional undertones that require structural or semantic adjustment in the Target Language (TL). Literal Translation (3) occurs primarily when implicature remains clear without altering form, but such cases are limited because most flouted expressions rely on contextual inference rather than lexical meaning alone. Equivalence (12) is also widely used when maintaining meaning requires culturally or idiomatically appropriate alternatives. This pattern demonstrates that translation procedures prioritizing pragmatic fidelity rather than structural similarity are more capable of preserving implied meaning produced through maxim flouting. Thus, the selection of procedures is driven by the pragmatic function of the utterance to retain sarcasm, nuance, and character intention in the Indonesian version.

Moreover, this table shows how often different translation procedures were used when converting English dialogue into Indonesian. The table shows that Modulation (17) and Adaptation (15) dominate, showing

that preserving tone and implicature requires flexible, context-sensitive strategies. Equivalence (12) is also key, especially for sarcasm and emotionally charged dialogue, areas where literal translation often fails. The low use of Literal Translation (3) supports the finding that AI Copilot's literal approach often leads to pragmatic distortion. Borrowing and Calque are minimal, suggesting that direct transfers or literal idioms are rarely effective in this genre.

The six representative utterances were then selected from the larger dataset using purposive sampling. Each sample illustrates one of the flouted maxims Quantity, Quality, Relevance, or Manner while simultaneously representing a distinct translation procedure identified in Table 2. This selection ensures that the qualitative discussion aligns directly with the numerical finding and provides concrete examples of how AI Copilot handles pragmatic complexity in different interactional contexts. By connecting each sample to both its flouted maxim and applied translation procedure, the analysis demonstrates a coherent relationship between the type of implicature and the translation strategy used to convey or adapt that meaning in the TL. The following samples of dialogue analysis are served below to support the findings:

Data 1

SL : "These people are sick."

TL : "*Orang-orang ini sakit.*"

Better Translation (Modulation): "*Orang-orang ini benar-benar keji.*"

Flouted Maxim: Quantity

Context:

Leon expresses this after realising a horrible event in which the locals burn the young officer who is with him. Instead of giving a long explanation of what happened, Leon produces a brief yet affective utterance that sums up the fear in four sentences. This happens after he sees the burned bodies of the dead and the eerie quiet that hangs over the town.

This remark goes against the principle of quantity since it purposely gives too little information for the situation at hand. Leon doesn't go into detail about the terrible event or

show any anger or fear. Instead, he only calls the people "sick," leaving it to the audience's inferential process to fill in the gaps with the visual and narrative context. The implication leads the player experience Leon's mental pain and disgust without going into too much detail. Leon implies how serious and morally wrong the event was by limiting what he expresses. Grice (1975) states that this kind of ignoring enables the listener figure out hidden meanings, which in this case leads to the moment feel more intense and helps Leon deal with it by downplaying it.

AI Copilot used a literal translation method to turn "These people are sick" into "*Orang-orang ini sakit.*" This keeps the idea of word equality on the surface. It is not clear that "sick" means moral corruption or sadism instead of a medical disease. Vinay and Darbelnet stress how important it is to have purpose and practical impact in mind, not just getting to the bottom of things. A modulation or functional equivalent like "*Orang-orang ini benar-benar keji*" could have kept the tone and impact better. Therefore, the literal meaning doesn't get across the emotional meaning of the implicature, and it could be seen as a clinical observation instead of a moral judgment.

When you switch from the source language to the target language, the level of interpretation goes down. The TL translation "*Orang-orang ini sakit*" suggests a medical or mental illness, but it doesn't have the moral and emotional weight of the original. Even though the wording suggests negativity, the way the flouting is done could be misinterpreted. In Indonesian, without any context to back it up, it might not be seen as a purposeful quantity flout but as an unclear assessment. As a result, the translation changes both the apparent aim and the reader's understanding, which goes against the practical purpose that the flouting was meant to serve.

This example shows how flouting the maxim of quantity is used as a storytelling tool in *Resident Evil 4 Remake*, making trauma stand out while keeping emotions in check. But when AI Copilot translates it literally, the implicature could be misinterpreted. AI's reliance on literal strategies demonstrates its limitation in capturing pragmatic nuance, practical details, especially when it comes to statements that are emotional or depend on the context. This backs

up the study's main point that machine translation methods need to be carefully tested, especially when it comes to phrases that rely on implicature, flouting, or indirectness. In these cases, human interpretation is very important to keep the story's depth and emotional honesty.

Data 2

SL : "Man, that stinks."

TL : "*Busuk sekali.*"

Better Translation (Modulation or Adaptation): "*Wah, baunya keterlaluhan.*" or "*Gila, baunya parah banget.*"

Flouted Maxim: Quantity

Context:

This statement is spoken by Leon upon discovering a malodorous mixture simmering in a fireplace within the hunter's lodge. He has just extracted a key from the corpse of a villager, and the setting is rife with unsettling imagery and suspense. Rather than elaborating on the horrific characteristics of the environment, Leon provides a brief and ambiguous response to the odour, thus allowing the player's imagination to conjure the precise horror.

Leon's statement flouts the maxim of quantity by providing insufficient information relative to the contextual expectations. The ugly and sensory-rich setting would typically elicit a thorough observation, yet Leon merely remarks, "*that stinks.*" Grice (1975) posits that under-informative utterances frequently serve to elicit implicature, necessitating the listener to deduce the unstated information. The succinctness of the remark amplifies the dread by compelling the player to envision the severity of the odour. It also indicates Leon's emotional detachment or numbness in response to abnormality; his mild reaction may suggest psychological defence against the unsettling environment. Consequently, the implicature communicates both aversion and psychological characterization with brevity.

The AI Copilot rendered the statement as "*Busuk sekali,*" utilizing a direct literal translation method. This rendition is lexically accurate but fails to convey the casual tone and subtle sarcasm inherent in Leon's original statement. Vinay and Darbelnet assert that literal translation may be inadequate when

tone, style, or interpersonal impact supersedes mere lexical significance. A more suitable approach may entail modulation or adaptation, exemplified by phrases like *"Wah, baunya keterlaluhan"* or *"Gila, baunya parah banget,"* which would maintain the informal tone and emotional impact. Without this, the TL sounds more formal and emotionally neutral, potentially weakening the resonance of the original.

The shift from SL to TL leads to a diminished emotional effect. Although the quantity maxim is technically upheld, Leon's reticence diminished the pragmatic impact. In English, "Man, that stinks" carries layers of meaning: disgust, irony, and informal voice. In the TL, *"Busuk sekali"* becomes a more clinical observation, lacking the character nuance and genre-consistent tone. This shift may lead the player to interpret Leon's reaction not as a fatigued, sardonic comment, but rather as a direct assessment. Consequently, the implicature is diminished, resulting in a loss of the scene's narrative and emotional efficacy in the translation.

This new evidence underscores how flouting the maxim of quantity serves as a nuanced yet potent narrative device, especially in horror tales, where omissions enhance tension and provoke interpretation. Leon's subdued response amplifies the terrible imagery and reveals his hardened psychological condition. The literal translation by AI Copilot inadequately conveys the pragmatic depth of the remark, diminishing its emotional and stylistic impact. This emphasizes the broader concern that literal procedures, while expedient, are often inadequate in conveying tone and implicature, especially in emotionally loaded and genre-specific content. Careful adaptation is therefore essential to preserve narrative subtleties across languages.

Data 3

SL: "Think you can swallow me whole, huh?"

TL: *"Kau pikir bisa menelanku bulat-bulat, ya?"*

Better Translation (Modulation + Adaptation):
"Serius mau menelan ku hidup-hidup?"

Flouted Maxim: Quality

Context:

Leon expresses this while fighting a giant salamander-like creature called Del Lago

with a harpoon. The beast has just come out of the sea and is a threat to eat Leon. Instead of showing fear or giving a tactical order, Leon engages in mockery by posing a hypothetical question that neither a person nor a monster could answer.

Leon clearly flouts the maxim of quality, which Grice (1975) states means telling the truth and refraining from making assertions the truth aren't supported by evidence. In this case, Leon poses a question to a creature that clearly can't understand human language a question, which renders the assertion objectively false or absurd. This intentional dishonesty isn't meant to trick anyone; it's intended to signal contempt, defiance, and psychological dominance. Using irony in this way serves three purposes: it leads to Leon seem more real as a brave person under pressure, it momentarily alleviates the player's emotional tension during a tough time, and it entertains them with dark humour. The implication doesn't mean talking directly to the beast; instead, it tells the player that Leon is calm and in charge, even if he's in a ridiculous amount of danger.

AI Copilot translated the phrase as *"Kau pikir bisa menelanku bulat-bulat, ya?"* which is a very accurate literal translation. It shows how the original English sentence was put together in terms of grammar and meaning. Vinay and Darbelnet warn that precise translation doesn't always guarantee that the meaning is the same in a practical sense, especially when the term has tone, irony, or cultural meaning. The TL keeps the rhetorical structure and question format, but the sarcastic tone and emotional resistance that are part of the original may not be obvious to an Indonesian audience without the right intonation or narrative context. In this case, using modulation or adaptation like *"Serius mau telan ku hidup-hidup?"* may better show Leon's combative and sardonic point of view.

The literal translation is grammatically correct, but it might not have the same practical consequence as the original phrase. The source language has an obvious tone of sarcasm and psychological resistance, but the target language, even though it is technically correct, may come off as more neutral or even literal. The implicature is less strong, which means that

the original is not as good at communicating. Even so, the way the principle of quality is being flouted stays the same, since the statement is still objectively dishonest and unlikely. The way that flouting conveys the speaker's attitude and mental state changes throughout time.

This example shows how flouting the maxim of quality could help move the plot and characters along in digital horror games. Leon uses irony in dangerous situations to get players more involved and show emotional strength. AI Copilot's translation gets the literal meaning of the remark over, but it doesn't have the pragmatic sensitivity needed to get across the intended irony and psychological resistance. The results show that even when a transgression type is precisely retained, the way the translation is done could have a big effect on how implicit content is understood. So, to keep the narrative power of implicature, it is important for people to be involved in translating on purpose, especially in emotionally charged and genre-specific conversations.

Data 4

SL: "Umbrella? I should've left him in that bag to rot."

TL: "Umbrella? *Harusnya aku biarkan dia membusuk dalam kantong itu.*"

Better Translation (Modulation + Adaptation): "Umbrella? *Mending tadi kubiarkan dia mati di situ.*"

Flouted Maxim: Quality

Context:

Leon expresses this line not long after talking to Luis Serra, who casually mentions "Umbrella" during a frantic escape scene. The reference indicates Leon remember bad things that happened to him in the past with the Umbrella Corporation. He sounds angry and sorry that he didn't let Luis die when he had the chance. Leon's utterance constitutes a deliberate misrepresentation because he did save Luis just a few moments ago, which demonstrates his words and actions contradictory.

Leon flouted the maxim of quality by stating something he thought was incorrect or that he didn't have proof for (Grice, 1975). Leon expresses something that isn't true when he

claims he should have left Luis to rot. He had the chance to do so but opted to help. The flouting here is intentional, and the implication is emotionally charged: it shows Leon's anger, unresolved trauma, and maybe even fear of Luis, whose link to Umbrella demonstrates him nervous. The sarcasm isn't designed to trick anyone; it's supposed to be intended to elicit stronger emotional engagement from the interlocutor or audience and show a complicated combination of wrath, sorrow, and moral difficulty. This kind of flouting facilitates the discourse more realistic and adds psychological depth.

AI Copilot translates the phrase literally as "Umbrella? *Harusnya aku biarkan dia membusuk dalam kantong itu.*" It is correct in form and meaning, but it doesn't have the emotional depth and complex tone of Leon's original sentence. Vinay and Darbelnet declare that literal methods typically do not keep the speaker's attitude and interpersonal posture, especially when the speaker is being sarcastic or emotional. A translation that has more of an effect might use modulation or adaptation, such "Umbrella? *Mending tadi kubiarkan dia mati di situ.*" This version better shows how Leon feels and how he is at odds with himself. If this adjustment is not implemented, the literal translation may convey a blunt factual statement rather than a sarcastic remark.

Even when the type of flouting maxim is still clear, the TL still represents a dishonest or overstated comment. The emotional intensity and narrative impact change in translation. The TL version seems more neutral and might be seen as serious instead of snarky. As a result, the implicature loses its crispness and depth, which are important for comprehending Leon's character at that time. The TL might be taken at face value, which would take away the psychological depth that the original had by going against the maxims. Thus, while the linguistic form remains intact, the illocutionary force and tonal nuance are partially diminished.

This example shows how going against the maxim of quality could reflect a character's emotional baggage, distrust, and sarcasm, which are all important parts in survival horror stories. Leon's comment about Luis is full of dramatic irony, which adds depth to both the characters and the player's experience. The AI

Copilot translation is true to the words, but it doesn't properly express the emotional tension and practical meaning of the statement. This backs up the larger fact that literal translation methods have a hard time getting across sarcasm, bitterness, or irony, especially when they depend on cultural or narrative context. To make sure that tone and character psychology stay the same across languages, translators need to use procedures that take context into account more.

Data 5

SL:

Leon: Talk. Now.

Luis: All right. See, I heard chatter about moving a señorita.

Leon: Moving her. Where?

Luis: Mierda... Hanging with you? Not healthy....

TL:

Leon: *Bicara. Sekarang.*

Luis: *Baiklah. Aku dengar desas-desus soal memindahkan seorang señorita.*

Leon: *Memindahkannya? Ke mana?*

Luis: *Sial... Bareng kamu? Gak sehat, bro....*

Flouted Maxim: Relevance

Context:

Leon urgently inquires about Ashley's whereabouts and seeks a definitive response from Luis. Luis initially provides only partial information, adding that he heard something about her moving. But when Leon presses him more, Luis doesn't tell him anything else beneficial. Instead, he argues something rude and personal. This transition occurred at a tense time when it's crucial to be clear and work together, which makes his answer look like it was supposed to be vague and full of emotion.

Luis's utterance, "Hanging out with you?" "Not healthy..." is not relevant because it doesn't relate to the matter at hand, which is Ashley's location. Instead of answering Leon's straight and urgent question, Luis turns the conversation to his personal safety. Grice (1975) believes that this form of detour prompts the listener to infer unstated meanings, which is a type of conversational implicature. Luis's deflection here suggests that he is uncomfortable and that he conveys sarcastic or disparaging remarks about how dangerous Leon is. Not only does this make the situation

more tense, but it also adds depth to Luis's character by indicating that he uses humour to disguise his nervousness. The flouting implies that there is an imbalance of power, which means that Luis might be purposefully not sharing information or employing irony to deal with the stress.

The TL version argues, "*Sial... Bareng kamu?*" "*Gak sehat, bro...*" is a blend of a literal translation and an adaptation. The phrase "*Gak sehat, bro*" is a creative alteration that employs Indonesian to make the tone sound relaxed and sarcastic. This effectively conveys of portraying both the emotional and practical elements of the first one. By utilizing informal language and adding "*bro*," the translation does an excellent job of showing how relaxed and funny Luis is. Vinay and Darbelnet state that when it comes to attitude or interpersonal nuance, translators should put functional equivalence ahead of literalness. In this scenario, AI Copilot succeeds in partially preserving of keeping the speech's tone and social purpose, even though Indonesian's informal language is a little bit flexible.

In this case, the type of flouting maxim stays the same, and the pragmatic effect stays rather strong. The TL does a fantastic job of showing that Luis doesn't want to answer and that he is being sarcastic, which keeps the tone amusing but evasive. The emotional layers might not be exactly the same as the SL's, especially when it comes to trauma or guilt, but the translated word still demonstrates deflection. The phrase "*Gak sehat, bro*" is similar to the original's casual tone, and employing informal language helps retain Luis's voice. So, even though some details may be lost in the alteration, the primary point and crucial points are still relatively clear.

This example shows that disregarding the maxim of relevance could help a tale in many ways, such slowing down the exposition, raising the tension between characters, and portraying weakness through misdirection. Luis's caustic answer masks his worry and makes Leon's questions seem less urgent, which shifts the balance of power. The AI Copilot translation is different from many other literal translations because it uses daily, localized language to preserve the original's sarcastic tone. This study suggests that AI-generated

translations could sometimes get near to real meaning provided the system picks up on informal tone and context cues, although this is probably simply a coincidence. Still, the greatest approaches to preserve the rational drive in emotionally charged interactions are still conscious modulation and adaptation.

Data 6

SL: Leon: "Not too shabby. Someone is showing up their neighbors."

TL: "*Lumayan juga. Seseorang sedang pamer pada tetangganya.*"

Better Translation (Modulation + Equivalence): "*Ada yang suka pamer di kampung ini...*"

Flouted Maxim: Manner

Context:

Leon expresses this line when he walks into a very fancy house in a poor, rural village run by a violent cult. The inside is quite fancy, which is very different from the outside, which is falling apart. Instead of explicitly challenging the weird wealth, Leon makes a vague, sardonic comment. Leon is in enemy territory, which makes the setting tense, while the visual clue of riches suggests deeper story implications.

Leon flouts the maxim of manner, which argues that speakers should be clear, organized, and avoid being unclear or vague. Leon doesn't come right out and express that the house is strange or suspicious; instead, he utilizes irony and metaphor to suggest that something is "off." The phrase "showing up their neighbors" is a symbolic way of asserting that someone is arrogant, has hidden money, or is corrupt. Grice (1975) said that this kind of flouting makes people look for more meaning. In this scenario, the implicature makes gamers think that the owner of the house might be up to no good. Leon's vague language adds to the mood and tension by making the player guess what he means instead of telling them directly.

AI Copilot expresses, "*Lumayan juga.*" "*Seseorang sedang pamer pada tetangganya,*" which means "Someone is showing off to their neighbor," is a literal translation that works rather well. The phrase "*pamer pada tetangganya*" conveys the general sense of "showing up their neighbors," but it doesn't have the same cultural weight or complex meaning as the original expression. Vinay and

Darbelnet stress the importance of modulation and functional equivalence in keeping figurative meaning across cultures. In this situation, a more localized "*Ada yang suka pamer di kampung ini...*" would have been a better way to show both tone and mistrust. So, the translation shows the literal meaning but misses some of the story and emotional tone that are in Leon's sardonic speech.

Leon expresses something in the TL that is clearer but less suggestive. The SL's unclear sarcasm is lessened, and the feeling of discomfort or quiet judgment is lessened as well. The idea that the home means power or danger is comparatively weakened. So, even though the type of flouting maxim style is still there because of the use of figurative language, its practical use is lessened. The translation clears up some of the confusion in the original text, which makes the flouting less effective in a strange way. The mood of the horror game is based on subtlety and inference, and thus, too much explanation makes things less tense.

In horror scenarios, flouting the maxim of manner is a way to tell a story that makes players think by using sardonic or cryptic discourse. Leon produces a deliberately vague remark that fits with the genre's use of indirectness and mistrust to keep the reader on edge. The AI Copilot translation, on the other hand, is grammatically correct but makes things less clear and takes away from the mood of the original statement. This shows once more how literal procedures do not work well when dealing with metaphorical language in emotionally sensitive situations. In order to keep the depth and tone of the story, translation needs to put pragmatic resonance ahead of structural accuracy, especially in genres where tension is produced by what is not spoken.

The findings of this study indicate that flouting maxims in *Resident Evil 4 Remake* predominantly involves the Maxim of Quantity, which is consistent with the result in Pradika & Rohmanti (2018) in *Coco*, where understatement and abbreviated responses enhanced emotional tone and humour. Similarly, the flouting of the Maxim Quality through sarcasm and ironic remark aligns with the patterns identified in *Boss Baby* (Widarwati et al., 2023), demonstrating its role in shaping character identity. However, unlike previous

studies focusing solely on the pragmatic function, revealing that literal translation frequently used by AI Copilot often weakens implied meanings. This supports the findings of Apriyani & Wiraharja (2023) and Rahmawati et al. (2022) who note that literal transfer can distort sarcasm and emotional intent.

Moreover, while Putri & Simatupang (2022) examined game dialogue implicature in *Genshin Impact*, their analysis did not extend to

Conclusion

This study examined the flout of Gricean maxims in the English dialogues of Resident Evil 4 Remake and analysed how their implied meanings are maintained or modified in the Indonesian translation using AI Copilot. The findings indicate that each type of flouted maxim Quantity, Quality, Relevance, and Manner functions as both a linguistic deviation and a purposeful narrative device to express sarcasm, defiance, emotional restraint, or irony. These statements play a crucial role in character development, emotional tone, and narrative complexity within the game's horror context. The study indicates that literal translation methods often do not maintain pragmatic subtleties, particularly when emotional nuance and implicature are essential to the original intent.

This research integrates pragmatic analysis and translation studies, contributing to the field of game linguistics by illustrating that conversational implicature serves as a crucial storytelling strategy in digital horror narratives. The application of Vinay and Darbelnet's translation procedures elucidated the strengths

and weaknesses of AI-assisted translation in conveying pragmatic force. The findings indicate that although AI tools such as Copilot provide convenience and structural accuracy, human involvement is necessary to maintain tone, subtext, and narrative integrity. This study enhances the comprehension of pragmatic translation within interactive media and highlights the significance of context-sensitive adaptation strategies.

Future research should apply this model to more extensive datasets, encompassing games from various genres and languages, or investigate player responses to modified implicatures in translation. Experimental studies may assess the extent to which pragmatic distortion in translation affects immersion, comprehension, or character perception. The increasing role of AI in translation necessitates interdisciplinary research among linguistics, game studies, and computational translation to enhance the quality and authenticity of narrative localization.

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