

ABSTRACT

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The objectives of this research were to discover the types of maxim, the dominant maxim, to explain the implication of the dominant maxim and to describing the context of situation in *OZ: the Great and Powerful* movie. This research was done only on OZ's utterances because he is the main character. There were 38 of violated maxim as the data for this research. The descriptive qualitative design was used to analyze the data. The results of the analysis shows that all types of maxim were violated; 18 utterances violated maxim of quantity (48%), 2 utterances violated maxim of quality (6%), 12 utterances violated maxim of relation (33%), and 6 utterances violated maxim of manner (13%). The maxim of quantity was dominant type of maxim that was violated by OZ. The implication of this violated maxim is the people who covered his truthfull, tricky, irrelevant, and so on. The context of situation of this violated maxim is the people who can't hide his true story from his friends.

Keywords: pragmatics, movie, violated maxim

