

ABSTRACT

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The study deals with the types of maxims violation in *The Avengers* movie's script. The objectives of the study were to discover the types of maxims violation, the most dominant maxim violation, and to explain the implication of the most dominant maxim violation in *The Avengers* movie. The source of the data was the conversations in *The Avengers* movie. The data was the script of *The Avengers* movie. There were 55 maxim violations in this research. The descriptive qualitative design was used to analyze the data. The results showed that all types of maxim were violated; 34 utterances (68%) maxim violation of relation, 8 utterances (16%) maxim violation of quality, 5 utterances (10%) maxim violation of quantity, 3 utterances (6%) maxim violation of manner. The most dominant type of maxim violation was the maxim violation of relation. The implication of maxim violation of relation as the dominant type of maxims in the script of *The Avengers* movie was a strategy from the speakers to hide something, to hide the truth, and to create humor by giving irrelevant answer or changing the topic.

Keywords: *Pragmatics, Cooperative Principle, Maxims Violation, Movie.*