

ABSTRACT

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This study deals with violation of maxim on facebook status. The objectives of the study were to find out the types of maxim which were violated by university students and described the reasons why they did it in the conversation. The data were the utterances and were taken from fifty selected status of students from 9 universities in North Sumatera and collected by randomly sampling technique. This study was conducted by using qualitative descriptive design. The findings of the study showed there were three types and reasons of using violation of maxim. They were maxim of quality (1), maxim of quantity (17), maxim of relation (24) and as the most dominant type. Their reasons were to show respect, change a topic and create humor.

Keywords: *Cooperative Principle, Violation of Maxim, Facebook.*

