



This research describes about the study of violation of maxims used by the three main characters, they are Aibileen, Minny and Skeeter. These characters sometime use the words or sentences which are not related to what the exact meaning of what they literally say might have another meaning. It means that they do not always use a clear word or sentence in conveying their purpose. As Paltridge (2008: p. 53) states that in pragmatics, it concerns to the study of meaning in relation to the contexts in which a person is speaking or writing. This can be included social, situational, and textual context. Pragmatics assumes that when the people communicate with each other they normally follow some kinds of co-operative principle; that is, they have shared understanding of how they should co-operate in their communication.

In the spread technology of this era, most of people do not understand how it becomes threat for us to get a good communication. In order to communicate successfully, human beings are supposed to obey to a certain mode of interaction. For this reason, the linguist, Herbert Paul Grice, developed a mode of interaction for successful communication called the Cooperative Principle (CP) and its maxims. The CP has been mentioned in many pragmatics works such as Yule (1996) and Grundy (2000) for its influence on the field of pragmatics.

Yule (1996) points out: "Most of the time, our conversations take place in very specific contexts in which locally recognized inferences are assumed. Such inferences are required to work out the conveyed meanings which result from particularized conversational implicatures" (p.42). When somebody implicates the conversation as a tool to get the meaning, sometimes, they can violate the maxims





reflected by the main characters. *The Help* is a 2011 American period drama film directed and written by Tate Taylor, and adapted from Kathryn Stockett's 2009 novel of the same name. The film was a critical and commercial success; receiving positive reviews and grossing \$216 million in worldwide box office. It is about African-American maids working in white households in Jackson, Mississippi. It tells primarily from the first-person perspective of three women: Aibileen, Minny, and Skeeter. Aibileen and Minny are black maid people in Jackson. But Skeeter is white people who already graduated from college and she wants to be a writer. Aibileen is a maid who takes care of children. Minny is Aibileen's friend who frequently tells her employers what she thinks of them. Then, Skeeter is white person who works as journalist in one of media. She is interested with the life of black people, who is the mostly maid. So, this story is exploited "colored" helps who gathered with Skeeter as a writer in which to write a book of true stories about their experiences as help or maids to the white people of Jackson, Mississippi.

In recent years, there are some numerous studies in identify CP which is included the violation of maxim as a theory. This is proved by the high number of publishing in some journals that written by some scholars as their focus, (Hamadi and Muhammed, 2009; Jia, 2008; Tupan and Natalia, 2008; Khosravizadeh, Parvanehand Sadehvandi, 2011; Herawati, 2013). Besides, a series of researches has been done by some scholars who intend to conduct and develop its CP (Kartikasari, 2014; Raharja, 2015; Muzaim 2015). Here, the researcher defines some of the previous studies.

The first previous studied, is conducted by Kartikasari (2014), she described the violation of conversational maxims by salespersons of “Revlon” cosmetic. The aims of the study was to know the maxims that violated by salesperson of *Revlon* cosmetic while offering the product to customer. Then, she described the factors which caused the violation of certain maxims. The research used qualitative method. The result of his research is the maxim of quantity as the most often violated by the salesperson in Matahari Matos and Certer Poin MOG. The possible factors of violating a certain maxim are: to explain more or stress something, to hide the truth from the hearer, to make the hearers believe in what the speakers say, to expect in order to get more attention from the customer.

Furthermore, the second previous studied that is conducted by Raharja (2015), he focused on cooperative principle violation done by Dodit Mulyanto in Stand Up Comedy Indonesian Season 4 using Grice’s theory. The aims of the study is to describe what is the violation of maxim used by Dodit Mulyanto in order to raise the humor and how he violated the maxim of cooperative principle. The research is conducted using qualitative method. The result of his studied is that appeared four maxims of cooperative principle during played the Stand Up Comedy, they are maxim of quantity, quality, relation and manner. The dominant maxim of the study is the maxim of relation.

The last previous studied that is conducted by Muzaim (2015), he emphasized cooperative principle in his research which is found a case of violation maxim in humor. He focused on *Vampire Suck* movie that is a parody of Twilight Saga New Moon. To supporting his study, he used the qualitative method. There is some









direction of the talk exchange in which you are engaged. (Grice. 1989, p. 26)

3. **Violation of Maxim:** Violating a maxim of cooperative principle that a speaker will be liable to mislead the hearer. (Grice, 1989, p. 49)
4. **Character:** It means between letter or sign, a mark of writing, and the 'essential' qualities of a 'person'. (Bennett and Royle, 2004, p. 63). The character is a part of intrinsic element in literary works. It includes mental or moral nature; it is qualities that make one person, attitude, utterance, and the way they think is different from other people. So, when main character is a preferred character telling, it is the most telling figure in stories or events.
5. **The Help movie** is a 2011 which mainly talk about African-American people. This film is American drama film directed and written by Tate Taylor, and adapted from Kathryn Stockett's 2009 novel of the same name.