

**CONVERSATIONAL IMPLICATURE IN ADVERTISEMENTS OF *BEAUTY*  
*PRODUCT AND FOOD & BEVERAGE PRODUCT* ON TELEVISION**

**THESIS**

**Submitted as Partial Fulfillment of the Requirements for the Sarjana  
Degree of English Department Faculty of Arts and Humanities State  
Islamic University of Sunan Ampel Surabaya**



**By:**

**Elma Tiyana Arum Sasmita**

**Reg. Number A73213093**

**ENGLISH LITERATURE**

**FACULTY OF ARTS & HUMANITIES**

**STATE ISLAMIC UNIVERSITY OF SUNAN AMPEL**

**SURABAYA**

**2017**

**CONVERSATIONAL IMPLICATURE IN ADVERTISEMENTS OF *BEAUTY*  
*PRODUCT AND FOOD & BEVERAGE PRODUCT* ON TELEVISION**

**THESIS**

**Submitted as Partial Fulfillment of the Requirements for the Sarjana  
Degree of English Department Faculty of Arts and Humanities State  
Islamic University of Sunan Ampel Surabaya**

**By:**

**Elma Tiyana Arum Sasmita**

**Reg. Number A73213093**

**ENGLISH LITERATURE**

**FACULTY OF ARTS & HUMANITIES**

**STATE ISLAMIC UNIVERSITY OF SUNAN AMPEL**

**SURABAYA**

**2017**

**i**

## DECLARATION

I hereby declare that this thesis and the research to which it refers are the product of my own work and that any ideas or quotation from the work of other people, published or otherwise are fully acknowledge in accordance with the standard referring practices of discipline. This thesis contains materials which have been accepted for the award of Sarjana Degree of English Department Faculty of Humanities UTN Sunan Ampel.

Surabaya, 06 July 2017

The Writer  
  
Elma Tiyana Arum S

Reg. Number A73213093


**ADVISOR'S APPROVAL SHEET**

This is to certify that thesis written by Elma Tiyana Arum Sasmita (A73213093)

Has been approved by thesis advisor to be examined,


**Surabaya, 06 July 2017**

**Thesis Advisor**



**Dr. A. Dzo'ul Milal, M.Pd**  
**NIP.196005152000031002**

**Head of English Department**



**Dr. Mohammad Kurjum M.Ag**  
**NIP. 196909251994031002**

**ENGLISH DEPARTMENT**

**FACULTY OF LETTERS AND HUMANITIES**

**STATE ISLAMIC UNIVERSITY SUNAN AMPEL SURABAYA**

**2017**

## EXAMINER'S APPROVAL SHEET

This thesis has been approved and accepted by the Board of Examiners, English Department, Faculty of Arts and Humanities, The State Islamic University of Sunan Ampel Surabaya, on 24<sup>th</sup> of July, 2017.

The Dean of Faculty of Arts and Humanities

  
Dr. Imam Ghozali Said, M. A.  
NIP. 196002121990031002

The boards of examiners are:

Examiner 1



Dr. A. Dzo'ul Milal, M.Pd  
NIP. 196005152000031002

Examiner 2



Endratno Pilih Swasono, M.Pd  
NIP. 197106072003121001

Examiner 3



Murni Fidiyanti, MA.  
NIP. 198305302011012011

Examiner 4



H. Machfud M. Sadiq, Lc.M.Pd.I.  
NIP. 196912162007011028



KEMENTERIAN AGAMA  
UNIVERSITAS ISLAM NEGERI SUNAN AMPEL SURABAYA  
PERPUSTAKAAN

Jl. Jend. A. Yani 117 Surabaya 60237 Telp. 031-8431972 Fax.031-8413300  
E-Mail: perpus@uinsby.ac.id

LEMBAR PERNYATAAN PERSETUJUAN PUBLIKASI  
KARYA ILMIAH UNTUK KEPENTINGAN AKADEMIS

Sebagai sivitas akademika UIN Sunan Ampel Surabaya, yang bertanda tangan di bawah ini, saya:

Nama : Elma Tiyana Arum Sarmita  
NTM : A73213093  
Fakultas/Jurusan : Adab / Sastra Inggris  
E-mail address : tiyanarum@gmail.com

Demi pengembangan ilmu pengetahuan, menyetujui untuk memberikan kepada Perpustakaan UIN Sunan Ampel Surabaya, Hak Bebas Royalti Non-Eksklusif atas karya ilmiah :

Skripsi  Tesis  Desertasi  Lain-lain (.....)

yang berjudul :

Conversational Implicature in Advertisement  
of Beauty Product and Food & Beverage Product  
on Television

beserta perangkat yang diperlukan (bila ada). Dengan Hak Bebas Royalti Non-Eksklusif ini Perpustakaan UIN Sunan Ampel Surabaya berhak menyimpan, mengalih-media/format-kan, mengelolanya dalam bentuk pangkalan data (database), mendistribusikannya, dan menampilkan/mempublikasikannya di Internet atau media lain secara *fulltext* untuk kepentingan akademis tanpa perlu meminta ijin dari saya selama tetap mencantumkan nama saya sebagai penulis/pencipta dan atau penerbit yang bersangkutan.

Saya bersedia untuk menanggung secara pribadi, tanpa melibatkan pihak Perpustakaan UIN Sunan Ampel Surabaya, segala bentuk tuntutan hukum yang timbul atas pelanggaran Hak Cipta dalam karya ilmiah saya ini.

Demikian pernyataan ini yang saya buat dengan sebenarnya.

Surabaya, 02 Agustus 2017

Penulis

( Elma Tiyana A.S )  
nama terang dan tanda tangan