

3.3 Data Analysis

After collected the data, the researcher started to analyze the data using the following steps. Miles and Huberman (in Denzim and Lincoln, 1994:429) state that there are three current flows of data analysis, namely, data reduction, data display, data analysis and conclusion drawing. There are some steps to analyze the data, Firstly, after the utterances in the advertisement have done classified and underlined based on conversational implicature, the researcher described the types of conversational implicature: Generalized Conversational Implicature and Particularized Conversational Implicature. The data described and analyzed based on the situation and context of the utterances. Then, before the researcher analyzed the data, the researcher make data display to classify the utterances based on the types of conversational implicature and Violation of maxim. After that, the researcher identified and analyzed each utterances one by one to get the second answer. The data based on types of conversational implicature started to analyze by violating the maxim to answer the second question. The purpose of this analyzed to know how conversational implicature used in the advertisement. Finally, the researcher make some conclusions from the result of analysis.

