CHAPTER IV

FINDINGS AND DISCUSSIONS

This chapter presents findings and discussion. In the finding section, the researcher presents detailed information about the types of conversational implicature and how to used it in advertisement by violating of the maxim. While in the discussion section, the researcher give general explanation of the finding.

4.1. Research Findings

To answer the research questions, the researcher attempts to present the result by explaining the types of conversational implicature based on Grice's theory of implicature (1975) used by participants in the advertisements of beauty product and food & beverage product the researcher analyzed the utterance of participants in the advertisements of beauty product and food & beverage product, and concerns on the violation of maxim. There are 10 advertisement of beauty product and 10 advertisement of food & beverage product to get various data. Resulting from the research subject, basically there are 23 data containing implicature from 20 advertisements. Each datum is containing conversation and utterances with implicature. The utterances containing implicature are signed with the bold and italic text which completed with the context description and analysis. Those data are used in different setting and context. Beside that, the researcher provides the table makes the researcher easier to interpret the types conversational implicature

and the violation of maxim that is appeared on the advertisement of beauty product and food & beverage product.

4.1.1 The Type of Conversational Implicature

In this part, the data occurs as result of the implicature that include to type of conversational implicature based on the theory of implicature which proposed by Grice. To make easy understandable, the explanation will be elaborated by the researcher more complete in the table below 4.1.1

4.1.1 Conversational Implicature classification based on type of conversational implicature.

DATA	Utterance	Types of Conversational Implicature		
		GCI	PCI	
1.	Duh, aku tu parno an.	*		
2.	Bebas semua masalah	**		
3.	Sikat gigi?	*		
4.	Ehm!	*		

5.	Berkat Fair and Lovely ABCD		*
6.	Lebih gampang milih pelembab kak dari pada milih cowok	**	
7.	Wah kalau pake, bisa punya fans kayak kamu.	*	
8.	Seperti di usap mawar		**
9.	Buat ulang tahunmu yang ke-31.	*	
10.	Tapi, kamu masih pake pelembab biasa kan?	*	
11.	WahIndah nya	*	
12.	ups,dulu pernah coba shampoo lain dan ketombe kayak nya juga sempat hilang, tapi cuma sebentar dan balik lagi dan rambutku rontok lagi.	**	
13.	Tinggal di kota pasti bikin kulit nya kusam. Dia butuh ini	*	
14.	Zonk!	**	
15.	Untuk lebih berani karena kehangatan rasa dan aroma Sariwangi.	*	

16.	Ayo berpikir jernih	*
17.	Ada break ada Kit Kat	*
18.	Karena laper ngerubah orang, Snickers coklat lezat dengan kacang dan caramel. Lapar?ambil snickers!	**
19.	Seperti Kaktus	*
20.	Beda-beda sahur nya tapi niat nya sama" and "Buka puasa nya beda sama bersyukur nya.	**
21.	Engga bisa bro, Gua Lebay "Lemes bray"	*
22.	Silver Queen Chunky Bar, Gede sih tapi rela bagi-bagi.	*
23.	Mizone Fresh In benar-benar beda.	*

Note :

GCI : Generalized Conversational Implicature

PCI : Particularized Conversational Implicature



4.1.1 The Violation of Maxim

Data	Utterance	Violated Maxim			
		Quality	Quantity	Relation	Manner
1.	Duh, aku tu parno an		*		
2.	Bebas semua masalah				*
3.	Sikat gigi?	. /			*
4.	Ehm!		*		
5.	Berkat Fair and Lovely ABCD		4		*
6.	Lebih gampang milih pelembab kak dari pada milih cowok			*	
7.	Wah kalau pake, bisa punya fans kayak kamu.		*		
8.	Seperti di usap mawar				*
9.	Buat ulang tahunmu	*			

	yang ke-31.			
10.	Tapi, kamu masih pake pelembab biasa kan?	*		
11.	WahIndah nya	*		
13.	ups,dulu pernah coba shampoo lain dan ketombe kayak nya juga sempat hilang, tapi cuma sebentar dan balik lagi dan rambutku rontok lagi Tinggal di kota pasti			*
14.	bikin kulit nya kusam. Dia butuh ini Zonk!		*	
				×
15.	Untuk lebih berani karena kehangatan rasa dan aroma Sariwangi.			*
16.	Ayo berpikir jernih	*		

17.	Ada break ada Kit Kat		
17.	Thu orem und In Im	*	
18.	Karena laper ngerubah		
	orang, Snickers coklat lezat		
	dengan kacang dan		*
	caramel. Lapar?ambil		•••
	snickers!		
19.	Seperti Kaktus	*	
20.	Beda-beda sahur nya	1	
	tapi niat nya sama" and		
	"Buka puasa nya beda		•
	sama bersyukur <mark>n</mark> ya.		
	sumu versyukur nyu.		
21.	Engga bisa bro, Gua	-	
	Lebay "Lemes bray"		×
			**
22.	Silver Queen Chunky		
	Bar, Gede sih tapi rela		
	bagi-bagi.		**
23.	Mizone Fresh In		
	benar-benar beda.	*	

According to the tables above, there are 23 conversational implicature occur in the Advertisements of beauty product and food & beverage product.

40

those kind of conversational implicature consist of 19 generalized

conversational implicature and 4 particularized conversational implicature.

Mainly there are twenty three conversational implicature that contain

violated the maxim that consist of 9 violated the maxim of quantity, 1

violated the maxim of quality, 11 violated the maxim of manner and 2

violated the maxim of relation. These classified utterances are explained more

clearly in analysis the data below.

4.1.2 Analysis of The Data

Datum #1 Advertisement of Bedak Marcks

The context of datum#1:

This conversation occurs in location of dance training, there are three

girls in dance practice. The three girls are confused about their face problems.

The first speaker said "She is always afraid and worried about her face". The

second and third speaker also has face problems. Their face problems are

acne, blackheads and oily. When they are discussing their face problems,

other participant gives information about her powder to them. Her powder is

"Bedak Marcks", this powder can overcome their face problems.

Conversation:

(1) W: **Duh, aku tu parno an.** (she looks her face on the mirror)

Duh, I am always scared

(2) X : *uuhh...Jerawat*. (she looks her face on the mirror)

Uhh.. there's acne

- (3) Y: Kulit Kusam, Bete. (she looks her face on the mirror)

 My skin is pallid, it's annoying
- (4) W: Panen Minyak. (she looks her face on the mirror)

Lots of oil

(5) W, X and Y: *Huhh, harus pakai filter*. (They editing the photos used filter)

Huhh, it must with filter

(6) Z: Untung nya aku pakai marcks. Buat kamu yang aktif, coba in deh marcks aktif baru. Menyerap minyak, cocok untuk semua jenis kulit dan praktis.

Luckily, I used marcks powder. For you who active, try in new active marcks. Absord oil, suitable for all skin types and practice.

(She gives Marcks aktif to them and they tried to used Marcks Active)

- (7) W: *Bebas semua masalah* all problems is free
- (8) Y: Bebas filter

No filter

(9) X,Y and Z: "Yes!! Marcks aktif. Bebas berekspresi dengan nyaman."

Yes!! Marcks active. Free to express comfortably

Note:

W: First speaker (a young girl, she wear cheerleaders uniform, she has problems with her face)

X : Second speaker (a young girl with eyeglasses, she wear cheerleaders uniform, she has problems with her face)

Y: Third speaker (a young girl, she wear cheerleaders uniform, she has problems with her face)

Z : Fourth speaker (a young girl, she wear veil, she wear casual cloth and she gives solution about their face problems)

Location : Location of dance training

Time : In the morning

On the conversation above Speaker's W was uttering a generalized conversational implicature in the sentence "Duh, aku tu parno an." (I am always scared)". Speaker's W utterance means that she is always worried about her face. Referred to Generalized Conversational Implicature because Speaker's W utterance not require special knowledge. Her sentence makes

interlocutor directly understand the meaning of her utterance, It can be seen from Speaker's X & Y respond, they can understand what Speaker's W means, they directly continue the topic of conversation. After Speaker's W uttered it, Speaker's X and Y directly tell their face problems. The Speaker's X and Y respond has relation with Speaker's W utterance. In this case, the researcher assumes that Speaker's X & Y respond shows that they understand what Speaker's W means without require special knowledge.

The second *generalized conversational implicature* also uttered by Speaker's W in last conversation. Speaker's W was uttering a *generalized conversational implicature* in the sentences "*Bebas semua masalah*"(all problems is free)". This implicature above is include generalized conversational implicature since inference can be drawn from general features of the context. It can be seem from Speaker's X, Y and Z respond they said "Yes!! Marcks aktif. Bebas berekspresi dengan nyaman". It means they understand that the word "free" it refers to face problems.

The Process how the speaker used conversational implicature in this advertisement has been done analyzed by Violating The Maxim. The first utterance by Speaaker's W in (Datun#1.3) above "Duh, aku tu parno an." this utterance violates the maxim of quantity as she does not give sufficient information. She does not explain that she was worried about her face. She should say that she has a lot of problems on her face and it makes she always

43

worried. ("Duh, aku tu parno an karena wajah ku punya banyak masalah".(I

am worried because my face problems).

The second conversational implicature also uttered by Speaker's W in

(Datum#1.7) above "Bebas semua masalah" this utterance violated the

maxim of manner, the word "masalah" is ambiguity because the speaker did

not explain with clearly. The word "masalah" can refers to problems of

anything. The hearer must know the context of situation to know the implied

of this utterance. This utterance can follow the maxim of manner if she said

"Bebas semua masalah wajah".

Datum #2 Advertisement of Citra Night Whitening Lotion

The context of datum#2

This conversation occurs in bed room, there are three women in this

conversation. The purpose of this conversation is about Citra Night

Whitening Lotion used before going to sleep for skin regeneration. In this

conversation Speaker's X and Y already used Citra Night Whitening Lotion

before going to sleep. And Speaker's Z never used Citra Night Whitening

Lotion. It can seen when Speaker's X ask about "Citra Night Whitening

Lotion" Speaker's Y said"sudah" and Speaker's Z did not understand about

question of Speaker's X.

Conversation:

(10) X: Waktunya tidur!

Time to sleep!

(11) Y: *Sikat gigi?*

Brush your teeth?

(12) X and Z: Sudah.

Already.

(13) Y: Pasang Waker?

Turn on walker?

(14) X and Z: Sudah.

Already.

- (15) X: Citra Night Whitening Lotion?
- (16) Y: Sudah. (smile and show her lotion)
 Already.
- (17) Z : *Ehm!* (Confused)
- (18) X : Citra night whitening lotion pakai sebelum tidur.

Citra night whitening lotion used before going to sleep.

(19) Y: Untuk membantu regenerasi kulitmu.

For regeneration your skin.

(20) X: Baru! Citra Night Whitening.(She show her body lotion "Citra Night Whitening Lotion")

New! Citra Night Whitening.

(21) N: Whitening Lotion pertam<mark>a dari C</mark>itra dengan paduan sempurna minyak biji anggur <mark>d</mark>an ekstrabl<mark>ue</mark>berry dari rahasia kecantikan Asia untuk membantu regenerasi kulit ketika kamu tidur.

First whitening lotion from Citra with a perfect blend of grape seed oil and extra blueberries from Asian beauty secrets to help regenerate skin when you are sleep.

(Speaker's Z tried to used Citra night whitening lotion before she going to sleep)

(In the morning)

(22) Y and X: Wow, kulit cantik terasa lembut. ("smile", they touch skin of Speaker's Z)

Wow, beautiful skin feels soft

(23) Z : *Sudah*. (smile)

Already.

Note:

X : The first speaker (girl wearing night gown)

Y: Second speaker (girl wearing night

Z: Third speaker (girl wearing night gown)

N : Narator or Informant

Location : At Home and Bed Room Time : At Night, In the morning

On the conversation above Speaker's Y ask "Sikat gigi?(brush yout teeth)" it is categorized in a generalized conversational implicature, this kind of utterance is very easy to interpret because this sentence is often used by

people in general conversation. Besides, by estimating the context of this conversation the hearer can understand that Speaker's Y said "have you brushed your teeth?". The situation also supported that Speaker's W utterance is understandable when the hearer was responding Speaker's W utterance by saying "sudah".

In the middle of conversation, when Speaker's Z said "Ehm" this utterance categorize as generalized conversational implicature. This utterance means she never used Citra Whitening Lotion before going to sleep. Speaker's Z utterance above is kind of utterance is the usual sentence used when feeling confused or unable to understand. She uttered this sentence because she never used Citra Whitening Lotion, she said "Ehm.." in order to make sure the other participants can understand that she never used it. This utterance can make the listener understand its meaning without special knowledge, it can see from Speaker's X & Y respond "Citra night whitening lotion pakai sebelum tidur. Untuk membantu regenerasi kulitmu". They immediately give an explanation about Citra Night Whitening Lotion.

The process how the speakers used conversational implicature in this advertisement has been done analyzed by Violating The Maxim. The first utterance by Speaker's Y in (Datum#2.11) above "Sikat gigi?" this utterance violates the maxim of manner, because this utterance is ambiguous. The utterance "Sikat gigi?" it can refers to tool of take a bath or it can refers to a question about have you finish brushed your teeth or not yet. The Speaker's Y

should say "Have you brushed your teeth?" (Apakah kamu sudah menggosok gigi?). And the second conversational implicature by Speaker's Z in (Datum#2.17)above "Ehm.." this utterance violates the maxim of quantity as she does not give sufficient information. She not give information with clear, The Speaker's X should say "Ehm..I never used it" (Ehm..aku tidak pernah pakai itu).

Datum #3 Advertisement of Fair and Lovely Multivitamin

The context of datum #3

The conversation occurs in shooting location, there are two women in this conversation. The first speaker is crew and second speaker is Shireen Sungkar actress. The purpose of conversation is talking about Shiren Sungkar's face, her face is beautiful and brigh because she used *Fair and Lovely Multivitamin ABCD*. Speaker's X amazed with Shireen's face, she want to have face like Shireen. Shireen tell to Speaker's X about Fair and Lovely Multivitamin

Conversation:

- (24) X: Wajahmu cerah. Pingin deh punya wajah sepertimu. (She looks Shireen, she felt sad and amazed)
 - Your face is bright, I want have face like you.
- (25) Y: Berkat Fair and Lovely ABCD. (smile) Because Fair and Lovely ABCD
- (26) X: ABCD? (confused)
- (27) Y: Iya, Fair and Lovely multivitamin ABCD

Fair and Lovely multivitamin mengandung alatoin A, vitamin B, vitamin

C, D dipakai setiap hari. (She show her foundation "Fair and Lovely multivitamin" and give to Speaker's X)

Alright, Fair and Lovely multivitamin contains allantoin A, vitamin B, vitamin C,D used in every day.

(Speaker's X try to used Fair and Lovely Multivitamin)

(28) Y: Wajahmu cerah. (amazed and smile)

Your face look bright.

(29) X: Berkatmu dan Fair and Lovely ABCD. (smile) Because of you and Fair and Lovely ABCD

Note:

X : Crew (Woman)

Y : Shireen Sungkar (Actress, Woman)

Location : Shooting Location
Time : In the morning

On the conversation above, Crew asks to Shireen about Shireen's face.

She want has beautiful face like Shireen. Shiren said "Berkat Fair and

Lovely ABCD." here Shireen was uttering a particularized conversational

implicature because the inference worked out while drawing totally on the

specific context of utterance. In this conversation the hearer did not

understand about "ABCD". Whether Shireen stated just an alphabet or refer

a name of product. The response of crew is represent her confuse expression

after Shireen stated that utterance. She were thinking and seems like she

waited for Shireen uttered more sentence. It describe that Shiren's utterance is

not understandable. Therefore, the hearer need some specific information to

interpret this sentence.

The process how the speakers used conversational implicature in this

advertisement has been done analyzed by Violating The Maxim. The

utterance by Shireen in (Datum#3.25) above "Berkat Fair and Lovely

ABCD," this utterance violated the maxim of manner. The word "ABCD" is

ambiguous, because its can refers to alphabet or name of product. When Shiren stated "Berkat Fair and Lovely ABCD" its mean ABCD is composition of Fair and Lovely foundation. The word "ABCD" is a acronym of alatoin A, vitamin B, vitamin C and D. Shiren should say more clear, she can say "Berkat Fair and Lovely dengan multivitamin A, B, C and D" It is because fair and lovely contains multivitamin A,B,C and D)

Datum #4 Advertisement of Pond's White Beauty

The context of datum#4

This conversation occurs in the restaurant, there are two women in this conversation: Gita Gutawa and Bunga Citra Lestari. The purpose of this conversation is talks about the use of Pond's White Beauty Mousturizer. This product can make the face be beautiful and bright. Gita has beautiful face because Pond's White Beauty.

Conversation:

(30) X: Engkau tak bisa buatku menangis lagi. Ingat klipku yang ini nggak? Imut ya! Masih cuek banget sama muka,agak kusam gitu. (She shows her video clip in last time to her sister) (Smile)

Remember may clip or not? It's cute! Still ignore with face, looks dull face.

(31) Y: Sekarang uda cantik, cerah, dan beningkan! Gemes. (she looks her sister) (Laughing)

Now it is beautiful and bright. So cute.

(32) X: Thank you ya kak uda ngajarin pakai Pond's White Beauty.

Kini Pond's White Beauty Mousturizer dengan 200% skin lightening aktif. (she shows her foundation "Pond's White Beauty")

Thanks you kak, already teaching used Pond's White Beauty Mousturizer with 200% skin active lightening.

(33) Y: Jadi banyak cowok yang ngantri dong! (smile and tempt her sister)

It's make many boys love you!

(34) X: Lebih gampang milih pelembab kak dari pada milih cowok. It's more easy choose foundation than choose boys.

(Speaker's Y and Speaker's X : "Laughing together")

Note:

X : Gita Gutawa

Y : Bunga Citra Lestari Location : Restaurant

Time : In the Afternoon

On the conversation above, Gita's utterance "Lebih gampang milih pelembab kak dari pada milih cowok. (It's more easy choose foundation than choose boys.)" This utterance classified as generalized conversational implicature, this is a types in which interlocutor do not require special knowledge to know the meaning of conversation. Its can see from Bunga respond after Gita uttered that sentence, Bunga was laughing. Her laughing means she understand the means of Gita's utterance. In this case, the researcher assumes that The Speaker's Y respond shows that she understand what Gita means.

The Process how the speakers used conversational implicature in this advertisement has been done analyzed by Violating The Maxim. The utterance by Gita in (Datum#4.34) above "Lebih gampang milih pelembab kak dari pada milih cowok. (It's more easy choose foundation than choose boys.") this utterance violated the maxim of relation, because in this sentence Speaker's X change the discussion subject to deflect the hearer.

The statement of Speaker's Y is she said Gita will be easier to get boyfriend because of his beauty. In Gita's respond, She did not answer the statement of Speaker's Y. She change the topic, Gita says it's easier to get foundation than get a boyfriend. That's means even though Gita becomes beautiful it is not ensure she can get boyfriend easily. Gita should said "Tidak kak, mendapatkan cowok tidak semudah itu". (No, to get a boys is not easy).

Datum #5 Advertisement of *Wardah* Versi Kisah di Balik Cantik Episode "Jatuh Hati"

The context of datum#5

This conversation occurs in the office. There are three women in this conversation; Speaker's X, Y and Z. The purpose of conversation is talking about the beautiful of Wardah lipstick. When Speaker's Y used her lipstick, Speaker X and Z looks her and they asked to Speaker's Y. Speaker's X and Z amazed with Speaker's Y lipstick because her lipstick looks beautiful. They ask to her about name of products that Speaker's Y used. Speaker's Y gives information about her lipstick to them.

Conversation:

(35) X: Wah warnanya bagus, pake apa? (The Speaker's X and Z come to Speaker's Y, they look Speaker's Y use lipstick)

Wow, its good color. What are you used?

(36) Y: Mau coba, ada banyak warna. (She used lipstick and foundation)

Do you want to try? There are many colors.

- (37) Z: Wah kalau pake, bisa punya fans kayak kamu.
 - Wow, If used it, will be have many fans like like you.

(Walking together, there is a man come to them and he looks speaker's y, He smile to her. "Laughing")

(38) Y: Rasakan kelembaban lipstick Wardah yang halal sepanjang hari.

Feel the soft of wardah lipstick in all day.

Note:

X : First Speaker (woman)
Y : Second Speaker (woman)
7 : Third Speaker (woman)

Z: Third Speaker (woman)
Location : Office (woman)
Time : In the Afternoon

On the conversation above Speaker's Z said "Wah kalau pake, bisa punya fans kayak kamu. (Wow, If used it, will be have many fans like like you.)" she was uttering a generalized conversational implicature. Speaker's Z utterance here implicates that she will have many fans in office if she used lipstick like Speaker's Z. The utterance can understandable the hearer, its can see from the hearer answer. Her answer has relation with speaker's statement, she gives an explanation of the miracle of Wardah lipstick, because the greatness of lipstick wardah make him have many fans. This can be proven from a man giving her a letter that she was amazed to her nice smile.

The Process how the speaker used conversational implicature in this advertisement has been done analyzed by Violating The Maxim. The utterance by Speaker's Z in (Datum#5.37)above "Wah kalau pake, bisa punya fans kayak kamu." (Wow, If used it, will be have many fans like like you.) this utterance violated the maxim of quantity because the speaker does not provide the hearer sufficient information. The Speaker's Z utterance

ambiguity, there will be two possibilities, She wants use her lipstick or she wants to wear a cloth like her. This utterance can following the maxim of quantity if the speaker said "wah kalau pake lipstick kamu, bisa punya fans kayak kamu".

Datum 6# Advertisement of Purbasari Lipstick

The context of datum 6#

The conversation occurs in the home, there are two women in this conversation: Speaker's X and Speaker's Y. The purpose of this conversation is about Purbasari lipstick. Speaker's X likes the color of lipstick's Speaker's Y. She wants to has the beautiful lips like her. Speaker's Y gives information about quality of her lipstick. She tells her lipstick has a soft and nice color like a rose, she gives an illustration by wiping the roses on her lips.

Conversation:

(39) Y: (She shows the roses to her friend, then she wipes the roses to her lips)seperti di usap mawar.

It's like wipes of rose

- (40) X: Bibir diusap mawar? (Confused)
 - Lips on a wipes of roses
- (41) Y: Lihat ini lipstick Purbasari. Warna nya tak berkilau.

 Lipstick Purbasari dengan shea butter, jojoba oil, dan UV Filter memberi nutrisi dan melembabkan. (She showed her lipstick and used it. After that she gave it tohis friend and suggest to try it)

 Look at this Purbasari Lipstick, its color is not sparkling.

 Purbasari Lipstick with shea butter, jojoba oil and UV filter nourishes and moisturizes.
- (42) X: Bibir lembut sehat. (She used Purbasari Lipstick)

Healthy and soft lips

(43) X: Lipstick Purbasari Warna nya tak berkilau.

Purbasari Lipstick the color is not sparkling.

Note:

X : Firts Speaker (woman) Y : Second Speaker (Woman)

Location : In the Home Time : At the night

On the conversation above the utterance of Speaker's Y "Seperti di usap mawar.(It's like wipes of rose)" This utterance was a type of particularized of conversational implicature because the utterance can be understood by the hearer only if they know the context when the utterance occurs. Anyone know rose is a kind of flower, but in this conversation the hearer must have specific knowledge to interpret Speaker's Y utterance. From this situation, The Speaker's X seem confused expression after Speaker's Y uttered it. It can seem from Speaker's X respond "Bibir diusap mawar?" (Lips on wipes of roses?), the implied meaning of Speaker's X utterance is she does not understood the illustrations and utterance of Speaker's Y. She wants Speaker's Y gives more an explanation.

The Process how the speakers used conversational implicature in this advertisement has been done analyzed by Violating The Maxim. The utterance by Speaker's Y (Datum#6.39) above "Seperti di usap mawar" (it's like wipes of rose) this utterance violated the maxim of manner, the speaker say everything excepting what the hearer desires to cognize. The Speaker's X utterance is ambiguous, the word "mawar" its refer to a kind of flower or refers to colors of lipstick. Speaker's Y can following the maxim of manner if

she said clearly. She should said "Warna Lipstick seperti warna bunga mawar" (the color of lipstick like a color of rose)

Datum #7 Advertisement of Pond's Age Miracle

The context of datum #7

This conversation occurs in mall, there are two women in this conversation, Tamara and her friend. This conversation talks about a moisturizer that can make face more younger than its real age. The first speaker gave a doll to his friend on her birthday. She gave the doll to her friend and told her for her 31st birthday, but her friend says it is not to 31 years. Tamara informed his friend about Pond's Age Miracle, she suggested to her friend to replace her common moisturizer. This moisturizer is suitable for ages over 30 years.

Conversation:

- (43) X: **Buat ulang tahunmu yang ke-31.** (She gives teddy bear)(Smile) **For your 31**st birthday.
- (44) Y: Udah nggak kali. (smile)
 - Not already times
- (45) X: Tapi, kamu masih pake pelembab biasa kan? But, you still used common moisturizer?
- (46) Y: Kan biar tetap cerah. (she looks her face on the mirror) Let's keep it bright
- (47) X: Usia 30 butuh lebih dari sekedar pelembab biasa. Sekarang kusam nanti bisa jadi flek hitam dan kerutan. Ganti pelembab biasamu ke Pond's Age Miracle untuk tampak hingga 10 tahun lebih muda. Pond's Age Miracle.

30th needs more than just an ordinary moisturizer. Now dull face later could be black spots and wrinkles. Replace the ordinary in Pond's Age Miracle to look up to 10 years more younger.

(She shows Pond's Age Miracle and gives to Speaker's Y)

55

(Meet again after using Pond's Age Miracle, Tamara bring the teddy bear and her friend bring Pond's Age Miracle)(Laughing)

Note:

X : First Speaker (Tamara, Woman)

Y : Second Speaker (Woman)

Location : Mall

Tamara's statement.

Time : In the morning

On the conversation above, the Tamara's statements "Buat ulang tahunmu yang ke-31.(for your 31th birthday)" This kind of utterance is classified as generalized conversational implicature because the utterance can be easily interpreted without any specifics knowledge. Tamara uttered this sentence in order to say implicitly that she wanted to tell her friend that her face looks pallid because of the age more than 30 years. She does not want to hurt her friend, she make a joke to say it. Tamara's utterance is understandable, it can see from Speaker's Y respond "Udah nggak kali.(not already time)" her answer seem she understood the implied meaning of

The second utterance also from Tamara "Tapi, kamu masih pake pelembab biasa kan?(but you still used common moisturizer?)" it is also kind of generalized of conversational implicature. This utterance has implied meaning, its mean Speaker's Y face looks older than her ages. Tamara wants to convince her friend that she wrong choose a moisturizer for her ages. The Speaker's X uttered is easy to understood, its can see from Speaker's Y respond "Kan biar tetap cerah." (let's keep it bright), the respond has relation with Speaker's X statement.

The Process how the speakers used conversational implicature in this advertisement has been done analyzed by Violating The Maxim. The utterance by Speaker's X (Datum#7.43) above "Buat ulang tahunmu yang ke-31.(for your 31th birthday)" this utterance violated the maxim of quality, the speaker is not honest and provide wrong information (she wants said her friend looks older than her ages, but she does not hurt her friend). Its can see from Speaker's Y respond she said it was not my 30th. Birthday.

The second conversational implicature also uttered by Speaker's X "Tapi, kamu masih pake pelembab biasa kan?(but,you still used common moisturizer?)" This utterance violated the maxim of quantity, the speaker does not provide the hearer sufficient information. The Speaker's X means is She wants her friend to changes her moisturizer to get a much better treatment for her face. She can following the maxim of quantity if she said "Apakah kamu masih pake pelembab biasa? Seharus nya kamu mengganti pelembab sesuai dengan usia kamu."

Datum #8 Advertisement of Lifeboy Shampoo The context of datum #8

This conversation occurs in home. There are mother and daughter in this conversation. This conversation talking about Lifeboy Shampoo. Her daughter wants to has long and black hair on her birthday. Her daughter showed the picture to her mother, she wants to have hair like the

picture. Mother promised to her daughter she will make hair her daughter be long, thick and black hair in her birthday with Lifeboy Shampoo.

Conversation:

(48) X: Aku mau rambut kuat dan lebat di hari ulang tahun ku (show picture about a woman with long hair and black to her mother)

I want thick hair on my birthday

(49) Y: Cuma hari itu? Mama rencana nya akan membuat rambut mu kuat dan lebat setiap hari pakai shampoo lifebuoy ini. (show calender to her children). Kandungan seperti susu nya menutrisi bagian dalam rambut menjadikan rambut tetap kuat dan lebat. (she shows lifeboy shampoo to her children)

Just that day? Mam will make your hair strong and bushy every day used this lifeboy shampoo. Its milk contents nourish the inside of the hair, keeping the hair strong and bushy.

(50) Z: Mama kamu kasih kado apa?

What your mom gifts?

(51) X: Rambut kuat dan lebat seperti yang ku mau. (she shows her long and black hair to her friend) ("smile" she looks her mother)

Strong and bushy hair like you want.

(52) Z: Wah...Indah nya_(amazed)

Wow... its beautiful

(53) Y:Lifebuoy shampoo untuk seluruh keluarga.

Lifeboy shampoo for all family.

Note:

X : Daughter (girl, long hair)
Y : mother (woman, long hair)
Z : Friend her daughter (girl)

Location : Home

Time : In the Afternoon

On the conversation above, The Speaker's Z utterance "Wah...Indah nya(wow,its beautiful)" is one of the criteria of generalized conversational implicature which represent girl who amazed to her friend hair. By considering this context and situation of this conversation, she said "wah indah nya" has implied meaning she expressed amazed at her friend's hair. Her utterance is understandable because this is general sentence, this sentence

usually used to express an awesome. The hearer will easily interpret that word "beautiful" refers to hair, it can seem from Speaker's Y respond "Lifebuoy shampoo untuk seluruh keluarga(Lifeboy shampoo for all family)" anyone know shampoo can makes hair be more beautiful, long and black hair.

The Process how the speakers used conversational implicature in this advertisement has been done analyzed by Violating The Maxim. The utterance by Speaker's Z in (datum #8.52) above "Wah...Indah nya(wow,its beautiful)" this utterance violated the maxim of quantity, the speaker does not provide the hearer sufficient information. Her utterance is not gives enough contribution to the hearer. The utterance "Wah...Indah nya" (beautiful of birthday party or beautiful of her friend's hair). Its makes the hearer create wrong interpret the meaning if the hearer did not understand the context and situation of this conversation.

Datum #9 Advertisement of Pantene Shampoo

The context of datum #9

This conversation occurs in shooting location, the actress is Anggun C. This conversation talking about opinion of Anggun when become another ambassador of shampoo. She tells her experience when become ambassador of pantene shampoo and other shampoo. She gives information about special quality of Pantene shampoo than other shampoo. From her explanation she

59

said only Pantene Shampoo who can understand her and solve her hair problems.

Conversation:

X: (54)Aku jadi duta shampoo lain?? (I became another ambassador of shampoo)(55) haa?(Tertawa)ups,dulu pernah coba shampoo lain dan ketombe kayak nya juga sempat hilang, tapi cuma sebentar dan balik lagi.(I used try another shampoo and dandruff seem to have also lost but only briefly and back again) (56)Dan rambutku rontok lagi. (and my hair fell out again)(57)Aku sama pantene aja. (I'am just a pantene)(58)Pantene dengan Pro-Vitamin dan ZPT melawan ketombe dan memberi perlindungan tak terkalahkan dari kerontokan.(Pantene with pro vitamins and ZPT against dandruff and provides unbeatable protection from hair loss)(59)Jadi rambutku tak ketombean lagi tak rontok lagi.(So myhair no dandruff andnot fall again)(60)Rahasia ku Pantene.(My secret Pantene)

Note:

X : Anggun C

Location : Take interview about ambassador of shampoo.

On the conversation above, Anggun was uttering a generalized conversational implicature in her sentence "ups,dulu pernah coba shampoo lain dan ketombe kayak nya juga sempat hilang, tapi cuma sebentar dan balik lagi dan rambutku rontok lagi." From this sentence, we can implicate that Anggun's utterance means that Anggun She had been an ambassador other shampoo but her hair problem could not be solved. The hearer can easily interpret Anggun's utterance since she uses general knowledge in uttering implicature. She just wants to be ambassador Pantene Shampoo does not be ambassador other brands.

The Process how the speakers used conversational implicature in this advertisement has been done analyzed by Violating The Maxim. The utterance by Anggun (Datum#9.55-56) above "ups,dulu pernah coba shampoo lain dan ketombe kayak nya juga sempat hilang, tapi cuma sebentar dan balik lagi dan rambutku rontok lagi." This utterance violated the maxim of manner she say everything excepting what the hearer desires to cognize, because Anggun giving a lot of information about her opinion, except the response that Anggun expected: a simply yes or no answer.

Datum #10 Advertisement of Hand Body Citra Bengkoang The context of datum #10

This conversation occurs in home, there are mother, grandmother, and daughter. The conversation talking about Citra Natural White can make skin white and protected from UV. Mother looks her daughter photos and she is happy because her daughter will come home. The grandmother makes bengkoang mask for Feby, because she is worried when Feby in town she can not treatment of her skin. When Feby come home, grandmother was surprised to looks skin Feby still soft and white like using mask made by grandmother. Feby tells to them she always uses Citra Natural White to treatment of her skin.

Conversation:

(61) X : Akhir nya Feby pulang. (She looks Feby's photo) Finally Feby come back.

(62) Y: Tinggal di kota pasti bikin kulit nya kusam. Dia butuh ini (masker ramuan bengkoang) (grandmother makes bengkoang mask)

Living in the city makes her skin become dull

- (63) Z : *Ibu..Nenek.* (Feby comes to home) (smile) **Mom..Grandma**
- (64) Y: Kok, Kulit mu? (Grandmother touch feby's skin) (Confused)

 Hmm, your skin?
- (65) Z: Putih, Bening alami. Iya dong kan kasih sayang dan lulur nenek tidak pernah ninggalin dari ku. (She shows hand and body Citra Natural White to mother and grandmother).

Citra Natural White UV, dengan bengkoang asli dan 5x Vitamin C. Bekerja hingga ke dalam untuk kulit putih bening alami seperti sehabis lulur.

White and naturally. Yes, Its love and my grandmother's scrubs never left me. Citra Natural White UV with original bengkoang and 5x vitamin C. It works inwards for natural white skin like after scrub.

(66) X: Ini pasti kilau kemandirian mu dan mungkin di bantu ini. (Grandmother shows hand and body Citra Natural White)

This must be the luster of your independence and may be helped this (Citra Natural White UV)

(67) Z: (Smile) Citra Natural White UV.

Note:

X : Mother

Y : Grandmother

Z : Feby

Location : Home

Time : In the morning

On the conversation above "Tinggal di kota pasti bikin kulit nya kusam.

Dia butuh ini (masker ramuan bengkoang)" this kind of utterance *generalized confersational implicature* because the hearer can easily interpret what grandma means by going looks mask made by grandma. From these utterance and her illustration we can interpret that grandma is worried about Feby. She is afraid the Faby's skin become dull during Feby stay in the city. This utterance is understandable.

The Process how the speakers used conversational implicature in this advertisement has been done analyzed by Violating The Maxim. The utterance by Speaker's Z in (datum #10.62) above "Tinggal di kota pasti bikin kulit nya kusam. Dia butuh ini (masker ramuan bengkoang)" This utterance violated the maxim of relation, the speaker endeavors to change the discussion subject. Grandma's utterance change the discussion from first speaker. She did it to show she was much worried about skin condition of Feby rather than to show her happy feeling about the news of Feby going to home. Grandma can follow the maxim of relation if she said "Itu kabar bahagia, tapi jauh lebih penting menyiapkan perawatan kulit untuk nya".

Datum #11 Advertisement of AQUA Mineral Water Versi Jepang The context of datum#11

This conversation occurs in International meeting, there are committee and audiences in this conversation. This conversation talking about Aqua can make human concentration is not good. This can see from which one of committee failed focus because he does not drink Aqua before meeting. The Speaker's X has mistake when he want help the guest, he does not speak Japanese but he just said word "Jepang". He did it because he was not concentration well, because he did not drinks Aqua before the meeting. The language of advertisement is formal language.

Conversation:

(68) X: Yuk delegasi Jepang sudah sampai.

Let's, The Japanese delegation has arrived

- (69) Y: Minum Aqua dulu. (She gives the Aqua to Speaker's X)
 - Drinks, Aqua first
- (70) X: Nanti aja (He rejecting)

Oke, Later

(71) N: Delegasi Jepang

The Japanese delegation

(72) X: Selamat Datang (smile)

Welcome

(There was an incident: When The Japanese delegation into the elevator shaft, suddenly the lights off. They screamed and scared)

(73) Z: Pak jangan panik pak (Mati Lampu). Ada yang bisa ngomong Jepang?(Worried and Confused)

Mr, don't become panic! Anyone can speak Japanese language?

(74) X: Saya Pak! Jepang.... (He is rised his hand and come to elevator shaft, he said "Jepang") (Confused)

Mr, I can! Jepang

(75) Z: *Zonk!!* (Confused)

(Audience "confused")

Note:

Speaker X : First Speaker (Man, committee)

Speaker Y: Second Speaker (Woman, committee)

Speaker Z: Third Speaker (Man, committee)

Speaker N: Informant

Speaker A: Audience in meeting

Location: International Meeting

Time : At the night

On the conversation above, Speaker's Z said "Zonk!" Speaker's Z utterance above implicate that he was surprised when he saw his friend made a mistake. The word "zonk" is classified as generalized conversational implicature because this is a type in which interlocutors do not require special knowledge to know the meaning of a conversation. It can be seen from audiences respond after Speaker's Z uttered that word. All audience

64

understood the implied meaning of "Zonk!" is the first speaker made a

The Process how the speakers used conversational implicature in this advertisement has been done analyzed by Violating The Maxim. The utterance by Anggun (Datum#11.75) above "Zonk!" this utterance violated the maxim of manner, the speaker say everything excepting what the hearer desires to cognize. Speaker's Z utterance is ambiguous, the word "Zonk!" its can refers to a number or refers to Empty situation. Speaker's Z should said "Tidak, Apa yang kamu lakukan salah!" to follow maxim of manner.

Datum #12 Advertisement of Teh Sariwangi

mistake because he was not concentration well.

The context of datum#12

This conversation occurs in dining room, there are mother, daughter and father. They were talking in dining room and drink a glass of tea. The daughter afraid to ask permission to her father. Her mother assured her daughter that dad would be fine after relaxing and drink Sariwangi Tea. This conversation talks about Sariwangi Tea that can make the situation more relaxed. This condition can see after Father was drinks a glass of tea, he gives permission to his daughter for going to concert.

Conversation:

(76) X: Aku tahu ayah khawatir, tapi aku bisa kok jaga diri.

I know my father is worried, but I can takecare of myself.

(77)Y: Nah gampang kan? Sekarang tinggal ngomong langsung sama ayah. Ayah mau teh? (Mother make Sariwangi Tea and give a glass of tea to her husband)

It's easy, right? Now, you can talk to your dad. Dad, do you want tea?

(Father come to Dining Room.)

(78)X: Yah, aku boleh tidak pergi nonton konser sama temen. (she drinks a glass of tea) (Afraid)

Dad, May I go to a concert with my friend?

(79)Z: Tidak boleh! (he drinks a glass of tea) (Angry)

No!

(80)X: ohh, oke. (disappointed)

Hmm, okey

(81) Z: Kalau bukan ayah yang nganterin. (smile)

(Bahagia, Anak memeluk ayah)

If not father who drove you

(82) Y: Untuk lebih berani karena kehangatan rasa dan aroma Sariwangi. (smile)

To be more brave to speak because of the warm of flavor and aroma of Sariwangi Tea.

Note:

Speaker X: Daughter Speaker Y: Mother Speaker Z: Father

Location: Home at Dining Room

Time : In the morning

On the conversation above, in last conversation mother said "Untuk lebih berani karena kehangatan rasa dan aroma Sariwangi." Mother utterance above implicate that Sariwangi Tea can make the situation more relaxed. This kind of utterance is categorized as generalized conversational implicature because all hearers can easily what mother means by going back to the previous sentence uttered by mother. This reason proved by mother's sentence "Nah gampang kan? Sekarang tinggal ngomong langsung sama ayah. Ayah mau teh?". From these utterance we can interpret that only Sariwangi Tea can make the situation more relaxed.

The Process how the speakers used conversational implicature in this advertisement has been done analyzed by Violating The Maxim. The utterance by Speaker's Y in (datum #12.82) above "Untuk lebih berani karena kehangatan rasa dan aroma Sariwangi." This sentence violated the maxim of manner because mother giving a lot of information about her statement of Sariwangi Tea. She should said "Hanya Sariwangi dapat membuat keadaan lebih baik" to follow the maxim of manner.

Datum#13 Advertisement of Sprit The context of datum#13

This conversation occurs in Outdoor, the speaker is Cak Lontong. He makes short video about Sprite. He is trying to make a challenge to everyone while watching this advertisement will not make people feel thirsty. This video about how to poured sprite into a glass and mix with ice cup. This video more than 20 second, this video can attract people's attention to see it until end. And the result, after watching this video people will feel thirsty and want to drink sprite. This language of advertisement is informal language.

Conversation:

X (83)Hey, Guys! Ayo berpikir jernih. (Let's think clearly) (84)Apa iya dengan mencampur sendiri es batu rasa lemon dan gelembung. (whether by mixing lemon flavored ice cubes and bubbles) (85)Bisa seenak dan se-nyegerin segelas Sprite? Boleh aja dicoba, Tapi nyata nya susah. (can betasty and fresh like a sprite? May be tried but in fact difficult) (86)Menurut kamu info ini gak penting? Nyatanya kamu jadi nontonin iklan ini selama lebih dari 20 detik.

(do you think this info is not important?but you still watched this advertisement more than 20 second)(87)Dan sekarang kamujadi haus dan pengen minum Sprite.(and now you are thirsty and want to drink sprite)(88)Sprite. Nyatanya Nyegerin. (Sprite it's real fresh).(The speaker

67

talking about sprite, he used imagination about sprite with used video about how to pour sprite into a glass and mix with ice cup)

Note:

X : Cak Lontong

Location : Outdoor

Time : In the afternoon

On the conversation above in first utterance He said "Ayo berpikir jernih." this kind of sentence is classified as generalized conversational implicature. Because this sentence is understandable, it can seem from respond of the hearer. The hearer will be easily to understood after they know the next sentences. The next sentence give explanation more detail from the first utterance. Its makes the hearer more easily to know the implied meaning.

The Process how the speakers used conversational implicature in this advertisement has been done analyzed by Violating The Maxim. The utterance by Speaker's X in (datum #13.83) above "Ayo berpikir jernih." This utterance violated the maxim of quantity, the speaker does not provide the hearer sufficient information. Cak Lontong's utterance means he wants to invite clear thinking to not thirsty while watching this video. Cak Lontong should said "Ayo berfikir jernih untuk menahan haus" to follow the maxim of quantity.

Datum #14 Advertisement of Kit kat

The context of datum #14

This conversation occurs in office, there are Boss and Employee in this conversation. This conversation talking about Kit Kat, these product can make people feel better and relaxed. There was an incident when the boss was angry with one of his employee for his bad job. Other employee are afraid but when he eat Kit Kat he became much better and relaxed. This situation can be seen after he eat Kit Kat he more brief to meet his boss. The language of advertisement is informal language.

Conversation:

(89) X : Referensi aja kamu bagus ya, tapi kerja nya tidak becus. (Angry to other employee, He threw his shoes to employee and asked his employee out of the office)

Your reference is good, but his work is not good.

(89) X: Kamu! Setengah jam lagi ke ruangan saya. (He called other employee)

You! 30 minutes again to my room.

(90)Y: "Shock and Afraid". (Looks at clock, He takes a break and eat kitkat, he imagine his boss will be kind). *Break aja dulu baru siap*.

Let's take a break and ready.

(After he was breaks and he was eat Kit Kat he going to boss office.)

(90) Y: Ya Pak (He going to boss and he wear a helm)"He feel more relaxed"

Yes, mr..

- (91) X: (Shock and Silent)
- (94) Y : Ada break ada Kit Kat

There is take a break there is a Kit Kat

Note:

X: Boss

Y : Employee

Location : Office

Time : In the afternoon

On the conversation above, in last conversation Employee's said "Ada break ada Kit Kat" The employee was uttering generalized conversational implicature. This sentence easily to understood the hearer, Its can seem from previous utterances "Break aja dulu baru siap." this utterance explains let's break and ready. Based on context of conversation and situation this utterance tells that at every break there must be Kit Kat to make situation more relaxed. From the hearer respond in last conversation we can interpret the utterance is understandable without require special knowledge.

The Process how the speakers used conversational implicature in this advertisement has been done analyzed by Violating The Maxim. The utterance by Speaker's Y in (datum #14.94) above "Ada break ada Kit Kat" This utterance violated the maxim of quantity, Speaker's Y utterance is not gives enough information. His utterance makes the hearer confused because in this utterance is not given the reason why at every break there is a Kit Kat. Speaker's Y can follow the maxim of quantity if he said "Ada break ada Kit Kat untuk menenangkan fikiran".

Datum #15 Advertisement of Snickers

The context of datum #15

This conversation occurs in the Car, there are three men in this conversation. This conversation talking about snickers, this product can make someone full when hungry. Snickers is which one products that can solve

problem of hungry. Its can proof after which one speaker eat snickers he becomes full and he is not be annoying. The language of advertisement is informal language.

Conversation:

(95) X: Mobil macam apa ini, lambat kayak siput, sempit lagi. Singkirin (ransel) ini! (Angry and bored)

What kind of this car, slow as a snail and its narrow. Get rid of this!

(96) Y: Badan loe aja yang gede. (disturbed)

Your body is big.

(97) X: Haa, Ni badan gede (Angry)

This big body

(98) Z: Nis, ini makan snickers (He give snickers to Speaker's X)
Nis, please eat this

(99) X: Kenapa? (Confused)

Why?

(100) Z : Loe resek <mark>ka</mark>lau lagi lap<mark>er</mark>

You are distrubing when hungry.

(101) X : ("eat snickers")

(102) Z: Mendingan?

Its more better?

(103) X: Mendingan. (Smile)

Yes, its be better

(104) Z: Karena laper ngerubah orang, Snickers coklat lezat dengan kacang dan caramel. Lapar?ambil snickers!

Because hungry changes people, Snickers delicious chocolate with nuts and caramel. Hungry? Eat snickers!

(105) Y: Membosankan, Puff "Shoot"! (Angry)

It's boring

(106) Z: (Shock and Confused)

Note:

X : First Speaker (man, annoying)

Y: Second Speaker (man)

Z: Third Speaker (man)

Location : in Car when on the road

Time : In the Afternoon

On the conversation above Speaker's Z was uttering a generalized conversational implicature. In the sentence "Karena laper ngerubah orang, Snickers coklat lezat dengan kacang dan caramel. Lapar?ambil snickers!" Speaker's Z was uttering that sentence because he want gives information that Snickers can make full, if you are hungry let's take Snickers. Speaker's X has already said in the beginning of conversation that He was hungry and became annoying, after eating Snickers the problem of hunger is resolved. From the context of conversation and situation and also based from The Speaker's X respond "Mendingan" it can be the reason why The Speaker's Z said "Karena laper ngerubah orang, Snickers coklat lezat dengan kacang dan caramel. Lapar?ambil snickers!". This utterance in understandable without require special knowledge.

The Process how the speakers used conversational implicature in this advertisement has been done analyzed by Violating The Maxim. The utterance by Speaker's Z in (datum #15.104) above "Karena laper ngerubah orang, Snickers coklat lezat dengan kacang dan caramel. Lapar?ambil snickers!". This sentence violated the maxim of manner because this utterance is ambiguous, the speaker giving a lot of statement about Snickers. His utterance has implied meaning that Snickers can replace of food when feeling hungry. The Speaker's Z can follow the maxim of manner if he should more clearly. He should said "Ketika lapar langsung ambil Snickers!".

Datum #16 Advertisement of Pocari Sweet

The context of datum #16

This conversation occurs in outdoor, there are mother and daughter. They wear cactus costume and talking about Pocari Sweat. The Speaker's X gives information about Pocari Sweat can save body ions more longer than other products. This advertisement uses an illustrated video about the difference of people drinking Pocari Sweat with People who do not drink Pocari Sweat before fasting. The language of advertisement is informal language.

Conversation:

(107) X: Saat Puasa kita harus bisa simpan cairan tubuh. (wear costume like a Cactus)

When fasting we should be able to save ions of body.

- (108) Y : Seperti Kaktus. (Smile) Like a Cactus
- (109) X: Karena itu kita minum pocari sweat saat sahur. Pocari sweat saat sahur, simpan cairan tubuh. (make illustration if people drink Pocari Sweat before fasting with a peope not drink Pocari Sweat before fasting)

Therefore we drink Pocari Sweat when fasting. Pocari Sweat when fasting save ions of body.

- (110) X : Ion saat sahur
 - Ion when fasting.
- (111) Y: Simpan Cairan lebih lama Save ions more longer.

Note:

X : Mother Y : Daughter

Location : Outdoor

Time : In the morning until night

On the conversation above, Speaker's Y said "Seperti Kaktus (like a cactus)" this utterance categorized as generalized conversational implicature because this utterance can easily to understood without require special knowledge. Everyone knows cactus can save water more longer. This

statement explains that the implied meaning is Pocari Sweat has the benefit of save body ions more longer. This utterance can easily understood by the hearer, it can seem from Speaker's X respond "Karena itu kita minum pocari sweat saat sahur. Pocari sweat saat sahur, simpan cairan tubuh." from this respond its described that Speaker's Y utterances is understandable.

The Process how the speakers used conversational implicature in this advertisement has been done analyzed by Violating The Maxim. The utterance by Speaker's Y in (datum #16.108) above "Seperti Kaktus (like a cactus)" this utterance violated the maxim of quantity because the speaker gives little information, She just said like a cactus. It will make the hearer confused what the relation between cactus and Pocari Sweat. Speaker's Y should said "Pocari Sweat dapat menyimpan ion lebih lama seperti kaktus" to follow the maxim of quantity.

Datum #17 Advertisement of Indomie

The context of datum #17

This advertisement occurs in daily activities when Ramadhan Month. The speakers tell about situation in Ramadhan Month. There are many people have different activities during fasting. Although everyone has different activities but the eating menu to break fasting remains the same. This can see in the illustration of video about some of people and family has eaten Indomie though in different places. The language is formal language.

Conversation:

X (112): Tiap orang punya kebiasaan berbeda menjalani Ramadhan. (each person has a different habit of undergoing Ramadhan)(113)Beda-beda sahur nya tapi niat nya sama.(the different eaten but has same intention)(the illustration there are some people and family with different home or place eat with indomie)(smile).(114)Beragam cara beribadah sama-sama memohon kepada Nya.(various ways of praying its same for God)(115)Sendiri atau Barengan sama khusyu' nya.(alone or together same to solemnity) (116)Buka puasa nya beda sama bersyukur nya. (in different break fasting but same to be grateful) (the illustration there are some people and family with different home or place but same to eaten with indomie)(smile).(117)Beda-beda menjalani nya semua untuk menang.(different to doing but for to be winner)

Note:

X : The one speaker in this advertisement (man)

There are other participants in this advertisement: Some of people acting become society to doing activities in Ramadhan Month.

Location: In daily activities.

On the conversation above Speaker's X tell about daily activities in Ramadhan month, He said all people have different activities but they are have same favorite menu to break fasting. Speaker's X utterance as categorized in a generalized conversational implicature the sentence "Beda-beda sahur nya tapi niat nya sama" and "Buka puasa nya beda sama bersyukur nya." this sentence has implied meaning all people have same favorite menu to eat, they are eat Indomie. This statement can seem from illustration in this advertisement. The illustration of video can make the hearer easily to understand the implied meaning of Speaker's X utterance.

The Process how the speakers used conversational implicature in this advertisement has been done analyzed by Violating The Maxim. The utterance by Speaker's X in (datum #17.113-116) above"Beda-beda sahur nya tapi niat nya sama" and "Buka puasa nya beda sama bersyukur nya." This utterance violated the maxim of manner because this sentence ambiguous the speaker did not give more explanation about this statement. The word "berbeda-beda" its can refer to the different of food menu or different place when do break fasting.

Datum #18 Advertisement of Pop Mie

The context of datum #18

This conversation occurs on the street of park, there are three participants. They are jogging in the park. This conversation talking about Pop Mie can overcome when hungry. Which one of speaker feel hungry and he can not continue to jogging. After he ate Pop Mie he is full and can continue jogging. The language of this advertisement is informal.

Conversation:

- (118) X : *Ayo bro!* (running)
 - Let's bro!
- (119) Y: Cepetan! (running)
 - Hurry up!
- (120) Z: Gua tidak sanggup bro. (break and tired)
 - I can not.
- (121) X: Jangan nyerah bro! (come to Speaker's Z)
 - Don't give up!
- (122) Z: *Tinggalin gua saja bro. Gua Laper.* (Tired and Give up) **Stay me alone bro.**
- (123) X: Kita harus semangat. (smile)
 - We must spirit.
- (124) Z: Engga bisa bro, Gua Lebay "Lemes bray" (tired and sad) I can not bro, I'am Lebay
- (125) Y: Yaelah, ini makan Pop Mie. (shock)

Pop Mie bikin puas, pakai yummy chunkies. Atasi Laper loe, atasi Lebay loe.

(hmm, eat this Pop Mie. PoP Mie make a satisfaction with yummy chunkies. Overcome your hunger and overcome your lebay.

- (126) *Z* : *Lanjut bray!* (smile)
 - Let's go bro!
- (127) Y: Oke!

(128) Z : Foto bareng dong! (Ye...Yah, Tidak kelihatan)

Let's take e picture together!

(129) X,Y & Z : Pop Mie puasin laper loe, puasin muda loe.

Pop Mie make you more better, better in your life.

Note:

X : First Speaker (man)

Y : Second Speaker (woman)

Z: Third Speaker (man)

Location : Outdoor, on the street of park.

Time : In the morning.

On the conversation above, Speaker's Z said "Engga bisa bro, Gua Lebay "Lemes bray" (I can't bro, I'am lebay). In this utterance the word "Lebay (Lemas bray)" can be categorized as particularized conversational implicature. It is e new word which means that He is hungry and make him faint. They way people said "Lebay" (slang language) if they see someone in do anything with hyperbole. Everybody know that this word used to expressed in hyperbole situation. But, in interpreting the word "Lebay" in this situation hearer needs specific knowledge.

The Process how the speakers used conversational implicature in this advertisement has been done analyzed by Violating The Maxim. The utterance by Speaker's Z in (datum #18.124) above "Engga bisa bro, Gua Lebay "Lemes bray" (I can't bro, I am lebay). This utterance is violated the maxim of manner, the speaker uttered ambiguous sentence. The word "Lebay" have two meaning. Its can refer to hyperbole of activities or its refer to an acronym of word. Speaker's Z should said more clearly to follow the maxim of manner. He can said "Lebay karena lapar dan membuat ku lemas".

Datum #19 Silver queen chunky bar, gede sih tapi rela bagi-bagi The context of datum #19

This conversation occurs in the Shop, there was a woman coming in the shop with her boyfriend. When she waited for her boyfriend at the cashier, she talked to the cashier. This conversation talking about the delicacy of Chunky Bar chocolate. The Speaker's X ask some question to Speaker's Y and she took one by one slice of Chunky Bar chocolate. The Speaker's X success makes Speaker's Y gives all chocolate to her. It make Speaker's Y confused when Speaker's X goes from his shop.

Conversation:

- (130) X: Hai, Silver Queen Chunky Bar ya? (smile)
 - Hay, Its Silver Queen Chunky Bar?
- (131) Y: *Iya*. (He bring Silver Queen Chunky Bar) Yes
- (132) X: Apa sih yang bikin kamu suka banget? Bingung ya? (she take one slice of coklat)

What makes you like it?its make confused?

- (133) Y : *hmmm...* (thinking)
- (134) X : Kalau aku sih.(she take one slice of coklat)
 - If I am?
- (135) Y: Coklat nya yang lezat kan?

The deliciously of chocolate?

- (136) X: hmmm...(she take one slice of coklat)
- (137) Y: Kacang mente nya yang gurih kan? Ini baru sepotong, seru nya masih ada 10 lagi yang kayak gini.

The tasty nuts of the meth. This is just a piece. There were 10 more like this.

- (138) X : Setuju deh sama kamu. (she take last slice of coklat)

 I agree with you
- (139) X :_Silver Queen Chunky Bar, Gede sih tapi rela bagi-bagi. (Laughing)

Silver Queen Chunky Bar, an adult but he wants to give.

- (140) Y: (Confused, He know all his chocolate already eaten by Speaker's
- X)

Note:

X : First speaker (woman, buyer)

78

Y : Second speaker (man, seller)

Location: Shop

Time : In the afternoon

On the conversation above, The Speaker's X said "Silver Queen Chunky Bar, Gede sih tapi rela bagi-bagi." this utterance as categorized in a particularized conversational implicature the sentence "Gede sih tapi rela bagi-bagi" here is particularized conversational implicature because it can be interpreted as any kind of things which can be used to for term of proud expression such as to explain people's age, to explain size of thing and to explain of body shape. In this case, the hearer can not interpret which Speaker's X means. The hearer need more information to interpret this utterance.

The Process how the speakers used conversational implicature in this advertisement has been done analyzed by Violating The Maxim. The utterance by Speaker's X in (datum #19.139) above "Silver Queen Chunky Bar, Gede sih tapi rela bagi-bagi.". The sentence "Gede sih tapi rela bagi-bagi" violated the maxim of manner, the speaker's utterance is ambiguous. The word "Gede sih" has many meaning. The hearer can interpret this word age of people or body shape of people. The Speaker can follow the maxim of manner if he said "Meskipun uda dewasa, tapi rela bagi-bagi".

Datum #20 Advertisement of Mizone

The context of datum#20

This conversation occurs in Supermarket, there are two salesman of Mizone Iso Tonic. The first salesman from Mizone Active ask to salesman of Mizone Fresh In about "the function of Mizone Fresh In" The Speaker's Y gives some illustration to answer the Speaker's X question. Speaker's X guess the illustration. The purpose of this conversation is talking about the best quality of *Mizone Fresh In* than other Iso Tonic.

Conversation:

- (141) X: Hey anak baru!
 - Hey, the new people!
- (142) Y : *Iya?* Yes?
- (143) X : Mizone Fresh In buat apa aja?

Mizone Fresh In for what?

- (143) Y: Tebak? (He practice play guitar)
 Guess?
- (144) X: Main Gitar

Playing a guitar.

(145) Y : *Iyap, Betul.* (smile)

That's right

- (146) X : Sekarang giliran gua nih (He practice gymnastics) Now it's my turn.
- (147) Y : Senam

Gymnastics.

(148) X: *Iyap, Betul.* (smile)

That's right

- (150) Y :(He sing a song)
- (151) X : Karaoke

Sing a song

- (152) Y: (He bring a phone)
- (153) X : *Chatting*
- (154) Y: (He take a picture)
- (155) X : Selfie
- (156) Y: (He do anything activities)
- (157) X: Main Catur, Lukis, Makan, Browsing. Iya deh tau buat kapan saja. (Amazed)

Hmm.. it's okey. Its can for anything.

(158) Y: (Drink Mizone Fresh In) Mizone Fresh In benar-benar beda.

Mizone Fresh In, its differentiated

(158) N: Mizone Fresh In baru, minuman rasa buah dengan white tea extract memang cocok buat kapan saja.

New Mizone Fresh In. Fruit flavored beverage with white tea extract is suitable for anytime.

Note:

X : First Speaker (Salesman of Mizone Active)

Y : Second Speaker (Salesman of Mizone Fresh In)

N : Narator or Informant Location : Supermarket

On the conversation above, Salesman was uttering a generalized conversational implicature in his sentence "Mizone Fresh In benar-benar beda. (Mizone Fresh In, its differentiated)". From this sentence, we cam implicate that Salesman's utterance means that Mizone Fresh In is really different with other Iso tonic product. The hearer can easily interpret Salesman's utterance since he uses general knowledge in uttering implicature. The Mizone Fresh In is really best product of Iso tonic. It can seem from the hearer respond "Mizone Fresh In baru, minuman rasa buah dengan white tea extract memang cocok buat kapan saja." this respond show that the hearer understood with his utterance.

The Process how the speakers used conversational implicature in this advertisement has been done analyzed by Violating The Maxim. The utterance by Speaker's Y in (datum #20.158) above "Mizone Fresh In benar-benar beda.(mizone fresh in, its differentiated)". This sentence violated the maxim of quantity, the speaker does not provide the hearer sufficient information. The speaker did not give enough explanation with his statement of Mizone Fresh In. The speaker make hearer can not understood if

the hearer did not the context of conversation and situation. The Speaker should said "Mizone Fresh In beneran beda dari produk Iso tonic lain nya" to follow the maxim of quantity.

4.2 Discussion

After presenting and analyzing the data in the previous findings, in this section, the researcher explains the discussion which is aimed to provide rich description of the research problems that have been formulated in chapter one.

From the research findings which has answered the research question, there are two types of conversational implicature on The Advertisement of beauty product and food & beverage product, those are generalized conversational implicature. Relate to the focus of the research, those kind of conversational implicature consist of 19 generalized conversational implicature and 4 particularized conversational implicature. Mainly there are twenty three conversational implicature that contain violated the maxim that consist of 9 violated the maxim of quantity, 1 violated the maxim of quality, 11 violated the maxim of manner and 2 violated the maxim of relation. Based on explanation above, quantity is the second number from highest after manner.

In this research, the finding shows that generalized conversational implicature dominated the data because it is usually in daily conversation and also people do not need specific knowledge to interpret. Particularized conversational implicature depends on the context of their meaning and only used when speaker and

audiences can identify what is being referred to from the situation of context. Particularized conversational implicature can be seen in datum 3, 6, 18 and 19. And Generalized conversational implicature can be seen in datum 1, 2, 4, 5, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17 and 20. From all the finding and discussion above, the researcher shows that generalized conversational implicature is always dominated the data as found by most of the previous studies.

In addition, the writer finds some advantages for the readers about this study. The theoretical advantages are; the first is the reader aware when people speak used conversational implicature, the second is the reader easy to distinguish the kind of violating the maxim and the kind of conversational implicature. The last advantage the researcher conclude that the general advantage is the reader can improve the accuracy of their language communication when the reader understands what is conversational implicature and what is a violating the maxim.

The other advantages in practical contribution is to help the readers understand why advertiser applies this theory, consciously or unconsciously, in advertising such as:

1. To make the advertising more interesting and attractive

Since the advertising has to be accepted by the public, it should employ as much interesting and attractive language as possible to arouse the attention of the readers, who are always willing to encounter something unusual and special. Thus the advertising will make a strong and good impression on the readers.

2. To be economical

The advertising, wherever published, has to be paid. Its price is always related with the space it takes on, which indicates that the less space with better effect will be favorable. Therefore, the advertising has limited space to express what it is intended. To meet this need conversational implicature will be competent and can mean much more than what is said.

3.To enhance the force of advertising message and activate interaction The advertising sometimes seems to be monologue, but indeed it activates interaction between the advertising and the readers. The employment of conversational implicature makes it possible to enhance the impact or effectiveness of the advertisements. Only drawing the attention of the readers is not enough and the advertising has to make the readers think about it, through which the interaction is activated by the readers making his own interpretation of the advertising. So the advertising needs to take advantage of some non conventional languages to lure or persuade the readers to think of the advertisement once again since they cannot totally understand it at first glance. The more time the readers linger on the advertisement, the deeper impression will the readers have.

In last practical advantages is the researcher applies the phenomena of implied meaning with daily life. In human society uses the implied meaning to communication with other human. Sometimes human did not know whether they delivered their utterance to other people appropriate with the rule of conversation or not. Usually people violate of conversation. Therefore the researcher hope the reader to say correctly and not convoluted, appropriate with a rule of conversation after read this research.