

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

4.1.1 The Violation of Maxim

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

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

- (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 pertama dari Citra dengan paduan sempurna minyak biji anggur dan ekstrablueberry 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 your 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

Note :

X : First 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 understand 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

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!"*.

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.