## **CHAPTER V**

## **CONCLUSION AND SUGGESTION**

In this chapter, the researcher presents the main conclusion including several points of what the researcher concludes in findings and learns from this thesis as well as a suggestion for improvement of further research.

## 5.1 Conclusion

Based on the findings and discussion in the previous chapter, the researcher concludes that there are two types of conversational implicature that can be found in The Advertisement of beauty product and food & beverage product, those are generalized conversational implicature and particularized conversational implicature based on the theory in chapter two. The findings show that in 10 advertisements of beauty product and 10 advertisements of food & beverage product. Resulting from the research subject, basically there are 23 data containing implicature from 20 advertisements. The occurrences are divided into two categories, generalized conversational implicature and particularized conversational implicature. This categorization is based on the inferences to figure out the conveyed meaning, which is then matched with the Gricean Maxims. The generalized conversational implicature in the participants" expressions occur more often than particularized conversational implicature.

From the analysis in finding points, the researcher found that all generalized conversational implicature functioned as based on their function in the conversation, namely to imply: the opposite, the invalidity of the present, previous event, actual position, equality or similarity, fallibility, the next action, others of similar kind, and contradiction with the actual condition. While the occurrences of particularized conversational implicature are classified into two main categories based on the inferences that the hearer needs to figure out the conveyed meanings and the purpose that the speaker expects to obtain. Related to the needed inferences, they fall into the specific knowledge inferences.

There are four maxim that has been done violated in the conversational implicature of Advertisement beauty product and food & beverage product. 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. All the violated of maxim are used to create the atmosphere of the show as fun as possible.

## 5.2 Suggestion

The researcher expects that there will be other researchers who are interested in conducting research about conversational implicature other subjects. The researcher hopes that further researcher will focus on finding something new and different more interesting than this present research.

The next researcher are suggested to improve conversational implicature in other aspects using another topic such as conversational implicature in a real life, and social media. The next researcher also using another theory such as Speech act Theory in Politeness and Implicature.

