



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.

