

advertisement (Mutmainnah, 2013) and (Safitri, 2015), they focused on intended meaning of the slogan and some of them with focusing on linguistic form. In studying implicature, most of researcher used conversational implicature. Moreover, Mutmainnah(2013) in her cigarette advertisement conducted her research by using Grice's conversational implicature, she suggested the next researcher who want to conduct a similar research to understand more about implicature, not only in conversational implicature but also conventional implicature and flouting maxim. The present study aims to continue their research by attempting to investigate in the other advertisement that is 'implicature on Indonesia's airline advertisement slogans' and by using Grice's implicature approach which intended meaning and the kinds of implicature of the slogans are being analyzed.

Related of this research, the implicature can be considerate as an additional meaning (Yule: 35). In fact, reading is the first ground to interpret meaning. In communication, the listeners or the reader may assume something more than what is said, as like in slogan of advertisement. Moreover, in this modern era competition for offering and selling product is very strict. Nixon (12:2003) also said that advertising has occupied an important place within these diverse accounts of economic and cultural change and represented a particularly visible marker of the dynamism of commercial society. That is why the writer take the advertisement is being analyzed.

Advertisement is the way advertiser to promote something or promote their product for sale. Based on Rani Abdul (2004:67) in Ni'mah (2012) Advertisements are identified as the texts that do their best to get people's notice to make them turn

toward them. The purposes of advertisements are to attract, inform, motivate and appear curiosity of the public to buy and use their products or services to follow the ideas. As Shayma Abdullah Al-Azzawi(2009:3) said that advertising often takes advantage of implicature to make claims that people interpret to be more powerful than they really are. Means that there have many profits in advertising which has used an implicature to make people believe of the product of advertising. Even less, one of the tools to create the great advertisement is the language itself. The language must be interesting and easily catch the attention of the hearer, reader or consumer (Yunita: 2009). Bowdery (9:2008) advertising is all about communication. It's about getting people to connect with the product or service. Advertising carries many messages to a great number of different people. It's an important part of the company to make sure those messages are delivered successfully (P. 13).

Advertising slogans and promotional tools enables companies to introduce themselves, their products, or services. Further, it plays an important role in protecting brand identity (Irandoost and Abdi: 2013). In advertisement of product there is a slogan to make an intention from the customer to choose the product. Also to make an advertising slogan effective in introducing a company or institution, it should be easily understood by consumers, and be associated with a specific brand (Stewart and Clark, 2007 in Irandoost and Abdi, 2013). According to Ni'mah (2012) slogan is a memorable motto in some advertising or phrase used in political commercial, religious and other context as a repetitive expression of an idea or purpose. It is a group of words that promise a reward in dramatic way: easy to read,

easy to say and easy to remember. Slogan has different characteristic that can make a different with other product. Guy Cook (1998) in Ni'mah (2012) add that the slogan should use by a company selling a particular product will tie in closely with the descriptions used in the advertising copy. The aim of slogan is get people's intention to choose the product or service.

Services are intangible and do not have a physical existence. Hence, services cannot be touched, held, tasted, or smelt this is most defining feature of a service and that which primarily differentiates it from a product (Management study guide, 2016). Then, Related motive's writer with this research going to analyzed, the writer uses the product is being analyzed here is not commodity product but the service product. The service product here is airline commercial transportation. There have some crucial reasons why the writer selects this airline advertisement. First, the writer interested in this airline advertisement which is in this modern era, airline transportation is comfortable transportation, do not need to wait for much time to arrive the destination.

Second, lately in this five years, there have much been information and phenomenon about the accident of airline commercial transportation. Such as some examples issues of airline's accident which operated in Indonesia had ever covered by some online news in five years lately. First, on 2011, the working down of Merpati Nusantara airline flight 8968 on waters near Utarom airport, Kaimana, west Papua which has been posted by nasional.harianterbit.com. Second, on 2012, the working down of Sukhoi Superjet 100 after blundering side of Salak Mountain in west Java

which has been posted by nasional.kompas.com. Third, on 2013, the tripping over of Lion Air 904 in airport of Ngurah Rai which has been posted by nasional.harianterbit.com. Fourth, on 2014, the last contact operation of Air Asia QZ8501 route Surabaya-Singapore which has been posted by nasional.kompas.com. Last, on 2015, the airline of Twin Otter DHC-6-300 got a trouble in Enaradoli Papua which has been posted by republik.co.id.

The issues are not only about the accident but also about the delays of the aircraft, as like a news recently that posted by <http://www.liputan6.com> at May 10, 2016, said that there have been 2 schedules of Lion Air were delayed in Adi Sucipto's airport. Knowing the issues as above means the slogan advertisement and the product is frequently not synchrony. Not only that, lately when AEC (Asean Economic Community) is turning up, many airlines commercial transportation business is developing their quality, such as has launched by lifestyle.okezone.com at March, 25th, 2015 said that one of airlines commercial transportation, Garuda Airline enterprise increased their product up to 18 airlines to develop their quality. As indirect, it influenced the slogan. Those phenomenon attract the researcher to conduct a research use the airline's advertisement slogan.

Considering on the slogan, to understand what intended meaning on slogan, and what the companies want to communicate with people by slogan. People should be aware to understand the slogan before selecting the product. Commonly, slogan is only paraphrase, being smart consumer to select the product should understand what intended meaning implied on slogan, means that, between companies (the speaker or

