## REFERENCES

- Abdi, Somayeh&Irandoust, Abdullah. 2013. *The Importance of Advertising Slogans* and *Their Proper Designing in Brand Equity*. International Journal of Organizational Leadership. 2 (2). 62-69.
- Alduais, A. M. S. 2012. Conversational Implicature (Flouting the Maxims): Applying Conversational Maxims on Examples Taken from Non-Standard Arabic Language, Yemeni Dialect, an Idiolect Spoken at IBB City.*Journal of Sociological Research*, 3 (2), 376-387.
- Al-Azzawi, Shayma Abdullah. 2009. *Pragmatic Analysis of the Advertising Language*. Retrieved on May 16, 2015 from www.ircoedu.uobaghdad.edu.iq.
- Ashari, Himawan. 2009. A Pragmatics Analysis of the Slogans in TV Commercial Advertisement Products. A Research Proposal of School of Teacher Training and Education, Muhammadiyah University of Surakarta.
- Benz, A. et. al.2013. *Implicature and Discourse Structure: An Introduction*. Journal of Lingua, 132. Berlin. Retrieved on June 9, 2015 from www.zs.gwz-berlin.de
- Bottyan, G. 2010. *The Operationality of Grice's Tests for Implicature*. Retrieved from *http://www.nytud.hu/cescl/abs/abstract\_bottyan.pdf*.
- Bowdery, Rob. 2008. *Basic Advertising: Copywriting*. Singapore: AVA Book Production.
- Brown, G. and George Y. 1988. *Discourse Analysis*. Cambridge: Cambridge University Press.
- Coulthard, Malcolm. 1985. An Introduction to Discourse Analysis. England: Longman Group UK Limited
- Creswell, J. W. 2003. *Research Design: Qualitative, Quantitative, and mixed methods approaches* (2<sup>nd</sup>ed.). Thousand Oaks, CA: Sage.
- Cutting, Joan. 2002. Pragmatics and Discourse. London: Routledge.
- Donyei, Z. 2011. Research Methods in Applied Linguistics: Quantitative, Qualitative, and Mixed Methodologies. Oxford: Oxford University Press.
- Dornerus, Emma. 2005. A Comparative Study of How Scriptwriters Break Maxims in Desperate Housewives and That 70's Show.KalstadsUniversitet.

- Fadilah, R. 2012. An Analysis of Implicature in 'The Neverending Story' A Film Script By Michael Ende. A Thesis of Department Of English Faculty of Cultural Studies University of Sumatera Utara Medan.
- Fromkin, V., et.al. 2011. An Introduction to Language (9<sup>th</sup> ed.). Boston: Wadsworth Cengange Learning.
- Husna, Amirul. 2013. An Implicature Analysis on 'Oh, Brother!' Comic Strip Serials. A Thesis of School of Teacher Training and Education, Muhammadiyah University of Surakarta.
- Khusnita, A. S. 2013. *The Implicature of Humor Utterances in Humor LucuAla Gus Dur*. A Thesis of English Department Faculty of Humanities Diponegoro University.
- Kothari, C. R. 2004. *Research Methodology: Methods and Techniques*. New Delhi: New Age International (P) Limited Publisher.
- Mack, N., et.al. 2005. *Qualitative Research Methods: A Data Collector's Field Guide*. USA: the U.S. Agency for International Development (USAID).
- Maghfiroh, Alvin. 2016. A Study of Implicature in Conversation Verses of Surah *Al-A'raaf's*Translation. A Thesis of English Department, State Islamic University of SunanAmpel Surabaya.
- Melchenko, Liana. 2003. Inferences in Advertising: A Study of Swedish and Russian TV Commercials. A Thesis of Linguistic Department, Lund University. Retrieved on March 15, 2016.
- Muthmainnah. 2013. *Implicature Analysis on Cigarette Advertisement Slogans*. A Thesis of Study Program of English Department of Languages and Literature, University Brawijaya.
- Muvida, A. N. 2015, *The Conversational Implicature that is used in Hotel Translylvania Movie.* A Thesis of English Department, State Islamic University SunanKalijaga Yogyakarta.
- Ni'mah, Khoiriyatun. 2012. A Pragmatic Analysis of English Slogan on Mobile Phones and Cars Advertisement. A Thesis of English Department of Education Faculty, State Institute for Islamic Studies (STAIN) of Salatiga.
- Nixon, Sean. 2003. Advertising Cultures. London: Sage Publications.
- Nur, Laila Zahro. 2015. An Analysis of Implicature in Fast Farious Movie Based on Relevance Theory. A Thesis of English Department, Diponegoro University Semarang.

- Nurzani, AdhiHangga. 2015. A Pragmatic Analysis of Conversational Implicature in English Course Book for Senior High School Student Year XI. UNY. Thesis of English Education Department, State University of Yogyakarta.
- Potts, Christoper. 2014. Handbook of Contemporary Semantics:Persupposition and Implicature. ONR grant N00014-13-1-0287 and NSF grant IIS-1159679.
- Potts, Christoper. 2003. *The Logic of Conventional Implicature*. A Dissertation of California University. Retrieved on March 15, 2016.
- Potts, Christoper. 2007. *Into the Conventional-Implicature Dimension*. Retrieved on March 15, 2016 from www.philosophy-compas.com.
- Ritchie, J. and Jane L.2003. *Qualitative Research Practice: A Guide for Social Science Students and Researchers*. London: SAGE Publications Ltd.
- Putri, Wakhana. 2011. An Analysis of Implicature as Found in Transcript of Interview BetweenBarck Obama and HisyamMelhem from Al-Arabiya TV. A Thesis of English Department, Andalas University Padang.
- Safitri, DeaYuniar. 2015. The Use of Implicature in Indonesia's cigarette Advertisement Slogans. A Thesis of English Department. Diponegoro University Semarang.
- Saputro, A. D. B. 2014. Analysis of Implicature in the Holy Qur'an Surah An-Nisa' 1-5: The Study of AbdallahYousuf Ali's Translation, Interpretation and Commentary. Thesis of IAIN Salatiga.
- Sari, A. Yunita. 2009. An Analyze slogans rules and Implicature as found in the drink advertisements. A Thesis of English Department, Andalas University.
- Thao, V. T. T. 2011. A Study of Conversational Implicatures in Titanic Film. M.A Thesis in the English Language (A Summary) Ministry Of Education And Training University Of Danang.
- Vakili, E. et. al. 2012. The Analysis of Speech Events and Hymes' SPEAKING Factors in the Comedy Television Series: 'FRIENDS'. New Media and Mass Communication Vol 2.
- Vivanco, Veronica. 2006. Implicatures and Explicatures in English and Spanish Commercial Messaged: Prgamatic Level Versus Semantic Level. GEMA Online Journal of Language Studies 6 (2).
- Wijayanti, EnyTuy. 2013. An Analysis of Conversational Implicatures Found in Movie Abraham Lincoln: vampire hunter. A Thesis of English Department, University of Sumatra Utara, Medan.

Yule. G. 1996. Oxford Introductions to Language Study: Pragmatics. Oxford: Oxford University Press. Yule, G. 2010. The Study of Language. Cambridge: Cambridge University Press. 1996. Pragmatics. Oxford: Oxford University Press. www.liputan6.com. Retrieved on July 14, 2016. www.lifestyle.okezone.com. Retrieved on March 20, 2016. www.businessdictionary.com. Retrieved on March 20, 2016. www. hubud.dephud.go.id. Retrieved on July 14, 2016. www.businessdictionary.com. Retrieved on July 14, 2016. www.airasia.com. Retrieved on April 7, 2016. www.airchina.sg. Retrieved on July 14, 2016. www.airfastindonesia.com. Retrieved on July 14, 2016. www.ana.co.jp.Retrieved on July 14, 2016. http://us.flyasiana.com.Retrieved on July 14, 2016. www.aviastar.biz. Retrieved on July 14, 2016. http://batikair.com. Retrieved on July 14, 2016. www.skyscanner.co.id. Retrieved on July 14, 2016. www.business-air.com. Retrieved on July 15, 2016. www.cathaypacific.com. Retrieved on July 15, 2016. www.cebupacificair.com. Retrieved on July 16, 2016. www.china-airlines.com.Retrieved on July 16, 2016. http://global.csair.com. Retrieved on July 16, 2016. www.citilink.co.id. Retrieved on July 17, 2016. www.emirates.com. Retrieved on July 16, 2016. www.etihad.com. Retrieved on July 16, 2016.

www.evaair.com. Retrieved on July 16, 2016. www.fireflyz.com. Retrieved on July 16, 2016. www.garuda-indonesia.com. Retrieved on July 17, 2016. www.jal.com. Retrieved on July 17, 2016. www.jetstar.com. Retrieved on July 17, 2016. www.koreanair.com. Retrieved on July 17, 2016. www.lionair.co.id. Retrieved on April 7, 2016. www.malindoair.com.Retrieved on July 17, 2016. http://mihinlanka.com.Retrieved on July 17, 2016. www.omanair.com.Retrieved on July 29, 2016. www.philippineairlines.com. Retrieved on July 18, 2016. www.qantas.com. Retrieved on July 17, 2016. www.saudiairlines.com. Retrieved on July 18, 2016. www.silkair.com. Retrieved on July 18, 2016. www.sriwijayaair.co.id. Retrieved on July 18, 2016. www.susiair.co.id. Retrieved on July 18, 2016. www.thaiairways.com. Retrieved on July 18, 2016. www.lionairthai.com. Retrieved on July 18, 2016. www.turkishairlines.com. Retrieved on July 18, 2016. www.vietnamairlines.com. Retrieved on July 18, 2016. www.xiamenair.com. Retrieved on July 18, 2016.