CHAPTER IV

FINDINGS AND DISCUSSIONS

This chapter deals with the research finding and the discussion about the statement of problem formulated in chapter one.

4.1 Findings

Behind the main research problem of this study, that is to know what the implicatures implied by slogans used in commercial airlines advertisement slogans that operated in Indonesia. In this finding section, to answer the main research in this study, the writer focused on analyzing the data which has been collected. Before analyzing the data, to make the writer easier in analyzing, there have been some finding data tables.

Table 4.1

List of International Airports operated in Indonesia

No	NAMES OF INTERNATIONAL AIRPORT	POSITION
1	Adi Sumarmo	Boyolali- Central Java
2	Adi Sudjipto	Sleman – DI
3	Ahmad Yani	Yogyakarta Semarang – Central
		Java
4	El Tari	Kupang – South East of
		Nusa
5	Frans Kaisiepo	Biak Numfor – Papua
6	Halim PerdanaKusuma	Kota Jakarta Timur -
		DKI Jakarta

7	Hang Nadim	Batam - Kepulauan Riau
8	HuseinSastra Negara	Kota Bandung – West Java
9	Juanda	Sidoarjo – JawaTimur
10	Juwata	Tarakan - North Kalimantan
11	Kuala Namu	Deli Serdang, Sumatera Utara
12	Lombok Praya	Lombok Tengah – NTB
13	Minangkabau International Airport	Padang – West Sumatera
14	Mopah	Merauke– Papua
15	Ngurah Rai	Kota Denpasar – Bali
16	Pattimura	Ambon – Maluku
17	Raja Haji Fisabillah	Tanjung Pinang - Kepulauan Riau
18	Samratulangi	Manado - Sulawesi Utara
19	Sentani	Jayapura– Papua
20	Soekarno Hatta	Tangerang-Banten
21	Sultan Aji Muhammad Sulaiman	Balikpapan- East Kalimantan
22	Sultan Hasanuddin	Maros - South Sulawesi
23	Sultan IskandarMuda	Aceh Besar- NAD
24	Sultan Mahmud Badaruddin II	Palembang – South Sumatera
25	Sultan Syarif Kasim II	Pekanbaru– Riau
26	Supadio	Kubu Raya – West Kalimantan
27	Syamsudin Noor	Banjarbaru - South Kalimantan

After knowing the twenty seven of international airports operated in Indonesia. The writer found the list of airline which is still active in each international

airports with the slogan of each airlines. In despite of this finding, there were some airlines that there was no the slogan to found, but the writer still show the name of airlines which is still active. And for some airlines which is no slogan in finding is asterisked (*).

Table 4.2
List of Airlines and Each Slogans

No	Name of Airline	Slogan
1	Air Asia	Now Everyone Can Fly
2	Air China	Trust, Convenience, Comfort, and Satisfaction
3	Air fast Indonesia	We'll Fly You Safely
4	All Nippon Airways (ANA)	Trustworthy, Heartwarming, Energetic
5	Asiana Airlines	State of the Art Service, Considerate Service, Friendly Service, High-End Service
6	Aviastar	Fly Safe and Comfort
7	Batik Air	Journey Begins
8	Business Air	Fly with Greater Flexibility
9	Cathay Pasific Airlines	World Biggest Welcome
10	Cebu Pasific Air	Why Everyone Flies
11	China Airlines	Spread Your Wings, Explore The World
12	China Southern Airlines	Experience beyond Your Expectation
13	Citilink	Travel With Complete Peace of Mind
14	Emirates	Hello Tomorrow
15	Etihad Airways	National Airline of UAE (United Arab Emirates)
16	Eva Air	Sharing The World, Flying Together
17	Firefly Airlines	Beyond Convenience
18	Garuda Indonesia	The Airline of Indonesia
19	Japan Airlines	Fly Into Tomorrow
20	Jetstar Asia Airways	All Day, Every Day, Low Fares

21	Kalstar Aviation	*
22	Klm Royal Dutch Airlines	*
23	Korean Air	Excellent in Flight
24	Lion Air	We Make People Fly
25	Malaysia Airlines	*
26	Malindo Air	Smarter Way to Travel
27	Mihin Lanka Air	Yours to Fly
28	Nam Air	*
29	Oman Air	Modern Vision, Timeless Traditions
30	Philippines Airlines	Heart Like No Other
31	Qantas Airlines	Spirit of Australia
32	Qatar Airways	*
33	Royal Brunei Airlines	*
34	Saudia Arabian Airlines	Welcome to Your World
35	Singapore Airlines	*
36	Silk Air	The Regional Wings of Singapore Airlines
37	Sriwijaya Air	Your Future Partner
38	Susi Air	Your Complete Air Transport Solution For All of Indonesia
39	Thai Airways	Smooth as Silk
40	Thai Lion Air	Freedom to Fly
41	Tiger Airways	*
42	Trigana Air Service	*
43	Turkish Airlines	Widen Your World
44	Vietnam Airlines	Reach Further
45	Wings Air	*
46	Xiamen Airlines	Soaring Egret in the Blue Sky
47	Xpress Air	Terbanglah Indonesia.

4.1.1 The Context of Each Slogans Based On Hymes

After completing all the data on the tables above, then, the writer identified and analyzed the context of data slogans to find the way the implicature.

4.1.1.1 Slogan of Air Asia 'Now Everyone Can Fly'

<u>Setting</u>: this slogan was taken by the writer from the official website of Air Asia; www.airasia.com. There, has already shown that the copyright was on 2016. And this retrieved by the writer on April 7, 2016.

<u>Participant</u>: the participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

<u>Purposes</u>: this slogan was created for filling the company's commitment that they want their aspirant of customer can use their product with low cost without double thoughts of high fares.

Topic: advertisement.

<u>Key</u>: there was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

Channel: The channel was written.

<u>Massage form</u>: as showed on their official website and the sl6gan itself, both of them were keeping the company's commitment to low fares lies. Then the company's service target guests wereguests who could do by their selves without the frills of full-service airlines in exchange for low fares.

4.1.1.2 Slogan of Air China 'Trust, Convenience, Comfort, and Satisfaction'

This company has more than one slogan, actually. Their advertising words are:

- Commitment to service excellence
- Trust, Convenience, Comfort, and Satisfaction
- We serve the world with care. We navigate our future with innovation.
- To meet customers' demands, to create mutual value
- The Phoenix brings you good luck.
- Wings of China Our love from the sky.
- The care of Air China is always with you

But they more priorities the second one, that is 'Trust, Convenience, Comfort, and Satisfaction'.

<u>Setting</u>: This slogan was taken by the writer from the official website of Air China; https://www.airchina.sg. There, has already shown that the copyright was on 2016. And this retrieved by the writer on July 14, 2016.

<u>Participant</u>: The participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

<u>Purposes</u>: This slogan aimed as showed in their official website that this goal was to carry out the dedicated service philosophy of their corporation and to facilitate the service project. And they had meaning for each words of slogan:

"Trust" is a service requirement emphasizing safety, which means customers need to feel assured after choosing Air China. "Convenience" is a service requirement that ensures the punctuality of flights and a smooth travel experience for passengers during the whole flight experience. "Comfort" emphasizes the necessity of ensuring that passengers feel comfortable, happy and at ease. "Satisfaction" requires that we offer individualized services according to the special needs of the customers. (https://www.airchina.sg/SG/GB/about-us/philosophy/)

<u>Topic</u>: Advertisement.

<u>Key</u>: There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

Channel: The channel was written.

Massage form: By four words which they used without the phrase or sentence that too much, it means that the slogan was clear enough in delivering their purpose to make sure the customer. By those words, they wanted make sure the customer that by using their airline, they would give any facilities for making the customer felt comfort, happy and satisfied.

4.1.1.3 Slogan of Air fast Indonesia 'We'll Fly You Safely'

<u>Setting</u>: This slogan was taken by the writer from the official website of Air fast Indonesia; http://www.airfastindonesia.com. There, has already shown that the copyright was on 2016. And this retrieved by the writer on July 14, 2016.

<u>Participant</u>: The participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

<u>Purposes</u>: As their official website showed that this slogan aimed to provide the excellent of quality aviation that customized to the individual needs of their customers.

<u>Topic</u>: Advertisement.

<u>Key</u>: There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

Channel: The channel was written.

Massage form: The message of this slogan was the customer should believe if they used their product, they would not worry of getting an accident, because this company tried to make them safe for any reasons.

4.1.1.4 Slogan of All Nippon Airways (ANA) 'Trustworthy, Heartwarming, Energetic'

<u>Setting</u>: This slogan was taken by the writer from the official website of All Nippon Airways (ANA); http://www.ana.co.jp. There, has already shown that the copyright was on 2016. And this retrieved by the writer on July 14, 2016.

<u>Participant</u>: The participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

<u>Purposes</u>: By the three words of their advertising word. As Showed on their official, the slogan born from the effort of the corporation to determine how the ANA Group was special.

Topic: Advertisement.

Key: There was no intonation of sound or gesture in this slogan, because this slogan

was forming as a text.

Channel: The channel was written.

Massage form: This slogan sent the message that they wanted to make sure the

customer that this corporation put the safety was the most their priority and there was

a symbol word 'Energetic' means that they also made the team spirit and social

responsibility as their priority.

4.1.1.5 Slogan of Asiana Airlines 'State of the Art Service, Considerate Service,

Friendly Service, High-End Service'

Setting: This slogan was taken by the writer from the official website of Asiana

Airlines; http://us.flyasiana.com. There, has already shown that the copyright was on

2016. And this retrieved by the writer on July 14, 2016.

<u>Participant</u>: The participant of this slogan included the corporate as the addressor or

as the writer and the customer as the addressee or as the reader. The customer here

was also the writer.

<u>Purposes</u>: This slogan has aimed that the corporation would serve the customer by

providing safe, quick and comfortable service for customer at their desired time and

place.

<u>Topic</u>: Advertisement.

<u>Key</u>: There was no intonation of sound or gesture in this slogan, because this slogan

was forming as a text.

Channel: The channel was written.

Massage form: The message was like the company would serve the customer

considerately then it would be friendly serving.

4.1.1.6 Slogan of Aviastar 'Fly Safe and Comfort'

Setting: This slogan was taken by the writer from the official website of Aviastar;

http://www.aviastar.biz. There, has already shown that the copyright was on 2015.

And this retrieved by the writer on July 14, 2016.

<u>Participant</u>: The participant of this slogan included the corporate as the addressor or

as the writer and the customer as the addressee or as the reader. The customer here

was also the writer.

Purposes: From the slogan, it aimed to show the customer that committed to safety

and provide customers safe and comfortable air. Optimistically, the high commitment

of Director that put on the slogan may lead the corporation to be a credible,

trustworthy, and the integrity of being the best.

Topic: Advertisement.

Key: There was no intonation of sound or gesture in this slogan, because this slogan

was forming as a text.

Channel: The channel was written.

<u>Massage form</u>: Reading the slogan, the message that has been sending was if the people used this airline, they would get a safety and comfortable on doing their journey.

4.1.1.7 Slogan of Batik Air 'Journey Begins'

<u>Setting</u>: This slogan was taken by the writer from the official website of Batik Air; http://batikair.com/ and https://www.skyscanner.co.id. There, has already shown that the copyright is on 2016 and in the https://www.skyscanner.co.id was posted on January 14, 2014. And these are retrieved by the writer on July 16, 2016.

<u>Participant</u>: The participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

<u>Purposes</u>: This slogan aimed to invite the customer for choosing their air transport.

Topic: Advertisement.

<u>Key</u>: There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

<u>Channel</u>: The channel was written.

<u>Massage form</u>: The message of the slogan is the customer could begin their journey by using this brand airline.

4.1.1.8 Slogan of Business Air 'Fly with Greater Flexibility'

<u>Setting</u>: This slogan was taken by the writer from the official website ofBusiness Air;

http://www.business-air.com. There, has already shown that the copyright was on

2016. And this retrieved by the writer on July 15, 2016.

<u>Participant</u>: The participant of this slogan included the corporate as the addressor or

as the writer and the customer as the addressee or as the reader. The customer here

was also the writer.

<u>Purposes</u>: This slogan aimed that this brand airline was giving the valuable time to

the customer.

<u>Topic</u>: Advertisement.

<u>Key</u>: There was no intonation of sound or gesture in this slogan, because this slogan

was forming as a text.

<u>Channel</u>: The channel was written.

Massage form: The message form from this brand slogan is the customer could use

this airline by available time, because knowing from the slogan 'greater flexibility'

means that best choice to use this airline without no worry of delayed and the

customer's time was safe.

4.1.1.9 Slogan of Cathay Pasific Airlines 'World's Biggest Welcome'

<u>Setting</u>: This slogan was taken by the writer from the official website of Cathay

Pasific Airlines; https://www.cathaypacific.com. There, has already shown that the

copyright was on 2016. And this retrieved by the writer on July 15, 2016.

<u>Participant</u>: The participant of this slogan included the corporate as the addressor or

as the writer and the customer as the addressee or as the reader. The customer here

was also the writer.

Purposes: This slogan aimed to inform the customer that by using this brand airline,

they could choose anywhere they would travel because as in official site this

company was offering scheduled cargo and passenger services to more than 110

destination around the world.

Topic: Advertisement.

Key: There was no intonation of sound or gesture in this slogan, because this slogan

was forming as a text.

<u>Channel</u>: The channel was written.

Massage form: The message form of this slogan is by using this brand airline, the

customer couldgo everywhere around the world.

4.1.1.10 Slogan of Cebu Pasific Air 'Why Everyone Flies'

Setting: This slogan was taken by the writer from the official website of Cebu

PasificAir; https://www.cebupacificair.com. There, has already shown that the

copyright was on 2014. And this retrieved by the writer on July 16, 2016.

<u>Participant</u>: The participant of this slogan included the corporate as the addressor or

as the writer and the customer as the addressee or as the reader. The customer here

was also the writer.

Purposes: This airline aimed that their company brought the people or customer

together through safe, affordable, reliable and fun-filled air travel. Then they

committed to innovation and excellence in everything they do. As showed in their

mission on official site.

<u>Topic</u>: Advertisement.

Key: There was no intonation of sound or gesture in this slogan, because this slogan

was forming as a text.

Channel: The channel was written.

Massage form: As the writer include as the listener. The message form the slogan was

like inform the customer would know the reason why should choose their brand

airline if they have been choosing it.

4.1.1.11 Slogan of China Airlines 'Spread Your Wings, Explore the World'

<u>Setting</u>: This slogan was taken by the writer from the official website of China

Airlines; https://www.china-airlines.com. There, has already shown that the copyright

was on 2016. And this retrieved by the writer on July 16, 2016.

Participant: The participant of this slogan included the corporate as the addressor or

as the writer and the customer as the addressee or as the reader. The customer here

was also the writer.

<u>Purposes</u>: There was not showed the purpose in the official site. But the writer tried to

interpret of the purpose. Well, that slogan aimed to show the people or customer that

by using their brand airline they can go around the world. And by that slogan, the

purpose also made the customer to feel inviting.

Topic: Advertisement.

Key: There was no intonation of sound or gesture in this slogan, because this slogan

was forming as a text.

Channel: The channel was written.

Massage form: The message of the slogan is the company gave the direction to the

customer by their slogan to spread their journey and explore many places in the

world.

4.1.1.12 Slogan of China Southern Airlines 'Experience beyond Your

Expectation'

Setting: This slogan was taken by the writer from the official website of China

Southern Airlines; http://global.csair.com. There, has already shown that the

copyright was on 2016. And this retrieved by the writer on July 16, 2016.

Participant: The participant of this slogan included the corporate as the addressor or

as the writer and the customer as the addressee or as the reader. The customer here

was also the writer.

Purposes: Reading the short history of this brand profile, this slogan aimed to invite

the people for using this airline. And if the customer has already chosen this airline,

the service was beyond their expectation.

Topic: Advertisement.

<u>Key</u>: There was no intonation of sound or gesture in this slogan, because this slogan

was forming as a text.

Channel: The channel was written.

Massage form: From the slogan, the writer got the message form that company

wanted to convince the people if they chose their air transportation, they would get

more services and experience of journey beyond the customer's expectation.

4.1.1.13 Slogan of Citilink 'Travel with Complete Peace of Mind'

Setting: This slogan was taken by the writer from the official website of Citilink;

https://www.citilink.co.id. There, has already shown that the copyright was on 2016.

And this retrieved by the writer on July 17, 2016.

Participant: The participant of this slogan included the corporate as the addressor or

as the writer and the customer as the addressee or as the reader. The customer here

was also the writer.

<u>Purposes</u>: To show the people that their company would bring them to travel with no

worry. And the customer feel safe for anything probably worry.

Topic: Advertisement.

Key: There was no intonation of sound or gesture in this slogan, because this slogan

was forming as a text.

Channel: The channel was written.

Massage form: The message transferred from the slogan was the customer would safe

without thinking anything worry.

4.1.1.14 Slogan of Emirates 'Hello Tomorrow'

Setting: This slogan was taken by the writer from the official website of

Emirates; http://www.emirates.com.There, has already shown that the copyright was

on 2016. And this retrieved by the writer on July 16, 2016.

<u>Participant</u>: The participant of this slogan included the corporate as the addressor or

as the writer and the customer as the addressee or as the reader. The customer here

was also the writer.

Purposes: This slogan aimed to show the people that the Emirates Company was

confident for their position on competition and liberalization. Because such as

showed on their official site that their company got the government financial

intervention in aviation. That was the reason if they believe that they were strong

enough in the interest of customers by the simple slogan.

<u>Topic</u>: Advertisement.

Key: There was no intonation of sound or gesture in this slogan, because this slogan

was forming as a text.

<u>Channel</u>: The channel was written.

Massage form: This was a simple slogan. The writer as the reader got the message

form that with Emirates tomorrow was ready for facing any kind problem in future.

4.1.1.15 Slogan of Etihad 'National Airline of UAE (United Arab Emirates)'

Setting: This slogan was taken by the writer from the official website of

Etihad;http://www.etihad.com.There, has already shown that the copyright was on

2016. And this retrieved by the writer on July 16, 2016.

<u>Participant</u>: The participant of this slogan included the corporate as the addressor or

as the writer and the customer as the addressee or as the reader. The customer here

was also the writer.

<u>Purposes</u>: This slogan aimed to show the people that this airline was belong to the

country of United Arab Emirates.

<u>Topic</u>: Advertisement.

<u>Key</u>: There was no intonation of sound or gesture in this slogan, because this slogan

was forming as a text.

<u>Channel</u>: The channel was written.

Massage form: By using the slogan like name of belonging, moreover it's belongs to

national country. Means that this airline was believable company.

4.1.1.16 Slogan of Eva Air 'Sharing the World, Flying Together'

Setting: This slogan was taken by the writer from the official website of Eva

Air;http://www.evaair.com.There, has already shown that the copyright was on 2016.

And this retrieved by the writer on July 16, 2016.

<u>Participant</u>: The participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

<u>Purposes</u>: This slogan aimed to invite the people for being a team work in sharing the world together.

<u>Topic</u>: Advertisement.

<u>Key</u>: There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

Channel: The channel was written.

Massage form: This slogan transferred the message form that this airline was friendly. Giving the evidence in the slogan that the company invited as together to see the world.

4.1.1.17 Slogan of Firefly Airline 'Beyond Convenience'

<u>Setting</u>: This slogan was taken by the writer from the official website of Eva Air; www.fireflyz.com. There, has already shown that the copyright was on 2012. And this retrieved by the writer on July 16, 2016.

<u>Participant</u>: The participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

<u>Purposes</u>: That slogan aimed for the customer that the company offered them the convenience and seamless service in the customer short travel.

Topic: Advertisement.

<u>Key</u>: There was no intonation of sound or gesture in this slogan, because this slogan is forming as a text.

Channel: The channel was written.

<u>Massage form:</u> The message form by the slogan there were convenience that we would know after joining their brand company.

4.1.1.18 Slogan of Garuda Indonesia 'The Airline of Indonesia'

<u>Setting</u>: This slogan was taken by the writer from the official website of Garuda Indonesia;https://www.garuda-indonesia.com.There, has already shown that the copyright was on 2014. And this retrieved by the writer on July 17, 2016.

<u>Participant</u>: The participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

Purposes: This slogan aimed to promote Indonesia to the world.

Topic: Advertisement.

<u>Key</u>: There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

Channel: The channel was written.

<u>Massage form:</u> As the reader, the message form of this airline's slogan was showing that this brand airline belonged to national country of Indonesia.

4.1.1.19 Slogan of Japan Airlines 'Fly Into Tomorrow'

Setting: This slogan was taken by the writer from the official website of Japan

Airlines; http://www.jal.com.There, has already shown that the copyright was on

2016. And this retrieved by the writer on July 17, 2016.

<u>Participant</u>: The participant of this slogan included the corporate as the addressor or

as the writer and the customer as the addressee or as the reader. The customer here

was also the writer.

Purposes: This slogan aimed to show the people how the intelligence their company.

Also to show the people that they were ready to face changes in the times to always

keep one step ahead of the competition.

<u>Topic</u>: Advertisement.

Key: Ahere was no intonation of sound or gesture in this slogan, because this slogan

was forming as a text.

Channel: The channel was written.

Massage form: As the reader, the message form of this airline's slogan was showing

that this brand airline was always staying their mission of the company, no matter

changes the time.

4.1.1.20 Slogan of Jetstar Asia Airways 'All Day, Every Day, Low Fares'

Setting: This slogan was taken by the writer from the official website of Jetstar Asia

Airways; http://www.jetstar.com. There, has already shown that the copyright was on

2015. And this retrieved by the writer on July 17, 2016.

<u>Participant</u>: The participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

<u>Purposes</u>: This slogan aimed to convince the people that this company was truly famous of law fares.

<u>Topic</u>: Advertisement.

<u>Key</u>: There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

Channel: The channel was written.

Massage form: The slogan brought the message form that this brand airline really giving low cost in every day.

4.1.1.21 Slogan of Korean Air 'Excellent in Flight'

<u>Setting</u>: This slogan was taken by the writer from the official website of Korean Air;https://www.koreanair.com.There, has already shown that the copyright was on 2016. And this retrieved by the writer on July 17, 2016.

<u>Participant</u>: The participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

<u>Purposes</u>: This slogan aimed to show the people that their company was the excellent business company. Also having purpose, that they wanted by that slogan it represented their vision and mission to operate the company.

<u>Topic</u>: Advertisement.

<u>Key</u>: There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

Channel: The channel was written.

<u>Massage form:</u> The message of the slogan that caught was the company inviting the people because their company had an excellent in flight.

4.1.1.22 Slogan of Lion Air 'We Make People Fly'

<u>Setting</u>: This slogan was taken by the writer from the official website of Lion Air; http://lionair.co.id. There, has already shown that the copyright was on 2016. And this retrieved by the writer on April 7, 2016.

<u>Participant</u>: The participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

<u>Purposes</u>: This slogan created was more than informing but convincing or catching the attention of the customer or people to use the Lion Air company's product. Such as the spreading in their official website, the corporate tried to make the people believe that they could make the people fly with their commercial airline and also always prioritized the safety, security, and quality.

<u>Topic</u>: Advertisement.

<u>Key</u>: There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

Channel: The channel was written.

<u>Massage form</u>: The message form which was coming out from that slogan was the company giving the easy way to register in their brand air transport and nothing difficult for going anywhere by this brand airline.

4.1.1.23 Slogan of Malindo Air 'Smarter Way to Travel'

<u>Setting</u>: This slogan was taken by the writer from the official website of Malindo Air; http://www.malindoair.com. There was no year shown on the copyright. And this retrieved by the writer on July17, 2016.

<u>Participant</u>: The participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

<u>Purposes</u>: This slogan aimed for caring the people to think that this brand of air transport was best way for traveling.

<u>Topic</u>: Advertisement.

<u>Key</u>: There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

Channel: The channel was written.

<u>Massage form</u>: This slogan gave the message form that this brand of airline was the smarter air transportation for using travelling.

4.1.1.24 Slogan of Mihin Lanka Air 'Yours to Fly'

<u>Setting</u>: This slogan was taken by the writer from the official website of Mihin Lanka Air; http://mihinlanka.com. There was no year shown on the copyright. And this retrieved by the writer on July17, 2016.

<u>Participant</u>: The participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

<u>Purposes</u>: By that slogan this company of Mihin Lanka Air wanted to show the people that they were the preferred airline.

<u>Topic</u>: Advertisement.

<u>Key</u>: There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

<u>Channel</u>: The channel was written.

Message form: That slogan transferred the message form that this company wanted to people feel about this brand of airline was like their own choice for flying.

4.1.1.25 Slogan of Oman Air'Modern Vision, Timeless Traditions'

<u>Setting</u>: This slogan was taken by the writer from the official website of Oman Air; http://www.omanair.com. There, has already showed by copy right at 2016. And this retrieved by the writer on July 29, 2016.

<u>Participant</u>: The participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

<u>Purposes</u>: That slogan was to show that the company has a modern vision like they said in their official site. And that slogan was aimed to show the people in offering the high quality services.

Topic: Advertisement.

<u>Key</u>: There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

Channel: The channel was written.

Message form: That slogan transferred the message form that this company will give the high quality service for the customer.

4.1.1.26 Slogan of Philippine Airline 'Heart like No Other'

<u>Setting</u>: This slogan was taken by the writer from the official website of Philippine Airline; https://www.philippineairlines.com. Unhappily, there was no the year at the copyright. And this retrieved by the writer on July18, 2016.

<u>Participant</u>: The participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

<u>Purposes:</u> This slogan aimed to inform the people that this company hada serving like no other company of airline.

<u>Topic</u>: Advertisement.

Key: There was no intonation of sound or gesture in this slogan, because this slogan

was forming as a text.

Channel: The channel was written.

Message form: The message form that already transferred from that slogan was the

crew of airline were kind and humble.

4.1.1.27 Slogan of Qantas Airways 'Spirit of Australia'

<u>Setting</u>: This slogan was taken by the writer from the official website of Oman Air;

https://www.qantas.com. Unhappily, there was no the year at the copyright. And this

retrieved by the writer on July17, 2016.

Participant: The participant of this slogan included the corporate as the addressor or

as the writer and the customer as the addressee or as the reader. The customer here

was also the writer.

<u>Purposes:</u> This slogan aimed to show that this company was being the spirit in

Australia. In order that they could captivate the customer to choose their brand of

airline as their air transportation.

<u>Topic</u>: Advertisement.

Key: There was no intonation of sound or gesture in this slogan, because this slogan

was forming as a text.

Channel: The channel was written.

Message form: The message form of this slogan, this company was having big an influential for Australia.

4.1.1.28 Slogan of Saudia Arabian Airlines 'Welcome to Your World'

<u>Setting</u>: This slogan was taken by the writer from the official website of Saudia Arabian Airline; http://www.saudiairlines.com. There, already showed that the copyright at 2016. And this retrieved by the writer on July18, 2016.

<u>Participant</u>: The participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

<u>Purposes:</u> This slogan showed the people that the company was giving a greeting to the people's world. Means, a greeting to the customer who would to use their brand airline. And aimed that this company was ready to bring the people to their destination. World here means, the destination of the customer.

<u>Topic</u>: Advertisement.

<u>Key</u>: There is no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

Channel: The channel was written.

<u>Message form</u>: The message form that coming out from that slogan was the people should be ready for welcoming the world with their brand airline.

4.1.1.29 Slogan of Silk Air 'The Regional Wings of Singapore Airlines'

<u>Setting</u>: This slogan was taken by the writer from the official website of Silk Air; http://www.silkair.com. There, already showed that the copyright at 2016. And this retrieved by the writer on July18, 2016.

<u>Participant</u>: The participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

<u>Purposes:</u> This slogan was showing the people that this airline was leading the regional carriers around of Asia's Pasific such as they said in the official site.

<u>Topic</u>: Advertisement.

<u>Key</u>: There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

Channel: The channel was written.

Message form: The message form that coming out from that slogan was that this airline is belonged to Singapore.

4.1.1.30 Slogan of Sriwijaya Air 'Your Future Partner'

<u>Setting</u>: This slogan was taken by the writer from the official website of Sriwijaya Air; https://www.sriwijayaair.co.id. There, already showed that the copyright at 2014. And this retrieved by the writer on July18, 2016.

<u>Participant</u>: The participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

<u>Purposes:</u> This slogan invited the people being as the crew's airline partner when on board.

<u>Topic</u>: Advertisement.

<u>Key</u>: There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

Channel: The channel was written.

Message form: The message form that coming out from that slogan was the customer could be the partner of the crew's airline.

4.1.1.31 Slogan of Susi Air 'Your Complete Air Transport Solution for All of Indonesia'

<u>Setting</u>: This slogan was taken by the writer from the official website of Sriwijaya Air; http://www.susiair.co.id. There, already showed that the copyright at 2016. And this retrieved by the writer on July18, 2016.

<u>Participant</u>: The participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

<u>Purposes:</u> This slogan informed the people that this brand airline was best air transport solution for all people in Indonesia.

<u>Topic</u>: Advertisement.

Key: There was no intonation of sound or gesture in this slogan, because this slogan

was forming as a text.

Channel: The channel was written.

Message form: The message form that coming out from that slogan was the people

should choose this brand airline because this was complete solution for air transport.

4.1.1.32 Slogan of Thai Airways 'Smooth as Silk'

Setting: This slogan was taken by the writer from the official website of Thai

Airways; http://www.thaiairways.com. There, already showed that the copyright at

2014. And this retrieved by the writer on July18, 2016.

Participant: The participant of this slogan included the corporate as the addressor or

as the writer and the customer as the addressee or as the reader. The customer here

was also the writer.

<u>Purposes:</u> This sloganaimed to give the customer's view about how the Thai Airways

was.

Topic: Advertisement.

<u>Key</u>: There was no intonation of sound or gesture in this slogan, because this slogan

was forming as a text.

Channel: The channel was written.

Message form: The message form that coming out from that slogan was the customer would get a service without any difficult and the thing in the air craft or the company would be comfortable.

4.1.1.33 Slogan of Thai Lion Air 'Freedom to Fly'

<u>Setting</u>: This slogan was taken by the writer from the official website of Thai Lion Air; http://www.lionairthai.com. Unhappily, there is no year at the copyright. And this retrieved by the writer on July18, 2016.

<u>Participant</u>: The participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

<u>Purposes:</u> This slogan aimed to the people by company for making them feel freedom in flying to their destination.

<u>Topic</u>: Advertisement.

<u>Key</u>: There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

<u>Channel</u>: The channel was written.

Message form: The message form that coming out from that slogan was the customer would get easier to choose the destination because this company already prepared it.

4.1.1.34 Slogan of Turkish Airline 'Widen Your World'

<u>Setting</u>: This slogan was taken by the writer from the official website of Turkish

Airline; http://www.turkishairlines.com. There, already showed the copyright at

2016. And this retrieved by the writer on July18, 2016.

<u>Participant</u>: The participant of this slogan included the corporate as the addressor or

as the writer and the customer as the addressee or as the reader. The customer here

was also the writer.

<u>Purposes:</u> This slogan aimed for inspiring the people that by using the Turkish airline

world become wildest.

<u>Topic</u>: Advertisement.

<u>Key</u>: There was no intonation of sound or gesture in this slogan, because this slogan

was forming as a text.

<u>Channel</u>: The channel was written.

Message form: The message form that coming out from that slogan is the world was

not small thing but the world was bigger and wilder.

4.1.1.35 Slogan of Vietnam Airlines 'Reach Further'

Setting: This slogan was taken by the writer from the official website of Vietnam

Airlines; https://www.vietnamairlines.com. There, already showed the copyright at

2016. And this retrieved by the writer on July18, 2016.

Participant: he participant of this slogan included the corporate as the addressor or as

the writer and the customer as the addressee or as the reader. The customer here was

also the writer.

<u>Purposes:</u> This slogan aimed to display the people that their company was growing

further excellent.

Topic: Advertisement.

Key: There was no intonation of sound or gesture in this slogan, because this slogan

was forming as a text.

Channel: The channel was written.

Message form: The message form that coming out from that slogan was, this

company reached their positioning further.

4.1.1.36 Slogan of Xiamen Airlines 'Soaring Egret in the Blue Sky'

Setting: This slogan was taken by the writer from the official website of Vietnam

Airlines; http://www.xiamenair.com. There, already showed the copyright at 2015.

And this retrieved by the writer on July18, 2016.

<u>Participant</u>: The participant of this slogan included the corporate as the addressor or

as the writer and the customer as the addressee or as the reader. The customer here

was also the writer.

Purposes: This slogan aimed to give a short image that this company was bounce up

or in the high positioning, it was also their hope.

<u>Topic</u>: Advertisement.

<u>Key</u>: There was no intonation of sound or gesture in this slogan, because this slogan

was forming as a text.

Channel: The channel was written.

Message form: The message form that coming out from that slogan was, this

company was being on process in high positioning of business competition.

4.1.2 The Implicature of Each Slogans Based on Grice

After analyzing the context of each slogans. To know the meanings are implied in

each slogans, the writer analyzed them to find out the implicature based on Grice's

implicature.

4.1.2.1 Air Asia's Slogan 'Now everyone can fly'

The way of the reader implied the implicature: the context of the slogan had

already showed above. Then, the turn of the writer to interpret the implicature of this

slogan. 'Now everyone can fly'it did not mean that all the people in the world could

fly with their wings, because in fact there was no wings for flying in human. In true,

that slogan means that the corporation of this airline facilitate the people easier to

around the world using this Air Asia's aircraft. If the writer saw on economic side,

this airline with their commitment in giving best low-cost enterprise in the word,

proved by the appreciation of Skytrax's 'World's Best Low-Cost Airline' for firing

this seven years, the kind of appreciations have already showed in corporation's

official side. From the commitment for giving low-cost, means the customer or

everyone had a chance to use this aircraft brand for going around the world.

Slogan: Now Everyone Can Fly

Implicature:

- [At this time, everyone can fly by using the air transportation.]
- [At this time, the company of Air Asia give the low cost for helping the people who want to go in any destination by using their airline.]

As knowing in the discussing above this slogan was categorized into sub categorization of conversational implicature that was particularized conversational implicature.

4.1.2.2 Air China's Slogan 'Trust, Convenience, Comfort, and Satisfaction'

The way of the reader implied the implicature: knowing the context of this slogan, 'Trust, Convenience, Comfort, and Satisfaction' this slogan implied the meaning that the corporation wants to give the clear commitment. The meaning 'trust' is the corporation give the service requirement safety after choosing this brand of airline, in order that the customer who chose this brand of airline feel safe and not to worry. The meaning 'convenience' is the corporation will give the service requirement of discipline time and flight smoothly. The meaning 'comfort' is the corporation will fulfill the necessity of the customer to feel happy and comfortable by using this brand of airline. Last, the meaning of 'satisfaction' is the corporation will give the special need of the requirement of individualized.

Slogan: Trust, Convenience, Comfort, and Satisfaction

Implicature: [The Company's airline is believable, the service is convenience or pleasure, the aircraft is comfortable and the customer feel satisfied.]

As knowing in the discussing of theoretical bases, that that slogan was clearly

includeing of conversational implicature which was categorized into generalized

conversational implicature. Means, the slogan was clearly enough to understand the

people that this company is believable and make the customer feel pleasure, comfort

and satisfied.

4.1.2.3 Air fast Indonesia's Slogan 'We'll Fly You Safely'

The way of the reader implied the implicature: 'We'll Fly You Safely' this

slogan has implied meaning. The meaning 'fly' here is like the other brand airline,

this is not about the people were flying like a bird but this company will make the

people fly by using their brand airline transportation. Such as the issues about the

kind of accidents of airline over the year that the writer has already showed in the part

of background of this study, this company make this slogan want to ensure the

customer that the company will assure their safety.

Slogan: We'll Fly You Safely

Implicature: [The Company will fly the customer by using the air transportation till

the place of destination safely.]

As we know in the discussing of theoretical bases, that that slogan was

conversational implicature that enter to sub categorization of generalized

conversational implicature. Because knowing clearly of the slogan, the reader can

easily understand the slogan that the customer will fly safely.

4.1.2.4 All Nippon Airways (ANA)'s Slogan 'Trustworthy, Heartwarming, Energetic'

The way of the reader implied the implicature: Knowing the context of the ANA's slogan, this slogan made with meanings which implied. That slogan means, the company work by holding safety as their priority business and social responsibility. It means that the corporation work with honesty and integrity. Then, the word 'energetic' of the slogan means the team work of the company respect the differences of their colleagues' worldwide to come together as one team by engaging direct, honesty and honest dialogue.

Again for reviewing more about the slogan, as the showed on official site, recently on July 12, 2016 ANA awarded 'World's Best Airport Services' and Best Airline Staff in Asia' at the SKYTRAX World Airline Awards. It gave the evidence that there were word of 'trustworthy' in their slogan.

Slogan: Trustworthy, Heartwarming, Energetic

Implicature: [The service of Company's airline is believable and the crew's behavior are kindly and energetic.]

The slogan was categorized into conversational implicature that include of generalized conversational implicature. Means the slogan was easy understanding for the reader that the company is reliable and the crew's airline are kindly.

4.1.2.5 Asiana Airline's Slogan 'State of the Art Service, Considerate Service, Friendly Service, High-End Service'

The way of the reader implied the implicature: State of the art service means that the company will give the service to customer in a state of the aircraft in continuously while try the best. For reviewing more of the slogan, the reader looking for the view in their official website. Considerate service means that the company served the customer by treating them on traditional Korean courtesy. Friendly service means that the company served the customer with a smile that comes from the deep of heart. And last is high-end service means that the company served the customer with top quality in-flight meals and the crew's dedicated service.

Slogan: State of the Art Service, Considerate Service, Friendly Service, High-End Service

Implicature: [The customer get the complete service, the crew's airline is considerate and Friendly.]

That slogan is conversational implicature and this categorized into generalized conversational implicature. Because the words are easy understanding that the of the company give the serving since the customer choose the brand airline for air transport till the end means till the customer arrive the destination.

4.1.2.6 Aviastar's Slogan 'Fly Safe and Comfort'

The way of the reader implied the implicature: That slogan assumed by the

reader that the company commit to safety and provide the customer safe and feel

comfortable by service satisfaction in the air craft. Seeing the issues of the airline in

accident as the writer showed in the part of study background, safety is become the

company's priority.

Slogan: Fly Safe and Comfort

Implicature:

[The airline brings the customer by using the air transport safely.]

[The aircraft is comfortable.]

As we know in the discussing of theoretical bases, that that slogan is clearly

include of conversational implicature which is categorized into generalized

conversational implicature. Means, the slogan is easy understand and the slogan give

the meaning that the company of this brand airline bring the customer by their air

transportation safely.

4.1.2.7 Batik Air's Slogan 'Journey Begins'

The way of the reader implied thee implicature: seeing the context of the

slogan. The implicature of this slogan is the customer's journey is began. Means that

the company of Batik Air invite the people to begin the journey or trip by using their

aircraft.

Slogan: Journey Begins

Implicature: [The journey of trip by using Batik Airline is began.]

Knowing the discussion above this slogan is categorized into the sub

categorization of conversational implicature that is generalized conversational

implicature. Because, the reader does not need the additional context background

context to assume the meaning.

4.1.2.8 Business Air's Slogan 'Fly with Greater Flexibility'

The way the reader implied the implicature: the implicature implied in this

slogan is the company inform the people that their company have service airline with

available time. According to the official site, it means that the company inform the

people who want to save their valuable time to not worry anymore, because their

company supplying the charter aircraft for business and personal travel. Reminding to

the one of issues which is about the delaying of schedule airline. Many airline that

sometimes has a problem of delaying, one of the issues recently is coming from

http://www.liputan6.com said that two schedules in Adi Sucipto's airport are delayed.

That issue become the reason of this company to bid the air transportation which is

can rent with available time.

Slogan: Fly with Greater Flexibility

Implicature: [Go on trip with flexible of time.]

As we know in the discussing of theoretical bases, that that slogan is

conversational implicature that under on sub categorization on generalized

conversational implicature. Because the reader when read the slogan already

understand that the company give the flexibility of time to the customer. Then, the

reader does not need a background context knowledge but discussion above the writer

just give the additional view for knowledge.

4.1.2.9 Cathay PasificAirlines's Slogan 'World's Biggest Welcome'

The way of the reader implied the implicature: beside the background of their

official website, the slogan means the company ready to face this big world. In the

other hand, it means that the company want the people know if their company is

ready to carry up the customer with their air transportation to round the world. Not

only greet the world, but the world here means the reader assumed that the condition

of the world by filling the competition of business.

Slogan: World's Biggest Welcome

Implicature: [The Company give a greeting to the people who join their company.]

As the discussion above, this slogan was categorized into conversational

implicature which is including the sub categorization of particularized conversational

implicature. Because, to work out the conveyed meaning of the slogan, the reader

need the context background of knowledge.

4.1.2.10 Cebu Pasific Air's Slogan 'Why Everyone Flies'

The way of the reader implied the implicature: the conveyed meaning of

slogan is the reason why everyone flies. As showed in their official site, it means that

the people will know the real actual meaning of the slogan if they have chosen their

brand of airline. It also correlate with their mission that want to brings people

together through safe, affordable, reliable, and fun-filled air travel and the company

committed to innovation and excellence in everything they do.

Slogan: Why Everyone Flies

Implicature: [Cebu Pasific Airline is the reason or the answer why people fly.]

This slogan is categorized into conversational implicature which is including

in particularized conversational implicature. To make the slogan relevant between the

company as the writer and the reader as the customer and the writer. That slogan give

the question why there was the word 'why'. Seeing the context background can

assumed knowledge that this brand airline is the best solution for everyone flies.

4.1.2.11 China Airlines's Slogan 'Spread Your Wings, Explore the World'

The way of the reader implied the implicature: the conveyed meaning of the

slogan was suggesting the people to expend their mindset of staying home, but

explore the world. 'Spread the wings' it does not mean that the word wings is a

couple wings for flying that like belongs to animal 'bird'. But, when it give the

additional context of background knowledge, it means the view of the people who

prefer not going anywhere. By this airline, the company invite the people explore

many places in the world.

Slogan: Spread Your Wings, Explore the World

Implicature:

The people should expand the knowledge of places for exploring the

world.]

The Company give a suggestion for the people to add the destination by

using their Chine airline.]

As we know in the discussing of theoretical bases, that that slogan is

conversational implicature which is entering in sub categorization of particularized

conversational implicature. Saying it as particularized conversational implicature

because that slogan need additional conveyed meaning to understand by the reader.

4.1.2.12 China Southern Airlines's Slogan 'Experience beyond Your

Expectation'

The way of the reader implied the implicature: The conveyed meaning of

this slogan is the company give the experience beyond the customer's expectation. As

the company said in their official website that slogan come from their mission of the

company which means that the company serve the customer more than as like giving

meal but also till the small thing which is belonging to personalized.

Slogan: Experience beyond Your Expectation

Implicature: [By choosing the China Southern Airline, the company will give the

experience beyond the customer's expectation.]

This slogan is called conversational implicature that exactly as particularized

conversational implicature. That slogan make the reader guest any meanings,

experience beyond the expectation that what experience? And to know the meaning

the reader need the background of context knowledge. Means, that slogan need an

additional conveyed meaning.

4.1.2.13 Citilink's Slogan 'Travel with Complete Peace of Mind'

The way of the reader implied the implicature: The implied meaning in that

slogan is the customer going to traveling will be with peace of thought. Means that

the company give complete serving to not thinking any worry like issues out there.

Such as has already inform the writer before in the part of background.

Slogan: Travel with Complete Peace of Mind

Implicature: [the customer travel with not in worried.]

That slogan is conversational slogan which is counted in generalized

conversational implicature that the slogan can be understood by the reader which the

company make the travel with peacefulness. Therefore, it does not need any

additional meaning.

4.1.2.14 Emirates's Slogan 'Hello Tomorrow'

The way of the reader implied the implicature: the conveyed meaning of the

slogan is saying hello for the day after today. Means that the company give a greeting

for the new era in this globalization era. Giving greeting for the new era literally the

company is ready to face the era that full of competition of business.

Slogan: Hello Tomorrow

Implicature: [The Company give a greeting to the era which has progression.]

This slogan was categorized into conversational implicature which is

including of particularized conversational implicature. That slogan need additional

conveyed meaning to make the reader relevant the understanding between the

company and the reader as the customer. Because, using words 'hello tomorrow' as

like giving a greeting. But, after knowing the context background, that slogan means

the company is ready for being the best company air transport in the era which has

tight competition of business.

4.1.2.15 Etihad's Slogan 'National Airline of UAE (United Arab Emirates)'

The way of the reader implied the implicature: the conveyed meaning of that

slogan is this brand of airline is clearly belongs to United Arab Emirates, such as they

said in their official website that Etihad Airways is the national airline of the United

Arab Emirates.

Slogan: National Airline of UAE (United Arab Emirates)

Implicature: [The Etihad airline is belongs to United Arab Emirates.]

Knowing the implicature of this slogan then the slogan was categorized into

conversational implicature which is including in generalized conversational

implicature. Because, the conveyed meaning of the slogan was clearly the meaning.

4.1.2.16 Eva Air's Slogan 'Sharing the World, Flying Together'

The way of the reader implied the implicature: Reading this slogan the

conveyed meaning a like the company invite the customer doing journey together by

using their brand of airline. Before concluding the meaning, the reader need to know

the context background of the airline. As written in their official site that the company

give the customer access to vast network nearly 1.400 destinations in more than 190

countries. Then, the reader conclude the conveyed meaning which has got by the

reader was relevant.

Slogan: Sharing the World, Flying Together

Implicature: [The Company invite the people for sharing the knowledge of journey

while flying together by using Eva Airline.]

As agreed in the theoretical base, that the slogan is belonging to

conversational implicature that categorized into particularized conversational

implicature. By using the structure sentence as like the slogan above, it come the

question what the world for sharing. By turning back into background of context, that

slogan mean sharing the journey of travelling by using this brand company's airline.

4.1.2.17 Firefly Airline's Slogan 'Beyond Convenience'

The way of the reader of the slogan: the supposition of the conveyed

meaning slogan is there will be more convenience after choosing the brand of airline.

As showed in their official site, the convenience means that the customer will get the

complimentary refreshment when on board served by cabin crew. Then fast and easy

boarding also include of the convenience.

Slogan: Beyond Convenience

Implicature: [There are many convenience in Firefly airline service.]

Knowing the discussion above, this slogan was categorized into

particularized conversational implicature. Because, to know what the beyond is

convenience mean, the reader need the additional knowledge from the company's

official website.

4.1.2.18 Garuda Indonesia's Slogan 'The Airline of Indonesia'

The way of the reader implied the implicature: the conveyed meaning of the

slogan is 'Garuda Indonesia' as the brand airline belongs to Indonesia. For additional

view about this airline, as in their official site, they said the name of 'Garuda' is given

by first President of Indonesia, Soekarno. Also the mission of the company itself is to

promoting Indonesia to the word for kicking the building of national economic by

giving professional service.

Slogan: The Airline of Indonesia

Implicature: [The airline of Garuda Indonesia belongs to Indonesia.]

As we know in the discussing of implicature. That slogan is categorized into

generalized conversational implicature because that slogan was already clear that the

airline is belong to Indonesia. So, it does not need the addition knowledge to

understand.

4.1.2.19 Japan Airlines's Slogan 'Fly into Tomorrow'

The way of the reader implied the implicature. As like they said in their

official website that the Japan airline companyis the one who shape their own future,

means they ready face changes in the times of era to always keep one step to forward

of the competition. In the other word, the competition will be very tight and they are

ready. Then the reader assumed the conveyed meaning of that slogan is the company

will keep their vision mission to operate their company till changing the era

Slogan: Fly Into Tomorrow

Implicature: [the company keep the vision and mission to operate their brand airline

till no matter changing the era.]

That slogan is categorized into particularized conversational implicature. By

using word 'tomorrow' make the reader think more, is that give a meaning that fly

just until the slogan come out or fly till the day after the day of customer registration.

To make relevant, the reader draw the assumed knowledge that the company will

operate their brand airline constantly. Therefore, the reader need background context

of additional conveyed meaning.

4.1.2.20 Jetstar Asia Airways's Slogan 'All Day, Every Day, Low Fares'

The way of the reader of the implicature: in this tight business competition

era, the company made the strategy to make their brand is being preferred by people.

Therefore, the company give low fares for the customer no matter the day. Then the

conveyed meaning of this slogan is the company give low fares to the customer every

day.

Slogan: All Day, Every Day, Low Fares

Implicature: [The Company give low cost for the customer every day.]

That slogan categorized into sub categorizes of conversational implicature

that is generalized conversational implicature. Because, the slogan was easy

understanding that the company give low cost for the customer in every day. So, it

does not need the additional of context background knowledge for assumed the

meaning.

4.1.2.21 Korean Air's Slogan 'Excellent in Flight'

The way of the reader implied the implicature: the conveyed meaning of this

slogan is the company has an excellent service in flight. For the additional view,

according to the company's official website, that slogan means want to represent their

vision and mission. Furthermore, the vision of this company is to be a respected

leader in the world airline community. And the mission of this company is giving the

operational, service and innovative excellent.

Slogan: Excellent in Flight

Implicature: [The Company has excellent in flight operational.]

As we know in the discussing of theoretical bases, that that slogan is clearly

include of conversational implicature which is categorized into generalized

conversational implicature. Because, the slogan is clearly understandable or easy to

assume that the airline is the excellent in flight.

4.1.2.22 Lion Air's Slogan 'We Make People Fly'

The way of the reader implied the implicature: Knowing the context above,

the writer can interpret the implicature which is implied in Lion Air's slogan. That

slogan if we give it the meaning just like in common, the meaning is being the

corporate of Lion Air is making people fly. How can people fly? Fly is commonly

used by bird that has wings to fly, but the context here is human or people that in fact

there has no wings to fly. That something must be more than just what the words

mean. Then, the writer should see from the other side, such inside of economy. As

found in context of this slogan above, the writer know that in massage form, the

corporate of Lion Air commonly known is the low-cost airline. From the reason of

low cost, they try to convince the people by their slogan we make people fly means

that anyone now can fly with their commercial airline because people will pay with

low-cost. Then, the reader assumed the conveyed meaning of the slogan is the

company give the easier way to the people for flying.

Slogan: We make people fly

Implicature: [The Company give the easier way to people for flying by using their

brand airline.]

As we know in the discussing of implicature that slogan was categorized into

particularized conversational implicature. Because to assumed the meaning of slogan,

the reader need the additional knowledge that already explained above.

4.1.2.23 Malindo Air's Slogan 'Smarter Way to Travel'

The way of the reader implied the implicature: Means smarter here, not

purposing for the thing but the crew service. The company's crew give the service by

smarter way in travelling. Such as they said in their official site that 'Malindo Air

prides itself in offering its customers attractive fares, on-time flights and excellent

customer service both on-ground and in-flight.'Therefore, the reader assumed the

conveyed meaning of the slogan is the serving of the company is the smarter for

travelling.

Slogan: Smarter Way to Travel

Implicature: [Malindo Air is the best way for travelling.]

That slogan was categorized into generalized conversational implicature. Because it was clear to assume that this airline is best way for traveling air transport.

4.1.2.24 Mihin Lanka Air's Slogan 'Yours to Fly'

The way of the reader implied the implicature: such as in the Mihin Lanka official website about their vision is to be preferred affordable airline in region. Means 'yours' here is the belongings from the brand of air transportation In the other hand, They also said that staying true to the airline's promise of being 'Yours to Fly', this company's ticketing and reservations team, ground staff and cabin crew always go the extra mile to ensure that you enjoy a personalized service and a comfortable journey. Therefore, the reader concluded the implied meaning about this brand slogan of airline is belonging the customer to fly

Slogan: Yours to Fly

Implicature: [The Company make the customer feel that Mihin Lanka Air as the customer's to fly.]

The slogan was categorized into conversational implicature which is entering in particularized conversational implicature. By using word 'yours' it has been a question what is yours? To know it then the reader as the writer need the context of background knowledge to give the additional meaning for making relevant. The word 'yours' here is the company's brand airline. Means, the company ensured the customer that this brand airline is also belongs to the customer.

4.1.2.25 Oman Air's Slogan 'Modern Vision, Timeless Traditions'

The way of the reader implied the implicature: As the said in their official

website that the Oman's company has already with the modern air fleet and fuel-

efficient aircraft with designed interiors. Then, investment in new technology,

planning and product innovation. Further, the reader assumed the conveyed meaning

of this slogan is using the new strategy in the Oman's company.

Slogan: Modern Vision, Timeless Traditions

Implicature: [The new vision of Oman's company.]

Knowing the slogan, it should be what the new wings and it should be need

the additional knowledge to assume. Then this slogan was categorize into

particularized conversational implicature. Means, after knowing the context and the

discus of implicature itself, the new wings that mean in the slogan in the new strategy

of the Oman's company.

4.1.2.26 Philippine Airline's Slogan 'Heart like No Other'

The way of the reader implied the implicature: such as they informed in their

official site that the company had a program of TV commercial named 'The Heart of

Filipino'. In the same manner as their official website posted that Philippine Airlines

has made manifest the Heart of the Filipinos in its CSR efforts, CSR is corporate

social responsibility. This program is aimed for helping the calamity victims, picking

up the stressed Filipino workers where in other country and helping the indigent

patients for live-saving surgeries. Therefore, the reader assumed the conveyed

meaning of the slogan is the crew's heart this company's airline is like no other

company. Means that the crew's company have the extraordinary of heart.

Slogan: Heart like No Other

Implicature: [The crew's airline heart is extraordinary heart.]

Then, this slogan was categorized into particularized conversational

implicature because the first reading what heart in the slogan. And knowing the

context background knowledge, the reader assumed that the heart there is the crew's

heart of the company is different from the other company.

4.1.2.27 Qantas Airways's Slogan 'Spirit of Australia'

The way of the reader implied the implicature: Such as they said in their

official said that spirit here is about the national economy. This Qantas group is a key

economic and facilitator of growth in the national economy. Meanwhile, Qantas

Airline is one of product form Qantas's company. In other hand, Qantas is widely

regarded as the world's leading long distance airline and one of the strongest brands

in Australia. Therefore, the reader assumed the implicature of the slogan is Qantas

Airways become one of the big influential in Australia.

Slogan: Spirit of Australia

Implicature: [The Qantas Airways is the most influence of Australia.]

After knowing the implicature of discussion. That slogan was categorized

into particularized conversational implicature, because it cannot be directly assume

then need the context background knowledge and after knowing it in the discussion

above that the slogan means the word 'spirit' in the slogan is this company of airline

being the big influential in Australia about the national economy of their country.

4.1.2.28 Saudia Arabian Airlines's Slogan 'Welcome to Your World'

The way of the reader implied the meaning: the conveyed meaning of this

slogan is the company give the greeting to the people who will join their airline.

Means, pass through their brand company, the people or the customer should be

ready to see their destination.

Slogan: Welcome to Your World

Implicature: [The Company give a greeting for the customer.]

That slogan was categorized into generalized conversational implicature.

Means, it is easy to understand the implied meaning.

4.1.2.29 Silk Air's Slogan 'The Regional Wings of Singapore Airlines'

The way of the reader implied the implicature: the reader directly assumed

the conveyed meaning of this slogan is this Silk Air is belongs to Singapore. For the

information, such as the Company said in their official website that this Silk Air is

including the Singapore Airline group.

Slogan: The Regional Wings of Singapore Airlines

Implicature: [The Silk Air belongs to Singapore airlines group.]

Knowing the conveyed meaning above then this slogan was categorized the

slogan into generalized conversational implicature.

4.1.2.30 Sriwijaya Air's Slogan 'Your Future Partner'

The way of the reader implied the implicature: Such as they said in their

official website that their mission is make everyone on board as their partner. Means,

the customer when already choose this brand airline, and the crews of airline will be

the customer partner when on board. Then, the reader assumed the conveyed meaning

of this slogan is the customer can be a partner of the crew's airline.

Slogan: Your Future Partner

Implicature: [The crew's airline is the partner of the customer.]

This slogan categorized by the writer into conversational implicature. Then,

categorized again into particularized conversational implicature. By using word

'your', come the question 'what's the customer belongs to for future?', furthermore

the reader see the context of background knowledge of this slogan then know that this

company want the customer being the partner of the crew's airline when on board.

4.1.2.31 Susi Air's Slogan 'Your Complete Air Transport Solution for All of

Indonesia'

The way of the reader implied the implicature: the conveyed meaning of this

slogan is, Susi Air is the best solution in choosing air transport for all people in

Indonesia. Means, the company want to convince the people in Indonesia for using

the Susi Air to travel everywhere.

Slogan: Your Complete Air Transport Solution for All of Indonesia

Implicature: [The best solution of air transport for people of Indonesia.]

The writer categorized the slogan into generalized conversational

implicature. As like the data slogan before that by using word 'your' is giving a

meaning clearly that this brand airline is the complete airline for Indonesia people.

4.1.2.32 Thai Airways's Slogan 'Smooth as Silk'

The way of the reader implied the implicature: such as posted in their official

website that they want to focus on customer satisfaction building, operation under

effective capital and budget to support the change of circumstance in business

operation and to create a response confederate with balance. Therefore the reader

assumed the meaning of this slogan is, the service is extraordinary and the design of

building is beautiful and smooth as like a silk.

Slogan:Smooth as Silk

Implicature: [The design of the Thai Airways is beautiful as smooth as silk.]

This slogan is categorized by the writer as conversational implicature that

included in particularized conversational implicature. When the reader read it, they

think which one of smooth. For making slogan relevant, by giving an additional

conveyed meaning or background context knowledge, the reader draw an assumed

knowledge that 'smooth' here is the word for the company's operational. Means, the

operational of this brand airline is good.

4.1.2.33 Thai Lion Air's Slogan 'Freedom to Fly'

The way of the reader implied the implicature: the implicature of this slogan

is, the customer has right and chance to fly. According to their official website, it

means that this company is just not only low cost but this company also provides

superior product and service. Eventually, the company facilitate the people to go on a

trip in every destination.

Slogan: Freedom to Fly

Description: flying is freedom.

Conventional Implicature: flying is freedom now.

As we know in the discussing of theoretical bases, that that slogan is clearly

include of conventional implicature. The slogan is not type of the conversational

implicature which is the conventional implicature is a brief utterance.

4.1.2.34 Turkish Airline's Slogan 'Widen Your World'

The way of the reader implied the implicature: as their mission showed in

the company's official website that the company want to become the preferred

leading in European air carrier with global network. Means this slogan is motivating

the people to expand the world with travelling.

Slogan: Widen Your World

Implicature: [The Company motivate the world to expand the people journey's

experience.]

This slogan was categorized into particularized conversational implicature.

To know the meaning, the reader need context of background knowledge. By using

'widen' and 'world', the reader have some assumed meaning and knowledge. After

the writer as the reader examined the context above, then the reader take the meaning

that the crew's company suggest the customer to widen the world. Means, the

company suggested the customer to travel any places they want by their brand airline.

4.1.2.35 Vietnam Airlines's Slogan 'Reach Further'

The way of the reader implied the implicature: Such as they said in their

official website that their positioning of internationally recognized brand as a young

and modern carrier, then Vietnam airlines excelled further when signing large

purchase orders of world's most modern and environment friendly aircraft. Therefore,

the reader give the implied meaning of this slogan is the company reach the

positioning in business competition further.

Slogan: Reach Further

Implicature: [The Company reach the positioning in business competition further.]

As told in the discussion above. This slogan was categorized by the reader in

sub categorization of conversational implicature that is particularized conversational

implicature.

4.1.2.36 Xiamen Airlines's Slogan 'Soaring Egret in the Blue Sky'

The way of the reader implied the implicature: The word 'soaring' is fly

high. Means, the company hope their brand airline is always becoming a pride of the

company and the customer will always increase up like an animal called Egret which

is flying high in the sky. There were also hopes belongs to company that they want to

bring their brand airline in the high position which is in this tight competition era.

Then, they want their brand airline is being the airline that preferred by the

customer. Therefore, the reader assumed the conveyed meaning of this slogan is the

company is rising up like egret which is flying in the blue sky.

Slogan: Soaring egret in the blue sky

Implicature: [The position of the Company is rising up.]

The slogan is categorized into particularized conversational implicature.

Because, for making relevant, the reader see the context background to get the

relevant meaning.

4.2 Discussion

In this study, the writer analyzed 36 slogan of commercial airlines from 47

commercial airlines which are operated in international airport of Indonesia.

Meanwhile, there were 10 commercial airlines were not found the information of slogan in each official websites and 1 of those slogans was using Indonesia language. From those 36 slogans, this analyzing study found 1 of conventional implicature and 35 conversational implicatures. For reminding, conversational implicature was divided into three sub categories they are generalized conversational implicature, scalar implicature and particularized conversational implicature. Then, from 35 conversational implicatures which has found, there were 16 generalized conversational implicatures, 19 particularized conversational implicatures and no found in scalar implicature.

This study had one research of problem that was about the implicatures implied by slogans used in the brand of commercial airlines which was operating in the international airport of Indonesia. This study has dissimilarity in object of analyzing and certainly in examining the intended meaning of implicature and also kinds of implicatures. Reviewing one literature, Yuniar (2015) in her study, she discussed about the implicature on cigarette slogan advertisements, there the researcher studied about the intended meaning of implicature used on cigarette slogan advertisements and identified the breaking maxim happened there. From 10 slogans, she only found 7 generalized conversational implicature and 3 particularized conversational implicature, also she found 6 violations of quality maxim, 4 violations of manner maxim 9 violations of relevance maxim and 10 violations of quantity maxim. Knowing that, clearly there has different.

Related this study with another discussion or view. This study beside discussed about the intended meaning in implicature that used in slogan of commercial airline advertisements, this study also giving the knowledge in studying of advertising. In advertising, before creating the slogan, the company should understand with a problem that come from client and ends with a solution for consumers, such as in Drewniany and Jewler (2008:1) said that great advertising is inspired by insight about brands, consumers and how the two interact.

In despite of advertising view, this study also related with religion view. Recently, most of the slogan advertisements are using the words that very interested to people. The company will do in many ways to catch the people's intention, one of the way is making the words of advertisement as good as possible. Sometimes, that way is not realized by the company that sometimes their slogan is too good than the product but this case also often used by company to get the customer without seeing the condition of their product. And in Islam, it was forbidden or *haram* to do. Means, the words or slogan of advertisement which contains in deception is forbidden. Such as in *hadits* of Muslim no 164 said:

Translation: "Whomever is deceiving us, then they are not our community"

That *hadits* means the prohibition of deception. Moreover in selling and buying. Such as in Syarah Shahih Muslim of Translation (1994:691) give the detail

explanation that the *hadits* occurred when Rasulullah SAW walked around the market, he saw the fruit and grope it. But when he grope the fruit, Rasulullah felt wet of his hand. And he asked to the seller "what is this?" then the seller answered "that fruit was weather-beaten, Rasulullah." And Rasulullah divine words, "why did not you put the wet fruit so the people could know? Whomever is deceiving us, then they are not our community."

أَنْ رَسُوْلَ اللهِ صَلِّى اللهُ عَلَيْهِ وَ سَلَّمَ مَرَّ عَلَي صُبْرَ ةِ طَعَا مِ فَاعَدْخَلَ يَدَهُ فِيْها فَنَا لَتْ اَصَابِعُهُ لِللَّهُ فَقَالَ اللهِ قَالَ اللهِ قَالَ اَفَلاَ جَعَلْتَهُ فَوْ قَ لِللَّا فَقَالَ مَا هَذَا يا صَاحِبَ الطَّعَامِ قَالَ اَصَا بَتْهُ السَّمَاءُ يَا رَسُوْ لَ اللهِ قَالَ اَفَلاَ جَعَلْتَهُ فَوْ قَ لِللَّا فَقَالَ مَا هَذَا يا صَاحِبَ الطَّعَامِ قَالَ اللهِ قَالَ اَفَلاً جَعَلْتَهُ فَوْ قَ اللهِ قَالَ اللهِ قَالَ اَفَلاً جَعَلْتَهُ فَوْ قَ اللهَ عَلَى اللهِ قَالَ اللهِ عَلَى اللهُ عَلَى اللهُ عَلَى اللهِ قَالَ اللهُ عَلَى اللهُ عَلَى اللهِ اللهِ قَالَ اللهِ قَالَ اللهُ عَلَى اللهِ اللهُ عَلَى اللهُ عَلَى اللهِ اللهِ اللهِ اللهِ اللهُ عَلَى اللهُ عَلَى اللهُ عَلَى اللهُ عَلَى اللهِ اللهِ اللهُ عَلَى اللهُ اللهُ عَلَى اللهُ عَلَى اللهُ اللهُ اللهُ اللهُ عَلَى اللهُ اللهُ عَلَى اللهُ عَلَى اللهُ عَلَى اللهُ اللهُ اللهُ عَلَى اللهُ عَلَى اللهُ الللهُ اللهُ اللهُ اللهُ اللهُ اللهُ اللهُ ال