









































































































































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.



