CHAPTER V

CONCLUSION

This chapter outlines the conclusion, which is covered the summary of the finding from the analysis of implicatureon commercial airlines advertisement slogans operated in Indonesia the suggestion for the next researcher.

5.1 Conclusion

This study is about implicatureson commercial airlines advertisement slogans operated in Indonesia, the implicature used beside on Grice. The data was the phrase, clause and sentence and the data sources of this research was slogan that taken from each official websites of airline's company. The brand of commercial airlines operated in Indonesia which found from each official websites of international airport are 47. But, the slogans has been analyzed are 36.

However, there was one research problem of this study which has been answered in finding and discussion. Furthermore, after examining the data of this study, in advertising the air transportation, the researcher conclude that among the company's airline which their airlines are operated in Indonesia have the slogan by using any attractive meaning. And those slogans that have been analyzed, there are more included 19 in sub categorization of conversational implicature that is particularized conversational implicature. Means, most of those slogans need the context background of additional knowledge to assume the conveyed meaning. In the other word, most of the slogans use the words which sometimes has ambiguities or double assume meanings and to conclude them the reader need to know the context background of those company's airline that the additional knowledge most of their company's official website.

5.2 Suggestion

The writer suggests for the next researchers who will continue this study or analyze into the same subject of implicatureor other object to take or add other interesting aspect beside the way and the purpose like the writer to do. And also the writer suggests to the people for always realizing that every slogans has the implied meaning. Last suggestion for the companies to make the slogan which can be equal between the product and the slogan.