TABLE OF CONTENTS

INSIDE COVER PAGE i

INSIDE TITLE PAGE ii

MOTTO iii

DECLARATION PAGE iv

DEDICATION PAGE v

THESIS ADVISOR'S APPROVAL PAGE vi

THESIS EXAMINER'S APPROVAL PAGE vii

ACKNOWLEDGEMENT viii

TABLE OF CONTENTS x

LIST OF TABLE xiv

ABSTRACT xv

INTISARI xvi

CHAPTER I INTRODUCTION

1.1 Background of the Study 1
1.2 Research Problem 6
1.3 Research Purpose 7
1.4 Significance ofthe Study 7
1.5 Scope and Limitation of the Study 7
1.6 Definition of Key Terms 8

CHAPTER II REVIEW OF RELATED LITERATURE
2.1 Pragmatics 10
2.1.1 Text 11
2.1.1.1 Cohesion 11
2.1.1.2 Endophora 12
2.1.1.3 Substitution 13
2.1.2 Context 13
2.1.3 Implicature 16

digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id

2.1.3.1 Conversational Implicature 17
2.1.3.2 Conventional Implicature 19

CHAPTER III RESEARCH METHODS
3.1 Research Design 23
3.2 Research Instrument 24
3.3 Data and Data Source 24
3.3.1 Primary Data 24
3.3.2 Secondary Data 24
3.4 Data Collection 25
3.4.1 Searching the Kind of International Airports 25
3.4.2 Tabulating the Kind of International Airports 26
3.4.3 Searching the Kind of Commercial Airlines 26
3.4.4 Searching of Each airline Official Websites 27
3.5 Data Analysis 28
3.5.1 Tabulating the Kind of Slogans 29
3.5.2 Analyzing the Context 29
3.5.3 Interpreting and Categorizing the Implicature of Slogans 30

CHAPTER 1V FINDING AND DISCUSSIONS
4.1 Finding 32
4.1.1 The Context of Each Slogans Based on Hymes 36
4.1.1.1 Slogan of Air Asia 'Now Everyone Can Fly' 36
4.1.1.2 Slogan of Air China 'Trust, Convenience, Comfort, and Satisfaction'37
4.1.1.3 Slogan of Air fast Indonesia 'We'll Fly You Safely' 39
4.1.1.4 Slogan of All Nippon Airways (ANA) 'Trustworthy, Heartwarming, Energetic' 39
4.1.1.5 Slogan of Asiana Airlines 'State of the Art Service, Considerate Service, Friendly Service, High-End Service' 40
4.1.1.6 Slogan of Aviastar 'Fly Safe and Comfort' 41
4.1.1.7 Slogan of Batik Air 'Journey Begins' 42
4.1.1.8 Slogan of Business Air 'Fly with Greater Flexibility' 43
4.1.1.9 Slogan of Cathay Pasific Airlines 'World's Biggest Welcome' 43
4.1.1.10 Slogan of Cebu Pasific Air 'Why Everyone Flies' 44
4.1.1.11 Slogan of China Airlines 'Spread Your Wings, Explore the World'. 45
4.1.1.12 Slogan of China Southern Airlines 'Experience beyond Your Expectation' 46
4.1.1.13 Slogan of Citilink 'Travel with Complete Peace of Mind' 47
4.1.1.14 Slogan of Emirates 'Hello Tomorrow' 48
4.1.1.15 Slogan of Etihad 'National Airline of UAE (United Arab Emirates)' 49
4.1.1.16 Slogan of Eva Air 'Sharing the World, Flying Together' 49
4.1.1.17 Slogan of Firefly Airline 'Beyond Convenience' 50
4.1.1.18 Slogan of Garuda Indonesia 'The Airline of Indonesia' 51

digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id

4.1.1.19 Slogan of Japan Airlines 'Fly Into Tomorrow' 52
4.1.1.20 Slogan of Jetstar Asia Airways 'All Day, Every Day, Low Fares' ... 52
4.1.1.21 Slogan of Korean Air 'Excellent in Flight' 53
4.1.1.22 Slogan of Lion Air 'We Make People Fly' 54
4.1.1.23 Slogan of Malindo Air 'Smarter Way to Travel' 55
4.1.1.24 Slogan of Mihin Lanka Air 'Yours to Fly' 56
4.1.1.25 Slogan of Oman Air'Modern Vision, Timeless Traditions' 56
4.1.1.26 Slogan of Philippine Airline 'Heart like No Other' 57
4.1.1.27 Slogan of Qantas Airways 'Spirit of Australia' 58
4.1.1.28 Slogan of Saudia Arabian Airlines 'Welcome to Your World' 59
4.1.1.29 Slogan of Silk Air 'The Regional Wings of Singapore Airlines' 60
4.1.1.30 Slogan of Sriwijaya Air 'Your Future Partner' 60
4.1.1.31 Slogan of Susi Air 'Your Complete Air Transport Solution for All of Indonesia' 61
4.1.1.32 Slogan of Thai Airways 'Smooth as Silk' 62
4.1.1.33 Slogan of Thai Lion Air 'Freedom to Fly' 63
4.1.1.34 Slogan of Turkish Airline 'Widen Your World' 64
4.1.1.35 Slogan of Vietnam Airlines 'Reach Further' 64
4.1.1.36 Slogan of Xiamen Airlines 'Soaring Egret in the Blue Sky' 65
4.1.2 The Implicature of Each Slogans Based on Grice 66
4.1.2.1 Air Asia's Slogan 'Now everyone can fly' 66
4.1.2.2 Air China's Slogan 'Trust, Convenience, Comfort, and Satisfaction'. 67
4.1.2.3 Air fast Indonesia's Slogan 'We'll Fly You Safely' 68
4.1.2.4 All Nippon Airways (ANA)'s Slogan 'Trustworthy, Heartwarming, Energetic' 69
4.1.2.5 Asiana Airline's Slogan 'State of the Art Service, Considerate Service, Friendly Service, High-End Service' 70
4.1.2.6 Aviastar's Slogan 'Fly Safe and Comfort' 71
4.1.2.7 Batik Air's Slogan 'Journey Begins' 71
4.1.2.8 Business Air's Slogan 'Fly with Greater Flexibility' 72
4.1.2.9 Cathay PasificAirlines's Slogan 'World's Biggest Welcome' 73
4.1.2.10 Cebu Pasific Air's Slogan 'Why Everyone Flies' 74
4.1.2.11 China Airlines's Slogan 'Spread Your Wings, Explore the World' .. 74
4.1.2.12 China Southern Airlines's Slogan 'Experience beyond Your Expectation' 75
4.1.2.13 Citilink's Slogan 'Travel with Complete Peace of Mind' 76
4.1.2.14 Emirates's Slogan 'Hello Tomorrow' 77
4.1.2.15 Etihad's Slogan 'National Airline of UAE (United Arab Emirates)' 77
4.1.2.16 Eva Air's Slogan 'Sharing the World, Flying Together' 78
4.1.2.17 Firefly Airline's Slogan 'Beyond Convenience' 79
4.1.2.18 Garuda Indonesia's Slogan 'The Airline of Indonesia' 79
4.1.2.19 Japan Airlines's Slogan 'Fly into Tomorrow' 80
4.1.2.20 Jetstar Asia Airways's Slogan 'All Day, Every Day, Low Fares' 81

digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id

4.1.2.21 Korean Air's Slogan 'Excellent in Flight' 81
4.1.2.22 Lion Air's Slogan 'We Make People Fly' 82
4.1.2.23 Malindo Air's Slogan 'Smarter Way to Travel' 83
4.1.2.24 Mihin Lanka Air's Slogan 'Yours to Fly' 84
4.1.2.25 Oman Air's Slogan 'Modern Vision, Timeless Traditions' 85
4.1.2.26 Philippine Airline's Slogan 'Heart like No Other' 85
4.1.2.27 Qantas Airways's Slogan 'Spirit of Australia' 86
4.1.2.28 Saudia Arabian Airlines's Slogan 'Welcome to Your World' 87
4.1.2.29 Silk Air's Slogan 'The Regional Wings of Singapore Airlines' 87
4.1.2.30 Sriwijaya Air's Slogan 'Your Future Partner' 88
4.1.2.31 Susi Air's Slogan 'Your Complete Air Transport Solution for All of Indonesia' 88
4.1.2.32 Thai Airways's Slogan 'Smooth as Silk' 89
4.1.2.33 Thai Lion Air's Slogan 'Freedom to Fly' 90
4.1.2.34 Turkish Airline's Slogan 'Widen Your World' 90
4.1.2.35 Vietnam Airlines's Slogan 'Reach Further' 91
4.1.2.36 Xiamen Airlines's Slogan 'Soaring Egret in the Blue Sky' 92
4.2 Discussion 92

CHAPTER V CONCLUSION
5.1 Conclusion 96
5.2 Suggestion 97

REFERENCES 98

APPENDICES 1

digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id

LIST OF TABLES

Table 4.1 32
Table 4.2 34

digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id

digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id