

**PRAGMATICS STUDY ON IMPLICATURE USED IN  
TELEVISION ADVERTISEMENT OF  
HONDA MOTORCYCLE**

**THESIS**

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FACULTY OF CULTURE STUDIES  
UNIVERSITAS BRAWIJAYA**

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**PRAGMATICS STUDY ON IMPLICATURE USED IN TELEVISION  
ADVERTISEMENT OF  
HONDA MOTORCYCLE**

**THESIS**

**Presented to  
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in partial fulfillment of the requirements  
for the degree of Sarjana Sastra**

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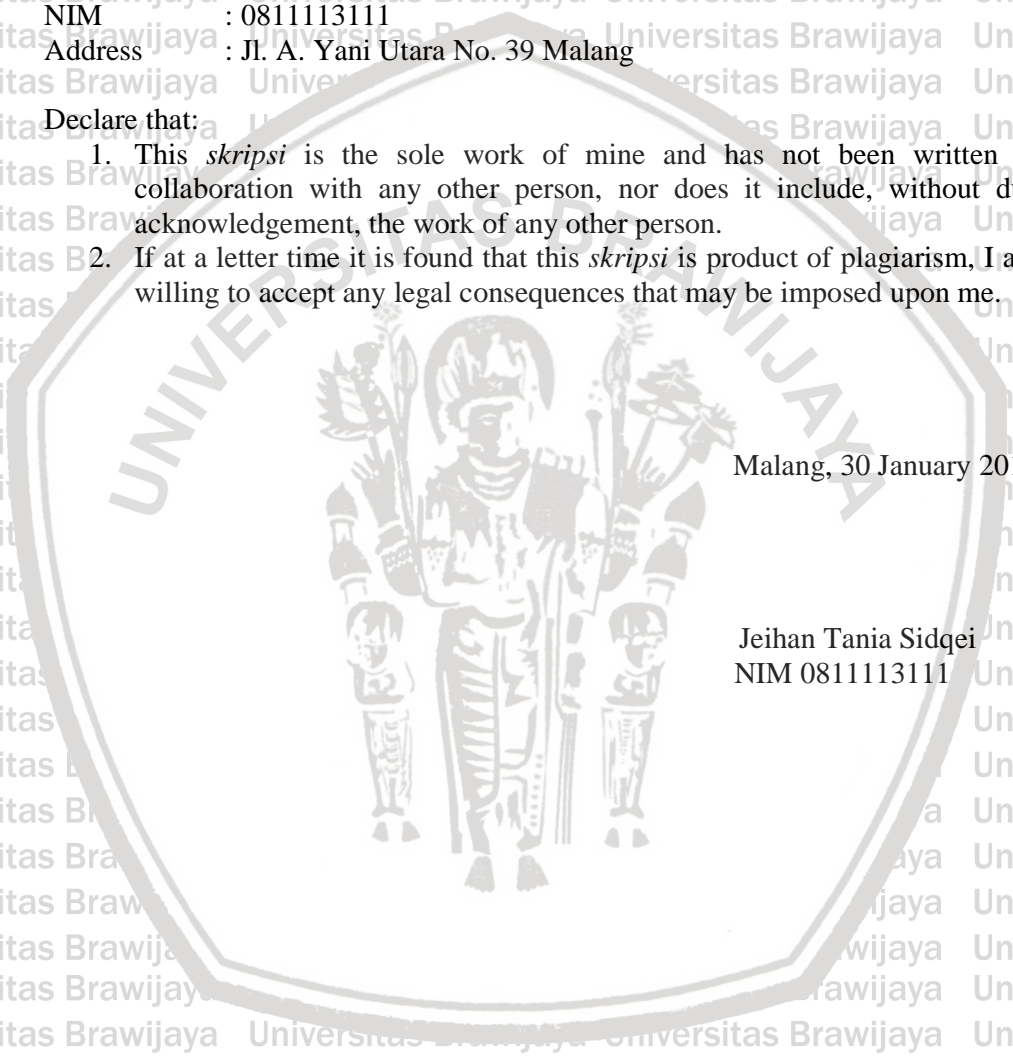
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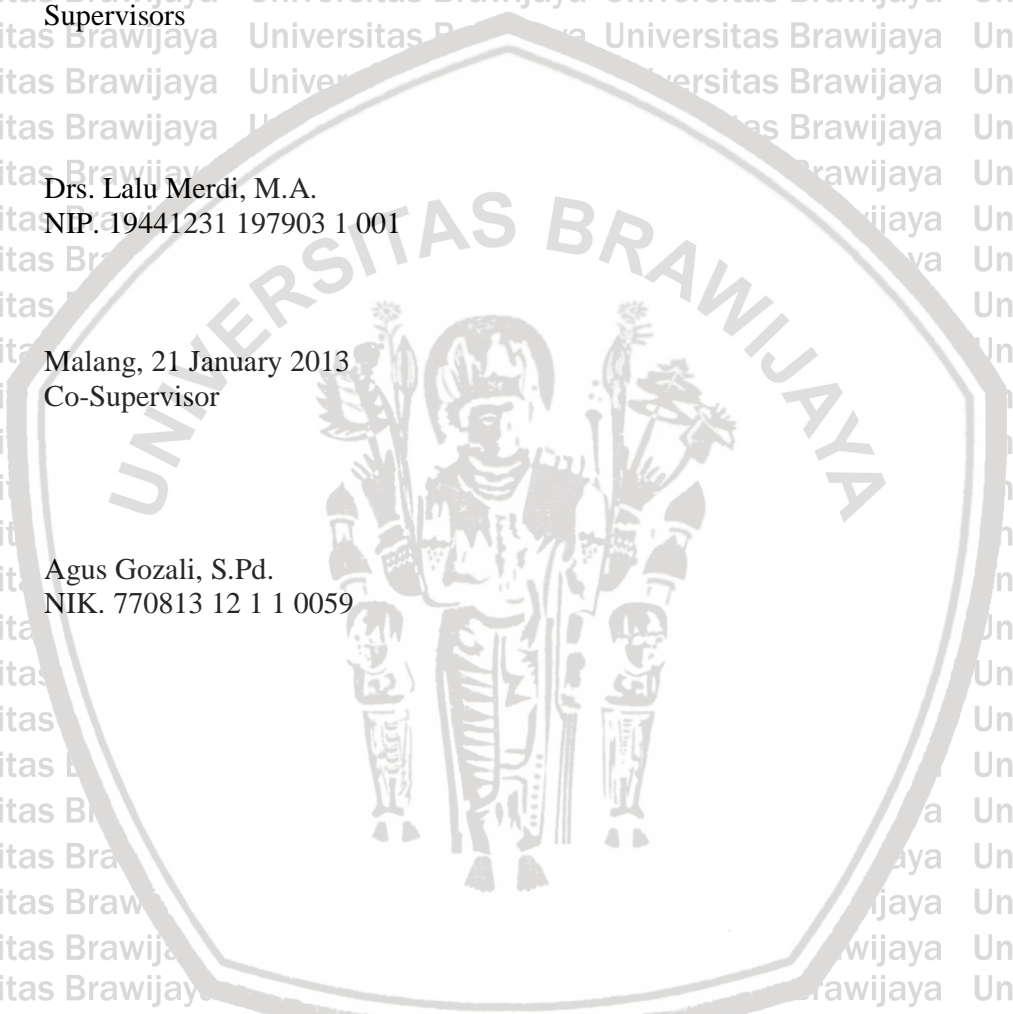
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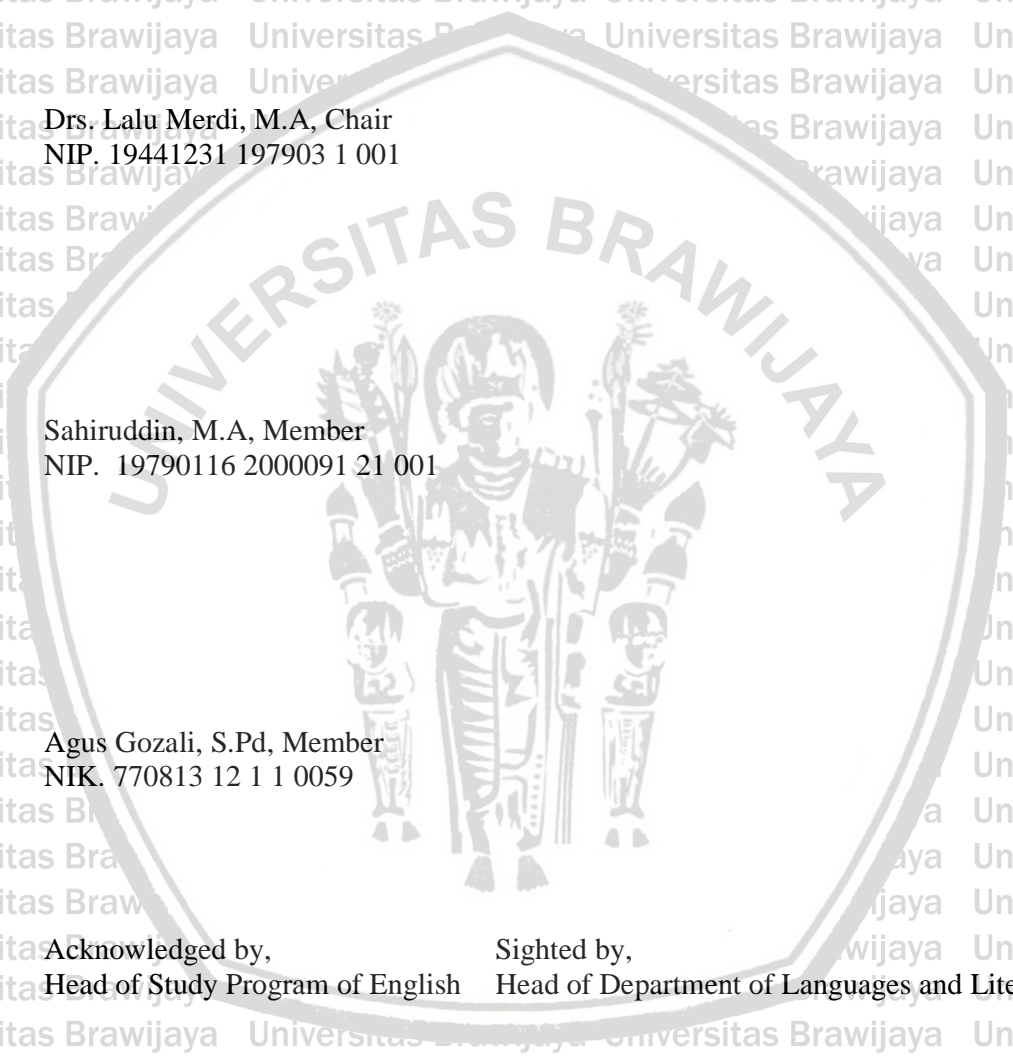
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## ABSTRACT

Sidqei, Jeiha Tania. 2013. **Pragmatics Study on Implicature Used in Television Advertisement of Honda Motorcycle.** Study Program of English. Department of Languages and Literature. Faculty of Culture Studies. Universitas Brawijaya. Supervisor: Lalu Merdi, co-supervisor: Agus Gozali.

Keywords: pragmatics, implicature, advertisement, *Honda* motorcycle.

Communication is very important in human life, because everyday we communicate with each other. We also use communication for business and marketing purpose because communication is very important to help the marketing of a product. Using communication in marketing activity is to spread the information, influence, and invite the consumers to buy and use products that are offered by manufacturer. One of the most effective marketing communications is the use of advertisement. Advertisements often contain implicature to inform and persuade the customers. The researcher conducts a study about implicature used in Honda motorcycle advertisement. There are two problems to be solved in this study, they are: (1) What utterances contain implicature in Honda motorcycle advertisement, (2) What are the meaning of utterances containing implicature found in Honda motorcycle advertisement.

This study uses qualitative approach, and the type of research used in this study is content analysis. The researcher analyzes the utterance in eight *Honda* motorcycle advertisement aired in Indonesian national and also local television station, from January 2011 until December 2011. In this study the researcher applies implicature analysis steps: (1) selecting the data, (2) analysing the meaning of the utterances that contain implicature, (3) describing the context, and (4) drawing conclusion.

The result of the study is the researcher finds 34 utterances in eight data of *Honda* motorcycle advertisement containing implicature based on Sperber and Wilson's theory. The researcher also finds that all advertisements of *Honda* motorcycle containing implicature, and some utterances of the advertisements containing implicature perform the persuasion whose purposes is to persuade the audience or customers to buy *Honda* motorcycle products.

The researcher suggests students of Brawijaya University or the next researchers use different data sources and other theories of implicature. Hopefully, this research becomes an inspiration in writing their theses. Then, the researcher also suggests the advertiser make various ways in promoting products in order to make consumers more interested.

## ABSTRAK

Sidqei, Jeihan Tania. 2013. Studi . **Studi Pragmatik Implikatur yang Digunakan dalam Iklan Televisi Sepeda Motor Honda**. Program Studi Sastra Inggris. Fakultas Ilmu Budaya. Universitas Brawijaya. Pembimbing: (I)Lalu Merdi, (II) Agus Gozali.

Kata kunci: pragmatik, implikatur, iklan , sepeda motor honda.

Komunikasi sangat penting dalam kehidupan manusia, karena setiap hari kita berkomunikasi dengan orang lain. Kita juga menggunakan komunikasi untuk tujuan bisnis dan pemasaran, karena komunikasi sangat penting untuk membantu pemasaran suatu produk. Menggunakan komunikasi dalam kegiatan pemasaran bertujuan untuk menyebarkan informasi, mempengaruhi, dan mengajak konsumen untuk membeli dan menggunakan produk-produk yang ditawarkan oleh produsen. Salah satu komunikasi pemasaran yang paling efektif adalah dengan menggunakan iklan. Iklan sering menggunakan implikatur untuk menginformasikan dan membujuk pelanggan. Dalam penelitian ini, peneliti meneliti implikatur yang digunakan dalam iklan sepeda motor Honda. Ada dua masalah yang harus diselesaikan dalam penelitian ini, yaitu: (1) ucapan apa yang mengandung implikatur dalam iklan sepeda motor Honda, dan (2) Apa makna dari ucapan-ucapan yang mengandung implikatur yang ditemukan dalam iklan sepeda motor Honda.

Penelitian ini menggunakan pendekatan kualitatif, dan tipe penelitian yang digunakan dalam penelitian ini adalah analisis konten. Peneliti menganalisis ucapan dalam delapan iklan sepeda motor Honda di televisi yang ditayangkan di saluran televisi nasional dan saluran televisi lokal, dari Januari 2011 sampai Desember 2011. Dalam penelitian ini peneliti menerapkan empat langkah menganalisa implikatur: (1) memilih data, (2) menganalisis makna dari ucapan-ucapan yang mengandung implikatur, (3) mendeskripsikan konteks, dan (4) membuat kesimpulan.

Hasil dari penelitian ini adalah peneliti menemukan 34 ucapan dari delapan data iklan sepeda motor honda yang mengandung implikatur berdasarkan teori dari Sperber dan Wilson. Peneliti juga menemukan bahwa semua iklan sepeda motor Honda mengandung implikatur, dan beberapa ucapan dari iklan yang mengandung implikatur melakukan persuasi yang memiliki tujuan untuk membujuk penonton atau pelanggan untuk membeli dan menggunakan produk sepeda motor Honda.

Peneliti menyarankan kepada mahasiswa Universitas Brawijaya atau peneliti berikutnya untuk menggunakan berbagai sumber data dan teori-teori lain dari implikatur. Mudah-mudahan, penelitian ini menjadi inspirasi dalam menulis skripsi mereka. Kemudian, peneliti juga menyarankan pengiklan untuk membuat berbagai cara dalam menyajikan produk yang bertujuan untuk membuat konsumen lebih tertarik.



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Eventually, the researcher deeply thanks her family for supporting and being proud of her. Most importantly, the researcher gives love, support and gratitude to her parents, Dra. Brida Wilujeng and Sidqei Jarhom, her little brother Husni and her grandmother who give the necessary strength to hold on and persevere. A special thank also goes to her special partner, Satrio for understanding and the encouragement to help the researcher finish this research.

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The researcher realizes that this thesis still needs the criticism and

suggestion from the readers for further improvement. Hopefully it can be useful

for the readers.

Malang, 30 January 2013

Jeihan Tania Sidqei



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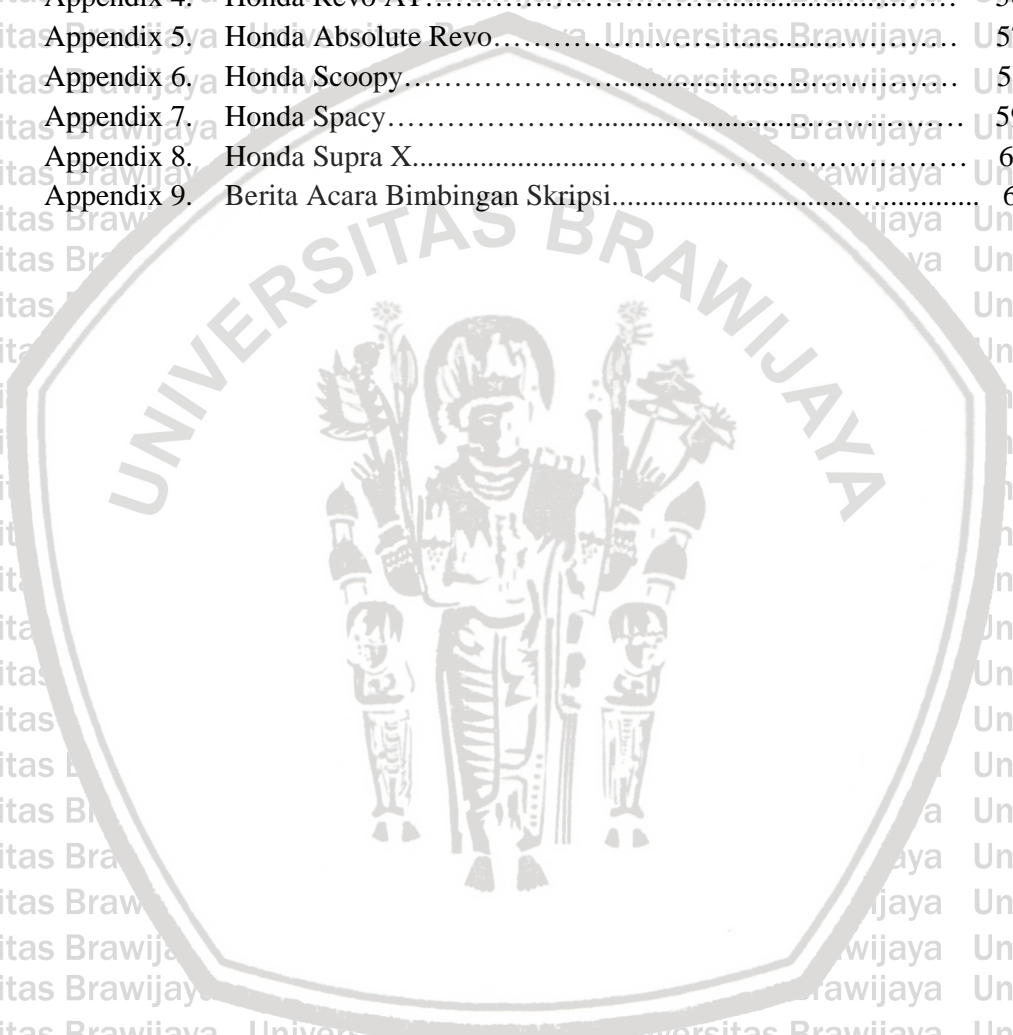
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# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Communication is a human activity to share ideas, feelings, or anything in mind. In the globalization era, communication is also used for business and marketing purposes because communication is very important to help the marketing of a product. Using communication in marketing activity is intended for spreading the information, influence, and invites the consumer to buy and use products that are offered by manufacturer. One of the most effective communications in marketing is the use of advertisement.

Cutlip (2000, p. 11) states that advertisement is information placed in the media by an identified sponsor that pays for the time or space. Advertisement is always placed in a place that can be seen easily by a lot of people because the advertiser has the main purpose to attract customer. The advertisement is also used to promote the strength of the product to persuade the customers to buy their products. In order to promote products and attract potential buyers, fresh and interesting idea is widely used by advertisers. Every major medium is used to convey these messages, including: television, radio, magazines, newspapers and Internet. The effect of advertising depends on several elements, such as images, language, sound, brand, etc. In communicating advertisement, advertisers often use various strategies to attract people's attention and to persuade the consumers.



Nowadays, there are many unique advertisements on television. The advertisement is unique in terms of theme, language, jingle, slogan and acting of actors and actresses in the advertisement. A unique advertisement can make products not only sell out smoothly, but also leave a deep impression for the consumer. One of the unique and interesting advertisements is about motorcycle, and one of them is *Honda* Motorcycle advertisement. *Honda* is a motorcycle company from Japan, which has become one of the largest motorcycle company in Indonesia nowadays. As a big motorcycle company, *Honda* is certainly very concerned about advertisements they make, because it is highly correlated with consumer's buying interest.

As much as possible *Honda* motorcycle manufacturers improve and maintain their advertisement to influence customers intentions to buy. Therefore, the advertisements presented to the public should be interesting in order to increase the consumers willingness to buy the product. Frequently, advertisements that often appear on television use famous commercials model icon and good information about *Honda* excellence. Also, the use of interesting and attractive language and jingle can make *Honda* advertisement embedded in the customers' mind and heart.

Sometimes, *Honda* motorcycle advertisements also introduce their newest technology and characteristics of a product that is not owned by other motorcycles. In addition *Honda* also uses well-known public figure as their model icon. The appeal of advertising is also enhanced with a touch of interesting music to deliver the advertising messages and to attract public attention. Their

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advertisements are used to cultivate a good image in the eyes of the people and make *Honda* always in people's heart with all its advantages. The purposes is to get the costumers as many as possible.

Advertisement as a form of communication has its main purpose from the advertiser to the viewers in order to inform the product. He wants to send his message to the viewer that honda motorcycle product is the best motorcycle through the advertisement. With that advertisement, hopefully the viewers do not just watch an advertisement but they have to understand the purpose and context of the advertisement. Besides that, the advertiser does not want to straightly present the literal utterance to make the consumers more interested. So, the understanding of implicature is needed to draw the correct meaning of the utterance uttered in Honda motorcycle advertisement.

Every utterance that convey implicature has different meaning. The meaning of the implicature depends on context and contextual effect that appears in the advertisement. The contextual effect is obtained from cognitive ability of the viewer which store background knowledge or any information about certain things. The implicature may influence the process of communication since the hearer should understand what speaker intends to say, so the hearer needs to uncover the speaker's intention in order to run the communication successfully.

In this study, the researcher chooses *Honda* motorcycle advertisement because all of this advertisement contains implicit meaning to be analyzed by the researcher. This study is expected to give some information about the message inside the utterances of *Honda* motorcycle advertisements. The researcher is



interested in studying implicature because implicatures have been used successfully within the advertising media, they also provide insight and understanding of a text, making the audience feel involved and aware. It discusses the speaker's meaning because it is important to make the consumer understand the implicit meaning of the message carried to make them interested and buy the product.

Finally, the researcher tries to analyze the implicature in utterances on *Honda* motorcycle advertisement based on Relevance Theory that is proposed by Sperber and Wilson. In this case, the researcher uses implicature based on relevance theory proposed by Sperber and Wilson because it is more appropriate field concerning the study about meaning to observe the utterance containing implicature in this research. So, the researcher conducts a research entitled "Pragmatics Study on Implicature Used in Television Advertisement of *Honda* Motorcycle".

## 1.2 Problems of the Study

Based on the background of the study, the researcher is interested in finding the answer to these following questions :

1. What are the utterances which contain implicature in *Honda* motorcycle advertisement ?
2. What are the meanings of utterances containing implicatures found in *Honda* motorcycle advertisement ?

### 1.3 Objectives of the Study

In relation with the problem above, the purposes of this study are :

1. To find out the utterances containing implicatures in *Honda* motorcycle advertisement
2. To know the meanings of the utterances containing implicatures found in *Honda* motorcycle advertisement

### 1.4 Definition of Key Terms

In this discussion the researcher would like to give the definition of key terms which are related to this study to avoid ambiguity and missinterpretation.

The researcher organizes some key terms to help the readers to catch the idea. The terms are stated below :

1. *Pragmatics* is the study of language used in contextualized communication and the usage principles associated with it. (Grundy, 2000, p.275)
2. *Relevance* is a term used by Sperber and Wilson to connect between assumptions and context. (Grundy, 2000, p. 276)
3. *Implicature* is any assumption communicated, but not explicitly so, is implicitly communicated (Sperber and Wilson, 1995, p.182)
4. *Advertisement* is the dissemination of information concerning an idea, service, or product to compel action in accordance with the intent of advertiser. (Sandage and Fryburger, 1971, p.4)
5. *Honda* is a Japanese public multinational corporation primarily known as a manufacturer of automobiles and motorcycles ([www.wikipedia.com](http://www.wikipedia.com))



## CHAPTER II

### REVIEW OF RELATED LITERATURE

In this chapter, there are some theories and related studies that the researcher reviews. This review is very important because it is used as the basis of the analysis of the data in chapter four.

#### 2.1 Pragmatics

Yule (1996,p. 3) considers pragmatics as a study of ‘invisible’ meaning, or how we recognize what is meant even when it is not actually said or written. In addition, Leech (cited in Yule, 1996,p. 36) also considers Pragmatics as a study of discussing the speaker meaning linking with discourse situation. One of the principles is the sense of speaker expression that violates the principle. The violation of conversational principle brings to the difference between the speaker’s utterance and his intention. According to Grundy (2000,p. 3), pragmatics is about explaining how we produce and understand the language which is used in communication everyday but apparently rather peculiar uses of language.

Furthermore, Green (1989,p. 3) states that pragmatics is “the study of understanding international human action. It involves the interpretation of the acts assumed to be undertaken in order to reach some purpose intended by speaker”.

So, by studying pragmatics, we can also interpret human action that also takes part in communication.

In addition, Grifffth (2006, p.6) also defines pragmatics as “the study of utterance meaning” so, any utterance spoken by the speaker must have meaning. The utterance itself can be in the form of spoken or written. In spoken, it can be face-to-face conversation. In written, it can be in on-line conversation in the internet. Although the conversation occurs in the written form, that kind of conversation may also load certain intention because what is said by the addressor or the writer is not literally as stated. In short, pragmatics is the study of intended meaning of the speaker.

Finally, the researcher concludes that pragmatics is the study of intended meaning of the speaker not only the utterance, but also sound and gestures in conversation. Pragmatics takes roles in any form of human communication whether it is in the form spoken or written. In this study, the writer only focuses on one part of pragmatics to be researched that is implicatures based on relevance theory.

## 2.2 Relevance

In this study the researcher is concerned with the relevance theory proposed by Sperber and Wilson. Grundy (2000, p. 276) states that relevance theory is a term used by Sperber and Wilson to connect between assumptions and context. Every utterance is relevant merely by virtue of being uttered. If we know how it is relevant, we know what speaker means. According to Sperber and Wilson (1995, p.260) there are two principles of relevance. “ first, human cognition tends to be geared to the maximization of relevance. Second, every act ostensive communication communicates presumption of its own optimal



relevance.” from this statement, it is clear that human’s cognition takes significant part in communication. Since, cognition function as a system of stores knowledge.

Mey (2001,p. 85) suggests “in relevance theory, achieving successful communication by way of the relevance of what is being said is a sufficient aim in conversation will or verbal interaction” . It means that successful communication will be reached when the speaker who makes his or her intention can be inferred by two parties, the addressee and addressor. Grundy (2000,p. 101) states that relevance theory proposed by Sperber and Wilson is used to explain the process of utterance. They are not satisfied with the probabilistic nature of Gricean implicature. They want a theory which goes beyond the probabilistic and enables addressees to be sure that they have recovered the most relevant of a potentiality infinite set of inference. Relevance is also a term by Sperber and Wilson to connect between assumptions and context. Every utterance is relevant merely by virtue of being offered. If we know how it is relevant, we know what speaker means, addition by Grundy (2000,p. 276)

Grundy also extracts in his book *Doing Pragmatics* (2000,p. 106) about some keys of principles of relevance. Those are explained as follows :

1. Every utterance comes with a guarantee of its own particular relevance. Thus to understand an utterance is to prove its relevance. In other words, every utterance has its own intention
2. Because the addressees cannot prove the relevance of the utterance they hear without taking context into account, the speaker must make some assumptions about the hearer’s cognitive abilities and contextual

sources, which will be reflected in the way the speaker communicates, and in what case the speaker chooses to make explicit or to leave implicit (Sperber and Wilson, 1995: p. 218)

3. However apparently grammaticalized linguistic structure may be, utterances are as we have seen, radically under-determined. So, a single syntactic relation may represent a very range of logical and semantic relation. Even the determination of sense requires an inferential process.

4. Once the prepositional form of an utterance has been fully elaborated, the utterance may be regarded as a premise, which taken together with other, non-linguistics premises available to hearer as contextual resources enables him to deduce the relevant understanding

5. The most accessible interpretation is the most relevant. This is important notion because it enables us to discriminate in principle way, i.e. by taking into account the degree of processing effort, between the various inferences which, time allowing, we might recover.

6. Context is not treated as given common ground, but rather as a set of more or less accessible items of information which are stored in short-term and encyclopaedic memories or manifest in the physical environment.

From the explanation above, we can conclude that relevance theory proposed by Sperber and Wilson, is a theory concerning communication and



cognition, because communication and cognition are closely related. In other words, if cognitive ability is good, then the communication will be run. People can reach successful communication by having good cognitive ability to conceive implicature behind speaker utterance. Here, the writer uses relevance theory proposed by Sperber and Wilson to analyze the utterances whether it is explicit or implicit. Grundy (2000,p. 103) states that utterance understanding based on the theory of relevance could be obtained by explicature, higher-level explicature and implicature.

### 2.3 Explicature

Sperber and Wilson (1995,p. 182) state that explicature is a combination of linguistically encoded and contextually inferred conceptual feature. Grundy (2000,p. 103) defines explicature as the enrichment of the original utterance. In addition, Grundy (2000,p. 105) also states that explicature is an inference or series of inferences which enrich the under-determined form of the utterance to fulfill propositional form. Based on Sperber and Wilson, explicature is an ostensibly communicated assumption which is inferentially developed from one of the incomplete conceptual representations encoded by the utterance. Basically explicature is process of elaborating or explicating the original utterances, text and statement or the way the hearer decoded someone relevance by enriching the utterance. For example, a door's bank says, "Push". Certainly, we have already known that it is not a door's name, but by using explicature we have to enrich it to get the intended meaning. So, in order to come to intended meaning of that

utterance, we have to be able to elaborate the original statement which is to open the door you must push it.

#### **2.4 Higher Level Explicature**

Grundy (2000,p. 273) says that high level explicature is a term used by Sperber and Wilson (1995) to describe the propositional attitude of speaker of an utterance, including speech act description, which the addressee must recover inferentially. Higher level explicature is also called as ostensive-inferential communication where the hearer comes to a particular conclusion by inferring the speaker's behaviour. It is closely related to the characteristics of the person who produces the utterance, we have to elaborate high level explicature by understanding the characteristics of the speakers because sometimes every utterance may have different meaning for each person. It is very subjective because perhaps for us it is okay, but for other it is not okay. Forexample, when we are sending a short messaging service (SMS) to someone until 2-3 pages, then the receiver replies it only in one word. In case, we have to be able to elaborate higher level explicature by understanding the characteristics of the receiver. So, when we are communicating with someone, we have to understand the characteristics of the speaker since sometimes every utterance have different meaning for each person.

#### **2.5 Implicature**

Grundy (2000,p. 106) defines implicature as a logical conclusion and therefore no other coclusion can be reached from the premises. For example, The



utterance “ have you seen my book?”, if the speaker is one of our friends and we borrowed his/her book, it may be taken as a demand for its return, and if it was a lecturer , the implicature is she wants us to read her/his book if we want to get better understanding to pass the exam. Based on explanation above, the researcher concludes that implicature is meaning that is communicated indirectly by the speaker.

According to Kreidler (1998,p. 301) implicature is “a meaning derived not from what is said but deduced from the necessary way of interpreting what is said.” Levinson (1983,p. 98 ) explains that implicature stands as paradigmatic example of nature and power of pragmatics explanations of linguistics phenomena. The concept of implicature therefore, seems to offer some significant functional explanation of linguistic facts. Implicature can be understood by the hearer by choosing the relevant characteristics of context, and by recognizing whatever speaker says which is relevant to the conversation. When the hearer and reader (of a text) understand the utterance, they will interpret the utterance as something meaningful, then they will make assumptions based on their own background knowledge of the world.

Sperber and Wilson (1995,p. 194) state that implicature is a contextual assumption or implication which a speaker, intending the utterance to be manifestly relevant, manifestly intended to make manifest to hearer. They also define two kinds of implicatures, namely implicature premise and implicature conclusion. They claim that all implicatures fall into one or the other of these two categories. Implicated premises “must be supplied by the hearer, who must either

retrieve them from memory or construct them by developing assumption schemas retrieved memory”: Then, implicature conclusion “are deduced from the explicatures of the utterance and context” (Sperber and Wilson , 1995, p.195).

Here is the example of implicated premise and implicated conclusion which is taken from Sperber and Wilson . However, In this study the researcher do not analyze the kind of implicature.

Implicature can be understood by the hearer by choosing the relevant characteristics of context, and by recognizing whatever speaker says which is relevant to the conversation. When the hearer and reader or viwer understand the utterance, they will interpret the utterances as something meaningful, then they will make assumptions based on their own background knowledge of the world (cutting, 2002, p. 43), so that the background knowlaedge as the context plays an essential role in understanding an implicature.

From the explanation above, we can conclude that what the speaker said is not always what she/he meant. We need to understand the attitude of the speaker and implicit meaning based on the context. Morover, in relevance theory the implicature can be interpreted by considering contextual effect that are derived from background knowledge or any information stored in participant memory or cognition and context. In this study the researcher analyzes the implicature behind an utterance based on Relevance Theory that is proposed by Sperber and Wilson.



## 2.6 Context

Relevance can not be separated from context. Context is one element that helps the hearer understand the utterance. Hurford and Heasley (1988, p. 68-69) define that context of an utterance is a small subpart of the universe of discourse shared by speaker and hearer, and includes facts about the topic of the conversation in which the utterance occurs, and also facts about the situation in which the conversation itself takes place. Besides, Grundy (2000, p. 13) states that in the case of implicature, context in which utterance occurs helps the hearer to determine the meaning of what is said to the hearer. He also states that context is important in helping the hearer to understand an utterance (Grundy, 2000, p. 72). In the case of implicature context helps the hearer to determine what is conveyed implicitly but not explicitly stated by speaker. Sperber and Wilson (1995, p.137) assume that “a crucial step in the processing of new information, and in particular of verbally communicated information, is to combine with an adequately selected set of a background assumptions – which then constitutes the context – in the memory of the deductive device”. The background knowledge assumption can be selected as context in order to be able to come to the relevance.

Cook (1989,10) defines context in different way. He defines context as the terms which consist of some of the following elements :

1. Substance : the physical material that carries or relays text.
2. Music and picture

3. Paralanguage : meaningful behaviour accompanying language, such as voice quality, gestures, facial expression and touch (in speech), and choice of typeface and letter sizes (in writing)
4. Situation: the properties and relations of objects and people in vicinity of text, as perceived by participants.
5. Co-text: text which precedes or follows that under analysis, and which participants judge to belong to the same discourse.

Overall, context is a crucial factor in utterance interpretation and here again relevance theory offers an alternative to commonly held view that context is prior to the interpretation. In this study, the researcher used co-text as the role of the context to analyze the data.

## 2.7 Advertisement

Advertisement has an important role in marketing to promote business information to the present and prospective customer. Advertisement is people communicating with other people about products or services in which one group provides the information about the products or services in order to supply the needs or desires of a larger group (Crowford, 1965, p. 2). It is important for the buyers to get information regarding availability of the product.

Gaddard (2002,p. 8) states that advertisement is not only about the commercial promotion of branded products to the customer, but it also contains the idea of the texts that have a purpose to increase the image of an individual, group, or organization to the public. It is the way to promote and introduce



products, especially new products to the society. It also informs the customer about the idea, concept, and service that are offered to the customer.

Cutlip (2000, p. 11) also states that advertisement is information placed in the media by an identified sponsor that pays for the time or space. Advertisement is always placed in a place that can be seen easily by a lot of people because the advertiser has a main purpose to attract customer as much as they can.

Advertisement can be published in many media, such as newspapers, magazines, radios, televisions, billboards, and others. Advertisement also can be placed in many places such as pamphlet hung on the trees, on the bus stops, stickers put on the back of public transportations, pictures on the back of trucks, etc.

Sandage and Fryburger (1997, p.61) state that the advertisement's characteristics should be informative, educational and persuasive. Informative here means, that it should tell consumers:

1. The existence of want-satisfying products and services
2. Where they can be obtained
3. The quality possessed by the product that is expressed in terms to enable the consumer to make an intelligent choice.

It should be educational in the sense that it does not only increase consumer knowledge, but also enhances judgment in process of reaching a purchase decision.

From the explanation above, it can be concluded that advertisement cannot be separated from manufacturer. They need advertisement to build the brand in society and make their products become well known to the customers.

Advertisement is also used to promote the strength of the product to persuade the customers to buy their products. Advertisements are always published in a strategic place, in a place that can be seen by many people in order to attract the customers as much as they can to make the customer interest and buy the product.

## 2.8 Television

Otvinoski (2007, p. 9) states that television is ultimate salesperson, bombarding us daily with hundreds of commercials and some of them more entertaining and more memorable than the programs they are packaged in. Advertisement found in electronic media such as television are more complicated than which are there in printed one, because television is not just related to quality of the utterance but also the visual images. Television is an effective media to promote products, because people can easily remember the visualization and audio that television has preceded. Yet, according to Jugenheimer et al. (1991, p. 199), the advantages of advertisement in television are :

1. Television allows demonstration of the products or services.
2. It combines sight and sound to increase impact.
3. It covers all kinds of people, who spend a lot of time watching television.
4. Good repetition of message is possible.
5. It is versatile allowing the combination of sound, color and motion.
6. It is hard for viewer to time out a commercial
7. The audience becomes personally involved with television
8. The cost per thousand methods can be efficient



## 2.9 Previous Studies

Implicature is interesting for many researchers in linguistics field, and it is indicated by increasing number of studies conducted on the subject of implicature related to it. There are two researchers who studied about pragmatics and especially focusing on implicature theory. First, Syaifullah (2002) in his thesis entitled "*The Implicature of the Headline Used in The Jakarta Post*". He had implicature study based on the theory proposed by Paul Grice. Syaifullah pointed the cooperative principles as a basic assumption in communication where each participant tried to give contribution appropriately at required time and for the current exchange. The result of his study is flouting maxim or exploitation of maxim can be caused by the uses of hyperbole, methapor, understatement, as well rhetorical question.

The other study of implicature was conducted by Tsuroya (2006) in her thesis entitled "*A Study on Implicature Used in Mr. Pecut Column Sentence in Jawa Pos Newspaper*". She had implicature study based on the theory proposed by Paul Grace. In order to understand the meaning of implicature in Mr. Pecut column sentences, she concluded relevant context, the background knowledge of the readers, and mutual knowledge between the column's writer and the readers are the most important keys. In her study, she found that particularized implicature is mostly found in Mr. Pecut column sentence and this kind of implicature is found when the sentence are not clear enough since the column's writer does not give sufficient information.

This study is somewhat different from those previous studies. The earlier study analyzed implicature based on the theory of Paul Grice. In this study, the

researcher uses another theory to analyze implicature, that is the relevance theory proposed by Sperber and Wilson. Besides, the writer also tries to use something different from her object study. In the previous study, those two researchers used printed media to be analyzed, and in this study the researcher analyzes electronics media which is television. The researcher chooses electronic media for her object study because in this modern era electronics media such as television is more popular and attractive than printed media. Hence, this study of implicature in Honda motorcycle advertisement on television by using relevance theory is different and it could enrich the finding about implicature from the previous studies.





**CHAPTER III**  
**RESEARCH METHODS**

This research is conducted through a set of methodology, including research design, data sources, data collection, and data analysis.

**3.1 Research Design**

The writer used qualitative approach in this study because this study did not deal with data that were in the form of numbers or statistics but with data that were in the form of words (Ary et al., 2002, p. 25).

The type of research for this study was content analysis, because the data used was the content analysis in this case was motorcycle advertisement in Indonesian television channels. Ary et al. (2002, p.442) stated that “content or document analysis was a research applied to written or visual materials for the purpose of identifying specified characteristics of the materials”. The materials that should be analyzed could be advertisements, textbooks, newspapers, speeches, television program, musical composition, or any host of other types of document. In this case, the researcher analyzed utterance in *Honda* motorcycle advertisement as the object of this study. This kind of research type was used to analyze the data because it could describe the *Honda* motorcycle advertisement utterances observed.

### 3.2 Data Sources

The data in this research were utterances containing implicature on Honda motorcycle advertisements. The sources of the data were taken from Honda advertisement, one of well-known motorcycle companies that aired in Indonesian National television channels and also local television station from January 2011 until December 2011. Since all the data were being used as the subject of the study, they belonged to census system.

The researcher chose advertisement on television because it had many utterances uttered by the narrator or actors/actresses that contain implicit meaning that could be analyzed. The advertisements included six kinds of Honda motorcycle products, they were *Honda Beat*, *Honda Supra X*, *Honda Vario*, *Honda Absolute Revo*, *Honda Spacy* and *Honda Scoopy*.

### 3.3 Data Collection

The instrument of the study was the researcher because this study was qualitative approach which she acted as an important role in this research. The researcher herself collected and analyzed the data. Then, the researcher analyzed the utterances to find out the answer to the research question using her knowledge. To collect the data, the researcher had four steps, as follows:

1. Downloading motorcycle advertisements from the main website that was [www.youtube.com](http://www.youtube.com). The researcher downloaded two advertisements of *Honda Beat*, one advertisement of *Honda Supra X*, two advertisements of



*Honda Revo*, one advertisement of *Honda Vario*, one advertisement of *Honda Spicy*, and one advertisement of *Honda Scoopy*.

2. Classifying the data based on the version of motorcycle product to make the researcher conduct the study more easily.
3. Writing the whole script of the data to make the researcher know the whole utterances on the advertisements to conduct her research.
4. Classifying the utterances uttered by the narrator or actors/actresses in *Honda* motorcycle advertisements based on Sperber and Wilson's theory.

The implicature are indicated when the utterance uttered by the speakers have certain meaning which is not stated directly to the addressee or has implicit meaning and also its meaning is different from literal meaning.

Then, referring to relevance theory, to know what the meaning of the utterance containing implicature we can use of background knowledge and contextual information (co-text)

### 3.4 Data Analysis

Before analyzing the data, the researcher had to make the data good to be analyzed. In order to make the data good, the researcher had to check the data by using theory triangulation in order to make the data trustworthy and necessary.

Ary et al. (2002, p. 453) state "theory triangulation involves the consideration of how phenomenon under study might be explained by multiple theories.

Considering different theories, the researcher may gain better insight".

For the theory triangulation, the researcher compared the data by using two different theories; they were the relevance theory of Grice's theory of implicature and implicature theory by Sperber and Wilson. Then, the researcher started to analyze the data as follows:

1. Selecting any utterances which contain implicature based on Sperber and Wilson's theory. The implicature is indicated when the utterances uttered by the speakers have certain meaning which is not stated directly to the addressee or has implicit meaning and also its meaning is different from literal meaning
2. Analyzing the meaning of the utterances that contain implicature. In relevance theory the implicature can be interpreted by considering contextual effect that are derived from background knowledge or any information stored in participant's memory or cognition and context.
3. Describing the context to help the researcher to obtain the implicature in the motorcycle advertisements. To get the complete understanding in deriving implicature, the writer uses theory proposed by Sperber and Wilson (1995, p. 118) which stated that interpreting an utterance involves seeing the contextual effect of this assumption in a context determined, at least in part, by earlier acts of comprehension. In this study, the researcher used co-text as the role of the context.
4. Drawing the conclusion based on the result of the analysis.



## CHAPTER IV

### FINDING AND DISCUSSION

In this chapter, the researcher focuses on findings and discussions. The finding covers the eight advertisements of *Honda* motorcycle advertisement on television, published during January 2011 until December 2011. As the next part, the description of analysis of implicature and the meaning behind certain utterances were done which are geared toward deriving conclusion.

#### 4.1 Finding

To answer the two research problems, the researcher read the whole text found in *Honda* motorcycle advertisement. Then, the researcher displayed the utterances and sentences which contain implicature based on Sperber and Wilson's theory. Sperber and Wilson (1995, p.182) state that implicature is any assumption communicated, but not explicitly so, is implicitly communicated. Next, the researcher found out the meaning of the utterance containing implicature. Sperber and Wilson (1995, p.137) assume that "a crucial step in the processing of new information, and in particular of verbally communicated information, is to combine with an adequately selected set of a background assumptions – which then constitutes the context – in the memory of the deductive device". The background knowledge assumption can be selected as context in order to be able to know the meaning of the implicature.

Next, the analysis of each utterances is done in order to make the research finding report clear and specific. The following are eight *Honda* motorcycle advertisements aired from January 2011 until Desember 2011. The data including two advertisements of *Honda Beat*, one advertisement of *Honda Vario*, two advertisements of *Honda Revo*, one advertisement of *Honda Scoopy*, one advertisement of *Honda Spicy*, and one advertisement of *Honda Supra X*.

#### 4.1.1 Data Description

From the data of this study, the writer found the utterances from the *Honda* motorcycle advertisement containing implicature. These advertisements are presented as follows:

**Table 4.1.1 Datum 1 of *Honda Beat* Advertisement Version 1**

Line	Utterance
1	Kantong kering ni
2	Eh motor boros dipelihara
3	Pakai rumus irit <i>Honda Beat</i>
4	Wow, wih
5	Irit abis
6	Eh guwe traktir ya
7	New <i>Honda Beat</i> lebih ngeksis
8	yang lain jadul ah
9	Jangan lupa pakai helm

**Table 4.1.2 Datum 2 of *Honda Beat* Advertisement Version 2**

Line	Utterance
1.	Ketika hidupku terasa hampa
2.	Ku jatuh, ku sedih, ku lemah, ku resah sebelum dirimu ada
3.	Kau hadir disaat ku mencari cinta
4.	Ku tahu kau datang untukku
5.	Can't stop the beat
6.	Cintaku adalah music, music adalah hidupku
7.	Can't stop the beat
8.	Jiwa adalah music, music warnai hidupku
9.	Senada dengan denyut nadiku
10.	So, can't stop the beat
11.	Can't stop the beat



**Table 4.1.3 Datum 3 of Honda Vario Advertisement**

Line	Utterance
1.	I'm <i>Vario Techno</i>
2.	Dari pelopor matic berteknologi canggih
3.	<i>Vario</i> memperkenalkan varian terbaru
4.	Untuk kamu yang stylish dan sporty
5.	<i>Vario Techno</i> dengan teknologi combi brake, Satu-satunya di Indonesia
6.	I'm <i>Vario Techno</i> , what about you?
7.	I'm <i>Vario Techno</i>

**Table 4.1. 4 Datum 4 of Honda Revo AT Advertisement**

Line	Utterance
1.	Inovasi terbaru dari <i>Honda</i>
2.	Inovasi bebek matik pertama di indonesia
3.	<i>Revo AT</i>
4.	Dengan teknologi <i>Honda</i> terbaru
5.	Mesin CV Matic dan PGM-FI
6.	Tampil moderen dan penuh gaya
7.	Begini harusnya inovasi
8.	<i>Revo AT</i> the real Anvanced cub-matic

**Table 4.1. 5 Datum 5 of Honda Absolute Revo Advertisement**

Line	Utterance
1.	<i>Revo</i> semangatku
2.	<i>Revo</i> andalanku
3.	Jagoan diriku, kamu dan dirinya
4.	Ooo <i>Absolute Revo</i> , tuk aku kamu dan dia
5.	<i>Absolute Revo</i> jagoan semua
6.	Ooo <i>Absolute Revo</i> ooo <i>Absolute Revo</i>
7.	<i>Absolute Revo</i> jagoan aku, kamu dan dia

**Table 4.1.6 Datum 6 of Honda Scoopy Advertisement**

Line	Utterance
1.	<i>Scoopy</i> , you make make me feel <i>Scoopy</i>
2.	<i>Scoopy</i> you and I were <i>Scoopy</i>
3.	Let's go get <i>Scoopy</i>
4.	<i>Scoopy</i> , you make make me feel ooo <i>Scoopy</i>
5.	<i>Scoopy</i> you and I were <i>Scoopy</i>
6.	Let's go get <i>Scoopy</i>
7.	Unique be happy

**Table 4.1. 7 Datum 7 of Honda Spacy Advertisement**

Line	Utterance
1.	Uptown girl
2.	She's been living in her uptown world
3.	I bet she never had a back street guy
4.	I bet her mama never told her why
5.	I'm gonna try for an uptown girl
6.	And when she knows what she wants from her time
7.	And when she wakes up
8.	And makes up her mind
9.	She'll see I'm not so tough
10.	Just because
11.	I'm in love with an uptown girl
12.	You know I've seen her in her uptown world
13.	She's getting tired of her high class toys
14.	And all her presents from her uptown boys
15.	She's got a choice
16.	Hidup semakin mudah dengan <i>Spacy</i> helm in dari <i>Honda</i>

**Table 4.1.8 Datum 8 of Honda Supra X Advertisement**

Line	Utterance
1.	Naanaaa senyum menyapa
2.	Tawa canda bahagia
3.	Detak waktu bersama
4.	Sedih senang kan selalu ada
5.	Tap tap hati ceria
6.	Hingga tak ingin berhenti
7.	Dan kau hadir berikan senyuman dan berikan semua begitu indah
8.	Kau hadir hapus kesedihan dan kecupkan cinta
9.	<i>Supra X</i> helm in rajanya motor bebek
10.	Karena hidup penuh dengan kejutan

## 4.2 Result of Analysis

The researcher wanted to find out utterances that contained implicature in *Honda* motorcycle advertisement on television and the meaning of the utterances.

Thus, every data was analyzed per advertisement by using Sperber and Wilson's theory. Context and topic would be discussed.



#### 4.2.1 Analysis of Datum 1 : Honda Beat Version-1

The first data is *Honda Beat* version-1 advertisement, the researcher found six utterances that contained implicature, they are in line 1, 2, 3, 6, 7 and 8. The following table represents the finding of the two problems of this study based on Sparber and Wilson's theory. The analysis of the two problems were intentionally to find out the utterances that contained implicature and meaning of the utterances in *Honda* motorcycle advertisement on television, as described in the following table :

**Table 4.2.1 Analysis of Utterances Containing Implicature in *Honda Beat* Advertisement**

Line	Utterance	Implicature
1.	Kantong kering ni (I am broke)	She or he does not have money, because they use wasteful motorcycle
2.	Eh motor boros dipelihara (hey you keep a wasteful motorcycle)	Riding the other motorcycles is wasteful and do not save the fuel
3.	Pakai rumus irit Honda Beat (use economical formula of <i>Honda Beat</i> )	Use <i>Honda Beat</i> to make our motorcycle more economical (fuel saving)
6	Eh guwe traktir ya (hey I will treat you)	He/she has money to treat other, because she/he use <i>Hond Beat</i>
7	New <i>Honda Beat</i> lebih ngeksis (honda beat is more famous)	<i>Honda Beat</i> is the more famous than other motorcycle
8	yang lain jadul ah (others are oldfashioned)	Other motorcycles are not fashionable and modern as <i>Honda Beat</i> , so the rider of <i>Honda Beat</i> will look more exist too

Referring to theory of relevance, to know what the meaning of the utterances containing implicature, is we can use background knowledge and contextual information (co-text). This advertisement has the purpose to inform that *Honda Beat* is a very economical motorcycle and fashionable. *Honda Beat* is also modern, exist and more famous than other motorcycle, so the riders of this motorcycle will be more interested and fashionable.

After seeing its context, the researcher found six implicatures used in this advertisement. The implicatures are indicated when the utterance uttered by the speakers has certain meaning which is not stated directly to the addressee or has implicit meaning and also its meaning is different from literal meaning. The data above was categorized into utterance containing implicature since its meaning is different from literal meaning. The first utterance containing implicature is the utterance in line 1 "*kantong kering* (I am broke) " does not mean literally I am broke because she/he does not have money, but the implicit meaning is she or he uses wasteful motorcycle, other than Honda. Referring to theory of relevance containing the use of background knowledge and contextual information (co-text), it is clear that the inferred meaning of the statement is by using Honda you can save your money because Honda is economical motorcycle.

Then the second is the utterance in line 2 "*Eh motor boros dipelihara* (hey you keep a wasful motorcycle) the implicit meaning of the utterance is riding the other motorcycles is wasteful and do not save the fuel like *Honda Beat* . Next is utterance line 5 "*Pakai rumus irit ala Honda Beat* (use economical formula of *Honda Beat*)" does not mean that *Honda Beat* have the real formula, but the implicit meaning is the the use of *Honda Beat* makes our motorcycle more economical, because *Honda Beat* uses technology that can make the motorcycle more economical. Then, utterance containing implicature is "*eh guwe traktir ya* (hey I will treat you) the uttered implied that he/she will treat other because she/he can save money, since she/he uses Honda beat the economical motorcycle. Next utterance containing implicature is Line 7 "*New honda beat lebih ngeksis*



(New *Honda Beat* is more famous)” the implicature of this utterance is *Honda Beat* is more famous than other motorcycles, so the rider of *Honda Beat* will famous too. The last utterance is “*Yang lain jadul ah* (others are old-fashioned)” in Line 8, the implicit meaning of this utterance is other motorcycles are not fashionable and modern as *Honda Beat*, because *Honda Beat* is the most fashionable and modern motorcycle.

This advertisement is manifested to the audience that the advertiser wants to promote the product by giving a stylist image and economical product. In this case, we can know easily the implicature, because the utterance and the context are easy to understand.

#### 4.2.2 Analysis of Datum 2 : Honda Beat Version-2

The second data is *Honda Beat* version-2 advertisement, the researcher found five utterances that contained implicature they are in line 1, 2, 3, 4 and simultaneously 5, 7, 10, 11. The following table represents the finding of the two problems of this study. The analysis of the two problems are intentionally to find out the utterances containing implicature and meaning of the utterances in *Honda Beat* motorcycle advertisement on television as described in following table:

**Table 4.2.2 The Analysis of Utterances Containing Implicature in *Honda Beat* Advertisement**

Line	Utterance	Implicature
1.	Ketika hidupku terasa hampa (when my life is empty)	I feel empty before they use <i>Honda Beat</i>
2.	Ku jatuh, ku sedih, ku lemah, ku resah sebelum dirimu ada (I was down, I was sad, I was weak, I was worried, before you came)	Before <i>Honda Beat</i> was there, I felt sad, weak and restless

3.	Kau hadir disaat ku mencari cinta (you were there when I was looking for love)	<i>Honda Beat</i> appeared when the riders were looking for their own motorcycles that could make them fell in love
4.	Ku tau kau datang untukku (I knew you were coming for me)	Consumers know that <i>Honda Beat</i> will come to fulfill his/her needs
5, 7, 10, 11	Can't stop the beat	Nothing can stop the greatness of <i>Honda Beat</i>

In relevance theory the implicature can be interpreted by considering contextual effects that are derived from background knowledge or any information stored in the viewers' memory or cognition and its context (co-text).

The advertisement shows that *Honda Beat* appears to give confidence to people who are looking for comfortable motorcycle. By watching the advertisement it is expected the customers to be influenced by the persuasion that *Honda* motorcycle offers satisfaction to its customers.

In this advertisement the researcher found five utterances containing the implicature. The implicature are indicated when the utterance uttered by the speakers has certain meaning which is not stated directly to the addressee or has implicit meaning and also its meaning is different from literal meaning. The data above is categorized into utterance containing implicature since its meaning is different from literal meaning. The first utterance containing implicature is line 1 "*ketika hidupku terasa hampa* (when my life feels empty) the utterance implied that I feel empty before they have *Honda Beat*. The second utterance containing implicature is in line 2 "*Ku jatuh, ku sedih, ku lemah, ku resah, sebelum dirimu ada* (I was down, I was sad, I was weak, I was worried, before you are there)".

This utterance does not mean literally he/she is weak people, but the implicit meaning is after *Honda Beat* was there in my life, I feel happy and strong. Third,



utterance containing implicature is “*kau hadir di saat ku mencari cinta* (you were there when I was looking for love)’ in line 3, does not mean that people are looking for love, but the utterance implied that love in this utterance is *Honda Beat*. Based on contextual information and background knowledge, the inferred means that *Honda Beat* appeared when the riders were looking for their own motorcycles that could make them fall in love.

Next, is the utterance in line 4 “*Ku tau kau datang untukku* (I knew you were coming for me)” the implicature of this utterance is the consumers know that *Honda Beat* will come to meet his/her needs. The last utterance containing implicature in this advertisement is in the utterance “Can’t stop the beat” in line 5, 7, 11, 10 the implicature of this utterance is Nothing can stop the greatness of *Honda Beat*. Based on the background knowledge and the co-text we can conclude that *Honda Beat* is great motorcycle that can give energy so people will feel more alive and powerful so people can not stop using *Honda Beat*. The purpose of the implicature in this advertisements is to inform the audience that *Honda* beat is great motorcycle that everyone looks for to make people feel happy and strong.

#### 4.2.3 Analysis of Datum 3 : Honda Vario

The third data is *Honda Vario* advertisement, the researcher found three utterances containing implicature, they are in line 4, 6 and simultaneously 1, 7, as described in following table :

**Table 4.2.3 The Analysis of Utterances Containing Implicature in *Honda Vario Advertisement***

Line	Utterance	implicature
1,7	I'm <i>Vario Techno</i>	She/he is proud riding the sylist and sporty <i>Honda vario techno</i>
4.	Untuk kamu yang <i>stylish</i> dan <i>sporty</i> ( <i>for who are that stylish and sporty</i> )	Vario techno created for consumer to make them feel stylist and sporty
6.	I'm <i>Vario Techno</i> , what about you?	I'm proud riding <i>Honda Vario</i> , so you must also try riding sophisticated <i>honda vario techno</i> .

In relevance theory, the implicature can be interpreted by considering contextual effects that are derived from background knowledge or any information stored in the viewers' memory or cognition and it's context (co-text).

So, to know the meaning of the utterance we must know the context. This advertisement informs that *Honda Vario techno* is stylish and sporty. The advertisement gives an impression to the customers that *Honda Vario Techno* is the motorcycle which offers the design of satisfaction to make the customers feel stylish. This advertisement is also to give a belief to the customers that *Honda* motorcyle is the first and the only motorcycle using the combi brake technology in Indonesia. Moreover, in relevance theory the implicature can be interpreted by considering contextual effect that are derived from background knowledge or any information stored in participant' memory or cognition and context.

There are three utterances containing implicature in this advertisement. The implicatures are indicated when the utterance uttered by the speakers have certain meaning which are not stated directly to the addressee or has implicit meaning and also its meaning is different from literal meaning. The first utterance containing implicature is in line 1 and 7 "I'm *Vario techno*" does not mean



literally he/she is *Vario Techno*, but the implicit meaning is she/he rides *Honda Vario Techno*. Referring to theory of relevance containing the use of background knowledge and contextual information (co-text) to know the meaning of the utterance, it is clear that the inferred means of the statement is by being proud of riding the stylish and sporty *Honda Vario Techno*. Next utterance containing implicature is “*Untuk kamu yang stylish and sporty (for you who are stylish and sporty)*” in line 4, does not mean that *Honda Vario* just created for stylish and sporty person but the implicit meaning is *Honda Vario techno* created for customers to make them feel stylish and sporty with the design and technology of *Honda Vario*.

The last utterance in line 6 “*I’m Vario Techno, what about you?*” does not mean that she/he really means to ask, but the implicit meaning is to invite consumer to also use *Honda Vario*. Based on background knowledge and contexttual effect it is clear that the inferred meaning of the utterance is she/he is proud riding *Honda Vario Techno*, so the consumers must also try riding this sophisticated *Honda Vario Techno*. The implicature in this advertisement above is to give a belief to the customers that *Honda* motorcyle is the first motorcycle using the combi brake in Indonesia and created to make the riders look stylish and sporty. The implicature in this advertisement also intends the consumer to ride the sophisticated motorcycle with high-technology.

#### 4.2.4 Analysis of Datum 4 : Honda Revo AT

The fourth data is *Honda Revo AT* advertisement, the researcher found four utterances containing implicature, they are in line 2, 4, 6 and 7, as described in following table :

**Table 4.2.4 The Analysis of Utterances Containing Implicature in *Honda Revo AT* Advertisement**

Line	Utterance	Implicature
2	Inovasi bebek matik pertama di indonesia (The first “ cub-matic” innovation in Indonesia)	Honda Revo AT is the pioneer of cub-matic in Indonesia, and others are follower
4	Dengan teknologi <i>Honda</i> terbaru ( the newest technology from Honda)	Honda Revo AT designed by the newest technology from Honda.
6	Tampil moderen dan penuh gaya (modern and stylish)	Honda Revo AT is a motorcycle with a modern and stylish
7	Begini harusnya inovasi (that is the real innovation should be)	Honda Revo is the real good innovation than other motorcycles before.

In relevance theory the implicature can be interpreted by considering contextual effect that are derived from background knowledge or any information stored in participant’ memory or cognition and context (co-text). The advertisement explains that *Honda Revo AT* that has the newest innovation, the real innovation with CV matic machine and PGM-F1 to make the motorcycle more economical. This innovation is the newest and even better than other motorcycles innovation before to make the consumers feel great.

In the advertisement, the researcher found four utterances containing implicature. The implicature is indicated when the utterance uttered by the speakers has certain meaning which is not stated directly to the addressee or has implicit meaning and also its meaning is different from literal meaning. The first utterance containing implicature is the utterance in line 2 “*inovasi bebek matik pertama di indonesia* (The first “ cub-matic” innovation in Indonesia)” this



implicit meaning of the utterance is *Honda Revo AT* is the pioneer of cub-matic in Indonesia with newest technology and others are followers. The second utterance is in line 4 “*Dengan teknologi Honda terbaru* (the newest technology from Honda)”, the utterance implied that *Honda Revo AT* is designed by the newest technology of Honda with the best innovation.

Then, utterance containing implicature is in line 6 “*Tampil moderen dan penuh gaya* (modern and stylish)”, the implicature of the advertisement is *Honda Revo AT* is a motorcycle with a modern and stylish design that can make the rider feel stylish and cool. The last utterance containing implicature in this advertisement is in line 7 “*Begini harusnya inovasi* (that is the real innovation should be)”. The utterance implied that *Honda Revo AT* is the real better innovation than other motorcycles before. From the explanation above we can conclude that the advertisement intends to inform the consumers that *Honda* has the newest innovation better than other innovation before. The newest innovation brought the high-technology that could make the motorcycle more economical.

#### 4.2.5 Analysis of Datum 5 : Honda Absolute Revo

The fifth data is *Honda Absolute Revo* advertisement, the researcher found three utterances containing implicature, they are in line 4, 5 and 7. Utterances containing implicature were presented in bold, as described in following table :

**Table 4.2.5 The Analysis of Utterances Containing Implicature in *Honda Absolute Revo* Advertisement**

Line	Utterance	Implicature
4	Ooo Absolute Revo, tuk aku kamu dan dia (Absolute revo, for me, you and them)	<i>Honda Absolute Revo</i> present for everyone, for all gender and class
5	Absolute Revo jagoan semua (Absolute Revo is the whiz for all)	<i>Honda Absolute Revo</i> is everybody whiz because absolute revo is reliable motorcycle
7	Absolute Revo jagoan aku, kamu dan dia (Absolute revo, thewhiz for me, you, and them)	<i>Honda Absolute Revo</i> is a reliable motorcycle for everyone

By watching the advertisement, we can easily understand the utterance containing implicature by using background knowledge and contextual information (co-text). The advertisement shows that *Honda Absolute Revo* is the motorcycle that is reliable to everyone. Based on the words and utterance in the advertisement, it can be easily understood that *Honda Absolute Revo* is a motorcycle for everyone.

In this advertisement, there are three utterances containing implicature. The implicature is indicated when the utterance uttered by the speakers has certain meaning which is not stated directly to the addressee or has implicit meaning and also its meaning is different from literal meaning. The first utterance containing implicature, is line 3 (“*Ooo Absolute Revo, tuk aku kamu dan dia (Absolute revo, for me, you and them)*”) in line 1, the implicature of this utterance is *Absolute Revo* appear for everyone, for all genders and classes. The fourth utterance is line 4 “*Absolute Revo jagoan Semua (Absolute Revo is the whiz for all)*”. The utterance implied that Absolute revo is everybody whiz because absolute revo is reliable motorcycle for everyone.



The last utterance is *Absolute Revo jagoan aku, kamu dan dia* (*Absolute revo, the whiz for me, you, and them*) in line 6. Based on the background knowledge and contextual information (co-text) the implicature of this utterance is *Honda Absolute Revo* is a reliable motorcycle for everyone, every gender and class, so *Honda Absolute Revo* is a reliable motorcycle for everyone. The implicature of this advertisement is to persuade consumers to believe that *Honda Absolute Revo* is the reliable motorcycle to everyone, so everybody can rely on this motorcycle.

#### 4.2.6 Analysis of Datum 6 : Honda Scoopy

The sixth data is *Honda Scoopy* advertisement. The researcher found three utterances containing implicature, they are in line simultaneously 1 and 3, simultaneously 2 and 4, and the last is line 5, as described in following table :

**Table 4.2.6 The Analysis of Utterances Containing Implicature in *Honda Scoopy* Advertisement**

Line	Utterance	Implicature
1, 3	Scoopy, you make make me feel Scoopy	<i>Honda Scoopy</i> makes me feel unique and happy
2, 4	Scoopy you and I were Scoopy	Everyone must ride <i>Honda scoopy</i>
5	Unique be happy	ride the unique <i>Honda Scoopy</i> , which will make you feel happy

In understanding the implicature we can use the background knowledge and contextual information (co-text) and it is clear as inferred in the advertisement that *Honda Scoopy* is the unique one. The model of this motorcycle is very unique and different from others. This advertisement has the purpose to give awareness to the customers that *Honda Scoopy* is very unique and it means that people who ride *Honda Scoopy* will get the feeling of uniqueness and happiness.

There are three implicatures found by the researcher in this advertisement. The implicature is indicated when the utterance uttered by the speakers has certain meaning which is not stated directly to the addressee or has implicit meaning and also its meaning is different from literal meaning. The first utterance containing implicature is line 1 and 4 “Scoopy you make me feel scoopy” the implicit meaning of the utterance is *Honda Scoopy* can make me feel scoopy. In this case Scoopy means unique and happy. It is inferred by using contextual information and background knowledge.

Next utterance containing implicature is in line 2 and 5 “ Scoopy you and I were scoopy”. The implicit meaning is everyone must ride *Honda Scoopy*. The last utterance is “Unique be happy” in line 7, the utterance implied that ride the unique *Honda Scoopy*, which will make you feel happy. The implicature of this advertisement gives an impression to the customers that *Honda Scoopy* is motorcycle which offers the design of satisfaction unique, by watching the advertisement customers are influenced by the persuasion that *Honda Scoopy* is motorcycle that offers satisfaction to the customers who love the unique design that can make them happy.

#### 4.2.7 Analysis of Datum 7 : Honda Spacy

In the seventh data of *Honda Spacy* advertisement the researcher found four utterances containing implicature, they are in line 1, 6, 15 and 16, as described in following table :



**Table 4.2.7 The Analysis of Utterances Containing Implicature in *Honda Spacy* Advertisement**

Line	Utterance	Implicature
1.	Uptown girl	every girls riding <i>Honda Spacy</i> will be an uptown girl who are smart, and modern
6	And when she knows what she wants from her time	Now girls have to know what they want and need to carry out their activities, that is <i>Honda Spacy</i>
15	She's got a choice	Girls have their smart choices to choose <i>Honda Spacy</i> as their motorcycle
16	Hidup semakin mudah dengan spacy helm- in dari <i>Honda</i> (life is getting easier with Spacy helm-in from Honda)	<i>Honda Spacy</i> is more stylish and practical for modern girl

In relevance theory, the implicature can be interpreted by considering contextual effects that are derived from background knowledge or any information stored in the viewers' memory or cognition and it's context (co-text). Many interpretations and understanding about this advertisement might have come to the audience's mind because of the knowledge about the language. Without having knowledge about English the audience may be confused with the context of the advertisement, and eventually it makes the audience hardly understand the meaning of the advertisement. Besides, the context of the advertisement of *Honda Spacy* is the best choice for the modern, attractive, smart, and stylish woman who loves practicality to facilitate her activities.

This advertisement contains four implicatures. The implicature is indicated when the utterances uttered by the speakers have certain meaning which is not stated directly to the addressee or has implicit meaning and also its meaning is different from literal meaning. The first implicature in line 1' 'uptowngirl' does not mean the real uptown girl a girl who is smart, rich and modern, but the

implicit meaning of the utterance is all girls riding *Honda Spacy* will be an uptown girl who are smart, and modern. Next utterance containing implicature is in line 6 “And when she knows what she wants from her time”, the utterance implied that now women have to know what they want and need to facilitate their activities to become simpler. in this case is with *Honda Spacy*. Then, utterance containing implicature is in line 15 “She’s got a choice” the utterance implied that the girl who thinks that she is modern and stylish like an uptown girl who has her smart choice to choose *Honda Spacy* as her motorcycle, it is clearly inferred by using background knowledge and contextual information(co-text).

The last utterance containing implicature is line 16 “Hidup semakin mudah dengan spacy helm-in dari *Honda* ( life is getting easier with spacy helm-in from *Honda*), based on the contextual information we can infer that implicature of the utterance is *Honda Spacy* is more practical for modern girl that likes a simple life to create comfortable activity for the rider. The implicature shows that the advertiser creates the advertisement as to claim that *Honda Spacy* is the best choice of motorcycle for modern, sylish and smart girl/woman who loves practicality.

#### 4.2.8 Analysis of Datum 8 : Honda Supra X

In the eighth data of *Honda Supra X* advertismnt the researcher found six utterances containing implicature, they are in line 4, 6, 7, 8, 9 and 10, as described in following table :



**Table 4.2.8 The Analysis of Utterances Containing Implicature in *Honda Supra X* Advertisement**

Line	Utterance	Implicature
4	Sedih senang kan selalu ada (sadness and happiness will always be there)	Honda Supra X always accompany the rider everytime, in sadness and happiness
6	Hingga tak ingin berhenti (until we would not stop)	people do not want stop to always riding <i>Honda Supra X</i> that brings a lot of happiness
7	Dan kau hadir berikan senyuman dan berikan semuanya begitu indah (you were there to giving me smile and anything beautifully)	Honda Supra X present with superiority to make the rider smile and happy
8	Kau hadir hapus kesedihan dan kecupkan cinta (you were there to erase the sadness and smack the love)	<i>Honda Supra X</i> present to make happiness and give so much love to everyone
9	Supra X helm-in rajanya motor bebek (Supra X helm-in, the King of cub-motorcycle)	Honda Supra X helm-in is the best motorcycles
10	Karena hidup penuh dengan kejutan (because life is full of surprises)	<i>Honda Supra X</i> makes our life full of surprises with technology and superiority in this motorcycle.

Referring to theory of relevance, to know what the meaning of the utterance containing implicature, is we can use background knowledge and contextual information (co-text). This advertisement is promoting that by riding *Honda Supra X*, the rider and people around her/him will feel a very great feeling of exhilaration, and their life will be full of surprises with *Honda Supra X* superiority. The advertisement intends to give the impression to the consumer that Honda gives pleasure, happiness and great feeling and cheering up.

This advertisement includes, six utterances containing implicature. The implicature is indicated when the utterance uttered by the speakers has certain meaning which is not stated directly to the addressee or has implicit meaning and also its meaning is different from literal meaning. The first utterance containing

implicature is the utterance in line 4 “*sedih senang kan selalu ada* (sadness and happiness will always be there)” the implicit meaning in this utterance is *Honda Supra X* always accompanies the rider everytime, in sad and happy feelings. Second utterance containing implicature is “*Hingga tak ingin berhenti* (until we would not stop)” in line 6. Based on background knowledge and contextual information, we can conclude that the implicit meaning of the utterance is people will not want to stop riding *Honda Supra X*, that brings a lot of happiness with its technology to the rider.

Third, utterance containing implicature is “*dan kau hadir berikan senyuman dan berikan semua begitu indah* (you were there giving me smile and anything beautifully). The utterance implied that *Honda Supra X* is present with superiority to make the rider smile and happy. Fifth, utterance containing implicature is “*Kau hadir hapus kesedihan dan kucupkan cinta* (you were there to erase the sadness and smack the love)” in line 8. The implicit meaning is *Honda Supra X* is present to make happiness and give so much love to everyone with its technology. Next utterance containing implicature is “*Supra X helm-in rajanya motor bebek* (*Supra X* helm-in the King of cub-motorcycle)” in line 9. Based on contextual information we can conclude that implicature of this utterance is *Honda Supra X* helm-in is the king of the motorcycle, because *Honda Supra X* is the best motorcycle. The last utterance is “*Karena hidup penuh dengan kejutan* (because life is full of surprises)” in line 10.

The implicit meaning of this utterance is *Honda Supra X* makes our life full of surprises with the technology and superiority in this motorcycle. The



implicature intends to give awareness to the customers that *Honda* is one of motorcycles which is present to make happiness and make the rider's life full of surprise with the technology and superiority of this motorcycle

#### 4.3 Discussion

The *Honda* motorcycle advertisements on television were analyzed based on the problems of the study stated in chapter one. Firstly, the problem of the study is about finding out the utterances containing implicature in *Honda* motorcycle advertisement. Second, is about the meaning of the utterances containing implicature found in *Honda* motorcycle advertisement. These are problems of study analyzed by using Sperber and Wilson's theory of implicature.

Furthermore, the researcher took eight advertisements from *Honda* motorcycle advertisement aired from January 2011 until December 2011. The data included two advertisements of *Honda Beat*, one advertisement of *Honda Vario*, two advertisements of *Honda Revo*, one advertisement of *Honda Scoopy*, one advertisement of *Honda Spicy*, and one advertisement of *Honda Supra X*. The researcher found 34 utterances in eight data of *Honda* motorcycle advertisement containing implicature based on Sperber and Wilson's theory. Sperber and Wilson (1995, p.182) state that implicature is any assumption communicated, but not explicitly so, is implicitly communicated.

Advertisement relies on implicature to deliver the message to the audience. The purpose of implicature used in advertisement is to make the audience more interested and pay more attention to the product. The implicatures are indicated when the utterance uttered by the speakers have certain meaning

which are not stated directly to the addressee or have implicit meaning. The examples of implicature are shown in the advertisement's utterance in *Honda Beat* advertisement. The utterance containing implicature in line 1 "*kantong kering* (she/he is broke)" does not mean literally she/he is broke because she/he does not have money, but the implicit meaning is she or he uses wasteful motorcycle, besides Honda. Referring to theory of relevance containing the use of background knowledge and contextual information (co-text) it is clear that the inferred meaning of the statement is by using Honda you can save your money because Honda is fuel-saving motorcycle. The purpose of implicature of this utterance is to persuade audience to buy the motorcycle because the motorcycle is the most fashionable and modern motorcycle. Next example is utterance in *Honda Absolute Revo* in line 2 "*Absolute Revo jagoan Semua* (*Absolute Revo* is the whiz for all)". Based on the background knowledge and contextual information we can conclude that the implicit meaning of this utterance is that *Honda Absolute Revo* is everybody whiz because *Honda Absolute Revo* is reliable motorcycle with its technology. The implicature of this utterance intends to make the audience believe that *Honda Absolute Revo* is reliable for everyone and finally buy this product.

The researcher found that all advertisements of *Honda* motorcycle were containing implicature, and the intention was to persuade the audience or customers to buy and ride the product.

Context is set in accessible information stored in temporary and encyclopedic memories. It proposes that any assumption and information we have will be the context which influences our background knowledge. That is why



context gives much influence in communication. However, if the hearer or the reader lacks adequate source of context, the implicatures of an utterance will not be understood. Relevance theory has the function to recover that understanding failure. Grundy (2000, p.13) states that context in which utterances helps the hearer to determine the meaning of what is said to hearer. In this case, implicature context helps the hearer to determine what is conveyed implicitly but not explicitly stated by speaker. It means that the advertisement's utterances should be relevant with the context to make the audience easily understand and get the idea to be delivered by the advertiser. In this study, the researcher used co-text as the role of the context to analyze the data. One example is, in *Honda Beat* first version-1 advertisement, the context is that *Honda Beat* is a fuel-saving motorcycle and more fashionable than other motor cycle. Audience can easily know the context because the utterances in the advertisement are easy to understand because the advertisement specifically talk about the fashionable and economical side of the motorcycle.

According to the result of the study, all of the advertisements show implicature. Moreover, in understanding the implicature, the audience needs to understand the context because context gives a big contribution to help the audience to know the message of the advertisement. The viewers automatically understand the message and the intended meaning of the utterance in advertisement since the implicature in advertisement can be inferred. Thus, the researcher assumes that all advertisements of *Honda* motorcycle contain implicature, and some utterances of the advertisements containing implicature

perform the persuasion because all the utterances have a purpose to persuade the audience or customers to buy and ride the product.





## CHAPTER V

### CONCLUSION AND SUGGESTION

The conclusion is drawn based on the formulated research question whereas suggestion is intended to provide contribution to the next researchers who are interested in doing further research in this area

#### 5.1 Conclusion

In conclusion, all of the Honda motorcycle advertisements contained implicature in advertisements that were achieved through some sets of assumption. We need to understand the attitude of the speaker, to know and understand the implicature uttered by the speaker. The implicature derived helped by context will lead viewers'. This study was conducted to find the sentences and utterances in *Honda* motorcycle advertisement containing implicature. The conclusion of this study could be formulated based on the research question. To analyze these data, the researcher tried to analyze implicature based on relevance theory that is proposed by Sperber and Wilson. The researcher found 34 utterances from eight data of *Honda* motorcycle advertisements published from January 2011 until December 2011 that contain implicature. The eight data included two advertisements of *Honda Beat*, one advertisement of *Honda Vario*, two advertisements of *Honda Revo*, one advertisement of *Honda Scoopy*, one advertisement of *Honda Spicy*, and one advertisement of *Honda Supra X*.

After doing this research, the researcher found that implicature in *Honda* motorcycle advertisement is one form of branch of relevance aiming at making interesting advertisement and persuade the consumers to buy the products. The purpose of implicature used in advertisement is to make the audience more interested and pay more attention to the product. In interpreting advertisement's utterance, the existence of context gives a big contribution to help the audience to know the message and the implicit meaning of the advertisement, because the context will lead audience understanding about the implicature more easily.

The researcher assumed that all advertisements of Honda motorcycle contain implicature, and some utterances of the advertisements containing implicature which perform the persuasion, most of their meanings are related to the promotion of the product and persuasion to the customers to buy Honda motorcycle product by showing the specialty of their product.

## 5.2 Suggestion

Implicature is one of the major subjects in Pragmatics. It is interesting for many researchers in linguistics field and that is why the study of implicature has attractive attention. Here the researcher also gives some suggestions related to the study. To the student of Universitas Brawijaya, hopefully this study should help their understanding on implicature based on relevance theory and there are still many approaches and theories that can be used to analyze advertisement. For the next researcher, hopefully, this research becomes an inspiration in writing their



thesis. Furthermore, the researcher suggests the next researcher use different data sources and other theories of implicative. Then, the researcher also suggests the advertiser make various ways in promoting products and make a good, effective and interesting advertisement in order to make consumers more interested.



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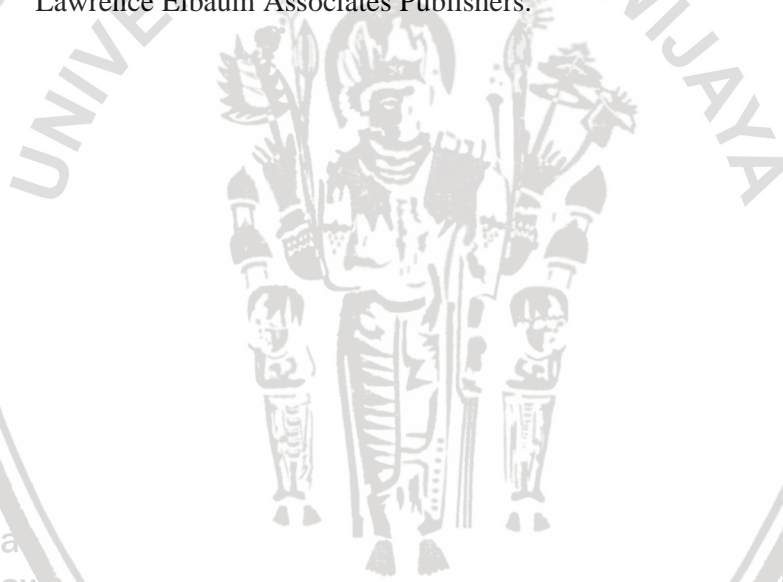
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## Appendix 1 : Honda Beat Version-1 Advertisement

Source : <http://www.youtube.com/watch?v=olkkTCZOq4I>



### Script :

Line	Utterance
1	Kantong kering ni
2	Eh motor boros dipelihara
3	Pakai rumus irit <i>Honda Beat</i>
4	Wow, wih
5	Irit abis
6	Eh guwe traktir ya
7	New <i>Honda Beat</i> lebih ngeksis
8	yang lain jadul ah
9	Jangan lupa pakai helm



## Appendix 2: Honda Beat Versio-2 Advertisement

Source: <http://www.youtube.com/watch?v=-TEaAmuy1gM>



Script :

Line	Utterance
1.	Ketika hidupku terasa hampa
2.	Ku jatuh, ku sedih, ku lemah, ku resah sebelum dirimu ada
3.	Kau hadir disaat ku mencari cinta
4.	Ku tahu kau datang untukku
5.	Can't stop the beat
6.	Cintaku adalah music, music adalah hidupku
7.	Can't stop the beat
8.	Jiwa adalah music, music warnai hidupku
9.	Senada dengan denyut nadiku
10.	So, can't stop the beat
11.	Can't stop the beat

### Appendix 3 : Honda Vario Advertisement

Source : <http://www.youtube.com/watch?v=esYkrEmhp1s>



Script :

Line	Utterance
1.	I'm Vario Techno
2.	Dari pelopor matic berteknologi canggih
3.	Vario memperkenalkan varian terbaru
4.	Untuk kamu yang stylish dan sporty
5.	Vario Techno dengan teknologi combi brake, Satu-satunya di Indonesia
6.	I'm Vario Techno, what about you?
7.	I'm Vario Techno



#### Appendix 4 : Honda Revo AT Advertisement

Source : [http://www.youtube.com/watch?v=HFax\\_yNe8Sg](http://www.youtube.com/watch?v=HFax_yNe8Sg)



Script :

Line	Utterance
1.	Inovasi terbaru dari <i>Honda</i>
2.	Inovasi bebek matik pertama di Indonesia
3.	<i>Revo AT</i>
4.	Dengan teknologi <i>Honda</i> terbaru
5.	Mesin CV Matic dan PGM-FI
6.	Tampil moderen dan penuh gaya
7.	Begini harusnya inovasi
8.	<i>Revo AT</i> the real Advanced cub-matic

## Appendix 5: Honda Absolute Revo Advertisement

Source : <http://www.youtube.com/watch?v=x3bh2xmmYWO>



Script :

Line	Utterance
1.	Revo semangatku
2.	Revo andalanku
3.	Jagoan diriku, kamu dan dirinya
4.	Ooo Absolute Revo, tuk aku kamu dan dia
5.	Absolute Revo jagoan semua
6.	Ooo Absolute Revo ooo Absolute Revo
7.	Absolute Revo jagoan aku, kamu dan dia



## Appendix 6 : Honda Scoopy Advertisement

Source : <http://www.youtube.com/watch?v=rbysf9lfaCE>



Script :

Line	Utterance
1.	<i>Scoopy</i> , you make make me feel Scoopy
2.	<i>Scoopy</i> you and I were Scoopy
3.	Let's go get <i>Scoopy</i>
4.	<i>Scoopy</i> , you make make me feel oo Scoopy
5.	<i>Scoopy</i> you and I were Scoopy
6.	Let's go get <i>Scoopy</i>
7.	Unique be happy

## Appendix 7 : Honda Spacy Advertisement

Source : <http://www.youtube.com/watch?v=iOJduinTh7Y>



Script :

Line	Utterance
1.	Uptown girl
2.	She's been living in her uptown world
3.	I bet she never had a back street guy
4.	I bet her mama never told her why
5.	I'm gonna try for an uptown girl
6.	And when she knows what she wants from her time
7.	And when she wakes up
8.	And makes up her mind
9.	She'll see I'm not so tough
10.	Just because
11.	I'm in love with an uptown girl
12.	You know I've seen her in her uptown world
13.	She's getting tired of her high class toys
14.	And all her presents from her uptown boys
15.	She's got a choice
16.	Hidup semakin mudah dengan Spacy helm in dari Honda



### Appendix 8 : Honda Supra X Advertisement

Source : <http://www.youtube.com/watch?v=Y17Jbjkod0>



Script:

Line	Utterance
1.	Naanaaa senyum menyapa
2.	Tawa canda bahagia
3.	Detak waktu bersama
4.	Sedih senang kan selalu ada
5.	Tap tap hati ceria
6.	Hingga tak ingin berhenti
7.	Dan kau hadir berikan senyuman dan berikan semua begitu indah
8.	Kau hadir hapus kesedihan dan kecupkan cinta
9.	<i>Supra X</i> helm in rajanya motor bebek
10.	Karena hidup penuh dengan kejutan

## Appendix 9: Berita Acara Bimbingan Skripsi



**KEMENTERIAN PENDIDIKAN NASIONAL  
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Telp. (0341) 575822 (direct)      Fax. (0341) 575822 (direct)

### BERITA ACARA BIMBINGAN SKRIPSI

1. Nama : Jeihan Tania sidgei
2. NIM : 0811113111
3. Program studi : Sastra Inggris
4. Judul Skripsi : Pragmatics Study on Implicature Used in Television Advertisement of *Honda* Motorcycle
5. Tanggal Mengajukan : 5 Maret 2012
6. Tanggal Selesai Revisi : 30 January 2013
7. Nama Pembimbing : I. Drs. Lalu Merdi, M.A.  
II. Agus Gozali, S.Pd.
8. Keterangan Konsultasi :

No.	Tanggal	Materi	Pembimbing	Paraf
1.	5 Maret 2012	Konsultasi Judul	Pembimbing I	
2.	12 Maret 2012	Konsultasi Bab I	Pembimbing I	
3.	30 April 2012	Revisi Bab I Konsultasi Bab II	Pembimbing I	
4.	1 Mei 2012	Revisi Bab II Konsultasi Bab III	Pembimbing I	
5.	11 Mei 2012	Konsultasi Bab I, II,III	Pembimbing II	
6.	29 Mei 2012	Revisi Bab I, II,III	Pembimbing II	
7.	1 Juni 2012	Revisi Bab I, II,III	Pembimbing II	
8.	4 Juni 2012	Revisi Bab I, II, III	Pembimbing I	
9.	24 Juni 2012	ACC Seminar Proposal	Pembimbing II	
10.	26 Juni 2012	Seminar Proposal	Pembimbing I	
11.	26 Juni 2012	Seminar Proposal	Pembimbing II	
12.	6 November 2012	Konsultasi Bab IV	Pembimbing I	
13.	21 November 2012	Konsultasi Bab IV, V	Pembimbing II	
14.	21 November 2012	Konsultasi Bab IV, V	Pembimbing II	
15.	29 November 2012	Revisi Bab IV, V	Pembimbing I	



16.	29 November 2012	Revisi Bab IV, V	Pembimbing II	
17.	4 Desember 2012	Revisi bab IV, V	Pembimbing II	
18.	14 Desember 2012	Seminar Hasil	Pembimbing I	
19.	2 Januari 2013	Seminar Hasil	Pembimbing II	
20.	2 Januari 2013	Seminar Hasil	Penguji	
21.	4 Januari 2013	Revisi Bab I-Bab V	Pembimbing I	
22.	5 Januari 2013	Revisi Bab I-Bab V	Pembimbing II	
22.	21 Januari 2013	Ujian Skripsi	Pembimbing I	
23.	21 Januari 2013	Ujian Skripsi	Pembimbing II	
24.	21 Januari 2013	Ujian Skripsi	Penguji	
25.	25 January 2013	Revisi setelah Ujian Skripsi	Pembimbing I	
26.	29 January 2013	Revisi setelah Ujian Skripsi	Pembimbing II	

9. Telah dievaluasi dan diuji dengan nilai:

Malang, 30 Januari 2013

Dosen Pembimbing I

Dosen Pembimbing II

Drs. Lalu Merdi, M.A  
NIP. 19441231 197903 1 001

Agus Gozali, S.Pd  
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Mengetahui,

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