

## CHAPTER IV

### FINDING AND DISCUSSION

This chapter consists of finding and discussion. The finding includes data description and analysis. The analysis aims to answer the research problem while the discussion is the elaboration of the result of data analysis.

#### 4.1 Finding

The writer found 48 utterances of Angel Lelga in Mata Najwa *in Gengsi Berebut Kursi* episode. In presenting the the Angel Lelga's utterances, the writer also inserts Najwa's question about Angel Lelga's political statement so that the reader will read this thesis easily. However the writer did not present all of Angel Lelga utterances as it has already presented in appendices. In addition, the data analyzed were in bold.

The writer here only found 9 political statement of Angel Lelga and all of her statements were analyzed. First of all the writer presented the statement that was followed with the answer of first research problem the analysis of the explicature utterances. After that the writer gave the implicated premises and chose which one is appropriate with cognitive principle. For the last, the writer took the implicated conclusion based on the chosen implicated premise.

**Datum 1**

Najwa : *Kalau kita berbicara partai Islam, yang menarik adalah bagaimana hubungan Islam dengan Negara itu kan selalu menjadi problematic kalau kita berbicara partai Islam. Pandangan anda soal itu?*(the interested thing is what is relation between Islam and state, it is always become problematic everytime we talk about Islamic party. How is your opinion about that?)

Angel : *Kalau partai Islam itu bisa di katakan saat ini merosot. Kenapa dikatakan partai Islam sangat merosot? Karena semenjak saya turun ke DAPIL mungkin tidak terlalu banyak strategi yang mereka pakai, sehingga punya trik-trik yang luar biasa dengan partai lain. Saya lihat partai-partai yang lain luar biasa intimidasinya terhadap masyarakat bahkan ada yang "kamu harus pilihya, kita akan berikan sesuatu buat kalian tapi gini gini..." Tapi kalau partai PPP ini lebih mengajak yang "ayo kita coba istiqomah, ayo kita coba pengajian*(Islamic party is decreasing, why it can decrease, because since I go down to DAPIL, Islamic party has not used many strategies different with other parties which have big intimidation to the society even there is a party forces the people like "you have to choose us and we will give something for you and etc..." . However PPP like to approach the society with praying together.)

**Explicature:**

The thing that is "decreasing" can be defined by looking at the next utterance are "Islamic party has not used many strategies different from other parties", so decreasing here is about the strategy that is used by Islamic political party.

**Implicated premises are:**

1. Islamic political parties use few strategies in campaign
2. Islamic political parties use few strategies to control the state
3. Islamic political parties use few strategies in relation with society



However the chosen implicated premise is number 1 as it is followed by her sentence “you have to choose us” because election is always connected with choosing for a political party.

**Implicated conclusion:**

The strategies in election of Islamic parties are not good enough.

One of the strategies that should be considered by Islamic political parties is fulfilling the fund. The result of survey of *Lingkaran Survei Indonesia* found “*Pendanaan politik partai nasionalis lebih kuat daripada pendanaan politik partai Islam* (The fund for Nationalist political party is stronger than Islam political party).” (*Lingkaran Survei Indonesia*, p.6)

**Datum 2**

Najwa: *Sikap partai anda dalam munculnya perda-perda syariah itu mendukung atau memang merasa di butuhkan masyarakat atau melihat sesungguhnya itu tidak diperlukan?* (What is reaction of your party in appearing of Syariah law, is it needed by society or it is not needed?)

Angel: *Sampai kedalam situ, saya tidak terlalu bertanya kepada ketua saya karena artinya mereka punya pertimbangan sendiri saya juga tidak mau terlalu ikut campur ke ranah situ.* (For those aspects, I do not ask with my chief party. He has his consideration and I do not want to get involved in those aspect.)

**Explicature:**

In this Lelga’s utterance recovered via reference assignment. The phrase “ke ranah situ” can be defined by looking at the Najwa’s question which asks the needed of Syariah law. Therefore, the phrase “ke ranah situ” refers to Syariah law.

**Implicated premises are:**

1. Angel Lelga is confused with the question
2. Angel Lelga does not quite understand about Syariah law
3. Angel Lelga seems not care about Syariah law

From the implicated premises which are supplied by the writer, number 2 is chosen as the right implicated premise because the writer considered Angel Lelga as a new comer in politics, and she is *Mualaf* so she does not quite understand about Syariah law. However, she still admits that understanding Syariah law is important. It is shown in the next conversation.

**Taken in Gengsi Berebut Kursi part 4**

(00:05:08 - 00:05:27)

Najwa: *Ini kan pandangan politik partai yang anda bergabung. Anda tidak merasa penting untuk anda ketahui?* (It is a perspective of party where you join in. Do you think it is not important?)

Angel: *Penting. Saya perlu mengetahui tetapi saya tidak mau ikut terlalu ikut campur.* (It is important but I don't want to get involved)

**Implicated Conclusion**

Angel Lelga's knowledge about politics and Islam is not sufficient.

This implicated conclusion is supported with Suryadharma Ali as Angel's mentor in politics or chief PPP "Suryadharma tak memungkiri bisa saja Angel tak



*paham politik, karena janda Rhoma Irama itu merupakan pendatang baru di panggung politik. Selain itu, Angel juga diketahui merupakan seorang mualaf, sehingga masih minim pengetahuan agama Islam.* (Suryadharma does not deny that Angel does not understand about politics because the widow of Rhoma Irama is new comer in politics. Besides Angel is also known recent converts to Islam so she has minim knowledge in Islam.”)

(Ruqoyah and Ansyari, 2014, para.4)

The result of Angel Lelga inability in answering Najwa’s question is the chief of PPP Suryadharma Ali wrote a book entitled “*Islam, Negara dan Kuasa* (Islam, State and Power). Suryadharma Ali cited in Asril and Auliani said “*Keteter-nya Angel Lelga di Mata Najwa itu memberikan hikmah kepada PPP. Hikmahnya apa, yaitu memperoleh inspirasi untuk membuat buku, judulnya 'Islam, Negara, dan Kuasa',” ujar Ketua Umum PPP Suryadharma Ali dalam jumpa pers usai acara HUT Ke-41 PPP, Minggu (9/2/2014)* (“in chaos of Angel Lelga in Mata Najwa gives wisdom to PPP. What the wisdom is PPP obtain an inspiration to wrote a book entitled “Islam, state, and Power” said Chief op PPP Suryadharma Ali in pres meeting after 41<sup>st</sup> anniversary of PPP, Sunday (9/2/2014)) (Asril and Auliani, 2014 para.2)

### **Datum 3**

Najwa: *Oh, anda yang memilih. Jadi di DAPIL JATENG 5 ya? Kenapa spesifik memilih itu?* (So, you are choosing DAPIL JATENG 5, what specifics reason to choose that?)

Angel: *Buat saya kehadiran saya di dunia politik ini sudah pro dan kontra. Kalau saya dapat di DAPIL yang gampang sekali yang artinya PPP sudah punya suara itu bukan satu prestasi tapi saya punya nama yang cukup dikenal*

*masyarakat dan saya juga punya kemampuan dalam berpolitik, saya merasa saya akan bertarung di DAPIL yang menurut orang itu DAPIL neraka tapi buat saya bukan DAPIL neraka. Saya n gak ada istilah Dapil neraka., jadi buat saya hati masyarakat itu bisa kita sentuh dengan cara saya nanti seperti apa, saya akan bawa kemenangan itu.* (For me, my attendance in politics making pros and cons if I get in easy DAPIL where in that region PPP has many voters, it will not be an achievement. However I already have known by society and I have ability in politics, I will fight in DAPIL which people called it hell DAPIL. For me, there is no hell DAPIL. I will touch the society by my own way like what, I will bring that victory.

#### **Explicature:**

This Lelga's utterance recovered via reference assignment and enrichment. The word "menurut orang itu DAPIL neraka" in the utterance "saya akan bertarung di DAPIL yang menurut orang itu DAPIL neraka" refers to DAPIL where in that region PPP has few voters. In enrichment of Lelga's utterance is the term "neraka" here means unpleasant place or area which is dominated by a political party. This area will be "hell" if the legislative is not from thus dominated political party. The word "sentuh" in utterance "hati masyarakat itu bisa kita sentuh dengan cara saya nanti seperti apa, saya akan bawa kemenangan itu" means socialized with society and make contact

#### **Analysis 1: saya akan bertarung di DAPIL yang menurut orang itu DAPIL neraka**

##### **Implicated premises are:**

1. By her famous and sensation, there is no fear to fight in hell DAPIL
2. She wants an achievement if she is determined in hell DAPIL
3. By her ability and knowledge in politics she sure will gain many voters in hell

DAPIL



The implicated premise chosen is number 1, as she stated at first “For me, my attendance in politics making pros and cons” and the strongest reason that when she stated “However I already have known by society”. She also targets her voters are housewife, she stated in an article “I am optimist that I will reach the votes in election, especially in housewife community”.(Sihombing, 2014, para.10). Angel Lelga has known in her DAPIL as a singer and actress of religion FTV as she said in this conversation

#### **Gengsi Berebut Kursi Part 4**

**00:09:07-00:09:33**

*Mayarakat tidak ada yang tahu film saya justru mereka lebih tau kalau saya ini pemain film religi pada saat itu. Karena pada saat itu saya rutin sekali di salah satu stasiun televisi. Mereka juga lebih melihat saya sebagai penyanyi. Mungkin disana mereka tidak sering nonton bioskop kalau film kan kita mesti datang ke bioskop kalau film sinetron – sinetron kayak FTV kan mungkin mereka sering menonton.* (There are seldom people who knows about my movies, they know me better as religion actress film at that time because I used to be an actress in a television station. They also know me as a singer, maybe they are seldom to go to cinema. It is because when people want to watch the movie they have to go to cinema while a *sinetron* or *FTV* maybe they often to watch). The major watchers of sinetron or FTV in Indonesia are housewife.

#### **Implicated conclusion:**

Angel lelga used her popularity to get voters in hell DAPIL.

**Analysis 2:** *hati masyarakat itu bisa kita sentuh dengan cara saya nanti seperti apa, saya akan bawa kemenangan itu.*

**Implicated premises:**

1. Angel Lelga has some strategies to get many voters so she can achieve that victory
2. Angel Lelga has some strategies to build the “Hell DAPIL” so that she and society can achieve that victory.

The chosen implicated premise is in number 1 because as the writer stated in explication, Angel Lelga wants that victory.

**Implicated conclusion:**

Angel Lelga Want to be elected

**Datum 4**

Najwa: *Apa visi misi yang anda tawarkan mbak Angel sebagai calon wakil rakyat apa yang bisa anda janjikan?* (What is your target that you offer as a legislative candidate and what you can promise?)

Angel: *Saya tidak banyak menjanjikan kepada masyarakat, saya selalu mengatakan saat memimpin banyak janji pasti disitu ada kebohongan tapi saya butuh dukungan mereka. Begitu mereka mendukung saya, saya meraih dukungan itu kita lihat saya ingin ada perubahan Dapil saya. Saya sentuh masyarakat, terutama saya katakan pada mereka tujuan saya itu tidak hanya di DPR RI saja.* (I will not give many promises to society, I always say when a leader gives many promises, there is a lie but I need them to vote me. When I am chosen, I want changing in my DAPIL. I touch the society, I told them that my purpose is not in DPR RI only.)



**Explicature:**

In this Lelga’s utterance was figured out via reference assignment. The word “mereka” in Angel Lelga’s sentence “*saya katakan pada mereka*” refers to society.

**Implicated premises**

1. She wants to expand business and to help society by opening work field focused on farming
2. Her purpose is progress in DAPIL JATENG 5
3. She wants to be prosperous of society in DAPIL JATENG 5

The implicated premises that the writer supplies based on previous conversation

**Source 1 Taken in Gengsi Berebut Kursi part 4 (00:07:08-00:08:08)**

Angel: *Misalnya, saya masuk ke pertanian, saya masuk ke sekolahan seperti itu*(I come to the farming, and come to the school for example)

Najwa: *Ke pertanian itu maksudnya anda menemui para petani?* (come the farming means you meet the farmers?)

Angel: *Selain itu saya juga mengadakan lahan*(Then I will make farming land)

Najwa: *Maksudnya mengadakan lahan?*(What do you mean by making farming land)

Angel: *Jadi saya juga mempunyai lahan juga disana, saya juga sekalian berbisnis disana, Padi. Artinya, terpilih tidak terpilih itu urusan Allah garis tangan saya.* (And there I have farming land too, I also business at the same time specially in rice plant. So elected or not it will be God’s business and be my fate)

Najwa: *Jadi menyediakan lapangan kerja?*(So open for work field)

Then the implicated premise chosen is number 1 as she has already had a business in rice plant farming and wants to expand it with purpose to labor absorption.

**Implicated conclusion:**

Another purpose of Angel Lelga if she will be elected as legislative is she wants to start her new business and to be involved the society.

**Datum 5**

Najwa: *Oh tapi target paling dekat sekarang itu di DPR RI. Tapi apa kemudian agenda yang ingin anda bawa karena orang terjun ke politik tentunya ingin membentuk kebijakan public misalnya. Atau issue –issue apa yang anda concern atau peduli sehingga anda mau terjun ke politik hingga anda susah-susah.* (Oh, but your nearest target now is DPR RI but then what your agenda you want to propose because people in politic want to make public policy certainly, or what issues that you want to concern so you want to join in politics)

Angel: *Saya mau di Dapil itu gini, masyarakat kita itu perlu dulu hidup yang nyaman artinya perut mereka harus kenyang, kebutuhan mereka harus tercukupi. Tentu saja ada program – program saya yang disana itu yang berkaitan. Saya masuk ke pertanian saya melibatkan mereka. Nanti tani saya yang berapa hektar itu tumbuh, nanti mereka juga yang menikmati hasil itu tumbuhan - tumbuhan yang saya kerjakan dan juga dengan TK yang saya bangun dengan gratis.* (I want in my DAPIL like, people have to live pleasant first means they have to be satiated, their needs must be fulfilled which of course these are my programs have relation. I will come to the farming and involve the people. When a few hectares of my farm grow, they can enjoy the product and some kindergarten which I will build for free.

**Explicature:**

This Lelga's utterance was figured out via reference assignment and enrichment. The words "mereka" in the utterance "*perut mereka harus kenyang, kebutuhan mereka harus tercukupi.*" refer to society. For the enrichment, the word "kenyang" in the sentence "*perut mereka harus kenyang,*" does not mean the people have to be full in their stomach and will never feel hungry anymore. In this case the satiated means the need of food must be fulfilled.



**Implicated premises are:**

1. Angel Lelga's program purposes to develop in farming sector
2. Angel Lelga's program purposes to fulfill the need of food
3. Angel Lelga's program purposes to grow the industry of farming rapidly.

The implicated premise chosen is number 1. By the development in farming sector, people will be fulfilled by food. They do not have to import food from other regions.

Angel Lelga's program is realized by owning 5 hectares farming area, planting a superior variety of rice plant, and cooperating with student to educate the farmer.

(Triyoga and Sitorus, 2014 p.1 para. 5-6, Windarto, 2014, para 3-4)

**Implicated conclusion:**

People will never worry the need of food and unemployment if Angel Lelga will be elected

**Datum 6**

Najwa: *Tapi minatnya dimana mbak? Tadi juga belum dijawab secara konkrit apa visi misi atau agenda usung .Nanti kalau sudah duduk di DPR apa yang akan anda lakukan dan idealnya itu dikomisiberapa?* (However what is your interest miss? You also have not answered concretely what your vision and mission or what agenda you propose. If you have chosen as DPR, what will you do and ideally in what commission?)

Angel: *Sekarang masih berubah – berubah dipikiran saya. Saya masih harus betul – betul memahami kondisi masyarakat yang di DAPIL saya. Tidak mungkin dapat saya lewati dalam satu dua bulan. Karena itu luas sekali DAPIL saya luas sekali, jadi saya nggak mungkin bisa ngomong oh saya mau ke komisi dulu sekarang ini komisi berapa komisi berapa, itu masih terlalu panjang. Yang saya konsen saat ini bagaimana saya meraup suara sebanyak-banyaknya.* (Now, I have not decided yet. I still have to really understand the condition and society in my DAPIL, and it is impossible if I through in couple months because in my DAPIL is wide enough so I cannot

say what commission that I want to. What I concern now is how to get many voters.)

**Explicature:**

In this lelga's utterance was figured out with reference assignment. The phrase "dalam satu-dua bulan" means understanding the condition of society in Dapil Jateng 5 cannot be through in short time.

**The implicated premises are:**

1. Angel Lelga needs learn more about the condition and the society
2. Angel Lelga already understands about the condition and the society
3. Angel Lelga has known the condition and the society but not deeper.

The implicated premise chosen is number 1, as the word "she still have to really understand" shows that she needs to learn more about the condition and the society.

From this implicated premise chosen, the writer takes an implicated conclusion.

**The implicated conclusion:**

Angel Lelga does not quite understand yet about the condition and society in her

**DAPIL**

**Datum 7**

Najwa: *Mbak Angel apa anda betul-betul sudah yakin nih menjadi anggota DPR? Karena dari tadi pertanyaan-pertanyaan saya ke anda tampaknya anda menjawab dengan agak ragu-ragu mbak? Anda sudah yakin betul-betul? Anda caleg nomor satu lo mbak Angel.* (Miss Angel, are you sure to be a legislative candidate? Because some of my questions that I address to you, it seems you answer hesitately. Are you sure sure for certain? You are number one candidate)



Angel: *Saya caleg nomor satu, sekarang ini sampai bulan April saya tidak mau terlalu gamblang berbicara disini nanti akan dilihat sama penonton-penonton lain, lawan-lawan saya lalu program-program saya belum turun mereka turun duluan bagaimana?* (I am number one, from today until April then I don't want to talk explicitly here because it will be seen by audiences and opposites will go down with my programs before I go.)

**Explicature:**

This Lelga's utterance was figured out via enrichment and reference assignment. The phrase "sekarang ini sampai bulan April" is enriched with the situation which is happening. From Mata Najwa *Gengsi Berebut Kursi* recorded until April, was time for candidate to campaign. Therefore the explicature of "from today until April" is campaign time for Angel Lelga. The word "disini" in "*saya tidak mau terlalu gamblang berbicara disini*" refers to Mata Najwa talk show program.

**Implicated premises:**

1. Angel Lelga worries if her program will be copied by opposite
2. Angel Lelga does not want to talk about her program in television
3. Angel Lelga has program that will surprise the audiences and the opposite.

The implicated premise chosen is number 1 as she shows that she does not want the opposite go down first before she goes.

**Implicated Conclusion:**

Angel Lelga is sure to be legislative candidate but she does not want the opposite to imitate her program.

**Datum8**

Najwa: *Jadi akan belajar begitu menjadi anggota DPR?(You will learn after chosen as legislative?*

Angel: ***Memahami kondisi di tubuh sana tetapi trik seperti apa bermain di politik sudah ada dipikiran saya.***(I understand the condition of organization but what kind of strategy in politics is already set up in my mind)

**Explicature:**

This Lelga's utterance was figured out via reference assignment. The phrase "kondisi tubuh disana" if looked from context of the conversation refers to the condition of organization in legislative.

**Implicated Premises are:**

1. Strategy in politics to work with other legislative to help the society
2. Strategy in politics to work with businessman to help the society
3. Strategy in politics to make her policy is accepted

Implicated premise that is used is in number 3. The legislative certainly make some policies. One of plans of her policies is failed harvest act. "*Saya ingin mengembangkan potensi pertanian di Solo, memperjuangkan UU asuransi gagal panen buat rakyat dan bisa menampung beras saat harga naik,*(I want develop the potential of rice farming in Solo, fight for failed harvest act for society and collect the rice when the cost are increasing)" (Fathiyah, 2014, para.3) Angel Lelga already sets up to make the policy is accepted by tricks politics.

**Implicated conclusion:**

Angel Lelga has prepared strategies if she will be in politics



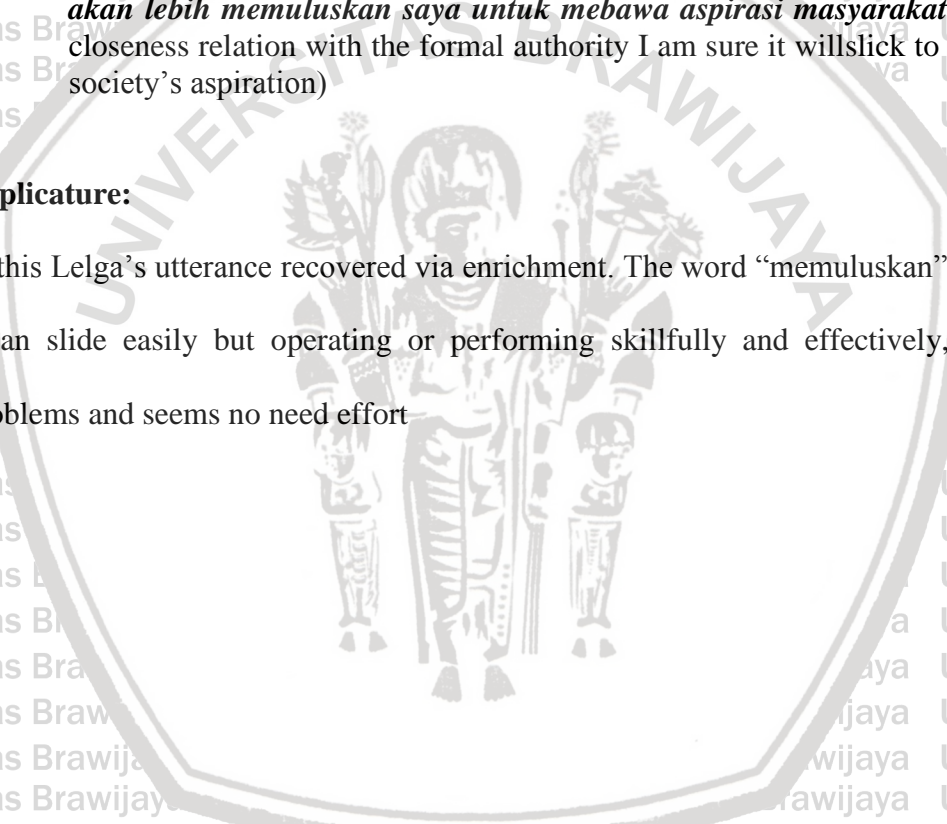
**Datum9**

**Najwa:** *Kan sebagai politisi, andaikan sudah menjadi politisi, kalau kita berbicara soal DPR ada hak budgeting, hak anggaran kemudian ada hak-hak untuk menggoalkan peraturan, itu kan perlu lobi-lobi politik dan itu kemudian juga sudah anda pelajari?* (Miss as a politician, you have been already as a politician, if we talk about legislative there are budgeting estimate and the right to goal the policy it will need politics lobby)

**Angel:** *Dengan kedekatan-kedekatan saya dengan petinggi-petinggi saya yakin akan lebih memuluskan saya untuk mebawa aspirasi masyarakat.* (By the closeness relation with the formal authority I am sure it willslick to bring the society's aspiration)

**Explicature:**

In this Lelga's utterance recovered via enrichment. The word "memuluskan" does not mean slide easily but operating or performing skillfully and effectively, without problems and seems no need effort



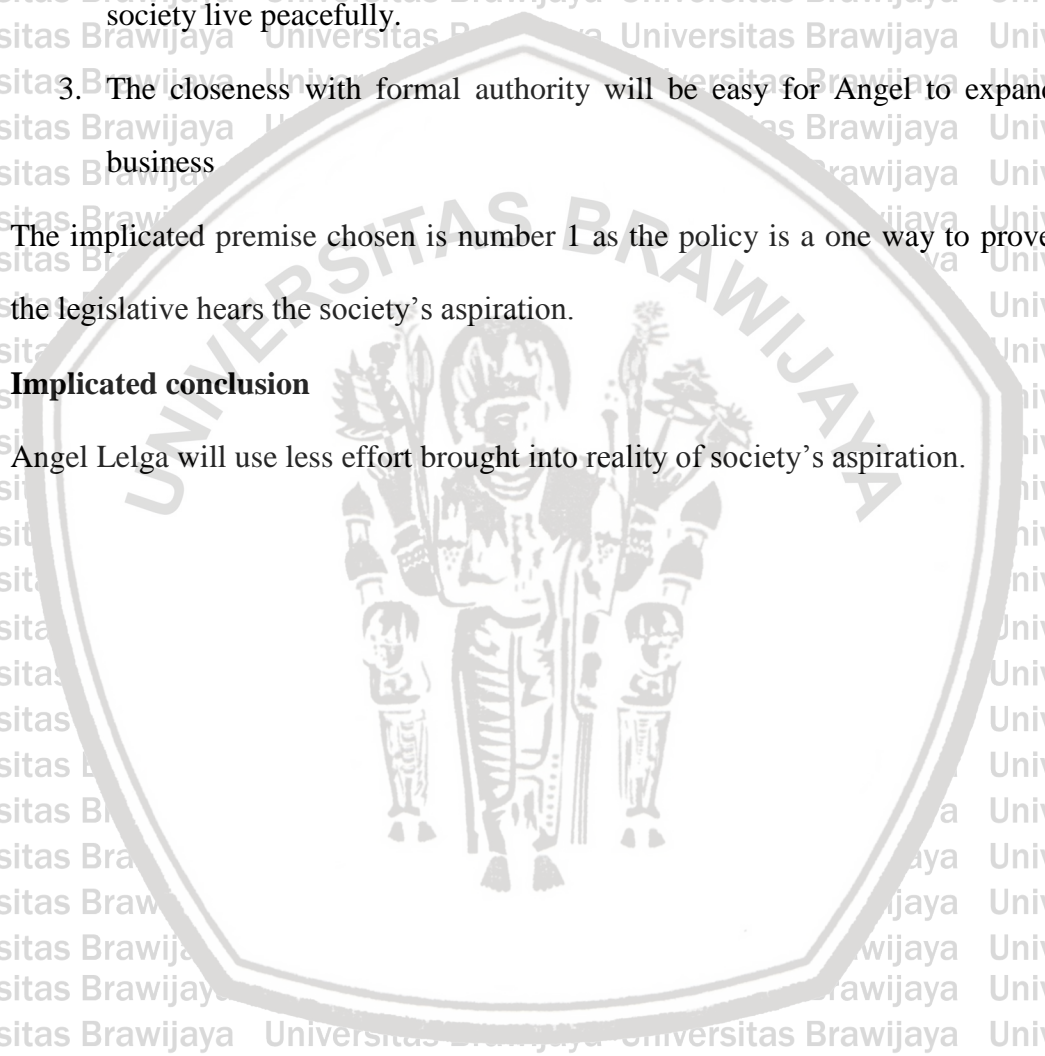
**Implicated Premises**

1. The closeness with formal authority will be easy for Angel to goal her policy
2. The closeness with formal authority will be easy for Angel to make the society live peacefully.
3. The closeness with formal authority will be easy for Angel to expand her business

The implicated premise chosen is number 1 as the policy is a one way to prove that the legislative hears the society's aspiration.

**Implicated conclusion**

Angel Lelga will use less effort brought into reality of society's aspiration.





## 4.2 Discussion

In this section the writer discusses the result of the findings. After analyzing the data, the implicatures in Angel Lelga utterances can be derived through explicature, implicated premises and implicated conclusion. In deriving Implicature, first step the writer is Identification of propositional form of verbal communication as Sperber and Wilson proposed in relevance theory (1995, pp 183-189) by three ways enrichment, reference assignment and disambiguation. In the findings, the writer does not find the utterances which can resolve its explicature by using disambiguation way.

Enrichment here is constructed by the encyclopaedic context which can be processed at minimal cost (Spreber & Wilson, 1995, p.186.) In this case, it is shown in Angel Lelga's utterances for example in the Datum 3. From this conversation, the writer takes the word "hell" in the sentence "I will fight in DAPIL which people called it hell DAPIL" to be enriched in propositional form. The term "hell" here means unpleasant place or area which is dominated by a political party. This area will be "hell" if the legislative is not from thus dominated political party.

Reference Assignment deals with contextual effect which means if hearer wants to find out the reference, they have to look at the context. By looking at the context, there is no difficulty in testing the result of reference analysis (Sperber and Wilson, 1995, p.187). In this case, the writer gives example in datum 1. The phrase "a party" in the utterance "there is a party forces the people" refers to "other parties" by

looking at the previous utterance “Islamic party has not used many strategies different with other parties”. The reference assignment can be identified easily by the hearer when looking at the context but the hearers do not forget principle of relevance first cognitive Principle stating that human cognition is geared to the maximisation of relevance,(Sperber and Wilson, 1995, p.260)

Implicated Premises deal with the writer purposes to show the development of assumption of an utterance. From some assumptions that are already stated the writer takes the implicated conclusion. The writer takes datum 2 as the example from the implicated premises which are supplied by the writer, premise “Angel Lelga does not quite understand about Syariah law” is chosen as the right implicated premise. It is because when the hearer looks at the context, the implicated premise is strongly manifested to the writer. The reason why she cannot answer Najwa’s question properly is she does not quite understand about Syariah law accepted as strongly manifested. It is very doubtful if the hearer chooses “Angel Lelga is confused with the question” as implicated premise. It is because she understands well about the question however her knowledge in politics is one of obstacles in giving a good answer. While if the hearer chooses implicated premise number 3, this assumption is weak assumption then in the next conversation shows that Angel Lelga still thinks that learning Syariah law is important.

Implicated conclusion is taken from the mutual manifest of intention. Still relates with previous example, in datum 2 after chose the implicated premise which



most relevant, the writer took the implicated conclusion. Inability of Angel Lelga to answers Najwa's question about Syariah region rule manifest to the hearer that her knowledge in politics and Islam is not sufficient and it is supported with statement of Lelga's chief political party.

There is an effect of conversation between Najwa and Angel Lelga. Inability of Angel Lelga to answer Najwa's question about Syariah region rule makes the chief of PPP write a book entitled Islam, Politics and State. This is purposed to legislative candidate from PPP to learn about Islam, Politic and State easily.

From Angel Lelga's implicature, she tends to use her popularity to get voters rather than explain her plans in legislative. It is supported from Fernita Darwis who is a winning election of PPP, "*Fernita berharap ketenaran Angel Lelga berbanding lurus dengan keterpilihannya di daerah pemilu tersebut.* Fernita hopes Angel's popularity as straight as she is elected in that DAPIL" (Badudu, 2014, para.3, see also analysis 1 data 3). However, as it is seen in Data 4 and Data 6, she cannot explain her vision and mission or what issues she will concern clearly but she want to be voted.

The similarities between this study to the previous studies show the implicated premise and implicated conclusion. In Sanz (2013), this study show the implicated premises are supplied, from those premises, she took the conclusions. However, to recover the explicature, she needs to analyze at the image. This purpose of her study is to show the humour side of political advertisement is reached by the readers. In Rut-Kluz (2012), The way to show the implicated premises and

conclusion, the implicated premise chosen then talk the implicated conclusion easily.

The difference between this study with the writer is the explicature of Political Party

Broadcast is not shown. The explicature is explained in “content” (one of result of his

analysis).The result analysis shows the the evolution of election campaign. In this

study, the writer shows the explicature and recover the utterance, shows the

implicated premises and implicated conclusion with purpose to know the implicature

that is used by new comer politician.

