Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas ECHAPTER IV FINDINGS AND DISCUSSION Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas BThis chapter present finding of research, analysis of data and discussion on as Brawijaya Universithe result on analysis. **Universitas Brawijaya** Univers4.1 Finding and Analysis. As stated in review of related literature, there are two kinds of Implicatures, as Brawijaya The first is implicated premise and the second is implicated conclusion. The liversitas Brawijaya Universimplicated premises consist of context which contains of assumption, implicated as Brawijaya Universpremise carries stimulus such as : thought, memories, background knowledge, as Brawijaya Universitterances, symbol or picture. That stimulus must be integrated and processed by as Brawijaya Universetrieving them from memory or building them by developing the assumption as Brawijava schemas retrieved from memory (Sperber and Wilson 1995. P.195). Thus, implicated Universion can be derived by combining the propositional context of an utterance and as Brawijaya Universimplicated premise. It can be inferred by explicating the utterance and looking at the Brawijaya Universitas Brawijaya Universitas Brawijaya Universitias BIn back covers of Kartini Magazines which were issued from January to as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya December 2012 above, the researcher found that they contained implicatures of Universimplicit meaning. In this subchapter the researcher explains the implicatures that are as Brawijaya Universitas Brawijaya

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Brawijaya	Universitas Ba. Back Cover: Quantum, "Kompor Aman dan Banyak Lebihnya"	Universitas Brawijaya
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Brawijaya	Universitas Bb. Implicated Premises :	Universitas Brawijaya
Brawijaya	Universitas	Universitas Brawijaya
Brawijaya	Universita 1. Quantum offers safety technology in their products	Universitas Brawijaya
Brawijaya	Universi Universi  2. Quantum launches the newest design with many cho	iversitas Brawijaya
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Brawijaya	Universit.  3. Quantum is the finest product in their class	niversitas Brawijaya
Brawijaya	Universita c. Implicated conclusion: Quantum product with its technology	has some tas Brawijaya
Brawijaya		Tolliversitas brawijaya
Brawijaya	Universitas advantages than other product in its class and it has the newest	design andtas Brawijaya
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Brawijaya	Universitas Brawijaya 1. Nexian launches new phone that has a newest tech Universitas Brawijaya 1. Nexian launches new phone that has a newest tech Universitas Brawijaya 1. Nexian launches new phone that has a newest tech	Universitas Brawijaya
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Brawijaya	Universita c. Implicated conclusion: LG's product has technolog	ay to make the	fontyersitas Brawijaya
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Brawijaya	Universfresh without reducing the quality of the food and the producing	luct concern v	
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Brawijaya	Universit	niversitas Brawijaya
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Brawijaya	Universit b. Implicated Premises :	niversitas Brawijaya
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Brawijaya Univers <sup>18</sup> ). 27 December 2012 – 10 January 2013	Universitas Brawijaya
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Universitas Brawijaya c. Implicated conclusion: Nexian launches its newest product that has the Brawijaya newest technology that is smarter and faster and it offers the newest application Universitas that more up to date rsitas Brawijaya Universitas Brawijaya University 4.1.2 The Meaning of Implicature Universitas BTo find the implicatures behind the back cover the writer indentify implicature as Brawijaya premises and implicated conclusion as presented in the subchapter above. In this braw in the subchapter above in the subchapter above in the subchapter above. In this braw in the subchapter above in the subchapter above. subchapter the writer provides the detail explanations about the process of uncovering Universeach back cover of Kartini magazine. At the first the reader could look at the back cover's image of the magazine, those images represent the subject that the backs Universioner talking about. Than the reader should read the subhead which is written bellow as Brawijaya Universithe back cover, before the analyze the article. In the subhead the reader can find more Universinformation related in the topic. The reader could get some knowledge that are related Universto the back cover. Finally the readers ensure the information in the back cover in as Brawijava advertisements. Here is in the analysis: 1. Back Cover: Mustika ratu Body Care "Adakah Alasan untuk tidak mencintainya". Universitias Brawija The advertisement in the back cover "Adakah Alasan untuk tidak as Brawijaya Universitas Brawijaya Universitas Brawijaya mencintainya", refers to a product for women and it product is a trustable product, this advertisement also shows that the product is good product that Universities Bhad already been used by many people and the product was successful. As Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Badvertisement in the back cover wants to deliver the messages	s Ifor theirtas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Customer that the product can help them to be more beautiful. Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Prawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawija The back cover on 29 December 2011 to 26 January 2	2012 vused tas Brawijaya
Brawijaya	Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas B directive sentence. Without knowing about the advertisement	t <sub>U</sub> ander <sup>1ts</sup> itas Brawijaya
Brawijaya	Universitas Brawantages of the product, the readers cannot understand the m	Universitas Brawijaya neaning of
Brawijaya	Universitas Br	Universitas Brawijaya
Brawijaya	Universitas advertisement in back cover. This is why the readers needs to have l	
Brawijaya	University University about the product in the advertisement in back cover image and the	Universitas Brawijaya
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Brawijaya	get understand about the meaning of the advertisement in the back	cover. As Brawijaya
Brawijaya	Universit displayed in the back cover the image of the product, the image should be universit.	hiversitas Brawijaya
Brawijaya	V_ACCES G1 A 1 A 2 A 2 A 3 A 4 A 4 A 4 A 4 A 4 A 4 A 4 A 4 A 4	
Brawijaya	Universita Universita  has advantages that needed by women or their customer. The im	age shows
Brawijaya Brawijaya		
Brawijaya	Universitas that it has containing olive oil in it which is good for skin and it has Universitas	Universitas Brawijaya
Brawijaya	Universitas as Skin moisturizers.	Universitas Brawijaya
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Brawijaya	Universitas Buse their product and the want to show the advantages of the product	
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Brawijaya	Universitas Brawijaya	lusi Cepat Universitas Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	<b>Universitas Brawijaya</b>
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Universitas Brawijaya Universitas process to get the credit. The advertisement uses "Solusi Cepat kebutuhan as Brawijaya Universitas Banda" to convince the reader that to get credit the Mandiri bank they dont Universitas Brawijaya Universitas Brawijaya Universitas Bneed to get through the difficult process. The image in the advertisement as Brawijava shows that Mandiri Bank also offers reward for its customers when they lodge Brawijaya Universities B credit at Mandiri Bank such as : vacation, renovation, health insurance, and as Brawijaya s Brawijaya - Universitas Brawijaya education as the rewards. The reader should notice the image in the back as Brawijaya cover and they should have knowledge about credit in Bank to understand the meaning of the advertisement. Įniversitas Brawijaya Back cover: Sharp Washing machine "Juara sejati, Juara dihati". The advertisement in the back cover Sharp Washing machine "Juara as Brawijaya hiversitas Brawijaya sejati, Juara dihati" refers to the technology and the advantages in the Sharp Washing machine. The writer of the advertisement wants to show about the as Brawijaya eco drums technology that has a function to reduce the use of the water while as Brawijava the machine worked and it could reduce amount of detergent used in the Universities B washing process. The writer emphasizes the function of tubeless machine that as Brawijaya could kill the germs in the washing process. To understand or knowing the implication of the advertisement the reader should take a look the image in the Universitas Brawijaya Universitias B back cover. The writer of the advertisement used the word "Juara sejati" to as Brawijaya show that this washing machine is better than other brand of washing Universitas Brawijaya machine. The writer of the advertisement used "Juara dihati" to show that the Universitas B washing machine make the customer can get easier way in washing process. Tas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universities BTo understand the meaning of this advertisement, the reader should have as Brawijaya knowledge about Sharp washing machine. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita 4. Back cover: Sharp Refrigerator, "Kulkas Lebar, Senyum Makin Lebar" iversitas Brawijaya Universitas Brawija The advertisement in the back cover Sharp Refrigerator Universities B Lebar, Senyum Makin Lebar" refers to the advantages that Sharp refrigerator as Brawijaya have. Kulkas Lebar refers to the large space that Sharp refrigerator has, the Sharp refrigerator also can accommodate our daily needs such as vegetables and other foodstuffs in there and its shows that this refrigerator has larger tas Brawijaya space than other refrigerator brand product and this refrigerator is also furnished with LED lamp. Senyum Makin Lebar refers to the happiness and las Brawijaya satisfication from the customer because of the advantages of the product. The image of this advertisement shows that the talent wearing Samurai outfit as Brawijaya because it has the relation with the handle of the refrigerator. So the reader as Brawijava also needs to look at the image to know the implication of the implication. Universita 5. Back cover : Aqua "Semua Berawal Dari Kita, Jejak Kita, Langkah Mereka", itas Brawi The advertisement in the back cover of Aqua "Semua Berawal Dari Braw Universitas BKita, Jejak Kita, Langkah Mereka", that Aqua wants to campaign about the as Brawllaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Bimportance of living green which is we have to concern with our environment. Tas Brawijaya In this advertisement, Aqua said "jejak kita" to show that adult generation has Universities Brawij Universitas Brawijaya Universitas B big important role to take care the environment for better future. Aqua also as Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Univercitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya the adult generation do in the present will affect the young generation in the Brawijaya future. That's why Aqua's product through their advertisement wants to open Universitas Bour main and realized the importance of keep our environment. In this as Brawijaya Brawijaya Universitas Brawijaya Universitas Brawijaya advertisement, Aqua's product wants to show that this brand care to the Brawijaya Universitias Benvironment. In this advertisement, Aqua also said "langkah mereka" means as Brawijaya is Brawijaya - Universitas Brawijaya that Aqua wants to show that young generation will continue to take care as Brawijaya environment in the future and better future will also make the young generation also have better future than present. To understand the implication as Brawijaya of the advertisement the readers need to look at the image and have hiversitas Brawijaya knowledge about global warming issue. Back cover: Nexian "Semua Suka" niversitas Brawijaya The advertisement in the back cover Nexian "Semua Suka" refers to as Brawijaya the Nexian brand that launches its new products which has new types. This as Brawijava advertisement also wants to deliver messages to their costumers that this Universities B brand provide the newest product with its advantages and it have 3 new types as Brawijaya that will be favorable products. This advertisement also wants to show that people might love this product because of their price or their types. The reader Universities B should have knowledge about the brand and the reader should look at the as Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya image of the cell phone to make sure that those are favorable products. Universitas Brawijaya Universitas Brawijaya

Univergitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universita 7. Back cover: Vacuum cleaner Electrolux "Saatnya menggunakan sapu as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya modern **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawija The advertisement in the back cover Vacuum cleaner Electrolux tas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya "Saatnya menggunakan sapu modern" refers to that this product wants its Universitas Brawijaya Universitas Brawijaya Universitias B customers to use new modern technology in cleaning their home and leave the las Brawijaya s Brawijaya Universitas Brawijaya old stuff such as broom. The advertisement also wants to show that the tas Brawijaya product has advantages that could help the costumers to clean their home in easier way and they don't need to spend more energy in cleaning their home. as Brawijaya niversitas Brawijaya This advertisement also shows that this technology is modern technology that has advantages easy to carry and it clean the home better rather than using old stuff such as broom that should spend more energy. The reader should look at as Brawijava the image to understand the implication of the advertisement and know the function of the vacuum cleaner and the function of broom. The image of the as Brawijaya advertisement is smiling woman which means that the user will be happy when they are using this products because of the advantages of the products and it makes this product is the best solution in cleaning the home. Back cover: Nexian "Serunya Hape Facebook Anti Galau" Universitias Brawija The advertisement in the back cover Nexian "Serunya Hape Facebook" as Brawijaya Anti Galau" refers to the newest product of Nexian that has advantages in Universitas Brawijaya using facebook or social media. The image of the advertisement also shows Universitas Brawijaya Universitas Brawijaya Universities B that this newest product is cheap enough and it cost lower than other brand as Brawijava Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya

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Brawijaya Universitas	Brawijaya
Brawijaya Universitas	
Brawijaya Universitas	Brawijaya
Brawijaya Universitas products. The advertisement also shows that this product will be favorable product because social media is the important parts in our life and mostly Universitas Brawijaya Univ	Brawijaya
Brawijaya Universitas	Brawijaya
Brawijaya Universitas	Brawijaya
Brawijaya Universitas	Brawijaya
	Brawijaya
Brawijaya Universitas	Brawijaya
Brawliava Ilniversitas Richard and the products offer casel way to open facebook through this	Brawijaya
Brawijaya Universitas Brawijaya Universitas Universitas Brawijaya Universitas	Brawijaya
Brawijaya Universitas Bproducts. To understand the implication of the advertisement, the reader task	
Brawijaya Universitas Brawijaya Universitas	Brawijaya
Brawijaya Universitas Bshould have knowledge about social media such as Facebook in mobile phone	
Brawijaya Universitas Bray the meaning of "galau". The advertisement wants to deliver the messages	Brawijaya
	Brawijaya
Brawijaya Universitas that this products offer the facebook application and easier way to access as	
through their product to provent "galay" Calay is unhappy feeling that some	Brawijaya
up because many reasons for example. Groken heart, or confused of	Brawijaya Brawijaya
	Brawijaya
	Brawijaya
Brawijaya Universita 9. Back cover : <i>Teh Sariwangi "Nikmatnya Sariwangi, hangatkan Malammu</i> " rsitas Brawijaya Universita	Brawijaya
Brawijaya Universitas The advertisement in the back cover, Teh Sariwangi "Nikmatnya tas	
Brawijaya Universitas Sariwangi, hangatkan Malammu" refers to the tea product by Sariwangi that Brawijaya Universitas B	Brawijaya
Brawijaya Universitas Böffer good product for their costumer. The advertisements also refer to their tasks	
Brawijava Universitas Braw Jiava Universitas	Brawijava
Brawijaya Universitas Brawija that becomes the favorite product to spend the night with the family it as	Brawijaya
Brawijaya Universitas Brawijaya Universitas This advertisement shows that their product is good products that accompany	Brawijaya
Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	Brawijaya
Brawijaya Universitas Btheiri costumers vin Spending vthe might fogether swith their family. V Teh tas	
Brawijaya Universitas	Brawijaya
Brawijaya Universitas Bquality of tea, it could accompany the family to spend the night with the best	
Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	
Brawijaya Universitas Broduct such as <i>Teh Sariwangi</i> . The reader should take a look at the image at tas	
	Brawijaya
	Brawijaya
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Brawijaya Universitas	Brawijaya

Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas B the back cover of the advertisement and have knowledge about Teh Sariwangi as Brawijaya
Brawijaya	Universitas Bray and the culture of drinking tea at night because the reason the image taken at
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Bnight because of its culture to have tea time at night with our family and it tas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universita 10. Back cover : Nexian " Move up your live" as Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawi The advertisement in the back cover, Nexian Move up your five universitas Brawijaya
Brawijaya	Universitas Brefer to the Nexian product offering its costumer with newest technology they as Brawijaya
Brawijaya	Universitas Brawijaya
Brawijaya	Universita have in their product. Nexian wants to introduce and influence the costumers as Brawijaya
Brawijaya	Universi Universi Universi
Brawijaya	
Brawijaya	University product and Nexian also wants to ask their costumer to be up to date with tas Brawijaya
Brawijaya	Universit Universit their newest products that has many color choices. The advertisement also as Brawijaya
Brawijaya	
Brawijaya	Universita stressing on the costumers needs, which is they wants their costumers to be up stressing on the costumers needs, which is they wants their costumers to be up
Brawijaya	oniversitas brawijaya
Brawijaya	Universitas to date through using their products that will make their costumer become up tas Brawijaya
Brawijaya	Universitas Late to date with having or buying this product. However, this product has
Brawijaya	Oniversitas Biawijaya
Brawijaya	Universitas Badvantages such as television technology and colorful choices that will attract as Brawijaya
Brawijaya	Universitas Braw Universitas Btheir costumers and make them become up to date because those products are as Brawijaya
Brawijaya Brawijaya	
Brawijaya	Universitas Brawijaya facilitated with newest technology. The reader should have knowledge about Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Btelevision technology in cell phone and they must take a look to the image in tas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universita 11. Back cover: Quantum "Kompor Aman dan Banyak lebihnya" aya Universitas Brawijaya
Brawijaya	Universitas Brawija The advertisement in the back cover Quantum "Kompor Aman dan"
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas B.Banyak/lebihnya" refer to the product of Quantum stove that offer safety as Brawijaya
Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas B Kompor aman dan banyak lebihnya refers to their products that have many as Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Btypes and it makes its products has many choices. This advertisement refer to las Brawijaya
Brawijaya	Universitas Brawijaya the advantages of this products that won top brand product, that's why it said Brawijaya Universitas Brawijaya
Brawijaya	
Brawijaya	Universitas "Banyak lebihnya" because this product won the achievement as best brand as Brawijaya
Brawijaya	Universitate product which mean that this product is trustable product that already tas Brawijaya
Brawijaya	
Brawijaya	acknowledged by the society and the product is best product in its kind. The Brawijaya
Brawijaya	University product a look at the image of hock hard govern advertisement to look as December 1
Brawijaya	Universit reader needs to look at the image of back hard cover advertisement to look as Brawijaya
Brawijaya	Universit many types of the stoves and have knowledge about the achievement to
Brawijaya	Universita Universitas Brawijaya
Brawijaya	Universitas implicate the back cover advertisement.  Universitas Universitas Brawijaya  Universitas Brawijaya
Brawijaya Brawijaya	
Brawijaya	12. Back cover: Nexian "Let's have fun with Transparent phone"
Brawijaya	
Brawijaya	Universitas Bra  The advertisement in the back cover Nexian "Let's have fun with tas Brawijaya Universitas Braw
Brawijaya	Universities B transparent phone" refer to the product of the advertisement that looks like its Brawijaya
Brawijaya	
Brawijaya	Universitas Brawijaya transparent phone. This advertisement also wants to show that this phone has Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Badvantages in their products besides it looks like transparent phone but also it as Brawijaya
Brawijaya	
Brawijaya	Universitas Brawijaya
Brawijaya	Universitas B the product. The advertisement also refers to the goal of the product that as Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Bwants their costumer enjoy the product because it said "Let's have fun with tas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Rrawijava	Universitas Brawijava, Universitas Brawijava Universitas Brawijava, Universitas Brawijava

Universitas Brawijaya Universitas Brawijaya Univercitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Transparent phone" and with the advantages of the product, the writer of the advertisement hopes that this product will make their costumers feels happy to Universities Buse their product with its technology in the product. The reader needs to see as Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya the image at the back cover advertisement and the reader should know about Universitas Brawijaya Universitas Brawijaya ersitas Brawijaya Universitas B what is the technology in the product. **Universitas Brawijaya** 13. Back cover : Lemari es LG " Menjaga Makanan tetap sehat dan segar advertisement in the back cover Lemari es LG "Menjaga Makanan tetap sehat dan segar" refers to the product of LG, the refrigerator as Brawijaya product that has advantages in the product that can keep the foodstuffs and vegetables stuff still fresh and healthy without reducing the vitamins on the as Brawljaya vegetables. The image also supports the advertisement because it shows that this product has 4 filters that can filter the germs and dust which damage the las Brawijaya foodstuffs or vegetables in the refrigerator. In this advertisement, they said as Brawijava "segar" means that this product keep the foods such as vegetables still fresh Binside the product and it keep the vegetables healthy that's why they said as Brawijaya "segar" which reflect to healthy or fresh. This advertisement show that it product has advantages that could block the germs that try to inside the Universitas Brawijaya Universitas Brawijaya Universitas Brefrigerator and the technology in the product could keep the food keep as Brawijaya Universitas Brawijaya Universitas Brawijaya healthy and can maintenance the foods and the vitamins. The reader should take a look at the image of the back cover advertisement and read carefully as Brawijaya Universities B the description written in the image of advertisement. Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** 

Univercitas Brawijaya Universitas Brawijaya 14. Back cover : Lemari es Electrolux " My fridge Has a Market fresh Setting". Universitas Universitas Brawija The advertisement in the back cover Lemari es Electroluc "My fridge as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Has a Market fresh Setting" refer to the product of Electroluc refrigerator that has advantages in the product such as deodorized system, LCD system and Universitas Beco holiday system and the product also has the technology to keep the as Brawijaya foodstuffs in the refrigerator keep fresh and make it seems like buy fresh vegetables or foodstuffs from the market. The advertisement also wants to shows its superiority that other refrigerator product doesn't has. The las Brawijaya advertisement shows to the costumer that this refrigerator and its technology keep the vegetables fresh and it can safe and keep the foodstuffs in the las Brawijaya refrigerator like buy new food from the market is always fresh. The reader must read carefully the description about the technology in the advertisement and must see the image of the advertisement in the back cover advertisement. Itas Brawijaya Universita 15. Back cover: Nexian "The Stylish of Transparent Phone". The advertisement in the back covers Nexian "The Stylish of as Brawijava Transparent Phone". The Nexian phone is one of the stylish phone and it has Universitas Bnew look which is transparent. The advertisement of Nexian phone wants to las Brawljaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya pintroduce new look of Nexian which has unique feature and it is more stylish as Brawijaya than other phone in the same class. This advertisement show that Nexian Brawijaya Universitias B product wants to be more update and different than other phone. The reader as Brawijaya Universitas Brawijaya

Univer<del>aj</del>tas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya must see the image in the back cover advertisement to understand what the las Brawijaya Universitas B Nexian wants to deliver to their customers. **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya 16). Back Cover: More Smart, More Fast Universitas Brawija The advertisements in the back cover Nexian "More Smart, More Brawijaya Universitas BFast" it refers to Nexian cell phone that offers newest technology for their as Brawijaya customers. Nexian newest product has newest application that more up to date and the advertisement in the Back cover "More Smart, more Fast" try to attract their customers with their newest application. Nexian newest product has big tas Brawijaya screen, with 5.0 Mega pixels camera and the application also offer newest technology which is android 4.0 and with its superiority than other products as Brawljaya makes Nexian newest product will be more interesting and up to date. It is said that more smart which means that this phone has more update technology as Brawijaya than other phone in different brand. More fast in this advertisement means as Brawijava that this Nexian phone is more fast to access the application or internet Universitias B connection that become one of the main thing that needed by their customers. It as Brawijaya Universitas Brawii 17). Back Cover: Kompor Electolux "My Cooker has a the more the merrier the merrier Brawii Universitas Bretting 3/a emversitas Brawijaya - Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawija The advertisement in the back cover Kompor Electrolux "My cooker as Brawijaya has the more the merrier setting" refers to Electrolux stove that has newest Universitas Brawijaya Universitas B technology. Electrolux stove that has newest technology and has the merrier as Brawijaya Universitas Brawijaya Brawijaya Universitas Brawijaya Brawijaya Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universities B stove also offers easier way in cooking that will be best product for the Brawijava society. Electrolux stove make their costumers will be easier in cooking but Universitas Brawijaya Universitas Brawijaya Universities Bitill safe. It is said merrier setting because the product has easier setting and as Brawijava modern technology but it is easy to operate. This advertisement also wants to rawijaya Universitias B shows that Electrolux concern in the technology and they also care with their as Brawijaya s Brawijaya - Universitas Brawijaya costumers because they provide products that is more easy to operate and it is **Universitas B Universitas Brawijaya** more modern. 18). Back Cover: Smarter and faster The advertisement in the back cover Nexian: "Smarter and faster". It refers to Nexian newest product. Nexian newest product that has newest as Brawijaya application and technology which is become primarily needs in mobile phone application. This advertisement also wants to attract their customers with their as Brawijaya newest product which is more faster and smarter mobile phone. Nexian as Brawijava newest product will be the best product for their costumers because it contains Universitias Bnewest applications. The advertisement said Smarter and Faster which mean as Brawijaya that the Nexian phone fulfill what their costumers needs and it is more fast than other phone. The advertisement says faster because the phone is more ersitas Brawijaya Universitias B fast to access the applications because the applications needs fast and smart as Brawijaya Universitas Brawijaya products that is why it is called as smart phone because it has more as Brawijaya Universitas Bapplications Universitas Brawijaya Universitas Brawijaya

Univercitas Brawijaya Universitas Brawijaya Universita 4.2 Discussion Universitas Brawijaya Universitas Brawijaya Universitas Brawija This discussion part is talking about the general point of the finding. Universitas Brawijaya Universitas Brawijaya Universitas BThe writer primarily discusses the implicature found in Kartini magazine back as Brawijaya Brawijaya Universitas Brawijaya Universitas Brawijaya cover advertisement that was published from January to December 2012. The Brawijaya Universitias B writer finds 18 back cover that conveyed implicate in Kartini magazine back as Brawijaya s Brawijaya Universitas Brawijaya cover. In this research, the writer analyzes the back cover by using relevance as Brawijaya theory, because this theory put human cognition as the way to analyze the implicature. The theory is different from cooperative principles that state to as Brawijaya gain successful in communication we have to obey the maxim. In other way, relevance theory becomes easier because we are able to communicate as Brawijaya successfully based on human cognition which includes background as Brawijava knowledge, memory, and context. Communication is accomplished if the hearer could recognize the speaker's informative intention, and it's pointed by as Brawijaya Sperber and Wilson that recognizing intention is a normal characteristic of human cognition (1998, P.32). Braw From the analysis the writer finds that not all of back covers are t in as Brawijava the form of complete sentence. There are some ambiguity and non standard Universitas Brawijaya Universitas Brawija Based on the findings that are presented in previous chapter the writer as Brawijaya found the implicature that are conveyed in the back cover of Kartini magazine Universitas Brawijaya Universitas B from January to December 2012 editions to answered the problem of study. as Brawijaya Universitas Brawijaya magazine Universitas Brawijaya Universitas Brawijaya

Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Badvertisement has two kinds of implicature, the first is implicated premises tas Brawijaya
Brawijaya	Universitas Bray in the second is implicated conclusion. It is in line with relevance theory
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas B(1998: P.195) that there are two kinds of implicature, called the first is as Brawijaya
Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas B second problem of study, the writer also explained the way how the tas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Bimplicature in the back cover in Kartini magazine can be uncovered by the tas Brawijaya
Brawijaya	Universitas Brawliaya readers. In this case the context can be derived based on background tas Brawliaya
Brawijaya	Universitas Brawijaya
Brawijaya	Universitas knowledge of the readers, the situation of the image that are presented in the as Brawijaya
Brawijaya	Universitate back cover of Kartini magazine to uncover implicated premises. To uncover tas Brawijaya
Brawijaya	
Brawijaya	Universi implicated conclusion the writer inferred from the context of by explicating Brawijaya
Brawijaya Brawijaya	Universit the back cover. Based on relevance theory implicated premise is identified by tas Brawijaya
Brawijaya	Universit I iniversitas Brawijaya
Brawijaya	developing assumption retrieved from the memory which refer to the context.  Universita
Brawijaya	Universitas Beside implicated conclusion it's deduced by explicating the utterance as Brawijaya
Brawijaya	Universitas Universitas Brawijaya
Brawijaya	Universitas L deriving the context (1998, P.195).  Universitas Brawijaya
Brawijaya	Universitas B.  This study is different from previous studies about implicature. The Brawijaya
Brawijaya	Universitas Bra
Brawijaya	Universitas Bearlier studies analyze implicature based on theory of Grice (1989), and using tas Brawijaya
Brawijaya	Universitas Brawija Cooperative Principle as the basic theory to analyze. On the other hand, in this Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Bresearch the writer uses another theory to analyze implicature that is the as Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brelevance theory proposed by Sperber and Wilson (2004). Beside the writer as Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya also tries to use different object of the study. In previous studies researchers Universitas Brawijaya Universitas Brawijaya
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Brawijaya	Universitas Buse cigarette advertisement and Conversation On Yahoo! Messenger while the as Brawijaya
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