

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the finding of this research, the researcher finds that there are 18 back cover advertisements from January to December 2012 edition which carries implicature. The implicature appearing in the back cover are implicated premise and implicated conclusion.

The context can be derived based on background knowledge of the readers, the situation of the image that are presented in the back cover of Kartini magazine to uncover implicated premises. To uncover implicated the conclusion, the writer inferred from the context of by explicating the back hard cover. Moreover, which one of back covers advertisement like “MustikaRatu Body Care *“AdakahAlasanuntuktidakmencintainya”*”. It shows that a product for women and trustable product for them. *“AdakahAlasanuntuktidakmencintainya”* refers to love the product because of the advantages of the product. In this context, the writer of the advertisement wants to deliver the messages for its customer that the product can help them to be prettier.

Furthermore, the writer of the advertisement wanted to attract his customers to use his product and the want to show the advantages of the product. The back cover wants to show inside the product.

In other way, the relevance theory becomes easier and able to communicate with each other. Based on human cognition, it can run well if it includes background knowledge, memory, and context.

5.2 SUGGESTION

From the research about implicature found in back cover of Kartini magazine the researcher would like to give suggestion for the next researchers and the reader.

For the next researcher the writer suggests the researcher to continue and explore similar studies by deriving more contexts in the back hard cover.

For the reader the writer suggests to read carefully the advertisement in the back cover of Kartini magazine to understand the implicature hidden meaning. To understand the implicature meaning the reader would be better if they have background knowledge.

