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THESIS

BY JEIHAN TANIA SIDQEI NIM 0811113111



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THESIS

**Presented to Universitas Brawijaya** in partial fulfillment of the requirenments for the degree of Sarjana Sastra

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Sidqei, Jeihan Tania. 2013. **Pragmatics Study on Implicature Used in Televison 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

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found in Honda motorcycle advertisement. This study uses qualitative approach, and the type of research used in this ensure a study is content analysis. The researcher analyzes the utterance in eight *Honda* states Brawijaya 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, states Brawijaya and(4) drawing conclusion.

advertisement, (2) What are the meaning of utterances containing implicature

The result of the study is the researcher finds 34 utterances in eight data of Honda motorcycle advertisement containing implicature based on Sperber and ersitas Brawijaya Universita Wilson's theory. The researcher also finds that all advertisements of Hondaersitas Brawijava motorcycle containing implicature, and some utterances of the advertisements ersitas Brawijaya containing implicature perform the persuasion whose purposes is to persuade the niversitas Brawijava audience or customers to buy Honda motorcycle products. Universitas BravThe researcher suggests students of Brawijaya University or the nextensitas Brawijaya Universita researchers use different data sources and other theories of implicature. Hopefully, ersitas Brawijava 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 Universita make consumers more interested, rawijaya Universitas Brawijaya Universitas Brawijaya

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Universiti sepeda motor Honda.
 Penelitian ini menggunakan pendekatan kualitatif, dan tipe penelitian yang generatas Brawijaya 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 besember 2011. Dalam penelitian ini peneliti menerapkan empat langkah menganalisa implikatur: (1) memilih data, (2) menganalisis makna dari ucapanucapan yang mengandung implikatur, (3) mendeskripsikan konteks, dan (4)

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 menumukan 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.

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

Universitas Brawijaya Universitas Brawijaya Universita Rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitian Bray The researcher is eternally grateful and thankful to Allah SWT who guides Brawijaya Universitas Brawijaya Universitas Brawijaya University and teaches the researcher to be patient and to never give up, also for sites Brawieve Universita understanding her prayers even when she can not find the words to say them. Universitas Bray First of all, the researcher would like to express her sincere gratitude to herersitas Brawijava supervisor, Drs. Lalu Merdi, M.A. for being an outstanding advisor and she is Universita deeply indebted to him. Also, the researcher is deeply grateful to co-supervisor, ersitas Brawijava Agus Gozali, S.Pd. Without his help, this research would not be possible. The researcher thanks him for the time and effort in guiding this research. Next, theers tas Brawi researcher wants to give thanks to Sahirudin, M.A. as examiner for giving a lot of suggestion and reviewing the entire process of the thesis writing which help theersitas Brawijaya researcher to make the thesis more perfect.. Also sincere gratitute goes to all of Universita the lecturers and academic staff of Faculty of Culture Studies for the support and ersitas Brawijaya help. Eventually, the researcher deeply thanks her family for supporting and ersitas Brawijaya being proud of her. Most importantly, the researcher gives love, support and Universita gratitude to her parents, Dra. Brida Wilujeng and Sidqei Jarhom, her little brotherersitas Brawijaya Husni and her grandmother who give the necessary strength to hold on and Universita persevere. A special thank also goes to her special partner, Satrio for ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita understanding and the encouragement to help the researcher finish this research. Universitian Bray The researcher warmly thanks her partners, Kristine, Elok, Ludek, Ticaersitas Brawijaya Universita and Mitha for the constant presence, care and instant moral support. Then, the Universitas Brawijaya Universitas Brawijaya Universitas Brawijaiva 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 Universita researcher thanks her best friends Illivin, Reni, Kiki and Mega for the prayers. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita Also, she owes her loving thanks to the proofreaders, Ntin, Okky, Mano and Shilaersitas Brawijaya Universita for the time and the suggestion in this work. The last, the researcher thanks all ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita friends in Faculty of Culture Studies who have helped researcher during the resitas Brawijaya Universita process of writing the thesis. ersitas Brawijaya Universitas Brawijaya Universitas BravThe researcher realizes that this thesis still needs the criticism and ersitas Brawijava Universita suggestion from the readers for further improvement. Hopefully it can be useful **Universitas Brawijaya Universitas Brav** Universita for the readers. Iniversitas Brawijaya hiversitas Brawijaya Malang, 30 January 2013 hiversitas Brawijaya Jeihan Tania Sidgei Jniversitas Brawijaya Universitas Brawijaya Universitas **Universitas Brawijaya Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas INTRODUCTION/ersitas Brawijava Universita 1.1 Background of the Study Brawijava Universitas Brawijava Universitas Bray Communication is a human activity to share ideas, feelings, or anything in rsitas Brawijaya Universita mind. In the globalization era, communication is also used for business and ersitas Brawijava marketing purposes because communication is very important to help the Universita marketing of a product. Using communication in marketing activity is intended ersitas Brawijaya for spreading the information, influence, and invites the consumer to buy and use products that are offered by manufacturer. One of the most effective ersitas Brawijava communications in marketing is the use of advertisement. Cutlip (2000, p. 11) states that advertisement is information placed in the versitas Brawiava media by an identified sponsor that pays for the time or space. Advertisement is Universita always placed in a place that can be seen easily by a lot of people because the inversitas Brawii Universitas advertiser has the main purpose to attract customer. The advertisement is also Universita used to promote the strength of the product to persuade the customers to buy their/ersitas Brawijaya products. In oder to promote products and attract potential buyers, fresh and Universita interesting idea is widely used by advertisers. Every major medium is used to inversitas Brawijaya convey these messages, including: television, radio, magazines, newspapers and Universita Internet. The effect of advertising depends on several elements, such as images, iversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universital language, sound, brand, etc. In communicating advertisement, advertisers often iversital Brawijava Universitatuse various strategies to attract people's attention and to persuade the consumers. Versitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Unizersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bravnowadays, there are many unique advertisements on television. The Universitas Brawijaya Universitas Brawijaya Universita advertisement is unique in terms of theme, language, jingle, slogan and acting of ersitas Brawijava Universita actors and actresses in the advertisement. A unique advertisement can make Universitas Brawij Universita products not only sell out smoothly, but also leave a deep impression for the ersitas Brawiava Universita consumer. One of the unique and interesting advertisements is about motorcycle, University and one of them is Honda Motorcycle advertisement. Honda is a motorcycle ersitas Brawijava company from Japan, which has become one of the largest motorcycle company Universita in Indonesia nowadays. As a big motorcycle company, Honda is certainly veryersitas Brawijava concerned about advertisements they make, because it is highly correlated with consumer's buying interest. iversitas Brawijaya As much as possible Honda motorcycle manufacturers improve and maintain their advertisment to influence customers intentions to buy. Therefore, ersitas Brawijava the advertisements presented to the public should be interesting in order to Universita increase the consumers willingness to buy the product. Frequently, advertisements ersitas Brawi that often appear on television use famous commercials model icon and good Jniversitas Brawijava Universita information about Honda excellence. Also, the use of interesting and attractive ersitas Brawijaya language and jingle can make Honda advertisement embedded in the customers Universita mind and heart. Sometimes, Honda motorcycle advertisements also introduce their newest Universita technology and characteristics of a product that sis not owned by other ersitas Brawijaya motorcycles. In addition Honda also uses well-known public figure as their model SITA icon. The appeal of advertising is also enhanced with a touch of interesting music ersitas Brawijaya University to deliver the advertising messages and to attract public attention. Theirersitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Unigersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya advertisements are used to cultivate a good image in the eyes of the people and Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya University make Honda always in people's heart with all its advantages. The purposes is to ersitas Brawijava Universita get the costumers as many as possible. ijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bray Advertisement as a form of communication has its main purpose from the ersitas Brawijava Universita advertiser to the viewers in order to inform the product. He wants to send his Universita message to the viewer that honda motorcycle product is the best motorcycle rsitas Brawijava through the advertisement. With that advertisement, hopefully the viewers do not Universita just watch an advertisement but they have to understand the purpose and contextersitas Brawijava of the advertisement. Besides that, the advertiser does not want to straightly present the literal utterance to make the consumers more interested. So, theersitas Brawi understanding of implicature is needed to draw the correct meaning of the utterance uttered in Honda motorcycle advertisement. <u>n</u>iversitas Brawijava Every utterance that convey implicature has different meaning. The Universita meaning of the implicature depends on context and contextual effect that appears ersitas Brawi in the advertisement. The contextual effect is obtained from cognitive ability of Universitas Brawijava Universita the viewer which store background knowledge or any information about certainersitas Brawijaya things. The implicature may influence the process of communication since the Universita hearer should understand what speaker intends to say, so the hearer needs to ersitas Brawijaya uncover the speaker's intention in order to run the communication successfully. Iversitas Brawijaya In this study, the researcher chooses Honda motorcycle advertisement Universita because all of this advertisement contains implicit meaning to be analyzed by the ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita researcher. This study is expected to give some information about the message Universitation inside the utterances of Honda motorcycle advertisements. The researcher is ersitas Brawijaya 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	Universita successfully, within the advertising media, they also provide insight and ersitas Brawijaya
Brawijaya	Universitation understanding of a text, making the audience feel involved and aware. It discusses ersitates Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universita the speaker's meaning because it is important to make the consumer understandersitas Brawijava
Brawijaya	
Brawijaya	Universitation the implicit meaning of the message carried to make them interested and buy the states Brawijaya
Brawijaya	Universita <b>Product</b> ijaya
Brawijaya	
Brawijaya	Universitas Bravian Finally, the researcher tries to analyze the implicature in utterances on Universitas Bravijava
Brawijaya	Universita Honda motorcycle advertisement based on Relevance Theory that is proposed by ersitas Brawijava
Brawijaya	Universitas Universitas Brawijava
Brawijaya	Sperber and Wilson. In this case, the researcher uses implicature based on Universita
Brawijaya	Universign relevance theory proposed by Sperber and Wilson because it is more appropriate ersitians Brawijava
Brawijaya	
Brawijaya	University field concerning the study about meaning to observe the utterance containing to be utterance containing the study about meaning to observe the utterance containing the study a
Brawijaya	Universit implicature in this research. So, the researcher conducts a research entitled ersitas Brawijaya
Brawijaya	Universita Iniversitas Brawijaya
Brawijaya	Universita "Pragmatics Study on Implicature Used in Television Advertisement of <i>Honda</i> Universita Brawijaya
Brawijaya	Universita Motorcycle". Universitas Brawijaya
Brawijaya	Universitas Universitas Brawijaya
Brawijaya	Universita 1.2 Problems of the Study
Brawijaya	Universitas B
Brawijaya	Universitian Based on the background of the study, the researcher is interested in finding Universitian Brawijaya
Brawijaya	Universita the answer to these following questions :
Brawijaya	Universitas Brawija What are the uttermore which contain implicative in Handa materials
Brawijaya	Universitas B1. What are the utterances which contain implicature in Honda motorcycle ersitas Brawijaya
Brawijaya	Universitas Bravijava Universitas Bravijava Universitas Bravijava
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas B2. What are the meanings of utterances containing implicatures found in ersitas Brawijaya
Brawijaya	Universitas BravHonda motorcycle advertisement ?/a Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
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Brawijaya	Universitas Brawijava, Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas BIn relation with the problem above, the purposes of this study are aya	Universitas Brawijaya
Brawijaya	Universities B1. To find out the utterances containing implicatures in Honda moto	orcycle Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawadvertisementversitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universities B2. To know the meanings of the utterances containing implicatures for	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas BravHonda motorcycle advertisement as Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijay	Universitas Brawijaya
Brawijaya	Universita <b>1.4 Definition</b> of Key Terms <b>SB</b> ijaya	Universitas Brawijaya
Brawijaya	Universitas Brazilia da Calendaria da Ca	Universitas Brawijaya
Brawijaya	Universitas In this discussion the researcher would like to give the difinition	
Brawijaya	Universite terms which are related to this study to avoid ambiguity and missinterpre	tation.ersitas Brawijaya
Brawijaya	Universi Universi The researcher organizes some key terms to help the readers to catch the ide	niversitas Brawijaya
Brawijaya		
Brawijaya	Universit terms are stated below :	hiversitas Brawijaya
Brawijaya	Universit Universit 1. <i>Pragmatics</i> is the study of language used in contextualized commun	hiversitas Brawijaya
Brawijaya Brawijaya		Universitas Brawijaya
Brawijaya Brawijaya	and the usage principles associated with it. (Grundy, 2000, p.275)	Universitas Brawijaya
Brawijaya	Universitas 2. Relevance is a term used by Sperber and Wilson to connect be	etweenersitas Brawijaya
Brawijaya		Universitas Brawijaya
Brawijaya	Universitas B assumptions and context. (Grundy, 2000, p. 276)	Universitas Brawijaya
Brawijaya	Universitas B3. Implicature is any assumption communicated, but not explicitly	Son Sersitas Brawijaya
Brawijaya	Universitas Bravimplicitly communicated (Sperber and Wilson, 1995, p.182) jaya	Universitas Brawijaya
Brawijaya	Universitas Brawija	Universitas Brawijaya
Brawijaya	Universitas B4. Advertisement is the the dissemination of information concerning a	nlidea, ersitas Brawijaya
Brawijaya	Universitas Brawijava, Universitas Brawijava service, or product to compel action in accordance with the int	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Bravadvertiser. (Sandage and Fryburger, 1971, p.4) sitas Brawijaya	Universitas Brawijaya
Brawijaya	<b>5.</b> <i>Honda</i> is a Japanese public multinational corporation primarily know	Universitas Brawijaya
Brawijaya		
Brawijaya	Universitas Brava manufacturer of automobiles and motorcycles (www.wikipedia.com	m)Iniversitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
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Prowiiovo	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya REVIEW OF RELATED LITERATURE Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya chapter, there are some theories and related studies that the rsitas Brawijaya Universitas BrawInathis Universita researcher reviews. This review is very important because it is used as the basis of Universita the analysis of the data in chapter four. CITAS BRAU **Universita 2.1 Pragmatics** Universitas Brawijaya Yule (1996, p. 3) considers pragmatics as a study of 'invisible' meaning, or ersitas Brawijaya how we recognize what is meant even when it is not actually said or written. In ersitas Brawijaya Universit addition, Leech (cited in Yule, 1996, p. 36) also considers Pragmatics as a study of ersitas Brawijaya discussing the speaker meaning linking with discourse situation. One of the ersitas Brawijaya principles is the sense of speaker expression that violates the principle. The ersitas Brawijaya Universita violation of conversational principle brings to the difference between the ersitas Brawijaya Universitas speaker's utterance and his intention. According to Grundy (2000, p. 3), ersitas Brawijava Universita pragmatics is about explaining how we produce and understand the language ersitas Brawijaya Universita which is used in communication everyday but apparently rather peculiar uses of ersitas Brawijaya Universita language. Universitas BravFurthermore, Green (1989, p. 3) states that pragmatics is " the study of ersitas Brawijava understanding international human action. It involves the interpretation of the acts Brawijaya Universita assumed to be undertaken in order to reach some purpose intended by speaker". iversitas Brawijava So, by studying pragmatics, we can also interpret human action that also takes part Universities of the state Universita in communication niversitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Unizersitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bravin addition, Griffth (2006, p.6) also defines pragmatics as "the study of Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya University utterance meaning" so, any utterance spoken by the speaker must have meaning. ersitas Brawijava Universita The utterance itself can be in the form of spoken or written. In spoken, it can be Universita face-to-face conversation. In written, it can be in on-line conversation in the ersitas Brawijava Universita internet. Although the conversation occurs in the written form, that kind of Universita conversation may also load certain intention because what is said by the addressorersitas Brawijava Universitas or the writer is not literally as stated. In short, pragmatics is the study of intended Universita meaning of the speaker. Finally, the researcher concludes that pragmatics is the study of intended versitas Brawijaya meaning of the speaker not only the utterance, but also sound and gestures inersitas Brawijava 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 ersitas Brawijava on one part of pragmatics to be researched that is implicatures based on relevance Universita theory. Universita 2.2 Relevance Universitas Bra In this study the researcher is concerned with the relevance theoryersitas Brawijaya Universita proposed by Sperber and Wilson. Grundy (2000, p. 276) states that relevance ersitas Brawijaya Universita theory is a term used by Sperber and Wilson to connect between assumptions and ersitas Brawijava Universitas context. Every utterance is relevant merely by virtue of being uttered. If we know Universita how it is relevant, we know what speaker means. According to Sperber and ersitas Brawijaya wijaya Universitas Brawijaya first, human Wilson (1995, p.260) there are two principles of relevance. "first, human Universita cognition tends to be geared to the maximization of relevance. Second, every actersitas Brawijava Universitas Brawijava Universitas Brawijava Universitas Brawijava ostensive communication communicates presumption of its own optimal Universitas Brawijava 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

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Unigersitas Brawiiava Universitas Brawijaya Universitas Brawijaya relevance." from this statement, it is clear that human's cognition takes significant Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita part in communication. Since, cognition function as a system of stores knowledge. ersitas Brawijava Universitias BravMey (2001, p. 85) suggests "in relevance theory, achieving successful Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita communication by way of the relevance of what is being said is a sufficient aim inersitas Brawijava conversation will or verbal interaction". It means that successful communication Universita will be reached when the speaker who makes his or her intention can be inferred ersitas Brawi Universitate by two parties, the addresse and addressor. Grundy (2000, p. 101) states that Universita relevance theory proposed by Sperber and Wilson is used to explain the process of ersitas Brawii utterance. They are not satisfied with the probabilistic nature of Gricean implicature. They want a theory which goes beyond the probabilistic and enables ersitas Braw 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 ersitas Brawn connect between assumptions and context. Every utterance is relevant merely by Universita virtue of being offered. If we know how it is relevant, we know what speakerersitas Brawijaya means, addition by Grundy (2000, p. 276) Universitas BM Grundy also extracts in his book *Doing Pragmatics* (2000, p. 106) about ersitas Brawijaya some keys of principles of relevance. Those are explained as follows : Universitas Bravi, Every utterance comes with a guarantee of its own particular ersitas Bravijaya **Universitas Brawijava** relevance. Thus to understand an utterance is to prove its relevance. In Universitas Brawija other words, every utterance has its own intention Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bra 2. Because the addressees cannot prove the relevance of the utterance Universitas Brawija they hear whithout taking context into account, the speaker must make ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitian Brawn some assumptions about the hearer's cognitive abilities and contextual Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Unigersitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawija sources, which will be reflected in the way the speaker communicates, Universitas Brawijaya Universitas Brawijaya Universitas Brawija and in what case the speaker chooses to make explicit or to leave rsitas Brawijava Universitas Brawija implicit (Sperber and Wilson, 1995: p. 218) itas Brawijaya Universitas Brawijaya Universitas Brawie 3. However apparently grammaticalized linguistic structure may be, ersitas Brawijava utterances are as we have seen, radically under-determined. So, a Universitas Brawija single syntactic relation may represent a very range of logical and ersitas Brawijava semantic relation. Even the determination of sense requires an inferential process Once the prepositional form of an utterance has been fully elaborated, 4. versitas Brawijaya the utterance may be regarded as a premise, which taken together with ersitas Brawijava versitas Brawijaya other, non-linguistics premises available to hearer as contextual resources enables him to deduce the relevant understanding The most accessible interpretation is the most relevant. This is 5. niversitas Brawijaya important notion because it enables us to discriminate in principleersitas Brawijava way, i.e. by taking into account the degree of proccesing effort, between the various inferences which, time allowing, we mightersitas Brawijaya recover. Universitas Brav6. Context is not treated as given common ground, but rather as a set of ersitas Brawijaya more or less accessible items of information which are stored in short-Universitas Brawija term and ancyclopaedic memories or manifest in the physical ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaga vironment Universitas BravFrom the explanation above, we can conclude that relevance theory ersitas Brawijaya University proposed by Sperber and Wilson, is a theory concerning communication and Universitas Brawijaya Universitas Brawijaya

Unioersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita cognition, because communication and cognition are closely related. In other Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita words, if cognitive ability is good, then the communication will be run. People rsitas Brawijava Universita can reach succesful communication by having good cognitive ability to conceive Universita implicature behind speaker utterance. Here, the writer uses relevance theory erstas Brawiava Universita proposed by Sperber and Wilson to analyze the utterances whether it is explicit or Universita implicit. Grundy (2000, p. 103) states that utterance understanding based on the ersitas Brawijava Universita theory of relevance could be obtained by explicature, higher-lever explicature and RANI, Universita implicature. 2.3 Explicature Sperber and Wilson (1995, p. 182) state that explicature is a combination of linguistically encoded and contextually inferred conceptual feature. Grundyersitas Brawijaya (2000, p. 103) defines explicature as the enrichment of the original utterance. In versitas Brawijaya addition, Grundy (2000, p. 105) also states that explicature is an inference or series rsitas Brawijaya of inferences which enrich the under-determined form of the utterance to fulfillersitas Brawijaya Universita propositional form. Based on Sperber and Wilson, expicature is an ostensibly ersitas Brawijava communicated assumption which is inferentially developed from one of the Universita incomplete conceptual representations encoded by the utterance, Basicallyersitas explicature is process of elaborating or explicating the original utterances, text and Universitas Brawijaya University statement or the way the hearer decoded someone relevance by enriching the risitian Brawijava utterance. For example, a door's bank says, "Push". Certainly, we have already Universita known that it is not a door's name, but by using explicature we have to enrich it to ersitas Brawijaya Universitas Brawiava get the intended meaning. So, in order to come to intended meaning of that Universitas Brawiava Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawiiava Universitas Brawijaya Universitas Brawijaya utterance, we have to be able to eleborate the original statement which is to open Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitathe door you must push itsitas Brawijaya Universitas Brawijaya Universitas Brawijaya – Universitas Brawijaya–Universitas Brawijaya Universita 2.4 Higher Level Explicature Brawijaya Universitas Brawijaya Universitas Brawiava Grundy (2000,p. 273) says that high level explicature is a term used by Universitas Brawijava Universita Sperber and Wilson (1995) to discribe the propositional attitude of speaker of an ersitas Brawij s Brawijaya utterance, including speech act description, which the addressee must recover Universita inferentially. Higher level explicature is also called as ostensive-inferantial ersitas Brawijaya 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 whoersitas Brawijaya produces the utterance, we have to eleborate 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 eleborate higher level explicature by understanding the characteristics of the receiver. So, Universitas when we are communicating with someone, we have to understand the ersitas Brawijaya Universita characteristics of the speaker since sometimes every utterance have different ersitas Brawijava meaning for each person. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas BravGrundy (2000, p. 106) defines implicature as a logical conclusion and ersitas Brawijaya therefore no other coclusion can be reached from the premises. For example, The

Universitas Brawijaya Universitas Brawijaya Unizersitas Brawiiava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya utterance " have you seen my book?", if the speaker is one of our friends and we Universitas Brawijaya Universitas Brawijaya Universita borrowed his/her book, it may be taken as a demand for its return, and if it was a ratio Brawijava Universital 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 ersities Brawnava Universita concludes that implicature is meaning that is communicated indirectly by the Universitaspeaker, jjava Universitas Brav According to Kreidler (1998, p. 301) implicature is "a meaning derived not Universita from what is said but deduced from the necessary way of interpreting what is ersitas Brawijava said." Levinson (1983, p. 98) explains that implicature stands as paradigmatic example of nature and power of pragmatics explanations of linguistics ersitas Braw phenomena. The concept of implicature therefore, seems to offer some significant functional explanation of linguistic facts. Implicature can be understood by the ersitas Brawi hearer by choosing the relevant characteristics of context, and by recognizing Universita whatever speaker says which is relevant to the conversation. When the hearer and ersitas Brawi reader (of a text) understand the utterance, they will interpret the utterance as Universita something meaningful, then they will make assumptions based on their ownersitas Brawijaya background knowledge of the world. Universitas BravSperber and Wilson (1995, p. 194) state that implicature is a contextual ersitas Brawijaya assumption or implication which a speaker, intending the utterance to be Universital manifestly relevant, manifestly intended to make manifest to hearer. They also ersitas Universitas define two kinds of implicatures, namely implicature premise and implicature SILA conclusion. They claim that all implicatures fall into one or the other of these two ersitas Brawijaya rsitas Brawijaya – Universitas Brawijaya–Universitas Brawijaya categories. Implicated premises "must be supplied by the hearer, who must either Universitas Brawijaya

Unigersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita retrieve them from memory or construct them by developing assumption schemas Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita retreived memory". Then, implicature conclusion "are deduced from the rsitas Brawijava Universital explicatures of the utterance and context" (Sperber and Wilson, 1995, p.195). ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita Here is the example of implicated premise and implicated conclusion which is ersitas Brawiava Universita taken from Sperber and Wilson . However, In this study the researcher do not Universita analyze the kind of implicature. Universitas BrayImplicature can be understood by the hearer by choosing the relevantersitas Brawijava characteristics of context, and by recognizing whatever speaker says which is relevant to the conversation. When the hearer and reader or viwer understand the ersitas Brawijava utterance, they will interpret the utterances as something meaningful, then they will make assumptions based on their own background knowledge of the worldersitas Brawijaya (cutting, 2002, p. 43), so that the background knowlaedge as the context plays an Universita essential role in understanding an implicature. From the explanation above, we can conclude that what the speaker said is ersitas Brawijaya not always what she/he meant. We need to understand the attitude of the speaker Universita and implicit meaning based on the context. Morover, in relevance theory theersitas Brawijaya implicature can be interpreted by considering contextual effect that are derived Universita from background knowledge or any information stored in participant' memory or ersitas Brawijaya Universita cognition and context. In this study the researcher analyzes the implicature behind ersitas Brawijaya Universita an utterance based on Relevance Theory that is proposed by Sperber and Wilson. Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas 2.6 Context Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bra Relevance can not be separated from context. Context is one element that ersitas Brawijava Universita helps the hearer understand the utterance. Hurford and Heasly (1988,p. 68-69) ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita define that context of an utterance is a small subpart of the universe of discourse ersitas Brawiava Universita shared by speaker and hearer, and includes facts about the topic of the **Sersitas Brawijaya** Universita conversation in which the utterance occurs, and also facts about the situation inersitas Brawijava Universitas which the conversation itself takes place. Besides, Grundy (2000, p. 13) states that Universita in the case of implicature, context in which utterance occurs helps the hearer toersitas Brawijaya 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).ersitas Brawi iversitas Brawijaya 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)ersitas Brawijaya assume that "a crucial step in the processing of new information, and inparticular Universita of verbally communicated information, is to combine with an adequately selected ersitas Brawi set of a background assumptions – which then constituens the context – in the Universita memory of the deductive device". The background knowledge assumption canersitas Brawijaya be selected as context in order to be able to come to the relevance. Universitas Bra Cook (1989,10) defines context in different way. He defines context as the Universita terms which consist of some of the following elements : Las Brawijaya Universities B1. Substance : the physical material that carries or relays text. Universitas B22 Music and picturesitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** 

Universitas Brawijaya Universitas Brawijaya Unisersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas B3. Paralanguage : meaningful behaviour accompanying language, such as Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bravvoice quality, gestures, facial expression and touch (in speech), and choice ersitas Bravijava Universitas Brawij of typeface and letter sizes (in writing) Universitas Brawijaya Universitas B4. Situation: the properties and relations of objects and people in vicinity of ersitas Brawijava Universitas Braveext, as perceived by participants. Universitas B5. Co-text: text which precedes or follows that under analysis, and which ersitas Brawijava participants judge to belong to the same discourse. Universitas Brawijaya Overall, context is a crucial factor in utterance interpretation and hereersitas Brawijava again relevance theory offers an alternative to commonly held view that context is versitas Brawijaya prior to the interpretation. In this study, the researcher used co-text as the role of ersitas Brawijava hiversitas Brawijaya the context to analize the data. 2.7 Advertisement Advertisement has an important role in marketing to promote businessersitas Brawijaya Universita information to the present and prospective customer. Advertisement is people Universita communicating with other people about products or services in which one group Universita provides the information about the products or services in order to supply the ersitas Brawijaya Universita needs or desires of a larger group (Crowford, 1965, p. 2). It is important for the ersitas Brawijaya Universita buyers to get information regarding availability of the product. awijava Universitas Bray Gaddard (2002,p. 8) states that advertisement is not only about the Braw Java Braw Java Universita commercial promotion of branded products to the customer, but it also containsersitas Brawijava the idea of the texts that have a purpose to increase the image of an individual, Brawijaya Universita group, or organization to the public. It is the way to promote and introduceersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Unicersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita products, especially new products to the society. It also informs the customer Universitas Brawijaya – Universitas Brawijaya–Universitas Brawijaya University about the idea, concept, and service that are offered to the customer. Universitas Brown (2000, p. 11) also states that advertisement is information placed in the Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita media by an identified sponsor that pays for the time or space. Advertisement is ersitas Brawijaya always placed in a place that can be seen easily by a lot of people because the Universita advertiser has a main purpose to attract customer as much as they can ersitas Brawijava Universitas Advertisement can be published in many media, such as newspapers, magazines, Universita radios, televisions, billboards, and others. Advertisement also can be placed inersitas Brawijava many places such as pamphlet hung on the trees, on the bus stops, stickers put on versitas Brawijaya 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 ersitas Brawiava here means, that it should tell consumers: 1. The existence of want-satisfying products and services 2 Where they can be obtained Universitas B3. The quality possessed by the product that is expressed in terms to enableersitas Brawijava the consumer to make an intelligent choice. Universitas BIIt should be educational in the sense that it does not only increase consumerersitas Brawijaya knowledge, but also enhances judgment in process of reaching a purchase Universitas Brawijaya Universitas Brawijaya Universita decision jaya Universitas Brawijaya Universitas Brawijaya From the explanation above, it can be concluded that advertisement cannot be Universital separated from manufacturer. They need advertisement to build the brand in ersital Brawijaya Universita society and make their products become well known to the customers. Erawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **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	Advertisement is also used to promote the strength of the product to persua	ade the
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universita customers to buy their products. Advertisements are always published	
Brawijaya	Universital strategic place, in a place that can be seen by many people in order to attr	act the Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universita customers as much as they can to make the costumer interest and buy the pr	oductversitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Provincias Brawijaya	Universitas Brawijaya
Brawijaya	Universita 2.8 Television Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijava Otvinoski (2007 p. 9) states that television is ultimate salesi	Universitas Brawijaya
Brawijaya	Universitas Bravija (2007, p. 9) states that television is ultimate sales	Universitas Brawijaya
Brawijaya	Universita bombarding us daily with hundreds of commercials and some of them	
Brawijaya	Universitian Branch and more memorable than the programs they are package	Universitas Brawijaya
Brawijaya	Universita entertaining and more memorable than the programs they are package	
Brawijaya	Universit Advertisement found in electronic media such as television are more comp	licated ersitas Brawijaya
Brawijaya	Universi	Niversitas Brawijava
Brawijaya		
Brawijaya	Universition of the utterance but also the visual images. Television is an effective model	edia toersitas Brawijaya
Brawijaya	Universit	<b>H</b> hiversitas Brawijava
Brawijaya		
Brawijaya	Universite audio that television has preceded. Yet, according to Jugenheimer et al. (1	
Brawijaya	Universitas Universita 199), the advantages of advertisement in television are :	Universitas Brawijaya
Brawijaya		Universitas Brawijaya
Brawijaya	Universita 1. Televison allows demonstration of the products or services.	Universitas Brawijaya
Brawijaya	Universitas B. A sound to increase impact. A sya	Universitas Brawijaya
Brawijaya		Universitas Brawijaya
Brawijaya	Universita 3. B It covers all kinds of people, who spend a lot of time watching television	n.Universitas Brawijaya
Brawijaya Brawijaya	Universitas Brawija Universita 4.B.Good repetition of message is possible.	Universitas Brawijaya Universitas Brawijaya
Brawijaya		Universitas Brawijaya
Brawijaya	5. It is versatile allowing the combination of sound, color and motion.	Universitas Brawijaya
Brawijaya	Universita 6.B It is hard for viewer to time out a commercial versitas Brawijaya	Universitas Brawijaya
Brawijaya		Universitas Brawijaya
Brawijaya	Universitas, Brawijaya 7. The audience becomes personally involved with television Universitas, Brawijaya	Universitas Brawijaya
Brawijaya	Universita 8.B. The cost per thousand methods can be efficient ersitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
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Universitas Brawijaya Universitas Brawijaya Unisersitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universita** 2.9 Previous Studies ersitas Brawijaya Universitas Brawijaya Implicature is interesting for many researchers in linguistics field, and it is Brawij Universitas Brawijaya sita indicated by increasing number of studies conducted on the subject of implicature ersitas Brawijava related to it. There are two researchers who studied about pragmatics and Universita especially focusing on implicature theory. First, Syaifullah (2002) in his thesis ersitas Brawi entitled "The Implicature of the Headline Used in The Jakarta Post". He had sita implicature study based on the theory proposed by Paul Grice. Syaifullah pointedersitas Braw the cooperative principles as a basic assumption in communication where each Iniversitas Universita participant tried to give constribution appropriately at required time and for the ersitas Brawi 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 wellersitas Brawijaya rhetorical question. The other study of implicature was conducted by Tsuroya (2006) in herersitas Brawijaya thesis entitled "A Study on Implicature Used in Mr. Pecut Column Sentence in ISITA Jawa Pos Newspaper". She had implicature study based on the theory proposed ersitas Brawijaya by Paul Grace. In order to understand the meaning of implicature in Mr. Pecut SITA column sentences, she concluded relevant context, the background knowledge of CISITAS Universitas the readers, and mutual knowledge between the column's writer and the readers are the most importand 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 Universita writer does not give sufficient information. a Universitas Brawijava Universitas Brawijaya This study is somewhat different from those previous studies. The earlier Universita study analyzed implicature based on the theory of Paul Grice. In this study, the ersitas Brawijava Universitas Brawijaya Universitas Brawijaya

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

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi RESEARCH METHODS sitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitian Bray This research is conducted through a set of methodology, including Universita research design, data sources, data collection, and data analysis. awijava Universitas Brawijaya Universita 3.1 ray Research Design TAS BD Universitas Brawijaya The writer used qualitative approach in this study because this study didersitas Brawijaya not deal with data that were in the form of numbers or statistics but with data that ersitas Brawijaya Universit were in the form of words (Ary et al., 2002, p. 25). The type of research for this study was content analysis, because the dataersitas Brawijaya used was the content analysis in this case was motorcycle advertisment inersitas Brawijaya Universita Indonesian television channels. Ary et al. (2002, p.442) stated that "content or ersitas Brawijaya Universita document analysis was a research applied to written or visual materials for the purpose of identifying specified characteristics of the materials". The materials Universita that should be analyzed could be advertisements, textbooks, newspapers, ersitas Brawijaya Universital speeches, television program, musical composition, or any host of other types of ersital Brawijaya Universita document. In this case, the researcher analyzed utterance in Honda motorcycleersitas Brawijaya advertisement as the object of this study. This kind of research type was used to Brawijaya Brawijaya Universita analyze the data because it could describe the Honda motorcycle advertismentersitas Brawijava s Brawijaya Universitas Brawij20va Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Uninersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya vijava, Universitas Brawijaya Universitas Brawijaya Universitas Brav Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bray The data in this research were utterances containing implicature on Hondaersitas Brawijava Universita motorcycle advertisments. The sources of the data were taken from Honda Universitas Brawijaya Universitas Brawijaya Universita advertisement, one of well-known motorcycle companies that aired in Indonesian ersitas Brawijava Universita National television channels and also local television station from January 2011 Universita until December 2011. Since all the data were being used as the subject of the ersitas Brawijaya Universitas study, they belonged to census system. Universitas Brawijaya The researcher chose advertisement on television because it had many ersitas Brawijava utterances uttered by the narator or actors/acteresses that contain implicit meaning Universitas that could be analyzed. The advertisements included six kinds of Hondaersitas Brawijava motorcycle products, they were Honda Beat, Honda Supra X, Honda Vario, iversitas Brawijaya Honda Absolute Revo, Honda Spacy and Honda Scoopy. Universita 3.3 **Data Collection** The instrument of the study was the researcher because this study was ersitas Brawijaya qualitative approach which she acted as an important role in this research. The ersitas Brawijaya Universita researcher herself collected and analyzed the data. Then, the researcher analyzed ersitas Brawijaya Universitation using hereisitas Brawijaya Universita knowledge. To collect the data, the researcher had four steps, as follows: Universitas Bravijaya I. Downloading motorcycle advertisements from the main website that was Universitas Bravijaya Universitas Braywww.youtube.com. The researcher downloaded two advertisements of ersitas Brawijava Universitas Bray Honda Beat, one advertisement of Honda Supra X, two advertisements of Universitas Bray Java Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Unizersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawhonda Revo, one advertisement of Honda Vario, one advertisement of Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bray Honda Spicy, and one advertisement of Honda Scoopy. Trawijava Universitas Brawijaya Universitas B2. Classifying the data based on the version of motorcycle product to make ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bray the researcher conduct the study more easily. I state Brawijava Universitas B<sub>3</sub>. Writing the whole script of the data to make the researcher know the Universitas Braywhole utterances on the advertisements to conduct her research. va Universitas B4. Classifying the utterances uttered by the narrator or actors/acteresses in Honda motorcycle advertisements based on sperber and wilson's theory.ersitas Brawijava The implicature are indicated when the utterance uttered by the speakers have certain meaning which is not stated directly to the addressee or hasersitas Brawijava implicit meaning and also its meaning is different from literal meaning. Then, referring to relevance theory, to know what the meaning of theersitas Brawijaya utterance containing implicature we can use of background knowledge and contextual information (co-text) Universitas, **Data Analysis Universitas B** Before analyzing the data, the researcher had to make the data good to beersitas Brawijaya Universita analyzed. In order to make the data good, the researcher had to check the data by ersitas Brawijaya Universita using theory triangulation in order to make the data trustworthy and necessary ersitas Brawijava Ary et al. (2002, p. 453) state "theory triangulation involves the consideration of Universitas Brawijaya Universita how aphenomenon under study might be Lexplained aby multiple theories ersitas Brawijaya Considering different theories, the researcher may gain better insight". Universitas Brawijaya Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Unigersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Braves For the theory triangulation, the researcher compared the data by using Universitas Brawijaya Universitas Brawijaya Universitative different theories; they were the relevance theory of Grice's theory of ersitas Brawijava Universita implicature and implicature theory by Sperber and Wilson. Then, the researcher ersitas Brawijaya Universita started to analyze the data as follows: vijaya Universitas Brawijaya Universitas B1. Selecting any utterances which contain implicature based on Sperber and Universitas Brawijaya Universitas BravWilson's theory. The implicature is indicated when the utterances utteredersitas Brawijava by the speakers have certain meaning which is not stated directly to the addressee or has implicit meaning and also its meaning is different fromersitas Brawijava literal meaning 2. Analyzing the meaning of the utterances that contain implicature. Inersitas Brawijava relevance theory the implicature can be interpreted by considering contextual effect that are derived from background knowledge or anyersitas Brawiava information stored in participant' memory or cognition and context. 3. Describing the context to help the researcher to obtain the implicature inersitas Brawijava the motorcycle advertisements. To get the complete understanding in deriving implicature, the writer uses theory proposed by Sperber and ersitas Brawijava Wilson (1995, p. 118) which stated that interpreting an utterance involves Universitas Bravseeing the contextual effect of this assumption in a context determined, at ersitas Brawijaya least in part, by earlier acts of comprehension. In this study, the researcher Universitas Bravused co-text as the role of the context. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitian B4. Drawing the conclusion based on the result of the analysis. Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** 

Universitas Brawijaya Unive FINDING AND DISCUSSION as Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bray In this chapter, the researcher focuses on findings and discussions. The ersitas Brawijava Universita finding covers the eight advertisements of Honda motorcycle advertisement on Universitas Brawijaya Universita television, published during January 2011 until December 2011. As the next part, ersitas Brawijava Universita the description of analysis of implicature and the meaning behind certain University utterances were done which are geared toward deriving conclusion. Universit 4.1 Finding To answer the two research problems, the researcher read the whole textersitas Brawijaya found in Honda motorcycle advertisement. Then, the researcher displayed the utterances and sentences which contain implicature based on Sperber and ersitas Brawijaya Universita Wilson's theory. Sperber and Wilson (1995, p.182) state that implicature is any ersitas Brawijaya assumption communicated, but not explicitly so, is implicitly communicated. ersitas Brawiava Next, the researcher found out the meaning of the utterance containing ersitas Brawijaya sita implicature. Sperber and Wilson (1995, p.137) assume that "a crucial step in the ersitas Brawijaya Universita processing of new information, and in particular of verbally communicated ersitas Brawijaya Universita information, is to combine with an adequately selected set of a backgroundersitas Brawijava Universitas Brawijaya assumptions – which then constituens the context – in the memory of the Universitas Brawijaya Universita deductive device". The background knowledge assumption can be selected as ersitas Brawijava Context in order to be able to know the meaning of the implicature. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawi<sup>24</sup>/a Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Brawijaya	<b>Universitas Braw</b>	jaya Universitas Brawijaya Universitas Brawijay	a Universitas Brawijaya
Brawijaya	<b>Universitas Braw</b>	jaya Universitas Brawijaya Universitas Brawijay	a Universitas Brawijaya
Brawijaya	<b>Universitas Braw</b>	jaya Universitas Brawijaya Universitas Brawijay	a Un <b>is</b> ersitas Brawijaya
Brawijaya	<b>Universitas Braw</b>	jaya Universitas Brawijaya Universitas Brawijay	a Universitas Brawijaya
Brawijaya	<b>Universitas Braw</b>	jaya Universitas Brawijaya Universitas Brawijay	a Universitas Brawijaya
Brawijaya	<b>Universitas Braw</b>	jaya Universitas Brawijaya Universitas Brawijay	a Universitas Brawijaya
Brawijaya	<b>Universitas Braw</b>	lext, the analysis of each utterances is done in order to make the	a <sub>research</sub> ersitas Brawijaya
Brawijaya	Universitas Braw		a Universitas Brawijaya
Brawijaya	Universita finding v	report clear and specific. The following are eight Honda m	otorcycleersitas Brawijaya
Brawijaya	Universitas Bratis	ments aired from January 2011 until Desember 2011. The data	including ersitas Brawijaya
Brawijaya	<b>Universitas Braw</b>	jaya Universitas Brawijaya Universitas Brawijay	a Universitas Brawijaya
Brawijaya	Universitatworadv	ertisements of Honda Beat, one advertisement of Honda Va	<sup>go,</sup> U <sup>t</sup> woersitas Brawijaya
Brawijaya	Universitas Brave	ments of Honda Revo, one advertisement of Honda Sco	py, Universitas Brawijaya
Brawijaya	Universitas Braw	jaya Universitas Brawijay	a Universitas Brawijaya
Brawijaya	Universitaadvertise	ment of <i>Honda Spicy</i> , and one advertisement of <i>Honda Supra X</i> .	a Universitas Brawijaya
Brawijaya	Universitas Braw		a Universitas Brawijaya
Brawijaya	Universita <sub>4.1.1</sub> .1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1	ta Description TAS BA	
Brawijaya	Universitas Br		a Universitas Brawijaya
Brawijaya		the data of this study, the writer found the utterances from the	
Brawijaya	Universit <sup>2</sup> motorcy	ele advertisement containing implicature. These advertisem	ents haversitas Brawijaya
Brawijaya	Universi	d as follows:	hiversitas Brawijaya
Brawijaya	Universit	as follows.	niversitas Brawijaya
Brawijaya		1.1 Datum 1 of Honda Beat Advertisement Version 1	hiversitas Brawijaya
Brawijaya		Utterance	hiversitas Brawijaya
Brawijaya		Kantong kering ni	niversitas Brawijaya
Brawijaya	Universita 2	Eh motor boros dipelihara Pakai rumus irit <i>Honda Beat</i>	<b>Unive</b> rsitas Brawijaya
Brawijaya	Universita:	Wow, wih	Universitas Brawijaya
Brawijaya	Universitas5	Irit abis Eh guwe traktir ya	Universitas Brawijaya
Brawijaya	Universitas 7	New Honda Beat lebih ngeksis	Universitas Brawijaya
Brawijaya	Universitas81	yang lain jadul ah Jangan lupa pakai helm	<u>a Unive</u> rsitas Brawijaya
Brawijaya	Universitas Bra		
Brawijaya	Universitas Braw		
Brawijaya Brawijaya	Universitas Braw	1.2 Datum 2 of <i>Honda Beat</i> Advertisement Version 2 wijay	
			<del>a onivo</del> isilas Diawijaya
	Line	Utterance	
Brawijaya	Universitas Braw	Ketika hidupku terasa hampa Ku jatuh, ku sedih ,ku lemah, ku resah sebelum dirimu ada	a Universitas Brawijaya
Brawijaya Brawijaya	Universitas Braw Universitas Braw	Ketika hidupku terasa hampa Ku jatuh, ku sedih ,ku lemah, ku resah sebelum dirimu ada Kau hadir disaat ku mencari cinta	a Universitas Brawijaya <del>a Unive</del> rsitas Brawijaya
Brawijaya Brawijaya Brawijaya	Universitas Braw Universitas Braw Universitas Braw	Ketika hidupku terasa hampa Ku jatuh, ku sedih ,ku lemah, ku resah sebelum dirimu ada Kau hadir disaat ku mencari cinta Ku tahu kau datang untukku Can't stop the beat	a Universitas Brawijaya <del>a Unive</del> rsitas Brawijaya a Universitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya	Universitas Bra.w Universitas Bra.w Universitas Bra.w Universitas Bra.w Universitas Bra.w	Ketika hidupku terasa hampa       Stass Brawlay         Ku jatuh, ku sedih ,ku lemah, ku resah sebelum dirimu ada       Stass Brawlay         Kau hadir disaat ku mencari cinta       Ku tahu kau datang untukku         Ku tahu kau datang untukku       Stass Brawlay         Can't stop the beat       Cintaku adalah music, music adalah hidupku	a Universitas Brawijaya a Universitas Brawijaya a Universitas Brawijaya a Universitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	Universitas Bra.w Universitas Bra.w Universitas Bra.w Universitas Bra.w Universitas Bra.w Universitas Bra.w	Ketika hidupku terasa hampa       Stass Brawlay         Ku jatuh, ku sedih ,ku lemah, ku resah sebelum dirimu ada         Kau hadir disaat ku mencari cinta         Ku tahu kau datang untukku         Can't stop the beat         Cintaku adalah music, music adalah hidupku         Can't stop the beat         Jiwa adalah music, music warnai hidupku	a Universitas Brawijaya a Universitas Brawijaya a Universitas Brawijaya a Universitas Brawijaya a Universitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	Universitas Bra.w Universitas Bra.w Universitas Bra.w Universitas Bra.w Universitas Bra.w Universitas Bra.w Universitas Bra.w	Ketika hidupku terasa hampa Ku jatuh, ku sedih ,ku lemah, ku resah sebelum dirimu ada Kau hadir disaat ku mencari cinta Ku tahu kau datang untukku Can't stop the beat Cintaku adalah music, music adalah hidupku Can't stop the beat Jiwa adalah music, music warnai hidupku Senada dengan denyut nadiku	a Universitas Brawijaya a Universitas Brawijaya a Universitas Brawijaya a Universitas Brawijaya a Universitas Brawijaya a Universitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	Universitas Braw Universitas Braw Universitas Braw Universitas Braw Universitas Braw Universitas Braw Universitas Braw Universitas Braw	Ketika hidupku terasa hampa       Stass Brawlay         Ku jatuh, ku sedih ,ku lemah, ku resah sebelum dirimu ada         Kau hadir disaat ku mencari cinta         Ku tahu kau datang untukku         Can't stop the beat         Cintaku adalah music, music adalah hidupku         Can't stop the beat         Jiwa adalah music, music warnai hidupku	<u>Unive</u> rsitas Brawijaya <del>Unive</del> rsitas Brawijaya <del>Unive</del> rsitas Brawijaya <del>Unive</del> rsitas Brawijaya <del>Unive</del> rsitas Brawijaya <del>Unive</del> rsitas Brawijaya <del>Unive</del> rsitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	Universitas Braw Universitas Braw Universitas Braw Universitas Braw Universitas Braw Universitas Braw Universitas Braw Universitas Braw	Ketika hidupku terasa hampa       Statistical Statistexteriores Statistical Statistical Statistext	<u>Unive</u> rsitas Brawijaya <del>Unive</del> rsitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	Universitas Braw Universitas Braw Universitas Braw Universitas Braw Universitas Braw Universitas Braw Universitas Brav Universitas Braw Universitas Braw	Ketika hidupku terasa hampa       Ku jatuh, ku sedih ,ku lemah, ku resah sebelum dirimu ada         Ku jatuh, ku sedih ,ku lemah, ku resah sebelum dirimu ada         Kau hadir disaat ku mencari cinta         Ku tahu kau datang untukku         Can't stop the beat         Cintaku adalah music, music adalah hidupku         Can't stop the beat         Jiwa adalah music, music warnai hidupku         Senada dengan denyut nadiku         So, can't stop the beat         Can't stop the beat         Gan't stop the beat         Jiwa adalah music, music warnai hidupku         Senada dengan denyut nadiku         So, can't stop the beat         Can't stop the beat         Jiwa adalah music, music warnai hidupku         Senada dengan denyut nadiku         So, can't stop the beat         Jiwa ut top the	<u>Unive</u> rsitas Brawijaya <del>Unive</del> rsitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	Universitas Braw Universitas Braw Universitas Braw Universitas Braw Universitas Braw Universitas Braw Universitas Brav Universitas Braw Universitas Braw	Ketika hidupku terasa hampa       Generalistas       Brawijay         Ku jatuh, ku sedih ,ku lemah, ku resah sebelum dirimu ada       Kau hadir disaat ku mencari cinta         Ku tahu kau datang untukku       Generalistas       Brawijay         Can't stop the beat       Generalistas       Brawijay         Cintaku adalah music, music adalah hidupku       Generalistas       Brawijay         Can't stop the beat       Generalistas       Brawijay         Jiwa adalah music, music warnai hidupku       Generalistas       Brawijay         Senada dengan denyut nadiku       Generalistas       Brawijay         So, can't stop the beat       Generalistas       Brawijay         Jaya       Universitas       Brawijaya       Universitas       Brawijay         Jaya       Universitas       Brawijaya       Universitas       Brawijay         Jaya       Universitas       Brawijaya       Universitas       Brawijay	<u>Unive</u> rsitas Brawijaya <del>Unive</del> rsitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	Universitas Braw Universitas Braw Universitas Braw Universitas Braw Universitas Braw Universitas Braw Universitas Brav Universitas Braw Universitas Braw	Ketika hidupku terasa hampa       Generation of the set of	<ul> <li>Universitas Brawijaya</li> </ul>

Brawijaya	Universitas Brawijaya Universitas Brawijaya Uni	iversitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Uni		Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Uni	iversitas Brawijaya	Unicersitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Uni	iversitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Uni	iversitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Uni	iversitas Brawijaya	Universitas Brawijaya
Brawijaya	Table 4.1.3 Datum 3 of <i>Honda Vario</i> Advertisen	iversitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Uni	iversitas Brawijaya	Universitas Brawijaya
Brawijaya	Universita Line Utterance Universitas Brawijaya Uni 1. I'm Vario Techno	iversitas Brawijaya	Universitas Brawijaya
Brawijaya	Universita Br2.W Dari pelopor matic berteknologi canggiha Uni	iversitas Brawijaya	Universitas Brawijaya
Brawijaya	Universita <u>3.</u> Vario memperkenalkan varian terbaru 4. Untuk kamu yang stylish dan sporty	iversitas Brawijaya	Universitas Brawijaya
Brawijaya	Universita Br5.w Vario Techno dengan teknologi combi brake, Sat	tu-satunya di Indonesia	Universitas Brawijaya
Brawijaya	Universita 6. I'm <i>Vario Techno</i> , what about you? Universita 7. I'm <i>Vario Techno</i>	iversitas Brawijaya	<del>Unive</del> rsitas Brawijaya
Brawijaya	Universitas Brawijaya Univer	ersitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Table 4.1. 4 Datum 4 of <i>Honda Revo AT</i> Advert	tisoment	Universitas Brawijaya
Brawijaya	Universitas Brawijay	tisement vawijaya	Universitas Brawijaya
Brawijaya	Universita Line Utterance	vijaya	Universitas Brawijaya
Brawijaya	Universita Br1. Inovasi terbaru dari <i>Honda</i> 2. Inovasi bebek matik pertama di indonesia	Ya ya	Universitas Brawijaya
Brawijaya	Universita 3. Revo AT		Universitas Brawijaya
Brawijaya	4.         Dengan teknologi <i>Honda</i> terbaru           5.         Mesin CV Matic dan PGM-FI		Universitas Brawijaya
Brawijaya	6.         Tampil moderen dan penuh gaya           7.         Begini harusnya inovasi	Ster VI	niversitas Brawijaya
125 11			<b>Herive</b> rsitas Brawijaya
Brawijaya	8. <i>Revo</i> AT the real Anvanced cub-matic		
Brawijaya	8. <i>Revo</i> AT the real Anvanced cub-matic	Y	niversitas Brawijaya
Brawijaya Brawijaya	8. <i>Revo</i> AT the real Anvanced cub-matic Universit Universit	dvertisement	hiversitas Brawijaya
Brawijaya Brawijaya Brawijaya	8.       Revo AT the real Anvanced cub-matic         Universit       Table 4.1. 5 Datum 5 of Honda Absolute Revo A	dvertisement	hiversitas Brawijaya niversitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya	8.       Revo AT the real Anvanced cub-matic         Universit       Table 4.1. 5 Datum 5 of Honda Absolute Revo A         Universit       Line         Universit       Universit	dvertisement	hiversitas Brawijaya niversitas Brawijaya Jniversitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	8.       Revo AT the real Anvanced cub-matic         Universit       Table 4.1. 5 Datum 5 of Honda Absolute Revo A         Universit       Line         Universita       1.         Revo semangatku       2.         Revo andalanku       1.	dvertisement	hiversitas Brawijaya niversitas Brawijaya <u>Jnive</u> rsitas Brawijaya <del>Unive</del> rsitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	8.       Revo AT the real Anvanced cub-matic         Universit       Table 4.1. 5 Datum 5 of Honda Absolute Revo A         Universit       Line         Universit       1.         Revo andalanku         Universit       3.         Jagoan diriku, kamu dan dirinya	dvertisement	hiversitas Brawijaya niversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	8.       Revo AT the real Anvanced cub-matic         Universitie       Table 4.1. 5 Datum 5 of Honda Absolute Revo A         Universitie       Line       Utterance         Universitie       1.       Revo semangatku         Universitie       2.       Revo andalanku         Universitie       3.       Jagoan diriku, kamu dan dirinya         Universitie       3.       Jagoan diriku, kamu dan dirinya         Universitie       5.       Absolute Revo, tuk aku kamu dan dia	dvertisement	hiversitas Brawijaya niversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	8.       Revo AT the real Anvanced cub-matic         University       Table 4.1. 5 Datum 5 of Honda Absolute Revo A         University       Line       Utterance         University       1.       Revo semangatku         University       2.       Revo andalanku         University       3.       Jagoan diriku, kamu dan dirinya         University       4.       Ooo Absolute Revo, tuk aku kamu dan dia         5.       Absolute Revo jagoan semua         University       7.       Absolute Revo andalanku	a	hiversitas Brawijaya niversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	8.       Revo AT the real Anvanced cub-matic         University       Table 4.1. 5 Datum 5 of Honda Absolute Revo A         University       Line       Utterance         1.       Revo andalanku         2.       Revo andalanku         2.       Revo andalanku         3.       Jagoan diriku, kamu dan dirinya         4.       Ooo Absolute Revo, tuk aku kamu dan dia         5.       Absolute Revo jagoan semua         0niversita       6.       Ooo Absolute Revo jagoan aku, kamu dan dia         7.       Absolute Revo jagoan aku, kamu dan dia	a aya	hiversitas Brawijaya niversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	8.       Revo AT the real Anvanced cub-matic         Universitie       Table 4.1. 5 Datum 5 of Honda Absolute Revo A         Universitie       Line       Utterance         1.       Revo andalanku         Universitie       1.         2.       Revo andalanku         Universitie       3.         3.       Jagoan diriku, kamu dan dirinya         4.       Ooo Absolute Revo, tuk aku kamu dan dia         5.       Absolute Revo jagoan semua         Universitie       6.         000 Absolute Revo jagoan aku, kamu dan dia         1.       Absolute Revo jagoan aku, kamu dan dia	a aya jaya	hiversitas Brawijaya niversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	8.       Revo AT the real Anvanced cub-matic         Universit       Table 4.1. 5 Datum 5 of Honda Absolute Revo A         Universit       Line       Utterance         1.       Revo andalanku         2.       Revo andalanku         3.       Jagoan diriku, kamu dan dirinya         4.       Ooo Absolute Revo, tuk aku kamu dan dia         5.       Absolute Revo jagoan semua         Universita       6.       Ooo Absolute Revo jagoan aku, kamu dan dia         Universita       Diversita       Diversita         6.       Ooo Absolute Revo jagoan aku, kamu dan dia         0.       Diversita       Diversita         1.       Revo andalanku       Diversita         2.       Revo andalanku       Diversita         3.       Jagoan diriku, kamu dan dia         5.       Absolute Revo jagoan semua       Diversita         6.       Ooo Absolute Revo jagoan aku, kamu dan dia         0.       Diversita       Diversita         0.       Disolute Revo jagoan aku, kamu	a aya ijaya wijaya	hiversitas Brawijaya niversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	8.       Revo AT the real Anvanced cub-matic         Universit       Table 4.1. 5 Datum 5 of Honda Absolute Revo A         Universit       Line       Utterance         1.       Revo semangatku         2.       Revo andalanku         Universita       3.       Jagoan diriku, kamu dan dirinya         4.       Ooo Absolute Revo, tuk aku kamu dan dia         5.       Absolute Revo jagoan semua         Universita       6.       Ooo Absolute Revo jagoan semua         Universita       7.       Absolute Revo jagoan aku, kamu dan dia         Universita       Diversita       Diversita         5.       Absolute Revo jagoan semua       Diversita         6.       Ooo Absolute Revo jagoan aku, kamu dan dia       Diversita         7.       Absolute Revo jagoan aku, kamu dan dia       Diversita         0.       Diversita       Diversita       Diversita	ement wijaya rawijaya	hiversitas Brawijaya niversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	8.       Revo AT the real Anvanced cub-matic         Iniversit       Table 4.1. 5 Datum 5 of Honda Absolute Revo A         Iniversit       Image: Image	a aya ijaya wijaya	hiversitas Brawijaya niversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	8.       Revo AT the real Anvanced cub-matic         Universit       Table 4.1. 5 Datum 5 of Honda Absolute Revo A         Universit       Line       Utterance         1.       Revo semangatku         2.       Revo andalanku         Universit       3.       Jagoan diriku, kamu dan dirinya         Universit       4.       Ooo Absolute Revo, tuk aku kamu dan dia         5.       Absolute Revo jagoan semua         Universit       6.       Ooo Absolute Revo jagoan semua         Universit       7.       Absolute Revo jagoan aku, kamu dan dia         Universit       7.       Absolute Revo jagoan aku, kamu dan dia         Universit       Table 4.1.6 Datum 6 of Honda Scoopy Advertise         Universit       Iniversit         1.       Scoopy, you make make me feel Scoopy         2.       Scoopy you and I were Scoopy         3.       Let's go get Scoopy	ement wijaya wijaya wijaya wijaya wersitas Brawijaya iversitas Brawijaya	hiversitas Brawijaya niversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	8.       Revo AT the real Anvanced cub-matic         Iniversit       Table 4.1. 5 Datum 5 of Honda Absolute Revo A         Iniversit       Line       Utterance         1.       Revo semangatku       2.         2.       Revo andalanku       3.         3.       Jagoan diriku, kamu dan dirinya         4.       Ooo Absolute Revo, tuk aku kamu dan dia         5.       Absolute Revo jagoan semua         10.       Ooo Absolute Revo jagoan aku, kamu dan dia         11.       Absolute Revo jagoan semua         11.       Ooo Absolute Revo jagoan semua         12.       Absolute Revo jagoan aku, kamu dan dia         13.       Diversita         14.       Ooo Absolute Revo jagoan semua         15.       Absolute Revo jagoan aku, kamu dan dia         16.       Ooo Absolute Revo jagoan aku, kamu dan dia         11.       Scoopy, you make make me feel Scoopy         12.       Scoopy you and I were Scoopy         13.       Let's go get Scoopy         14.       Scoopy, you make make me feel ooo Scoopy         15.       Scoopy you and I were Scoopy	ement wijaya rawijaya wersitas Brawijaya iversitas Brawijaya iversitas Brawijaya	hiversitas Brawijaya niversitas Brawijaya Universitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	8.       Revo AT the real Anvanced cub-matic         Universit       Table 4.1. 5 Datum 5 of Honda Absolute Revo A         Universit       Line       Utterance         1.       Revo semangatku	ement wijaya rawijaya wersitas Brawijaya iversitas Brawijaya iversitas Brawijaya	hiversitas Brawijaya niversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	8.       Revo AT the real Anvanced cub-matic         9.       8.         10.       Revo AT the real Anvanced cub-matic         10.       Table 4.1. 5 Datum 5 of Honda Absolute Revo A         11.       Revo semangatku         12.       Revo andalanku         13.       Jagoan diriku, kamu dan dirinya         14.       Ooo Absolute Revo, tuk aku kamu dan dia         15.       Absolute Revo jagoan semua         16.       Ooo Absolute Revo jagoan aku, kamu dan dia         17.       Absolute Revo jagoan aku, kamu dan dia         18.       Table 4.1.6 Datum 6 of Honda Scoopy Advertise         19.       Scoopy, you make make me feel Scoopy         10.       Scoopy you and I were Scoopy         11.       Scoopy you and I were Scoopy         12.       Scoopy you and I were Scoopy         13.       Let's go get Scoopy         14.       Scoopy you and I were Scoopy         15.       Scoopy you and I were Scoopy         16.       Let's go get Scoopy         17.       Universita	ement wijaya wersitas Brawijaya iversitas Brawijaya iversitas Brawijaya iversitas Brawijaya iversitas Brawijaya iversitas Brawijaya	hiversitas Brawijaya niversitas Brawijaya Universitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	8.       Revo AT the real Anvanced cub-matic         Iniversit       Table 4.1. 5 Datum 5 of Honda Absolute Revo A         Iniversit       Image: Image	ement wijaya wersitas Brawijaya iversitas Brawijaya iversitas Brawijaya iversitas Brawijaya iversitas Brawijaya iversitas Brawijaya iversitas Brawijaya iversitas Brawijaya	hiversitas Brawijaya niversitas Brawijaya Universitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	8.       Revo AT the real Anvanced cub-matic         Iniversit       Table 4.1. 5 Datum 5 of Honda Absolute Revo A         Iniversit       Image: Constraint of the second and the se	ement vijaya ijaya wersitas Brawijaya iversitas Brawijaya iversitas Brawijaya iversitas Brawijaya iversitas Brawijaya iversitas Brawijaya iversitas Brawijaya iversitas Brawijaya	hiversitas Brawijaya niversitas Brawijaya Universitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	8.       Revo AT the real Anvanced cub-matic         Iniversit       Table 4.1. 5 Datum 5 of Honda Absolute Revo A         Iniversit       Image: Constraint of the second and the se	ement wijaya wijaya wersitas Brawijaya iversitas Brawijaya iversitas Brawijaya iversitas Brawijaya iversitas Brawijaya iversitas Brawijaya iversitas Brawijaya iversitas Brawijaya iversitas Brawijaya	hiversitas Brawijaya niversitas Brawijaya Universitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	8.       Revo AT the real Anvanced cub-matic         Universit       Table 4.1. 5 Datum 5 of Honda Absolute Revo A         Universit       Line       Utterance         1       Revo andalanku       1         Universit       2       Revo andalanku         Universit       3       Jagoan diriku, kamu dan dirinya         Universit       3       Jagoan diriku, kamu dan dirinya         Universit       6       Ooo Absolute Revo, tuk aku kamu dan dia         Universit       6       Ooo Absolute Revo jagoan semua         Universit       6       Ooo Absolute Revo jagoan aku, kamu dan dia         Universit       7       Absolute Revo jagoan aku, kamu dan dia         Universit       1       Scoopy, you make make me feel Scoopy         Universit       1       Scoopy, you make make me feel Scoopy         Universit       1       Scoopy, you make make me feel scoopy         3       Let's go get Scoopy       1         Universit       5       Scoopy you and I were Scoopy         5       Scoopy you and I were Scoopy       1         6       Let's go get Scoopy       1         Universitas       7       Universitas Brawijaya       Universitas Brawijaya         Universitas       Brawi	ement wijaya wijaya wersitas Brawijaya iversitas Brawijaya iversitas Brawijaya iversitas Brawijaya iversitas Brawijaya iversitas Brawijaya iversitas Brawijaya iversitas Brawijaya iversitas Brawijaya iversitas Brawijaya	hiversitas Brawijaya niversitas Brawijaya Universitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	8.       Revo AT the real Anvanced cub-matic         Universit       Table 4.1. 5 Datum 5 of Honda Absolute Revo A         Universit       Line       Utterance         1.       Revo andalanku       1         Universit       1.       Revo andalanku         Universit       2.       Revo andalanku         Universit       3.       Jagoan diriku, kamu dan dirinya         4.       Oco Absolute Revo, tuk aku kamu dan dia         5.       Absolute Revo jagoan asmua         1.       Absolute Revo jagoan aku, kamu dan dia         1.       Noo Absolute Revo jagoan aku, kamu dan dia         1.       Scoopy, you make make me feel Scoopy         1.       Scoopy, you make make me feel Scoopy         1.       Scoopy, you make make me feel ooo Scoopy         2.       Scoopy you and I were Scoopy         3.       Let's go get Scoopy         1.       Scoopy you and I were Scoopy <th>ement ijaya ijaya wersitas Brawijaya iversitas Brawijaya</th> <th>hiversitas Brawijaya niversitas Brawijaya Universitas Brawijaya</th>	ement ijaya ijaya wersitas Brawijaya iversitas Brawijaya	hiversitas Brawijaya niversitas Brawijaya Universitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	8       Revo AT the real Anvanced cub-matic         Universit       Table 4.1. 5 Datum 5 of Honda Absolute Revo A         Universit       Line       Utterance         1       Revo semangatku       2         2       Revo andalanku       2         Universita       3       Jagoan diriku, kamu dan dirinya         4       Ooo Absolute Revo, tuk aku kamu dan dia         5       Absolute Revo jagoan semua         0niversita       0         6       Ooo Absolute Revo ooo Absolute Revo         1       Revo andalanku         1       Scoopy you and L were Scoopy         1       Scoopy you and I were Scoopy         1       Scoopy you and I were Scoopy         2       Scoopy you and I were Scoopy         1       Scoopy you and I	ement Nijaya Nijaya Nijaya Nersitas Brawijaya Nersitas Brawijaya	hiversitas Brawijaya niversitas Brawijaya Universitas Brawijaya

Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Unizersitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universita Table 4.1. 7 Datum 7 of <i>Honda Spacy</i> Advertisement	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Lineaw Utterance niversitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universita Br2. V She's been living in her uptown world ya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universita B.3. I bet she never had a back street guy 4. I bet her mama never told her why	Universitas Brawijaya
Brawijaya	Universitas Br5.w I'm gonna try for an uptown girlwijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universita 6. And when she knows what she wants from her time 7. And when she wakes up	<del>- Unive</del> rsitas Brawijaya
Brawijaya	Universitas Braw And makes up her mind versitas Brawijaya	Universitas Brawijaya
Brawijaya	Universita Bravijaya	Universitas Brawijaya
Brawijaya	Universita Br11./ I'm in love with an uptown girl 12. You know I've seen her in her uptown world	Universitas Brawijaya
Brawijaya	13. She's getting tired of her high class toys	Universitas Brawijaya
Brawijaya	Universita B14. And all her presents from her uptown boys 15. She's got a choice	Universitas Brawijaya
Brawijaya	16. Hidup semakin mudah dengan Spacy helm in dari Honda	Universitas Brawijaya
Brawijaya	Universita	Universitas Brawijaya
Brawijaya	Universi Table 4.1.8 Datum 8 of <i>Honda Supra X</i> Advertisement	niversitas Brawijaya
Brawijaya	Universit	niversitas Brawijaya
Brawijaya	Line         Utterance           1.         Naanaaa senyum menyapa	niversitas Brawijaya
Brawijaya	2.   Tawa canda bahagia	hiversitas Brawijaya
Brawijaya	Universit     3.     Detak waktu bersama       4.     Sedih senang kan selalu ada	niversitas Brawijaya
Brawijaya	5. Tap tap hati ceria	Universitas Brawijaya
Brawijaya	Oniversita       6.       Hingga tak ingin berhenti         7.       Dan kau hadir berikan senyuman dan berikan semua begitu indah	Universitas Brawijaya
Brawijaya	8. Kau hadir hapus kesedihan dan kecupkan cinta	Universitas Brawijaya
Brawijaya	Universita       9.       Supra X helm in rajanya motor bebek         10.       Karena hidup penuh dengan kejutan	<u>Unive</u> rsitas Brawijaya
Brawijaya	Universitas Brasilian and Andrew	Universitas Brawijaya
Brawijaya	Universitas Bra	Universitas Brawijaya
Brawijaya		Universitas Brawijaya
Brawijaya Brawijaya	Universitas Braviesearcher wanted to find out utterances that contained implication universitas Bravies and the second se	ture in Universitas Brawijaya
Brawijaya	Universita Honda motorcycle advertisement on television and the meaning of the utte	
Brawijaya		
Brawijaya	Universities Brayery data was analyzed per advertisement by using Sperber and W	vilson's Universitas Brawijaya
Brawijaya	Universita theory. Context and topic would be discussed. Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
	entretette Etanga, a "entretetta Etangaya entretetta Bianijaya	
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya

Brawijaya	<b>Universitas Braw</b>	ijaya Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
Brawijaya	<b>Universitas Braw</b>	ijaya Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
Brawijaya	<b>Universitas Braw</b>	ijaya Universitas Brawijaya	Universitas Brawijaya	Unisersitas Brawijaya
Brawijaya	<b>Universitas Braw</b>	ijaya Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
Brawijaya	<b>Universitas Braw</b>	ijaya Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
Brawijaya	<b>Universitas Braw</b>	ijaya Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Braw	Analysis of Datum 1 : Honda Beat V	Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Braw	ijaya Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
Brawijaya		The first data is Honda Beat version-2		foundersitas Brawijaya
Brawijaya	Universitas;Braw	ances that contained implicature, the	w are in line 152 336 7 and	Universitas Brawijaya
Brawijaya	Universitas Braw	ijaya Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
Brawijaya		g table represents the finding of the		
Brawijaya		and Wilson's theory. The analysis of		
Brawijaya	Universitas Braw	ilava Universitation	ersitas Brawijava	Universitas Brawijaya
Brawijaya		out the utterances that contained impli		
Brawijaya		a motorcycle advertisement on telev		
Brawijaya	Universitas Braw	a motorcycle advertisement on telev	vision, as described in the foll	Universitas Brawijaya
Brawijaya	Universitatable :	GIAUD	RA, va	Universitas Brawijaya
Brawijaya	Universitas	R		Universitas Brawijaya
Brawijaya		2.1 Analysis of Utterances Conta	Inglicature in Hand	
Brawijaya	Universi Advertis	.2.1 Analysis of Otteralices Conta sement	aming Implicature in Honad	<i>Beat</i> Brawijaya
Brawijaya	Universi			iversitas Brawijaya
5 5	Line	Utterance	Implicature	
Brawijaya		Kantong kering ni (I am broke)	She or he does not have money, they use wasteful motorcycle	because ersitas Brawijaya
Brawijaya	Universit 2.	Eh motor boros dipelihara	Riding the other motorcycles is wa	steful
Brawijaya	Universit	(hey you keep a wasteful motorcycle)	and do not save the fuel	<b>Nive</b> rsitas Brawijaya
Brawijaya	Universita <sup>3.</sup>	Pakai rumus irit Honda Beat (use economical formula of <i>Honda Beat</i> )	Use <i>Honda Beat</i> to make our motor more economical (fuel saving)	<sup>rcycle</sup>
Brawijaya	Universita: 6	Eh guwe traktir ya	He/she has money to treat other,	
Brawiiava	Universitas -	(hey I will treat you)	she/he use <i>Hond Beat</i>	Universitas Brawijava

### niversitas Braw

8

New *Honda Beat* lebih ngeksis (honda beat is more famous)

yang lain jadul ah

(others are oldfashioned)

Ajaya Universitas Brawijaya

Honda Beat is the more famous than other

Other motorcycles are not fashionable

and modern as Honda Beat, so the rider of

Honda Beat will look more exist too

motorcycle

Universitas Brekering to theory of relevance, to know what the meaning of the utterances sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita containing implicature, is we can use background knowledge and contextual Information (co-text). This advertisement has the purpose to inform that *Honda* Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Unigersitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya After seeing its context, the researcher found six implicatures used in this Universitas Brawijaya – Universitas Brawijaya–Universitas Brawijaya Universita advertisement. The implicatures are indicated when the utterance uttered by the ersitas Brawijava Universital speakers has certain meaning which is not stated directly to the addressee or has ersital Brawijaya University implicit meaning and also its meaning is different from literal meaning. The data ersities Brawliava above was categorized into utterance containing implicature since its meaning is Universita different from literal meaning. The first utterance containing implicature is the ersitas Brawijava Universitas utterance in line 1 "kantong kering (I am broke)" does not mean literally I am Universita broke because she/he does not have money, but the implicit meaning is she or hears tas Brawing uses wasteful motorcycle, other than Honda. Referring to theory of relevance containing the use of background knowledge and contextual information (co-text), ersitas Brawi 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 (heyersitas Brawijava you keep a wasful motorcycle) the implicit meaning of the utterance is riding the Universita other motorcycles is wasteful and do not save the fuel like Honda Beat. Next is ersitas Brawijava utterance line 5 "Pakai rumus irit ala Honda Beat (use economical formula of Universita Honda Beat)" does not mean that Honda Beat have the real formula, but the sitas Braw implicit meaning is the the use of Honda Beat makes our motorcycle more Universital economical, because Honda Beat uses technology that can make the motorcycle ersitas Brawijaya Universitas Brawıj more economical. Then, utterence containing implicature is "eh guwe traktir ya Universita (hey I will treat you) the uttered implied that he/she will treat other because ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita she/he can save money, since she/he uses Honda beat the economical motorcycle. Universita Next utterance containing implicature is Line 7 "New honda beat lebih ngeksis Universitas Brawıj 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 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 Universitas	Brawijaya
Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	Brawijaya
Universita (New Handa Beat is more famous)" the implicature of this utterance is Honda	Brawijaya
Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	Brawijaya
Universita Beat is more famous than other motorcycles, so the rider of Honda Beat willersitas	Brawijaya
Universita famous too. The last utterance is "Yang lain jadul ah (others are old-fashioned)" ersitas	Brawijaya
Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	Brawijaya
Universita in Line 8, the implicit meaning of this utterance is other motorcycles are not ersitas	Brawijaya
fashionable and modern as Honda Beat, because Honda Beat is the most	Brawijaya
Universitas Brawijaya Universitas Brawijaya Universitas	Brawijaya
Universitian B This advertisement is manifested to the audience that the advertiser wants to ersitians	Brawijaya
promote the product by giving a stylist image and economical product. In this	Brawijaya
are easy to understand	
4.2.2 Analysis of Datum 2 : nonua deat version-2	
	<b>Brawijava</b>
Universita Universita The second data is <i>Honda Beat</i> version-2 advetisement, the researcher <sub>ersitas</sub>	Brawijaya Brawijava
Universita The second data is Honda Beat version-2 advetisement, the researcher ersitas	Brawijaya
Universita Universita Universita found five utterances that contained implicature they are in line 1, 2, 3, 4 and Universitas	Brawijaya Brawijaya
Universita The second data is <i>Honda Beat</i> version-2 advetisement, the researcher <sub>ersitas</sub> Universita found five utterances that contained implicature they are in line 1, 2, 3, 4 and	Brawijaya Brawijaya Brawijaya
Universita Universita found five utterances that contained implicature they are in line 1, 2, 3, 4 and Universitas Universita Universita Universita	Brawijaya Brawijaya Brawijaya Brawijaya
The second data is <i>Honda Beat</i> version-2 advetisement, the researcher ersitas Universita found five utterances that contained implicature they are in line 1, 2, 3, 4 and Universitas Universita simultaneously 5, 7, 10, 11. The following table represents the finding of the two Universitas problems of this study. The analysis of the two problems are intentionally to find Universitas Diversitas	Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya
Universita Universita found five utterances that contained implicature they are in line 1, 2, 3, 4 and Universitas Universitas Universitas Universitas Universitas Universitas Universitas Universitas Universitas Universitas Universitas Universitas Universitas	Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya
The second data is <i>Honda Beat</i> version-2 advetisement, the researcher ersitas found five utterances that contained implicature they are in line 1, 2, 3, 4 and Universitas Universitas imultaneously 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 Universitas	Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya
The second data is <i>Honda Beat</i> version-2 advetisement, the researcher found five utterances that contained implicature they are in line 1, 2, 3, 4 and inversitation in the situation of the two exists is 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 inversitation out the utterances containing implicature and meaning of the utterances in Honda motorcycle advertisement on television as described in following table:	Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya
The second data is <i>Honda Beat</i> version-2 advetisement, the researcher found five utterances that contained implicature they are in line 1, 2, 3, 4 and inversitation in the second data is <i>Honda Beat</i> version-2 advetisement, the researcher 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 inversitation out the utterances containing implicature and meaning of the utterances in Honda inversitation of the utterances in Honda inversitation of the utterances in Honda inversitation of the utterances in Honda inversitation of the utterance in Honda inversitatin of the utterance in Honda inversitation of the utterance in Hon	Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya
The second data is <i>Honda Beat</i> version-2 advetisement, the researcher found five utterances that contained implicature they are in line 1, 2, 3, 4 and inversitation in the second data is <i>Honda Beat</i> version-2 advetisement, the researcher situation of the utterances that contained implicature they are in line 1, 2, 3, 4 and inversitation in the second data is <i>Honda Beat</i> version of the utterances of the two problems of this study. The analysis of the two problems are intentionally to find universitation out the utterances containing implicature and meaning of the utterances in Honda universitation of the utterances of the two problems are intentionally to find universitation of the utterances of the terms of the utterances in Honda universitation of the utterances of the terms of the utterances in Honda universitation of the utterances of the terms of the utterances in Honda universitation of the utterances of the terms of the utterances in Honda universitation of the terms of the terms of the terms of the utterances in Honda universitation of the utterances of the terms of the terms of the terms of the utterances in Honda universitation of the terms of terms	Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya
The second data is <i>Honda Beat</i> version-2 advetisement, the researcher estates found five utterances that contained implicature they are in line 1, 2, 3, 4 and the states simultaneously 5, 7, 10, 11. The following table represents the finding of the two estates problems of this study. The analysis of the two problems are intentionally to find the utterances containing implicature and meaning of the utterances in Honda estates motorcycle advertisement on television as described in following table: Table 4.2.2 The Analysis of Utterances Containing Implicature in <i>Honda Beat</i> estates and the utterances and the utterances in the estates and the estates and the estates and the estates and the estates are been and the estates and the estates are been and the estates and the estates are been and the estates are been and the estates and the estates are been and the	Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya
The second data is <i>Honda Beat</i> version-2 advetisement, the researcher inversitation found five utterances that contained implicature they are in line 1, 2, 3, 4 and inversitation inversitation in	Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya
The second data is <i>Honda Beat</i> version-2 advetisement, the researcherUniversitafound five utterances that contained implicature they are in line 1, 2, 3, 4 andUniversitasimultaneously 5, 7, 10, 11. The following table represents the finding of the twoproblems of this study. The analysis of the two problems are intentionally to finduniversitaout the utterances containing implicature and meaning of the utterances in Hondauniversitamotorcycle advertisement on television as described in following table:UniversitaTable 4.2.2 The Analysis of Utterances Containing Implicature in Honda BeatAdvertisementMotor State BravitaUniversitaExample 4.2.2 The Analysis of Utterances Containing Implicature in Honda BeatAdvertisementMotor State BravitaUniversitaExample 4.2.2 The Analysis of Utterances Containing Implicature in Honda BeatAdvertisementMotor State BravitaUniversitaKetika hidupku terasa hampaInversitaImplicatureInversitaImplicatureInversitaImplicatureInversitaImplicatureInversitaImplicatureInversitaImplicature	Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya
The second data is <i>Honda Beat</i> version-2 advetisement, the researcher found five utterances that contained implicature they are in line 1, 2, 3, 4 and inversitation of the utterances that contained implicature they are in line 1, 2, 3, 4 and inversitation of the utterances that contained implicature they are in line 1, 2, 3, 4 and problems of this study. The analysis of the two problems are intentionally to find inversitation out the utterances containing implicature and meaning of the utterances in Honda motorcycle advertisement on television as described in following table: Inversitation of the transformation of the utterances in Honda Beat Advertisement Inversitation of Utterances Containing Implicature in Honda Beat Advertisement Inversitation of Utterance Interances Interaction of the use Honda Beat Inversitation of the use Honda Beat Ku jatuh, ku sedin , ku lemah, ku Before Honda Beat was there, I feld is a schedum diffication of the use and restless in the schedum of the schedum of the use and restless in the schedum of the schedum	Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya
The second data is <i>Honda Beat</i> version-2 advetisement, the researcher found five utterances that contained implicature they are in line 1, 2, 3, 4 and inversitation inversitation inve	Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya
The second data is <i>Honda Beat</i> version-2 advetisement, the researcher found five utterances that contained implicature they are in line 1, 2, 3, 4 and inversitation inversitation in the second seco	Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya
The second data is <i>Honda Beat</i> version-2 advetisement, the researcher ensities found five utterances that contained implicature they are in line 1, 2, 3, 4 and Universities simultaneously 5, 7, 10, 11. The following table represents the finding of the two ensites problems of this study. The analysis of the two problems are intentionally to find Universities and the utterances containing implicature and meaning of the utterances in Honda ensites and the utterances containing implicature and meaning of the utterances in Honda ensites and the utterances containing implicature and meaning of the utterances in Honda ensites and the utterances containing implicature and meaning of the utterances in Honda ensites and the utterances containing implicature and meaning of the utterances in Honda ensites and the utterances containing implicature and meaning of the utterances in Honda ensites and the utterances containing implicature and meaning and the utterances in Honda ensites and the utterances containing implicature and meaning and the utterances in Honda ensites and the utterance of the utterances of the two ensites and the utterances in Honda ensites and the utterance of the utter	Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya
The second data is <i>Honda Beat</i> version-2 advetisement, the researcher estates found five utterances that contained implicature they are in line 1, 2, 3, 4 and unversites imultaneously 5, 7, 10, 11. The following table represents the finding of the two estates problems of this study. The analysis of the two problems are intentionally to find universites and the utterances containing implicature and meaning of the utterances in Honda estates motorcycle advertisement on television as described in following table: Iniversite Bravita and the utterances containing implicature and meaning of the utterances in Honda estates inversites and the utterances containing implicature and meaning of the utterances in Honda estates inversites and the utterances containing implicature in following table: Iniversite Bravita Universites Bravita Univers	Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya
The second data is <i>Honda Beat</i> version-2 advetisement, the researcher ensities found five utterances that contained implicature they are in line 1, 2, 3, 4 and Universities simultaneously 5, 7, 10, 11. The following table represents the finding of the two ensites problems of this study. The analysis of the two problems are intentionally to find Universities and the utterances containing implicature and meaning of the utterances in Honda ensites and the utterances containing implicature and meaning of the utterances in Honda ensites and the utterances containing implicature and meaning of the utterances in Honda ensites and the utterances containing implicature and meaning of the utterances in Honda ensites and the utterances containing implicature and meaning of the utterances in Honda ensites and the utterances containing implicature and meaning of the utterances in Honda ensites and the utterances containing implicature and meaning and the utterances in Honda ensites and the utterances containing implicature and meaning and the utterances in Honda ensites and the utterance of the utterances of the two ensites and the utterances in Honda ensites and the utterance of the utter	Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya
	Universitas Brawijaya

Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Unirersitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universita Brawijaya Kau hadir disaat ku mencari cinta Un Honda Beat appeared when the rsitas Brawijaya
Brawijaya	Universitas Brawijava (you were there when I was looking iriders were looking for their own ersitas Brawijava
Brawijaya	Universitas Brawijaya di for love) universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universita Br4. Java Ku tau kau datang untukku aya Universita Brawijaya
Brawijaya	(I knew you were coming for me)will come to fulfill his/her needsUniversital B 5, 7, 10, 11Can't stop the beat raw gaya Universital B 5, 7, 10, 11
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Description Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas BIn relevance theory the implicature can be interpreted by considering ersitas Brawijaya
Brawijaya	Universitas Brawijaya contextual effects that are derived from background knowledge or any
Brawijaya	Universitas Brawijay
Brawijaya	Universita information stored in the viewers' memory or cognition and its context (co-text).ersitas Brawijaya
Brawijaya	Universitas Brawijaya
Brawijaya	The advertisement shows that Honda Beat appears to give confidence to people Universitas Brawijaya
Brawijaya	Universite who are looking for comfortable motorcycle. By watching the advertisement it is ersitas Brawijaya
Brawijaya	Universi Universi Universi expected the customers to be influenced by the persuasion that <i>Honda</i> motorcycle
Brawijaya	
Brawijaya	Universit offers satisfaction to its customers.
Brawijaya	Universita Data Antonio
Brawijaya	Universit In this advertisement the researcher found five utterances containing the ersitas Brawijaya
Brawijaya	Universita implicature. The implicature are indicated when the utterance uttered by the uttersitas Brawijaya
Brawijaya	
Brawijaya	Universital speakers has certain meaning which is not stated directly to the addressee or has ersital Brawijaya
Brawijaya	Universitas E Universitas Brawijaya implicit meaning and also its meaning is different from literal meaning. The data Brawijaya
Brawijaya	
Brawijaya Brawijaya	Universita above is categorized into utterance containing implicature since its meaning is ersitas Brawijaya Universitas Braw
Brawijaya	Universitas Braw different from literal meaning. The first utterance contaning implicature is line 1
Brawijaya	Universitas brawing a second sec
Brawijaya	Universitas Brawijaya Universitas Language enversitas Brawijaya Universitas Brawijaya
Brawijaya	Universita that I feel empty before they have Honda Beat. The second utterance containing ersitas Brawijava
Brawijaya	Universita implicature is in line 2 "Ku jatuh, ku sedih, ku lemah, ku resah, sebelum dirimu
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universita ada (I was down, I was sad, I was weak, I was worried, before you are there)".ersitas Brawijaya
Brawijaya	Universita This utterance does not mean literally he/she is weak people, but the implicit
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universita meaning is after Honda Beat was there in my life, I feel happy and strong. Third, ersitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Rrawijava	Universitas Brawijava, Universitas Brawijava, Universitas Brawijava, Universitas Brawijava

Universitas Brawijaya Universitas Brawijaya Unizersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita utterance containing implicature is "kau hadir di saat ku mencari cinta (you were Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita there when I was looking for love)' in line 3, does not mean that people are raises Brawijava Universital looking for love, but the utterance implied that love in this utterance is Hondaersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita Beat. Based on contextual information and baground knowledge, the inferred erstas Brawlava Universitate means that Honda Beat appeared when the riders were looking for their own Universita motorcycles that could make them fall in love. Universitas BNext, is the utterance in line 4 "Ku tau kau datang untukku (I knew you were ersitas Brawijava 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 ersitas Brawijaya iversitas 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 ersitas Brawijaya Honda Beat. Based on the background knowledge and the co-text we can Universita conclude that Honda Beat is great motorcycle that can give energy so people willersitas Brawijaya feel more alive and powerful so people can not stop using Honda Beat. The Universita purpose of the implicature in this advertisements is to inform the audience that ersitas Brawijaya Honda beat is great motorcycle that everyone looks for to make people feel happy Universita and strong. Universita 4.2.3 Analysis of Datum 3 : Honda Vario Universitas Bray The third data is Honda Vario advertisement, the researcher found three ersitas Brawijaya Universita utterances containing implicature, they are in line 4, 6 and simultaneously 1, 7, as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitadescribed in following table as Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Brawijaya	Universitas Brawijaya Universitas Brawijaya U	niversitas Brawijaya	Universitas	Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya U	niversitas Brawijaya	Universitas	Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Un	niversitas Brawijaya	Unisersitas	Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Un	niversitas Brawijaya	Universitas	Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Un	niversitas Brawijaya	Universitas	Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya U	niversitas Brawijaya	Universitas	Brawijaya
Brawijaya	Universita Table 4.2.3 The Analysis of Utterances Con	niversitas Brawijava Intaining Implicature in <i>I</i>	Universitas	Brawijaya
Brawijaya	Universita Vario Advertisement ersitas Brawijaya U	niversitas Brawijaya	Universitas	Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya U		Universitas	Brawijaya
Brawijaya	Universitas B1,71 Pm Vario Techno tas Brawijaya U	implicature She/he is proud riding the syl	ist and ersitas	Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya U 4. Untuk kamu yang stylish dan sporty	sporty Honda vario techno Vario techno created for consu	Universitas	Brawijaya
Brawijaya	Universitas Brawija ((for who are that stylish and sporty)	make them feel stylist and sport		
Brawijaya	Universitas Brówija Vario Techno, what about you?	I'm proud riding Honda Vario, must also try riding sophi		Brawijaya
Brawijaya	Universitas Brawijaya Univer	honda vario techno.wijaya	Universitas	Brawijaya
Brawijaya	Universitas Brawijaya	as Brawijaya	Universitas	Brawijaya
Brawijaya	Universitas Bravin relevance theory, the implicature ca	an be interpreted by consi	deringersitas	Brawijaya
Brawijaya	Universitas Brawi	ijaya	Universitas	Brawijaya
Brawijaya	Universita contextual effects that are derived from b			
Brawijaya	Universitas information stored in the viewers' memory or co	ognition and it's context (co	-text).	Brawijaya
Brawijaya	Universita		Universitas	Brawijaya
Brawijaya	Universi So, to know the meaning of the utterance w	e must know the context		
Brawijaya	Universi advertisement informs that Honda Vario tech	hno is stylish and sporty	, iversitas	Brawijaya
Brawijaya	Universit		hiversitas	Brawijaya
Brawijaya	Universit advertisement gives an impression to the custor			
Brawijaya	Universitation the motorcycle which offers the design of satisfa	action to make the custome	rs feel	Brawijaya
Brawijaya			printersitus	Brawijaya
Brawijaya	Universita stylish. This advertisement is also to give a be	CV /		
Brawijaya	Universities motorcyle is the first and the only motorcycle u	using the combi brake techr	nology	Brawijaya
Brawijaya	Universitas L	implicature can be interme	Universitas	
Brawijaya	Universita in Indonesia. Morover, in relevance theory the			
Brawijaya	Universitas Braconsidering contextual effect that are derived fro	om background knowledge	or any	Brawijaya
Brawijaya	Universitas Braw Universita information stored in participant' memory or cog	njaya	Universitas Universitas	bramjaya
Brawijaya Brawijaya	Universitas Brawijay	awijaya	Universitas	
Brawijaya	Universitas B There are three utterances containing implic			
Brawijaya				
Brawijaya	Universitas Brawijaya implicatures are indicated when the utterance utteranc	ered by the speakers have o	certain	Brawijava
Brawijaya	Universita meaning which are not stated directly to the ad			
Brawijaya	• • •		÷	
Brawijaya	Universitas Brawijaya Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Brawijaya Universitas Brawijaya Brawijaya Universitas Br	ral meaning. The first utte	erance	Brawijaya
Brawijaya	Universita containing implicature is in line 1 and 7"I'm			
Brawijaya	Universitas Brawijaya Universitas Brawijaya U		Universitas	
Brawijaya	Universitas Brawijaya Universitas Brawijaya U	niversitas Brawijaya	Universitas	Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya U	niversitas Brawijaya	Universitas	Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya U	niversitas Brawijaya	Universitas	Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Un	niversitas Brawijaya	Universitas	Brawijaya
Rrawijava	Universitas Brawijava Universitas Brawijava U	niversitas Brawijava	Universites	Rrawijava

Universitas Brawijaya Universitas Brawijaya Uniaersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitaliterally he/she is Vario Techno, but the implicit meaning is she/he rides Honda Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita Vario Techno. Referring to theory of relevance containing the use of background ersitas Brawijava Universita knowledge and contextual information (co-text) to know the meaning of the ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya University utterance, it is clear that the inferred means of the statement is by being proud of ersitias Brawilava Universita riding the stylish and sporty Honda Vario Techno. Next utterance containing Universitas Brawijaya ersitas Brawijaya Universita implicature is "Untuk kamu yang stylish and sporty (for you who are stylish and ersitas Brawijaya Universitas sporty)" in line 4, does not mean that Honda Vario just created for stylish and Universita sporty person but the implicit meaning is Honda Vario techno created forersitas Brawijava customers to make them feel stylish and sporty with the design and technology of Honda Vario hiversitas Brawijaya The last utterance in line 6 "I'm Vario Techno, what about you?" does not ersitas Brawijaya mean that she/he really means to ask, but the implicit meaning is to invite Universita consumer to also use Honda Vario. Based on background knowledge and ersitas Brawijaya contexttual effect it is clear that the inffered meaning of the utterance is she/he is Universita proud riding Honda Vario Techno, so the consumers must also try riding this ersitas Brawijaya sophisticated Honda Vario Techno. The implicature in this advertisement above is Universita to give a belief to the customers that Honda motorcyle is the first motorcycleersitas Brawijaya Universita using the combi brake in Indonesia and created to make the riders look stylish and ersitas Brawijava Universita sporty. The implicature in this advertisement also intends the consumer to ride the ersitas Brawijaya Universita sophisticated motorcycle with high-technology. niversitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** 

Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya	Unisersitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
Brawijaya	4.2.4 Analysis of Datum 4 : Honda Revo		Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijava	Universitas Brawijaya
Brawijaya	Universitas BrayThe fourth data is Honda Revo AT		
Brawijaya	Universitation of the second and the		
Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijava	Universitas Brawijaya
Brawijaya	Universita in following table iniversitas Brawijaya		Universitas Brawijaya
Brawijaya			
Brawijaya	University Table 4.2.4 The Analysis of Utterances ( <i>Revo AT</i> Advertisement	Containing Implicature in ersitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijava		<u>Universitas</u> Brawijaya
Brawijaya	Line Utterance	Implicature	
Brawijaya	Universitas Braw Inovasi bebek matik pertama di indonesia	Honda Revo AT is the pioneer matic in Indonesia, and other	ersUareversitas Brawijaya
Brawijaya	(The first " cub-matic" innovation in	follower	Universitas Brawijaya
Brawijaya	Universita 4 Dengan teknologi <i>Honda</i> terbaru	Honda Revo AT designed by the	
Brawijaya	( the newest technology from Honda)	technology from Honda.	
Brawijaya	Oniversity     6     Tampil moderen dan penuh gaya (modern and stylish)	Honda Revo AT is a motorcycle modern and stylish	
Brawijaya	7 Begini harusnya inovasi (that is the real innovation should be)	Honda Revo is the real good innet than other motorcycles before.	ovation liversitas Brawijaya
Brawijaya			
Brawijaya	Universit In relevance theory the implicature	can be interpreted by cons	idering
Brawijaya	Universite contextual effect that are derived from backg		
	Universita	Iound Knowledge of any mior	
Brawijaya Brawijaya	stored in participant' memory or cogni	ition and context (co-text)	Dniversitas Brawijaya The Universitas Brawijaya
Brawijaya		(A) that has the newset innersti	
	Universita advertisement explains that Honda Revo A7		
Brawijaya	Universitas real innovation with CV matic machine and Universitas	d PGM-F1 to make the motor	orcycle
Brawijaya			
Brawijaya	Universita more economical. This innovation is the		
Brawijaya	Universitas Bray motorcycles innovation before to make the co	onsumers feel great.	Universitas Brawijaya
Brawijaya			Universitas Brawijaya
Brawijaya	Universitas Bravin the advertisement, the researcher		
Brawijaya	Universitas Brawijaya Universitas Universita implicature. The implicature is indicated	when the utterance uttered	by the provides Brawijaya
Brawijaya			
Brawijaya	Universite speakers has certain meaning which is not s		
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universita implicit meaning and also its meaning is diffe		Universitas Brawijaya
Brawijaya			
Brawijaya	Universite utterance containing implicature is the uttera		
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universita pertama di indonesia (The first " cub-ma		Universitas Brawijaya
Brawijaya			
Brawijaya		Universitas Brawijaya	Universitas Brawijaya
Brawijaya		Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya		Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya		Universitas Brawijaya
Krawuava	LIGIVAREITAE KRAWIIAVA LINIVAREITAE KRAWIIAVA	LINIVARSITAS Krawlava	LIQUVORSITOR KROWIJOVO

Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Unicersitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitation implicit meaning of the utterance is Honda Revo AT is the pioneer of cub	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universita in Indonesia with newest technology and others are followers. The	secondersitas Brawijaya
Brawijaya	Universita utterance is in line 4 "Dengan teknologi Honda terbaru (the newest tech	nologyersitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universita from Honda)", the utterance implied that Honda Revo AT is designed	by the ersitas Brawijaya
Brawijaya	Universita newest technology of Honda with the best innovation.	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Bravilare, utterance containing implicature is in line 6 "Tampil moder	Universitas Brawijaya
Brawijaya	Universitas Brawijaya rawijaya	Universitas Brawijaya
Brawijaya	Universita penuh gaya (modern and stylish)", the implicature of the advertisement is	
Brawijaya	Universitian Branch Revo AT is a motorcycle with a modern and stylish design that can make the Universitian	Universitas Brawijaya
Brawijaya	Universitas	Universitas Brawijaya
Brawijaya	Universit feel stylish and cool. The last utterance containing implicature i	
Brawijaya	Universi advertisement is in line 7 "Begini harusnya inovasi (that is the real inno	niversitas Brawijaya
Brawijaya	Universi	niversitas Brawijaya
Brawijaya	Universi should be)". The utterance implied that Honda Revo AT is the real	betterersitas Brawijaya
Brawijaya	Universit innovation than other motorcycles before. From the explanation above v	hiversitas Brawijaya
Brawijaya		
Brawijaya	Universita conclude that the advertisement intends to inform the consumers that Hom	
Brawijaya	the newest innovation better than other innovation before. The newest inno	Universitas Brawijaya
Brawijaya	Universitas	Universitas Brawijaya
Brawijaya	Universita brought the high-technology that could make the motorcycle more economic	
Brawijaya	Universitas Blandina a	Universitas Brawijaya
Brawijaya	Universitas Bra	Universitas Brawijaya
Brawijaya	Universitas Brav 4.2.5 Analysis of Datum 5 : Honda Absolute Revo	Universitas Brawijaya
Brawijaya	oniversitas bramja	Universitas Brawijaya
Brawijaya	Universitas BravThe fifth data is <i>Honda Absolute Revo</i> advertisement, the researcher	
Brawijaya Brawijaya	Universitas Brawijaya three utterances containing implicature, they are in line 4, 5 and 7. Utter	erances Inniversitas Brawijava
Brawijaya	Universital containing implicature were presented in bold, as described in following tab	
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijava	Universitas Brawijava Universitas Brawijava Universitas Brawijava	Universitas Brawijaya

Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya	Universitas I	Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya	Universitas I	Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya	Un <b>i7</b> ersitas I	Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya	Universitas I	Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya	Universitas I	Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya	Universitas I	Brawijaya
Brawijaya	Table 4.2.5 The Analysis of Utterances	Containing Implicature in	Universitas I	Brawijaya
Brawijaya	Universita Absolute Revo Advertisement Brawijaya		Universitas I	Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya Implicature	Universitas I	Brawijaya
Brawijaya	Universitas Br4 Ooo Absolute Revo, tuk aku kamu dan dia	Honda Absolute Revo prese	ent for ersitas I	Brawijaya
Brawijaya	Universita (Absolute revo, for me, you and them) (Absolute Revo jagoan semua	everyone, for all gender and class Honda Absolute Revo is everybo	Universitas l	Brawijaya
Brawijaya	Universitas Bray (Absolute Revo is the whiz for all) vijaya	because absolute revo is	reliableersitas	Brawijaya
Brawijaya	Universita 7 Absolute Revo jagoan aku, kamu dan dia	motorcycle Honda Absolute Revo is a	reliable rsitas l	Brawijaya
Brawijaya	Universitas Brav (Absolute revo, thewhiz for me, you, and them)	motorcycle for everyone/jaya	Universitas I	
Brawijaya	Universitas Brawijaya	ers Brawijaya	Universitas I	
Brawijaya	Universitas Brawijav	rawijaya	Universitas I	
Brawijaya	Universitas BBy watching the advertisement, we can	an easily understand the ut		
Brawijaya	Universitas Braching implicature by using backgr	cound knowledge and con	Universitas l ntextual	
Brawijaya	Universitas		Universitas I	
Brawijaya	University information (co-text). The advertisement sho	ows that Honda Absolute Revo		
Brawijaya	Universi motorcycle that is reliable to everyone. Base	ed on the words and utterance	e in the	
Brawijaya	Universi advertisement, it can be easily understood	A that Handa Abashta Day	hiversitas l	
Brawijaya Brawijaya	Universi advertisement, it can be easily understood Universit	u unat <i>Honaa Adsolule Kev</i>	niversitas l	
Brawijaya	Universit motorcycle for everyone.		niversitas l	
Brawijaya	Universita In this advertisement, there are three utt	terances containing implicatu		
Brawijaya	Universita.		<b>Universitas</b> I	Brawijaya
Brawijaya	implicature is indicated when the utterance	uttered by the speakers has	Universitas I	Brawijaya
Brawijaya	Universita meaning which is not stated directly to the ad	ddressee or has implicit meani	inglandersitas l	Brawijaya
Brawijaya	Universitas B	aning. The first utterance con	Universitas I	Brawijaya
Brawijaya	Universitas B also its meaning is different from literal me Universitas Bra	annig. The first diterance con	Universitas I	Brawijaya
Brawijaya	Universita implicature, is line 3 ("Ooo Absolute Revo, t	uk aku kamu dan dia (Absolui	te revo,ersitas l	Brawijaya
Brawijaya	Universitas Brawija for me, you and them)" in line 1, the implicat	wijaya ure of this utterance is Absolution	Universitas I te Revo	Brawijaya
Brawijaya				
Brawijaya	Universita appear for everyone, for all genders and cla			
Brawijaya	Universitas Brawijaya Universitas Brawijaya "Absolute Revo jagoan Semua (Absolute Rev	<i>o</i> is the whiz for all)". The ut	Universitas I terance	orawijaya Prowijova
Brawijaya Brawijaya				
Brawijaya	Universita implied that Absolute revo is everybody wh Universitas Brawijaya Universitas Brawijaya		Universitas I	
Brawijaya	Universitas Brawijaya Universitas Brawijaya		Universitas I	
Brawijaya		Universitas Brawijaya	Universitas I	
Brawijaya		Universitas Brawijaya	Universitas I	
Brawijaya		Universitas Brawijaya	Universitas I	
Brawijaya		Universitas Brawijaya	Universitas I	
Brawijaya		Universitas Brawijaya	Universitas I	
Brawijaya		Universitas Brawijaya	Universitas I	
Brawijava		Universitas Brawijava	Universitas	

Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Unisersitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas B The last utterance is Absolute Revo jagoan aku, kamu dan dia (Absolut	e Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universita the whiz for me, you, and them) in line 6. Based on the background know	
Brawijaya	Universital and contextual information (co-text) the implicature of this utterance is	Honda Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universita Absolute Revo is a reliable motorcycle for everyone, every gender and cl	
Brawijaya	Universite Honda Absolute Revo is a reliable motorcycle for everyone. The implication	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universita this advertisement is to persuade consumers to believe that Honda Absolut	
Brawijaya	Universita is the reliable motorcycle to everyone, so everybody can rely on this motorc	Universitas Brawijaya
Brawijaya	Universitas Brawer TAS BD	Universitas Brawijaya
Brawijaya	Universitas Br Universita 4.2.6 Analysis of Datum 6 : Honda Scoopy	Universitas Brawijaya
Brawijaya		Universitas Brawijaya
Brawijaya	Universite The sixth data is <i>Honda Scoopy</i> advertisement. The researcher foun	d three ersitas Brawijaya
Brawijaya	Universit	N Diversitas Brawijava
Brawijaya		
Brawijaya	Universitive simultaneously 2 and 4, and the last is line 5, as described in following tab	<sub>ole :</sub> liversitas Brawijaya
Brawijaya	Universit	I niversitas Brawijava
Brawijaya	Universit Universit Table 4.2.6 The Analysis of Utterances Containing Implicature in <i>Scoopy</i> Advertisement	Honda <sub>ersitas</sub> Brawijaya Honda <sub>ersitas</sub> Brawijaya
Brawijaya Brawijaya	Universiti Universiti Universitia Universitia Universitia	Honda <sub>ersitas</sub> Brawijaya Jniversitas Brawijaya
Brawijaya Brawijaya Brawijaya	University University	Hondaersitas Brawijaya Jniversitas Brawijaya Universitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya	University Univer	Honda <sub>ersitas</sub> Brawijaya Honda <sub>ersitas</sub> Brawijaya Universitas Brawijaya Universitas Brawijaya <sup>que and</sup>
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	University       Table 4.2.6 The Analysis of Utterances Containing Implicature in Scoopy Advertisement         University       Line       Utterance       Implicature         University       Line       Utterance       Implicature         1, 3       Scoopy, you make make me feel       Honda Scoopy makes me feel uni happy         University       2, 4       Scoopy you and I were Scoopy       Everyone must ride Honda scoopy with the unique Honda Scoopy with the uniqu	Honda ersitas Brawijaya Honda ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya <sup>que and</sup> Universitas Brawijaya Universitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	Line       Utterance       Implicature         1,3       Scoopy       Scoopy         2,4       Scoopy you and I were Scoopy       Everyone must ride Honda scoopy         2,4       Scoopy you and I were Scoopy       Everyone must ride Honda scoopy, where the unique Honda Scoopy, where the unique Honda Scoopy         5       Universite       Universite	Honda ersitas Brawijaya Honda ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya <sup>que and</sup> Universitas Brawijaya Universitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	University       Table 4.2.6 The Analysis of Utterances Containing Implicature in Scoopy Advertisement         Universita       Implicature         Universita       Implicature         1, 3       Scoopy, you make make me feel         1, 3       Scoopy         2, 4       Scoopy you and I were Scoopy         5       Unique be happy         1       Scoopy you and I were Scoopy         1       Scoopy you and I were Scoopy         2       Scoopy you and I were Scoopy         1       Scoopy you and I were Scoopy	Honda ersitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Universitas Brawijaya <sup>que and</sup> Universitas Brawijaya Liniversitas Brawijaya Universitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	University       Table 4.2.6 The Analysis of Utterances Containing Implicature in Scoopy Advertisement         University       Implicature         Implicature       Implicature <th>Honda ersitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya</th>	Honda ersitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	University       Table 4.2.6 The Analysis of Utterances Containing Implicature in Scoopy Advertisement         University       Implicature         <	Honda ersitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Mathematika Universitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	University       Table 4.2.6 The Analysis of Utterances Containing Implicature in Scoopy Advertisement         University       Implicature         University       Implicature         Iniversity       Implicature         Initersity       Implicature         <	Honda ersitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya ge and Universitas Brawijaya sementersitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	University       Table 4.2.6 The Analysis of Utterances Containing Implicature in Scoopy Advertisement         University       Implicature         University       Implicature         Iniversity       Implicature         Initersity       Implicature         <	Honda ersitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya ge and Universitas Brawijaya sementersitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	Table 4.2.6 The Analysis of Utterances Containing Implicature in Scoopy Advertisement         Line       Utterance       Implicature         1,3       Scoopy, you make make me feel       Honda Scoopy makes me feel uni happy         2,4       Scoopy you and I were Scoopy       Everyone must ride Honda scoopy, where the unique Honda Scoopy, where the unique be happy         1       5       Unique be happy       ride the unique Honda Scoopy, where the unique Honda Scoopy, where the unique Honda Scoopy and I were the unique Honda Scoopy, where the unique Honda Scoopy is the unique one. The model of this motorcycle is very that Honda Scoopy is the unique one. The model of this motorcycle is very	Honda ersitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Jniversitas Brawijaya Sementersitas Brawijaya Universitas Brawijaya Jniversitas Brawijaya Universitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	Table 4.2.6 The Analysis of Utterances Containing Implicature in Scoopy Advertisement $InverseImplicatureInverseImplicature1, 3Scoopy, you make make me feel1, 3Scoopy you and I were Scoopy2, 4Scoopy you and I were Scoopy5Unique be happy5Unique be happy6Inverse1In understanding the implicature we can use the background knowled1Interse$	Honda ersitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya sementersitas Brawijaya Universitas Brawijaya universitas Brawijaya Sementersitas Brawijaya Universitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	Table 4.2.6 The Analysis of Utterances Containing Implicature in Scoopy Advertisement $InverseImplicatureInverseImplicature1, 3Scoopy, you make make me feel1, 3Scoopy you and I were Scoopy2, 4Scoopy you and I were Scoopy5Unique be happy5Unique be happy6Inverse1In understanding the implicature we can use the background knowled1Interse$	Honda ersitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya sementersitas Brawijaya Universitas Brawijaya universitas Brawijaya Sementersitas Brawijaya Universitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	Table 4.2.6 The Analysis of Utterances Containing Implicature in Scoopy Advertisement         Line       Utterance       Implicature         1.3       Scoopy, you make make me feel       Honda Scoopy makes me feel uni happy         2.4       Scoopy you and I were Scoopy       Everyone must ride Honda scoopy, where the unique Honda Scoopy, where the unique be happy         5       Unique be happy       ride the unique Honda Scoopy, where the scoopy of the unique Honda Scoopy and I were the scoopy of the unique Honda Scoopy and I were the scoopy of the unique of the scoopy of the unique Honda Scoopy and I were the scoopy of the unique one. The model of this motorcycle is very and different from others. This advertisement has the purpose to give aware the customers that Honda Scoopy is very unique and it means that people were the unique scoopy is very unique and it means that people were the unique scoopy is very unique and it means that people were the unique scoopy is very unique and it means that people were the unique scoopy is very unique and it means that people were the unique scoopy is very unique and it means that people were the unique scoopy is very unique and it means that people were the unique scoopy is very unique and it means that people were the unique scoopy is very unique and it means that people were the unique scoopy is very unique and it means that people were the unique scoopy is very unique and it means that people were the unique scoopy is very unique and it means that people were the unique scoopy is very unique and it means that people were the unique scoopy is very unique and it means that people were the unique scoopy is very unique and it means that people were the unique scoopy is very unique and it means that people were the unique scoopy is very unique and it means the unique s	Honda ersitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya sementersitas Brawijaya Universitas Brawijaya universitas Brawijaya Sementersitas Brawijaya Universitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	Table 4.2.6 The Analysis of Utterances Containing Implicature in Scoopy Advertisement $InverseImplicatureInverseImplicature1, 3Scoopy, you make make me feel1, 3Scoopy you and I were Scoopy2, 4Scoopy you and I were Scoopy5Unique be happy5Unique be happy6Inverse1In understanding the implicature we can use the background knowled1Interse$	Honda ersitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Sementersitas Brawijaya Universitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	Table 4.2.6 The Analysis of Utterances Containing Implicature in Scoopy Advertisement         Line       Utterance       Implicature         1,3       Scoopy, you make make me feel       Honda Scoopy makes me feel uni happy         2,4       Scoopy you and I were Scoopy       Everyone must ride Honda scoopy, we make you feel happy         5       Unique be happy       ride the unique Honda Scoopy, we make you feel happy         In understanding the implicature we can use the background knowled       contextual information (co-text) and it is clear as inferred in the advertion that Honda Scoopy is the unique one. The model of this motorcycle is very         and different from others. This advertisement has the purpose to give aware the customers that Honda Scoopy is very unique and it means that people w         Honda Scoopy will get the feeling of uniqueness and happiness.	Honda ersitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Sementersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Iniversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	Table 4.2.6 The Analysis of Utterances Containing Implicature in Scoopy Advertisement $\frac{1}{2000}$ $\frac{1}{20000}$ $\frac{1}{20000}$ $\frac{1}{20000}$ $\frac{1}{200000000000000000000000000000000000$	Honda ersitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Sementersitas Brawijaya Universitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	Table 4.2.6 The Analysis of Utterances Containing Implicature in Scoopy Advertisement $inversit\frac{1}{1.3}\frac{1}{3} Scoopy, you make make me feelImplicature\frac{1}{1.3}\frac{1}{3} Scoopy you and I were Scoopy\frac{1}{2} Everyone must ride Honda scoopy\frac{2}{5}\frac{4}{3} Scoopy you and I were Scoopy\frac{1}{2} Everyone must ride Honda scoopy\frac{1}{5}\frac{1}{3}\frac{1}{3} Scoopy you and I were Scoopy\frac{1}{5}\frac{1}{3}$	Honda ersitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Sementersitas Brawijaya Universitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	Table 4.2.6 The Analysis of Utterances Containing Implicature in Scoopy Advertisement         Line       Utterance       Implicature         1,3       Scoopy, you make make me feel       Honda Scoopy makes me feel unihappy         2,4       Scoopy you and I were Scoopy       Everyone must ride Honda scoopy makes me feel unihappy         2,4       Scoopy you and I were Scoopy       Everyone must ride Honda scoopy makes me feel unihappy         3       Unique be happy       ride the unique Honda Scoopy, we make you feel happy         1       In understanding the implicature we can use the background knowled         1       Contextual information (co-text) and it is clear as inferred in the advertion that Honda Scoopy is the unique one. The model of this motorcycle is very         1       And different from others. This advertisement has the purpose to give aware         1       Honda Scoopy will get the feeling of uniqueness and happiness.         1       Honda Scoopy will get the feeling of uniqueness and happiness.         1       Honda Scoopy will get the feeling of uniqueness and happiness.         1       Honda Scoopy will get the feeling of uniqueness and happiness.	Honda ersitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Sementersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Iniversitas Brawijaya Universitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	Inversity       Table 4.2.6 The Analysis of Utterances Containing Implicature in Scoopy Advertisement         Inversity       Implicature         Inversity       Implicature         1.3       Scoopy, you make make me feel         Honda Scoopy       Everyone must ride Honda scoopy         2.4       Scoopy you and I were Scoopy         2.4       Scoopy you and I were Scoopy         5       Unique be happy         1       The understanding the implicature we can use the background knowled         Inversity       Inversity         Inversity       Interstanding the implicature we can use the background knowled         Inversity       Interstanding the unique one. The model of this motorcycle is very         Inversity       Interstanding the feeling of unique and it means that people we         Inversity       Honda Scoopy will get the feeling of uniqueness and happiness.         Inversity       Honda Scoopy will get the feeling of uniqueness and happiness.         Inversity       Inversity         Honda Scoopy will get the feeling of uniqueness and happiness.         Inversity       Inversity         Inversity       Inversity         Inversity       Inversity         Inversity       Inversity         Inversity       Inversity         Inver	Honda ersitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Jniversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Sementersitas Brawijaya Universitas Brawijaya

Unigersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas B There are three implicatures found by the researcher in this advertisement. The Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita implicature is indicated when the utterance uttered by the speakers has certainersitas Brawijava Universita meaning which is not stated directly to the addressee or has implicit meaning and ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita also its meaning is different from literal meaning. The first utterance containing ersitas Brawijaya Universita implicature is line 1 and 4 "Scoopy you make me feel scoopy" the implicit Universita meaning of the utterance is Honda Scoopy can make me feel scoopy. In this case ersitas Brawijava Universita Scoopy means unique and happy. It is inferred by using contextual information Universita 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. Theersitas Brawijava 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 ersitas Brawijava advertisement gives an impression to the customers that Honda Scoopy is Iniversitas Brawijaya Universita motorcycle which offers the design of satisfaction unique, by watching theersitas Brawijava advertisement customers are influenced by the persuasion that Honda Scoopy is Universitas Universita motorcycle that offers satisfaction to the customers who love the unique designersitas Brawijava that can make them happy. Universitas Brawijaya Universita 4.2.7 Analysis of Datum 7 : Honda Spacy Universitas Bravia In the seventh data of *Honda Spacy* advertisement the researcher found Bravia Br Universita four utterances containing implicature, they are in line 1, 6, 15 and 16, as ersitas Brawijava described in following table : Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** 

Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya	Unioersitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Table 4.2.7 The Analysis of Utterances	Containing Implicature in	Universitas Brawijaya
Brawijaya	Universita Spacy Advertisement ersitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya		Universitas Brawijaya
Brawijaya	Universitas Brawl Uptown girl iversitas Brawljaya	Implicature every girls riding <i>Honda Spacy</i> wil	
Brawijaya	Universitas Brawijava 6 And when she knows what she wants	uptown girl who are smart, and mo Now girls have to know what they	
Brawijaya	Universitas Braw from her time versitas Brawijaya	and need to carry out their activitie	es, thatversitas Brawijaya
Brawijaya	Universita Bray isore Universitas Provensitas Provensi	is <i>Honda Spacy</i> Girls have their smart choices to ci	
Brawijaya	Universitas Brawijaya Univer	Honda Spacy as their motorcycle	Universitas Brawijaya
Brawijaya	helm- in dari Honda	Honda Spacy is more stylish and put for modern girl	Universitas Brawijaya
Brawijaya	Universitas Braw (life is getting easier with Spacy helm-in from Honda	rawijaya	Universitas Brawijaya
Brawijaya	Universitas Braw	<b>b</b> iiaya	Universitas Brawijaya
Brawijaya	Universitas Br	an he intermeted by some	Universitas Brawijaya
Brawijaya	Universitas In relevance theory, the implicature of	can be interpreted by consi	
Brawijaya	Universite contextual effects that are derived from	h background knowledge o	Vniversitas Brawijaya
Brawijaya Brawijaya	Universi information stored in the viewers' memory or	r cognition and it's context (co	hiversitas Brawijaya
Brawijaya			
Brawijaya	Universit Many interpretations and understanding ab	out this advertisement might	t have niversitas Brawijaya
Brawijaya	Universite come to the audience's mind because of t		
Brawijaya			
Brawijaya	Universita Without having knowledge about English the	e audience may be confused w	Universitas Brawijaya
Brawijaya	Universita context of the advertisement, and eventual	ally it makes the audience	
Brawijaya	Universitas understand the meaning of the advertisen	nent Besides the context	Universitas Brawijaya
Brawijaya	Universitas B	allent. Desides, the context	Universitas Brawijaya
Brawijaya	Universita advertisement of Honda Spacy is the best cho		smart, ersitas Brawijaya
Brawijaya	Universitas Bray and stylish woman who loves practicality to fa	acilitate her activities	Universitas Brawijaya
Brawijaya			Universitas Brawijaya
Brawijaya	Universitas Brawija	atures. The implicature is inc	Universitas Brawijaya
Brawijaya	Universitas Brawlayertisement contains four implication		
Brawijaya	Universite when the utterances uttered by the speakers		
Brawijaya	Universitas Brawijaya stated directly to the addressee or has implied	cit meaning and also its mean	ning is
Brawijaya			
Brawijaya	Universita different from literal meaning. The first imp		
Brawijaya Brawijaya	Universitas Brawijaya not mean the real uptown girl a girl who	is smart, rich and modern, b	out the
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
Brawijaya		Universitas Brawijaya	

Unirersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitation implicit meaning of the utterance is all girls riding Honda Spacy will be an Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita uptown girl who are smart, and modern. Next utterance containing implicature is ersitas Brawijava Universitation line 6 "And when she knows what she wants from her time", the utterance Universita implied that now women have to know what they want and need to facilitate their ersitas Brawiava Universita activities to become simpler. in this case is with Honda Spacy. Then, utterance Universita containing implicature is in line 15 "She's got a choice" the utterance implied that ersitas Brawijava Universitas the girl who thinks that she is modern and stylish like an uptown girl who has her Universita smart choice to choose Honda Spacy as her motorcycle, it is clearly inferred by ersitas Brawijava using background knowledge and contextual information(co-text). The last utterance containing implicature is line 16 "Hidup semakin mudahersitas Brawijava 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 ersitas Brawiava utterance is *Honda Spacy* is more practical for modern girl that likes a simple life Universita to create comfortable activity for the rider. The implicature shows that theersitas Brawijava advertiser creates the advertisement as to claim that Honda Spacy is the best Universita choice of motorcycle for modern, sylish and smart girl/woman who loves ersitas Brawijaya practicality. Analysis of Datum 8 : Honda Supra X 4.2.8 Universitas Bravin the eighth data of Honda Supra X advertisment the researcher found sixersitas Bravijaya utterances containing implicature, they are in line 4, 6, 7, 8, 9 and 10, as described Universita in following table niversitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya 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	Universita Table 4.2.8 The Analysis of Utterances	Containing Implicature in J	Hondaersitas Brawijaya
Brawijaya	Supra X Advertisement Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universita Line Utterance niversitas Brawijaya	Implicature as Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Bray (codese and barrings will always be	Honda Supra X always accomp	
Brawijaya	(sadness and happiness will always be there)	rider everytime, in sadness and hap Universitas Brawijava	Universitas Brawijaya
Brawijaya	Universitas Braw (until we would not stop)	people do not want stop to alway Honda Supra X that brings a	s riding
Brawijaya	Universitas Bravijava	happiness s Brawijava	Universitas Brawijava
Brawijaya	7 Dan kau hadir berikan senyuman dan berikan semuanya begitu indah	Honda Supra X present with super make the rider smile and happy	iority to Universitas Brawijaya
Brawijaya	Universitian Braw (you were there to giving me smile and	iiava	Universitas Brawijaya
Brawijaya	Universita <b>B</b> 8 Kau hadir hapus kesedihan dan kecupkan	Honda Supra X present to make ha	Helen Duesdiese
Brawijaya	Liniversitas cinta	and give so much love to everyone	TT
Brawijaya	(you were there to erase the sadness and smack the love)	F	Universitas Brawijaya
Brawijaya	9 Supra X helm-in rajanya motor bebek	Honda Supra X helm-in is the	
Brawijaya	(Supra X helm-in, the King of cub- motorcycle)	motorcycles	niversitas Brawijaya
Brawijaya	10 Karena hidup penuh dengan kejutan	Honda Supra X makes our life	full of
Brawijaya	Universit	surprises with technology and sup in this motorcycle.	niversitas Brawijaya
Brawijaya	Universit		niversitas Brawijaya
Brawijaya	Universite		Inivorsitas Brawijava
Brawijaya	Universita Referring to theory of relevance, t	o know what the meaning	of the Brawijaya
Brawijaya	Universita utterance containing implicature, is we ca		
Brawijaya	Universitas	n use background knowledg	Universitas Brawijaya
Brawijaya	Universita contextual information (co-text). This advert	isement is promoting that by	
Brawijaya			
Brawijaya	Universita <i>Honda Supra X</i> , the rider and people around Universitas Braw	her/him will feel a very great	Universitas Brawijaya
Brawijaya	Universitas braw Universita of exhilaration, and their life will be full		
Brawijaya			
Brawijaya	Universities Brainformer Superiority. The advertisement intends to give	e the impression to the consum	Universitas Brawijaya
Brawijaya	Universita Honda gives pleasure, happiness and great fee		Universitas Brawijaya
Brawijaya			
Brawijaya	Universitas Bray This advertisement includes, six utto	erances containing implicatur	Universitas Brawijaya
Brawijaya	Universita implicature is indicated when the utterance		
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Brawijaya	Universities Branch which is not stated directly to the ac	ldressee or has implicit meani	ng and Ilniversitas Brawijaya
Brawijaya	Universita also its meaning is different from literal me		
Brawijaya		Universitas Brawijaya	Universitas Brawijaya
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Unigersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya implicature is the utterance in line 4 "sedih senang kan selalu ada (sadness and Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita happiness will always be there)" the implicit meaning in this utterance is Honda ersitas Brawijava Supra X always accompanies the rider everytime, in sad and happy feelings. Universitas Brawijaya Universitas Brawijaya Second utterance containing implicature is "Hingga tak ingin berhenti (until we Universitate would not stop)" in line 6. Based on background knowledge and contextual Universita information, we can conclude that the implicit meaning of the utterance is people and a Brawijava Universitas will not want to stop riding Honda Supra X, that brings a lot of happiness with its Universita technology to the rider. Third, utterance containing implicature is " dan kau hadir berikanersitas Brawijaya 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 ersitas Brawijaya superiority to make the rider smile and happy. Fifth, utterance containing Universita implicature is "Kau hadir hapus kesedihan dan kecupkan cinta (you were there toersitas Brawi erase the sadness and smack the love)" in line 8. The implicit meaning is Honda Universita Supra X is present to make happiness and give so much love to everyone with its ersitas Brawijaya technology. Next utterance containing implicature is "Supra X helm-in rajanya Universita motor bebek (Supra X helm-in the King of cub-motorcycle)" in line 9. Based on ersitas Brawij contextual information we can conclude that implicature of this utterance is Universita Honda Supra X helm-in is the king of the motorcycle, because Honda Supra X is ersitas Brawijaya the best motorcycle. The last utterance is "Karena hidup penuh dengan kejutan ersitas Brawijaya Universita (because life is full of surprises)" in line 10. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitian Bray The implicit meaning of this utterance is Honda Supra X makes our life Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita full of surprises with the technology and superiority in this motorcycle. The ratio Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Uniaersitas Brawiiava Universitas Brawijaya Universitas Brawijaya implicature intends to give awareness to the customers that Honda is one of Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya University motorcycles which is present to make happiness and make the rider's life full of ersitas Brawijava Universitas Brawijaya surprise with the technology and superiority of this motorcycle Universitas 4.3 Discussion Universitas Brawijava Universitas Brawijaya Universitas Bray The Honda motorcycle advertisements on television were analyzed based ersitas Brawijava on the problems of the study stated in chapter one. Firstly, the problem of the Universita study is about finding out the utterances containing implicature in Hondaersitas Brawi motorcycle advertisement. Second, is about the meaning of the utterances containing implicature found in *Honda* motorcycle advertisement. These are ersitas Brawiava problems of study analyzed by using Sperber and Wilson's theory of implicature. Furthermore, the researcher took eight advertisements from Honda states Braw motorcycle advertisement aired from January 2011 until December 2011. The Universita data included two advertisements of *Honda Beat*, one advertisement of *Honda*ersitas Brawn Vario, two advertisements of Honda Revo, one advertisement of Honda Scoopy, Universitatione advertisement of Honda Spicy, and one advertisement of Honda Supra X. The ersitas Brawij researcher found 34 utterances in eight data of Honda motorcycle advertisement Universital containing implicature based on Sperber and Wilson's theory. Sperber and Wilson ersital Brawij (1995, p.182) state that implicature is any assumption communicated, but not Universita explicitly so, is implicitly communicated. Universitas Brawijaya Universitas Bra Advertisement relies on implicature to deliver the message to the Universita audience. The purpose of implicature used in advertisement is to make the ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita audience more interested and pay more attention to the product. The implicatures universita are indicated when the utterance uttered by the speakers have certain meaning Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitas Brawijaya Universitas Brawijaya

Unisersitas Brawii Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya which are not stated directly to the addressee or have implicit meaning. The Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita examples of implicature are shown in the advertisement's utterance in Hondaersitas Brawi Beat advertisement. The utterance containing implicature in line 1 "kantong ersitas 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 Universita motorcycle, besides Honda. Referring to theory of relevance containing the use of ersitas B background knowledge and contextual information (co-text) it is clear that the University inferred meaning of the statement is by using Honda you can save your moneyersitas Brawi 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 ersitas B the most fashionable and modern motorcycle. Next example is utterance in Honda Absolute Revo in line 2 "Absolute Revo jagoan Semua (Absolute Revo is thewhizers as Brawn for all)". Based on the background knowledge and contextual information we can rsita conclude that the implicit meaning of this utterance is that Honda Absolute Revoersitas Br is everybody whiz because Honda Absolute Revo is reliable motorcycle with its Universita technology. The implicature of this utterance intends to make the audience believe ersitas Brawij that Honda Absolute Revo is reliable for everyone and finally buy this product. Universita The researcher found that all advertisements of Honda motorcycle were ersitas Brawi containing implicature, and the intention was to persuade the audience or Universita customers to buy and ride the product. Jaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitias Bra Context is set in accessible information stored in temporary and Universita encyclopedic memories. It proposes that any assumption and information we have ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya will be the context which influences our background knowledge. That is why Universitas Brawii

Uni6ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita context gives much influence in communication. However, if the hearer or the Universitas Brawijaya – Universitas Brawijaya – Universitas Brawijaya Universita reader lacks adequate source of context, the implicatures of an utterance will not ersitas Brawijava Universita be understood. Relevance theory has the function to recover that understanding ersitas Brawijaya University failure. Grundy (2000, p.13) states that context in which utterances helps the ensure Brawnava Universita hearer to determine the meaning of what is said to hearer. In this case, implicature Universita context helps the hearer to determine what is conveyed implicitly but notersitas Brawijava Universitas explicitly stated by speaker. It means that the advertisement's utterances should be Universita relevant with the context to make the audience easily understand and get the ideaersitas Brawijava 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 versio-ersitas Brawijava 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 ersitas Brawiava because the utterances in the advertisement are easy to understand because the Universita advertisement specifically talk about the fashinable and economical side of the ersitas Brawiava motorcycle. According to the result of the study, all of the advertisements show Universita implicature. Moreover, in understanding the implicature, the audience needs to ersitas Brawijaya Universita understand the context because context gives a big contribution to help the Universita audience to know the message of the advertisement. The viewers automatically ersitas Brawijaya understand the message and the intended meaning of the utterance in stars Brawiava Universita advertisement since the implicature in advertisement can be inferred. Thus, the ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita researcher assumes that all advertisements of Honda motorcycle containers tas Brawiava Universita implicature, and some utterances of the advertisements containing implicature ersitas Brawijaya Universitas Brawijaya

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Universital perform the persuasion because all the utterances have a purpose to persuade the Universitas Brawijaya Universitas Brawijaya Universita audience or customers to buy and ride the product. versitas Brawijava

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijava Universitas Brawijava Universitas Brawijaya Universitas Brawijaya CONCLUSION AND SUGGESTION Universitas Brawijaya Universitas Brawn based on the formulated research question Brawn based on the formulated research question Universita whereas suggestion is intended to provide constribution to the next researchers ersitas Brawijaya who are interested in doing further research in this area SITAS BRA **Universitas Brawijaya** Universita 5.1 Conclusion In conclusion, all of the Honda motorcycle advertisements contained ersitas Brawijaya implicature in advertisements that were achieved through some sets of assumption. We need to understand the attitude of the speaker, to know and ersitas Brawijava understand the implicature uttered by the speaker. The implicature derived helped Universita by context will lead viewers'. This study was conducted to find the sentences and ersitas Brawijava utterances in *Honda* motorcycle advertisement containing implicature. The Universita conclusion of this study could be formulated based on the research question. Toersitas Brawijava Universitas Blanch analyze these data, the researcher tried to analyze implicature based on relevance Universita theory that is proposed by Sperber and Wilson. The researcher found 34 ersitas Brawijava Universitas Brawijaya utterances from eight data of *Honda* motorcycle advertisements publised from ersitas Brawijaya Universita January 2011 until December 2011 that contain implicature. The eight dataersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya included two advertisements of Honda Beat, one advertisement of Honda Vario, Universitative advertisements of Honda Revo, one advertisement of Honda Scoopy, one ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya advertisement of Honda Spicy, and one advertisement of Honda Supra X. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawij48ya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Unigersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas BravAfter doing this research, the researcher found that implicature in Honda Universitas Brawijaya Universitas Brawijaya Universita motorcycle advertisement is one form of branch of relevance aiming at makingersitas Brawijava Universita interesting advertisement and persuade the consumers to buy the products. The Universitas Brawijaya Universitas Brawijaya Universita purpose of implicature used in advertisement is to make the audience more ersitas Brawijava Universita interested and pay more attention to the product. In interpreting advertisement's Universita utterance, the existence of context gives a big constribution to help the audience to ersitas Brawijava Universita know the message and the implicit meaning of the adverisement, because the Universita context will lead audience understanding about the implicature more easily. Universitas Brawijava Universitas The researcher assumed that all advertisements of Honda motorcycleersitas Brawijava contain implicature, and some utterances of the advertisements contaning implicature which perform the persuasion, most of their meanings are related to ersitas Brawijaya iversitas Brawijaya the promotion of the product and persuasion to the customers to buy Honda līversitas Brawijava Universite motorcycle product by showing the specialty of their product. Universitas 5.2 Suggestion Implicature is one of the major subjects in Pragmatics. It is interesting for Universita many researchers in linguistics field and that is why the study of implicature hasersitas Brawijaya attractive attention. Here the researcher also gives some suggestions related to the Universita study. To the student of Universitas Brawijaya, hopefully this study should helpersitas Brawijaya Universitas Brawijaya Universital many approaches and theories that can be used to analyze advertisement. For the ersital Brawijaya tas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya next researcher, hopefully, this research becomes an inspiration in writing their Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Unioersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitate thesis. Furthermore, the researcher suggests the next researcher use different data Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita sources and other theories of implicature. Then, the researcher also suggests theorem Brawijava Universital advertiser make various ways in promoting products and make a good, effective stars Brawijaya **Universitas Brawijaya** Universita and interesting advertisement in order to make consumers more interested. **Universitas Brawijaya Universitas Brawijaya** Iniversitas Brawijaya hiversitas Brawijaya hiversitas Brawijaya hiversitas Brawijaya 4.5 **Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya

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Uni Appendix 1 : Honda Beat Version-1 Advertisement Universitas Brawijaya

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Source : http://www.youtube.com/watch?v=oIkkTCZOq4I Universitas Brawijaya Honda be/ http://jingle-iklan-tub

Script : UnivLine Utterance Universi Kantong kering ni Universi Universit Eh motor boros dipelihara Universite Pakai rumus irit Honda Beat **arsita** Wow, wih 5 Irit abis Univ Eh guwe traktir ya <sup>6</sup>rsita Univ New Honda Beat lebih ngeksis Universita Univ 81SILC yang lain jadul ah viia<u>va</u> Jangan lupa pakai helm Universita

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Source: http://www.youtube.com/watch?v=-TEaAmuy1gMUniversitas Brawijaya

# Script :

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Line	Utterance
1.	Ketika hidupku terasa hampa
ers <sub>2</sub> .	Ku jatuh, ku sedih ,ku lemah, ku resah sebelum dirimu ada
ers <sup>3</sup> .	Kau hadir disaat ku mencari cinta
4.	Ku tahu kau datang untukku
ers5	Can't stop the beat
ers6.	Cintaku adalah music, music adalah hidupku
7.	Can't stop the beat
ersga	Jiwa adalah music, 54music warnai hidupku
ersha	Senada dengan denyut nadiku
10.	So, can't stop the beat
ersita	Can't stop the beat
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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Uni Appendix 3 : Honda Vario Advertisement wijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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Uni Appendix 4 : Honda Revo AT Advertisement jaya Universitas Brawijaya

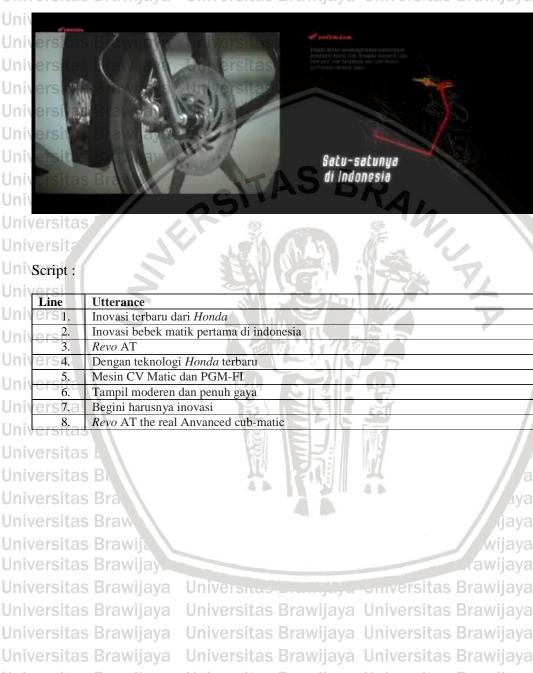
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Source : http://www.youtube.com/watch?v=HFax\_yNe8Sg

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Line	Utterance
	Revo semangatku
2.	Revo andalanku
ers3:a	Jagoan diriku, kamu dan dirinya
4.	Ooo Absolute Revo, tuk aku kamu dan dia
ersgas	Absolute Revo jagoan semua
ers6as	Ooo Absolute Revo ooo Absolute Revo
7.	Absolute Revo jagoan aku, kamu dan dia

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#### Universi Line Utterance Universi Scoopy, you make make me feel Scoopy Univers2 Scoopy you and I were Scoopy Let's go get Scoopy 3. Univ Scoopy, you make make me feel ooo Scoopy ers4 5. Scoopy you and I were Scoopy Univ 6. Let's go get Scoopy Universitas Unique be happy

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Uni Appendix 8 : Honda Supra X Advertisement jaya Universitas Brawijaya Source : http://www.youtube.com/watch?v=Y17Jbzjkod0

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5.	Tap tap hati ceria
6.0	Hingga tak ingin berhenti
versita	Dan kau hadir berikan senyuman dan berikan semua begitu indah
8.	Kau hadir hapus kesedihan dan kecupkan cinta
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