

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter present finding of research, analysis of data and discussion on the result on analysis.

4.1 Finding and Analysis.

As stated in review of related literature, there are two kinds of Implicatures. The first is implicated premise and the second is implicated conclusion. The implicated premises consist of context which contains of assumption, implicated premise carries stimulus such as : thought, memories, background knowledge, utterances, symbol or picture. That stimulus must be integrated and processed by retrieving them from memory or building them by developing the assumption schemas retrieved from memory (Sperber and Wilson 1995. P.195). Thus, implicated conclusion can be derived by combining the propositional context of an utterance and implicated premise. It can be inferred by explicating the utterance and looking at the context.

In back covers of Kartini Magazines which were issued from January to December 2012 above, the researcher found that they contained implicatures of implicit meaning. In this subchapter the researcher explains the implicatures that are

identified in the back cover of Kartini Magazine based on the problems of the study.

Here the analysis

4.1.1 The Identified Impicature

1) 29 December 2011- 26 January 2012

a) Back Cover : Mustika Ratu Body Care “*Adakah alasan untuk tak mencintainya?*”

Figure 1. 29 December 2011- 26 January 2012 Edition

b) Implicated Premises :

1. The product is good product that is trustable.
2. The product is complete product for our skin.

c) Implicated conclusion : The product will be good for our skin and the product attract the costumer to use the product because it is trustable and has complete products for our skin.

2) 26 January – 09 February 2012

a. Back Cover : Bank Mandiri “*Solusi Cepat Kebutuhan Anda*”

Figure 2. 26 January – 09 February 2012 Edition

b. Implicated Premises :

1. Bank Mandiri offers credits for the costumers.
2. Bank Mandiri gives rewards for the costumers such as vacation, health insurance, education insurance.

3. Mandiri offers easy process to give the credits offer.

c. Implicated conclusion : Bank Mandiri is offering its costumers rewards and easy solution for its costumers that need money. Bank Mandiri is offering credits for their customers with low tax and easy process for costumers. So, the costumers will get credits in easy process and it doesn't take long time for the costumers to get their credit that's why it is called "solusi cepat kebutuhan anda". In the advertisement it shows what people needs and Mandiri Bank offers solution for its costumers that why in the advertisement Mandiri Bank said "solusi cepat". Moreover, in this advertisement Mandiri bank wants to show and convince their costumers that they don't need to go through difficult process to get credits from Mandiri bank.

3) 09 February – 08 March 2012

a. Back Cover : Mesin Cuci Sharp "*Juara Sejati, Juara dihati*"

Figure 3. 09 February – 08 March 2012 Edition

b. Implicated Premises :

1. Sharp washing machine has modern technology ECODRUM which is hole less tub that have many functions such as reduce the using of water so it's also good to reduce amount of water used in washing process

2. Sharp washing machine is also safe for children

3. Sharp washing machine makes our work easier

c. Implicated conclusion : Sharp washing machine is a machine that has modern technology which can help our work in washing the clothes lighter. It also understands our wants because this machine reduces the amount of water we use and it can reduce the cost for water.

4) 08 March – 22 March 2012

a. Back Cover : Kulkas Sharp / lemari es Sharp “Kulkas lebar, Senyum makin lebar”

Figure 4. 08 March – 22 March 2012 Edition

b. Implicated Premises:

- 1. Sharp refrigerator has bigger space than other refrigerator products
- 2. Sharp refrigerator has beautiful design because the handle uses Katana design, katana is small sword used by Samurai

c. Implicated conclusion : Sharp refrigerator has beautiful design because it has Katana Handle and it has bigger space than other refrigerator products. The Sharp refrigerator with its advantages make the owner feels happy when owns it.

5). 22 March – 05 April 2012

a. Back Cover : Aqua , “Semua berawal dari kita, jejak kita, langkah mereka”

Figure 5. 22 March- 05 April 2012 Edition

b. Implicated premises :

- 1. Aqua wants to campaign back to nature to us.
- 2. Aqua wants to show that this product cares for nature.

c. Implicated conclusion : Aqua product is product of mineral water that concerns to the nature and it wants to campaign to protect the nature and back to nature for better future for the young generation in the future.

6). 05 April – 03 May 2012

a. Back Cover : Nexian “*Semua Suka*”

Figure 6. 05 April- 03 May 2012 Edition

b. Implicated Premises :

- 1. Nexian launches it’s new products which has some newest application
- 2. Nexian launches its new products which is cheap and it comes into a new design that becomes a favorite design

c. Implicated conclusion : Nexian launches new products with the newest application but it has advantages which is cheaper than other products and it also offers the newest design that is in favorable design.

7). 03 May – 17 May 2012

a. Back Cover : Vacuum cleaner Electrolux “*Saatnya menggunakan Sapu Modern*”

Figure 7. 03 May – 17 May 2012 Edition

b. Implicated premises :

1. Electrolux offers new technology for cleaning our home
2. Electrolux offers new technology which has advantage that is easy to use, easy to carry and we leave old technology such as broom

c. Implicated conclusion : Electrolux offers the newest technology for costumers which has many advantages rather than using old stuff like broom that is not easy to use and needs more energy in cleaning the house.

8). 17 May – 14 June 2012

a. Back Cover : Nexian “*Serunya Hape Facebook Anti Galau*”

Figure 8. 17 may – 14 June 2012 Edition

b. Implicated Premises :

1. Nexian launches its newest product that has advantage for Social Media such as Facebook which offers free facebook access for 3 months.
2. Nexian launches its newest product which has lower cost than other products.
3. Nexian launches its products by offering facebook in easy way.

c. Implicated conclusion : Nexian with its new products that has advantages in Facebook access for free in 3 months and it also costs lower than other products and it makes nexian becomes smart choice for people.

9). 14 June - 28 June 2012

a. Back Cover : Teh Sariwangi “*Nikmatnya Sariwangi, Hangatkan malammu*”

Figure 9. 14 June – 28 June 2012

b. Implicated premises:

1. Teh Sariwangi is the finest product which has good quality
2. Teh Sariwangi offers the quality time with family in tea time , because The Sariwangi is the finest product to accompany family time at night or at tea time

c. Implicated conclusion : Teh Sariwangi is the finest product and its best tea will accompany us after all day tiring activity and Teh Sariwangi will be best tea for spending time with family after daily activity at night.

10). 28 June – 12 July 2012

a. Back Cover : Nexian “Move up your live”

Figure 10. 28 June – 12 July 2012 Edition

b. Implicated Premises :

1. Nexian with its new product wants to offer new product that has new television technology in it
2. Nexian wants to attract the costumers with up-to-date product with many color choices

c. Implicated conclusion : Nexian wants to attract the costumers with its new product that has television technology in its cell phone that becomes the newest technology in cell phone product.

11). 12 July – 26 July 2012

a. Back Cover : Quantum , “*Kompur Aman dan Banyak Lebihnya*”

Figure 11. 12 July- 26 July 2012 Edition

b. Implicated Premises :

1. Quantum offers safety technology in their products
2. Quantum launches the newest design with many choice design and color
3. Quantum is the finest product in their class

c. Implicated conclusion : Quantum product with its technology has some advantages than other product in its class and it has the newest design and color. Quantum also proves that it is the finest product in its class.

12. 26 July – 09 August 2012

a. Back Cover : Nexian “*Let’s have fun with transparent phone*”

Figure 26 July – 09 August 2012 Edition

b. Implicated Premises :

1. Nexian launches new phone that has a newest technology
2. Nexian makes an improvement in the application

3. Nexian comes with new styles that attract the users to buy its product.

c. Implicated conclusion : Nexian launches its newest product with modern technology and applications that can attract the customers to buy the product.

13). 23 August – 06 September 2012

a. Back Cover : Lemari Es LG *“Menjaga Makanan Tetap Sehat dan Segar”*.

Figure 13. 23 August – 06 September 2012 Edition

b. Implicated Premises :

1. LG’s product keeps the food fresh and doesn’t reduce the quality
2. LG’s product also concerns with nature

c. Implicated conclusion : LG’s product has technology to make the food keep fresh without reducing the quality of the food and the product concern with nature condition, so this technology is also safe for nature

14). 20 September – 04 October 2012

a. Back Cover : Lemari es Electrolux *“My fridge Has a Market Fresh Setting”*

Figure 14. 20 September – 04 October 2012 Edition

b. Implicated Premises :

1. Electrolux has superiority to keep the food in good condition when we save it in the product but the foods and vegetables still fresh when we want to serve it

2. Electrolux also has complete technology that has 5 years guarantee which means this product is strong enough and it is the finest product

c. Implicated conclusion : Electrolux with its superiority is the finest product that is strong enough and has technology to keep the foods fresh in it and it is also good for environments.

15). 18 October – 01 November 2012

a. Back Cover : Nexian “The Stylish of Transparent Phone”

Figure 15. 18 October – 01 November 2012 Edition

b. Implicated Premises :

1. Nexian launches new phone that has the newest technology
2. Nexian makes an improvement in the application
3. Nexian comes with new styles that attract the users to buy their product.

c. Implicated conclusion : Nexian launches its newest product with modern technology and applications that can attract the customers to buy the product.

16). 29 November – 13 December 2012

a. Back Cover : More Smart, More Fast

Figure 16. 29 November – 13 December 2012 Edition

b. Implicated Premises : - Nexian launches its newest product

- Nexian product has the newest technology

- Nexian product with the newest application

c. Implicated conclusion : Nexian launch its newest product that has its newest technology and it contains the newest application.

17). 13 December – 27 December 2012

a. Back Cover : Kompor Electolux “My Cooker has a the more the merrier setting”

Figure 17. 13 December – 27 December 2012

b. Implicated Premises : Electrolux launches its newest product

- Electrolux has easier setting
- Electrolux has safety technology for their costumer

c. Implicated conclusion : Electrolux launch its newest product that has easier setting and offers safe technology in its newest product.

18). 27 December 2012 – 10 January 2013

a. Back Cover : Smarter and faster

Figure 18. 27 December 2012 – 10 January 2013

b. Implicated Premises : - Nexian launches the newest product

- Nexian has the newest technology that has smarter and faster technology
- Nexian has the newest application that is more up to date

c. Implicated conclusion : Nexian launches its newest product that has the newest technology that is smarter and faster and it offers the newest application that more up to date.

4.1.2 The Meaning of Implicature

To find the implicatures behind the back cover the writer indentify implicature premises and implicated conclusion as presented in the subchapter above. In this subchapter the writer provides the detail explanations about the process of uncovering each back cover of Kartini magazine. At the first the reader could look at the back cover's image of the magazine, those images represent the subject that the backs cover talking about. Than the reader should read the subhead which is written bellow the back cover, before the analyze the article. In the subhead the reader can find more information related in the topic. The reader could get some knowledge that are related to the back cover. Finally the readers ensure the information in the back cover in advertisements. Here is in the analysis:

1. Back Cover : Mustika ratu Body Care “*Adakah Alasan untuk tidak mencintainya*”.

The advertisement in the back cover “*Adakah Alasan untuk tidak mencintainya*”, refers to a product for women and it product is a trustable product, this advertisement also shows that the product is good product that had already been used by many people and the product was successful.

“Adakah Alasan untuk tidak mencintainya” it refers to love the product because of the advantages of the product. In this context the writer of the advertisement in the back cover wants to deliver the messages for their customer that the product can help them to be more beautiful.

The back cover on 29 December 2011 to 26 January 2012 used directive sentence. Without knowing about the advertisement and its advantages of the product, the readers cannot understand the meaning of advertisement in back cover. This is why the readers needs to have knowledge about the product in the advertisement in back cover image and the subhead to get understand about the meaning of the advertisement in the back cover. As displayed in the back cover the image of the product, the image shows that it has advantages that needed by women or their customer. The image shows that it has containing olive oil in it which is good for skin and it has a function as Skin moisturizers.

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

2. Back cover : Bank mandiri “Solusi Cepat kebutuhan Anda”.

The advertisement in the back cover Mandiri bank “Solusi Cepat kebutuhan Anda” refers to a bank that offers credits for its customer. The advertisement also wants to show that Mandiri Bank offers easy step and

process to get the credit. The advertisement uses “*Solusi Cepat kebutuhan Anda*” to convince the reader that to get credit the Mandiri bank they dont need to get through the difficult process. The image in the advertisement shows that Mandiri Bank also offers reward for its customers when they lodge credit at Mandiri Bank such as : vacation, renovation, health insurance, and education as the rewards. The reader should notice the image in the back cover and they should have knowledge about credit in Bank to understand the meaning of the advertisement.

3. Back cover : Sharp Washing machine “*Juara sejati, Juara dihati*”.

The advertisement in the back cover Sharp Washing machine “*Juara sejati, Juara dihati*” refers to the technology and the advantages in the Sharp Washing machine. The writer of the advertisement wants to show about the eco drums technology that has a function to reduce the use of the water while the machine worked and it could reduce amount of detergent used in the washing process. The writer emphasizes the function of tubeless machine that could kill the germs in the washing process. To understand or knowing the implication of the advertisement the reader should take a look the image in the back cover. The writer of the advertisement used the word “*Juara sejati*” to show that this washing machine is better than other brand of washing machine. The writer of the advertisement used “*Juara dihati*” to show that the washing machine make the customer can get easier way in washing process.

To understand the meaning of this advertisement, the reader should have knowledge about Sharp washing machine.

4. Back cover : Sharp Refrigerator “ *Kulkas Lebar, Senyum Makin Lebar*”

The advertisement in the back cover Sharp Refrigerator “ *Kulkas Lebar, Senyum Makin Lebar*” refers to the advantages that Sharp refrigerator have. *Kulkas Lebar* refers to the large space that Sharp refrigerator has, the Sharp refrigerator also can accommodate our daily needs such as vegetables and other foodstuffs in there and its shows that this refrigerator has larger space than other refrigerator brand product and this refrigerator is also furnished with LED lamp. *Senyum Makin Lebar* refers to the happiness and satisfaction from the customer because of the advantages of the product. The image of this advertisement shows that the talent wearing Samurai outfit because it has the relation with the handle of the refrigerator. So the reader also needs to look at the image to know the implication of the implication.

5. Back cover : Aqua “*Semua Berawal Dari Kita, Jejak Kita, Langkah Mereka*”

The advertisement in the back cover of Aqua “*Semua Berawal Dari Kita, Jejak Kita, Langkah Mereka*”, that Aqua wants to campaign about the importance of living green which is we have to concern with our environment.

In this advertisement, Aqua said “*jejak kita*” to show that adult generation has big important role to take care the environment for better future. Aqua also wants the adult generation that should care to the environment, because what

the adult generation do in the present will affect the young generation in the future. That's why Aqua's product through their advertisement wants to open our main and realized the importance of keep our environment. In this advertisement, Aqua's product wants to show that this brand care to the environment. In this advertisement, Aqua also said "langkah mereka" means that Aqua wants to show that young generation will continue to take care environment in the future and better future will also make the young generation also have better future than present. To understand the implication of the advertisement the readers need to look at the image and have knowledge about global warming issue.

6. Back cover : Nexian "Semua Suka"

The advertisement in the back cover Nexian "Semua Suka" refers to the Nexian brand that launches its new products which has new types. This advertisement also wants to deliver messages to their costumers that this brand provide the newest product with its advantages and it have 3 new types that will be favorable products. This advertisement also wants to show that people might love this product because of their price or their types. The reader should have knowledge about the brand and the reader should look at the image of the cell phone to make sure that those are favorable products.

7. Back cover : Vacuum cleaner Electrolux “*Saatnya menggunakan sapu modern*”

The advertisement in the back cover Vacuum cleaner Electrolux “*Saatnya menggunakan sapu modern*” refers to that this product wants its customers to use new modern technology in cleaning their home and leave the old stuff such as broom. The advertisement also wants to show that the product has advantages that could help the costumers to clean their home in easier way and they don’t need to spend more energy in cleaning their home.

This advertisement also shows that this technology is modern technology that has advantages easy to carry and it clean the home better rather than using old stuff such as broom that should spend more energy. The reader should look at the image to understand the implication of the advertisement and know the function of the vacuum cleaner and the function of broom. The image of the advertisement is smiling woman which means that the user will be happy when they are using this products because of the advantages of the products and it makes this product is the best solution in cleaning the home.

8. Back cover : Nexian “*Serunya Hape Facebook Anti Galau*”

The advertisement in the back cover Nexian “*Serunya Hape Facebook Anti Galau*” refers to the newest product of Nexian that has advantages in using facebook or social media. The image of the advertisement also shows that this newest product is cheap enough and it cost lower than other brand

products. The advertisement also shows that this product will be favorable product because social media is the important parts in our life and mostly people used social media such as facebook and this advertisement shows that the brand and the products offer easier way to open facebook through this products. To understand the implication of the advertisement, the reader should have knowledge about social media such as Facebook in mobile phone and the meaning of "galau". The advertisement wants to deliver the messages that this products offer the facebook application and easier way to access through their product to prevent "galau". Galau is unhappy feeling that came up because many reasons for example : broken heart, or confused of something and etc.

9. Back cover : *Teh Sariwangi "Nikmatnya Sariwangi, hangatkan Malammu"*

The advertisement in the back cover, *Teh Sariwangi "Nikmatnya Sariwangi, hangatkan Malammu"* refers to the tea product by *Sariwangi* that offer good product for their costumer. The advertisements also refer to their product that becomes the favorite product to spend the night with the family. This advertisement shows that their product is good products that accompany their costumers in spending the night together with their family. *Teh Sariwangi* through their product wants to delivered message that with the best quality of tea, it could accompany the family to spend the night with the best product such as *Teh Sariwangi*. The reader should take a look at the image at

the back cover of the advertisement and have knowledge about *Teh Sariwangi* and the culture of drinking tea at night because the reason the image taken at night because of its culture to have tea time at night with our family and it become common culture.

10. Back cover : Nexian “ Move up your live”

The advertisement in the back cover, Nexian “Move up your live” refer to the Nexian product offering its costumer with newest technology they have in their product. Nexian wants to introduce and influence the costumers to use their products because of this product has television technology in their product and Nexian also wants to ask their costumer to be up to date with their newest products that has many color choices. The advertisement also stressing on the costumers needs, which is they wants their costumers to be up to date through using their products that will make their costumer become up to date with having or buying this product. However, this product has advantages such as television technology and colorful choices that will attract their costumers and make them become up to date because those products are facilitated with newest technology. The reader should have knowledge about television technology in cell phone and they must take a look to the image in back cover advertisement.

11. Back cover : Quantum “*Kompur Aman dan Banyak lebihnya*”

The advertisement in the back cover Quantum “*Kompur Aman dan Banyak lebihnya*” refer to the product of Quantum stove that offer safety technology and many choices in their types of stoves. The implication of *Kompur aman dan banyak lebihnya* refers to their products that have many types and it makes its products has many choices. This advertisement refer to the advantages of this products that won top brand product, that’s why it said “*Banyak lebihnya*” because this product won the achievement as best brand product which mean that this product is trustable product that already acknowledged by the society and the product is best product in its kind. The reader needs to look at the image of back hard cover advertisement to look many types of the stoves and have knowledge about the achievement to implicate the back cover advertisement.

12. Back cover : Nexian “*Let’s have fun with Transparent phone*”

The advertisement in the back cover Nexian “*Let’s have fun with transparent phone*” refer to the product of the advertisement that looks like its transparent phone. This advertisement also wants to show that this phone has advantages in their products besides it looks like transparent phone but also it has new features such as Radio Fm, fast connection and Yamaha amplify in the product. The advertisement also refers to the goal of the product that wants their costumer enjoy the product because it said “*Let’s have fun with*

Transparent phone” and with the advantages of the product, the writer of the advertisement hopes that this product will make their costumers feels happy to use their product with its technology in the product. The reader needs to see the image at the back cover advertisement and the reader should know about what is the technology in the product.

13. Back cover : Lemari es LG “*Menjaga Makanan tetap sehat dan segar*”

The advertisement in the back cover Lemari es LG “*Menjaga Makanan tetap sehat dan segar*” refers to the product of LG, the refrigerator product that has advantages in the product that can keep the foodstuffs and vegetables stuff still fresh and healthy without reducing the vitamins on the vegetables. The image also supports the advertisement because it shows that this product has 4 filters that can filter the germs and dust which damage the foodstuffs or vegetables in the refrigerator. In this advertisement, they said “segar” means that this product keep the foods such as vegetables still fresh inside the product and it keep the vegetables healthy that’s why they said “segar” which reflect to healthy or fresh. This advertisement show that it product has advantages that could block the germs that try to inside the refrigerator and the technology in the product could keep the food keep healthy and can maintenance the foods and the vitamins. The reader should take a look at the image of the back cover advertisement and read carefully the description written in the image of advertisement.

14. Back cover : Lemari es Electrolux “ My fridge Has a Market fresh Setting”.

The advertisement in the back cover Lemari es Electrolux “My fridge Has a Market fresh Setting” refer to the product of Electroluc refrigerator that has advantages in the product such as deodorized system, LCD system and eco holiday system and the product also has the technology to keep the foodstuffs in the refrigerator keep fresh and make it seems like buy fresh vegetables or foodstuffs from the market. The advertisement also wants to shows its superiority that other refrigerator product doesn’t has. The advertisement shows to the costumer that this refrigerator and its technology keep the vegetables fresh and it can safe and keep the foodstuffs in the refrigerator like buy new food from the market is always fresh. The reader must read carefully the description about the technology in the advertisement and must see the image of the advertisement in the back cover advertisement.

15. Back cover : Nexian “The Stylish of Transparent Phone”.

The advertisement in the back covers Nexian “The Stylish of Transparent Phone”. The Nexian phone is one of the stylish phone and it has new look which is transparent. The advertisement of Nexian phone wants to introduce new look of Nexian which has unique feature and it is more stylish than other phone in the same class. This advertisement show that Nexian product wants to be more update and different than other phone. The reader

must see the image in the back cover advertisement to understand what the Nexian wants to deliver to their customers.

16). Back Cover : More Smart, More Fast

The advertisements in the back cover Nexian “More Smart, More Fast” it refers to Nexian cell phone that offers newest technology for their customers. Nexian newest product has newest application that more up to date and the advertisement in the Back cover “More Smart,more Fast” try to attract their customers with their newest application. Nexian newest product has big screen, with 5.0 Mega pixels camera and the application also offer newest technology which is android 4.0 and with its superiority than other products makes Nexian newest product will be more interesting and up to date. It is said that more smart which means that this phone has more update technology than other phone in different brand. More fast in this advertisement means that this Nexian phone is more fast to access the application or internet connection that become one of the main thing that needed by their customers.

17). Back Cover : Kompor Electolux “My Cooker has a the more the merrier setting”

The advertisement in the back cover Kompor Electrolux “My cooker has the more the merrier setting” refers to Electrolux stove that has newest technology. Electrolux stove that has newest technology and has the merrier setting that also safety technology for childs and the environment. Electrolux

stove also offers easier way in cooking that will be best product for the society. Electrolux stove make their costumers will be easier in cooking but still safe. It is said merrier setting because the product has easier setting and modern technology but it is easy to operate. This advertisement also wants to shows that Electrolux concern in the technology and they also care with their costumers because they provide products that is more easy to operate and it is more modern.

18). Back Cover : Smarter and faster

The advertisement in the back cover Nexian : “Smarter and faster”. It refers to Nexian newest product. Nexian newest product that has newest application and technology which is become primarily needs in mobile phone application. This advertisement also wants to attract their customers with their newest product which is more faster and smarter mobile phone. Nexian newest product will be the best product for their costumers because it contains newest applications. The advertisement said Smarter and Faster which mean that the Nexian phone fulfill what their costumers needs and it is more fast than other phone. The advertisement says faster because the phone is more fast to access the applications because the applications needs fast and smart phone. Smarter means that the phone have more applications than other products that is why it is called as smart phone because it has more applications.

4.2 Discussion

This discussion part is talking about the general point of the finding.

The writer primarily discusses the implicature found in Kartini magazine back cover advertisement that was published from January to December 2012. The writer finds 18 back cover that conveyed implicate in Kartini magazine back cover. In this research, the writer analyzes the back cover by using relevance theory, because this theory put human cognition as the way to analyze the implicature. The theory is different from cooperative principles that state to gain successful in communication we have to obey the maxim. In other way, relevance theory becomes easier because we are able to communicate successfully based on human cognition which includes background knowledge, memory, and context. Communication is accomplished if the hearer could recognize the speaker's informative intention, and it's pointed by Sperber and Wilson that recognizing intention is a normal characteristic of human cognition (1998, P.32).

From the analysis the writer finds that not all of back covers are t in the form of complete sentence. There are some ambiguity and non standard structure used in Kartini magazine back cover.

Based on the findings that are presented in previous chapter the writer found the implicature that are conveyed in the back cover of Kartini magazine from January to December 2012 editions to answered the problem of study.

Each back cover which contains of implicature in Kartini magazine

advertisement has two kinds of implicature, the first is implicated premises and the second is implicated conclusion. It is in line with relevance theory (1998: P.195) that there are two kinds of implicature, called the first is implicated premises and the second is implicated conclusion. Related the second problem of study, the writer also explained the way how the implicature in the back cover in Kartini magazine can be uncovered by the readers. In this case the context can be derived based on background knowledge of the readers, the situation of the image that are presented in the back cover of Kartini magazine to uncover implicated premises. To uncover implicated conclusion the writer inferred from the context of by explicating the back cover. Based on relevance theory implicated premise is identified by developing assumption retrieved from the memory which refer to the context. Beside implicated conclusion it's deduced by explicating the utterance deriving the context (1998, P.195).

This study is different from previous studies about implicature. The earlier studies analyze implicature based on theory of Grice (1989), and using Cooperative Principle as the basic theory to analyze. On the other hand, in this research the writer uses another theory to analyze implicature that is the relevance theory proposed by Sperber and Wilson (2004). Beside the writer also tries to use different object of the study. In previous studies researchers use cigarette advertisement and Conversation On Yahoo! Messenger while the writer used back cover of Kartini magazine.