

THESIS

GENERATING CONVERSATIONAL IMPLICATURE

STRATEGIES ON THE ADVERTISEMENTS OF *VOGUE*

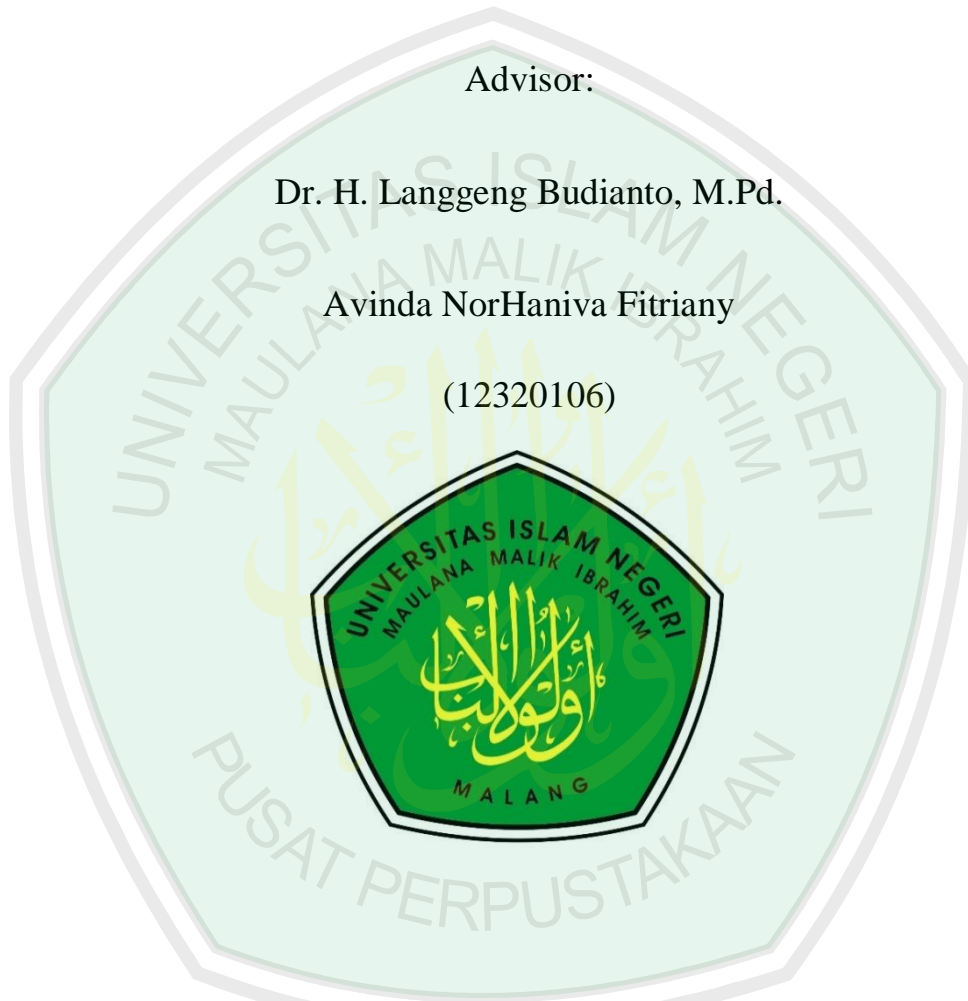
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ENGLISH LANGUAGE AND LETTERS DEPARTMENT

FACULTY OF HUMANITIES

STATE ISLAMIC UNIVERSITY OF MAULANA MALIK IBRAHIM

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THESIS

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By:

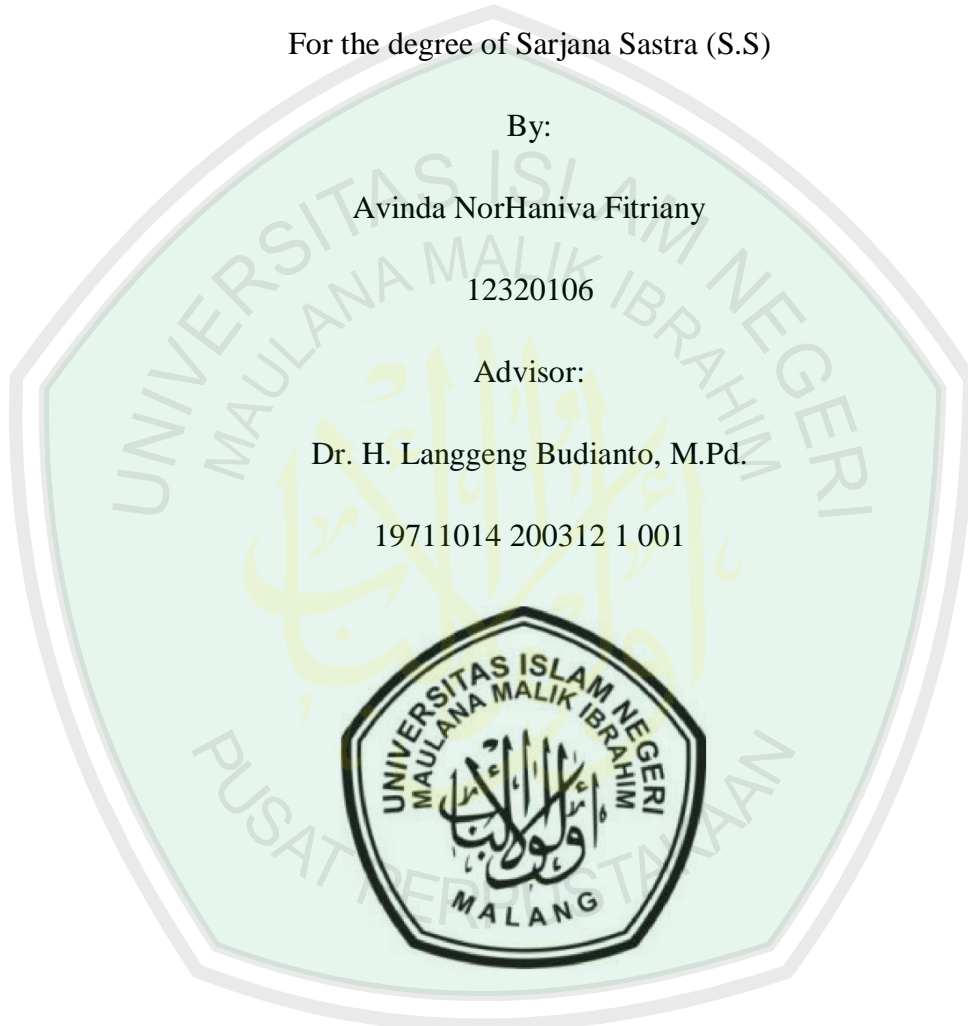
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Malang, July 18, 2016

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This is to certify that Avinda NorHaniva Fitriany's thesis entitled *Generating Conversational Implicature Strategies on the Advertisements of Vogue Magazine* has been approved by the thesis advisor for further approval by the Board of Examiners.

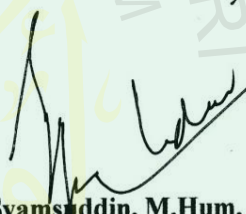
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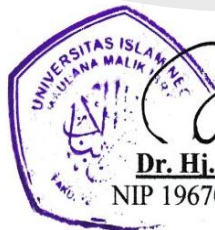
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MOTTO

*“Never wait for success to come first,
go grasp it with self-confidence, full effort, and pray to God.
Make them **BALANCED**”.*



DEDICATION

This thesis is specially dedicated to

My beloved Abi and Ummi

My brother and sister

M. Arry Fitrah



ACKNOWLEDGEMENT

I would like to thank to Allah SWT, who has given blessings and mercies in guiding me to accomplish this thesis entitled *Generating Conversational Implicature Strategies on the Advertisements of Vogue Magazine* as the requirements for the degree of Sarjana Sastra (S.S) in English Language and Letters Department, Humanities Faculty, State Islamic University of Maulana Malik Ibrahim Malang.

Sholawat and Salam are delivered to our prophet Muhammad SAW, who has guided his followers to the right way.

I am as the researcher aware that there are many people who have supported me in finishing this research. Therefore, I would like to give my great thanks to:

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- Thanks for our great togetherness.

ABSTRACT

Fitriany, Avinda Norhaniva. 2016. *Generating Conversational Implicature Strategies on the Advertisements of Vogue Magazine*. Thesis. English Language and Letters Department. Faculty of Humanities. State Islamic University of Maulana Malik Ibrahim Malang.

Advisor : Dr. H. Langgeng Budianto, M.Pd.

Keywords : Generating conversational implicature, Advertisement, *Vogue* magazine.

This research is focused on the strategies of generating the conversational implicature in the advertisements of *Vogue* magazine. The conversational implicature is generated to imply additional meaning or hidden meaning that has never been told in the utterance. To generate the conversational implicature, it is needed to execute two strategies; they are observance of cooperative principle maxim and violation of cooperative principle maxim. Since, using the conversational implicature means that the copywriter aims to have different meaning from the literal meaning of utterance, it is indicated as one form of indirectness.

This research is conducted using a descriptive qualitative method as the research design because the purpose of this research is to provide a descriptive analysis of the data. The data are collected by getting e-magazine version of *Vogue* magazine, reading and note-taking, and then randomly selecting fifteen advertisements from the *Vogue* magazine published in October 2015. Based on this research background, this research analyzed the advertisement language texts of *Vogue* magazine October 2015 edition by the means of applying the theory of Grice's implicature and the theory of expressing indirectness of Thomas.

The results of this research showed that (1) the copywriter of *Vogue* magazine October 2015 ed. generated conversational implicature by observing the maxim of cooperative principle four times and violates the maxim twelve times in the language of advertisements. As for the detail findings, within this research is discovered 1 observance of quality maxims, 2 violation of quality maxims, 3 observance of quantity maxims, 5 violation of manner maxims, and 5 violation of relevance maxims. Then, the copywriter mostly violated the cooperative principle maxim to generate conversational implicature to give more attractive results to the readers of magazine. (2) the copywriter of *Vogue* magazine October 2015 ed. generated conversational implicature in the language of advertisements to gain four reasons: interestingness, increase the force of message, compete goals, and politeness.

The researcher suggested the next researchers who are interested to conduct the research in the same field to investigate the strategies of generating the conversational implicature on the other subjects, such as advertisement language text in social media and endorsement forms which are usually posted by popular people like artists or *selebgram* (celebrity of instagram). Since, recently this kind of advertisement is very popular in social media and it might be an attractive research and give bigger contribution to the study of language.

ABSTRAK

Fitriany, Avinda Norhaniva. 2016. *Penggunaan Strategi dalam Menghasilkan Implikatur Percakapan pada Iklan Majalah Vogue*. Skripsi, Jurusan Bahasa dan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang.
Pembimbing : Dr. H. Langgeng Budianto, M.Pd.

Kata kunci : Menghasilkan Implikatur Percakapan, Iklan, Majalah *Vogue*.

Penelitian ini difokuskan kepada penggunaan strategi dalam menghasilkan implikatur percakapan pada iklan di majalah *Vogue*. Implikatur percakapan ini dihasilkan untuk menyatakan makna tidak langsung, makna tambahan, atau makna tersembunyi yang mana tidak terucap dalam kalimat. Untuk menghasilkan implikatur percakapan, dibutuhkan pelaksanaan dua strategi, yaitu kepatuhan maksim percakapan dan pelanggaran maksim percakapan. Dikarenakan, penggunaan implikatur percakapan menunjukkan bahwa pengiklan bermaksud untuk memberikan makna yang berbeda dari makna sebenarnya, maka ini menandakan sebagai salah satu bentuk ketidaklangsungan.

Penelitian ini dilakukan menggunakan metode deskriptif kualitatif karena bertujuan untuk memberikan hasil analisa data deskriptif. Data yang digunakan dalam penelitian ini dikumpulkan dengan mendapatkan *Vogue* magazine dalam versi e-magz, membaca serta mencatat, lalu memilih lima belas iklan dalam majalah *Vogue* edisi Oktober 2015 secara acak. Berdasarkan latar belakang penelitian, penelitian ini menganalisa bahasa teks iklan dalam majalah *Vogue* edisi Oktober 2015 dengan menggunakan teori implikatur Grice dan teori ketidaklangsungan Thomas.

Hasil penelitian ini menunjukkan bahwa (1) penulis iklan majalah *Vogue* edisi Oktober 2015 menghasilkan implikatur percakapan dengan mematuhi maksim percakapan sebanyak empat kali dan melanggar maksim percakapan sebanyak 12 kali. Adapun dilihat secara detailnya, dalam penelitian ini ditemukan 1 kepatuhan maksim kualitas, 2 pelanggaran maksim kualitas, 3 kepatuhan maksim kuantitas, 5 pelanggaran maksim cara, dan 5 pelanggaran maksim hubungan. Maka, dapat disimpulkan bahwa pengiklan lebih sering melanggar maksim percakapan untuk memberikan hasil yang lebih menarik untuk pembaca majalah. (2) penulis iklan majalah *Vogue* edisi Oktober 2015 menghasilkan implikatur percakapan dalam bahasa iklan dikarenakan untuk mencapai empat alasan: ketertarikan, meningkatkan kekuatan pesan, mencapai tujuan (iklan), dan bentuk kesopan-santunan.

Peneliti mengusulkan kepada peneliti-peneliti selanjutnya yang tertarik untuk mengadakan penelitian pada bidang yang sama untuk mengkaji penggunaan strategi dalam menghasilkan implikatur percakapan pada subjek penelitian yang berbeda, contohnya bahasa iklan di media sosial and iklan endorsement yang kini sering kali dipostkan oleh para tokoh terkenal seperti artis atau *selebgram* (selebriti instagram). Dikarenakan, bentuk iklan seperti ini sekarang sangatlah populer di sosial media dan ini mungkin bisa menjadi sebuah penelitian yang menarik untuk dikaji dan bisa memberikan kontribusi dan hasil lebih besar bagi studi bahasa.

ملخص

فطريانى، أفيندا نور حنيفة .2016. الدراسة باستخدام الإستراتيجية في توليد المحادثة إيمبليكاتور على الإعلانات في مجلة فوج. البحث العلمية، قسم اللغة الإنجليزية وآدابها، كلية الآداب والعلوم الانسانية. جامعة الدولة الإسلامية مولانا مالك إبراهيم مالانج
المشرف: الدكتور الحاج لنك غنك بوديانو، M.Pd.
كلمات البحث: توليد التعريض الخطابي، الإعلان، مجلة فوج.

وتركز هذه الدراسة باستخدام الإستراتيجية في توليد المحادثة إيمبليكاتور على الإعلانات في مجلة فوج. وهذا إنشاء المحادثة إيمبليكاتور لتعريف معنى غير المباشرة، معنى إضافية، أو معنى الخفية التي لا يتحدث بها في الجملة. لإنتاج محادثة إيمبليكاتور، يتطلب تنفيذ استراتيجيات اثنين، هما الامتثال مكسيم انتهاكات للمحادثة ومكسيم المحادثة. بسبب استخدام إيمبليكاتور، أظهرت المحادثة أن المعلن يعتمز إعطاء معنى يختلف عن المعنى الحقيقي، ثم أنه يدل على شكل واحد من أشكال غير مباشرة .
أجرى هذا البحث باستخدام الأسلوب الوصفي النوعي لأنه يهدف إلى تقليم نتائج تحليل البيانات الوصفية. تم جمع البيانات المستخدمة في هذه الدراسة عن طريق الحصول على رواج مجلة في النسخة الإلكترونية- ماجز، القراءة وأخذ الملاحظات، ثم اختر إعلان خمسة عشر في طبعة رواج مجلة أكتوبر عام 2015 عشوائياً . استناداً إلى بحوث أساسية، يحلل هذا البحث لغة الإعلانات النصية في طبعة رواج مجلة أكتوبر من عام 2015 باستخدام نظرية إيمبليكاتور ونظرية غريش و من نظرية توماس غير مباشرة.
نتائج هذه الدراسة تشير إلى أن (1) صاحب قضية أكتوبر رواج مجلة الإعلانية عام 2015 تنتج محادثة إيمبليكاتور مع الامتثال للمحادثة مكسيم أربع مرات وكسر قدر مكسيم المحادثة 12 مرة. أما بالنسبة للآراء بالتفصيل، في هذه الدراسة وجد نوعية 1 مكسيم الامتثال انتهاكات 2 مكسيم الامتثال الجودة، 3 5 طرق مكسيم جريمة الكمية، ومكسيم انتهاك 5 مكسيم العلاقة. وهكذا، فإنه يمكن الاستنتاج بأن المعلنين كثيراً ما تنتهك مكسيم المحادثة لإعطاء النتائج التي أكثر إثارة للاهتمام لقراء المجلة. (2) صاحب قضية أكتوبر رواج مجلة الإعلانية عام 2015 تنتج إيمبليكاتور المحادثة باللغة للإعلان بسبب مأخذ الوصول إلى الأربعة من الثمانينات: الجذب، وزيادة القوة للرسالة، والوصول إلى الوجهة (إعلان)، والتعويضات الأخرى كسبان .
لباحثين تقترح زيادة الباحثين الذين يرغبون في إجراء بحوث في نفس الحقل للنظر في استخدام إيمبليكاتور في توليد المحادثة الاستراتيجية على موضوع مختلف، على سبيل المثال، لغة الإعلانات الاجتماعية في وسائل الإعلام والإعلان عن تأييد الآن كثيراً ما ديوستكان بالشعب الشهيرة مثل الفنانين أو سيليجرام المشاهير . لأنه، مثل أشكال الدعاية هذا الآن تحظى بشعبية كبيرة في وسائل الإعلام الاجتماعية، وهذا يمكن على الأرجح إلى إعادة النظر في دراسة مثيرة لاهتمام، ويمكن أن تسهم نتائج أكبر ودراسة اللغة.

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CHAPTER I

INTRODUCTION

This chapter covers background of research, research questions, research objectives, research significances, scope and limitation of research, definition of key terms, and research method.

1.1. Background of Research

This research attempts to examine the strategies of generating conversational implicature on the selected advertisements which are collected by the researcher from *Vogue* magazine. By applying conversational implicature, the copywriter hopes that the advertisement would be more attractive for the consumers to catch the implied meaning beyond the advertisement language, so the products which are advertised could be increasingly well known and highly purchased or consumed in larger society. Therefore, the researcher would like to explore the strategies of how conversational implicature arise until those strategies could be potential and influential for the advance of advertising language.

Under pragmatic perspective, the researcher investigates the strategies of generating conversational implicature in the selected advertisements within *Vogue* magazine. Yule (2006) stated that the term “implicature” is used by Grice (1975) to account what a speaker can imply, suggest, or mean, as distinct from what the speaker literally says. Implicature is divided into two; they are conventional implicature and conversational implicature. Based on Bublitz and Norrick (2011),

conversational implicature is any implied or expressed message that is not found in the speaker's utterance. Moreover, nowadays advertising often takes advantage of implicature to make claims that people interpret to be more powerful than they really are.

The researcher found that investigate the topic about advertisement language is very significant particularly under pragmatic perspective, the researcher could reveal the strategies of applying conversational implicature and see how the copywriters put the implied meaning in their advertisement language in order to grasp the consumer's attention and interest. The fact that, copywriter considers saying indirectly in their advertisement instead of saying directly what they do really mean. According to Melchenko (2003), there may be hidden truth and word manipulation managed by the copywriter within the advertisements in order to attract and persuade the consumers to be paralyzed towards the products.

Grice distinguished two kinds of implicature, they are generalized implicature and particularized implicature. Further, according to Cruse (2000), applying conversational implicature could be derived through two strategies; they are by observing cooperative principle (standard implicature) and violating or refusing cooperative principle by flouting maxim. Furthermore, Anisoara (2010) asserted that maxim flouting is employed in the advertising in order to (1) create product/service claims more indirect for the copywriter is not capable to guarantee the truth, (2) make readers guess and infer meaning beyond what copywriter originally stated and then the advertisement will produce more meanings for a single word. Therefore, the researcher is interested in exposing this topic because

by observing the strategies of applying conversational implicature make the readers to infer how the copywriter writes the good advertisement from the language aspect, conversational implicature.

Nowadays, advertisement is a part of human daily communication. Human could find advertisement on TV, radio, newspapers, magazines, media social or even billboards when they were in the street. Moreover, Melchenko (2003) asserted that for economists and companies, advertising is a tool to achieve a successful goal of trading. Whereas, for linguists, advertising is regarded as a specific type of discourse which has purposes to inform and persuade targeted consumers.

According to Tanaka (1996), advertising is defined as any form of non-personal presentation and promotion of ideas, goods, and services usually paid for by an identified sponsor. Non-personal means that the advertising does not belong to single person, but belongs to a large company or group which consists of people working on under its authority. Generally the company uses advertising whether in the form of TV ads, online ads, and advertisements in printed magazines and newspapers to promote products and get profits. The printed advertisement which the researcher uses is the advertisement in *Vogue* magazine.

Vogue magazine is a [fashion](#) and [lifestyle magazine](#) that is published monthly in 23 different national and regional editions by [Condé Nast](#). *Vogue* magazine is written in English language, so the researcher can conduct the language use investigation in this magazine. Because of the popularity of *Vogue*

magazine in most English language countries, the copywriter of *Vogue* should be able to captivate the reader's attention by creating the advertisement as attractive as possible. *Vogue* magazine is chosen as the subject of the research because this magazine has various and attractive advertisements in English language which implies hidden meaning. However, the researcher uses e-magazine version of *Vogue* in this research since the original one cannot be bought easily from USA and it may consume long time to get it. Also, *Vogue* e-magazine can be accessed in easier and faster way by the readers from their gadget and buy the e-magazine via online. The researcher finds a lot of conversational implicature forms within this magazine which are very interesting to be further investigated through linguistic aspect. For this reason, the researcher intends to investigate the copywriter's strategies in applying conversational implicature within this magazine advertisement language.

The researcher found several similar studies on conversational implicature such as Alvaro (2011) on *The Role of Conversational Maxims, Implicature, and Presupposition in The Creation of Humor: An Analysis of Woody Allen's Anything Else*. This research revealed that the non-observance of the maxim, especially the flouting, plays a crucial role in the humor of Allen's dialogues in this film. Second, Putri (2011) on *An Analysis of Implicature as Found in Transcript of Interview between Barack Obama and Hisyam Melhem from Al-Arabiya TV*. This study found that conversational implicature emerged by Obama's violation of cooperative principle during the interview. Third, Xiaosu (2009) on *Conversational Implicature Analysis of Humor in American Situation Comedy*

“*Friends*”. She found that the conversational implicature is one of the mechanisms which produce humor in a situation comedy. The speaker consciously and unconsciously violates conversation maxims and those fundamental rules we should obey in an ideal and frank communication.

However, the recent research is quite different from the previous researches for the researcher has different topic, subject, and source data. The recent research uses the strategies of applying conversational implicature as the topic, whereas the previous researches focused on the conversational implicature analysis. Also, the recent research exerts the copywriter’s utterances in the form of advertisement, whereas the previous researches exerted humor and interview. Moreover, the recent research uses *Vogue* magazine as the source data, whereas the previous researches use film, comedy, and TV news program.

1.2. Research Questions

Based on the background of the study above, the researcher formulates the research questions as follows:

- 1) What are the strategies of generating conversational implicature in the advertisements of *Vogue* magazine?
- 2) What are the reasons beyond generating conversational implicature in the advertisements of *Vogue* magazine?

1.3. Research Objectives

From the research question formulation, this research has objective as follows:

- 1) To analyze the strategies of generating conversational implicature which is used by the copywriters in *Vogue* magazine advertisements.
- 2) To identify several possible reasons beyond generating conversational implicature in the advertisements of *Vogue* magazine.

1.4. Research Significance

This research is concerned with the pragmatic approach covers the strategies of generating conversational implicature which has both theoretical and practical significances.

Theoretically, the researcher expects that the result of this research could give deeper understanding on investigating the pragmatic aspect in advertising especially conversational implicature and identification of its strategies in the advertising language. Moreover, by doing this research also could provide evidence on the application of conversational implicature theory and how the copywriters generate the conversational implicature in the advertisement language.

Practically, this research could give contribution to linguistic students and researchers to improve their knowledge in the area of linguistics

especially in pragmatics. Thus, this research could be a reference and comparison for doing further research in the same topic. Also, this research could be useful for the copywriters or anyone who wants to promote products to be able develop the strategies of language selection in advertising in order to attract the consumer, boost the product purchase, and make the product well known in society or target consumer by applying linguistic features like conversational implicature.

1.5. Scope and Limitation of Research

This study is conducted to identify the strategies of applying implicature within advertisements in *Vogue* magazine of October 2015 edition. The researcher is only able to get the e-magazine version of *Vogue* because the original one cannot be bought from Indonesia for it will be time and distance consuming. The advertisements which will be analyzed its conversational implicature strategies are selected by the researcher from this magazine. The selection of advertisement is not restricted by the researcher; it means the advertisements could from cosmetics, jewelries, bags, shoes, and other advertisements. However, the analysis is on the advertising language, not includes all parts within *Vogue* magazine like articles, stories, or reader's message. Although, this research is investigated under pragmatic approach, here, the research is only able to work on the strategies of generating conversational implicature.

1.6. Definition of the Key Terms

Here are the key terms to understand about this research easily:

- 1) **Generating Conversational Implicature** : The strategies which imply conversational implicature in speaker's utterance and mean that there is existence of any additional or different implied meaning from the literal meaning in the speaker's utterance.
- 2) **Advertisement** : One of communication forms which aims to attract the customers to buy the product being advertised by conveying meaning and asserting information about the products that could attract the customers'/buyers' attention.
- 3) **Vogue Magazine** : A magazine covering elite fashion, celebrity and lifestyle issues which published monthly and used English language as the mean of communication inside the magazine. There are many versions of the published *Vogue* magazine in each English country such as UK, USA, France, Spain, and Australia version.

1.7. Research Method

This part presents the research design, research instrument, data source, data collection, and data analysis.

1.7.1. Research Design

This research is categorized into descriptive since this research is to analyze the data containing conversational implicature and then to describe the strategies of applying conversational implicature on the advertisements of *Vogue* magazine.

This research employs a qualitative research method since this research is covering some characteristics of qualitative research. First, this research aims to get deep understanding and interpretation on how the copywriter exerted his strategies to generate conversational implicature on the advertisements of *Vogue* magazine in order to attract more readers based on Grice's theory of implicature and Thomas' theory of indirectness use. Second, this research uses human as the research instrument. The researcher becomes the primary instrument for collecting and analyzing the data. Third, this research uses copywriter's words or utterances as the research data which needs a deep description.

1.7.2. Research Instrument

This research uses the researcher herself as the research instrument to collect, analyze, and identify the data needed to accomplish the research. According to Creswell (1994), the researcher is regarded as the primary instrument for data collection and analysis. Also, independently no one else except the researcher who would finish this research.

1.7.3. Data Source

The data source which is used in this research is *Vogue* e-magazine in October 2015 edition. The researcher gets the magazine via online from *instagram* account @*e-bookhouse.id* which sells any import e-books and e-magazines from UK, USA, Australia, and many other English countries. So, the researcher buys the e-magazine from this online bookstore and then receives the e-magazine in the form of *pdf* file. The e-magazine of *Vogue* which is used in this research is from USA. For the research data, the researcher use any utterances represented in the form of advertisement in *Vogue* magazine which contains conversational implicature as the data to be investigated its strategies. Furthermore, the researcher only selects fifteen advertisements inside *Vogue* magazine October 2015 edition to investigate in this research.

1.7.4. Data Collection

The researcher takes the data from *Vogue* magazine October 2015 edition because this edition is considered as having many advertisements in English which are appropriate to be analyzed in this research. This research uses the data which are collected from the advertisements which contain implicature in *Vogue* magazine October 2015 edition. Firstly, the researcher gets the e-magazine version of *Vogue* from online bookstore in *instagram* account @*e-bookhouse.id* which sells import books, novels, and magazines.

Secondly, the researcher uses reading and note-taking. By reading, the researcher collects the advertisements that may contain conversational

implicature in the *Vogue* magazine and then she takes note of 23 found advertisements.

Afterwards, the researcher randomly select only fifteen advertisements to be further investigated its strategies of generating conversational implicature and its possible reasons.

1.7.5. Data Analysis

After collecting the data needed for this research, the researcher analyzes the utterances in advertisement which contain conversational implicature using Grice's theory of implicature.

The next step is identifying the strategies that might be used by the copywriters in those advertisements by using cooperative principle. In this step, the research could find either observation of cooperative principle or violation of cooperative principle, or may be both, which is employed by the copywriter in *Vogue* magazine advertisements. Then, the researcher classifies the strategies of applying conversational implicature in *Vogue* magazine advertisements according to cooperative principle analysis. In this stage, the researcher answers the first research question where she intends to investigate the strategies of generating conversational implicature, both observation of cooperative principle and violation of cooperative principle in detail.

Afterwards, the researcher investigates the possible reasons beyond generating conversational implicature as kind of indirectness used by the copywriter in advertisements of *Vogue* magazine by using Thomas' theory in advertising language. In this stage, the researcher definitely answers the

second research question. Then, the researcher discusses the findings. Last, the researcher draws conclusion to answer the research questions systematically.



CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter contains the reviews covering to the definition of theoretical foundation that will be used to answer the research question such as pragmatics, Grice's theory of conversational implicature, four conversational maxims, advertising, types and structure of advertisement, advertising language, and previous studies.

2.1. Pragmatics

Pragmatics is a branch of linguistics which focuses on study of language from the point of view of its users. This branch of linguistics gives so much importance to extralinguistic factors, the context of use, and user's choice have to make in a communication event. Its purpose is to interpret language which uttered by the speaker to the hearer in the hope that both sides could create a good communication (Rajimwale, 2006: 181).

Based on Cruse (2000: 16), pragmatics is differed from semantic which deals with conventionalized meaning. Pragmatics concerns the aspects of information conveyed through language which are not encoded by generally accepted convention in linguistic forms in the widest sense.

According to Griffiths (2006: 1), pragmatics is about the interaction of semantic knowledge with knowledge of the world which is considering to the contexts of use. Levinson (2008: 9) defined pragmatics as the study

of the relationship between language and context that are encoded in the structure of language (grammatical).

Based on Bublitz and Norrick (2011: 24), pragmatics is frequently conceptualized as the science of language use, the study of context-dependent meaning and the study of speaker-intended meaning, presupposing the existence of language, language user and context on the one hand, and context-independent meaning on the other.

Mey (2004: 6) asserted the definition of pragmatics as the study of how human use language in communication as it is determined by the situation of its user and society. In addition, he also stated that pragmatics in linguistics can be described as a shift from the paradigm of theoretical grammar to the paradigm of the language users. Therefore, the notion of the language user becomes the particular importance to study pragmatics.

Investigation of pragmatic aspect is important. For the reason that pragmatics gives the way to obtain deeper understanding of how human mind works, how human communicate, and how they manipulate each other. Generally, pragmatics is how to get know how human use language (Mey, 2004: 12)

2.2. Grice's Theory of Conversational Implicature

The notion of conversational implicature is one of the ideas in Pragmatics which is formulated by Paul Grice, and nowadays many researchers are interested to investigate this idea.

Li (2016) noted that the term implicature means something that is implied in the conversation which differs to the literal utterance, then, there is left implicit meaning in the real usage of language. Pragmatics is interested in this phenomenon because it cannot deal with only syntactic or semantic rule to reveal what is going on in the conversation. Implicature defines his self as expressing more than what is actually said by only little words.

Conversational implicature differs from conventional implicature because it is non-truth conditional inferences that the meaning cannot derived simply from super ordinate pragmatic principle (Pop, 2010).

Griffiths (2006: 134) defined that conversational implicature is making inferences which depend on the norms existing for the use of language, such as the extended agreement that interlocutors should aim to tell the truth when they utter in a conversation. This extended agreement says that the speaker or writer in the communication event is assumed to know and accept the communicational norms. By this general acceptance, the inferences can be made even though sometimes speaker or writer is unable to meet the standard, so he tells a lie.

Levinson (2008: 98) also declared that not all information which speaker intends to say is directly expressed in the utterance. Then, there is a difference between what is literally said and what is conveyed. In this gap, the notion of implicature arises to bridge the gap, by taking into account how meaning is effectively conveyed between the speaker and the

hearer. According to Grice (as stated in Grundy: 73), any meaning which is implied, conveyed indirectly or by using hints, and understood implicitly without ever being explicitly said is called as conversational implicature.

Bublitz and Norrick (2011: 407) asserted that conversational implicature is implied or expressed meaning, and inferred or understood from the speaker's utterance without being literally said. To arise this conversational implicature, Grice stated that it can be derived through cooperative principle and its attendant, maxims of conversation.

2.3. Conversational Maxims

Grice (1975, as inserted in Griffiths, 2006: 134) identified some of the norms of communication and showed how they are involved in making the possibilities for utterances to convey more than is literally stated in a sentence. He proposed four maxims which could be regarded as the basis for a cooperative communication.

Finegan (2004: 300) stated that there is an unspoken agreement that people will cooperate in communicating to each other, and in this situation, speaker relies on this cooperation to make conversation efficient. Additionally, the cooperative principle which announced by philosopher Paul Grice, is defined below:

“make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged.”

1) Maxim of quality

Speaker and writer are assumed to say only the truth and have proof of what they are saying or writing. Moreover, by filling quality maxim in conversation means that the speaker know that the hearer expected him to honor the maxim. Without maxim of quality, the other maxims will be considered as less true.

Ironically, this maxim which makes telling a lie seems true, makes sense, and possible (Finegan, 2004: 302). To get deeper understanding, here is an example:

A: *“Do you know the capital city of Indonesia?”*

B: *“Yes, I do. It is Jakarta”*

In the example above, B answers rightly what A needs to know about the capital of Indonesia. The B’s answer is based on the truth and confidence that he has a strong knowledge that the capital of Indonesia is Jakarta.

2) Maxim of quantity

Speaker is expected to give as much information as is necessary for the hearers to understand what they said. On the contrary, he is also hoped to give no more information than is necessary. Additionally, in a normal situation, the maxim of quantity means that speaker says just enough, not too much or too less information needed for the purpose of communication (Finegan, 2004: 300). Example:

A: *“Where is your mom, Teddy?”*

B: *“My mom is home”*

In the given example, B answers A's question with adequate statement with giving informative contribution to the question. By answering that B's mom is in home, it will be informative and well-understood by A.

3) Maxim of manner

Speaker or writer must avoid ambiguity or unclearness and be orderly in saying utterance, so the hearer or reader can follow what they meant. In short, the speaker is expected to say in brief, clear, and well-ordered utterance (Finegan, 2004: 301). Example:

A: *"Why did Mary leave the class earlier yesterday?"*

B: *"She had an appointment to meet the dentist with her mom"*

The example above shows that B answers A's question clearly and briefly without making any obscurity expression that might be a misunderstanding between them. Thus, by B's answer, A can know well the reason Mary left the class earlier yesterday.

4) Maxim of relevance

Speaker or writer is expected to organize their utterances in a relevant way according to the ongoing context. For the reason that the hearer or reader assumed that he did a relevant contribution for the goals of communication (Finegan, 2004: 301). Example:

A: *"Do you want to come to Risty's birthday party tonight?"*

B: *"Unfortunately, I have to prepare mathematics for the exam tomorrow."*

In the shown example, B's answer is relevant and appropriate with A's question. By answering such expression above, A can immediately understand that B cannot come with him to Risty's birthday party since B has to study mathematics for tomorrow's exam. Then, the answer must have relation with the question to obey the maxim of relevance.

2.4. Advertising

According to Dominick (2005: 359), advertising is any type of non-personal presentation and promotion of ideas, goods, and services which is usually paid for by an identified sponsor.

The word 'advertisement' is from the Latin verb '*advertere*', which means 'to turn towards'. It is true to say that adverts are texts that do their best to get our attention, to make us turn towards them, but we wouldn't want to say that everything we pay attention to is an advert (Goddard, 1998: 6).

According Martin (2006: 22), advertising described as form of manipulation, intentional use of language, symbolism, and imagery to attract audiences into fantasy world where dreams and desire may be a reality. Additionally, advertisement is form of communication which presents to entertain people.

Advertising has four basic functions, they are (1) to provide a marketing function by helping the commodity or service companies to sell their products, (2) to educate people, this means that by the medium of

advertising, people can learn new products or services and their improvement, (3) to play an economic role, that advertising enables new competitors who want to market their products or services to encounter into a wide business area, and (4) to get in touch with mass audience or costumers who are expected to know and buy their products or services. By the medium of advertising, the companies can increase the productivity and raise the living standard (Dominick, 2005: 359).

2.5. Types and Structure of Advertisement

All kind of advertisement can be differed based on various criteria. One of the criteria is a geographical focus where the message is expected to convey. Then, the advertisements can be local, national, or international.

Another criterion is based on the form and medium of advertisement. Print advertising includes newspapers, magazines, posters, brochures, billboards, and street signs. Obviously, each media has own strengths and weaknesses. The strength of print advertisements is that they do not disappear quickly and they are very suitable for detailed descriptions.

Advertising can be divided into two major groups that is commercial and noncommercial. The commercial includes consumer advertising, trade advertising and corporate advertising which is intended to take benefit and promote the companies to the consumers to buy the products or services. Whereas, the noncommercial is government advertising, for example public service information and charity

advertising, which is intended to publish an association or organization conducted for charitable purposes such as assurance, health program, and scholarship ads.

Advertisements have a certain structure. Advertising starts with a headline, which is intended to attract the readers' attention to keep reading the ads. Then, the headline is followed by a description of the product or service called as body copy. Finally, every advertisement has a slogan, in the form of a representative phrase of the message. It is such a sort of a commercial motto with catchy and memorable language in order to attract the readers to easily remember the advertised product or service. All of these components may differ in order, some of them may be do not used in ads (Melchenko, 2003).

2.6. Advertising Language

As a discourse form, the language of advertising has unique characteristics. In the advertisement, the language use is one of crucial aspects for the successful goal of advertisement. Therefore, advertising language must be able to be a great manifestation and presentation for the products or services which are advertised from what the copywriter and commodity companies want to encode the customers (Mulyana, 2005).

In the advertising language, the customer is persuaded to obtain some cognitive effects, without the copywriter's intent to manifest and communicate them. Moreover, most copywriters consider saying

implicitly in their advertisement instead of saying explicitly what they mean (Tanaka, 1994).

2.7. Thomas' Theory of Indirectness Use

As noted in Thomas (2013: 120), the use of indirectness has various motives; it can be intentional, caused by the linguistic inadequacy or some performance errors. Specifically, pragmatics put a focus on the intentional indirectness so the implicature is emerged.

Dascal and Weizman as stated in Thomas (2013: 133) proposed the definition of indirectness term as to convey meaning which is different from the utterance meaning intentionally. The key notion is that there is a gap between what speaker says and implies.

General reason that people use indirectness in the communication activity is to have some social or communicative advantages from its use. Further, Thomas (2013: 143) categorized a variety of the possible reason for the use of indirectness as follows:

1) Interestingness

The use of indirectness in language delivers interestingness in what speaker wants to say, imply, and produce the extraordinary result of utterance to the hearer. By producing the feeling of interestingness in saying utterance indirectly, the speaker can obtain more power and in the contrary, the hearer or reader is

paralyzed and will definitely put extra attention towards the utterance.

2) Increasing the force of one's message

Employing indirectness in communication is aimed to increase the impact of effectiveness of the speaker's or writer's message.

Although, human is saying indirectly or even in a little word, the hearer or the reader can still understand the implied and the wider meaning. Further, the communication goal can be effective because the hearer or the reader will be easier to remember the utterances.

Also, they cannot deny speaker's utterance even the utterance is having non-truth or less evidence. In short, the hearer or the reader will sincerely agree and follow what is conveyed in communication.

3) Competing goals

Indirectness is often used in communication because the speaker has certain goals to achieve. As in the cases of avoid saying the truth which can hurt somebody's feeling and convince somebody about what is going to said and conveyed. When human

successfully achieve the goals in communication, the message will be well-delivered to the hearer, so the wanted effect or result on the hearer is gained.

4) Politeness

Indirectness leads to the politeness expression. When human says, informs, or convinces somebody, he would better use indirect statement to be more polite and then the hearer would not feel as it is a burden and compulsion. It means that the speaker is behaving better to other people when the communication occurs.

2.8. *Vogue* e-Magazine

Vogue e-magazine is a fashion and lifestyle magazine that is published monthly in electronic format or edition. *Vogue* itself has spread out in 23 countries, for example UK, USA, France, Spain, Australia, and other countries. Within *Vogue* e-magazine is found articles, stories, advertisements, news, celebrities' gossip, and reader's message.

Sometimes, it is also called as digital magazine since the readers can access the e-magazine simply from their gadget by downloading the application or buying the e-magazine in the form of *pdf* file.

According to Rouse (2005), the electronic magazine aims to reach the readers electronically and more economically way than the printed edition. Thus, *Vogue* as one of leading fashion magazines in the world exerts the electronic version of magazine to ease the readers to get and also to expand the magazine to the readers all over the world in faster way.

2.9. Previous Studies

First, Alvaro (2011) on *The Role of Conversational Maxims, Implicature, and Presupposition in The Creation of Humor: An Analysis of Woody Allen's Anything Else*. This research is aimed to analyze the use of implicature and presupposition as the fundamental devices to achieve humorous and hilarious situations in this film. Here, as for the rhetorical figures having a comical effect, fourteen types were analyzed. The findings revealed that the most repeated type is irony, which is intimately connected with the non-observance of the maxim of quality. Even though most of time, the humor is achieved from non-observance maxims, surprising presupposition is also have a great importance in the humor creation. Finally, the research revealed that the non-observance of the maxim, especially the flouting, plays a crucial role in the humor of Allen's dialogues in this film. Thus, the primary hypothesis of this dissertation is confirmed, because Woody Allen's Anything Else has been proved to create humor by means of implicature and presupposition, especially by implicature generated by non-observance of the maxims.

Second, Putri (2011) on *An Analysis of Implicature as Found in Transcript of Interview between Barack Obama and Hisyam Melhem from Al-Arabiya TV*. This research discussed implications which appeared during the interview between Barack Obama and Hisyam Melhem in Al-Arabiya TV. The research analysis used the theory of Hyme's *SPEAKING* and Grice's cooperative principle. This research concluded that

conversational implicature is emerged by the violation of cooperative principle which was done by Barack Obama within the process of his interview. Obama violated the maxim of manner eleven times, maxim of quality at once, maxim of quantity eight times, and maxim of relevance at once. The violation maxim of manner was the most violation occurred within Obama's utterances since he often used general and indirect statement.

Third, Xiaosu (2009) on *Conversational Implicature Analysis of Humor in American Situation Comedy "Friends"*. She found that the conversational implicature is one of the mechanisms which produce humor in a situation comedy. The speaker consciously and unconsciously violates conversation maxims and those fundamental rules we should obey in an ideal and frank communication.

CHAPTER III

RESEARCH FINDINGS AND DISCUSSION

This chapter presents the findings and discussion which is concerning to generating conversational implicature through two strategies; observance and non-observance of cooperative principle maxims and several possible reasons beyond those conversational implicature within *Vogue* magazine advertisements.

3.1. Research Findings

The researcher found 15 data of conversational implicature in the *Vogue* magazine advertisements published in October 2015. The data are presented in the form of advertisement words and illustrated in the form of pictures. The presentations of data analysis are shown as follow:

3.1.1. Result of Generating Conversational Implicature and Its Strategies of Cooperative Principle Maxims

Datum 1

For 80 years, life is beautiful with Lancôme.



LANCÔME PARIS Eyeshadow Palette

(*Vogue* magazine October 2015 ed., page.16)

Analysis:

The implied meaning of the advertisement is women shading their eyes by LANCOME eyeshadow palette will feel their selves as the most beautiful women also when people see them. When women applying makeup, they become more confident to start their activities, then they can deserve a happy and wonderful feeling in a whole day. As daily need of women nowadays is makeup, LANCOME presents eyeshadow palette which could make their life becomes easier, prettier and colorful by applying LANCOME makeup. Moreover, the readers are expected to believe its quality as LANCOME has asserted that it has beautified women's life for 80 years. Usually, when it is dealing with the long period of the product existence, the readers would trust the product quality which promises them having a beautiful life with LANCOME.

The advertisement above presented the use of personification which aims at exaggerating the image of a beautiful life (in fact, beautiful is the human characteristic). Women who are shading their eyes with LANCOME PARIS eyeshadow palette will look beautiful in every occasion. The use of personification indicates the violation of quality maxim which blatantly committed by the copywriter. Further, by stating "for 80 years...", the copywriter once again violates the quality maxim because even as LANCOME had existed since 80 years till now, but it does not guarantee that all women wearing this cosmetic will find this feeling of beauty as LANCOME has stated.

To sum up, this data implied that LANCOME presents eyeshadow palette to color women's day. Moreover, by stating that this makeup brand has been existed since 80 years ago, LANCOME is announced as a trusted makeup which is able to make women beautiful in every occasion. By feeling that beauty, women's life becomes wonderful. This implied meaning is derived from an intentional violation of quality maxim which is done by the copywriter to exaggerate the advertisement meaning and effect.

Datum 2

Makeup that's going places

New double wear makeup to go

8-hour wear at the push of a button



ESTÉE LAUDER Liquid Compact

(*Vogue* magazine October 2015 ed., page.25)

Analysis:

The advertisement implicitly states that ESTEE LAUDER liquid compact is prepared to accompany women to wherever the destination they are going to go. Nowadays, women like going to places, travelling, or even working, thus, they need a good face coverage to lighten their skin, be beautiful, and protect their skin from sun, radiance, pollution, and the effect of air conditioner temperature. Then, it will be a good decision to choose ESTEE LAUDER liquid compact to cover and make women's faces glowing and luminous. Wherever women go, they can simply trust to one liquid compact product, ESTEE LAUDER without changing to other product brands. Moreover, this liquid compact is very simple to wear, just by pressing a button within the compact to have a light and good coverage for their faces in 8-hour.

By using personification, this advertisement flouts quality maxim since the copywriter exhibits human-characteristics to non-human object, makeup. As the advertisement says that ESTEE LAUDER is the makeup which could go to places, but actually the case is that the only human (women) who can do such activity. Makeup does not go like human do.

Although, this advertisement flouts quality maxim in the first statement, but this advertisement observes quantity maxim by being specific and informative of the product quality. This liquid compact can give a good coverage in 8-hour. By asserting the specific period of the product coverage, the advertisement becomes more credible.

Then, this data implied that ESTEE LAUDER presents a practical makeup which is able to accompany women to wherever destination they are going to go with a good coverage. The implied meaning is derived from a deliberate violation of quality maxim and observance of quantity maxim both to exhibit the superiority of the ESTEE LAUDER product.

Datum 3

One drop, double the power.

100 BEAUTY AWARDS

One Drop.
Double the Power.

Double Serum
Complete Age Control Concentrate

Experience anti-aging excellence.

Powered by 20 potent plant extracts and high-tech molecules—Clarins' dual phase formula helps revitalize skin with age-defying results.

In just one week, skin is visibly firmer, more radiant, younger-looking.

90% of women are convinced by its effectiveness.

Discover at www.clarins.com

Experience SKIN TIME at Clarins today — 20 minutes of luxurious pampering. Our treat.

* Awards granted by the international press to Clarins Double Serum since 2012.
** Significance test: 74 scores.

CLARINS PARIS Double Serum

(Vogue magazine October 2015 ed., page.52)

Analysis:

The advertisement implies that CLARINS PARIS can help women to revitalize the skin from the effect of age by only having one drop of the double serum. By using CLARINS PARIS Double Serum, women do not need to be bothered since to gain the younger-looking skin, they only to have single action,

pressing button to have one drop of double serum. It shows the effectiveness of the product. By wiping the serum to the skin, women could gain double benefits of the product completely; it can make the skin more firm and radiant also to make the skin looks to be younger than the original age looks to be.

In this advertisement, the copywriter observes the maxim of quality because he underlines on the product's superiority which states that by only wiping a drop of serum cream, the readers can get double power of anti-aging result on face. In this way, the advertisement is convincing the readers to confidently trust and try the product of CLARINS PARIS.

Therefore, this data implied that CLARINS PARIS presents a double serum which is simply and completely make a younger looking face. The implied meaning of this advertisement is derived from an observation of quality maxim which is done by the copywriter by the means of underlining the product's superiority.

Datum 4

Maybe she's born with it, maybe it's Maybelline.



MAYBELLINE NEW YORK

(*Vogue* magazine October 2015 ed., page.133)

Analysis:

The advertisement implies that women were originally born as beautiful creatures and their beauty may come with Maybelline. By touching Maybelline makeup in daily life, women could find their beauty. When people see beautiful and gorgeous woman, they are supposed to presume that she is wearing Maybelline makeup. Using this kind of expression could captivate the readers' attention especially women since they always want to be beautiful, gorgeous, and having a lot of attention from surrounding people.

According to the maxim of relevance, whenever something is said, there must have been some related reasons; otherwise the utterance will not make any sense. In this advertisement, the copywriter tries to violate the maxim of relevance. When the readers notice to the real meaning, they might assume to what kind of relation between woman's birth and Maybelline. In fact, those two statements are not relating each other. In this ad, the copywriter wants to apply conversational implicature which means that woman was born with the nature to be beautiful and thus Maybelline exists to make this destiny comes true to all women. In that way, this violation of relevance maxim works much better than telling the reader strictly that Maybelline can make women looked beautiful. Moreover, by using this indirect expression on the basis of violating maxim of relevance can give rise a pleasant feeling and an intellectual satisfaction for the readers.

Hereby, this data implied that MAYBELLINE as a source of beauty reflection on women. By touching up with MAYBELLINE makeup, people see them beautiful and gorgeous. Based on this advertisement, the beauty of women is coming from MAYBELLINE. This implied meaning is derived by an intentional violation of relevance maxim which gives rise to the production of conversational implicature. The copywriter applies conversational implicature in this advertisement to create an exaggerated feeling and intellectual satisfaction to the readers.

Datum 5

Smart is beautiful



AMAZON FASHION

(*Vogue* magazine October 2015 ed., page.149)

Analysis:

By saying “Smart is beautiful”, the advertisement implies that being tidy, clean, and stylist appearance is a beautiful look. People who have an updated fashion always seem to be gorgeous in anyways. Here, AMAZON FASHION presents the best updated outfits to fill the need. Wearing outfits from AMAZON FASHION depicts a stylist and beautiful look for women. Thus, the advertisement wants to tell the readers that to be beautiful and stylist, they need to wisely choose AMAZON FASHION.

The copywriter of this advertisement violates the maxim of manner for he becomes ambiguous and obscure in the word’s meaning of an adjective ‘smart’. The adjective ‘smart’ has two meaning; stylist and clever. The readers may question which smart AMAZON FASHION means to be beautiful. However, the real implied meaning AMAZON FASHION wants to tell is that the smart here refers to being stylist. Being stylist in appearance is one of characteristics which make women beautiful.

To sum up, this data implied that the readers can find updated and fashion outfits in AMAZON FASHION. Wearing outfits from AMAZON FASHION is able to make a stylist appearance and a beautiful look. The implied meaning of the advertisement is derived from the violation of the maxim of manner which is deliberately done by the copywriter to apply conversational implicature. Applying conversational implicature in this advertisement is intended to provide more meaning then persuade the readers to shop in AMAZON FASHION.

Datum 6

Thicker, fuller hair is yours.

Reduce hair loss by 33% with *invati* solutions for thinning hair.



AVEDA

(Vogue magazine October 2015 ed., page.174)

Analysis:

The implied meaning of the advertisement is AVEDA can thicken and make a perfect fuller hair. People who suffered hair loss should have this hair treatment product with them to exfoliate and revitalize the hair; therefore the hair loss can be reduced. For this benefit, AVEDA presents a hair treatment product which contains invati (the combination between ginseng and certified organic plants) that is good for reducing hair loss. The message is people who are using

this hair treatment product will have a thicker and fuller hair than they used to have before.

This advertisement applies conversational implicature by the way of observing the maxim of quantity which is proven by telling the exact number of ingredient which is used within AVEDA hair treatment product, approximately 33% *invati* which is known very good for thinning hair solution. By telling this, the readers can guess well the exact ingredient which is used in the product and choose the best solution for their hair especially they who aimed to reduce the hair loss.

Then, this data implied that AVEDA presents a hair treatment product which is able to decrease the hair loss by *invati* content which is known best in thickening the hair structure. The implied meaning is derived from the observance of maxim of quantity by giving the exact number of content which is used within AVEDA product in order to make the readers confident to try it. This strategy is applied to give rise conversational implicature.

Datum 7

Reverse the face of time, now!

PREVAGE anti-aging daily serum

ELIZABETH ARDEN

(Vogue magazine October 2015 ed., page.199)

Analysis:

This advertisement implies the readers to use PREVAGE anti-aging daily serum from ELIZABETH ARDEN, so they will not worry again about the wrinkles and other skin damages which are originally happened in older women. Nowadays, most women always worry about the appearance look especially the skin of face. Women who become older will physically have wrinkles and problems with skin. Since, this anti aging serum product is presented now, the readers can have younger looking skin than before, so they just have not to worry and try this one with them. If they can, do the purchase as soon as possible, since having beautiful and healthy skin is a dream for every woman.

Commonly, the word “reverse the face of time” is quite ambiguous for the readers. The word ‘reverse’ literally means causing something to go backwards and change the direction, order, or position of something to its opposite. The word ‘reverse’ is ambiguous because some readers may guess that this advertisement means to fold back the women face. It is impossible to fold back the face to the back head to have a hidden and real meaning of the advertisement. Besides, the word ‘the face of time’ means that the face may change along the time passing. Older women usually will have wrinkles and other skin problems. Thus, ‘reverse’ here means that PREVAGE anti-aging daily serum can return the aging face skin of older women to the opposite way, a younger looking face skin. Therefore, this product is presented to give a best solution for them to return their young skin and kick the aging skin which makes women feel unconfident. Although, this expression is ambiguous, the implied meaning which ELIZABETH ARDEN wants to say is very strong to grab the readers’ interest. Also, ambiguity in this advertisement can give a persuasive power to the readers. According to the maxims of cooperative principle, becoming ambiguous in language indicates that the copywriter of this advertisement is violating the maxim of manner to apply conversational implicature.

Therefore, this data implied that PREVAGE anti-aging daily serum manufactured by ELIZABETH ARDEN is able to bring women’s wish to have a younger looking skin into a reality. This implied meaning is acquired by a deliberate violation of maxim manner which aims to grab the readers’ interest in

the manner of being obscure in language. By violating the manner maxim, the copywriter generates conversational implicature in this advertisement language.

Datum 8

They changed the world.

Not the shirt.



GANT shirt maker

(*Vogue* magazine October 2015 ed., page.204)

Analysis:

The advertisement above implies that GANT shirt maker always gives priority to its shirt quality to make a comfy wear for people. People who wear the GANT shirt will feel comfortable, unique, and confident. Those feelings make people change the world by only wearing the GANT shirt. People who are wearing the comfy GANT shirt will start a perfect day because they become confident to do everything. Then, the only thing which is changing here is the

world, not the quality of the shirt. The shirt quality always stays the same over time.

The change of world actually does not relate to the shirt of GANT. The relevance maxim means that there must have been some related reasons; otherwise the utterance will not make any sense. Thus, this advertisement violates the maxim of relevance to produce conversational implicature which means that the GANT shirt does not change the shirt quality, in contrary people who will change the world by wearing it.

Hereby, the data implied that GANT shirt maker always regards the quality of shirt as a priority to make a comfortable wear. GANT shirt maker is ready to make a change in the world, but will never change the shirt quality. The implied meaning is acquired by violation of relevance maxim. Then, conversational implicature is existed.

Datum 9

We engineered all the “grandma” out of it.

Experience the New Buick



Buick

(*Vogue* magazine October 2015 ed., page. 215)

Analysis:

This advertisement implies that Buick presents the new Buick car which completes people demand with a luxurious model. People who see and drive this car will shout as they feel surprise for its comfort and luxury. Driving an extravagant car like Buick car makes people rightfully happy, confident, and pleased. By exhibiting this luxurious and comfortable car, Buick challenges the readers to feel the New Buick.

To create an exaggerate effect on the readers' imagination towards the New Buick car; he blatantly violates the maxim of relevance. There is no relation between the car and grandma. The literal meaning of 'grandma' is granny or the mother of person's father or mother. However, the copywriter tries to interrelate those two objects to attract the readers' attention. By violating the maxim of relevance, the copywriter applies conversational implicature which means that the readers can find all people include the grandmas who drive and see this car will shout as they feel pleasure and surprise. The copywriter uses the word 'grandma' just to exaggerate people who are going to see the car. It is well known that the grandmas who feel the luxury and comfort usually are tempted to shout with amazement and admiration, and then it creates a noisy sound and praise.

Therefore, to experience that extravagant exclamation of the car, the readers should experience having and driving the New Buick Car.

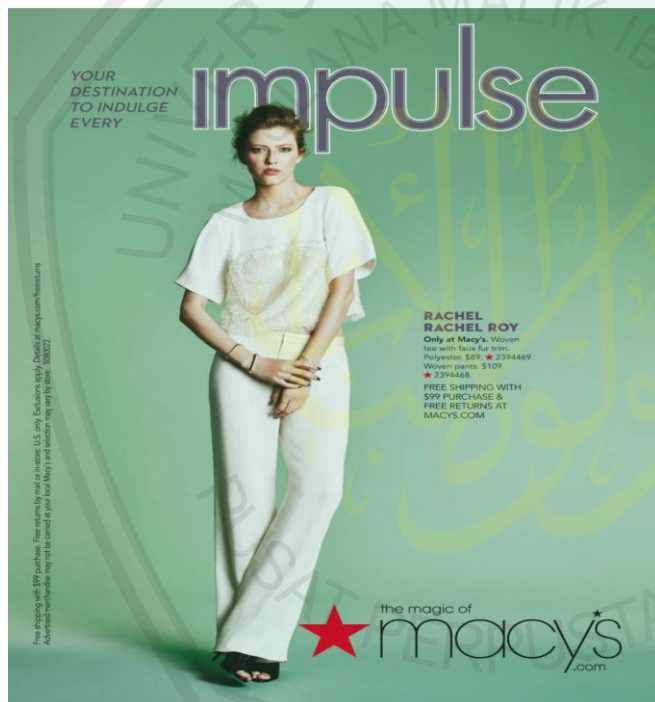
So, this data implied that Buick car is considered as an automotive brand which fulfills people desire about a leisure class of car which is able to obtain a

surprised expression of people who see it. The implied meaning is derived through the copywriter's strategy to deliberately violate the maxim of relevance. This violation is done to give exaggerated effect to the readers. This violation of cooperative principle causes an indirect expression which is called as conversational implicature.

Datum 10

Your destination to indulge every impulse.

The magic of macys.com



macys.com

(Vogue magazine October 2015 ed., page.216)

Analysis:

The implied meaning of the advertisement is the readers can discover all outfits they want in an online outfit market, macys.com. Since, *Vogue* magazine is

specially dedicated for the women, then the model of macys.com advertisement is a woman. All outfits include dress, pants, skirt, and other women's outfit needs are available in macys.com. Currently, women always feel that they have few outfits in their wardrobe when they are going to go. Then, it is very common to find that women like shopping new dresses and other fashionable outfits to complete their collection. To help women fulfilling the impulse of having new outfits, macys.com is presented as a right destination to find new fashionable and up-to-date outfits without going out to the store.

To apply conversational implicature, the copywriter violates the maxim of manner. He tells obscure expression by stating that macys.com can be a destination where the readers can fulfill every impulse that comes to their mind. In fact, the readers may do not understand what the word 'destination' and 'impulse' here refers to. The word 'destination' literally means the place where someone is going. However, the macys.com is an online shopping online which does not mean as a place to visit. Further, people have so many impulses. The impulse is not only the wish to buy a new outfit, but also wishes to go places, go a date with a friend, to eat, to play games, and so on. When it is about the matter of new outfits, the macys.com can fulfill it. In fact, the macys.com cannot indulge the other impulses. The copywriter uses this strategy to exaggerate that the readers can have everything they want in macys.com, whereas the fact cannot. When the readers look at the word 'every', then they will be attracted to the offer of macys.com. However, the impulse which the copywriter of this advertisement means is restricted to the matter of women's outfit.

Then, this data implied that the readers specially for women is able to find all styles of outfit they want and shop them in an online market named macys.com. As a right destination to buy outfits, macys.com is ready to satisfy women's need in the matter of perfect dressing. This implied meaning is acquired from the violation of manner maxim which is deliberately done by the copywriter to generate conversational implicature in macys.com advertisement.

Datum 11

SHINOLA DETROIT

Where American is made.



SHINOLA Watch

(Vogue magazine October 2015 ed., page.219)

Analysis:

The implied meaning of SHINOLA watch advertisement is that this watch depicts the way American behaves. American is well known with a famous

proverb, “time is money”. It refers that American prefer to value the precious time he has to do the useful things rather than waste it for meaningless things.

Therefore, SHINOLA watch can be a good friend for them to know the exact time in everyday activities. So, the American is able to manage the time perfectly.

Moreover, American is popular with their hard work and good leadership. The SHINOLA advertisement illustrates that beginning from this watch; the American can manage well the time to work hard. Hence, the American is properly to be a good leader for the members of company. It means that SHINOLA watch which engineer hard workers. Moreover, this watch is illustrated as a perfect watch which can lead all watch brands in the world by its quality. Then, the readers should have this SHINOLA watch with them, so they can manage the time well and be successful individuals.

This advertisement applies conversational implicature by flouting the maxim of relevance. Seeing the context of advertisement, there will be no any relations between American and SHINOLA watch. However, the copywriter tries to interrelate those two unrelated objects to make the advertisement message more strong and interesting for the readers. Since, it is well known that American is a good worker and always appreciates the time. Most people in the world have admitted this American characteristic. Therefore, the copywriter depicts SHINOLA watch as how the American begins to be a good leader in this universe by appreciating time.

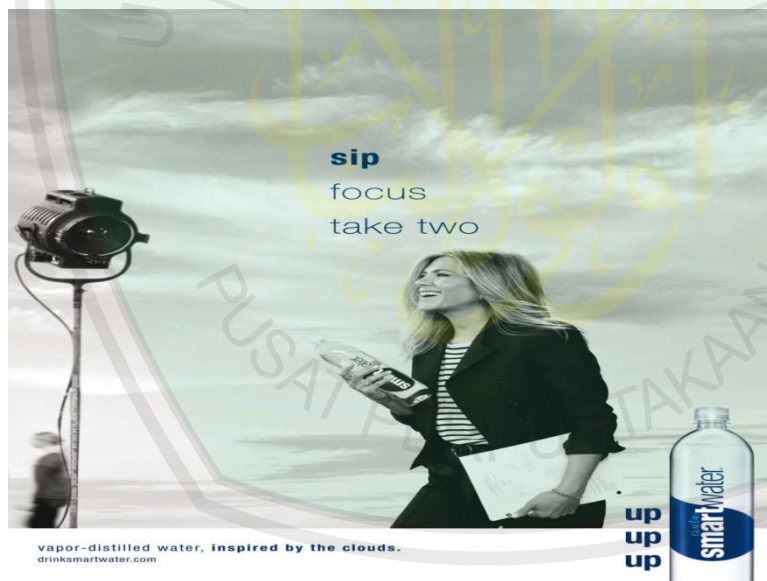
Thus, this data implied that SHINOLA watch is a qualified and correct decision to accompany the readers' daily to know the precise time in everyday activities. To convince the readers, the copywriter declared the superiority of this watch by illustrating it to the American behavior in having on time. Considering to this way, the implied meaning in SHINOLA watch advertisement is derived through the copywriter's strategy to violate the maxim of relevance. The violation of relevance maxim then produced conversational implicature.

Datum 12

Sip

Focus

Take two



UP smart water

(Vogue magazine October 2015 ed., page.226)

Analysis:

This advertisement implies the readers to drink UP smart water to make them focus, and then they will repeat to drink UP. UP smart water is good mineral water for healthy life and make people focus in a whole day activities. Since, people may be out of focus when they lack body fluids for circulation. Then, UP smart water presents this mineral water to fill the demand of human body. The readers can drink this mineral water from UP to keep focus in their activities without dehydration and loss focus.

To apply conversational implicature in this advertisement, the copywriter observes the maxim of quantity by giving enough information as it is required. The copywriter exerts that sipping UP smart water can keep the readers' focus and then sip it all over again. By observing the maxim of quantity, he convinces the readers about the quality of UP smart water.

Hereby, the data implied that UP smart water as a perfect choice to fulfill human body demand of everyday mineral in order to be health and focus in doing activities. The implied meaning is derived by the observance of quantity maxim which then gives rise to the existence of conversational implicature.

Datum 13

RESULTS without the procedure.



OLAY Regenerist

(Vogue magazine October 2015 ed., page.246)

Analysis:

This advertisement implies that OLAY Regenerist presents new anti-aging cream which is able to firm the face skin and give a fresher look in a simple and economic way. As for this product superiority, OLAY Regenerist can prove the result of firmer and fresher skin without any other additional stages or cream to apply more in the face skin. This product is regarded as a practical product for the readers to keep the face skin healthy, firm, and young. Thus, if the readers want to have a practical anti-aging cream without being troublesome to have next steps or other additional cream, they need this OLAY Regenerist.

The copywriter in this OLAY Regenerist advertisement observes the maxim of quality to underline the product superiority which other products may not be able to. OLAY Regenerist can firm and hydrate the face skin in a better, simpler, and more economic way by only having this anti-aging cream product. Knowing the product superiority, the readers can be confident at trying this product.

Thus, this data implied that OLAY Regenerist is a good anti-aging cream which is able to give the result of younger-looking skin in a simple way. Reasonably, the readers are persuaded to try this product. The implied meaning of this advertisement is acquired through the observance of maxim quality which is done to apply conversational implicature.

Datum 14

Runaway hair you can wear.



NEW YORK FASHION WEEK OFFICIAL PARTNER FOR 15 SEASONS

TRESEMME Hair Spray

(Vogue magazine October 2015 ed., page.249)

Analysis:

This advertisement implies that TRESEMME Hair spray as an expert hair salon which is able to make the readers' hair look adorable like models' hair look in the catwalk. The readers do not have to be a catwalk model to have this hottest hair. They can simply have runway hair look wherever they want even at home. They also do not need to go to salon for this hair because TRESEMME has presented the hair spray product which can be owned and used by all people. The readers have only to buy the product if they want to have this hair style.

To create conversational implicature in this advertisement, the copywriter violates the maxim of manner. He becomes ambiguous in expressing the word 'runway'. The word 'runway' literally means a ground where aircraft takes off and lands. However, in fashion term, the word 'runway' is also used to express a flat platform where the models run and present clothing and accessories during a fashion show. The runway hair means a hair style which usually worn by the professional hair stylist to the models' hair in catwalk where the hair is sprayed in order to unhide the face look of models. Since, the word 'runway' has various meanings; it may be ambiguous for the readers to guess the exact meaning of the advertisement. However, it is impossible to interpret the runway hair as hair which is worn in aircraft landing ground because the meaning will be nonsense. Thus, the copywriter means this word by the hair look which is usually worn by the models in catwalk.

Then, this data implied that the readers can have an adorable hair look, 'runway hair' which is usually shown in the catwalk modeling in easier way with TRESEMME hair spray product. This implied meaning is derived by the violation of manner maxim. The copywriter's strategy of ambiguity which is expressed within the advertisement language aims to generate conversational implicature.

Datum 15

Let the sunshine in.



MICHAEL KORS Bikini

(Vogue magazine October 2015 ed., page.311)

Analysis:

This advertisement implies that MICHAEL KORS Bikini is able to lighten the surroundings where women wear this outfit cut. By wearing this bikini from MK, the readers can increase their own confidence, enliven the surroundings atmosphere, and then the happiness will come as well. Therefore, this

advertisement persuades the readers to have this MK bikini to experience the happiness as MK has illustrated by wearing this bikini.

In this advertisement, the copywriter flouts the maxim of relevance by interrelating two unrelated objects; MICHAEL KORS bikini and sunshine. Actually, there is no such relation between those two objects to define this advertisement. However, the copywriter wants to imply that by wearing this MK bikini, the readers will find joy and happiness as how the sunshine comes in the morning. Then, in the hope that the readers especially women will be persuaded and found it as interesting thing to own and wear. By violating the relevance maxim, the copywriter aims to attract the readers' interest to this MK bikini advertisement.

To sum up, this data implied that wearing MICHAEL KORS bikini can increase women's confidence to start activities and excite the surroundings mood and condition. The copywriter generated conversational implicature in this MK advertisement by violating the maxim of relevance.

3.1.2. Result of Reasons for Generating Conversational Implicature

Based on the data analysis result, fifteen advertisements which are used in this research is fulfilling all four possible reasons for generating conversational implicature as a form of indirectness that is proposed by Thomas, they are: (1) interestingness, (2) increase the force of message, (3) compete goals, and (4) politeness. The copywriter of *Vogue* magazine advertisement generates the

conversational implicature in two strategies, observance of cooperative principle maxim and violation of cooperative principle maxim.

Within the data analysis is found the observance of quality maxim at twice which aims to captivate the readers' attention towards the advertisements. In this way, the copywriter underlines the superiority of the product which might not found in other brands of the same products as illustrated in datum 13 from OLAY Regenerist and datum 3 from CLARINS PARIS advertisement. This interestingness makes the readers interpret more meanings than the advertisement's strict statement. When the readers are successfully persuaded by the force of message in this advertisement, the goal of advertising is obtained. The goal of product advertisement is to make the readers trust towards the product and then make a purchase. However, the readers are not forced blatantly to buy the product in reading this advertisement. Since, the copywriter uses indirect expression by applying conversational implicature to invite them trusting and buying without states it strictly in the advertisement language text.

Also, two of quality maxim violations are found in datum 1 and datum 2 by exerting personification in the advertisement language. Assigning human characteristics to non-human aims to make the advertisement message more interesting to read and arouse an attractive result to the readers. This strategy is done to create the conversational implicature emerged. As an indirect expression, the copywriter blatantly did it to create interestingness in the readers' mind and imagination so they will get stronger force towards the products which are advertised. The force in these advertisements means that the readers are invited to

try the product. In this way, the goal of product advertisement is competed politely by the copywriter. Since, he never tells the force of buying the products strictly in the language of advertisements.

Moreover, it is found that the copywriter observes the maxims of quantity at three times as they are illustrated in datum 2, datum 6, and datum 12. Telling the readers about the precise information and exact number of the product quality or content in the advertisements text is able to interest the readers. Especially in certain cases, it can arouse the readers' interest when the copywriter exerted only a few words, but they are already able to explain the products completely to them. Without exerting much word to say in the advertisement, the language itself can increase the force of advertisement message. The readers are confident to buy the products because the advertisements have informed the complete information of the product superiority and contents. Then, the goal of product advertisement is reached. Since, the advertisement does not state the force of buying the product directly, it indicates that the copywriter uses politeness form to create a hidden force for the readers to have the products.

Further, it is discovered that the violation of manner maxims are existed at four times as in datum 5, datum 7, datum 10, and datum 14. In this way, the copywriter puts effort by exerting ambiguous and obscure expression in the language of advertisement. The violation of manner maxim aims to grab the readers' attention and interest to the advertisement. Moreover, being indirect in advertisement is able to increase the force of message. Even though, the copywriter does not exert so many words to convince the readers about the

products' quality and ask them to buy, the words already do. The copywriter may not be able to guarantee the truth of products' quality. However, to gain the goal which the copywriter aims, he flouts the maxim of manner to convince the readers and then make them buy the products. Hence, the goal of products advertisement can be maintained by the copywriter. Although, the goal of advertisement is completed, the copywriter does not state the force of buying the products in direct statement. He uses politeness to create a hidden invitation for the readers to have the products.

Last, it is found that the violation of relevance maxims are also happened at five times as in datum 4, datum 8, datum 9, datum 11, and datum 15. Interrelating two unrelated objects in the advertisement is used as the strategy to generate conversational implicature. By violating the maxim of relevance, the copywriter is able to create interestingness and increase the force of message in the advertisement language because the readers will wander the relations of the two unrelated objects and then end up into a wider interpretation of the products' superiority. Although, the copywriter does not directly ask the readers to do products' purchase, this goal of advertisement is successfully achieved through this indirectness. In other words, it is proven that the copywriter uses politeness within those advertisements language.

To sum up, fifteen advertisements of Vogue magazine October 2015 ed. are fulfilling four reasons for generating conversational implicature as a form of indirect expression. The goals of exerting advertisements in promoting the

products and services are successfully achieved by the copywriter's effort in expressing the products' information, superiority, and purchase force indirectly.

3. 2. Discussion

After presenting and analyzing the data contain conversational implicature that are found in the advertisements of *Vogue* magazine, in this part, the researcher presents the discussion of the findings in order to clarify the answer of the research questions.

The researcher found 15 data which generate conversational implicature. All data contain conversational implicature where the implied meaning is different from the literal meaning of the advertisements. Based on the first question, "What are the strategies of generating conversational implicature in the advertisements of *Vogue* magazine?", the copywriter generated conversational implicature in the advertisement by applying two strategies. As what is proposed by Grice's theory that applying conversational implicature could be derived through two strategies; they are observing cooperative principle (standard implicature) and violating or refusing cooperative principle by flouting maxim. In this research is found that the copywriter observed the maxim of cooperative principle five times and violated it eleven times. For the details of CP maxims, within this data research is found 2 observance of quality maxims, 2 violation of quality maxims, 3 observance of quantity maxims, 4 violation of manner maxims, and 5 violation of relevance maxims.

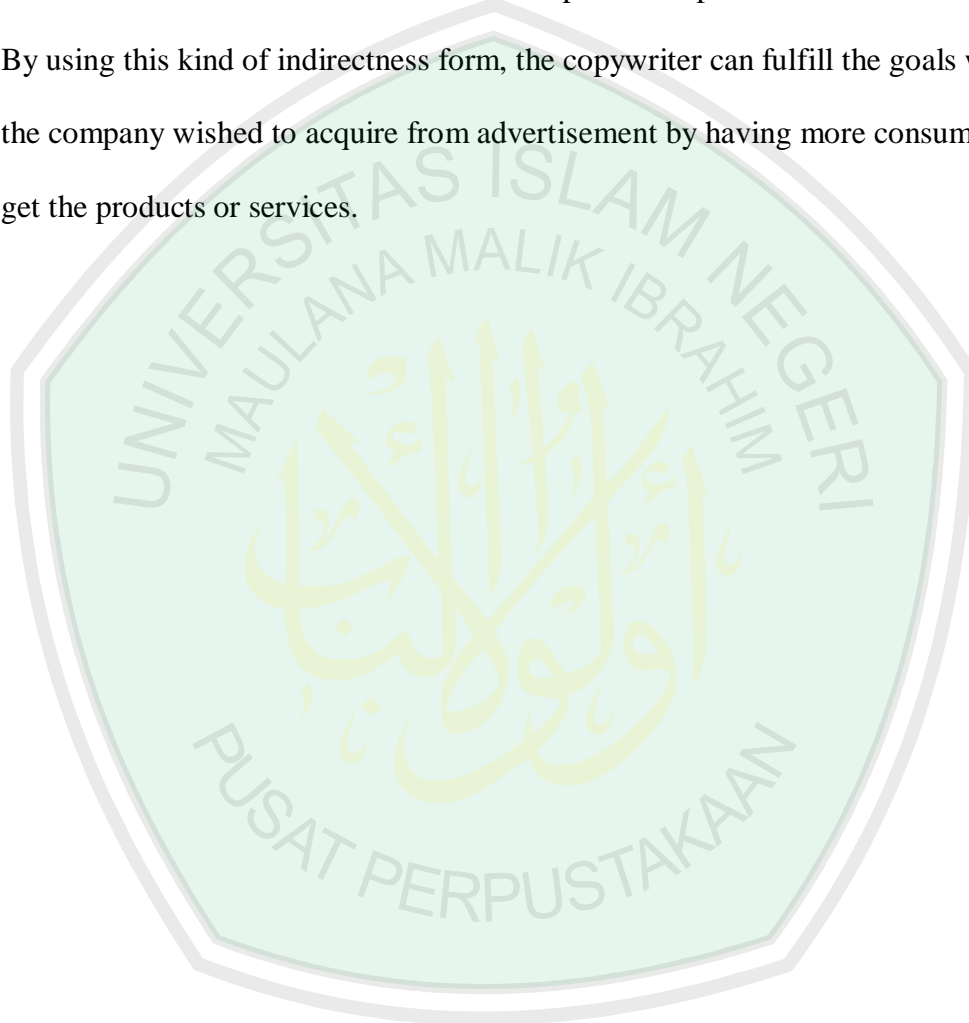
The copywriter of the advertisements mostly violated the maxim of cooperative principle to create a more interesting advertisement for the readers. Since, the copywriter could not tell the truth of the product quality and direct ask to the readers to gain expected results of advertising. Yet, the observance of the cooperative principle maxim by exerting the truth and exact number in advertisement could also captivate the reader's attention and interest in the advertisements of *Vogue* magazine.

Based on the second question, "What are the reasons beyond generating conversational implicature in the advertisements of *Vogue* magazine?", the researcher found all four reasons as proposed by Thomas: (1) interestingness, (2) increase the force of message, (3) compete goals, (4) politeness within the advertisements of *Vogue* magazine.

The copywriter of the advertisements of *Vogue* magazine intentionally used this indirectness to create the interestingness effect to the readers, convey more messages than the words which are strictly stated, arouse the effect of the product advertising in polite expression to compete the goals which is indicated by the readers trusting and doing a purchase.

Therefore, generating conversational implicature within advertisement language is regarded as necessary for a successful advertising, since this strategy can increase and boost more readers to feel interest towards the advertised products. The copywriter may not be able to guarantee the quality of advertised products or services, but the words within the advertisements which contain

conversational implicature can do. Since, the implied meaning can draw wider meaning and interpretation on the readers. In addition, the copywriter had better prevent using direct statement to readers for buying the products. On the other way, he had better use indirect expression within the advertisements to persuade the readers to do so because it will be more polite and preferable for the readers. By using this kind of indirectness form, the copywriter can fulfill the goals which the company wished to acquire from advertisement by having more consumers to get the products or services.



CHAPTER IV

CONCLUSION AND SUGGESTION

After presenting the findings and discussion in the preceding chapter, then researcher obtained a conclusion and provided a suggestion as the end of this research. The conclusion is drawn based on the formulated research questions while the suggestion is intended to give information to the next researchers who are interested in doing the research of the same area.

4.1. Conclusion

Based on the formulated research questions, this research analyzed the strategies of how the conversational implicature is generated by the copywriter in the advertisements of *Vogue* magazine and what are the possible reasons beyond generating the conversational implicature in the language of advertisements.

There are two strategies to apply the conversational implicature, they are: (1) observance of cooperative principle maxim and (2) violation of cooperative principle maxim. As for, applying the conversational implicature is one of indirectness form which is intended to get four reasons, they are: (1) interestingness, (2) increase the force of message, (3) compete goals, and (4) politeness.

After analyzing the data and discussing them in the previous chapter, the researcher concluded that within fifteen advertisements in *Vogue* magazine October 2015 ed. is found both strategies of generating conversational

implicatures have been mentioned, observance and violation of cooperative principle maxim. To generate the conversational implicature, the copywriter observed the cooperative principle maxim by obeying the maxim of quality twice and the maxim of quantity at three times. Also, the copywriter violated the cooperative principle maxim by flouting the quality maxim twice, the maxim of manner at four times, and the maxim of relevance at five times.

Furthermore, it is found that the conversational implicature is intentionally generated by the copywriter in the advertisements of *Vogue* magazine to obtain all four reasons proposed by Thomas theory: (1) interestingness, (2) increase the force of message, (3) compete goals, and (4) politeness.

To sum up, the copywriter deliberately observed and violated the cooperative principle maxim to generate the conversational implicature to achieve four reasons of using indirect expression in communicational event.

4.2. Suggestion

The researcher suggested to the next researchers who are excited to conduct the research of the same field to investigate the conversational implicature in deeper and more critical analysis. To follow up this recent research, it is recommended for the next researchers to analyze the strategies of generating the conversational implicature on the other subjects, such as advertisement language text in social media and endorsement forms which are usually posted by famous people like artists or *selebgram* (celebrity of instagram). Nowadays, this kind of advertisement is very nearly and familiar to people's daily life. To conduct

the research on this subject may be useful to broaden the area of study in more attractive subject and help the copywriters to attract the target consumers by developing the language use in advertising.



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APPENDIX I

No.	Data	Source	Conversational implicature	Strategy	Reasons			
					To create interestingness	To increase the force of message	To compete goals of advertisement	To express politeness
1.	For 80 years, life is beautiful with Lancome. (LANCOME PARIS EyeshadowPallette)	<i>Vogue</i> magazine October 2015 ed. page.16	√	Flouting maxim of quality	√	√	√	√

2.	<p>Makeup that's going places</p> <p>8-hour wear at the push of a button.</p> <p>(ESTEE LAUDER Liquid Compact)</p>	<p><i>Vogue</i> magazine</p> <p>October 2015 ed. page 25</p>	<p>√</p>	<p>Flouting the maxim of quality</p> <p>Observing the maxim of quantity</p>	<p>√</p>	<p>√</p>	<p>√</p>	<p>√</p>
3.	<p>One drop, double the power.</p>	<p><i>Vogue</i> magazine</p> <p>October</p>		<p>Observing the maxim</p>				

	(CLARINS PARIS)	2015 ed. page.52	✓	of quality	✓	✓	✓	✓
4.	Maybe she's born with it, maybe it's Maybelline. (MAYBELLINE NEW YORK)	<i>Vogue</i> magazine October 2015 ed. page.133	✓	Flouting the maxim of relevance	✓	✓	✓	✓
5.	Smart is beautiful	<i>Vogue</i> magazine		Flouting the maxim of				

	(AMAZON FASHION)	October 2015 ed. page.149	✓	manner	✓	✓	✓	✓
6.	Thicker, faller hair is yours. Reduce hair loss by 33% with <i>invati</i> solutions for thinning hair. (AVEDA Hair Treatment)	<i>Vogue</i> magazine October 2015 ed. page. 174	✓	Observing the maxim of quantity	✓	✓	✓	✓

	(GANT shirt makers)	page. 204						
9.	We engineered all the “grandma” out of it. Experience the New Buick. (Buick Car)	<i>Vogue</i> magazine October 2015 ed. page. 215	√	Flouting the maxim of relevance	√	√	√	√
10.	Your destination to indulge every	<i>Vogue</i> magazine		Flouting the maxim of				

	impulse. The magic of macys.com (macys.com)	October 2015 ed. page. 216	✓	manner	✓	✓	✓	✓
11.	SHINOLA DETROIT Where American is made. (SHINOLA	<i>Vogue</i> magazine October 2015 ed. page. 219	✓	Flouting the maxim of relevance	✓	✓	✓	✓

	Watch)							
12.	Sip Focus Take two (UP Smart Water)	<i>Vogue</i> magazine October 2015 ed. page. 226	√	Observing the maxim of quantity	√	√	√	√
13.	RESULTS without the procedure. (OLAY	<i>Vogue</i> magazine October 2015 ed.	√	Observing the maxim of quality	√	√	√	√

	Regenarist)	page. 246						
14.	Runaway hair you can wear. (TRESEMME Hair Spray)	<i>Vogue</i> magazine October 2015 ed. page. 249	√	Flouting the maxim of manner	√	√	√	√
15.	Let the sunshine in. (MICHAEL KORS Bikini)	<i>Vogue</i> magazine October 2015 ed. page. 311	√	Flouting the maxim of relevance	√	√	√	√