

**CONVERSATIONAL IMPLICATURE AND MAXIMS VIOLATION
ON AUDIOVISUAL ICE CREAM ADVERTISEMENTS**

THESIS

**By:
Ervanita Dianasari
NIM : 13320047**



DEPARTMENT OF ENGLISH LITERATURE

FACULTY OF HUMANITIES

UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM MALANG

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**CONVERSATIONAL IMPLICATURE AND MAXIMS VIOLATION ON
AUDIOVISUAL ICE CREAM ADVERTISEMENTS**

THESIS

Presented to

Universitas Islam Negeri Maulana Malik Ibrahim Malang

in Partial Fulfillment of the Requirements for Degree of *Sarjana Sastra* (S.S)

By:

Ervanita Dianasari

13320047

Advisor:

Irham, M.A



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2019

APPROVAL SHEET

This is to certify that Ervanita Dianasari's thesis entitled **Conversational Implicature and Maxim Violation on Audiovisual Ice Cream Advertisements** has been approved for thesis examination at Faculty of Humanities, Universitas Maulana Malik Ibrahim Malang, as one of the requirements for the degree of *Sarjana Sastra* (S.S).

Malang, 11th October 2017

Acknowledged by
The Head of Department of
English Literature

Approved by
The Advisor



Irham, M. A.
NIP.



Rina Sari, M. Pd.
NIP. 19750610 200604 2 002

Acknowledged by

The Dean of Faculty of Humanities



Dr. H. Syafiyah, M. A.
NIP. 19660910 199103 2 002

LEGITIMATION SHEET

This is to certify that Ervanita Dianasari's thesis entitled **Conversational Implicature and Maxim Violation on Audiovisual Ice Cream Advertisements** has been approved by the the board examiners as the requirement for the degree of *Sarjana Sastra* (S.S) in Department of English Literature.

Malang, 11th October 2019

The Board of Examiners

Signature

1. Vita Nur Santi, M.Pd.
NIP. 19830619 2011012 008

(Main Examiner)



2. Dr. Hj. Rohmani Nur Indah, M.Pd. (Chairman)
NIP. 19760910 200312 2 002



3. Irham, M. A.
NIP.

(Secretary)



Approved by

The Dean of Faculty of Humanities

Universitas Islam Negeri Maulana Malik Ibrahim Malang



Dr. Hj. Syafiyah, M. A.

NIP. 19660910 199103 2 002

STATEMENT OF THE AUTHORSHIP

Under signed,

Name : Ervanita Dianasari

ID Number : 13320047

Department/ Faculty : English Letters Department/ Humanities

Certify that the thesis I wrote to fulfill the requirement for the degree of *Sarjana Sastra* (S.S) in Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang entitled *Conversational Implicature and Maxims Violation on Audiovisual Ice Cream Advertisements* is truly my original work. It does not incorporate any material previously written or published by another person except those indicate in quotation and references. Due to this fact, I am the only responsible person for the thesis if there is any objection or claims from others.

Malang, 11th October 2017



Ervanita Dianasari

MOTTO

**CONVERSATION, LIKE CERTAIN OF THE ANATOMY, ALWAYS
RUNS MORE SMOOTHLY WHEN LUBRICATED**

-MARQUES DE SADE-

DEDICATION

This thesis is dedicated to:

My lovely Ayah and Ibuk,

who always spread the eternal love in every single breath

My sister and brother in-law,

who always remind me not to give up in every single step

My grandparents

and

All of my family

Friends of Kos Sumber Rejeki in first floor

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Praise be to Allah SWT for blessing the researcher so that she could finally finish this thesis. The second is peace and blessing be upon our Prophet Muhammad SAW, his family, his companion and all of his followers. He is the role model for humankind.

This thesis is intended to fulfill the requirement to achieve the degree of Sarjana Sastra in Faculty of Humanity at Universitas Islam Negeri Maulana Malik Ibrahim Malang. Yet, hopefully this thesis can give contribution to the richness of the knowledge, especially in the field of linguistics.

This thesis was not simply finished because I spend much time and effort to make it complete. However, it has given invaluable experience. This thesis actually would never be finish without support and motivation from many people. Firstly, I would like to thank those who have guided me in writing this thesis. I express my first gratitude to my advisor, Irham, M. A. who has patiently and carefully guided and helped me to finish this thesis with all of his critical comments to make the research better and more significant. Then I express my gratitude to all my lecturers of Department of English Literature for being patient in teaching and guiding me to get the valuable knowledge.

Secondly, I express my deepest thanks to my lovely Ayah, Supadi and Ibuk, Sulikah who always spread the eternal love, for the support and pray for me in every single breath. Then for my sister, Revina Defryanti and my brother in-law, Winardi who always remind me not to give up in every single step with giving the best affection and care to me. Also my grandparents who always remind me to the unlimited spirit. You all can look at me from the quiet place there.

Thirdly, I want to say great thanks to all friends in Department of English Literature'13 for our struggle and togetherness. See you on top guys. And also for friends of Kos Sumber Rejeki in first floor, mbak Winda, Dina, Ambar, and Utin. Thanks for your support.

Finally, I admit that this thesis is not perfect. Therefore, I hope any comments from the readers. Also, I hope that this thesis will give a valuable contribution, especially for study of Discourse Analysis and Pragmatics.

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ABSTRACT

Dianasari, Ervanita. 2017. *Conversational Implicature and Maxim Violation on Audiovisual Ice Cream Advertisements*. Undergraduate Thesis. Department of English Literature. Faculty of Humanities. State Islamic University Maulana Malik Ibrahim of Malang.

Advisor: Irham, M.A.

Keywords : conversational implicature, cooperative principle, maxims violation, ice cream advertisement.

This research focuses on the conversational implicature and maxims violation on audiovisual ice cream advertisements. According to Grice in Grundy (2008), there are two types of conversational implicature: generalized conversational implicature and particularized conversational implicature. To raise the conversational implicature in the advertisements, the copywriters blatantly violate maxims of cooperative principlesince they fail to fulfill them. This research is also supported by the previous study's statement which says to observe a maxim, the copywriters violate another maxim.

This research is conducted using pragmatics paradigm since it focuses on aspects of information conveyed through language to create a good communication. It also uses qualitative method since it gathers multiple forms of data. The data are collected from Youtube for the audiovisual advertisements, doing transcript, reading and note-taking to collect the data.

The result of this research showed that the first is two types of conversational implicature contained in these advertisements: particularized conversational implicature and generalized conversational implicature. The second is that there are four types of maxim which are violated in the advertisements: quantity, quality, manner, and relevance. Relating to the types of conversational implicature, the particularized conversational implicature is mostly performed in the advertisements within nine data rather than generalized conversational implicature in five data. In terms of types of maxim violation, the maxim of quality is mostly performed in ten data while the maxim of relevance is the lowest rank of maxim violation in just one datum.

In terms of suggestion, other researchers may conduct a different study of this topic by choosing a different object since the object of the study is not only from advertisements, especially ice cream advertisements.

ABSTRAK

Dianasari, Ervanita. 2017. *Implikatur Percakapan dan Pelanggaran Maksim pada Iklan EsKrim Audiovisual*. Skripsi. Jurusan Sastra Inggris. Fakultas Humaniora. Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Pembimbing : Irham, M.A.

Kata kunci : implikatur percakapan, prinsip kerjasama, pelanggaran maksim, iklan es krim.

Penelitian fokus pada implikatur percakapan dan pelanggaran maksim pada iklan es krim audiovisual. Menurut Grice pada Grundy (2008), ada dua tipe implikatur percakapan: implikatur percakapan umum dan implikatur percakapan khusus. Untuk mengangkat implikatur percakapan pada iklan, para pembuat iklan dengan jelas melanggar maksim dari prinsip kerja sama sejak mereka gagal untuk memenuhinya. Penelitian ini juga didukung oleh pernyataan pada penelitian terdahulu yang mengatakan bahwa untuk memenuhi sebuah maksim, para pembuat iklan melanggar maksim yang lain.

Penelitian ini dikerjakan dengan menggunakan paradigm pragmatic sejak ini fokus pada aspek informasi yang disampaikan melalui bahasa untuk menciptakan komunikasi yang baik. Ini juga menggunakan metode kualitatif sejak ini mengumpulkan banyak bentuk data. Data yang dikumpulkan dari Youtube untuk iklan audiovisual, melakukan transkrip, membaca, dan mencatat untuk mengumpulkan data.

Hasil dari penelitian ini menunjukkan bahwa yang pertama adalah dua tipe implikatur percakapan yang terkandung dalam iklan tersebut: implikatur percakapan umum dan implikatur percakapan khusus. Yang kedua adalah ada empat tipe maksim yang dilanggar yaitu: kuantitas, kualitas, cara, dan relevan. Berbicara tentang tipe implikatur percakapan, implikatur percakapan khusus adalah yang paling banyak di iklan tersebut dengan sembilan data daripada implikatur percakapan umum pada lima data. Dalam hal tipe pelanggaran maksim, maksim kualitas adalah yang paling banyak dilanggar pada sepuluh data sedangkan maksim relevan adalah yang paling rendah dilanggar pada satu data saja.

Dalam hal saran, peneliti yang lain bisa mengerjakan penelitian yang berbeda dari topic ini dengan memilih objek yang berbeda sejak objek penelitiannya tidak hanyadari iklan, khususnya iklan es krim.

ملخص البحث

ديانه ساري, عرفانينا (2017) التورط في المحادثة ومخالف "مكسيم" لإعلانات البوطة على أساس السمععي البصري. البحث الجامعي. قسم أدب اللغة الإنجليزية. كلية الإنسانية. جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج

المشرف : الأستاذ إرحم الماجستير

الكلمة المفتاحية : التورط في المحادثة, مبدأ التعاون, مخالف "مكسيم", إعلانات البوطة.

يركز هذا البحث على التورط في المحادثة ومخالف "مكسيم" في إعلانات البوطة على أساس السمععي البصري. عند رأي كريش في كروندي (2008), وجد نوعان من التورط, هما التورط العام والتورط الخاص. لإظهار على تورط المحادثة في الإعلانات, أظهر المعلنون بعمل مخالف عن "مكسيم" من مبدأ تعاوهم منذ هم يفشلون في إتمامها. وهذا البحث تدعم بأحد القول في الدراسة السابقة التي تقول بأن لإظهار "مكسيم" لازم على المعلنين أن يخالف "مكسيم" آخر.

يستخدم هذا البحث نهجا عمليا الذي يركز على جانب المعلومات المنقولة بطريقة لغوية جيدة لتكسبوا على التواصل الجيد. ويستخدم المدخل الكيفي في طريقة جمع البيانات. البيانات مجموعة من فيديوهات في يوتوب, ومن النسخة, ومن القراءة والكتابة في جمع البيانات.

تشير نتائج هذا البحث إلى أن النوعين من التورط في المحادثة المستخدمين في الإعلانات هما التورط العام والتورط الخاص. وأنواع "مكسيم" المستخدمة المخالفة في الإعلانات هي أربعة أنواع. هي مكسيم الكمية, ومكسيم الكيفية, ومكسيم الطريقية, ومكسيم المناسبة. في البيانات المختارة عندنا وجدت تسعة التورط في المحادثة التي تدل على التورط الخاص والباقي وجدت خمسة التورط في المحادثة التي تدل على التورط العام. مخالف مكسيم الموقوعة أكثرها وقعت في نوع مكسيم الكيفية, وأما مكسيم المناسبة أقلها مخالف.

الإقتراحات من الباحث, من الممكن للباحثين في الآخرين أن يعمل ممثل هذا البحث ولكن بخلاف الموضوع, وأما أهداف البحث ليس إلا من إعلانات البوطة فحسب ولكن جاز من الإعلانات الأخرى.

CHAPTER I

INTRODUCTION

1.1. Background of Study

This research attempts to examine the conversational implicature on audiovisual ice cream advertisements, and maxims violation used by the copywriter in these advertisements. With applying the conversational implicature, the copywriters hope that through the implied language and message, the advertisements can make the product image fly away and be the most wanted product. The advantage of the product of advertisements must be arranged as good as possible in order to get the society's attention by showing the advertisements. Also, with the audiovisual media, it also persuades the customers to buy the ice cream product. Therefore, the researcher would like to explore how conversational implicature apply based on its in ice cream advertisements and its maxim violation on audiovisual ice cream advertisements.

Grundy (2008: 73) said that an implicature is a word covering any implied meaning, either conveyed indirectly or through hints, and understood implicitly without ever being explicitly stated. According to Grice in Levinson (1983), implicature is divided in two kinds, conventional and conversational implicature. Conventional implicature is a conveying implicature by means of linguistic conventions. While

conversational implicature is a nonconventional implicature based on addressee's assumption that the speaker is following the conversational maxims or at least the cooperative principle. This type of conversational implicature is divided into two types, generalized conversational implicature (a type of conversational implicature which does not need particular knowledge to know the literal meaning since the context used is general utterances) and particularized conversational implicature (a type of implicature which relies much on the context and needs particular background knowledge and the cooperative principle with its maxims).

Still according to Grice in Levinson (1983), an implicature has to fulfill a cooperative principle (what is required by the accepted purpose of the conversation) and four conversational maxims (maxim of quality: saying something true; maxim of quantity: trying not to say something more than it is needed; maxim of manner: avoiding ambiguity; and maxim of relation: in line or relevant with the topic).

A conversational implicature rises because the copywriter intentionally violates the maxims and the hearer should rely on the context of the advertisements and background knowledge has to find out the literal meaning of the advertisements. In addition, Tsojon and Jonah (2015) in their abstract of journal stated that in observing a maxim, the copywriter violates another maxim to attract the customers' attention on their product.

Within pragmatic paradigm, the researcher investigates conversational implicatures on ice cream advertisements in audiovisual version. People usually pay attention on what interest them and ignore what they dislike. To get people's attention, the copywriter expresses their ideas indirectly through the advertisement by applying the cooperative principle, which leads to conversational implicature. Liu (2012) said that advertising language can produce conversational implicature with violating the maxims of cooperative principle. By so doing, a copywriter can compete with other copywriters to get consumer's attention.

Nowadays, people are surrounded by advertisements from any directions in every aspect of life. Wherever they are, such as in department store, or whenever they open newspaper or turn on the TV, they will find various advertisements. Melchenko (2003) said that for economists and companies, advertising is a tool to achieve a successful goal of trading. To persuade consumers into buying a product or utilizing a service, a copywriter employs a strategy and skill in advertising language. Also, to maintain the assumption of cooperation, the hearer or reader have to interprets the copywriter's statement and makes the inference of the advertisements. Liu (2012) said that if a copywriter fails to obey the maxims, he does it to attract more customer's attention on his products or services. Violating the maxims occurs when the copywriter obviously fails to obey the maxims, which leads to the production of implicature. It also happened on ice cream advertisements.

Ice cream advertisements are advertisements made by ice cream companies to promote their products to the customers. This research uses ice cream advertisements as the subject because they have many innovation, either the taste, the shape of ice cream, or even the customers. In addition, to get their customer's attention, they usually convey the advertisements not only with verbal language used in the advertisements, but also with visual by emphasizing what customers can get if they buy the ice cream. Within the implicit meaning stated by the copywriter, the advertisements may make the viewers able to conclude the information given by referring what has been explicitly to some conversational principles, such as the context given in the advertisements and the background knowledge the viewers have.

The researcher found a number similar studies on conversation implicature and maxim violation; the first is Fauziyah (2016) on *Conversational Implicature on the Chew Talk Show* revealed between two kinds of conversational implicature, generalized and particularized conversational implicature and the generalized conversational implicature is the most used in the talk show since it does not need any specific knowledge to be interpreted. The second is Wijaksana (2016) on *The Violation Maxims Used in Television Program ESPN FC: EL Classico and European Champions League Semi Finals* revealed that between four maxims of cooperative principle, maxims of quantity is the most violated in the television program. And the third is Fadli (2016) on *The Analysis of*

Violation of Maxims in Hotel Transylvania 2 Movie revealed that maxim of relevance is mostly performed in the movie, while maxim of manner is the rarely violated maxim.

However, the recent research is quite different from the previous researches since the research has different topic, subject, and data source. The previous studies focused on one of conversational implicature or maxims violation only to get deeper analysis about them. Also, the previous studies used movie, television talk show and sports program as the research subjects. While the recent research focuses on conversational implicature and maxims violation as the topic, uses audiovisual ice cream advertisements for data source, and uses the copywriter utterance in the advertisements because the researcher wants to investigate what is written by a copywriter to attract his customers' attention.

1.2. Research Questions

- a. What are the types of conversational implicatures on audiovisual ice cream advertisements?
- b. What kind of maxims are violated on these audiovisual ice cream advertisements by the copywriter?

1.3. Research Objectives

- a. To identify the types of conversational implicature on audiovisual ice cream advertisements.

- b. To describe the maxims which are violated on these audiovisual ice cream advertisements by the copywriter.

1.4. Research Significance

This research concerns with pragmatics which has theoretical and practical significances, especially in types of conversational implicature and the maxims of cooperative principle's violation to perfect the existing theory. Theoretically, this research aims at enriching the knowledge of linguistic research particularly in pragmatic field. Also, this research can give more information on examining the pragmatic aspect in advertising, especially about conversational implicature and maxims violation in it. Practically, the researcher expects that this research could give contribution to linguistics students to improve their understanding about linguistics, especially in Pragmatics subject.

1.5. Scope and Limitation

The focus of this study is conversational implicature and its types on selected ice cream advertisements in audiovisual from some Youtube links. Furthermore, this study attempts to investigate the kinds of maxims violated by the copywriter in order to persuade people to buy a product. This topic has very large relevant areas which can be investigated by researcher. Due to the limited time, the researcher only analyzes the

conversational implicature and maxim violation found in the copywriters' utterance on ice cream advertisements in audiovisual form.

1.6. Research Method

1.6.1. Research Design

This study is conducted using pragmatics paradigm to answer the first research question since it focuses on aspects of information conveyed through language to create a good communication. Also, as Cresswell (1994) said that pragmatic paradigm relates with context, situations and consequences. This study correlate utterance context and situations, and consequences of the copywriters intention who do not utter something of their product literally. In addition, this research is conducted by using qualitative method to answer the second research question since it covers characteristics of qualitative research as Cresswell (1994) said that qualitative researches typically gather multiple forms of data. The data for this study are from Youtube links of ice cream advertisements. Also, this study grounds the theory to get deeper understanding of something, in this case is Grice's theory of conversational implicature and maxim violation on ice cream advertisements, in audiovisual version.

1.6.2. Research Instrument

This study uses the researcher herself as the research instrument to get, analyze, and identify the data needed to accomplish the research. Based on Creswell (1994), the researcher is regarded as the primary instrument for data collection and analysis.

1.6.3. Data Source

The data sources which are used in this research are ice cream advertisements from Youtube links as the audiovisual version. The researcher takes the data from Youtube because she has a difficulty in getting data from the ice cream advertisement official account. For the research data, the researcher uses any utterances in advertisements which contain conversational implicature and maxim violation as the data to be investigated. The researcher from audiovisual version of advertisements in Youtube links below:

No.	Title	Source
1.	Magnum: Gold	https://www.youtube.com/watch?v=4KhkWd_A9Ag
2.	Magnum: Release the Beast	https://www.youtube.com/watch?v=w_iCvL3arnps
3.	Magnum: Enjoy the Royal	https://www.youtube.com/watch?v=N_ECE-m6ZM7E

No.	Title	Source
	Treatment	
4.	Magnum: Infinity	https://www.youtube.com/watch?v=B_11apudNZM
5.	Magnum Classics	https://www.youtube.com/watch?v=s3TADPtK_nk
6.	Magnum: Temptation	https://www.youtube.com/watch?v=JYEuLtHae_0
7.	Magnum: Double Caramel	https://www.youtube.com/watch?v=gWpBwVPL5oA
8.	Magnum: Tub	https://www.youtube.com/watch?v=y7G-a_mK8hw
9.	Magnum: Red Velvet	https://www.youtube.com/watch?v=7X6flYtrAxA
10.	Magnum: Brownie	https://www.youtube.com/watch?v=c_mfxOMwCa7w
11.	Cornetto: Mango Tango	https://www.youtube.com/watch?v=c9THt-uJRTU
12.	Cornetto: Love Ride	https://www.youtube.com/watch?v=pMzg4S5HLUM
13.	Cornetto: Cupidity	https://www.youtube.com/watch?v=qWYugBSbm3w
14.	Aice	https://www.youtube.com/watch?v=tl

No.	Title	Source
		AXBUxPsuM

1.6.4. Data Collection

The researcher took the data from Youtube links because she had difficulty on getting the data from the ice cream advertisements official account directly. The taken advertisements are in English which are appropriate to be analyzed in this research, and contain implicature. First, the researcher identified the advertisements which have conversational implicature and maxim violation. Second, the researcher did transcribing on the data from Youtube version to know the words uttered in the advertisements. And the third, the researcher read and did note-taking to collect the advertisements which may contain conversational implicature and its maxim violation.

1.6.5. Data Analysis

After collecting the needed data, the researcher analyzed the utterances in advertisements which contain conversational implicature within stages below:

First, the researcher tried to guess the literal meaning from the copywriter statement in the advertisements with the background knowledge she had and the context provided by the advertisements in audiovisual version, what types of conversational implicatures were in the advertisements, and made inference in order to preserve

the assumption of cooperation. In this step, the researcher answered the first research question where she intended to observe the conversational implicature of the ice cream advertisements.

Then, the researcher classified what kind of maxims which were violated in these advertisements. In this stage, the researcher answered the second research question where she intended to investigate the maxim violation on these advertisements. Thus, the researcher discussed the finding of the research. Finally, the research drew conclusion based on the analysis to answer the research questions.

1.7. Definition of Keyterms

1. Conversational implicature: an implicature which relies on context and background assumption for understanding the implicit meaning.
2. Cooperative principle: an unspoken agreement where people will cooperate in communicating to each other in order to make efficient conversation.
3. Generalized conversational implicature: a type of conversational implicature which does not have a relation with utterance understanding.
4. Particularized conversational implicature: a type of conversational implicature which depends on specific context.

5. Ice cream advertisements: advertisements made by ice cream companies to promote the ice cream to the customers.
6. Maxim violation: a condition where a speaker knows that the hearer will not know the truth and will only understand the surface meaning of the words.

CHAPTER II

REVIEW OF RELATED LITERATURE

2.1. Pragmatics

Pragmatics is a branch of linguistics which studies about implied meaning, how a writer actually meant when something is not literally said or written. In this case, a speaker or writer has to depend on many notions on which they try to communicate. The investigation of the assumptions gives us deeper understanding of what is being communicated more than it is literally said.

Based on Fetzer in (Bublitz & Norrick, 2011: 23), pragmatics is a study which concerns with communicative action and its felicity condition in context, investigating action on what action is, what may be counted as action, what action is composed of, what conditions need to be fulfilled for action to be felicitous, and how action is related to context.

Pragmatics is different from semantics which focuses on conventionalized meaning. According to Saeed in (Bublitz & Norrick, 2011: 462), the associated idea of pragmatics concerns with interpersonal action and the problem in describing meaning, which is not encoded by generally accepted convention in linguistics forms in the widest sense. In addition, when sentence uttered do not provide enough information to be understood by the hearer or reader, they have to interpret what speakers or writers actually want to say with the utterances.

Mey (2004: 6) defined pragmatics as:

“pragmatics is a study of language used by people to communicate as it is determined by the situation of its user and society. Also, she stated that pragmatics in linguistics can be described as a shift from the theoretical grammar paradigm to language users paradigm. Therefore, the idea of language user becomes the particular importance to study pragmatics”.

2.2. Implicature

Implicature can be simply defined as additional and implied meaning extended by a speaker or writer and it is not literally said or written. The listeners or readers have to interpret more on what a speaker means by an utterance rather than what is actually said in an utterance.

Grice (1975: 24) stated that implicature is an utterance which imply something different with what is actually said. The different something is speaker or writer intention which is not uttered explicitly. While Li (2015) stated that implicature is something implied, suggested, or meant by a speaker or writer as differentiated with what the speaker literally says. The messages cannot be gotten simply by the hearers or readers in semantic role, therefore they have to interpret the utterances made by a speaker or a writer.

An implicature is an inductive inference drawn by the speaker which will be valid on most occasions, a best guess as to the meaning being conveyed. It may be cancelled if an additional premise inconsistent

with the inference is added (Grundy, 2008). It is also determined by background knowledge as well as context in it.

According to Grice in (Levinson, 1983), an implicature has to fulfill a cooperative principle (what is required by the accepted purpose of the conversation) and four maxims (maxim of quality: saying something true; maxim of quantity: try not to say something more than is needed; maxim of manner: avoid ambiguity; maxim of relation: in line or relevant with the topic).

Still according to Grice in (Levinson, 1983), there are two kinds of implicature, they are conventional implicature (a conveying implicature by means of linguistics conventions) and conversational implicature (a nonconventional implicature based on an addressee's assumption that the speaker is following the conversational maxims or at least the cooperative principle. It relies much on the context for understanding the implicit meaning). There are two kinds of conversational implicature, they are generalized implicature (based on context without reference to a special context) and particularized implicature (based on context and derivable only in a specific context).

2.3. Conversational Implicature

Conversational implicature is an implicature which relies much on context for understanding the implicit meaning.

Pop (2010) said that conversational implicature differs from conventional implicature because it is non-truth conditional inferences that the meaning cannot be derived simply from superordinate pragmatics principle.

According to Bublitz and Norrick (2011: 407), conversational implicature is implied meaning, and understood from the speaker's utterances without being literally said. To deliver the conversational implicature, Grice stated that it can be attained through the cooperative principle.

While Levinson (2008: 98) stated that a speaker does not say all information directly in the utterance. There is a difference between what is actually said and what it is conveyed. Grice (in Grundy, 2008: 73) stated that any implied meaning, conveyed indirectly, implicitly understood without ever explicitly said is called conversational implicature.

Christopher (2014: 17) stated that:

“conversational implicatures are derived from first principle during conversation; everything flows from cooperativity and the discourse participants' modeling of each other's intentions”.

2.4. Grice's Theory of Conversational Implicature

In Grundy (2008: 73), Grice said that a speaker or a writer have to be clear when they say something. A way of being clear is for a speaker or writer to give as much information as it is expected and needed. While Li (2015) said that a conversational implicature is something implied in conversation in the really usage of the language. Bilmes (1986) in Li

(2015) stated that the information uttered by a speaker or a writer is implicit and sometimes the hearers and readers are able to conclude the information given by referring what has been explicitly to some conversational principles, that is why they deal with conversational implicature.

An example of a conversational implicature can be found in Levinson's books below:

A: Can you tell me the time?

B: Well, the milkman has come.

(Levinson, 1983: 97-98)

In the example above, B implicitly answers A's question about the time when they were in conversation. In this example, A violates maxim of relevance. It is not clear yet to just state 'the milkman has come' because A may be confused with B's answer because he does not tell the time directly and give A the irrelevant answer. It can be said that conversational implicature rises when someone blatantly violates the maxims of cooperative principle since he fails to fulfill them depend on the context of the advertisements and the background knowledge the hearer has.

Grice (1975) divided the conversational implicature into two types, they will be explained as follows:

2.4.1. Generalized Conversational Implicature

Based on Grice (1975: 37), it can be said that generalized conversational implicature is a type of conversational implicature

which the hearer do not need special or particular knowledge to know the literal meaning because the context used of this type is a general utterance that makes the hearer understand what the speaker's means in the utterance. The example of generalized conversational implicature can be seen as follows:

A: I've just run out of petrol

B: Oh, there is a garage just around the corner

(Levinson, 1983: 104)

B's utterance here may be taken to implicate that A can obtain the petrol in a garage around the corner and he would be certainly being less than fully cooperative principle if he knew the garage was closed or was sold out of petrol. In addition, it does not need particular contextual condition in order to be inferred because the information needed by A is enough given by B.

2.4.2. Particularized Conversational Implicature

According to Grice (1975: 31), it can be known that in particularized conversational implicature, the hearer has to rely on the following data, they are the conversational meaning of the words used; the cooperative principle and its maxims; the context, linguistic or otherwise, of the utterance; other items of background knowledge; and the fact (or supposed fact) that all relevant items falling under the previous headings are available to both

participants and both participants know or assume this to be the case. The example of particularized conversational implicature can be seen below:

Carol: Are you coming to the party tonight?

Lara: I've got an exam tomorrow.

(Yule, 2006: 131)

In order to make Lara understand with what she said, Carol has drawn on some assumed or background knowledge that Lara will be spending the evening to study for the exam tomorrow than going to the party.

2.5. Maxims of Cooperative Principle

Grundy (2008: 74) said that:

“the cooperative principle is an unspoken agreement which makes the conversation contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which people are engaged”.

The framework of cooperative principles identified by Grice includes four maxims, they are maxim of quantity, quality, manner, and relevance.

a. Maxim of Quality

A speaker or writer is expected to say something true in which he/she only says that with adequate evidence. Without maxim of quality, the other maxims will be considered as less true.

Here is an example of maxim of quality:

A: When will dinner be ready?

(Grundy, 2008: 74)

In the example above, it is assumed to be sincere question, gives rise to the implicature that the speaker does not know and want to know when the dinner will be ready.

b. Maxim of Quantity

A speaker or writer is expected not to say something more than it is needed, not too much or too less information. An example which can be found for maxim of quality is:

A: I don't drink

(Grundy, 2008: 74)

In the example, A gives rise to the implicature that he does not drink alcohol when someone invites him to drink in the pub.

c. Maxim of Relevance

A speaker or writer has to organize their utterance well in order to be relevant with the topic he speaks with their interlocutor. An example of maxim of relevance is:

A: You've got up to here now

(Grundy, 2008: 74)

In the example, the relevance is shown in the utterance that A wants his interlocutor to arrive at the place where A is in the time A says.

d. Maxim of Manner

A speaker or writer has to avoid ambiguity in saying utterance in order the hearer or reader can understand what they mean. An example of maxim of manner is:

A: As one of our policy holders, I hope you'll already know that creating products which provide excellent value is our aim at Scottish Widows.

(Grundy, 2008: 75)

In the example above, the implicature is taken to convey that the recipient of the letter has more responsibility to create products which provide excellent value to Scottish Widows rather than its writer is the policy holder.

2.6. Violating Maxims of Cooperative Principle

Maxims can be violated by a speaker or writer. Cutting (2002) said that a speaker clearly delivers too much or too little information, says something wrong, irrelevant or ambiguous information to deceive the reader in order they will only understand the surface meaning of a word, not the truth behind the words used in the sentences. Grice (1975) also stated in having conversation or one-way communication, people sometimes violate the maxims of cooperative principle. Maxims violation occur when a speaker or writer do not obey certain maxim purposely. When he violates certain maxim, the conversation between him and his

interlocutor will be unsuccessful because there may be some misunderstandings in the conversation. Because of that, the hearer or reader does not know the actual meaning, the truth, and just understand what the speaker or writer literally said or written.

a. Violating Maxim of Quantity

Someone violates maxim of quantity if he obviously give information more or less than it is needed. Cutting (2002: 40) stated that a speaker who violates the maxim of quantity sees to give too little or too much information since he/she does not want the hearer t know the full information. For example:

A: Does your dog bite?

B: No.

A: (bends down to stroke it and gets bitten) Ow! You said you dog doesn't bite!

B: That isn't my dog.

(Cutting, 2002: 40)

From the data above, B knows that A is talking about the dog in front of her and not her dog at home, but she intentionally does not give him enough information, for reasons best known to herself that causes B is bitten by the dog.

b. Violating Maxim of Quality

Someone violates maxim of quality if he tells the information which is not truthful. For example:

A: How much did that new dress cost, darling?

B: (see the tag-50 pounds, but says...) Thirty-five pounds.

(Cutting, 2002: 40)

From the conversation above, B violates maxim of quality since the information she gives is not being sincere and giving him the wrong information by saying ‘Thirty-five pounds’ as the cost of the new dress.

c. Violating Maxim of Relevance

Someone violates maxim of relevance when he blatantly gives irrelevant information from what his interlocutor actually asked or said. For example:

A: How much did that new dress cost, darling?

B: I know, let’s go out tonight. Now, where would you like to go?

(Cutting, 2002: 40)

In the conversation above, it can be said that B violates maxim of relevance she her answer is not in line with A’s question. In the context, B may know that the economic condition of her wife is bad in the time.

d. Violating Maxim of Manner

Someone violates maxim of manner if he give information with utterance which cause ambiguity. For example:

A: What would the other people say?

B: Ah well I don’t know. I wouldn’t like to repeat it because I don’t really believe half of what they are saying. They just get fixed thing into their mind.

(Cutting, 2002: 41)

From the conversation above, it is known that B is violates maxim of manner since her statement ‘half of what they are saying’ is an obscure reference to the other people’s opinion, and ‘a fixed thing’

contains a general noun containing vague reference. She may be using these expressions to avoid giving a brief and orderly answer, for the moment

2.7. Advertising

Based on Dominick (2005: 359), advertisement is a medium of group presentation and promotion of their ideas, goods, and services. It is usually paid for by an identified sponsor. While Tsojon & Jonah (2016) stated that the essence of utterance in discourse, whether spoken or written is that it should elicit some response from the listener (addressee). Adverts also provide people with information on the place of purchase and nature of the products.

Melchenko (2003) said that for economists and companies, advertising is a tool to achieve a successful goal of trading. The aim of advertisement actually is to capture consumers' attention to buy or utilize their certain product or service.

Dominick (2005: 359) mentioned the four basic functions of advertisements, they are: to educate people since by medium of advertising, people can know and learn new products or services and their improvement; to play an economic role when it means that advertising enables new competitors who want to market their products or services to encounter into a wide bussiness area; to provide a marketing function by helping the commodity or service companies to sell their products; and to

get in touch with mass audience or customers who are expected to know and buy their product or services because with the medium of advertising, the companies can increase the productivity and raise the living standard.

2.8. Audivisual Ice Cream Advertisements

Ice cream advertisements are advertisements made by ice cream companies to promote their products to the customers. Ice cream companies increase their innovation on their product to attract more consumers, not only from the taste, but also from the shape with adjusting the consumers. In addition, to get their customer's attention, they usually convey the advertisements not only with verbal language used in the advertisements, but also with visual by emphasizing what customers can get if they buy the ice cream.

2.9. Previous Studies

Studies on conversational implicature and maxim violation have been conducted by a number of researchers in different area, such as in talk show program, soccer television program, and movie. The first is Fauziyah (2016) on her thesis entitled "*Conversational Implicature on The Chew Talk Show*". The research is aimed to analyze the use of types of conversational implicature and its function used in The Chew Talk Show. This research is aimed to know the types and the functions of

conversational implicature found in The Chew talkshow. The findings revealed that generalized conversational implicature dominates the data analysis. Yet, particularized conversational implicature also takes its part in The Chew talkshow. Entertaining is the most used function of conversational implicature followed by lack of specific information, self-protection, to inform, and power and politeness.

The second is Wijaksana (2016) on his "*The Violation Maxims Used in Television Program ESPN FC: EL Classico and European Champions League Semi Finals*" thesis. This thesis focuses on finding out the kinds of maxims violation done by the speakers on ESPNFC television program and the repair strategies used by the host to overcome guest maxims violation. It revealed that all guest use all types of maxims violation. From the nineteen data he found, maxim of quantity is the most violated maxim in eight data, followed by maxim of quality and maxim of relevance violation in the same four data, and maxim of manner in three data. The repair strategies found by the researcher are understanding check, unspecified, and interrogative repair strategies.

The third is Fadli (2016) on his thesis entitled "*The Analysis of Violation of Maxims in Hotel Transylvania 2 Movie*". This research aims to identify the types of maxims violation and the reason of the character performing violation of maxim in Hotel Transylvania 2 movie. Grice's theory to Leech's theory of illocutionary function of politeness are used in this thesis. Finally, it revealed that the maxim of relevance is mostly

violated by the characters in the movie and maxim of manner is rarely violated in this movie. For the reason, the collaborative reason is the most reason that leads the character to violate the maxims and the convivial reason is the lowest rank of reasons in this movie.

CHAPTER III

FINDING AND DISCUSSION

In this section, researcher provides the findings into paragraphs in order to make readers have a comprehensive reading and well understanding. Moreover, the discussion includes the exploration of corresponding the theory or previous study in which it supports or opposes it of the result of this research.

3.1. Research Findings

3.1.1. Findings

There are so many ice cream advertisements which use audiovisual as their media to promote their product. In audiovisual ice cream advertisements, the copywriters use different context and utterances to attract more people's attention. With audiovisual media, they want to bring their ice cream products as the most wanted product among the customers. This chapter explains the findings on the types of conversational implicature of ice cream advertisement, its implied meaning, and the kinds of maxim violation. The researcher found 14 data of audiovisual ice cream advertisements from Youtube version ice. In her research, the researcher finds that the ice cream advertisements contain generalized and particularized conversational implicature as the way the copywriters convey the product. The researcher also focuses her interpretations based on the types of implicature used and context delivered in the advertisements to get their literal meaning. In addition, the copywriters violate the four maxims, they are maxim of quantity, maxim of quality, maxim of manner, and maxim of relevance. The data

are presented in the form of utterances in particular minutes of Youtube version data. The presentation of data analysis are shown as follow:

Datum 1 (Magnum: Gold)

01:19-01:40 What it seems...

You've known about this?

Great, you know about this

New Magnum Gold, Madagascar vanilla and sea salt caramel covered in golden deep milk chocolate...

02:33-02:38 Magnum Gold, as good as gold

Context: Benicio del Toro and Caroline Correa who were the perfect couple of thieves planned to steal 75 millions gold. They who often stole tightly kept treasure strategized to steal the gold in a night. They blew a room full of gold up. Benicio did not believe that the gold Caroline meant was ice cream. They decided to bring all the 'gold' ice cream home with a container. The police chased their container until Benicio suddenly braked his container when he saw a billboard written 'Available from tomorrow'. He did not believe that Caroline could not wait for one more day for the ice cream. Caroline said sorry and enjoyed the ice cream again.

Analysis:

The advertisement contains particularized conversational implicature when it is appropriate with what Grice (1975) said that it needs particular background

knowledge based on the context shown in it. Mostly people do not know at once what the advertisement's intended meaning is because it contains action scenes in promoting the new Magnum ice cream variant. The action scenes in the advertisement may aim if someone will do their best to enjoy the ice cream within the luxurious and elegant appearance of Belgian chocolate and make the consumer feel as if he buy a good thing like a gold since it is '*As good as gold*'. The advertisement implicitly says that the hunted gold is not real gold. It is not appropriate with an expectation that a gold is a real gold, in which in the advertisement the gold is deep golden milk chocolate layer in an ice cream.

The Magnum Gold advertisement violates maxim of quality when the information given is lack of adequate evidence in statement '*Madagascar vanilla and sea salt caramel*', whether the vanilla is really from Madagascar or not is not explained enough in the advertisement. It is appropriate with Cutting's (2002) statement that maxim of quality violation happened when someone gives lack of adequate or even wrong information. The advertisement also violates maxim of manner. Although the advertisement uses interesting words and action scenes to attract people to buy the ice cream, it causes an ambiguity in utterance '*as good as gold*'. The utterance is confusing at once because how an ice cream can be equated with a gold since there is no connection between ice cream and gold.

Datum 2 (Magnum: Release the Beast)

*01:53-02:02 Release the beast, dare to go double
with Magnum double chocolate
a most indulging the Magnum*

Context: Some wild animals, such as jaguar, tiger, shark, lion, and hyena, appears and sits beside some women when the women enjoy Magnum ice cream. People around the women are not brave to approach because of the animals, either they are in the park, on the meeting, or in a party. In the end of the advertisement, there is a man and a woman who are meeting in the middle of the street with a lion and a lioness beside them.

Analysis:

The advertisement contains particularized conversational implicature as Grice (1975) said that it needs particular background assumption in conveying the message to the hearer. Once when the wild animals appear beside the women, it may cause hearer confuse with the advertisement's meaning. Implicitly, it states about people who are dare to do their activities with Magnum double chocolate. The sensation of the double chocolate may cause this variant of Magnum being the most indulging Magnum variant, and this most indulging helps to bring the 'beast' inside all of people who buy it up to enjoy their activity in a day well.

The Magnum Beast advertisement has violated maxim of quality when it is appropriate with what Cutting (2002) said that it gives a wrong information and lack of enough evidence in presenting the sensation of the ice cream. It is

impossible to let wild animals walk freely along the street and the sensation of the ice cream double chocolate is not shown well in the advertisement. Also, there is a maxim of manner violation in this advertisement because it causes an obscurity in statement '*Release the Beast*'. The meaning of word '*beast*' is not defined well whether it is '*beast*' as something difficult to be controlled inside human's body or '*beast*' as the wild animals beside the people enjoying the ice cream which are shown in the advertisement. The word '*double*' also causes a confusion with what actually the copywriter wants to convey. It is '*double*' as the double layer of chocolate of the ice cream product or '*double*' as two activities which can be done at the same time. Mostly customers may not understand the statement at once, so the clarity is not achieved as expected.

Datum 3 (Magnum: Enjoy the Royal Treatment)

*00:14-00:23 New Magnum Classic
smooth vanilla ice cream
covered with freak cracking Magnum Belgian chocolate
Enjoy the Royal Treatment*

Context: A woman was treated like a queen after she enjoyed Magnum ice cream Royal Treatment variant. Some palace guards played some trumpets after she bite the ice cream. After that the guards brought her a sofa when she entered the train. And finally many people did welcoming to her with her pictures when she bite the ice cream in her apartment.

Analysis:

The advertisement contains generalized conversational implicature because based on Levinson (1983), it does not need particular background assumption based on the context to interpret the meaning and the given information is enough to convey. The implicature of this advertisement is people who enjoy the ice cream will feel as if they are treated like a royal person in the world with ultimate pleasure. Also, the statement '*the royal treatment*' may be got from the ingredient, the smooth vanilla ice cream covered with finest cracking Belgian chocolate as the most luxurious sensation which ice cream lovers can get from it. It means that the producer of the Magnum ice cream wants to give the best sensation for the customers in every single bite.

The advertisement has done maxim of manner violation since there is a word 'freak' in '*covering freak cracking Magnum Belgian chocolate*'. It is related with Cutting (2002) statement that the word can cause an obscurity about what did the copywriter want to say, whether it is '*freak*' as the oddness of cracking Belgian chocolate or '*freak*' as the abnormal condition of the Belgian chocolate which indulge the ice cream lovers. It can make the customers confuse because of the word used in the scene when they do not pay their attention enough to the advertisement.

Datum 4 (Magnum: Infinity)

00:04-00:09 It crushed back. You got to see this.

Context: In the advertisement, a woman enjoyed Magnum ice cream 'Infinity' in front of Magnum store, but it returned into the original shape after she took the first bite. Another woman saw it and called her friend to go to Magnum store. After that, many women started to come to the store in droves to see the ice cream. The woman eating the ice cream went home to tell her friend about the ice cream, but the ice cream did not return into the original form after she bit it.

Analysis:

The Magnum Infinity advertisement contains particularized conversational implicature because based on Grice (1975), it uses certain utterance which needs particular background knowledge based on the context in order consumers can get the point of the advertisement. The advertisement implicitly states that people who buy Magnum Infinity ice cream will experience great chocolate sensation. In this case, chocolate ice cream with with chocolate sauce covered by bold Belgian chocolate gives the consumers longer chocolate sensation in every single bite.

The advertisement has violated maxim of quality as Cutting (2002) said that it gives a wrong information. People may ask at once how the ice cream can return into the original shape after someone bites it whether that is the true sensation of its flavor or not. In addition, although the variant is '*infinity*', it cannot be said in reality at once that the ice cream is automatically able to go to the first shape after being bitten. Also, it can be found that the advertisement has

violated maxim of quantity. The utterance '*It crushed back*' is not stated enough of what is meant by '*crushed back*' since the woman does not say clearly about the ice cream.

Datum 5 (Magnum: Classic)

00:50-00:57 When you have a Magnum with thick cracking chocolate, nothing else matters

Context: In the advertisements, a woman relaxly enjoyed Magnum Classic in the middle of the city's crowd. She passed and did not care with the 99% sale shop, the transparent invisible object which enjoyed a cup of coffee, a very tall man who talked in public phone, or a cat which drove a car freely. She just stared for a while at the crowd because of fire and continued to walk.

Analysis:

Magnum Classics advertisement contains particularized conversational implicature like Grice (1975) said that it needs particular background knowledge and relates with the context to understand the intended meaning of the utterance in the advertisement. The advertisement implicitly states that the consumer of the ice cream will feel relax with just enjoying the product. When there is utterance '*nothing else matters*', it means that the copywriter wants the consumer to feel as if there is no matters in their life which is able to destroy their great day, except enjoying the ice cream relaxly.

Magnum Classics advertisement violates maxim of quality as Cutting (2002) stated that it gives wrong information. It is impossible in real life if a transparent invisible object, can relaxly enjoy a cup of coffee in the cafe. Moreover, when the coffee is drunk by the invisible object, it should able to be seen by other people since the object is transparent and the coffee has dark color. Also, people cannot see a cat which drive a car freely in their daily life. It also gives lack of adequate evidence in presenting the sensation of the ice cream because how it can fade people's matters like in utterance '*nothing else matters*' since the matters may be not lost just because of the ice cream.

Datum 6 (Magnum: Temptation)

00:42-00:57 New Magnum Temptation...

filled chocolate hazelnut pieces and sauce in vanilla ice cream covered in thick cracking chocolate.

Context: A man and a woman attended a rooftop party. When the man took some drinks for them, the woman saw something interesting and started to go down by passing some equipments. Apparently, she approached Magnum's shop and enjoyed New Magnum Temptation ice cream.

Analysis:

The advertisement contains generalized conversational implicature because based on Levinson (1983), it does not need particular background knowledge based on the context to interpret the meaning since the information

given is enough to convey. The implicit meaning of the advertisement is that people will be tempted with the new variant of Magnum ice cream when there is utterance '*New Magnum Temptation*'. When it is related with the advertisement's context, the word '*Temptation*' can affect someone to do something to get the ice cream, like going down with some equipments as in the advertisement.

Relating to the context, it is found that New Magnum Temptation has violated maxim of quantity like Cutting (2002) said that the information given in the advertisement is too little. The utterance '*filled chocolate hazelnut pieces and sauce in vanilla ice cream covered in thick cracking chocolate*' is just enough to inform the ice cream composition, not clear enough to convey its sensation when people enjoy it. Although Magnum is well-known as a famous ice cream product, it needs to explain more on their new product, that is New Magnum Temptation. Several people may not understand well about their utterance on explaining their new product, that is why the copywriter needs to add more information about its sensation or its flavor in the form of written or orally.

Datum 7 (Magnum: Double Caramel)

00:19-00:27 Nothing will keep you from Magnum Double Caramel

Made with silky vanilla mint ice cream and rich caramel sauce, all covered in big chocolate

Context: A woman in the street tried to catch one of Magnum balloons and pulled its rope which caused Magnum Double Caramel ice cream fall from it. Some

women in different place, like in a florist, on the boat, or even in the railway station, also wanted to catch the Magnum balloons.

Analysis:

Magnum Double Caramel advertisement contains particularized conversational implicature as Grice (1975) said that it needs background knowledge based on the context to know the intended meaning of the advertisement. Implicitly, Magnum Double Caramel advertisement states that many things may not be able to interrupt what people are enjoying to do at the moment, except Magnum double caramel ice cream since there is utterance *'Nothing will keep you'* in the advertisement. When it is related with the advertisement's context, the utterance *'Nothing will keep you from Magnum Double Caramel'* means that people who enjoy some activities, like when they are in the florist, on the street, on the boat, or even in the railway station, may not care when there is a thing interrupting their activities, except the ice cream. According to the context, people will always keep their eyes on Magnum double caramel ice cream no matter what they do before.

Magnum Double Caramel ice cream advertisement violates maxim of quality since Cutting (2002) stated that the advertisement does not give enough adequate evidence in presenting the sensation of the product. The advertisement just give information about its ingredients which can be known when people enjoy the ice cream. Also, when there is utterance *'Nothing will keep you from Magnum Double Caramel'*, the sensation why nothing can keep people's attention from

Magnum double caramel ice cream is not conveyed enough in the advertisement. This information may not make sense since the product explained is just a thing, an ice cream, which does not have the ability to act like human beings as said at the advertisement of the word 'keep' in *'Nothing will keep you from Magnum Double Caramel'*.

Datum 8 (Magnum: Tub)

00:15-00:17 Carefully made to be broken

Context: The advertisement presented the process of making Magnum ice cream tub. Started from mixing the ice cream with choco chips, melting the chocolate for the thick ice cream top, giving capital letter 'M' on the chocolate as the top of the ice cream, until packing the ice cream into the tub with the help of machine. Then, a woman pressed the tub until the chocolate ice cream top inside broke and enjoyed the ice cream with spoon.

Analysis:

The Magnum Tub advertisement contains particularized conversational implicature as Grice (1975) said that it has to be related with the context and background knowledge to take out the literal meaning. The advertisement implicitly states that from the phrase *'Carefully made'*, it can be known that the ice cream is carefully made with the help of the machine in order to get the hygienic and best result of an ice cream. The utterance *'to be broken'* states that

the way to enjoy the ice cream is by broking it. Also, when the utterance '*Carefully made to be broken*' relates with the context, it means that the ice cream is carefully made in order to be able to give the best sensation of ice cream by pressing the ice cream tub and broking the ice cream thick chocolate top.

The Magnum Tub advertisement has violated maxim of manner like Cutting (2002) said that the utterance causes an ambiguity. At once, the utterance may confuse people on how come a delicious and neat chocolate top which is carefully made is easily broken when ice cream lovers want to enjoy it. In addition, this advertisement has also violated maxim of quantity because the information given is too little at the moment. Without knowing the context of the advertisement, people cannot understand easily what the advertisement means.

Datum 9 (Magnum: Red Velvet)

00:08-00:13 Never stop playing

*inspired by red velvet cupcake, new Magnum limited
edition*

Context: When a woman enjoyed Magnum Red Velvet ice cream, she became more active with playing around the hotel entrance door. Her coat was hooked on the entrance door and she did not care with that. A couple and a vallet officer in front of the hotel were confused to see the woman's behavior.

Analysis:

Magnum Red Velvet advertisement contains particularized conversational implicature when it is appropriate with what Grice (1975) said that it has to relate the context with the background knowledge to find out the literal meaning of the advertisement. By knowing the context, it can be known that the phrase '*Never stop playing*' implicitly said about someone who can be very active and excited while enjoying the Red Velvet Magnum ice cream. It may express his/her happiness because of able to enjoy Magnum ice cream with red velvet cake sensation.

This advertisement has done maxim of quality violation as Cutting (2002) stated that the utterance '*Never stop playing*' is not enough truthful. In reality, it is impossible that people will be forgetting anything around them just because of eating something, such as an ice cream. In addition, this advertisement said that '*...by red velvet cupcake, new Magnum limited edition*' is not enough proved. Actually, Magnum Red Velvet is produced by Walls Factory which is well-known as a big and famous factory. Commonly, a big and famous factory does not produce some specific products in a few numbers. That is why, Magnum Red Velvet is produced in a lot of numbers and it cannot be stated as a '*....Magnum limited edition*' to promote the ice cream for the customers.

Datum 10 (Magnum: Brownie)

00:57-00:59 *Magnum Brown is in*

Context: In a party, there were a lot of people who wore various colors of night dress and suit. There were so much chocolate drops from the upper part of the venue. Slow but sure, when the drops fell on people in the party, the dress and the suit they wore turned all into brown. The statue and a cat in that venue also turned into brown. A woman looked at the top floor and smiled. Apparently, there was Kareena Kapoor on the top floor who dipped a vanilla ice cream into a big bowl of melted chocolate.

Analysis:

Magnum Brownie advertisement contains particularized conversational implicature based on Grice (1975) statement that it needs particular background knowledge based on the context to interpret the literal message of the advertisement. People may be confused what the advertisement actually means just by listening to the utterance. However, by knowing the context, it can be stated that the phrase *'Brown is in'* implicitly said about brown color which is going to fulfill the place. The advertisement may describe the flavor of the ice cream. With brown Belgian chocolate, it can be known that the ice cream contains the real chocolate flavor. It is reasonable since the advertisement shows that the chocolate's drop changes anything's color into brown only with one drop of chocolate. In the advertisement, the brown is meant by the Magnum Brownie which is ready to enliven people's party or even their life.

This Magnum advertisement had done maxim of quality violation like what Cutting (2002) stated that it conveys untruthful information. It will never make sense that one drop of chocolate is able to change anything's color into brown. It can be seen that the first chocolate drop changes the man's white coat, the next drop changes the lady's blue dress, the cat's fur, and so on. If so, it is very impossible that one drop of chocolate can change anything's color in short of time. In addition, Magnum brownie advertisement also violates maxim of manner since it can cause ambiguity about the term of ice cream flavor. The advertisement clearly describes that the flavor of the ice cream is brown in 'Brown is in' utterance. Meanwhile brown is known as a kind of color, not a kind of flavor. Whereas the flavor which is advertised is actually chocolate flavor, not brown flavor.

Datum 11 (Cornetto: Mango Tango)

00:18-00:25 For 20 Peso, you can enjoy Mango Tango

Refreshing tango ice cream now in the cone

With graham toppings and white chocolate tip

Context: A boy saw a girl and wanted to buy tulips which cost 20 Peso. He wanted to buy it for the girl. While the florist misunderstood of tulips and two lips. The florist applied a thick lipstick and kissed the boy. Because the florist got that the boy asked two lips, while the boy actually asked tulips not two lips. Suddenly, it made both of the boy and the girl got shocked and confused. Finally,

they went to buy Cornetto Mango Tango ice cream with 20 Peso too to calm them down.

Analysis:

Cornetto Mango Tango advertisement contains generalized conversational implicature like Grice (1975) mentioned that it does not need particular background knowledge based on the context to interpret the literal message of the advertisement. People who do not have any background knowledge may easily understand what the advertisement wants to convey without relating on the context and the information of the advertisement is enough to say. It implicitly states that people can enjoy mango tango in easier way which is now served in the shape of cone. By spending 20 Peso, they are able to get a new sensation of mango tango by innovating it with graham crumbs as the topping and it is completely served with white chocolate tip.

The Cornetto Mango Tango ice cream advertisement has violated maxim of quantity as Cutting (2002) said that the utterance does not give detail information in presenting the ice cream in the scene. The advertisement shows that both of three talents do not make any conversation which is related to the price of the ice cream. They just talk about the price of tulips and such a misunderstanding idea between tulips and two lips in the scene. This advertisement is aimed to promote the new variant of Cornetto ice cream called Mango Tango, but the advertisement promoted beyond the purpose of it. Thus, the

aim in promoting the ice cream price is obtained from the price board, not from the direct conversation or any scene on that advertisement.

Datum 12 (Cornetto: Love Ride)

00:49-00:56 Show your love by sharing the Cornetto double chocolate with the more chocolate in the first bite and the legendary chocolate depth.

Context: Brian and Aliana saw each other in the us and likely they loved each other at the first sight. One day, Aliana followed Brian's facebook account and they agreed to meet after the boy confirmed her request. They met in an event in a beach and shared Cornetto ice cream as the day they said their love.

Analysis:

The advertisement contains generalized conversational implicature as Levinson (1983) said that it does not need particular background assumption based on the context to interpret the advertisement's message and the information in this advertisement is enough to say. It implicitly states about Cornetto can help someone to show their love to another with its chocolate sensation in the cone ice cream, started from the more chocolate from the first bite until the delicious chocolate at the end of the ice cream. Also the '*legendary chocolate depth*' may offer the unforgettable experience because of its sensation, so that people can share their love by giving Cornetto.

Cornetto Love Ride advertisement has violated maxim of quality when it is suitable with what Cutting (2002) mentioned that the information in the statement *'the legendary chocolate depth'* is lack of adequate evidence. The evidence or sensation of why chocolate depth is said as 'legendary' is not mentioned well in the advertisement. The word 'legendary' may mean very well-known and talked about a lot by people, especially in a way of showing admiration. However, it cannot be enough proved when the chocolate depth said as 'legendary' since it is not any additional information about the term of 'legend' in that scene.

Datum 13 (Cornetto: Cupidity)

06:32-06:42 Love, love is all about taking back chance

Be fearless, take your chance

Caught in the struggle of young love? Let Cornetto be your cupid

Write your own love story

Context: Ali and Maliha were bestfriends since their childhood. One day, Maliha and Ali said that they loved each other when Maliha and her family decided to move to Dubai. They intensively communicated even through video call until Ali got his scholarship at an university and their communication became tenuous and lost. Ali felt guilty and he followed Cornetto Cupidity to say that he loved Maliha. Maliha was very happy when Ali invited to date him to Dubai with Cornetto's help.

Analysis:

The advertisement contains generalized conversational implicature because based on Levinson (1983), it does not need to rely on the context to take out the literal meaning and the information in the advertisement is enough to say. Implicitly, the advertisement says that it is not hard to take back the chance when someone wants to let his fear go and Cornetto can help him as a cupid to struggle for their love. In love, when someone succeed to let his/her fear go, he can write his love story by using Cornetto Cupidity's help.

In this advertisement, there is maxim of quality violation since the information of Cornetto is lack of adequate evidence in the form of the sensation. What the Cornetto's sensation is until it can be the cupid for love is not mentioned well in this advertisement. The story in the advertisement really makes sense with the name of the product, but the use of the product itself is not mentioned at the advertisement. Whereas, it can be said the product's name actually is suitable when it is used as the cupid for those two lovers. In addition, it also violates maxim of relevance because the advertisement tells more about love which is experienced by a couple of teenagers than the ice cream itself as the product promotion. The advertisement clearly describes about two lovers who fall in love to each other since they were early teenager until adult enough. It does not have any correlation to the intention of the advertisement since the topic of it is love, not the ice cream itself.

Datum 14 (Aice Ice Cream)

00:44-01:43 Make the most popular ice cream brand is the common vision of the Aice

Bring delicious and healthy products to consumers, whether lovey children or fashionable white-collar workers

can gain endless satisfaction and happiness from the ice cream

As kids grew up and enter into the college,

We will also develop various products for different age

Make costumers happy and share the philosophy of 'health and happiness' to everyone

Time flies, it is the time to graduate

Alice is still accompanied by side

AICE create a large number of employment opportunities for the society and provide a business platform for people who have dreams.

Context: The monologue on the datum told about the common vision of AICE which brought delicious and healthy ice cream up for consumer so people could get the happiness from it. When the AICE provided the ice cream product for different age, it meant that children until adults could enjoy the ice cream. Also, AICE created some employment opportunities and business platform for people who have big dreams.

Analysis:

The Youtube version AICE advertisement contains particularized conversational implicature because based on Grice (1975), it needs special knowledge in interpreting its message based on the context. The advertisement

implicitly says that AICE provides delicious and healthy ice cream so people from children until workers can enjoy it. When adults are also able to enjoy the ice cream, it means that AICE is successful to share what actually happiness is. In addition, employment opportunities and business platform are provided for people, so that they can began to realize their dreams with AICE.

Based on the monologue above and after reading Cutting (2002) about maxim violation, the Youtube version of AICE ice cream advertisement has done maxim of quality violation since the information given is lack of adequate evidence. When the copywriter says that AICE ice cream can give endless satisfaction and happiness when it develops various products for different age, there is no evidence in the advertisement which tells about the happiness and various products for different age of consumers. Also, at the time when the copywriter claims that AICE create a large number of employment, the evidence of that statement is not mentioned well. Maxim of quantity is also violated since the information given on the advertisement is more than what is necessary to be said for the moment. The advertisement mostly tells about the AICE vision, while it can be better if the advertisement also conveys the product and its sensation.

3.2. Discussion

This thesis is focused on the types of conversational implicature in audiovisual ice cream advertisement, its implied meaning, and the maxim violation found in it. In this part, the researcher presents the discussion of the

findings in order to clarify the answer of the research questions after presenting and analyzing the data contained conversational implicature and maxim violation which are found in audiovisual ice cream advertisements. The researcher found 14 data which contain conversational implicature and maxim violation. All data contained conversational implicature where the implied meaning is different from the literal meaning of the advertisements. From those data, there are five advertisements which contain generalized conversational implicature and nine advertisements with particularized conversational implicature. To the most data, people have to rely much on the context to know the literal meaning in the advertisements. In addition, based on the data analysis above, maxim of quality is the most violated maxim in audiovisual ice cream advertisements in ten advertisements in which one advertisement may violate more than one maxim. Maxim of quantity violation and maxim of manner violation are in the second place which are found in five different advertisements. Maxim of relation is the rarest maxim to violate which is found in just one advertisement.

Based on the first research question, “What are the types of conversational implicatures on the audiovisual ice cream advertisement?”, the copywriter uses both generalized and particularized conversational implicature in the advertisements to attract the customers’ attention on the ice cream product. As what is proposed by Grice’s theory of conversational implicature in (Grice: 1975) that conversational implicature is divided into two subtypes; they are generalized conversational implicature and particularized conversational implicature. Beside that, the researcher also tries to understand the context of the advertisements well

since the intended or the literal meaning of the advertisements can be done by knowing the context and relying it with her own background knowledge.

Based on the second question, “What kind of maxims are violated on these audiovisual ice cream advertisements?”, the researcher relies on the cooperative principle and its maxim (especially the maxim violation in the utterance of the advertisements), the literal meaning of the utterance in the advertisements, the context provided by the advertisement, and her background knowledge to know what maxims are violated in the advertisements. The copywriter may violate more than one maxim in an advertisement to more attract people’s attention. It is supported by Cutting (2002) who says that the speaker may intentionally convey insufficient information, says something that is wrong, irrelevant or ambiguous to deceive people and attract their attention. In addition, Grice’s words as said in (Grice: 1975) stated in having conversation or one-way communication, people sometimes violate the maxims of cooperative principle. Also, Tsojon and Jonah (2015) in their abstract supported that in observing a maxim, the copywriter violates another maxim to attract the customer’s attention on their ice cream products.

3.2.1. Type of Conversational Implicature

Audiovisual ice cream advertisements are dominated by particularized conversational implicature in nine advertisements. The data are taken from utterances of the advertisements show that they have similarity in terms of the type of conversational implicature. Like Grice

(1975) said that particularized conversational implicature relies much on the context and particular background assumption, they rely on the background assumption and knowledge the viewers have based on the advertisements to take out the literal meaning. It can be seen in data 1, 2, and 4 for example (*see appendix*), which rely much on context of the advertisements and the background assumption of the viewers to find out the literal meaning. Viewers may not understand at once what the advertisements mean if they do not have the background knowledge. Thus, the context provided by the advertisements is very helpful to increase the meaning clarity and support viewers to understand the meaning with their background knowledge.

While the other five data contain generalized conversational implicature since the utterance in the advertisements is clear and easy to understand. As Grice (1975) said that generalized conversational implicature is a type of conversational implicature in which the viewers do not need particular background knowledge to find out the literal meaning. The contexts provided by data 3, 6, 11, 12, and 13 (*see appendix*) are general utterance and enough to convey which helps viewers understand what the advertisements' mean although they do not have enough background knowledge of the ice cream products.

3.2.2. Types of Maxim Violation

In audiovisual ice cream advertisements, maxim of quality is the most frequent violated maxims among other maxims. It can be seen in almost all data, except data 3, 6, 8, and 11 (*see appendix*) since they give wrong or lack of adequate evidence of the ice cream information, either that is from the taste or the sensation of the ice cream. It is followed by maxim of quantity and maxim of manner violation with five different advertisements in those two maxim violation. The data 4, 6, 8, and 11 (*see appendix*) violate maxim of quantity because the information given is too little, while the data 14 (*see appendix*) violate its maxim since it gives too much information. People do not get the important point of the ice cream since the copywriter violates maxim of quantity. Maxim of manner is violated in the data 1, 2, 3, 8, and 10 (*see appendix*) since some words in those advertisements can cause ambiguity for the meaning. People may be confused about the words which have more than one literal meaning based on the words themselves. Maxim of relevance is the least maxim which is violated in audiovisual ice cream advertisements. It can be found just in the datum 13 (*see appendix*) since the advertisement explains about another thing out of the ice cream promotion. It may cause the information given is not in line with the ice cream product.

Within the findings and the brief data discussion above, it can be concluded if particularized conversational implicature dominates the audiovisual ice cream advertisements since they rely much on the

background assumption the viewers have and the context of the advertisements to take the literal meaning. Among those fourteen data, there are five data of audiovisual ice cream advertisements which contain generalized conversational implicature since the utterances and the context given by the advertisements are general utterances which is easy to be understood without relying on the viewers' background assumption. For the maxim violation, maxim of quality is the most frequent maxim which is violated in the ice cream advertisements since the information given is untruthful or lack of adequate evidence. Maxim of quantity violation appears when the copywriter gives too much or too little information about the product, while maxim of manner violation is happened since the utterance in the advertisements cause ambiguities in its meaning. Finally, maxim of relevance is the rare maxim violation when just one datum which the information is not in line with the ice cream product promotion.

CHAPTER IV

CONCLUSION AND SUGGESTIONS

This chapter consists of two sections, conclusions and suggestions. The conclusions are described based on the result of the research. It comprises the final conclusion of its objectives in this research. Then, some suggestions in regard to the research are provided for some related parties in the second section.

4.1. Conclusion

The researcher found that on fourteen audiovisual ice cream advertisements, both generalized and particularized conversational implicature are discovered based on the advertisements' context and the researcher's background assumption. Particularized conversational implicature is more than generalized conversational implicature. Particularized conversational implicature in audiovisual ice cream advertisements is found in 9 data and generalized in 5 other data. In addition, the researcher also analyzed the meaning for every single advertisement. Besides, to raise the conversational implicature, the copywriter blatantly violates the maxims of cooperative principle since he fails to fulfill them. The viewers have to look on the context and background knowledge which they have to know what the conversational implicature is in every advertisement.

Connecting with the kinds of maxim violation, it is found that the copywriter may obviously violate maxims of cooperative principle in order to

attract the customers' attention on their product. The maxims violation are: (1) maxim of quality violation in 10 data, (2) maxim of quantity violation in 5 data, (3) maxim of manner violation in 5 data, and (4) maxim of relevance violation in just 1 datum.

To sum up, the ice cream advertisements apply particularized conversational implicature and generalized conversational implicature based on the context provided by them. To raise the conversational implicature, the copywriter violates four maxims of cooperative principle and the viewers have to look on the context and background knowledge which is owned on those ice cream advertisements.

4.2. Suggestions

Related to the conclusions of the research, the researcher would give some suggestions for the following parties, they are:

It is very important for the readers to comprehend the basic concept of conversational implicature and cooperative principle in reading this research, so that they will comprehend clearly the analysis that has been proved by the researcher. Therefore, it is really recommended for the reader to understand the chapter two before reading the chapter three.

Other researchers may conduct a different study of this topic by choosing a different object since the object of the study is not only from advertisement,

especially ice cream advertisements. They may review this research so that they can improve the analysis which is lack in this research.

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APPENDIX

AUDIO VISUAL ICE CREAM ADVERTISEMENT

No.	Name of Advertisement	Time	Utterances	Types of Conversational Implicature		Maxim Violation			
				Generalized	Particularized	Quantity	Quality	Manner	Relevance
1.	Magnum: Gold	01:19-01:40 02:33-02:38	What it seems... You've known about this? Great, you know about this New Magnum Gold, Madagascar vanilla and sea salt caramel covered in golden deep milk chocolate Magnum Gold, as good as gold		√		√	√	
	Magnum: Releas the Beast	01:53-02:02	Release the beast, dare to go double with Magnum double chocolate a most indulging the Magnum		√		√	√	
	Magnum: Enjoy the	00:14-00:23	New Magnum Classics smooth vanilla ice cream	√				√	

No.	Name of Advertisement	Time	Utterances	Types of Conversational Implicature		Maxim Violation			
				Generalized	Particularized	Quantity	Quality	Manner	Relevance
	Royal Treatment		covered with freak cracking Magnum Belgian chocolate Enjoy the Royal Treatment						
	Magnum: Infinity	00:04-00:09	It crushed back. You got to see this		√	√	√		
	Magnum: Classic	00:50-00:57	When you have a Magnum with thick cracking chocolate, nothing else matters		√		√		
	Magnum: Temptation	00:42-00:57	New Magnum Temptation... filled chocolate hazelnut pieces and sauce in vanilla ice cream covered in thick cracking chocolate.	√		√			
	Magnum: Double Caramel	00:19-00:27	Nothing will keep you from Magnum Double Caramel Made with silky vanilla		√		√		

No.	Name of Advertisement	Time	Utterances	Types of Conversational Implicature		Maxim Violation			
				Generalized	Particularized	Quantity	Quality	Manner	Relevance
			mint ice cream and rich caramel sauce, all covered in big chocolate						
	Magnum: Tub	00:15-00:17	Carrefully made to be broken		√	√		√	
	Magnum: Red Velvet	00:08-00:13	Never stop playing inspired by red velvet cupcake, New Magnum limited edition		√		√		
	Magnum: Brownie	00:57-00:59	Magnum Brown is in		√		√	√	
	Cornetto: Mango Tango	00:18-00:25	For 20 Peso, you can enjoy Mango Tango Refreshing tango ice cream now in the cone With graham toppings and white chocolate tip	√		√			
	Cornetto: Love Ride	00:49-00:56	Show your love by sharing the Cornetto double chocolate with the more chocolate in the	√			√		

No.	Name of Advertisement	Time	Utterances	Types of Conversational Implicature		Maxim Violation			
				Generalized	Particularized	Quantity	Quality	Manner	Relevance
			first bite and the legendary chocolate depth						
	Cornetto: Cupidity	06:32- 06:42	Love, love is all about taking back chance Be fearless, take your chance Caught in the struggle of young love? Let Cornetto be you cupid Write you own love story	√			√		√
	Aice	00:44- 01:43	Make the most popular ice cream brand is the common vision of the Aice Bring delicious and healthy products to consumers, whether lovey children or fashionable white-collar workers can gain endless		√	√	√		

No.	Name of Advertisement	Time	Utterances	Types of Conversational Implicature		Maxim Violation			
				Generalized	Particularized	Quantity	Quality	Manner	Relevance
			<p>satisfaction and happiness from the ice cream</p> <p>As kids grew up and enter into the college, We will also develop various products for different age</p> <p>Make customers happy and share the philosophy of 'health and happiness' to everyone</p> <p>Time flies, it is the time to graduate</p> <p>Alice is still accompanied by side</p> <p>AICE create a large number of employment opportunities for the society and provide a business platform for people who have dream</p>						