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The Generalized Conversational Implicatures Analysis in Kartu As Advertisement

Analisis Implikatur Percakapan Tergeneralisasi pada Iklan Kartu As

1. Karina Puteri Maiska --> Mahasiswa Fakultas Ilmu Budaya

Abstract

This paper deals with the generalized conversational implicatures which occur in the Kartu As advertisement. The aim of this study are to find out the generalized conversational implicatures in the utterances, and also to identify the most frequent generalized conversational implicatures, which occur in the conversation of the speakers in the advertisements. Using the approach of Generalized Conversational Implicatures, proposed by Levinson (2000), there are 6 advertisements of Kartu As that are being analyzed in the paper. The result showed that there are 14 generalized conversational implicatures found, out of 110 utterances, in the advertisements. After defining the generalized conversational implicatures which occur in the advertisements, the author classified the generalized conversational implicature into three types of analysis. They are classified to be analyzed using Quantity-Principle, Informativeness-Principle, or Manner-Principle. In the findings, there is 1 generalized conversational implicature that being analyzed using Q-Principle, 10 generalized conversational implicatures that being analyzed using I-Principle, and 3 generalized conversational implicatures that being analyzed using M-Principle. As the conclusion, the author finds that the generalized conversational implicatures are applied in order to emphasize the implied meaning which most of them related with the advertisements' promotion. The implied meaning of the utterances contained in the advertisement gives a major impact to the audience, especially in persuading the audience to buy the products. Hence, the use of implicature, especially the generalized conversational implicatures, in the advertisements' conversations is appropriate as the strategy in promoting products.

Keyword: Advertisement, Generalized, Conversational, Implicatures, Implicature, Utterance,

Daftar Pustaka: