The Generalized Conversational Implicatures Analysis in Kartu As Advertisement

Karina Puteri Maiska

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 generelized 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.

Keywords: Advertisement; Generalized Conversational Implicatures; Implicature; Utterance

1. Introduction

In doing communication, language has an important role in connecting people. Without knowing the same language, it will be difficult for people to communicate. When communicating using language, people are presenting message which include questions, suggestions or information. Commonly, communicating happens by speaking directly. However, message can be delivered in many ways, not only through directly speaking but also through tools. Message can be delivered through tools in printed form or through the visual media. In printed form it can be delivered in newspaper, magazines, books, and the other types of printed form, while in visual media it can be delivered on television, radio, mobile phones, and the other types of visual media.

Recently, television is considered as an important tool in spreading information. The types of information that being spread from television could be in the form of news, talk show, or through entertainment programs. On the sidelines of those programs, there is advertisement. Advertisement is a part of communication, but it is done with a certain purpose. Most of advertisement has a commercial purpose, which is to persuade the audience to buy the product. According to Richard Taflinger, in his article entitled 'A Definition of Advertising' (1996), the basic purpose of advertising is to identify and differentiate one product from another in order to persuade the consumer to buy that product in preference to another.

As the basic of the study, the author chooses the language which is used in the advertisement on television to be analyzed. Television has a large number of audiences, hence it is important to use the language which is easy to be understood by the audiences. In other words, the audience will not be confused with the information that is delivered. Considering that Pragmatic examines how meaning

is communicated (Yule, 1996), it is interesting to analyze the language that is used in the advertisement, especially the utterances which have an implied meaning. Through the conversation in the advertisement, the utterances with implied meaning can be identified using Levinson's theory, Generalized Conversational Implicature approach (2000). The advertisements analyzed in this study are the advertisements launched by one of the products of *Telkomsel*, *Kartu As*. The author chooses the product of *Telkomsel* is because *Telkomsel* has the most customers in Indonesia (Kompas.com, 2011). There are a lot of versions of the advertisement which launched by *Kartu As*. In this study, the advertisements which are analyzed are those that launched between 2009 to 2012.

2. Literature Review

2.1 Implicature

The term 'implicature' is used by Grice (1975) to account for what a speaker can imply, suggest, or mean is distinct from what the speaker literally says (Brown & Yule, 1983; 31). According to Grice, implicature means implying (1975, 44). Pragmatically, implicature is considered as the most complicated part in its application. The hearer has to discover the implied meaning that is uttered by the speaker. In order to clarify the function of an implicature, let us consider the following example:
Suppose that A and B are talking about their friend, C.

> A: How is he getting on his new job, I heard he is working on a bank now?
> B: Oh, quite well, I think. He likes his new colleagues, and he has not been to prison yet (Grice, 1975; 43).

In the example above, shows that B implied certain message by stating that C has not been to prison yet. In this occasion, B tries to deliver what B mean or suggest about C, it might be that C has very unpleasant or treacherous colleagues, so that they could make C be to the prison. In this case, Grice argues that whatever B implied is distinct from what B said, which was simply that C has not been to prison yet (Grice, 1975; 43).

According to Grice, there are two types of implicature, they are conventional implicatures and conversational implicatures. Conventional implicatures derives from the meaning of particular expression rather than from conversational circumstances (Bach, 1999; 327). Conventional implicatures are not based on the cooperative principle or the maxims. Basically, they do not have to occur in the conversation, and they also do not depend on special contexts for their interpretation (Yule, 1996; 45). It is associated with specific words which result additional conveyed meaning when those words are used. As the example, let us consider the word 'but'. In this case, the word 'but' is interpreted as 'contrast' between two information.

A: Marry suggested black, but I chose white. (Yule, 1996)

In the utterance above, shows that A tries to indicate that the first information is contrast to the second information, via the conventional implicatures of 'but' (Yule, 45).

While conversational implicatures is the form of implicature which occur in a conversation. Basically, the conversation has to be based on the cooperative principle or maxims, and according to Grice, it can be one of two types: generalized conversational implicatures and particularized conversational implicatures (Archer, Aijimer and Wichmann, 2012: 49).

Generalized conversational implicatures means that the conversation do not need of special knowledge in order to have an additional meaning given. In the other hand, particularized conversational implicatures means a conversation happen in a certain context where the information given is locally being assumed. (Yule, 42; 44)

2.2 Generalized Conversational Implicatures

As it is stated previously that generalized conversational implicatures is a kind of conversational implicatures that do not need of special knowledge in its interpretation (Yule, 42). In the other thoughts, Levinson has his own concept about generalized conversational implicatures. He stated that generalized conversational implicatures is inferences that can be denied which is triggered by the speaker's choice of utterance form and lexical items because of three heuristics mutually assumed both by the speaker and the hearer (Levinson in Nancy, 2000).

According to Levinson, generalized conversational implicatures can be accounted for three heuristics, the three heuristics are:

Heuristic 1   : What is not said, is not the case
Heuristic 2   : What is said in a simple way is stereotypically exemplified
Heuristic 3   : What is said in an abnormal way, is not in a normal situation

The first heuristic is called Quantity Principle (Q-Principle). The second heuristic is called Informativeness Principle (I-Principle). The last heuristic is called Manner Principle (M-Principle).

2.2.1   Levinson's Q-Principle

Speaker : Do not say less than required
Hearer : What is not said is not the case

In this principle, speaker makes a statement that is informationally weaker than speaker's knowledge of the world allows, then hearer will assume that speaker has made the strongest statement consistent with speaker's knowledge of the world allows. Q-Principle includes two cases, namely scalar implicature, involving the use of measurable scale such as <all, most, many, some>, <necessarily, possibly>, <must, should, may>, <hot, warm> and the other form of measurable scales, and clausal implicature, involving contrast sets such as {know, believe}, {realize, think}, {predict, foresee} and the other form of contrast sets (Levinson, 2000). Let us consider the examples below:

a. Scalar implicature   : If speaker makes a statement that is informationally weak, and the statement form a measurable scale, then hearer can assume that speaker knows that the stronger statement does not apply (Levinson on Meibauer, 2006).

Example:

Speaker : Some of the boys came.
Hearer : 'Not all of the boys came.'
Scale = <all, most, many, some>.

In the example above, speaker said 'some', while in a scale <all, most, many, some> it is informationally weak, therefore hearer will assume that the strongest statement from speaker does not apply which is 'not all'.

b. Clausal implicature   : If speaker makes a statement that is informationally weak, and the statement form a contrast set, then hearer can assume that speaker does not know whether speaker's statement obtain the stronger statement or not.

Example:

Speaker : The doctor believes that the patient will not recover.
Hearer : 'The doctor know or may not know that the patient will not recover.'
Contrast Set = {know, believe}.

In the example above, speaker said 'believe', as in a contrast set {know, believe} it is informationally weak, therefore hearer will assume that speaker does not know whether speaker's statement obtains the stronger statement from speaker or not which is 'know or may not know'.

2.2.2   Levinson's I-Principle

Speaker: Do not say more than is required
Hearer: What is said in a simple way is stereotypically exemplified.

In I-Principle, speaker makes a statement that has minimal information than what is required, then hearer will assume what speaker said is implicate to an interpretation from what we know about the world. As the example, let us consider the utterances below:

Speaker : Markus said 'Hello' to the secretary and then he smiled.
Hearer : 'Markus said "Hello" to the female secretary and then Marcus smiled.'

In the example above, speaker said "secretary" which has minimal information about the gender, therefore hearer will assume that the gender of the secretary is female, because as we know, most of the secretary are woman.

2.2.3   Levinson's M-Principle

Speaker : Do not use a marked expression without reason

Hearer : What is said in an abnormal way indicates an abnormal situation

In M-Principle, speaker said something in an unusual way, therefore hearer will assume that what speaker said is not normal because it has an intended message. As the example, let us consider the utterances below:

Speaker : He caused his car to stop.
Hearer : 'He stopped his car with an unusual way (for example: he bumped his car to a tree).'

In the example above, speaker said 'he caused his car to stop'. The utterance indicates an unusual situation of the way to stop the car. As we know, the normal way to stop the car is by stepping the breaks, and the utterances will be 'he stop his car'. By saying 'he caused his car to stop', hearer will assume that speaker's utterance has an intended meaning, like 'he bumped the car to a tree'.

2.3 Advertisement

Advertisement is a part of advertising. Both of the words are the noun form of the word advertise. One definition of advertising is: "The non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media." (Bovee, 1992: 7)

3. Method of The Study

3.1 Research Approach

The aims of this study are to find out the generalized conversational implicatures in the utterances which occur in the conversation of the speakers in Kartu As advertisements and also to identify the most frequent generalized conversational implicatures which occur in the conversation of the speakers in Kartu As advertisements. In order to reach the aims of the study, the data used in this study are in a transcription form of the conversation in the advertisements. Therefore, the qualitative approach is the most appropriate research method to use in this study. This research uses qualitative approach which proposed by Bogdan (1992: 30). Bogdan describes that the author is interested in process, meaning, and understanding gained through words or pictures. The focus of the study is a group of people and their utterances delivered in conversation. As it is stated by Walliman (2006; 129), the approach is also common whenever people are the focus of the study, particularly small groups or individuals, but it can also concentrate on more general beliefs or customs. The main concern of qualitative approach is to find out and interpret the meanings which people bring into their own actions, rather than describing any regularities or statistical associations between 'variables' (Payne, 2004; 183). It is true since the author identifies and analyzes the rules of Generalized Conversational Implicatures, approach by Levinson (2000), and explaining the implied meaning or implicatures within the utterances conveyed by speakers in the advertisement of Kartu As.

3.2 Population and Sample of the Study

As it is stated previously, this study deals with the analysis of conversation in the advertisement which may consist of implicatures types, especially the generalized conversational implicatures. Therefore, the data is in a transcription which is transcribed from the recorded video of the advertisement. The populations of the data are taken from the advertisements of Kartu As, which is one of the products of Telkomsel, launched between 2009 until 2012. There are twenty advertisements of Kartu As which launched since 2009 until 2012, but only twelve of them which contain conversation in it.

The author chooses the products of Telkomsel because Telkomsel is at the top of the cellular provider which has the most customers in Indonesia. Based on Kompas' website, in the article entitled '100 Juta Pelanggan, Telkomsel Tujuh Besar Dunia', in the second quarter of 2011, Telkomsel has 100 million customers which makes Telkomsel has the most customers in Indonesia. While the reason why the author chooses the advertisement of Kartu As, is because the target market of Kartu As is teenager, it shows in the language that they used in the conversation contains in the advertisement.

The advertisements should contain a message to be delivered to market, that is why they use several ways to reach the advertiser's goals, one of them is by using the implicature features, especially the generalized conversational implicatures. Moreover, the samples of the data are only the

commercials which contain generalized conversational implicatures types in it, such as Q-Principle, I-Principle, and M-Principle, there are six advertisement of Kartu As that are being analyzed in this study.

3.3 Technique of Data Collection

The data of this study were taken from a website called YouTube. Youtube provides many videos, including the recorded video of the advertisements. The advertisements which were taken are the advertisements produced by Kartu AS, between 2009 until 2012, which are showed on the television frequently.

In collecting the data, there are several steps that the author has done, as follows:

1. Searching for the recorded video of Kartu As through the internet, in Youtube website.
2. Selecting the suitable recorded videos which contain conversation and also generalized conversational implicatures.
3. Transcribing the recorded video into orthographical form as the data.
4. Finding the generalized conversational implicatures contain in the data, such as Q-Principle, I-Principle, and M-Principle.

3.4 Technique of Data Analysis

After collecting all the data, there are several following steps which have to be done in doing the analysis.

1. Presenting the transcription of the utterances of the selected data.
2. Describing the context of the data to illustrate and giving the general information about the selected data.
3. Identifying the generalized conversational implicatures which appeared in the utterances of each advertisement.
4. Interpreting the generalized conversational implicatures or the implied meaning of the utterances contained in the advertisements.
5. Finding the generalized conversational implicatures that is frequently occur in the analysis.
6. Finding the possible reason why the implicatures are applied in the utterances of the advertisements.

4. Discussion

There are six advertisements of Kartu As that have been chosen, they are those with conversations in it. In those advertisements, there are 110 utterances produced by the speakers, and there are 14 utterances which are considered as generalized conversational implicatures which is analyzed using Levinson's approach (2000), Generalized Conversational Implicatures. In Levinson's approach (2000), there are three principles used to analyze implicatures. The three principles are Quantity Principle (Q-Principle), Informativeness Principle (I-Principle) and Manner Principle (M-Principle). For further explanation about generalized conversational implicatures used in advertisement's conversation, the author took 2 examples of the advertisements that consist Levinson's principle (2000).

4.1 Advertisement 1

In advertisement 1, the conversation that is being analyzed is the one with the title BonbAStis. The context of this conversation is 'cabut gigi', which means 'pulling out a tooth'. The advertisement has a promotion which mentions in the narration on the advertisement's video, it is 'nelpon atau sms, bonus langsung 200%'. It means that once making a call or a text message, the customers can make two more calls and two more text messages for free.

The advertisement tells about a man who wants his tooth to be pulled out by a dentist, hence the advertisement takes place in a dentist room. There are four speakers in this advertisement; Bima as the man who wants his tooth to be pulled out, two of Bima's friends, and the dentist. The conversation is in the following:

    Boy friend   : Ayo, semangka, semangat kakak..
    Girl friend   : Good luck ya, Bim.

Dentist	: Dapet. Gak sakit kan?!
Bima	: Enggak.
Dentist	: Sekarang, dua gigi lagi. Mumpung bonus.
Bima	: Aakh..
Dentist	: Tenang. Lihat tuh, cabut satu bonus dua.
Bima	: Hahh??

The first utterance 'dua gigi lagi' is considered as Q-principle, while the utterance 'dapet' is considered as I-principle, it is similar with the third utterance 'cabut satu bonus dua'. The explanation is in the following paragraphs.

The utterance that is considered as Q-principle is 'dua gigi lagi'. This utterance is being analyzed using scalar implicature, if the speaker makes a statement that is informationally weak, and the statement form a measurable scale, and then the hearer can assume that the speaker knows that the stronger statement does not apply. When the dentist said 'dua gigi lagi', which means 'two more teeth' in English, he wants to say that there are exactly two more teeth to pull out. From the scale of number <1, 2, 3, 4, …>, 'two' is a weak term because there is stronger term than 'two' in the scale of number. Based on the scalar implicatures analysis, Bima as the hearer can assume that the reason why the dentist said 'two' because the stronger term of 'two', based on the scale of number, does not apply. Therefore, the utterance 'dua gigi lagi' implicates to 'bukan tiga gigi lagi'.

There are two utterances that are considered as I-principle, they are 'dapet' and 'cabut satu bonus dua'. The utterance can be analyzed using I-principle when the speaker makes a statement that has minimal information than what is required, then the hearer will assume what the speaker said is implicate to an interpretation from what we know about the world. The first utterance 'dapet' is uttered by the dentist to Bima, it has minimal information which means that the dentist get something but he does not give the information about what does he get, so that Bima will make an assumption about what does the dentist get. It is shown on the advertisement's video, the dentist said that he get something after he succeed to pull out a tooth from Bima's teeth and Bima knows that. Therefore Bima makes an assumption that the utterance 'dapet' says by the dentist implicates to 'I get the tooth'.

The second utterance that considered as generalized conversational implicatures using I-principle analysis is 'cabut satu, bonus dua', which means pull out one, get two more as bonus in English. The dentist gives minimal information when saying the utterance to Bima, he does not give the information about what Bima has to be pulled out and what bonus does he get. Since the conversation takes place in the dentist's work place, then Bima can assume that the dentist talks about teeth. It means the utterance 'cabut satu, bonus dua' implicates to 'pull out one tooth, you can get two more teeth to be pulled out as bonus'.

The first utterance 'dua gigi lagi' has a relation with the context of advertisement's promotion, the utterance means 'two more teeth' in English. It has a relation with the context of the promotion, which is said that Kartu As will give the customer free call and text message two times more, once the customer making a call or sending a message. The utterance 'two more teeth' has the same meaning with 'two times more' in the advertisement's promotion, considering the purpose of the advertisement's conversation is to make an ilustration about the advertisement's promotion.

The second utterance, or the first utterance of the I-principle analysis, which is 'dapet' does not have any relation to the context of the advertisement's promotion. The utterance appear to be a generalized conversational implicatures and a part of advertisement's conversation without any relation with the advertisement's promotion. It is contrast with the second utterance of the I-principle analysis, the utterance 'cabut satu, bonus dua' has a relation to the context of the advertisement's promotion. The second utterance of the I-principle analysis says that since Bima has his tooth to be pulled out, he can pull out two more teeth for free because he gets bonus. It has the same meaning with the promotion, it is 'you will get the bonus two more times in making a call or a text message'. But, it mentions in the advertisement's video that the bonus in the advertisement's promotion is more interesting than the bonus that Bima can get.

4.2 Advertisement 2

The conversation entitled Geng Asik is being analyzed in advertisement 6. The context of the conversation is 'pidato Lurah'. The advertisement's promotion which mentions in the narration on the advertisement's video is 'kirim 100 sms, gratis 100 sms'. It means by using Kartu As, the customers can send one hundred text messages for free if they send one hundred text messages first.

The advertisement tells about a headman of a village who tries to organize a good event for his village, so that he checks every part of it. The context of the conversation is about 'the needs of text messaging'. In this advertisement, there are five speakers; the headman and four boys who live in the village. The conversation starts when the headman is calling the group of four boys.

Boys : Sstt.. Assalamu'alaikum, Pak Lurah?
Headman : Walaikumsalam.. Tolong catetin pidato saya..
Boys : Siap..
Headman : Saudara2 sekalian, buanglah sampah pada tempatnya.. jadikan halaman anda...
Boys : Apotik hidup?
Headman : Jangan lupa sikat gigi, cuci kaki sebelum tidur.. Jagalah kebersihan.. Niscaya kita akan menjadi warga negara yang baik.
Boys : Kok nggak kelar2 euy..
Headman : Demikian, dan terima kasih. Gimana, Li?
Boys : Aman, Pak..
Headman : Lurah gitu loh.. hahahaaa..
Boys : Jiaaahhh...
(The Next Day)
Headman : Mam, panggung gimana?
Boy 1 : Beres, Pak..
Headman : Musik?
Boy 2 : Fantastik, Pak..
Headman : Konsumsi aman?
Boy 3 : Aman, Pak..
Headman : Warga sudah dikasi tahu?
Boy 4 : Sudah, Pak..
Headman : Bagus..

The conversation tells that the headman wants to make his village's event going well. First, he asks a group of village's boys to write his speech for practice and asks them whether his speech good or not, the boys who hear it say that his speech is good. On the next day, when people are making the stage for the event, he comes and checks every part of it. He asks the boys, who are in charge, about the stage, the music, the food and whether the villagers have been told or not. The boys say that everything is good, so that the headman can be relieved.

According to the conversation above, there are two utterances that considered as generalized conversational implicatures, they are:

1. 'aman Pak'
2. 'konsumsi aman'

The following paragraphs will explain about those utterances are classified as the principles, and the reason why those utterances are classified as they are.

The first utterance is uttered when the headman asks the boys about his speech. Then the boys answer it by using the sentence 'aman Pak' which means 'it is safe Sir' in English. As we know, the word safe has meaning that there is no danger. The boys respond in an unusual way about the speech, because the usual way to respond will be good or bad. By saying 'aman Pak', it means that the boys' utterance has an intended message. The word 'safe' is usually used to express that it is good because there will be no danger possibility, so that we do not have to be worry. Therefore, the utterance 'aman Pak' has an intended message 'it is good, you do not have to be worry sir'. And based on Levinson's Principles (2000), it is classified to M-Principle.

	Levinson's Principles	Utterances	Utterances relates to the promotion
The second utterance is uttered when the headman asks boy 3 about the food, the headman says 'konsumsi aman?', which means 'is the food safe?' in English. The headman wants to make sure that there is no danger about the food for the event, so that he uses word 'safe'. The utterance that the headman says is an unusual way to asks about the situation of the food, because a normal way will be 'how is the food?'. It means by saying 'konsumsi aman?', the headman's utterance has an intended message.The explanation is similar with the first utterance, that the word 'safe' is usually used to express that everything is good and under control, so there will be no danger possibility. In this case, the danger that will possibly happen about the food for the event are, the food that is served is less than the people who might come, or the food is not ready when the event starts, or the food tastes bad. Therefore, the utterance 'konsumsi aman?' has an intended message 'is everything under control about the food?'. Based on Levinson's Principles (2000), it is classified to M-Principle.The utterances that considered as generalized conversational implicatures in the advertisement's conversation do not have a relation with the context of the advertisement's promotion. The context of the advertisement's promotion is that the customers can send one hundred text messages for free if they send one hundred text messages first. It does not have a relation with the speech or the food which mention in the utterances that considered as generalized conversational implicatures in the previous paragraphs.No.			
1	Q-Principle	'dua gigi lagi' implicates to 'bukan tiga gigi lagi'.	

2	I-Principle	'dapet' implicates to 'I get the tooth'. 'cabut satu, bonus dua' implicates to 'pull out one tooth, you can get two more teeth to be pulled out as bonus'. 'mau ada tamu dari Jepang' implicates to 'we will have a guest from Japan, we have to make a welcoming ceremony'.	-
		'mau ada tamu dari Jepang' implicates to 'we will have a guest from Japan, we have to make a welcoming ceremony'.	-
		'Jepang itu kan..' implicates to 'we have to wear something relates to Japan, and something that represents or originally come from Japan is..'.	
		'ini gede di Jepang' implicates to 'he was not born in Japan, but he grows up there'.	-
		'nih mas' implicates to 'Here is your books.' 'kembaliannya' implicates to 'How about your change?'.	-
		'Follow.. Follow.. Follow..' implicates to 'Follow me on *Twitter*, so that we can be friends'. 'telfon ditemukan?' implicates to 'when the telephone was invented?'. 'setelah telfon ditemukan..' implicates to 'What is the short-therm thing that will happen after the telephone was invented?'.	
3	M-Principle	'terus gue mesti koprol sambil bilang wow gitu?' has an intended message 'I am not interested, because it is not that great for me'. 'aman Pak' has an intended message 'it is good, you do not have to be worry sir'.	-
		'konsumsi aman?' has an intended message 'is everything under control about the food?'	-
8 of 14 utterances considered as generalized conversational implicatures are related to the advertisements' promotion			

Table 1. The Classification of Generalized Conversational Implicatures in Kartu As advertisements

Based on the table above, 8 from 14 utterances considered as generalized conversational implicatures are related to the advertisements' promotion, and it occurs in 5 from 6 advertisements that are being analyzed. It means that Kartu As advertisements use an utterance which has an implied meaning to make the conversation relates with the promotion of the product in their advertisement. For example in advertisement 1, the second utterance of the I-principle analysis says that since Bima has his tooth to be pulled out, he can pull out two more teeth for free because he gets bonus. It has the same meaning with the promotion, it is 'you will get the bonus two more times in making a call or a text message'. But, it mentions in the advertisement's video that the bonus in the advertisement's promotion is more interesting than the bonus that Bima can get.

Furthermore, based on the findings from analyzing 6 Kartu As advertisements, the author is able to classify the implicatures into the kinds of generalized conversational implicatures using Levinson's approach (2000). It appear that Kartu As is more concern to make advertisement which involving people to make an interpretation about the implicature, mainly about the generalized conversational implicatures, contain in the advertisements' conversation. It occurs in 4 advertisements of the data, and then followed by two advertisements which have an intended message in the advertisements' conversation. And the least advertisements which are made by Kartu As is the advertisement that has the scalar implicatures in it, and it use the scale which contain numbers.

5. Conclusion

In this study the author found that there are 110 utterances produced by the speakers in the advertisements of Kartu As, 14 of them are considered as generalized conversational implicatures.

They are consisted of 1 utterance which is considered as Q-principle, 10 utterances which are considered as I-principle, and 3 utterances which are considered as M-principle. It shows that the generalized conversational implicatures occur most frequent in which are being analyzed using I-principle, they appear in 4 advertisements. The implicatures of I-Principle appear in the advertisements that have conversation which the speaker makes a statement that has minimal information than what is required, and the hearer will assume what the speaker said implicates to an interpretation from what we know. For example in advertisement 1 entitled BonbAStis . The utterance that considered as generalized conversational implicatures is 'cabut satu, bonus dua', implicates to 'pull out one tooth, you can get two more teeth to be pulled out as bonus'. The dentist gives minimal information when saying the utterance to Bima, he does not give the information about what Bima has to be pulled out and what bonus does he get. Since the conversation takes place in the dentist's work place, then Bima can assume that the dentist talks about teeth.

Based on the findings, it shows that most of Kartu As advertisements use an utterance which has an implied meaning to make the conversation related with the promotion in their advertisement. It shows that 8 from 14 utterances, which are considered as generalized conversational implicature, are related to the advertisements' promotion. It occurs in 5 from 6 advertisements that are being analyzed. For example in advertisement 3 entitled Wow. The conversation says that the girls want to be friends with the boy after he gives his 500 rupiah change to the book seller. It has the same meaning with the promotion, which is 'pay less and get bonuses'. The bonuses that mention in the advertisement's promotion are free call, internet access and text message, while the bonus in this conversation means that the customers can be friends with girls.

As the result, the author finds that it is a good idea using implicatures, especially the generalized conversational implicatures, in the advertisements in order to make advertisements more interesting. The audience will pay more attention in the advertisement which makes them think or assume to find the implied meaning in the utterances. Since the definition of the advertisement is to give the information of the product (Taflinger, 1996), it is reasonable that the implied meaning of the generalized conversational implicatures are related to the promotion of the advertisements itself. It is because indirectly makes the audience think or draw an assumption related with the product. By using the approach of Generalized Conversational Implicatures, proposed by Levinson (2000), the author finds that 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.

6. References

A Definition of Advertising. Available at : http://public.wsu.edu/~taflinge/addefine.html. (Accessed December 5, 2012)

Bogdan, Robert. (2007). *Qualitative Research for Education*. Boston: Pearson / Allyn and Bacon.

Bovee, Courtland L. (1992). *Contemporary Advertising*. Boston: Richard D. Irwin Inc.

Grice, Paul. (1975). *Logic and Conversation*. In Cole, P. and Morgan, J. (eds.) *Syntax and Semantics, Vol 3*. New York: Academic Press.

Levinson, Stephen C. (2000). *Presumptive Meanings: The Theory of Generalized Conversational Implicature*. Cambridge, Massachusetts: MIT Press.

Payne, Geoff. (2004). *Key Concepts in Social Research*. London: SAGE.

Walliman, Nicholas. (2006) *Social Research Method*. London: SAGE.

Yule, George. (1996). *Pragmatics*. New York: Oxford University Press.