

**THE LANGUAGE OF ADVERTISING: A CONVERSATIONAL
IMPLICATURE STUDY OF TV COMMERCIAL ADVERTISING**

SKRIPSI

*Submitted In Partial Fulfillment of the Requirements
for the Degree of Sarjana (S.Pd)
English Education Program*

By:

CAHYA RAHMAH

NPM. 1802050041



FACULTY OF TEACHER TRAINING AND EDUCATION

UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA

MEDAN

2023



MAJELIS PENDIDIKAN TINGGI
 UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
 FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
 Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6419056 Medan 20238
 Website : http://www.fkip.umma.ac.id E-mail : fkip@umma.ac.id

BERITA ACARA

Ujian Mempertahankan Skripsi Sarjana Bagi Mahasiswa Program Strata I
 Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

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Nama Lengkap : Cahya Rahmah
 NPM : 1802050041
 Program Studi : Pendidikan Bahasa Inggris
 Judul Skripsi : The Language of Advertising : A Conversational Implicature Study of TV Commercial Advertising


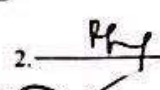
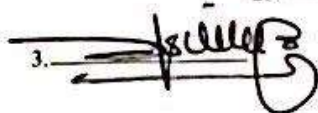
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PANITIA PELAKSANA

Ketua  Dra. Hj. Syamsuurnita, M.Pd.
 Sekretaris  Dr. Hj. Dewi Kesuma Asti, M.Hum.

ANGGOTA PENGUJI :

1.  Erlindawaty, S.Pd., M.Pd.
 2.  Ratna Sari Dewi, S.S., M.A.
 3.  Fatimah Sari Siregar, S.Pd., M.Hum.



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UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Jl. Kapten Mukhtar Basri No.3 Telp.(061)6619056 Medan 20238
Website :<http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

LEMBAR PENGESAHAN SKRIPSI

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Skripsi yang diajukan oleh mahasiswa dibawah ini :


Nama : Cahya Rahmah
NPM : 1802050041
Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : The Language of Advertising : A Conversational
Implicature Study of TV Commercial Advertising

sudah layak disidangkan.

Medan, 12 Mei 2023


Disetujui oleh :

Dosen Pembimbing


Fatimah Sari Siregar, S.Pd., M.Hum.

Diketahui oleh :


Dra. Syamsuyurnita, M.Pd.

Ketua Program Studi 

dto

Pirman Ginting, S.Pd., M.Hum.



MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN

Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238
Website : <http://www.fkip.umma.ac.id> E-mail : fbip@umma.ac.id

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

BERITA ACARA BIMBINGAN SKRIPSI

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara
Fakultas : Keguruan dan Ilmu Pendidikan
Jurusan/Prog.Studi : Pendidikan Bahasa Inggris
Nama Mahasiswa : Cahya Rahmah
NPM : 1802050041
Judul Proposal : The Language of Advertising : A Conversational Implicature Study of TV Commercial Advertising

Tanggal	Deskripsi Hasil Bimbingan Skripsi	Tanda Tangan
28 Maret 2023	Bab I : - Background of study - Identification of problem - Significance	
28 Maret 2023	Bab II : - Relevant studies	
28 Maret 2023	Bab III : - Technique of data collection	
28 Maret 2023	Bab IV : - Analyze the data - Discussion	
9 Mei 2023	Bab V : - Conclusion	
12/5-23		

Medan, 12 Mei 2023
Dosen Pembimbing

Diketahui/Disetujui
Ketua Prodi Pendidikan Bahasa Inggris

dto

Pirman Ginting, S.Pd., M.Hum.

Fatimah Sari Siregar, S.Pd., M.Hum



MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Jl. Kapten Mukhtar Basri No.3 Telp.(061)6619056 Medan 20238
Website :<http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Saya yang bertanda tangan di bawah ini :

Nama : Cahya Rahmah
NPM : 1802050041
Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : The Language of Advertising : A Conversational
Implicature Study of TV Commercial Advertising.

Dengan ini menyatakan bahwa skripsi saya yang berjudul " **The Language of Advertising : A Conversational Implicature Study of TV Commercial Advertising**" adalah benar bersifat asli (*original*), bukan hasil menyadur mutlak dari karya orang lain.

Bilamana kemudian hari ditemukan ketidaksesuaian dengan pernyataan ini, maka saya bersedia dituntut dan diproses sesuai dengan ketentuan yang berlaku di Universitas Muhammadiyah Sumatera Utara.

Demikian pernyataan ini diperbuat dengan sesungguhnya dan sebenar-benarnya.

Medan, 12 Mei 2023

Yang membuat pernyataan,



METERAI TEMPEL
E00AKX450180214

Cahya Rahmah

ABSTRACT

Rahmah, Cahya. 1802050041. The Language of Advertising: A Conversational Implicature Study of Tv Commercial Advertising. Thesis. English Education Department Faculty of Teacher Training and Education Universitas Muhammadiyah Sumatera Utara. 2023.

Inevitably, conversational implicature served an essential role and deployed as a language method to assist context in achieving effective advertising aims. However, the language employed in advertisements was frequently altered by different users in a variety of ways to encourage consumer interest. This occurrence caused numerous gullible customers complained of being deceived and suffered harm after purchasing several products. The majority people suspect that advertising language is full of deception and dishonesty. In particular, the current study attempts to analyze the types violations of conversational implicature are committed by advertisers on TV advertising products. The data were collected using 3 methods including Preliminary Observation, Data Collecting and Data Classification. Then, the research data were processed based on Grice's theory (1975). The results of the study found 4 types of cooperation principle violations in the selected TV commercials. Including, Maxim Quantity : 40%, Maxim Quality : 30%, Maxim Relation : 10%, Maxim Manner : 20%. This study also offered the proper forms of conversational implicature that should be applied to TV advertising. Descriptive-qualitative method was employed in this study, adapting Grice's (1989) Maxim Principles. The findings revealed that a lot of manufacturers violated Grice's (1989) Maxim Principles. In this context, violating Maxim Principles might create advertisements more economical or cost-effective by saving word space, making the ads easier for the reader to remember, arousing the audience's curiosity, attracting and retaining attention, and allowing advertisers to avoid responsibility for standing by the implied claims. Regardless of the positive effects, it is crucial to remember that honesty in advertising improves product quality and builds customer trust. Moreover, these findings have important implications for product advertising creation and contribute to pragmatic study on the significance of diverse events and products.

Keywords: *Conversational Implicature; Language Advertising; Grice's Maxim Principles; TV Commercial.*

ACKNOWLEDGEMENT



Assalamu'alaikum Warahmatullahi Wabarakatuh.

Alhamdulillah, with gratitude the researcher pray to Allah SWT who always gives blessings and guidance to researcher. So that the researcher was able to finish writing a thesis entitled *"The language of Advertising: A Conversational Implicature Study of TV Advertising"* as one of the requirements for obtaining a Bachelor of Education (S.Pd) degree at Universitas Muhammadiyah Sumatera Utara. Salawat and greetings are always poured out to our Prophet, namely the prophet Muhammad SAW, who brought his people to the era of ultimate truth.

In the preparation of this thesis there were many obstacles and mistakes made by the researcher. However, thanks to the blessing of prayer, assistance, guidance, direction, advice and cooperation from various related parties. Researcher can complete this research well. Therefore, the researcher with humility and respect would like to thank:

1. Prof. Dr. Agussani, M.AP., as the Rector of Universitas Muhammadiyah Sumatera Utara.
2. Dra. Hj. Syamsuyurnita, M.Pd., as the Dean of Faculty Teacher Training and Education, Universitas Muhammadiyah Sumatera Utara.

3. Pirman Ginting, S.Pd., M.Hum., as Head of the English Education, and also as an examiner at the Research Proposal Seminar, who provided criticism, suggestions and directions.
4. Rita Harisma, S.Pd., M.Hum., as the Secretary of the English Department who also provided advice in completing the thesis.
5. Fatimah Sari Siregar, S.Pd., M.Hum., as the supervisor of the researcher who has provided criticism, suggestions, recommendations, directions and guidance so that this thesis can be successfully completed.
6. Ratna Sari Dewi, S.S., M.A., and Erlindawaty, S.Pd., M.Pd., as the researcher's review/examiner, who offered the recommendations, supervisions, supportive services, along with the critical contributions to the enhancement of this undergraduate thesis.
7. Zubir Husni Harahap, SH., as Head of the National and Political Unity Agency (BAKESBANGPOL) of Kota Tebing Tinggi, who has given permission for researcher to conduct the research at Regional Library and Archives of Kota Tebing Tinggi.
8. Muhammad Fadly, S.Pd., M.Pd., as the Head of the Regional Library and Archives of Kota Tebing Tinggi, who also allowed researcher to conduct the research in that place.
9. All the lecturers of English Department, who provide valuable knowledge in teaching English during the research academic year.

10. The whole family of the researcher, Ust. Muhammad Misrin, Hj. Siti Rahmah, Veronika and Jailani Nurseha, SE., who always support and pray for researcher.
11. The closest friends, Fani Fadillah, S.Pd., Widya Pitaloka, S.Pd., and Glory Eksanti Algea, S.Pd., who support and provide information that researcher always need.

Researcher hope this research can be useful. And the researcher realizes that the writing of this research is still not perfect and expects constructive criticism and suggestions both in terms of preparation, language and writing to be even better in the future.

Wassalamu'alaikum Wr.Wb

Medan, 12 Mei 2023

Cahya Rahmah

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CHAPTER I

INTRODUCTION

A. Background of Study

Language advertising is one of the intermediary media that aims as a marketing communication in introducing a product brand or reputation at the same time. However, the language used in advertisements are often manipulated in various ways by different people users to attract consumer interest. It is not surprising that implicatures have become a useful method of manipulation in advertising (Melchenko, 2003). This happens when the advertiser conveys information that will be understood by the listener in an interaction, there is a lack of understanding of the information conveyed by the speaker or speech partner. So, it causes an implicature which is called an indirect meaning or implied meaning usually occurs when an utterance implied a different meaning from what is actually said. This is consistent with the opinion Grice (1975) which states that the term implicature can be interpreted as an event of speech, where as a speaker describes something that is intended but is different from what is said. According to Yule (1996) the definition of implicature is anything that is described, proposed, or addressed by a speaker has a different meaning from what the speaker actually said. So, the argument focuses on a meaning that is different from the literal meaning.

Violations in the use of implicature in advertising language caused many naive costumers to complain cheated and harmed after purscasing several

products. Many of them think that the language of advertising is full of deceit and falsehood.

Melchenko (2003) there may be hidden truths and manipulation of words made by copywriters in making advertisements to attract consumers to get stuck on the product. In addition, the use of implicatures in advertising is often used by manufacturers in advertisement makers by users utterances that contain conversational implicatures to get consumers's attention to buy the advertising products being offered. However, in this use there are still impacts on advertisements that violate the rules of cooperation. so that in this case the use of implicatures in advertisements does not reach the public to the fullest and makes losses that have long-lasting effects on society. Therefore, the use of these implicatures are considered to arise from various violations of the rules of conversation principles. This is in the with Grice's opinion in Sari (2013) who states that in principle cooperation is about to carry out conversations with what is needed both effectively and efficiently, in order for this conversation principle to run smoothly, it must be considered and obeyed by language users.

According to Brown and Levinson (1985) the position of implicatures in the world of advertising occupies a very important position in speech acts because they are able to contribute: (1) Implicatures offer a number of explanations of significant linguistic facts (2) are able to provide a number of explicit considerations regarding how meaningful they are (3) tend to be provide the main implications, including the content of the description and the semantic structure (4) at least a number of concepts that are closely related can be quite important, if

various basic facts about language are properly considered (5) the principle that gives rise to implicatures has a very general explanatory power and some basic principles provide a lengthy explanation of the real facts. On the other hand, implicature is also used to examine the meaning of language, including in advertisements. This is because advertising as a form of communication is created to provide information related to a product or service to potential customers. Lee Carla (2007:3) state that advertising is a commercial or non-personal communication related to an organization or products that will be transmitted to a target audience either through mass media including television. So, the use of implicatures in the world of advertising is considered to play an important role in influencing the level of success in promoting a product in commercial advertisements. Therefore, Conversational Implicature also has an important role that can be applied as a linguistic technique that is useful in helping context in advertisers to achieve successful advertising goals. However, if reviewed, this has been used by advertisers as an extra persuasive or manipulative means (Dzanik, 2007) . To achieve this goal, according to Grice (1975) there are four maxims that must be obeyed: quantity; qualities, relationships and means. The first maxim is the maxim of quantity, related to the amount of information given by the speaker. This proves that the speaker should be expected to be informative as needed, must provide information that is not too little or too much (Grice, 1975). The second maxim is the maxim of quality. It can be shown that speakers must be genuine and make their contributions honest and evident. The third is relationship maxim. The speaker should provide information that is relevant to what has been stated before

Joan Cutting (2007) and relevant to what actually happened in the situation (Birner, 1959:54). The last is the maxim of manner. This refers to the clarity of the speaker's speech. The speaker should say something briefly and regularly and avoid ambiguity and ambiguity (Grice, 1975). In short, CP and its maxims ensure that in an exchange of speech the speaker provides sufficient, honest and relevant information in a clear manner. On the other hand, flouting of maxims also occurs when maxims are not fulfilled in a clear way with the aim of making the receiver look for different or additional meanings beyond the meaning expressed (DiMaggio, 1985). In connection with that, in the context of advertising, it can be suggested that advertisers provide the necessary information or including not too little or too much regarding the products or services offered, provide correct information and have sufficient evidence regarding the product, and be able to provide something relevant to the product by avoiding giving unclear, ambiguous and lengthy information.

Research on implicatures has previously been conducted, by Jun (2013) with the title: "The Application of Conversational Implicature in Advertising" with research objects in advertisements for famous big brands. Furthermore, Lubis (2017) entitled: "Conversational Implicatures of Indonesia Lawyers Club Program On Tv One" with the object of research being TV shows. Furthermore, Al Fajri (2017) with the title: "The Functions Of Conversational Implicatures In Print Advertising", this study used advertising objects in magazines and newspapers. Based on previous research reviews, research on implicature as well as research with the object of advertising analysis has been carried out. However, research on

implicature with the object of advertising analysis on TV commercial products is still rarely carried out, so this is done to fill in the gaps in this research.

B. Identification of Problems

As for the research of this study were identified the following problems :

1. The advertisers violate the cooperative principle of using the implicature in TV Commercial advertisements
2. People feel manipulated by advertising products

C. Scope and Limitation

The scope of this research is only focused on the analysis of the implications of product advertising in TV commercials. The researcher took 15 samples of TV advertising data, but selected 10 samples containing implicatures, namely *Citra*, *Tujuh Kurma*, *Tempura*, *Viva*, *Axe*, *Le Minerale*, *Teh Pucuk*, *Potabee*, *Daia* and *Royco*. In this study, violations of maxims in advertisements was discussed. However, the data in this study was not in the form of a dialogue, but was in the form of a monologue or one-way communication.

And the limitations of the research was discussed problems that have been adapted to the object of research around Implicature of selected TV advertisements. Those are include the meaning of implicatures and identifying the types of speech act violations that appear in commercial TV advertisements.

D. Formulation of Problems

The problems of study are identified as following:

1. What types violations of Conversational Implicature are committed by advertisers on TV advertising products.
2. How should advertisers use the cooperative principle in TV commercials?

E. Objective of Study

Objective of the study are:

1. To find the types violations of conversational implicature used in Tv commercial advertisement.
2. To describe the use of cooperative principle in TV commercial.

F. Significance of Study

This part is contribute both theoretically and practically in the field of implicature :

Theoretically, the findings of this study are expected to serve as a source of reference and alternative information about pragmatic, especially regarding implicature theory in the real field namely advertising. Then this research is expected to increase the theoretical framework for pragmatic research, especially the implicatures of various phenomena and objects. The result of this study are expected to fill the void of previous study in the same field.

Practically, the researcher wants to explore the hidden meaning in the advertisements that have been selected. Hopefully this resources for readers to be able to do research on advertising and analyze language based on pragmatics.

CHAPTER II

REVIEW OF LITERATURE

A. Theoretical Framework

1. Implicature

Implicature is a branch of pragmatics that was coined by Paul Grice. It is everything that is inferred from speech but what is said is not the meaning of what is meant . Implicature is the speaker deliberately choice of word from his own coinage to cover any meaning implied, for example, conveyed indirectly or through hints, and understood implicitly without ever being explicitly state (Grice, 1975).

Implicature is also used to describe a lexical gap. On the other hand, implicature is the attachment of a relationship between statements in which the truth of one is suggested by the truth of another. However, it is the implicature that makes the difference. According to Levinson (1983:83), implicature is studied as a pragmatic in reference, in which it bridges the gap between what is said and what is communicated. Grice's Implicature Theory on the other hand is also based on the function of reasoning in humans, which includes cognitive processes, and on social-based factors related to communicative events, which consist of social behavior. Types of implicature according to Grices in Levinson (1983: 127-128) consist of two, namely conventional implicature and conversational implicature.

2. Types of Implicature

Implicature consists of two types: conventional implicature and conversational implicature (Grice, 1975). The differences between them are explained further by (Lyons, 2002). The difference between them is that the former depend on something other than what is truth-conditional in the conventional use, or meaning, or particular forms and expressions, whereas the latter derived from a set of more general principles which regulate the proper conduct of conversation. Conventional implicature associated with the usage and general meaning, whereas conversational implicature refers to the general principles of the substitutions correctly. Explanation of the two types of implicatures will be described below.

a. Conventional Implicature

Conventional implicature is the implication which is general and conventional. In general, everyone has known and understood the meaning or implications of a case. Understanding the implications conventionally supposes the listener or reader to have experience and general knowledge. Consider the following example.

- (a) John is handsome but he rides CD 70.J
- (b) John is handsome.
- (c) John rides CD 70.
- (d) There is a contradiction between (b) and (c).

On this third examples, (a) contains two basic statements as in (b) and (c), and higher comments is on (d). Sentence (a) contains a contradiction

because Joni has a handsome and charming face, while CD 70 is identical to an old and ugly motorcycle, so the conjunction used is the word 'but'. This is what has been suggested by Grice related to the basic statement in a sentence, which can use conjunctions such as: moreover, but, therefor, on the other hand, or so. For this reason, in general, conventional is distinguished based on the content which is descriptive (only affect the value of truth only) and is also indicative that produce implicature (Carston, 2002).

b. Conversational Implicature

According to Grice (1975) there is a set of assumptions that cover and regulate the activities of the conversation as a speech act. According to Grice's analysis, a set of assumptions that guide someone in conversation is cooperative principles. In carrying out cooperative principles in the conversation, each speaker must obey the four maxims of conversation, namely: (1) maxim of quantity, (2) maxim of quality, (3) maxim of relevance, (4) maxim of manner (Parker, 1986).

(1) Maxim Quantity

Maxim of quantity demands the speaker's contribution informative as is required and no more informative than is required. Below are the examples of an utterance that obeys the maxim of quantity and one that violates the maxim:

Examples of obeying:

A. : "Where are you going?"

B. : "I'm going to post office"

In the example, B gives comments to A's statement without adding other information.

Example of disobeying/ violation:

A. : "Are you going to work tomorrow?"

B. : "I am working on a project. But I'll have to go to the doctor in the evening. I have asked the manager for permission".

In the example above B's reply violates of quantity because B does not give information as required by A, i.e yes or no. instead, B gives more information which is not required or expected at all.

(2) Maxims of Quality

Maxim of quality requires the speaker not to say what is believed to be false and for which the speaker lacks of adequate evidence. Below the examples of the utterance that obeys the maxim of quality and that obeys the maxim (Gorelova, 2014).

Example of obeying:

A. : "Why did you come late last night?"

B. : "the car was broken down"

In the example, B tells the truth that his car was broken down so that he came late.

Example of disobeying/ violation:

A. : "The Teheran's in Turkey, isn't teacher?"

B. : "And London's in America I suppose"

In the example B's reply is supposed to suggest that A is incorrect and B violates the maxim of quality

(3) Maxim of Relation

Maxim of relation requires the speaker to be relevant. Below are the examples of utterance that obeys the maxim of relevance and that one violates the maxim.

Example of obeying:

A. : "Where is my box of chocolates?"

B. : "It is in your room"

In the example above, B's reply relates to the question, not talking about something else.

Example of disobeying/ violation

A. : "Where is my box of chocolates?"

B. : "I don't know mine either"

In the example above, B's answer is not relevant to A's question. B says something else which is not about A's problem at all.

(4) Maxim of Manner

Maxim of manner requires the speaker to avoid obscurity of expression and ambiguity. Maxim of manner demands the speaker to be brief and orderly. Below are the examples of utterance that obeys the maxim of manner and that one violates the maxim (Martínez-Camino & Pérez-Saiz, 2012).

Example of obeying :

A. : “Where was Alfred yesterday?”

B. : “Alfred went to the store and bought some whiskey”

In the example above, B answer obeys the maxim of manner, in which he is orderly to answer where Alfred was to A.

Example of disobeying/ violation:

A. : I hear you went to the opera last night; how was the lead singer?

B. : The singer produced a series of sounds corresponding closely to the score of an aria from ‘Rigoletto’

In the example above, B does not give the exact and brief answer to A’s question. To say that the singer was not good, B gives a series of unnecessarily descriptive sentences which can cause the confusion toward A if A has no idea on the score of an aria from ‘Rigoletto’

3. Language of Advertising

Advertising language is simply a combination of extra linguistic and linguistic means of expression governed by the laws of mass communication and general literary rules, and a special language structure that enables the addressee to perceive specific information taking into account the cultural, sociological and psycholinguistic features of the language. The main communicative purpose of the advertising text is to encourage the consumer to choose the products and services to be advertised (Shirinboyevna Mamirova Dilnoza, 2020). Advertising language is a special phenomenon and a special field of study of public relations in the field of modern science. It is

being studied by experts in various fields: linguists, psychologists, economists and others. Of course, all of these researchers have different goals in their work. The language of advertising is also developing in harmony with the issues of social life in the reflection of public life. For this reason, the language of advertising plays an important role in the study and analysis of social language knowledge.

It is important to note that the language of advertising is a source that reflects the lexical means available in the national language, shows the scale of the social meaning of the language, and determines the ways of its development. Therefore, it is expedient to study the role of the language of advertising in the development of life and society, as well as its features related to the style of the social environment. Undoubtedly, the clarity and comprehensibility of the elements of simple, fluent, coherent language, which exist within the language of advertising, testify to the importance of its place in social relations. This is also the importance of researching the language of advertising. However, the language of advertising is the language that creates the relationship between social lives. On the other hand, language with advertisements is inseparable from the use of language. Because language can be manipulated for certain purposes. Likewise in the field of advertising. As is the case, in the language used for various fields, the language in advertising should meet the rules of language in general. Then, the language in advertising will also contain truth. The point here is that the prepositions in the ad must be logical or true and can be proven. So that in that case, the

recipient of the advertisement trusts evidence rather than grandiose words and repetitions that are not necessarily true.

4. TV Commercial Advertising

Commercial TV advertising is one of the most modern brand product or service campaign methods where this advertisement aims for economic gain. This is in line with KUYUCU (2020) that TV commercials are the first worthy contributor to the development of popularity. This is due to the wide reach that commercial ads serve to their end users. Television is considered to play an important role in advertising products or services because it usually shares important information that can be provided in the form of strong messages or promotions aimed at attracting the right audience and involving them in buying transactions. As mentioned by Buijzen (2017) where the majority of Americans watch their TV for 28 hours per week, so it can be stated that the role of television in advertising is to promote products to every potential customer because more and more families appear every day. and this significantly increases the amount of time spent watching TV or making purchases. In addition, television advertising provides small and medium business owners with the opportunity to join in the 'fight for customers' by building commercial success regardless of the budget available for advertising expenditure. If reviewed again, according to Belch (2013), states that every potential customer who has seen an advertisement on TV will automatically have the assumption that the company or product has a good reputation and has decent quality if it is marketed on a global scale (including

commercial scale national). Therefore, potential customers are most likely to buy products in advertisements that they can remember, so it should be very important for advertisements to create a mix of music and sound, text, brand image, action or movement, and visuals that can produce and support brand personality (Kelley, Sheehan, 2015).

B. Relevant Study

1. Conversational Implicatures Found in the Metro TV “Talk Indonesia” Talkshow Program hosted by (Nairi, 2016). This pragmatic study analyzes conversational implicatures. Researchers try and explain the analysis descriptively. This research was conducted to answer the following questions: (1) What are the types of conversational conversations used in the Talk Indonesia dialogue? And (2) What are the implicature functions that occur in Talk Indonesia?. The results showed that the maxims were revealed which included four maxims of quality, nine maxims of quantity, five maxims of manner, and two maxims of relevance. The total violations are 20 violations with the most violations of the maxim of quantity. In addition, two types of conversational implicatures were also found, namely general implicature with 5 utterances and special implicature with 15 utterances. The analysis also succeeded in identifying five types of speech act functions. There are 16 utterances that are categorized as representative functions, namely criticizing, reporting, clarifying, suspecting, describing, and testifying.

Three utterances were identified as directive functions involving advising, responding, and asking. One utterance works as an expressive which shows a commissive function and a declarative function. The difference with this research is that Aulia's research studied about conversational implicatures in a talk show program, while the writer in this research take the implicature study in TV commercial.

2. Pragmatic theory of television advertising, a journal conducted by (Martínez-Camino & Pérez-Saiz, 2012). This paper aims to articulate the pragmatic theory of TV advertising. It outlines the distinction that advertisers Bernstein (1974) and linguist Simpson (2001) make between reason and tickle advertising. To achieve this endeavor, research distinguishes what types of information are used and how that information is handled through advertising discourse. Therefore, the basic constituents of the two types of commercial messages will be described. This research can be a reference for writers to know in depth what advertising language is. the difference between Gonzalo and Manuel's research is discussing the study of Metaphora in TV advertising, while the author discusses the implicature of conversation in TV.
3. The function of conversational advertisements related to print advertisements, journals conducted by (Al Fajri, 2017). This study aims to examine the use of conversational implicatures (Grice, 1975). This study describes various ways that can make advertising more effective and persuasive so that advertising is more economical, easier to remember,

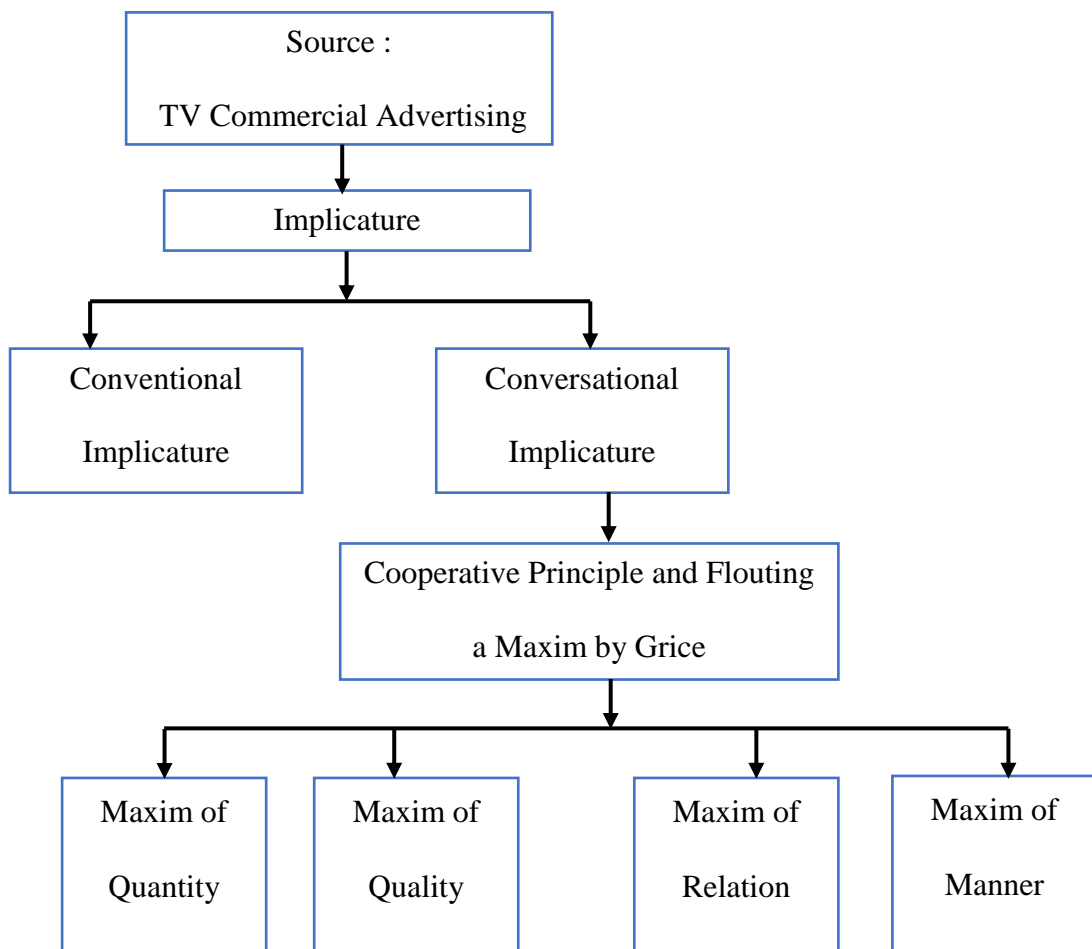
attractive and able to make advertisers able to avoid the responsibility to defend implied claims. To achieve this effort, research on the use of implicatures must adhere to the theory of cooperative principles and maxims so that it does not only provide many benefits for advertisers. This research can be a guide for writers to know in depth how conversational implicatures function in print advertisements. as for, the difference with this research is that Sholakhuddin's research studied about conversational implicatures in print media advertisements, while the writer in this research take the implicature study in TV commercial.

4. Flouting maxim of Grice's Cooperative Principle found in "Cak Cuk" Surabaya T-shirts, a journal conducted by (Puspita & Musyahda, 2016). This study tries to describe the expression of the design that violates Grice's cooperative maxim principle, the implied meaning of the violation of the maxim and why the violation of the maxim occurs in the expression. It outlines the distinction made by Chen (2011) and Khosravizadeh and Sadehvandi (2011) between the object and purpose of the study. To achieve this effort, the research focuses on the expression of designs that specifically represent the cultural characteristics of Surabaya. Therefore, the authors provide an overview of general information or knowledge of each data. This research can be used as a reference for the writer to know in depth about Maxim of Grice's Cooperative Principle. The difference between Puspita Sari and Lilla Musyahda's research is that it discusses the study of the violation of the maxim of Grice's Cooperative

Principle on the slogan of T-shirt design, while the author discusses the conversational implicature of the maxim of Grice's Cooperative Principle on TV.

C. Conceptual Framework

This study is aimed to analyze the conversational implicature in TV commercial. In carrying out cooperative principles in the conversation, each speaker must obey the four maxims of conversation, namely: (1) maxim of quantity, (2) maxim of quality, (3) maxim of relevance, (4) maxim of manner. The chart below is a step in the process of making research on this paper.



CHAPTER III

METHOD OF RESEARCH

A. Research Design

In this study, the design method used is descriptive qualitative. As for the definition according to Litosseliti (2010), qualitative research is research that uses context analysis as an instrument to answer questions related to structure and patterns to find out the implicatures in selected advertisements. The method of solving the problem by describing the advertising object on commercial TV is examined through analysis. This method is an acceptable procedure, because the research data is in the form of words and not in the form of numbers and emphasizes the quality of research that refers to theories and concepts. Therefore, the purpose of this study is to understand what is meant by the implied meaning of the violation in the advertisement by using Grice (1975) “What speakers mean often goes beyond what the speaker says”. In other words, these additional meanings can be inferred and predicted based on context.

B. Source of Data

The data have been acquired from the text employed in commercial advertisement on national television program. TV commercial are used as a source of data because this research is still very rare. The data that has been selected contains violations in the use of implicatures including *Citra, Tujuh Kurma, Tempra, Viva, Axe, Le Minerale, Teh Pucuk, Potabee, Daia and Royco* as

the data. Advertisements are obtained from National TV broadcasts which are then photographed using a cellphone camera to be used as data.

C. Technique of Collecting Data

The data collection consist of 3 steps

1. **Preliminary Observation:** The advertisements are determined based on the first observation. The advertisements on television collected is 15 sample data from various types advertisements that present on national television. Then, it taken by using mobile phone in the section text on the advertisements.
2. **Data Collection:** From 15 advertisements have been collected and re-selected into 10 samples containing the use of conversational implicature text of the advertisements.

Table 3.1
The text in the advertisement and its Implicature

No	Brand	Text Advertisements	Implicatures
1	Citra	“Pancarkan Ragam Cantik Kulit Indonesia” (Radiate a beautiful variety of Indonesian skin)	Citra is a brand of Body Lotion products. Here advertisers use implicatures to invite/convey, urge to inform the public that the product is able to exude beautiful diversity in the skin of the Indonesian people.

2	Tujuh Kurma	“Satu Kaleng untuk Manfaat Satu Hari” (One Can For One Day Benefits)	Tujuh Kurma is a brand of Sterilized Milk products. Here advertisers use implicatures to invite/convey, urge to inform the public that if you drink the product. it can help the benefit of body in a day.
3	Le Minerale	“Pilih Sehat, Pilih Le Minerale” (Choose Healthy, Choose Le Minerale)	Le Minerale is a brand of Mineral Water products. Here advertisers use implicatures to invite/convey, appeal to inform the public that if people want to be healthy then choose Le Minerale products.
4	Potabee	“Krrriuknya Pecah, Rasanya Wuah” (Cracked Crispy, Tastes Wow)	PotaBee is a snack brand. Here advertisers use implicatures to invite/convey, urge to inform the public that the product has the right crispy texture, so when people eat it, the food will break in the mouth and have a delicious taste.

5	Daia	<p>Bersih Tuntas, Wangi Semerbak. Asli Hebatnya (Completely Clean, Fragrant Fragrance. Original Great)</p>	<p>Daia is a brand of Laundry Soap products. Here advertisers use implicatures to invite/convey, urge to inform the public that if people want their clothes to be thoroughly clean, the fragrance will be long lasting. then there is the solution because the original is great.</p>
6	Axe	<p>“48 Jam Lawan Bau Badan, Wangi Tahan Lama 48” (Hours Against Body Odor, Long Lasting Fragrance)</p>	<p>Axe is a brand of Body Spray products. Here advertisers use implicatures to invite/convey, urge to inform the public that the product is able to protect its users for 48 hours from body odor, smells good and lasts a long time.</p>

7	Tempra	<p>“Dipercaya 45 Tahun, Dipercaya efektif Menurunkan Demam” (Trusted 45 Years, Believed to be effective in Reducing Fever)</p>	<p>Tempra is a product brand of Children's Fever Medicine. Here advertisers use implicatures to invite/convey, urge to inform the public that the product has been trusted for 45 years and is able to be effective quickly to reduce fever for children.</p>
8	Teh Pucuk	<p>“Teman Wajib Buka Puasa Dimana Aja” (Compulsory Iftar Friends Anywhere)</p>	<p>Pucuk Harum is a Beverage product brand. Here advertisers use implicatures to invite/convey, urge to inform the public that these products can be used as obligatory friends of the community to break their fast anywhere.</p>
9	Royco	<p>“Kebaikan dalam Kelezatan” (Kindness in Delicacy)</p>	<p>Royco is a brand of food flavoring or flavoring products. Here advertisers use implicatures to invite/convey, urge to inform the public that the product has goodness in delicacy.</p>
10	Viva	<p>“2 Things 2 Do untuk kulit sehatmu” (2 Things 2 Do for</p>	<p>Viva is a skincare product brand. Here advertisers use implicatures to</p>

		your healthy skin)	invite/convey, urge to inform the public that there are two things that can be done by the community so that the skin becomes healthy, namely brand products from Viva Cosmetic.
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3. Data Classification : 10 advertising product data then observed again.

Then, grouped based on the maxims according to Grice (1975), namely (1) quantity maxim, (2) quality maxim, (3) relation maxim, (4) manner maxim. Therefore, these data were identified regarding the type of violation used in the advertisement.

Table 3.2
The text in the advertisement divide into types of Maxims

No	Brand	Text Advertisement	QL	QN	MN	RL
1	Citra	“Pancarkan Ragam Cantik Kulit Indonesia” (Radiate a beautiful variety of Indonesian skin)	✓			
2	Tujuh Kurma	“Satu Kaleng untuk Manfaat Satu Hari” (One Can For One Day Benefits)	✓			
3	Le Minerale	“Pilih Sehat, Pilih Le Minerale” (Choose Healthy, Choose Le	✓			

		Minerale)				
4	Pota Bee	“Krrriuknya Pecah, Rasanya Wuah” (Cracked Crispy, Tastes Wow)		✓		
5	Daia	Bersih Tuntas, Wangi Semerbak. Asli Hebatnya (Completely Clean, Fragrant Fragrance. Original Great)	✓			
6	Axe	“48 Jam Lawan Bau Badan, Wangi Tahan Lama 48” (Hours Against Body Odor, Long Lasting Fragrance)		✓		
7	Tempra	“Dipercaya 45 Tahun, Dipercaya efektif Menurunkan Demam” (Trusted 45 Years, Believed to be effective in Reducing Fever)	✓			
8	Pucuk Harum	“Teman Wajib Buka Puasa Dimana Aja” (Compulsory Iftar Friends Anywhere)		✓		
9	Royco	“Kebaikan dalam Kelezatan” (Kindness in Delicacy)				✓

10	Viva	“2 Things 2 Do untuk kulit sehatmu” (2 Things 2 Do for your healthy skin)			✓	
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Note :

QL: Maxim of Quality

QN: Maxim of Quantity

MN: Maxim of Manner

RL: Maxim of Relevance

D. Technique of Analyzing Data

After collecting and classifying the data, the data were analyzed in accordance with the identification of the problem that has been formulated using Grice's theory (1975) which states that fundamental communication is what the audience really needs in various forms of true communication. If the speakers and the audience do not reach a true communion, then this is considered to violate the principle of cooperation. In addition, this research is a one-way communication research. So, the research was not dialogue. but the form of a monologue, namely one-way communication. The stages of data analysis are :

1. Paying attention to advertising products that violate the maxims based on their grouping.
2. Identifying ad text that contains implicatures, then classifying ad text that violates the principle of ad cooperation by using figure of speech.

3. Analyzing or describing advertisements based on Grice's theory, namely that there are 4 cooperative principle rules in advertising: (1) quantity maxim, (2) quality maxim, (3) relevance maxim, (4) manner maxim. As well as based on the function or purpose of using the flouting of the maxims by Grice.
4. Make conclusions and suggestions as an answer to the identification of the problems formulated.


CHAPTER IV
FINDINGS AND DISCUSSIONS





A. Findings





This section was focused on providing the conversational implicature found on TV commercial advertising. The emphasis was on recognizing the several types of violations on implicatures in commercials and stating how the appropriate styles of conversational implicature can be employed in commercial advertisements.


For this investigation, data on conversational implicature were acquired from fifteen different types of national television advertising. It was captured with a smart phone's camera. Nevertheless, only ten samples were analyzed using Grice's (1975) Maxims Principles, including: *Molto*, *Royco*, *Citra*, *Viva*, *Teh Pucuk*, *Le Minerale*, *Frisian Flag*, *Tempra*, *Pota Bee*, and *Daia*.

Table 4.1
The several types of violations on Implicatures in TV Commercial advertisements

Brand Adv	Text	Implicature	The types of Grice's (1989) Maxims Violation			
			Qn	Ql	Rl	Mn
 Molto	“7X Lebih Wangi” (7X More Fragrant)	The company increasingly remind the public that <i>Molto</i> have a much stronger scent than comparable clothes fragrance products.		✓		

	<p>“Kebaikan dalam Kelezatan” (<i>Kindness in Delicacy</i>)</p>	<p>The advertisers ought to persuade customers must include <i>Royco</i> in their cooks, because every delicious meal must contain the wellness.</p>	✓
	<p>“Pancarkan Ragam Kulit Indonesia” (<i>Radiate a beautiful variety of Indonesian skin</i>)</p>	<p>The advertising agencies tend to invite and push the consumers to realize that their product may express the wonderful skin diversity of Indonesian woman.</p>	✓
	<p>“2 Things Do untuk Kulit Sehatmu” (<i>2 Things Do for your healthy skin</i>)</p>	<p>The marketers advise the consumers to be notified that there are two things may do to improve the health of their own skin.</p>	✓
	<p>“Teman Wajib Buka Puasa Dimana Aja” (<i>Compulsory Iftar Friends Anywhere</i>)</p>	<p>The manufacturers encourage the public to be alerted that these products might be utilized as socially compulsory beverages to break their fast anyplace.</p>	✓

	<p>“Pilih Sehat, Pilih Le Minerale” (Choose Healthy, Choose Le Minerale)</p>	<p>The company increasingly remind the public that if individuals want to be healthy, they must consume Le Minerale products on everyday basis.</p>	✓
	<p>“Bikin Hangat. Dukung Hari Aktifmu!” (Warm You. Support your Active Day)</p>	<p>The marketers intend to convey that this is a high-quality dairy product that provides warmth with every glass and makes the customer's day more active when consumed on a routine basis.</p>	✓
	<p>“Dipercay a 45 Tahun, Dipercaya efektif Menurunkan Demam” (Trusted 45 Years, Believed to be effective in Reducing Fever)</p>	<p>The manufacturers encourage to convince the parents that the product has been acknowledged for 45 years and is capable of effectively reducing fever for children.</p>	✓
	<p>”Krrriukn ya Pecah, Rasanya Wuahhh” (It's</p>	<p>The advertising agencies tend to persuade the public that the</p>	✓

<i>Pota Bee</i>	<i>Crunchy, It Tastes Wow)</i>	product has the proper crunchy texture, so that when consumers purchase it, the meal will crumble in the mouth and taste great.
	“Bersih Tuntas, Wangi Semerbak. Asli Hebatnya” <i>(Completely Clean, Aromatic Fragrance . Originally Great)</i>	The advertisers tend to raise costumers’ awareness that Daia is the solution if they want their clothes to be properly clean and smell fresh for a long time. ✓

Note :**QL:** Maxim of Quality**QN:** Maxim of Quantity**MN:** Maxim of Manner**RL:** Maxim of Relation

Focusing on table 4.1, the researcher highlighted diverse proportions of Grice’s (1989) Maxims Violation in the ten commercial advertisement on TV. The advertisement with the violation of Quantity took the lead with N=4 (40%), followed by the proportion of the Maxim of Quality violation with N=3 (30%), and the Maxim of Manner with N=2 (20%). Then violation of Maxim Relation

occupied the least with N=1 (10%). For more details, the measurements and percentages of the violation of Maxims Principles are presented as follows:

Table 4.2
Occurrence and frequency of the violation of Maxims Principles

Violation Types	Products Name	Frequency	Percentages
Maxim of Quantity	Citra Le Minerale Pota Bee Daia	4	40%
Maxim of Quality	Molto Teh Pucuk Tempra	3	30%
Maxim of Relation	Frisian Flag	1	10%
Maxim of Manner	Royco Viva	2	20%

The following formula illustrate the various percentages of Grice's (1989) Maxims Violation in the 10 commercial advertisements on TV:

$$\begin{aligned}
 & \text{Percentages of Maxims Violation} \\
 & = \frac{\text{The frequency of Maxims Violation (Type I/II/III/IV)}}{\text{The total number of Maxims Violation in commercial ads on TV}} \times 100\%
 \end{aligned}$$

For the proportion of the violation of *Maxim Quantity* could be calculated as follows:

$$\text{Percentages of Maxims Violation} = \frac{4}{10} \times 100\% = 40\%$$

Then, the fraction of *Maxim Quality* violations were determined as follows:

$$\text{Percentages of Maxims Violation} = \frac{3}{10} \times 100\% = 30\%$$

The following measurement depicted how often *Maxim of Relation* was violated on TV program:

$$\text{Percentages of Maxims Violation} = \frac{1}{10} \times 100\% = 10\%$$

Lastly, the fraction of *Maxim Manner* violations on commercial advertisements were measured as follows:

$$\text{Percentages of Maxims Violation} = \frac{2}{10} \times 100\% = 20\%$$

This violation of cooperative principles was also followed by the incorporation of figure of speech in advertising taglines. Figurative languages, such as *metaphors and hyperbole*, were frequently employed in advertisements to add interest to the product being promoted (Suryasa, 2016). Furthermore, the researcher has investigated the usage of *metaphors and hyperbole* in the ten sample of tagline advertisement on TV as follow:

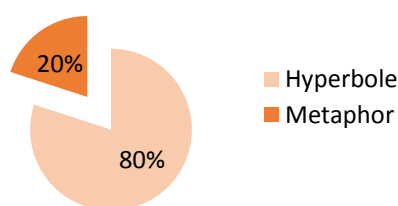


Chart. 4.1 The percentages of *Metaphors* and *Hyperbolas* in ads tagline

In this respect, his study discovered that 80% of the taglines in the ten commercial advertising samples employed hyperbole while the other 20% used metaphorical language. It is inevitable if figurative languages had a powerful impact on the audience and were frequently used in advertising. Because when

people comprehend the concept, they correlate that knowledge with the advertised products (Van Mulken et al., 2014).

Furthermore, for integrating the appropriate language of conversational implicature can be offered in the table 4.3 below:

Table 4.3
Recommended Tagline based on Grice's (1989) Maxim Principles

Brands	Text Employed	Types of Offers			Recommended Text
		Omission	Substitution	Addition	
Molto	“7X Lebih Wangi” (<i>7X More Fragrant</i>)	✓	-	-	“Lebih Wangi” (<i>More Fragrant</i>)
Royco	“Kebaikan dalam Kelezatan” (<i>Kindness in Delicacy</i>)	-	✓	-	“Lezat itu Baik” (<i>Delicious is Good</i>)
Citra	“Pancarkan Ragam Cantik Kulit Indonesia” (<i>Radiate a beautiful variety of Indonesian skin</i>)	-	✓	-	“Pancarkan Kecantikan Kulit Indonesia” (<i>Radiate Indonesian Skin Beauty</i>)
Viva	“2 Things 2 Do untuk Kulit Sehatmu” (<i>2 Things 2 Do for your Healthy skin</i>)	-	✓	-	“Toner dan Susu Pembersih untuk Kulit Lebih Sehat” (<i>Toner and Milk Cleanser for the Healthier Skin</i>)
Teh Pucuk	“Teman Wajib Buka Puasa Dimana Aja” (<i>Compulsor</i>)	-	✓	-	“Minuman Wajib Buka Puasa Dimana Aja” (<i>Compulsory Iftar Drinks</i>)

y Iftar
Friends
Anywhere)

Anywhere)

Le Minerale	“Pilih Sehat, Pilih Le Minerale” (Choose Healthy, Choose Le Minerale)	-	✓	-	“Untuk Lebih Sehat, Pilih Le Minerale” (For Healthier, Choose Le Minerale)
Frisian Flag	“Bikin Hangat. Dukung Hari Aktifmu!” (Warm You. Support your Active Day)	-	-	✓	“Ayo Minum Susu! Dukung Hari Aktifmu!” (Let's Drink Milk! Support your Active Day)
Tempra	“Dipercaya 45 Tahun, Dipercaya efektif Menurunkan Demam” (Trusted 45 Years, Believed to be effective in Reducing Fever)	✓	-	-	“Dipercaya Bertahun-tahun, Dipercaya efektif Menurunkan Demam” (Trusted for Years, Believed to be effective in Reducing Fever)
Pota Bee	”Krrriuknya Pecah, Rasanya Wuahhh” (It's Crunchy, It Tastes Wow)	✓	-	-	“Rasanya Kriuk” (It Tastes Crunchy)

<i>Daia</i>	“Bersih Tuntas, Wangi Semerbak. Asli Hebatnya” (<i>Completely Clean, Aromatic Fragrance. Originally Great</i>)	✓	-	-	“Bersih Tuntas, Wangi Semerbak” (<i>Completely Clean, Aromatic Fragrance.</i>)
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Apparently, numerous omissions, substitutions, and additions occurred to each advertising tagline with each N=5 (50%), N=4 (40%), and N=1 (10%). Eventhough those works made the tagline became less attraction, it is more successful and tends to achieve the *Grice's (1989) Cooperative Principles*.

B. Discussions

Depends on the findings outlined above, this section will attempt to give the analysis of the violation of cooperative principles on TV advertising along with the appropriate language to build better advertising content.

1. The Identification of Conversational Implicature Violations on TV Advertising Products

Grice (1989) identified four cooperative principles in conversation. Each speaker must adhere to the four maxims of conversation to achieve successful interpretation, which include: (1) maxim of quantity, (2) maxim of quality, (3) maxim of relation, and (4) maxim of manner. However, in actuality, some commercials contradict Grice's (1989) principles, as follow:

a. Violation occurred on Maxim of Quantity

Data 1



Fig. 4.1 Citra Ads on SCTV Program

Embedded Text:

“Pancarkan Ragam Cantik Kulit Indonesia” (*Radiate a Beautiful Variety of Indonesian Skin*)

The figure presented above is the advertising of *Citra Body Lotion* product. This advertisement appears to violate the maxim of quantity. Given the circumstances, the company intends to transmit the message that this Citra Body Lotion is a body care that includes natural ingredients to radiate the gorgeous diversity of Indonesian women's skin. In a while, this brand exclusively portrays ladies with white skin. However the Indonesian skin tone is darker or brown. Citra. It appears to recognize that the products reflect all varieties of local women's skin, which is extremely different from the reality. It is definitely evident that the text used in this commercial contains *hyperbole*. Therefore, the detrimental consequence might occur due to the the distortion of truth and exaggerates offerings (Darke & Ritchie, 2007).

Data 2

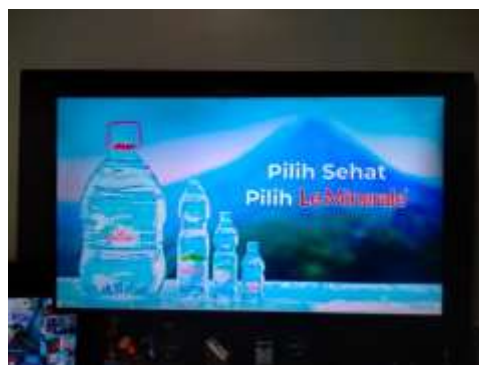


Fig. 4.2 Le Minerale Ads on SCTV Program

Embedded Text:

“Pilih Sehat, Pilih Le Minerale” (*Choose Healthy, Choose Le Minerale*)

The advertising for *Le Minerale* is shown above. *Le Minerale* is an Indonesian packaged drinking water brand produced by PT Tirta Fresindo Jaya. The corporation is increasingly reminding the public that if individuals wish to be healthy, they must consume *Le Minerale* products on a daily basis. The ad's slogan, "Choose Healthy, Choose *Le Minerale*," seems slightly overpowering. This argument clearly violates the maxim of quantity. Speakers may exaggerate the facts in order to make their products appear more exciting and unique from rival commodities. Because this is a prevalent technique in marketing strategy, *hyperbole* is regularly utilized to improve a product's perceived superiority in the eyes of customers (Fetscherin & Toncar, 2009). Because drinking water isn't enough to be healthy. However, it must be accompanied with appropriate rest, well-nutrition consumption, attentive exercise, hygiene, etc. However, *hyperbole* can have negative consequences since it entails factual distortions that overestimate the offering. However, puffery can have negative consequences since it entails factual distortions that overestimate the offering (Barbu-Kleitsch,

2015). For instance, when people exclusively focus on consuming specific water like *Le Minerale* to be healthy, it is inevitable that individuals would disregard about other aspects for a healthy existence as illustrated before.

Data 3



Fig. 4.3 Pota Bee Ads on SCTV Program

Embedded Text:

”Krrriuknya Pecah, Rasanya Wuahhh” (*It’s Crunchy, It Tastes Wow*)

The portrait shown above is advertising for *Pota Bee* product, where *Pota Bee* is a brand of potato chips snacks manufactured by PT. Calbee Wings Indonesia. The advertising agencies tend to persuade the public that the product has the proper crunchy texture, so that when consumers purchase it, the meal will crumble in the mouth and taste great. The maxim of quantity is obviously violated by this assertion. In order to make their items seem more intriguing and distinct from competing products, speakers sometimes overstate the facts. *Hyperbole* is frequently utilized to boost a product's perceived superiority in the views of purchasers since this is a common practice in marketing strategy (Fetscherin & Toncar, 2009).

Data 4



Fig. 4.4 Daia Ads on SCTV Program

Embedded Text:

“Bersih Tuntas, Wangi Semerbak. Asli Hebatnya” (*Completely Clean, Aromatic Fragrance. Originally Great*)

The preceding image is an advertisement for *Daia* product. *Daia* is a clothing washing detergent manufactured by Wingscorp Tbk. In this context, the marketer asserts that their product has excellent cleaning power and efficiently eliminates stains, being soft on the skin, and has fresh smells that keep clothing smelling fresh all day. This really is, of obviously, exaggerated and overstated, considering that other products offer similar capabilities. Maxim quantity is violated in this situation because it supplies excessive information and tends to make no sense. As Callister & Stern (2017) asserted, hyperbolizing frequent happenings in a product's advertising promotion in order to raise the product's quality and draw consumer trust.

b. Violation occurred on Maxim of Quality

Data 5



Fig. 4.5 Molto Ads on SCTV Program

Embedded Text:

“7X Lebih Wangi” (*7X More Fragrant*)

The preceding figure is advertising of "Molto," the local's softener and scent brand. In this context, the statement "7X More Fragrance" is outrageously disparaging the maxim of quality. In general, it's not anticipated for advertisers to state something incorrectly, however in this case, the advertisement claims the product with the application of *hyperbola*. Of fact, this goes against the Grice's (1989) principles. One approach speakers might break the quality of maxims is by using excessive meaning to draw in customers. A product that is seven times more fragrant than any other product in this instance is the result of excessive application of Molto brand (Callister & Stern, 2017). In actuality, there is no relevant study in this area. There are perfumes from several local perfume manufacturers that are equally pleasant to smell. Assuming such collaboration, the reader will have to extrapolate additional interpretations from the statement. It is

possible to arrive at the conclusion that the aroma created by this product is outstanding better than other clothes fragrances. Also, it's conceivable that marketers will attempt to demonstrate how this solution outperforms rival options created expressly to address problems with unpleasant clothing odors.

Data 6



Fig. 4.6 Teh Pucuk Ads on GTV Program

Embedded Text:

“Teman Wajib Buka Puasa Dimana Aja” (*Compulsory Iftar Friends Anywhere*)

The figure of advertisement above is the outcome of Teh Pucuk product manufacture. In this context, the phrases *Compulsory Friend* and *for Iftar Anywhere* are verbally destroying maxim of quality. The advertiser promotes the brand above through using the *metaphor*. Meanwhile, one of the ways speakers frequently break quality maxim of quality is involving metaphors in their utterances (Cutting, 2008; Rodríguez, 2015). In this occasion, the tea drink is figuratively depicted as a friend in any situation and location. By referring to tea as a friend, one can deduce that the beverage is adaptable, with the purpose that it can be brought anywhere and consumed at any time, particularly while breaking the fast. Furthermore, as Al Fajri (2017) asserted, this metaphor may appear more frequently when the quality maxim is being ignored. Since metaphor tends to

demand more processing work than explicit claims, it is possible that the reader may have trouble deciphering the advertiser's suggested meaning. The audience can also need extra time to obtain the intended implicature when the information is unrelated to the product. As a result, it stands to reason that the audience for the advertisement will likely pay attention to it longer.

Data 7



Fig. 4.7 Tempra Ads on GTV Program

Embedded Text:

“Dipercaya 45 Tahun, Dipercaya Efektif Menurunkan Demam” (*Trusted 45 Years, Believed to be effective in Reducing Fever*)

The commercial for the Tempra product is shown in the image above. For decreasing fever and pain, especially in youngsters, this medication is effective. This drug can be used to treat toothaches, fever, and headaches brought on by colds and the flu. In this situation, the producers are urged to persuade the parents that the product has been well-known for 45 years and is capable of successfully lowering a child's fever. Meanwhile, Tempra itself is a syrup-shaped fever-reducing medicine manufactured by PT. Taisho Pharmaceutical Indonesia, which only recently acquired *Tempra* brands in 2009. This definitely violates the Maxim of Quality. The product's tagline does not correspond to what is actually

happening. Speakers frequently overstate facts in order to appear more believable to parents. Because this is a prominent problem in product promotion, *hyperbolic* is frequently employed to improve product superiority in the perspective of customers (Stern & Callister, 2020).

c. Violation occurred on Maxim of Relation

Data 8



Fig. 4.8 Frisian Flag Ads on Indosiar Program

Embedded Text:

“Bikin Hangat. Dukung Hari Aktifmu!” (*Warm You. Support your Active Day*)

The preceding figure is advertising of “Frisian Flag”, the local's nutrition product brand. The phrase, which is also the brand's tagline, providing less information about the product and appears irrelevant. As a result, the maxim of relation was disobeyed in this advertisement. In this context, anybody can draw certain implications. By depicting the improperly exaggerated tagline, advertising has drifted far from its core and conventional mainstream ethical concern and ideological framework (Khatun, 2021). Individuals may believe that there is no correlation between the warm milk and being active throughout the day. In truth, active days are gained by those who are productive and consume a well-balanced

nutrition. The company could subsequently wish to convey that the product is more than what the reader expects from milk. In addition, it was commonly happened in ads, when the information is unrelated to the product, the audience may require additional time to obtain the desired implicature. As a result, the audience is likely to devote more attention to the advertisement (Al Fajri, 2017).

d. Violation occurred on Maxim of Manner

Data 9



Fig. 4.9 Royco Ads on GTV Program

Embedded Text:

“Kebaikan dalam Kelezatan” (*Kindness in Delicacy*)

The image above is the outcome of Royco's flavoring product manufacture. In this context, the promotor team attempts to engage metaphor in the ads tagline. Meanwhile, employing metaphors is one way for marketers to disregard maxim of manner (Cutting, 2008). This visual metaphor has a strong impact on the audience's perceptions. It is able to attract and retain the attention of consumers (Van Mulken et al., 2014). In this situation, *delicacy* serves as a metaphor for *kindness* in this situation. Due to there is such kindness in good flavor, one would argue that adding food seasoning will promote goodness because the taste is more delightful. Advertisers in this instance attempt to

demonstrate that this product is particularly developed to add taste to food, making ordinary dishes incredible. But individuals watching are left wondering what this implies. There are many different kinds of goodness, but in this situation, as the company employ few words in its advertising and gives little details about the product, it is not precisely stated what kinds of goodness are present in a delicacy. Moreover, since the application of metaphor in advertisement tends to demand more cognitive work than explicit statements, it looks difficult for the costumers to understand what is being conveyed.

Data 10



Fig. 4.10 Viva Ads on SCTV Program

Embedded Text:

“2 Things 2 Do untuk Kulit Sehatmu” (*2 Things 2 Do for your Healthy Skin*)

The preceding figure is *Viva Cosmetics* advertisement. The marketers advise the consumers to be notified that there are two things may do to improve the health of their own skin. Phrase that the brand's tagline uses, gives less information about the product and seems ambiguous. The brand's slogan utilizes a phrase that doesn't reveal anything about the product and is vague. As a result, the maxim of manner is destroyed since ambiguity and double meaning are produced. The audience will undoubtedly seek additional meaning. The public is unclear in

this context as to what two actions to follow for better skin. Meanwhile, there are several viva cosmetic items available. Moreover, this ambiguity concept was additionally employed to assess the efficacy of persuasion, which is known as strategic ambiguity. Present manufacturers purposefully create uncertainty in their advertisements, particularly for specific product categories (Han & Choi, 2015).

2. The Appropriate Language of Conversational Implicature Offered in Tv Commercial Advertisement.

Figurative languages, such as *metaphors* and *hyperbole*, were frequently employed in advertisements to add interest to the product being promoted (Suryasa, 2016). Metaphorical images had a powerful impact on the audience and were frequently used in advertising because when people comprehend the concept, they correlate that knowledge with the advertised (Zhao & Lin, 2019).

On the other hand, developing visual metaphors for advertising is challenging. To motivate the audience to make an effort to grasp the illustration, it must be something new and distinctive. However, it must not be overly challenging because this might lead to a bad perception of the product. In order to be resolved in the shortest possible time, to operate accurately, and to go without any difficulties, it must be something balanced

Furthermore, commercial ad taglines can employ explicit language, however doing thus would potentially forfeit the audience's curiosity. However, in this instance, the researcher attempts to apply acceptable language in the

advertisement taglines and pays consideration to Grice's (1989) Maxims, as follow:

Pancarkan Ragam Cantik Kulit Indonesia “Radiate a Beautiful Variety of Indonesian Skin” (Citra Body Lotion, SCTV)

Pilih Sehat, Pilih Le Minerale “Choose Healthy, Choose Le Minerale” (Le Minerale, SCTV)

The preceding taglines above were the instances of utilizing hyperbole to transgress the maxims of quantity. Because *Citra* products often depict women with white skin tone, not with many skin colors, the developers may omit the term “Ragam” or “Variety” from its tagline to make it more effective. In the other side, the term "Choose Healthy" in *Le Minerale* tagline, is overused to represent being healthy with only packaged water, *Le Minerale* product could substitutionally include the phrase "To be Healthier," because staying healthy involves a plenty of factors beyond only selecting the finest drinking water.

Krrriuknya Pecah, Rasanya Wuahhh “It’s Crunchy, It Tastes Wow” (PotaBee, SCTV)

Bersih Tuntas, Wangi Semerbak. Asli Hebatnya “Completely Clean, Aromatic Fragrance. Originally Great”(Daia, SCTV)

The previous advertisements were further instances of flouting maxim of quantity. In general, it is common practice in commercial advertising to provide as much information as possible while without overdoing it (Cristina & Afriana, 2021). The phrase in *PotaBee* tagline context is overused to indicate the delicacy of the potato chips, despite the fact that other identical products have the same

crisp flavor. To be more effective, it should be enough "It Tastes Crunchy." In the same vein, the developers may then remove the terms "Asli Hebatnya" or "Originally Great" from *Daia* advertisements. This is such an exaggeration, because comparable detergent products have the effective cleaning process.

On the other hand, the violations of maxim quality can also be observed in the advertisement tagline samples below:

7X Lebih Wangi "7X More Fragrant" (Molto, SCTV)

The aforementioned context violation above takes applications for *hyperbolic language*. With the alluring phrase "7x More Fragrant" in *Molto* ads, there isn't any pertinent research in this field. There are fragrances that smell equally good from a variety of local perfume producers. Advertisers occasionally make erroneous claims to retain the costumers' attention (Fajri, 2017). In this case, the commercial should omit "7x" and enough to assert "More Fragrant". For further violation, consider this tagline below:

Teman Wajib Buka Puasa Dimana Aja "Compulsory Iftar Friends Anywhere" (Teh Pucuk, GTV)

It is obvious that *metaphor* was included in the above tagline. A tea drink was metaphorized as a "friend" in this context. This appears to be more intriguing and distinctive. However, it might simply if substitute the term "teman (*friend*)" became "minuman (*drinks*)" to make it more explicit. Even if it appears to be less appealing, this ought to be more transparent and acceptable. The maxim of quality is also not contradicted with the current tagline phrase. In addition, see another instance of maxim of quality violation as follows:

Dipercaya 45 Tahun, Dipercaya Efektif Menurunkan Demam “Trusted 45 Years, Believed to be effective in Reducing Fever” (Tempra, SCTV)

In this case, the above statement involves the *hyperbolic language* to grab the parents' attention. The manufacturers are instructed to convince the parents that the medicine has a 45-year track record and can effectively decrease a child's fever. The company that develops this medicine, PT. Taisho Pharmaceutical Indonesia, acquired the Tempra brands in 2009. The tagline for the product does not accurately describe what will be taking happen. As a result, "45 years" can be replaced with only "for years". Because it would be unethical to assert anything that isn't true based on Maxim of Quality (Cutting, 2008). For the other violation of Maxim principles can be seen below:

Bikin Hangat. Dukung Hari Aktifmu! “Warm You. Support your Active Day” (Frisian Flag, SCTV)

The preceding brand's tagline provided less information about the product and appears irrelevant. As a result, the Maxim of Relation was disobeyed in this advertisement. The public could assume that there is no connection between warm milk and being active all day. In truth, active days are gained by those who are productive and consume a well-balanced nutrition. It was better if this tagline would be changed to "Let's drink milk! Support your active day" in order to follow the Maxim of Manner. Fundamentally, this was commonly happened in ads, when the information is unrelated to the product, the audience may require additional time to obtain the desired implicature. As a result, the audience is likely

to devote more attention to the advertisement (Fajri, 2017). For further, consider these below ads taglines to realize the other violation of Maxim Principles:

Kebaikan dalam Kelezatan “Kindness in Delicacy” (Royco, GTV)

2 Things 2 Do untuk Kulit Sehatmu “2 Things 2 Do for your Healthy Skin”

(Viva, SCTV)

The previous advertisements were further instances of flouting Maxim of Manner. In the first case, The advertising team strives to use metaphor in the tagline. *Delicacy* acts as a metaphor for *kindness* in this case. Because this flavor tastes so pleasant, one may claim that increasing food flavor will encourage goodness because the taste is more enjoyable. However, many watching are left wondering what this means. There are many various types of goodness, but in this case, because the corporation uses few words in its advertisement and provides little data about the product, it is not specified what types of kindness are present in a delicacy. Then, there was uncertainty and obfuscation in this case. As a result, "Lezat itu Baik (*Delicious is Good*)" should be used instead of the tagline.

As with the second case, in *Viva* ads, Marketers urge consumers to be aware of two things they can do to improve the health of their own skin. The phrase employed in the brand's slogan provides less information about the product and appears confusing. The brand's concept is a vague word that doesn't tell anything about the product. In this scenario, the public is unsure about the two activities to do for improved skin. Meanwhile, various lively beauty products are accessible. As a result, it is preferable to replace the tagline with “Toner dan Susu Pembersih untuk Kulit Lebih Sehat (*Toner and Milk Cleanser for the Healthier Skin*)”.

Absolutely, modifying this phrase renders it less unique and interesting but it was surely more acceptable, explicit, and did not dispute Maxim of Manner.

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

Undoubtedly, many manufacturers violated Grice's (1975) Maxim Principles, resulting in more effective and memorable advertisements. In this regard, the researcher emphasized various proportions of Grice's (1989) Maxims Violation in the ten commercial advertisements on television. The advertising with the violation of Quantity gained first place with 40%, followed by the violation of the Maxim of Quality with 30% and the violation of the Maxim of Manner with 20%. The violation of the Maxim Relation took the least amount with 10%. Then, the majority of the advertisements language utilized were packed with *hyperbole* 20% and *metaphor* 80%.

On the other hand, violating *Maxim Principles* might create advertisements more economical or cost-effective by saving word space, making the ads easier for the reader to remember, arousing the audience's curiosity, attracting and retaining attention, and allowing advertisers to avoid responsibility for standing by the implied claims. Regardless of the positive effects, it is crucial to remember that honesty in advertising improves product quality and builds customer trust. Due to many unwary customers have complained about being deceived after purchasing the items. In brief, *Maxim Principles* can guarantee the offers sufficient, honest, and relevant information in a comprehensible manner while advertising a certain product.

B. Suggestion

Since numerous violations contained in advertising language, many gullible customers complained of being defrauded after purchasing various items. There might be hidden facts and word manipulation by marketers in commercials to encourage consumers to buy the products. In this regard, a lot of advertiser teams have to comprehend Grice's (1975) Maxims in order to provide appropriate offers and relevant informations in an understandable manner. Because truthfulness in advertising fosters product quality and inspires consumer trust.

Moreover, future scholars should be aware that there are still limitations in this article. This study's results are quite modest and restricted. As a result, this study may be unable to establish that implicatures are common in commercial advertisements. Thus, it appears that it would be more compelling if public perceptions regarding the persuasive role of illustrations in advertising were included. As a result, it might be advised that future study utilize a bigger number of advertising and also conduct some public interviews regarding the persuasiveness of advertisements using implicatures.

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UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
L. Kapten Mukhtar Basri No.3 Telp.(061)6619056 Medan 20238
Website : <http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

Yth : Bapak/Ibu Ketua & Sekretaris
Program Studi Pendidikan Bahasa Inggris
FKIP UMSU

Perihal : PERMOHONAN PERSETUJUAN JUDUL SKRIPSI

Dengan hormat, yang bertanda tangan di bawah ini :

Nama : Cahya Rahmah
NPM : 1802050041
Program Studi : Pendidikan Bahasa Inggris
IPK Kumulatif : 3.56

IPK = 3.56

Persetujuan Ketua/Sek Prodi	Judul yang diajukan	Disyahkan Oleh Dekan Fakultas
<i>16/04/2022</i> <i>[Signature]</i>	The Language of Advertising: A Conventional Implicature Study of TV Commercial Advertising	<i>[Signature]</i>
	Analysis of Indirect Speech Act in Avenger Infinity War Movie	
	Analysis the Value Character Education From the Message Film	

Demikianlah permohonan ini saya sampaikan untuk dapat pemeriksaan dan persetujuan serta pengesahan, atas kesediaan Bapak/Ibu saya ucapkan terima kasih.

Medan, 16 April 2022

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Cahya Rahmah

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 Jl. Kapten Mukhtar Basri No.3 Telp.(061)6619056 Medan 20238
 Website : <http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

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 Program Studi : Pendidikan Bahasa Inggris

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Sekaligus saya mengusulkan/menunjuk Bapak/Ibu sebagai :

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Sebagai Dosen Pembimbing proposal/risalah/makalah/skripsi saya

Demikianlah permohonan ini saya sampaikan untuk dapat pengurusan selanjutnya. Akhirnya atas perhatian dan kesediaan Bapak/Ibu saya ucapkan terima kasih.

Medan, 16 April 2022
 Hormat Pemohon,

Cahya Rahmah

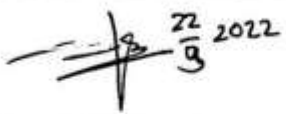
Dibuat Rangkap 3 :
 - Untuk Dekan/Fakultas
 - Untuk Ketua/Sekretaris Prodi
 - Untuk Mahasiswa yang bersangkutan



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 Jl. Kapten Mukhtar Basri No.3 Telp.(061)6619056 Medan 20238
 Website : <http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

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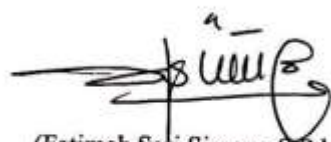
Nama : Cahya Rahmah
 NPM : 1802050041
 Program Studi : Pendidikan Bahasa Inggris

JUDUL	DITERIMA
The Language of Advertising A Conventional Implicature Study of TV Commercial Advertising	

Bermohon kepada Dosen Pembimbing untuk mengesahkan Judul yang diajukan kepada Program Studi Pendidikan Bahasa Inggris

Medan, 16 April 2022

Disetujui oleh
 Dosen Pembimbing



(Fatimah Sari Siregar, S.Pd., M.Hum)

Hormat Pemohon



(Cahya Rahmah)

**FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA**
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Nomor : 864/IL.3.AU /UMSU-02/F/2022
Lamp : ---
Hal : **Pengesahan Proyek Proposal
Dan Dosen Pembimbing**

*Bismillahirrahmanirrahim
Assalamu'alaikum Wr. Wb*

Dekan Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara menetapkan proyek proposal/risalah/makalah/skripsi dan dosen pembimbing bagi mahasiswa yang tersebut di bawah ini :

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NPM : 1802050041
Program Studi : Pendidikan Bahasa Inggris
Judul Penelitian : The Language of Advertising A Conventional Implicature Study of TV Commercial Advertising

Pembimbing : Fatimah Sari Siregar, S.Pd, M.Hum

Dengan demikian mahasiswa tersebut di atas diizinkan menulis proposal/risalah/makalah/skripsi dengan ketentuan sebagai berikut :

1. Penulis berpedoman kepada ketentuan yang telah ditetapkan oleh Dekan
2. Proyek proposal/risalah/makalah/skripsi dinyatakan **BATAL** apabila tidak sesuai dengan jangka waktu yang telah ditentukan
3. Masa daluwarsa tanggal : 19 April 2023

Medan, 18 Ramadhan 1443 H
19 April 2022 M



Wassalam
Dekan

Dea. Hj. Syamsuyurnita, M.Pd.
NIDN 0004066701

- Dibuat rangkap 4 (Empat) :
1. Fakultas (Dekan)
 2. Ketua Program Studi
 3. Pembimbing
 4. Mahasiswa yang bersangkutan :
- WAJIB MENGIKUTI SEMINAR**





MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238
Website : <http://www.fkip.umsu.ac.id> E-mail : fkip@umsu.ac.id

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

BERITA ACARA BIMBINGAN PROPOSAL

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara
Fakultas : Keguruan dan Ilmu Pendidikan
Jurusan/Prog.Studi : Pendidikan Bahasa Inggris
Nama Mahasiswa : Cahya Rahmah
NPM : 1802050041
Judul Proposal : The Language of Advertising : A Conversational Implicature Study of TV Commercial Advertising

Tanggal	Deskripsi Hasil Bimbingan Proposal	Tanda Tangan
26 April 2022	Chapter I : The Scope and Limitation, The Formulation of The Problem, The Objective of The Study	
16 Agustus 2022	Chapter II : Theoretical Framework, Relevant of The Study	
24 Agustus 2022	Chapter III: Methodology of Research, Technique of Data Analysis, References, Appendices	
24 Agustus 2022		

Diketahui/Disetujui
Ketua Prodi Pendidikan Bahasa Inggris

Pirman Ginting, S.Pd., M.Hum

Medan, 24 Agustus 2022
Dosen Pembimbing

Fatimah Sari Siregar, S.Pd., M.Hum



MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN

Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238
Website : <http://www.fkip.umhu.ac.id> E-mail : fkip@umhu.ac.id

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ
BERITA ACARA SEMINAR PROPOSAL

Pada hari ini Sabtu Tanggal 23 September Tahun 2022 diselenggarakan seminar Prodi Pendidikan Bahasa Inggris menerangkan bahwa :

Nama : Cahya Rahmah
N P M : 1802050041
Program Studi : Pendidikan Bahasa Inggris
Judul Penelitian : The Language of Advertising : A Conversational Implicature Study of TV Commercial Advertising

NO	MASUKAN / SARAN
JUDUL	
BAB I	- Background of study - Identification of Problem - Formulation of problem
BAB II	- Theoretical framework - Conceptual framework
BAB III	- Research Design - source of Data - Technique of Analyzing Data
LAINNYA	References
KESIMPULAN	() Disetujui () Ditolak () Disetujui Dengan Adanya Perbaikan

Medan, 23 September 2022

Dosen Pembahas

Pirman Ginting, S.Pd., M.Hum

Dosen Pembimbing

Fatimah Sari Siregar, S.Pd., M.Hum

PANITIA PELAKSANA

Ketua

Pirman Ginting, S.Pd., M.Hum

Sekretaris

Rita Harisma, S.Pd., M.Hum



MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
 Jl. Kapten Mochtar Basri No. 3 Telp. (061) 6619056 Medan 20238
 Website : <http://www.fkip.umsu.ac.id> Email: fkip@umsu.ac.id

SURAT KETERANGAN

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Ketua Program Studi Pendidikan Bahasa Inggris Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara dengan ini menerangkan bahwa :

Nama Mahasiswa : Cahya Rahmah
 NPM : 1802050041
 Program Studi : Pendidikan Bahasa Inggris

Adalah benar telah melaksanakan Seminar Proposal Skripsi pada :

Hari : Jumat
 Tanggal : 23 September 2022
 Dengan Judul Proposal : The Language of Advertising : A Conversational Implicature Study of TV Commercial Advertising

Demikianlah surat keterangan ini kami keluarkan/diberikan Kepada Mahasiswa yang bersangkutan, semoga Bapak/Ibu Pimpinan Fakultas dapat segera mengeluarkan surat izin riset mahasiswa tersebut. Atas kesediaan dan kerjasama yang baik kami ucapkan banyak terimakasih..

Unggul | Cerdas | Terpercaya

Medan, 29 Maret 2023
 Ketua Program Studi
 Pendidikan Bahasa Inggris

Pirman Ginting, S.Pd., M.Hum.



MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
 Jl. Kapten Muchtar Basri No .3 Telp. (061) 6619056 Medan 20238
 Website : <http://www.fkip.umsu.ac.id> Email: fkip@umsu.ac.id

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

LEMBAR PENGESAHAN HASIL SEMINAR PROPOSAL

Proposal yang sudah diseminari oleh mahasiswa di bawah ini:

Nama Lengkap	: Cahya Rahmah
NPM	: 1802050041
Program Studi	: Pendidikan Bahasa Inggris
Judul Skripsi	: The Language of Advertising : A Conversational Implicature Study of TV Commercial Advertising

Pada hari Jumat tanggal 23 bulan September tahun 2022 sudah layak menjadi proposal skripsi.

Medan, 29 Maret 2023

Disetujui oleh :

Dosen Pembahas

Pirman Ginting, S.Pd., M.Hum

Dosen Pembimbing

Fatimah Sari Sregar, S.Pd., M.Hum

Diketahui oleh
 Ketua Program Studi,

Pirman Ginting, S.Pd., M. Hum



MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
 Jl. Kapten Muchtar Basri No .3 Telp. (061) 6619056 Medan 20238
 Website : <http://www.fkip.umsu.ac.id> Email: fkip@umsu.ac.id

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

PENGESAHAN PROPOSAL

Panitia Proposal Penelitian Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara Strata – 1 bagi :

Nama Lengkap	: Cahya Rahmah
NPM	: 1802050041
Program Studi	: Pendidikan Bahasa Inggris
Judul Skripsi	: The Language of Advertising : A Conversational Implicature Study of TV Commercial Advertising

Dengan diterimanya proposal ini, maka mahasiswa tersebut dapat diizinkan untuk melakukan riset di lapangan.

Diketahui oleh :

Diketahui/Disetujui Oleh
Ketua Program Studi

Pirman Ginting, S.Pd., M.Hum.

Dosen Pembimbing

Fatimah Sari Siregar, S.Pd., M.Hum



UMSU

Unggul | Cerdas | Terpercaya

Bila menjawab surat ini agar disertakan nomor dan tanggalnya

MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN PIMPINAN PUSAT MUHAMMADIYAH
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN

UMSU Terakreditasi A Berdasarkan Keputusan Badan Akreditasi Nasional Perguruan Tinggi No. 89/SK/BAN-PT/Akred/PT/III/2019
 Pusat Administrasi: Jalan Mukhtar Basri No. 3 Medan 20238 Telp. (061) 6622400 - 66224567 Fax. (061) 6625474 - 6631003
<http://fkip.umsu.ac.id> fkip@umsu.ac.id [umsumedan](#) [um iumedan](#) [umsumedan](#) [umsumedan](#)

Nomor : 1441 /IL3/UMSU-02/F/2023
 Lamp : ---

Medan, 09 Ramadhan 1444 H
 31 Maret 2023 M

H a l : Izin Riset

Kepada : Yth. Bapak/Ibu Kepala
Badan Kesbangpol/Bakesbangpol Tebing Tinggi
Di
Tempat.

Bismillahirrahmanirrahim
 Assalamu'alaikum Wr. Wb

Wa ba'du semoga kita semua sehat wal'afiat dalam melaksanakan tugas sehari-hari sehubungan dengan semester akhir bagi mahasiswa wajib melakukan penelitian/riset untuk penulisan Skripsi sebagai salah satu syarat penyelesaian Sarjana Pendidikan, maka kami mohon kepada Bapak/ibu memberikan izin kepada mahasiswa kami dalam melakukan penelitian /riset ditempat Bapak/ibu pimpin. Adapun data mahasiswa tersebut di bawah ini :

Nama : Cahya Rahmah
 N P M : 1802050041
 Program Studi : Pendidikan Inggris
 Judul Penelitian : **The Language of Advertising : A Conversation Implicature Study of TV Commercial Advertising.**

Demikian hal ini kami sampaikan, atas perhatian dan kesediaan serta kerjasama yang baik dari Bapak/ibu kami ucapkan banyak terima kasih, Akhirnya selamat sejahteralah kita semuanya. Amin.



Dra. H. Widyawatiyurnita, MPd.
 NIDN : 0004066701

****Penting!**





PEMERINTAH KOTA TEBING TINGGI
BADAN KESATUAN BANGSA DAN POLITIK

Jl. Gunung Agung Tebing Tinggi 20615
 Email: kesbangpol.tebingtinggi@gmail.com; Fax: 0621 – 325342

R E K O M E N D A S I


Nomor : 071/ 56 /BKB.P/IV/2023

1. Sehubungan Surat dari Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara dengan nomor surat : 1441/IL.3/UMSU-02/F/2023, Tanggal 31 Maret 2023, Perihal Permohonan Izin Riset atas nama:

N a m a	: CAHYA RAHMAH
NPM	: 1802050041
Jenis Kelamin	: Perempuan
Program Studi	: Pendidikan Inggris
Semester	: 8 (Delapan)
Judul Penelitian	: "THE LANGUAGE OF ADVERTISING : A CONVERSATION IMPLICATURE STUDY OF TV COMMERCIAL ADVERTISING"
Waktu Penelitian	: 3 April 2023 s/d 15 April 2023
Lokasi Penelitian	: Dinas Perpustakaan dan Arsip Daerah Kota Tebing Tinggi
Penanggung Jawab	: Dra. Hj. Syamsuryunita, M.Pd

2. Menindaklanjuti maksud surat tersebut, bahwa pihak kami tidak menaruh keberatan atas Pengambilan Data dimaksud, sepanjang memenuhi ketentuan sebagai berikut :
- Mentaati segala Peraturan dan Ketentuan yang berlaku tentang Riset;
 - Menjaga Keamanan dan ketertiban Masyarakat, baik secara langsung maupun tidak langsung;
 - Tidak dibenarkan mengadakan Riset diluar lokasi yang diajukan;
 - Tidak dibenarkan membuat pertanyaan dan pernyataan yang dapat menyinggung perasaan dan menimbulkan Konflik Sosial;
 - Melaporkan segala hasil Riset kepada Pemko Tebing Tinggi Cq. Kepala Badan Kesbang Pol Kota Tebing Tinggi paling lambat 7 (tujuh) hari setelah selesai Riset.
 - Rekomendasi ini dinyatakan tidak berlaku jika ketentuan diatas tidak diindahkan dan atau berakhirnya masa Riset.
3. Demikian Rekomendasi ini dibuat untuk dipergunakan sebagaimana mestinya.

Dikeluarkan di : Tebing Tinggi
 Pada tanggal : 6 April 2023


KEPALA BADAN KESBANG POL
KOTA TEBING TINGGI
ZUBIR HUSNI HARAHAP, SH
PEMBINA UTAMA MUDA
NIP. 19641225 198602 1 003

Tembusan:

- Yth. Walikota Tebing Tinggi (sebagai Laporan)
- Dinas Perpustakaan dan Arsip Daerah Kota Tebing Tinggi
- UMSU



PEMERINTAH KOTA TEBING TINGGI
DINAS PERPUSTAKAAN DAN ARSIP DAERAH

Jl. DR. Sutomo No. 40 Telp/Fax. 0621-22727 Website : <http://perpustakaan-tebingtinggikota.go.id>
 E-mail : perpustebingsumut@yahoo.com
 TEBING TINGGI – 20600

Nomor : 070/ 273 /DPAD
 Sifat : Biasa
 Lamp : -
 Hal : Izin Riset

Tebing Tinggi, 31 Maret 2023
 Kepada Yth. :
 Dekan Fakultas Ilmu Pendidikan
 Universitas Muhammadiyah
 Sumatera Utara

di - Tempat

Sehubungan dengan Rekomendasi Kepala Badan Kesatuan Bangsa dan Politik Kota Tebing Tinggi Nomor : 071/566/BKB.P/IV/2023 tanggal 31 Maret 2023 yang dikeluarkan berdasarkan surat Dekan Fakultas Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara Nomor : 1441/II.3/UMSU-02/F/2023 tanggal 31 Maret 2023 perihal Izin Riset atas nama :

Nama : CAHYA RAHMAH
 NIM : 1802050041
 Program Studi : Pendidikan Inggris
 Judul : THE LANGUAGE OF ADVERTISING : A CONVERSATION
 IMPLICATURE STUDY OF TV COMMERCIAL ADVERSITING
 Waktu Penelitian : 3 April s/d 15 April 2023

Berkenaan dengan hal tersebut, dengan ini disampaikan bahwa kami tidak keberatan nama tersebut melakukan Penelitian pada Dinas Perpustakaan dan Arsip Daerah Kota Tebing Tinggi, diharapkan yang bersangkutan mematuhi Peraturan yang berlaku dan tidak ada rahasia yang dipublikasikan.

Demikian kami sampaikan, untuk dapat dimaklumi.

**KEPALA DINAS PERPUSTAKAAN
 DAN ARSIP DAERAH KOTA TEBING TINGGI**

MUHAMMAD FADLY, S.Pd, M.Pd
 PEMBINA TINGKAT I
 NIP. 19750612 200012 1 003

1. Personal Information

Name : Cahya Rahmah
Place/Date of Birth : Tebing Tinggi/28 November 2000
Gender : Female
Religion : Islam
Status : Single
Nationality : Indonesian
Address : Jl. Pala Ling 3, Bandar Utama, Kota Tebing Tinggi
Department : English Education
Email : Saysaya030@gmail.com

2. Parents' Information

Father : Muhammad Misrin
Mother : Siti Rahmah
Address : Jln. Pala Ling 3, Bandar Utama, Kota Tebing Tinggi

3. Educational Background

2006 – 2012 : SDN 166324 Tebing Tinggi
2012 – 2015 : SMPN 7 Tebing Tinggi
2015 – 2018 : SMAN 3 Tebing Tinggi
2018 – 2023 : An active student of English Study Program,
Faculty of Teacher Training and Education
Universitas Muhammadiyah Sumatera Utara