

ABSTRACT

Fadjar Kussudarto. *A Study of Implicature in Sampoerna A Mild Advertisements Among The Members Of Forum Ukhuwah dan Pendidikan Mahasiswa Islam*

This study is an analysis of the application of the implicature theory in the slogans of “*Sampoerna A Mild*” advertisements, using the Cooperative Principles introduced by Paul Grice. According to Grice (1975), any kinds of texts are expected to obey the four maxims of Cooperative Maxims. The text should contain the truth, be expressed briefly, relevantly, and clearly, but sometimes these maxims can also be flouted and violated. Flouting is usually done purposely by the speaker and the flouting itself means that one deliberately fails to fulfill a certain maxim in order to create a certain intention. As the object of this study, the writer chose four slogans among many advertising editions of *Sampoerna A Mild*. These four slogans were issued in different periods of time; it means that each slogan has its own background situation. Based on the analysis in this thesis, the writer concludes that when a text contains flouted Maxims of Cooperative Principles, it must have some intended goals. Some of the goals are creating attractive statements and expressing deliberate messages. The writer concludes that there are certain discourse goals in *Sampoerna A Mild* advertisement slogans. In the four slogans, almost all maxims are flouted. Mainly, all slogans flouted the maxim of relevance when related to the cigarette product. Otherwise, if they are related to the social contexts, there are relevance among them. These slogans also intend to deliver certain messages about social-political phenomena in our country.

CHAPTER I

INTRODUCTION