

CHAPTER IV

CONCLUSION

Based on the analysis in the previous chapter, the writer concludes that when a text contains flouted Maxims of Cooperative Principles, it must have some intended goals or implied messages. Some of the goals are creating attractive statements and expressing deliberate messages, both of them are trying to attract the customer. The writer concludes that there are certain social messages in *Sampoerna A Mild* advertisement slogan.

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 context, there is relevance among them. In this research, the writer only focused on the cigarette advertisement contexts. Since the slogans express real fact in our society, they obey the maxim of quality, except the first slogan, while, flouting the maxim of quantity was found in the first, second and fourth slogans. Most of advertisement slogans contain more than one implied message, although most of respondents relate the slogans to the social political context, the rest saw them as a tool for selling and promoting a product, at least, they inform the product to the people.

The effect of these advertisements can be different from person to person. A certain advertisement can be a stimulus for someone to buy, but it might not affect other people. How it affects a customer depends on the context of situation where the advertisement issues. Advertisement, as a unity of heading, illustration,

and signature cannot be separately seen. All of these components in advertisement represent what the corporate wants to say to the consumers. An advertisement cannot be separated from the text and its context. An advertisement may contain textual meaning and contextual meaning.

The result of the research also showed that most of the slogans tried to raise national issues, especially political issues. It seemed one of the advertisement's goals is improving the corporate image. These advertisements tried to convey that this company cares about national problems. Furthermore, there are indirect effects on the selling volume to the product in the future. Hopefully, if the corporate's image (immaterial advantage) is raised, the sales of the product will also increase, and of course the "financial advantage" (sales income) of the company will follow.

REFERENCES