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## ABSTRACT

Stickers are commonly found in our social life especially in our social life especially in Yogyakarta, because Yogyakarta is a multi cultural city and has heterogeneous social life , so that can influence the production of stickers in Yogyakarta. Stickers are interesting to investigate because they have various messages that can be conveyed and they also employ unique linguistic patterns to explain the intended message. The study is qualitative study using purposive accidental sampling to collect the data. To investigate the data, the theories used are; Grice theory of implicature (Grice ; 1989), the Lawrence horn's theory of implicature (Lawrence ; 2002) to support the use of Grice theory, and relevance theory (Sperber & Wilson, 2002:254 - 9). The result of the study shows the messages contained/conveyed in the stickers found in Yogyakarta can be classified into five categories. There are Informative stickers, Proscriptive stickers, Instructive stickers, Protest stickers and Comical stickers. It is also found that most stickers adhere to the four maxims of cooperative principle

# **CHAPTER 1**

## **INTRODUCTION**