

CHAPTER 4

CONCLUSION

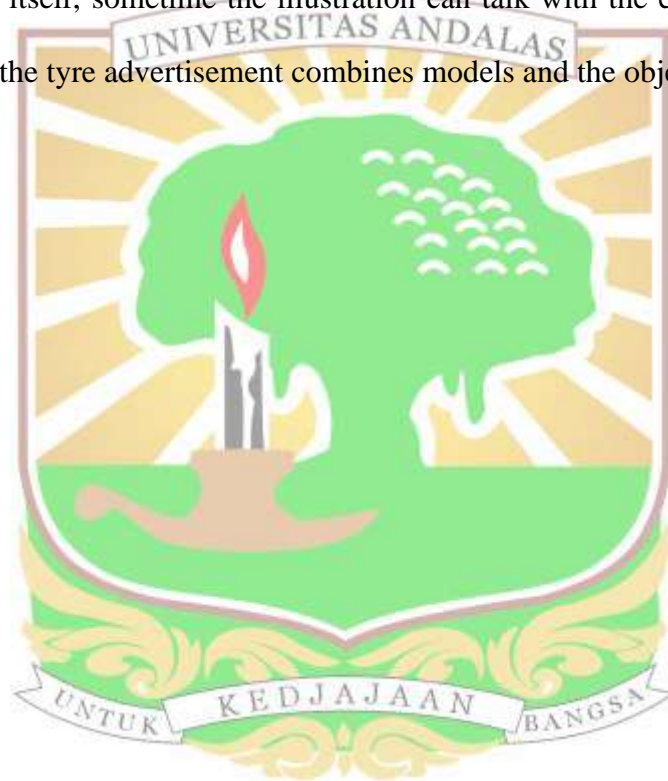
The writer analyzed 10 data of the slogans found in the brand tyre advertisement. All of the data were taken from several automotive sport websites and the graph of global marketing information compares to get the result of the analysis. The writer only focuses on a slogan and the illustration as a context to support the implied meaning of the advertisement. All of the slogans purpose is to attract the people to choose their product. The writer takes the tyre ads as the data because of the tyre advertisement is one of the great advertising in the world. Mostly, the people in the world using it for help their activities.

In this research, the application scale of CP in top 5 tyre advertisement has been examined. The research results and analysis demonstrate that CP application. Research findings regarding the considerable differences in percentage amounts is associated with the fact that in spite of the high importance of Grices' CP in advertising, breaching the CP maxims refers to the fact that the addresser is already knowing the truth or reality about which the addressee doesn't and is only trying to express the words in their literal manner. In other words, the addresser is stating insufficient, invalid and irrelevant and ambiguous news and information by which the listener is being mislead.

In this advertisement, the context in forms of picture, background and additional information that support the idea, thought and the message in tyre advertisement. Furthermore, the context is very important in analyzing implied meaning in the slogan of tyre advertisement because without the context the writer cannot get the implied meaning. The advertiser creates the slogans of top tyre companies advertisement with using language in form of phrase and sentence that are delivered indirectly to the consumers. The slogan

contains implied meaning and it is not easy to get the implied meaning of the slogan without looking on the context. The context in this advertisement is something that supporting the slogan.

Based on color of the advertisement, the colour implies the emotions of people's interpretation. For example red implies angry, and spirit, green implies sick, and blue implies coolness. If those parts are combined, the writer can get the main idea of the slogan. People are also easy to understand the implied meaning of the slogan. Slogan can not be delivered without the context itself, sometime the illustration can talk with the expression or emotion because sometimes the tyre advertisement combines models and the object to attract people.



SUGGESTION

The researcher suggested to the next researchers who are excited to conduct the research of the same field to investigate the conversational implicature in deeper and more critical analysis. This research is not perfect since it contains the picture as context while the writer didn't put morphology theory to discuss. Thus, it is recommended for the next researchers that analyze the same research use morphology study.

