

CHAPTER 4

CONCLUSION

The 12 data of the slogan found in cosmetic advertisement is analyzed. All of the data were taken from the best 9 cosmetic brand in www.trendrr.net and several cosmetic websites to get the result of the analysis. The analysis focuses on a slogan and illustration as a context to support the implied meaning and types of implicature of the advertisement. Those cosmetic advertisements are chosen as the data because the cosmetics now become necessary in the daily life.

Based on the data analysis, the writer found there are 7 slogans of the advertisements categorized to **particularized conversational implicature** and 5 slogans of the advertisements categorized to **generalized conversational implicature**. It means that the advertiser is use the attractive way to make reader or consumer understand the message on the slogan, in other meaning that most of those slogans need the context background of additional knowledge to assume the conveyed meaning. That is most of slogans use the word which has ambiguities or double assumes meanings and to conclude them the reader need to know the context of those advertisement or those cosmetic companies.

The suggestion for the researcher who will continue this study or analyze into the same subject of implicature or other object to take or add other interesting aspect beside the way and the purpose like this research to do.

Maybelline, Urban Decay, CoverGirl, Avon, Revlon, Neutrogena, MAC, L'Oréal and Clinique are the brands of cosmetic mostly used and liked by the people in late of year 2018 until the beginning of year 2019. Finally, a good advertisement can deliver the good interpretation based on the context and slogan.