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STAIN KEDIRI

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**IMPLICATURES USED IN ADVERTISEMENTS
IN READER'S DIGEST**

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READER'S DIGEST**

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Memenuhi permintaan Bapak Ketua untuk membimbing penyusunan skripsi mahasiswa di bawah ini :

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Setelah diperbaiki materi dan susunannya, kami berpendapat bahwa skripsinya telah memenuhi syarat sebagai kelengkapan ujian akhir Sarjana Strata Satu (S-1).

Bersama ini terlampir satu berkas naskah skripsinya, dengan harapan dalam waktu yang telah ditentukan dapat diujikan dalam sidang munaqosah.

Demikian agar maklum dan atas kesediaan Bapak kami sampaikan terima kasih.

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Setelah diperbaiki materi dan susunannya, sesuai dengan beberapa petunjuk dan tuntunan yang telah diberikan dalam sidang munaqosah yang dilaksanakan pada tanggal 06 Juli 2013, kami dapat menerima dan menyetujui hasil perbaikannya.

Demikian harap maklum adanya.

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MOTTO

"With working hard and praying to Allah ﷻ,

Everything is possible"

DEDICATION

The struggle in learning and working for about four years, have passed over. Days by days which were full of jokes, laugh, the ups and downs over life have been imprinted on a beautiful memory. It is not only to get a piece of certificate but also about variable pearl of life to face the real life.

I dedicate this thesis for:

1. My respectable father and mother, Bintar Malaka and Aini Maftuhah for your motivations and prays,
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ABSTRACT

Niswah, Ifadatin, 2013. *Implicatures used in advertisements in Reader's Digest*. English Department Faculty of Education, the State College for Islamic Studies (STAIN) Kediri. Advisors 1) Dr. Mukhammad Abdullah, M. Ag. 2) Burhanudin Syaifulloh M. Ed.

Keywords: Implicature, Advertisement, Reader's Digest.

This study focuses on analyzing several advertisements using theory of implicature and cooperative principles (maxim) by Paul Grice. This study aims to (1) identify kinds of implicatures found in advertisements in Reader's Digest also the maxims that are flouted, (2) to discover how the implicatures are used in advertisements in Reader's Digest and (3) to discover how the maxims are flouted in advertisements in Reader's Digest.

This research applies descriptive qualitative method and Grice's theory of implicature is used to analyze the data. The data were selected from advertisements in Reader's Digest published from January to May 2013.

This study shows several findings: (1) The implicature used in advertisements in Reader's Digest could be categorized as particularized and generalized conversational implicature. (2) The particularized conversational implicature often used to make the readers think deeply to the implicit message in advertisements and give deep impression in readers' mind such as advertisement by WWF. On the other hand, generalized conversational implicature used in general advertisements that promotes about product or tourism places as Malaysia tourism place which does not need deep thinking to gain the message conveyed (3) The maxims are flouted here are maxims of quality, quantity, relevance and manner. It is flouted to create the great advertisement, which attracts the readers. Besides, the language of advertising often conveyed in implicit, expressive and meaningful way thus it is really natural if the advertiser flouted the maxims to give different effect in their communication by an advertisement.

Finally, the researcher suggests to the further researchers to conduct further research concerning the study of implicatures used in other object in more complete data and discussion.

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Finally the researcher hopes that Allah always gives his blessing for us and this thesis will be useful for others.

Kediri, 22 Juni 2013

Writer

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