

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents some conclusions concerning the results of the study discussed in the previous chapter. This part also gives some suggestions that can be used to improve the ability and understanding of the advertisers and the readers of Readers Digest English magazine and further researchers of Implicatures.

A. Conclusion

Based on research findings and discussion in the previous chapter, the following conclusions are drawn. There are two types of implicatures which are used in the advertisement in Reader's Digest English magazine published from January to May 2013, namely, particularized and generalized conversational implicature. In addition the maxims that are flouted here are the maxims of quantity, quality and manner.

Meanwhile, particularized conversational implicature used in specific context and need additional information to understand it, in this case mostly it happened in advertisement which invites the readers in following a certain organization such as WWF that ask to the readers to do something useful. On the other hand, generalized conversational implicature used in general context, it means that it independent of the context thus the readers get what the advertisement's point easily. It is mostly used in selling the product or service or tourism place as Malaysia Truly Asia which dominated here.

Furthermore, the maxims are flouted in advertisements in Reader's Digest are maxims of quantity, quality, relevance and manner. Thus the four maxims flouted here.

B. Suggestions

Related to the data presentation of this research, there are several points that could be paid attention, they are:

1. For the Advertisers

The researcher suggests to the advertisers to create great advertising and more attention to the use of implicature, especially in *particularized conversational implicature* because the researcher has found that it is almost used in the advertisement that it is more difficult than the other types of implicature, besides it give deep impression in readers' minds.

2. For the English Department Student

The researcher suggests to not to be underestimate to the discourse study and to be more concern in it, in order they know how the importance of learning discourse especially about context rule in conversation thus they will understand the intended meaning by speakers and the means of communication could be attained.

3. For Society

Please be more selective in choosing a product or service. Don't easy to be gullibility with the language used in advertising because it sometimes just a lie to attract the customer wants to be. Besides, the language of advertisements mostly full of ambiguity and implicit message inside.

4. For Further Researchers

The researcher suggests to the further researchers to conduct similar theme of the study with more complete data and discussion in other object that may more attractive and challenging.