

**IMPLICATURES USED IN THE 2014 LEGISLATIVE
ELECTION POSTERS**

THESIS

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ABSTRACT

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This study focuses on analyzing several posters using theory of implicature and cooperative principles (maxim) proposed by Paul Grice. This study aims to identify kinds of implicature found in 2014 legislative election posters and how the maxim are flouted in the 2014 legislative election posters. This research applies descriptive qualitative method and Grice's theory of implicature is used to analyze the data. The data were selected from posters of 2014 legislative election.

The result of this research shows that implicature used are: the first is generalized conversational implicature it is used when no special knowledge is needed to understand the meaning. It is rarely used in these posters. The second is particularized conversational implicature. It is used when the readers need to think more to understand the utterance and it depends on context. It is mostly used in these posters. Among 30 data, 25 are particularized conversational implicature and 5 are generalized conversational implicature. These two types of implicature used to attract the readers to give more attention in candidate legislative election. It becomes consideration for the readers as voter to vote legislative candidates in legislative election.

The maxims flouted here are the maxim of quantity, quality, relevance and manner. The most flouted maxims are the maxim of quantity, followed by the maxim of quality, next the maxim of manner. However the maxim of relevance is seldom used. The flouted maxims are used to give special impression in readers' mind. Finally the researcher suggests to the next researchers to conduct further research concerning the studying the study of implicature used in other areas, such as in advertisements or novels.

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