

**THE IMPLICATURE OF PUBLIC ADVERTISEMENTS
IN PALEMBANG**

THESIS

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**ENGLISH LITERATURE STUDY PROGRAM FACULTY OF
TEACHER TRAINING, EDUCATION, AND LANGUAGE
UNIVERSITAS BINA DARMA**

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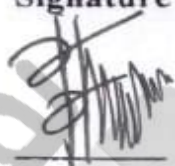
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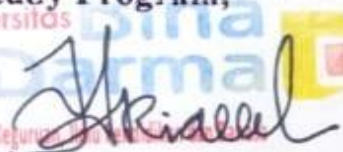
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Yang Membuat
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MOTTO AND DEDICATION

MOTO:

There is no success without hard work. There is no success without faith,

There is no ease without prayer.

If we believe it we can do it.

DEDICATION:

This thesis is dedicated for:

- My greatest and dearest parents, Sunar Jaya & Susta, thank you for caring, for loving, and supporting me morally and materially which has managed to keep me strong and more patient until today;
- My brothers, thank you for always supporting me and trying to cheer me up a bit;
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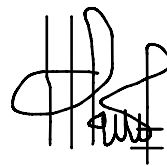
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Finally, the researcher realizes that this thesis is far from being perfect. Therefore, the researcher hopes to get some constructive suggestions and opinions from the readers. Hopefully, this thesis will be useful for the next research.

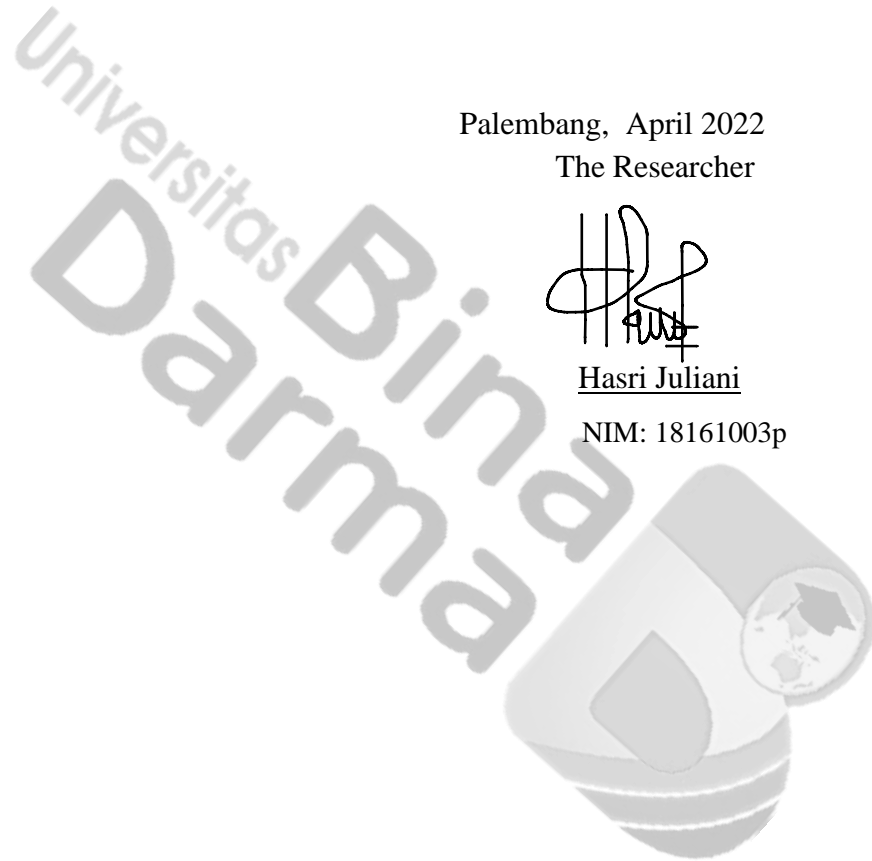
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Abstract

This research was a research that analyzed the types of implicature and students' understanding of implicature, in this study the researcher used public advertisements as objects. Implicature is one part of the study of pragmatics, implicature is an utterance that implies something different from what is actually said. Something "different" is the speaker's intention stated explicitly. In other words, implicature are hidden intentions, desires, or expressions of the heart. The objects of the research were 20 public advertisements and 20 students. The problems of this study were (1), what types of the implicature contain in the advertisements? (2), how many students understand the meaning of the advertisements?. The objectives of this study were to find out the types of the implicature of public advertisements , and to find out students' understanding on public advertisements . In conducting this research , the researcher used descriptive qualitative method , the researcher used implicature theory of H.P Grice to find the types of implicature . From 20 public advertisements analyzed , there were found 11 types of conventional implicature and 9 types of non-conventional implicature . therefor, the percentage of the finding could be concluded that the conventional implicature was dominant used by the government . The students' understanding of the implicature were dominant understand the meaning of advertisements.

Keywords: *Implicature, public advertisements, students' understanding*

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