

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents the conclusion of the study. Some suggestion of the same field are suggested here.

5.1 Conclusion

The research uses descriptive qualitative method to analyze the 10 (ten) television advertisements during 2013 which the results of the analysis are in the form of words. Firstly, this study applies the Grice's theory which is named cooperative principle that consists of four maxims named; maxim of quantity, maxim of quality, maxim of relation and maxim of manner where the maxims are flouted by the actresses or the actors who play in the ten chosen television advertisements. From the analysis, the researcher can conclude that the ten chosen advertisement consists of 24 (twenty-four) utterances which flout the cooperative principle.

The first rank is maxim of quantity because the actor or actress are giving too much or too little information than is required. Giving too much or too little information looks attractive and can describe the character of the player that also can presents the uniqueness of the stories. This maxim is flouted in the datum 1 in [1], datum 5, datum 6 in [2] and [3], datum 7, datum 9 in [1] and [2] and the last is in the datum 10 in [1].

Then, the flouting also makes the advertisements looks funny and humorous, if the speaker flouts the maxim of relation. The irrelevant answer makes the stories

looks strange and can make the viewer gives comment and finally they can remember the advertisement easily. Based on the analyzing results, the flouting of this maxim is in the datum 1 in [1], datum 4, datum 6 in [1] and [3], datum 8, and the last is in the datum 9 in [1].

Also, the ambiguity act indirectly produces the different story from the other that also makes the stories contain of unclearness meaning when the speakers flout the maxim of manner. According to the data analysis in the chapter IV, the researcher can find that this maxim is flouting in the datum 1 in [2], datum 2 in [2], datum 3, datum 5, datum 8, datum 9 in [1] and the last is the datum 10 in [2].

The last is flouting of maxim quality as the time when the speaker unintentionally speaks information that lack adequate evidence also presents the stories which are unforgettable also can as for alluding action. In these utterances of ten television advertisements, this maxim is flouted in the datum 2 in [2], datum 4 and datum 9 in [1].

Then from those analysis, the researcher can conclude that the way of the flouting are by breaking the principles of co-operation. First, the speakers are flouting maxim of quantity is by giving too short or too much information than is required. Second, when the speakers are flouting maxim of quality is by giving information that does not give the same of the fact and it is also realized by the hearers. Third, if the speakers is flouting maxim of relation is by giving unrelated answers with the preceding utterance or also can be called that the follow – up utterances are not cohesion. And the last is, when the speakers are flouting maxim of manner if they give ambiguity answer, obscurity expression, not be orderly or not be brief.

Moreover, the flouting of co-operative principle is considered by some reasons. The reasons also can be called as the goals, the conversation goals are based on the two main goals; from the social side or personal side also can be from both goals. Even though there is flouting to the Grice cooperative maxim in the ten selected television advertisements, the speakers still success to deliver the messages to the viewer. Kind of maxim which are flouted in this stories aim to make the advertisement more interesting with playing the words. Thus, the viewer can watch their advertisements longer than watch the other advertisements. The flouting also give some implicature meaning for the hearer which also be able to makes the utterance more meaningful.

Finally, the flouting of cooperative maxim can be applied in the advertisement without doubt or afraid can make the story meaningless, instead it can be stated as a strategy to increase the selling and to introduce the service advertising largely. The flouting can results fresher advertisement and looks attractive to reach the aim of advertising.

5.2 Suggestion

There are some suggestions for the future research in this field, first the next researcher can analyze the other kind of advertising in the same study with the other theories which can support them. Then, future research can find the other intended meaning in the study that also important and need wide and depth analysis. Hopefully, this research can be useful and give the other concepts in doing research who work in the field of pragmatics.