

**THE IMPLICATURE OF ENGLISH TAGLINE USED BY
DAILY MANLY POSTERS ON INSTAGRAM AND ITS
CONTRIBUTION TO TEACHING CAPTION TEXT**

THESIS

Submitted in Partial Fulfillment of the Requirements
for Gaining the Degree of Bachelor of Education
in English Education



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had been ratified by the board of examiners of Islamic Education and Teacher
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Assalamu'alaikum Warahmatullahi Wabarakatuh.

I inform that I have given guidance, briefing and correction to whatever extent necessary of the following thesis:

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TAGLINE USED BY DAILY MANLY
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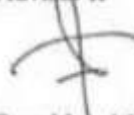
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MOTTO

الْوَقْتُ سَيْفٌ فَإِنْ لَمْ تَقْطَعْهُ قَطَعَاكَ

Time is like a sword, if you don't cut it then it will cut you.

(Sahih Muslim)

“A stitch in time saves nine”

Timely effort that will prevent more work later

*“Aku selalu percaya bahwa ridlo Allah
tergantung pada ridlo orang tua”*

ABSTRACT

Title : The Implicature of English Tagline Used
by Daily Manly Posters on Instagram and
Its Contribution to Teaching Caption Text
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Daily Manly is an Instagram account that has a lot of suggestions to be a good gentleman through their simple English tagline underneath their posters. This research is aimed to figure out the implied meaning of English tagline used by Daily Manly posters on Instagram and the contribution of English tagline used in Daily Manly posters to teaching caption text. The objective of this research is to reveal the implicature conveyed by the tagline used by Daily Manly posters on Instagram, and explain its contribution to teaching caption text for the twelfth grade of senior high school. This study used qualitative content analysis. The collected data were tagline in the form of phrases, clauses and sentences underneath the posters. The data were analyzed by reducing the data, displaying the data based on their type of implicature, conveying the findings of the analysis and drawing conclusion. The result of this study showed that there are 20 posters with 20 taglines were successfully found. Based on the type of implicature, there are 8 taglines that are included as generalized conversational implicature (40%), 11 taglines that are included as particularized conversational implicature (55%), and only 1 tagline included as scalar implicature (5%). Based on this result, the researcher concluded that Daily Manly often give advice or command implicitly as the reader need to draw some knowledge to infer the meaning. The implication of this research is the data source of this research can contribute to teaching caption text for the twelfth grade of senior high school. Students can observe the posters to find out the meaning implied by the tagline or caption and create caption related to the posters.

Keywords: *Caption, implicature and tagline poster.*

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Finally, the researcher realizes that this thesis is still far from being perfect. Therefore, the researcher will happily receive constructive criticism in order to make it better. The researcher hopes that this thesis would be beneficial for everyone. Amin.

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LIST OF ABBREVIATIONS

GCI	Generalized Conversational Implicature
PCI	Particularized Conversational Implicature
SI	Scalar Implicature

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CHAPTER I

INTRODUCTION

In this chapter, the researcher discusses the introduction of the study. This chapter consists of six parts. They are research background, research questions, objectives of the research, previous researches, limitation of the research, and significances of the research.

A. Research Background

The use of social media like Instagram is very common for everyone. On Instagram, there are many accounts that shared photos or videos about love, life quote, motivation, tips and tricks and many more. Some Indonesian users of Instagram tend to use English term to make caption or tagline on their photos or posters. It is a sign of human multilingualism. Nafi Annury cited in Bussmann defines multilingualism is referred to as the ability of someone to express himself or herself in several languages with equal and native-like proficiency.¹ A research conducted by Cut Rosi Maulina, and friends entitled An Analysis of students' Ability in Writing Caption through Instagram showed that many users often write the tagline or

¹Muhammad Nafi Annury, *'Promoting Multilingualism in the Classroom : A Case Study of ELT Program'*, 6.1 (2017), 97.

caption in English. The purpose is to make their tagline can be understood not only by local users, but also by other users around the world. So, they can communicate indirectly with all the social media users. The result showed that attractiveness is the highest mean score gotten by the students. Attractiveness provides pleasure and delight to the subject shared by the students on social media which most of them can attract followers to like and give comment on their post.

In the poster, the tagline can be in the form of idiom, slang, and a simple sentence that ease the readers to remember. The tagline also has a different characteristic than the common sentences. The tagline depends on the individual behind it. People utterance is influenced by their situation and environment, in line with Fishman's statement cited by Dewa Putu Wijana and Muhammad Rohmadi "who speaks what language to whom and when".²

Sometimes readers find difficulties in understanding and interpreting the tagline as it contains implied meaning. Some Indonesian people who do not have good knowledge in English will be confused and misunderstand the tagline message since it does not always or even usually say what it means. In order to understand the

²Dewa Putu Wijana & Muhammad Rohmadi, *Sosiolinguistik* (Yogyakarta, 2006).

meaning of the tagline people should have a good competence in English. The most common problem that often appears is people misunderstand the tagline meaning as it is written in an unsuitable vocabulary and sometimes with ungrammatical pattern. It may create confusion for those who read it. People need to interpret the tagline based on the overall context of the posters.

There is an Instagram account; that is, Daily Manly (@dailymanly) which is an account that has a lot of tips or tricks, opinions and suggestions to be a good gentleman through their posters. They often use an English tagline in their posters. However, they use a simple tagline, it has wide meaning which is not uttered in the utterances.

For instance, the poster's tagline "Smell Good, Vibes Good". The implicature of the tagline is to persuade the reader to be a person with a good smell. As a result of being a good smell person they will spread a positive energy to their environment. They will not annoy others because of their bad smell. In order to understand the meaning given by the tagline, the reader needs to have a good understanding in English, especially about pragmatic. Pragmatics is the study of the relationship between linguistic forms and the users of those forms. The advantage of studying language via pragmatics

is that one can talk about people's intended meaning, their assumptions, their purposes or goals, and the kind of actions.³

Waliyadin cited in Cummings defines pragmatic by considering some aspects of information (in the wide meaning) conveyed through language, decoded by convention accepted commonly in the linguistic form which is used but it is natural and depend on the meaning which is decoded conventionally with the context of the place.⁴ The posters that will be analyzed are taken from Daily Manly account on instagram. The researcher will analyze the tagline from its linguistic form and implicature of linguistic form of the English tagline based on Grice's implicature theory.

In education point of view, the term tagline has similar context with caption. Caption can be found on magazines, photos, internet and movies. In this analysis, the data are taken from Daily Manly (@dailymanly) posters. The researcher chooses Daily Manly posters because they are visual tools that can be a media for students in learning caption. According to Nafi Annury cited in Sudjana and Rivai said that the benefit of teaching media; it will create teaching-

³George Yule, *Pragmatics* (Oxford: Oxford University Press, 1996).

⁴Waliyadin, 'The Impoliteness in the Charlie Pippin: A Pragmatic Study', *Vision: Journal for Language and Foreign Language Learning*, 5.2 (2016), 93.

learning process more fun and enjoyable, so that it motivates students not only to listen teacher's explanation, but they more influenced in observing, doing, and demonstrating, role-playing, etc.⁵

Recently, learning process in 2013 curriculum uses scientific approach as well as the attachment of The Minister Education and Culture of Republic Indonesia number 22th in 2016 about standard process of Basic and Intermediate education. 2013 Curriculum uses scientific approach to emphasize more on the pedagogic learning. Scientific approach applies in all subject learning belongs to ELT comprise of observing, questioning, exploring, associating, and communicating. The posters posted by Daily Manly can be source of media to observe. By giving students the posters, they can observe and creating the proper caption.

As stated in 2013 curriculum syllabus of English launched by Ministry of Education and Culture in 2016, caption became one of the basic competences (BC) for the twelfth grade of senior high school. Caption is learnt by the students in 3.3 and 4.3 basic competence (BC). Based on the syllabus, the students will learn about differentiating the social function, text structure and language

⁵Muhammad Nafi Annury, 'CHILDHOOD AND LITERACY (A CRITICAL STUDY OF MEDIA EDUCATION AS CONTEMPORARY CULTURE)', 4.1, 75.

feature of the caption based on the picture (3.3), understanding the meaning of the caption contextually (4.3.1) and creating captions based on the picture given (4.3.2).

The reason of the researcher relates caption with his research because there are plenty problems faced by the students in creating caption based on the picture. They tend to create a description of the picture rather than creating a caption that can relate with the picture. Therefore, by conducting this kind of research, the researcher expects the research will enhance students' ability in differentiating the social function, text structure and language feature of the caption based on the picture, understanding the meaning of the caption and creating some interesting and attractive captions with a little concern of pragmatic implicature. The research contribution toward English education is the students will be able to create caption in a simple sentence but it has wide meaning. The researcher expects the students will be able to give implied meaning within their captions as well as the theory of pragmatic implicature.

B. Research Questions:

The problem of this research is focused on :

1. What are the English tagline meanings implied by the Daily Manly posters?
2. What is the contribution of the tagline used in the Daily Manly posters to teach caption text for the twelfth grade of senior high school students?

C. Objectives of the Research

The objectives of this research are:

1. To explain the English tagline meanings implied by the Daily Manly posters
2. To explain the contribution of tagline used by Daily Manly posters to teaching caption text for the twelfth grade of senior high school students.

D. Previous Researches

In order to support the research, the researcher takes 5 relevant researches as the previous study. Those researches have several similarities and differences with the researcher' which could enhance the quality of the research itself.

The first is **“An Analysis of Implicature in Fast and Furious Movie”**. This research is proposed by Zahro Laila Nur in 2015. She tried to figure out the implicature of several dialogues in the movie. It has the same topic with the researcher's which is about

implicature. However, she used different theory to analyze the implicature. Zahro used relevance theory as foundation in her research, while the researcher's use cooperative principle. She collected the data by using *Metode Simak Bebas Libat Cakap (SBLC)*. The SBLC means the researcher doesn't involve in the dialogue conversation which the researcher collect the data of the research.

The second is **“An Analysis of Conversational Implicature in *V for Vendetta* Movie”**. This research is proposed by Rahmat Fuad Siregar in 2018. He tried to analyze the implied meaning and to find out how speakers fail to fulfill maxims in each selected utterance containing conversational implicature. He found 52 conversational implicature in the movie: 21 generalized conversational implicature and 31 particularized conversational implicature. In generalized conversational implicature, most of the implications happen for obeying the cooperative principle. On the other hand, violating and flouting the maxims became the major trigger of the implications in particularized conversational implicature.

The research mostly has the similarity to the researcher's as the same concerns on the implicit meaning of the utterances. The difference to the researcher's is the researcher picked up some

dialogues from the movie as his object of research, while the researcher's pick up the English tagline posters.

The third is **“The Use of Implicature in Indonesia Cigarette Advertisement Slogans”**. This research is proposed by Yuniar Dea Safitri in 2015. She tried to identify the implicature and analyze the flouting maxim from each slogans. She used qualitative research study. She concluded that the use of implicature is important in making cigarette slogans for the advertisers. Data analysis in every cigarette slogans showed the implicit meaning from the advertiser of cigarette product and also maxims violation.

The fourth is **“Conversational Implicature in “Sarah Sechan” Talk Show of Go Green Episodes”**. This research is published by Arsita Diningrum and Lilla Musyahda in *Anglicist Journal* Volume 05 No 01 on February 2016. The aim of this research is to analyze the utterances that flout the maxim in “Sarah Sechan” Talk Show. The researcher analyzed the data by applying Grice's theory of Cooperative Principle and Conversational Implicature. The researcher found that the host and the guest flout the maxim of relation because they want to provide an opinion, jokes and give further information.

The last is **“Linguistic Forms and Implicature Analysis of Advertising Slogans Found in *Time Magazine*”** This Research is

conducted by Wisnu Prabowo. This research is published on English Language & Literature Journal, Vol. 7 No. 7 in 2018. This is a pragmatic study that aims at describing linguistic forms, the types of implicature found in each slogan found in *Time Magazine*, and explaining the implied meanings of each slogan. This research is descriptive-qualitative in nature. The result of this research showed that the additional conveyed meanings of the slogans were used to attract the readers' attention to buy their product/services by promoting the excellences, benefits, advantages and brief information related.

E. Limitation of the Research

In order to make this research effective, the researcher makes a clear limitation. The researcher limits the research in explaining the implicature and contribution to teaching caption text. The implicature theory that the researcher used is proposed by Grice.

In this research, the researcher tries to analyze the English tagline used in Daily Manly posters and find out the contribution of the tagline to teach caption text for the twelfth grade of senior high school students. There are many themes in the Daily Manly posters in a calendar year 2017. The researcher limits the data by choosing the posters that are themed friendship and relationship.

F. Significances of the Research

The significances of the research will be distinguished into two, they are;

1. Theoretical Significance

The result of this research is to provide positive contribution for the study of pragmatic such as implicature. On the other side, it will give a good impact in English education to learn and to interpret sentence in the slogan and poster.

2. Practical Significance

The result of this is expected to give benefit to several circles as follow.

a. For students

The result of this research is expected to be helpful as an additional source in understanding the meaning of the caption, creating interesting and attractive caption that related with the picture based on the social function, text structure and language feature of the caption as stated in the 3.3 and 4.3 basic competence (BC) for the English subject of the twelfth grade of senior high school.

b. For the teacher

The object of this research can be used as a medium source to facilitate the learning process. Teacher can give the

posters as a medium to support students in learning caption. It will help the teacher to create variation in teaching about caption attractively by giving example of captions which have some intended meaning or implied meaning.

c. For the researcher

The result of this research will help the researcher to add the insight of understanding a pragmatic, especially the implicature of English tagline.

CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter, the researcher discusses some related topics which are necessary for this final project. Those topics are overview of pragmatic analysis, Grice's cooperative principle, implicature and its types, tagline and caption.

A. Overview of Pragmatic Analysis

Pragmatics has various definitions. It indicates that this branch of linguistics grows up quickly and it is interesting to be learned. The researcher provides some definitions of pragmatics in this research as a bridge to understand the concept of implicature.

Pragmatics is another branch of linguistics that is concerned with meaning. Pragmatics and semantics can be viewed as different parts, or different aspects, of the same general study. Both are concerned with people's ability to use language meaningfully. While semantics is mainly concerned with a speaker's competence to use the language system in producing meaningful utterances and processing (comprehending) utterances produced by others, the chief focus of pragmatics is a person's ability to derive meanings from specific kinds of speech situations—to recognize what the speaker is referring to, to relate new information to what has gone before, to interpret what is said from background knowledge about the speaker and the topic of discourse, and to infer or 'fill in'

information that the speaker takes for granted and doesn't bother to say.⁶

Yule explains pragmatics as firstly, Pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader). It means pragmatics is the study of speaker's intention. Secondly, this type of study necessarily involves the interpretation of what people mean in a particular context and how the context influences what is said. It shows that pragmatics is the study of contextual meaning. Thirdly, This approach also necessarily explores how listeners can make inferences about what is said in order to arrive at an interpretation of the speaker's intended meaning. This type of study explores how a great deal of what is unsaid is recognized as part of what is communicated. In other words, pragmatics is study of how information is delivered, which more than the literal utterances. The last, this perspective then raises the question of what determines the choice between the said and unsaid, the basic answer is tied to the notion of distance. Closeness, whether it is physical, social, or conceptual, implied shared experience. On the assumption of how close or distant the listener is, the speakers determine how much

⁶Charles W. Kreidler, *Introducing English Semantics, Second Edition*, *Introducing English Semantics, Second Edition*, 2013
<<https://doi.org/10.4324/9781315886428>>.

needs to be said. Briefly, Pragmatics is the study about the expression of relative distance.⁷

Pragmatics is the study of the relationship between linguistic forms and the users of those forms. The advantage of studying language via pragmatics is that one can talk about people's intended meaning, their assumption, their purposes or goals, and the kinds of actions (for example, requests) that they are performing when they speak. The big disadvantage is that all these very human concepts are extremely difficult to analyze in a consistent and objective way.⁸

Thomas mentions two tendencies in pragmatics which is divided into two parts, first, by using a social perspective, it puts the focus of attention firmly on the producer of the message (speaker meaning), and second, by using a cognitive perspective, it is focusing too much on the receiver of the message (utterance interpretation).⁹

B. Grice's Cooperative Principle

Mai Zhou defines "Grice's concept of the Cooperative Principle and its four associated maxims are considered a major

⁷George Yule, *Pragmatics* (Oxford: Oxford University Press, 1996).

⁸Yule.

⁹Jenny Thomas, *Meaning in Interaction: An Introduction to Pragmatics* (London: Routledge, 2013).

contribution to the area of pragmatics, which not only plays an indispensable role in the generation of conversational implications, but also is a successful example showing how human communication is governed by the principle”.¹⁰

Bethan Davies shows that Grice is concerned with this distinction between *saying* and *meaning*. How do speakers know how to generate these implicit meanings, and how can they assume that their addressees will reliably understand their intended meaning? His aim is to discover the mechanism behind this process.

(1) A: Is there another pint of milk?

B: I'm going to the supermarket in five minutes.

In the above example, a competent speaker of English would have little trouble inferring the meaning that there is no more milk at the moment, but that some will be bought from the supermarket shortly.¹¹

Grice Sums up the Cooperative Principle into four maxims namely, Quantity, Quality, Relation, and Manner. Grice provides us

¹⁰Mai Zhou, 'Cooperative Principle in Oral English Teaching', *International Education Studies*, 2.3 (2009), 42–46 <<https://doi.org/10.5539/ies.v2n3p42>>.

¹¹Bethan Davies, 'Grice's Cooperative Principle: Getting the Meaning Across', *Leeds Working Papers in Linguistics and Phonetics*, 8.1962 (2000), 1–26 <<https://doi.org/10.1016/j.pragma.2007.09.002>>.

with the definition of Cooperative Principle; “Make your contribution such as required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged”.

The Maxims

Quantity Make your contribution as informative as is required (for the current purposes of the exchange).
Do not make your contribution more informative than is required.¹²

The maxim means every speaker should be informative in a discourse by saying the right amount of what is required. A speaker should not say more or less than what is necessary for the moment. Verbosity and redundancy weakens the interest of the listener and makes the reader confused. However, being brief does not entail leaving out vital points as this will affect the hearer’s or reader’s understanding.

Grice puts it as follows, “If you are assisting me to mend a car, I expect your contribution to be neither more nor less than is required.” For example, Grice says, “I need four screws.” Therefore,

¹²Yule.

Grice expects someone to give him four screws rather than two or six.

Leech supports this by quoting O' Hair as follows: Unless there are outweighing good reasons to the contrary, one should not make a weaker statement rather than a stronger one if the audience is interested in the extra information that would be conveyed by the latter.¹³

According to the explanation above, the speaker can be said to cooperate the maxim of quantity when they present their contributions as informative as is required, and they should not make their contribution more informative than is required. In this case, the speaker should give suitable information that is needed by the listener. The speaker who flouts the maxim of quantity seems to give too little or too much information.

Quality Try to make your contribution one that is true.
Do not say what you believe to be false.
Do not say that for which you lack adequate evidence.¹⁴

¹³Geoffrey Leech-Principles of Pragmatics (Longman Linguistics Library) (1989).Pdf.

¹⁴Yule.

As we know, discourse deals with human feelings, ideas, attitudes, and meaning in the context of situation.¹⁵ This maxim calls for honesty and sincerity on the part of participants in a discourse.

They should not say or give information which they believe is false or which they do not have adequate evidence or are not sure of. In other words, they should try to make their contributions truthful. In fact, the maxim of quality has some form of moral tone attached to it. Grice speaking about this maxim says, “I expect your contribution to be genuine and not spurious. If I need sugar as an ingredient in the cake you are assisting me to make, I do not expect you to hand me salt.”¹⁶

Based on the illustration above, the maxim of quality requires that the statement has some factual basis. The speaker should give a contribution that they believe to be true. It means that they should not say what they believe to be false, and should not say something if there no adequate evidence.

¹⁵Hanita Masithoh and others, ‘Grammatical Cohesion Found in Recount Texts Of “ Pathway to English ” X Grade Curriculum 2013 General Program by Erlangga’, 6.1 (2017), 62–79.

¹⁶Ishaya Yusuf Tsojon and Pam Keziah Jonah, ‘An Analysis of the Pragmatic Implicatures of Selected Advert Billboards around Jos Metropolis in Terms of Grice (1975) Maxims of Cooperative Principle’, *International Journal of English Language Teaching*, 3.1 (2016), 42–49 <<https://doi.org/10.5430/ijelt.v3n1p42>>.

The speaker flouting the maxim of quality may quite simply say something that obviously doesn't represent what their intention. The speaker assumes that the listener understand and they can infer the implicit meaning.

Relation Be relevant¹⁷

This means that in every conversational situation the speaker/hearer should adhere to the topic of their conversation. They must always ensure that they give only information that is related to the conversation and in their interaction with each other.

Grice illustrates as follows, “if I am mixing ingredients for a cake, I do not expect to be handed a good book, even cloth.” The implication here is that ‘book’ and ‘cloth’ are irrelevant in the context. So in communication, it is unnecessary to include issues not related to the topic under consideration. Avoid padding and circumlocutions.¹⁸

In line with the illustration above, when the speakers give relevant information, they have to be cooperated with the maxim of relation. They have must give answer or information that is relevant to the topic in the utterances. If the speaker flouts the maxim of relation, they expect that the listener will be able to imagine the

¹⁷Yule.

¹⁸Yusuf Tsojon and Keziah Jonah.

unsaid utterances, and make contribution between their utterances with the preceding one.

Manner

Be perspicuous

Avoid obscurity of expression.

Avoid ambiguity.

Be brief (avoid unnecessary prolixity)

Be orderly.¹⁹

Grice uses it to mean participants in a discourse should not make their contributions obscure, ambiguous or difficult to understand. It is a call for parties in any communication discourse to be perspicuous (clear). Besides, they should be very brief and organized. High sounding and jaw breaking as well as complex words and phrases should be avoided because the essence of communication is that the hearer should be able to understand. A speaker should not use words for self aggrandizement or to earn cheap praise. Furthermore, the maxim requires politeness (treat your listeners as you would like to be treated).²⁰

According to the explanation above, the speaker are considered to fulfill the maxim of manner when their utterances are clear and perspicuous. It means that they should avoid obscurity,

¹⁹Yule.

²⁰Yusuf Tsojon and Keziah Jonah.

ambiguity, and be brief with their utterances. They should not say unnecessary words that are not required in their utterances. The speaker who flouts the maxim of manner, appears to be obscure and ambiguous.

Tatsuroh Yamazaki sums that participants of conversation are believed to comply with the rules or maxims above: they are expected to speak sincerely, relevantly, and perspicuously while giving the appropriate amount of information. Grice states that the maxim of quality has to be assumed as the most important, "other maxims come into operation only on the assumption that this maxim of quality is satisfied."²¹

C. Implicature

In order to analyze the data in this research, the researcher will use Grice's implicature theory that relates to Grice's cooperative principles. Here, the researcher would like to give brief explanation about definition of implicature and its types.

1. Notion of Implicature

The word 'implicature' is derived from the verb 'to imply', as is its cognate 'implication'. Originally, 'to imply'

²¹Tatsuroh Yamazaki, 'Conversational Implicature in Stand-up Comedies'.

means ‘to fold something into something else’ (from the Latin verb *plicare* ‘to fold’); hence, that which is implied is ‘folded in’, and has to be ‘unfolded’ in order to be understood.²²

Grice uses the term implicature to define what a speaker can imply, suggest or mean as distinct from what the speaker literally says.²³ Implicature is a special case of situations in which the perceived meaning extends beyond the literal meaning. An implicature is something meant, implied, or suggested distinct from what is said. The term “implicature” is derived from the word “implicate” whose primitive form “implicates” appeared first in Latin around 1530-1540 and whose primitive meaning were “intervene, entangle, involve”. Other than the literal meaning, implicature described the implicit meaning or the meaning implied.²⁴

Thomas adds that Grice’s theory is an attempt at describing how a hearer gets from what is said to what is meant, from the level of expressed meaning to the level of implied

²²Jacob L Mey, *Pragmatics: An Introduction* (Oxford UK & Cambridge USA: Blackwell, 1994).

²³Paul Grice, *Studies in the Way of Words* (London: Oxford University Press, 1975).

²⁴Haiyan Wang, ‘Conversational Implicature in English Listening Comprehension’, 2.5 (2011), 1162–67 <<https://doi.org/10.4304/jltr.2.5.1162-1167>>.

meaning²⁵. Asri Dwi cited in Gazdar defines Implicature is anything that is inferred from an utterance but that is not a condition for the truth of utterance. Asri Dwi adopted from Levinson adds the notion of implicature assures to convey the breach between what is literally said and what is essentially said. Furthermore, Levinson states that implicatures are surmised based on the assumption that the speaker observes or flouts some principle of cooperation.²⁶

2. Type of Implicature

Grice divides types of implicature into two, they are conversational implicature and conventional Implicature.

a. Conversational Implicature

The notion of conversational implicature is often the single most important ideas in pragmatics. It is said so since the conversational implicature give some contributions to pragmatics.

First, implicature stands as paradigmatic example of the nature and the power of pragmatic explanations of

²⁵Jenny Thomas.

²⁶Asri Dwi E.S., 'An Analysis of Flouting Maxim in Efl Classroom Interaction', *Vision: Journal for Language and Foreign Language Learning*, 4.2 (2015), 243 <<https://doi.org/10.21580/vjv4i21592>>.

linguistic phenomenon. The second, important contribution by the notion of implicature is that it provides some explicit account of how it is possible to mean (in some general sense) more than what is actually. Thirdly, the notion of implicature seems likely to effect substantial simplifications in both the structure and the context of semantic description. The next contribution of implicature seems to be essential if various basic facts about language are account for properly. Finally, the principles that generate implicature have very general explanation power: a few basic principles provide explanation for large array of apparently unrelated facts.²⁷

Susi Herti Afriani adopted in Thomas defines conversational implicature is an implicature that is generated due to the demands of a particular context.²⁸ In conversational implicature, what is implied is varied based on the context of utterance.²⁹ Ahmed Mohammed Saleh Alduais in his journal cited in Thomas defines Grice's theory of *Conversational Implicature* wherein Grice attempts to show systematically how a person gets from what is said to

²⁷Stephen C Levinson, *Pragmatics* (Cambridge: Cambridge University Press, 1983).

²⁸Susi Herti Afriani, 'Pragmatics', *Tamaddun Journal*, 4 (2015), 159.

²⁹Dwi E.S.

what is meant, or from the expressed meaning to the implied meaning.³⁰

Conversational implicature is a nonconventional implicature based on an addressee's assumption that the speaker is following the conversational maxims or at least the cooperative principle. A conversational maxim is any of four rules which were proposed by Grice, stating that a speaker is assumed to make a contribution that (1) is adequately but not overly informative (quantity maxim); (2) the speaker does not believe to be false and for which adequate evidence is had (quality maxim); (3) is relevant (maxim of relation or relevance), and (4) is clear, unambiguous, brief, and orderly (maxim of manner).³¹

The conversational implicature is also divided into three sub categorizations, they are;

1. Generalized Conversational Implicature

³⁰Ahmed Mohammed Alduais, 'Conversational Implicature (Flouting the Maxims): Applying Conversational Maxims on Examples Taken from Non-Standard Arabic Language, Yemeni Dialect, an Idiolect Spoken at IBB City', *Journal of Sociological Research*, 3.2 (2012), 376–87 <<https://doi.org/10.5296/jsr.v3i2.2433>>.

³¹Dedi Trisandi and Susie Chrismalia Garnida, 'Implicature in Government Slogans', 13.01 (2013), 25–34.

When no special knowledge is required in the context to calculate the additional conveyed meaning, it is called a generalized conversational implicature.³² It does not concern with special context, otherwise it can be done based on general knowledge when the conversation occurs. The speaker has failed to be specific in a way in which he might have been expected to be specific with the consequences that it is likely to be assumed that he is not in a position to be specific. In other words, generalized conversational implicature occurs when the listener is not required to have a shared knowledge in context to figure out the additional the implicit meaning of the utterance, for example:

- a. Doobie: Did you invite Bella and Cathy? (b & c?)
- b. Mary: I invited Bella. (b +> NOT c)

From the example above, we can see that Marry answer's to Doobie's question about "Did Mary meet Bella and Cathy?" does not need any shared knowledge. The listener can easily understand that Mary just met Bella and she didn't meet Cathy.

2. Particularized Conversational Implicature

³²Yule.

Particularized conversational implicature is a conversational implicature that is derivable with maxims and specific context. Therefore, the listener unable to arrange conversational without being known certain context in which conversation occurs. The listener must understand who, when, where, and in what situation it appears. In particularized conversational meaning, such inferences are required to work out the conveyed meanings.³³ In short, it is an implicature that needs a specific context. This is the example to clarify particularized conversational implicature;

a. Rick: Hey! Coming to the wild party tonight?

b. Tom: My parents are visiting.

From the example above, we can see that answer to Rick's question should have been "yes" or "no". So, in order to make Tom's response relevant, Rick has to draw on some assumed knowledge that by answering with "my parents are visiting". Tom will spend his evening with his parents, so it means that Tom is not going to the party tonight.

3. Scalar Implicature

Scalar implicature basically discussed on the scale of values. Certain information is always communicated by

³³Yule.

choosing a word which expresses one value from a scale of values. This is particularly obvious in terms for expressing quantity, as shown in the scales in [1], where terms are listed from the highest to the lowest value.

- [1] <all, most, many, some, few>
<always, often, sometimes>

Scalar implicature occurs when producing an utterance, a speaker selects the word from the scale which is the most informative and truthful (quantity and quality) in circumstances, for example;

- a. They're sometimes really interesting.

By using 'sometimes', the speaker communicates, via implicature, the negative of forms higher on the scale of frequency (+> not always, +> not often)³⁴, which means not always, or not often.

b. Conventional Implicature

In contrast to all conversational implicature discussed so far, conventional implicature are not based on the cooperative principle or the maxims. Conventional implicature is non-truth-conditional meaning associated

³⁴Yule.

with a particular linguistic expression. They don't have to occur in conversation, and they don't depend on special contexts for their interpretation. Conventional implicatures are associated with specific words and result in additional conveyed meaning when those words are used.³⁵ Here, Grice provides three example of the words "*but*", "*even*", and "*yet*".

- a. Mary suggested black, but I choose white.

Based on the example above, we can conclude that "Mary suggested black" is contrasted, via the conventional implicature of "*but*", with my choosing white.

- b. Even John came to the party.
- c. He even helped tidy up afterwards.

When "*even*" is included in any sentence describing an event, there is an implicature "contrary to expectation". There are two events reported, (i.e. John's coming and

³⁵Yule.

John's helping). That is contrary to the expectation that John is not coming even helping.

d. Dennis is not here yet.

The conventional implicature of “yet” is that the present situation is expected to be different, or perhaps the opposite, at a later time. From the example above the speaker expect the statement “Dennis is here” to be true in a later time.

D. Tagline

Tagline is a catchphrase, slogan, short text which serves to clarify a thought for, or is designed with a form of, [dramatic effect](#). Many [tagline slogans](#) are [reiterated phrases associated](#) with an [individual](#), [social group](#), or [product](#). The [idea](#) behind the [concept](#) is to create a memorable [dramatic phrase](#) that will sum up the [tone](#) and [premise](#) of an [audio/visual](#) product, or to [reinforce and strengthen](#) the audience's [memory](#) of a [literary product](#).³⁶

There are two characteristics that make a tagline great. Those characteristic are memorable and likable. People may be able to remember a tagline because they've been repeatedly exposed to it.

³⁶Siti Nurani and Nico Harared, 'Deixis in Taglines: A Socio-Cultural Semiotic Analysis', *Journal of English Language Teaching*, 1.1 (2016), 78.

In order to make a likeable tagline, only three things actually influenced likability. They are clarity of message, creativity of phrasing and inclusion of a benefit.³⁷

Here are some examples of tagline that the researcher intends to analyze in this research,

Picture 1.



Picture 2.

³⁷Katy French, 'What Science Says About The Secret to a Great Tagline', <https://www.columnfivemedia.com/the-secrets-behind-a-great-tagline>.



Picture 3.



Picture 4.



Picture 5.



E. Caption

A caption may be a word acquainted to our hearing. This word has become progressively in style in recent times. As a result, the word caption is widely utilized by people in the use of social media that is so prevalent among most people. A caption is a brief explanation or description concomitant the illustrations or pictures. In the world of entertainment, a caption is outlined as a series of words superimposed on the bottom of the television or film like a frame. A caption is additionally outlined as a brief piece of text beneath the image in a book, magazine, or newspaper that describes and explains what someone says in it.³⁸

Larry Grayam mentions some characteristics of a good caption, they are: Clearly identifies the subject of the picture, without explaining obviously. Be as unambiguous as practical in identifying the subject. Concise / succinctness means don't not be superfluous and don't not using needless words. Succinct caption is more powerful than the verbose one. More than three lines of text in a caption may be distracting. Establish the picture's relevance to the

³⁸ Alfiyatun, 'The Effectiveness of Instagram Captions to Teach Writing' (IAIN Surakarta, 2018).

article. Provide context on the picture. Draw the reader into the article.³⁹

CHAPTER III

RESEARCH METHOD

This chapter is about research method which discussed the type of research, data source, instrument, method of collecting data, and method of analyzing data.

A. Type of research

³⁹Larry Grayam, 'Writing Photo Caption', *<https://www.redbubble.com/people/grayam/journal/4742583-writing-photo-captions>*, 2010.

Qualitative research and content analysis method will be used to get the deep analysis of the data. Qualitative research is exploring and understanding the meaning of individuals or groups ascribed to a social or human problem. The process of research involves emerging questions and procedures, data typically collected in a picture, data analysis inductively building from particulars to general themes, and the writer making interpretations of the meaning of the data.⁴⁰ Muhammad adopted from Djam'an stated that qualitative research refers to the meaning, concepts, definitions, characteristics, metaphors, symbols, and descriptions of things.⁴¹ In this case, the researcher collected the whole data related to the English tagline used by Daily Manly posters.

Content analysis method deals with the tagline of the posters. Content analysis is a method for systematically investigating texts. Qualitative researchers use content analysis to understand the meanings that circulate in the texts. Qualitative researchers analyze not only "textual content" but also the context in which it was created. Qualitative content analysis allows researchers to

⁴⁰John W Creswell, *Research Design: Qualitative, Quantitative and Mixed Approaches (3rd Edition)*, *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*, 2009 <<https://doi.org/10.2307/1523157>>.

⁴¹Muhammad, *Metode Penelitian Bahasa* (Jogjakarta: Ar-Ruzz Media, 2016).

investigate the meaning embedded within texts.⁴² Many different kinds of texts and materials can be studied via content analysis, including (but not limited to) historical documents, transcribed speeches, newspapers, magazines, books, blogs, and diaries.

The focus of this research is that the researcher explains the meaning implied by the tagline used in Daily Manly posters on Instagram based on Grice's implicature theory. Then, the researcher explains the contribution of this research to teaching caption text for the twelfth grade of senior high school.

B. Data source

In this research, the researcher has collected the data. The data in this qualitative research works with a wide range of data including recorded interview, various types of texts (for example, field notes, journal and diary entries, documents) and images

⁴²Patricia Leavy, *Research Design Quantitative, Qualitative, Mixed Methods, Arts-Based, and Community-Based Participatory Research Approaches* (New York: The Guilford Press, 2017).

(photos or videos).⁴³ The data in this research were collected from the posters posted by Instagram account Daily Manly. The posters which have been collected were posted during the 2017 calendar year. The researcher captured the posters that are related to friendship and relationship theme.

C. Instrument

In qualitative research, the researcher acts as the designer, data collector, analyst, data interpreter and finally the reporter from the research findings.⁴⁴ The key instrument of this research is the researcher's knowledge of implicature based on Grice's implicature theory.

During the analysis of the data, the researcher used the data sheets as the complementary tools to guide the process of the classification and the analysis. The data were transferred into the datasheets to be analyzed.

Table 1. Datasheet of implicature.

Data	Tagline	Meanings Implied	Type of Implicature		
			GCI	PCI	SI

⁴³Zoltan Dornyei, *Research Methods in Applied Linguistic* (Oxford: Oxford University Press, 2007).

⁴⁴Lexi J Meoleong, *Metodologi Penelitian Kualitatif* (Bandung: Remaja Rosdakarya, 2007).

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Note : GCI = Generalized Conversational Implicature
 PCI = Particularized Conversational Implicature
 SI = Scalar Implicature

In collecting data source, the researcher directly involved in selecting the data sources of his research. He also directly involved in reducing the data sources, and he also applied the main instrument in identifying and analyzing the data following the research question which have been formulated.

D. Method of collecting data

Qualitative audio and visual materials are the data that may take the form of photographs, art objects, videotapes, or any forms of sound.⁴⁵ The writer used 2 instruments to obtain the data to answer the problem of this research. The researcher used the theory of Sugiyono in collecting the data.

The researcher used observation and documentation as instruments. First, conduct an observation. Observation is the process of gathering open-ended, first-hand information by

⁴⁵John W Creswell.

observing people and place at a research site.⁴⁶ The researcher used this instrument to discover the tagline which has implied meaning (implicature) in the Daily Manly posters. In conducting observation, the researcher took some information from Sugiyono. Sugiyono classifies observation into two types in the process of collecting data; they are participant observation and non-participant observation. Participant observation is an observation where the investigator becomes participant respondent of a particular group of organization. While non-participant observation is a procedure in which the investigator observes in a natural setting and it isn't an actual participant in a particular group or organization.⁴⁷ In this research, the researcher used non-participant observation to gain the data and observe the tagline used by Daily Manly Posters which have implied meaning (implicature).

Next, the researcher used documentation to support the data collecting about the tagline used by Daily Manly Posters which have implied meaning (implicature). The researcher collected the data in the form of picture by examining some posters that have been posted

⁴⁶Jhon W Creswell, *Educational Research: Planning, Conducting, and Evaluating Quantitative and Qualitative Research*, ed. by Pearson Education Limited, 4th edn (London: SAGE, 2014).

⁴⁷Sugiyono, *Metode Penelitian Pendidikan*, 25th edn (Bandung: Alfabeta CV, 2017).

in the calendar year 2017 with an interesting English tagline. The researcher took screen-capture of the posters which are related to this study.

E. Method of analyzing data

In this research, the researcher used some steps to analyze the data after collecting the data was completed. Miles and Huberman reveal three current flows of data analysis, they are data reduction, data display, and conclusion drawing.⁴⁸

1. Data reduction

Data reduction refers to the process of selecting, focusing, simplifying, abstracting, and transforming the data. It is part of the analysis. Qualitative data can be reduced and transformed in many ways: through selection, summary or paraphrase and so on.

In this step, the researcher picked up some related tagline underneath the posters posted by Daily Manly on Instagram. The researcher only focused on the tagline which relates to the theme friendship and relationship. Therefore, the researcher reduced the data or tagline which did not relate to

⁴⁸Matthew B Miles and Michael A. Huberman, 'Matthew B. Miles, Michael Huberman - Qualitative Data Analysis_ An Expanded Sourcebook 2nd Edition (1994).Pdf', 1994, p. 338.

those themes because the data or the tagline would not give a contribution and result in this study.

2. Data display

Data display is an organized, compressed assembly of information that permits conclusion drawing and action. The creation and the use of display are not separate from the analysis. It is a part of the analysis. Designing a display, deciding on the rows and columns of a matrix for qualitative data, deciding which data, in which form, should be entered in the cells. Those are the action of analytic activities.

3. Data analysis

The researcher began the analysis by explaining the meaning implied or the additional conveyed meaning according to Grice's implicature theory.

4. Conclusion drawing

Conclusion drawing is meant to state the temporal result of the study. As the last step, the researcher concluded the implicature of the tagline, and its contribution to caption text for the twelfth grade of senior high school.

CHAPTER IV

RESEARCH FINDING AND DISCUSSIONS

In this chapter, the researcher presented the overall findings and analysis of the research which includes the implicature of English tagline used by Daily Manly posters on Instagram, and the contribution of this research to teaching caption text for the twelfth grade of senior high school. They were explained in the following parts.

A. Research Finding

The researcher found 20 English taglines used by Daily Manly Posters on Instagram which were classified as the data. After the data classification was complete, the data were analyzed based on the type of implicature. The frequency of occurrence of the types of implicature was shown in the following table.

Table 2. The Type of Implicature of English tagline used by Daily Manly Posters on Instagram

No	The Types of Implicature	Frequency	Percentage
1	Generalized Conversational Implicature	8	40%
2	Particularized Conversational Implicature	11	55%

3	Scalar Implicature	1	5%
Total		20	100%

Based on the table above it was clear that most of the English tagline used by Daily Manly Posters on Instagram categorized as a Particularized conversational implicature. This type of implicature was employed 11 times or 55% out of the total number of the data.

B. Discussions

Based on the research findings, the researcher analyzed the data then presented the analysis as follow.

1. Implicature of English tagline used by Daily Manly Posters on Instagram

This part explains the implicature type of English tagline used by Daily Manly posters on Instagram. After classification of the tagline through the table (Appendix 4), the researcher found there are three types of implicature based on Grice's implicature theories:

a. Generalized Conversational Implicature

When no specific context is required to figure out the additional meaning of the utterance is called generalized

conversational implicature. Like the data that the researcher found in this research.

Data 17

In the middle of a hug, squeeze a little harder.

According to data 17, Daily Many implicitly advised the viewers to hug their couples tightly. She'll love it.

The tagline is categorized as generalized conversational implicature since the tagline is easy to be understood by the viewers. The viewers do not need to draw an inference or specific context to understand the implicit meaning, although Daily Manly tried to relate the tagline with the picture of the poster.

The tagline itself violated the maxim of manner for not avoid obscurity. Daily Manly does not ensure the one who is being hugged. Therefore, Daily Manly relates the tagline with the poster and additional notes.

Data 13

Don't ever lose your cool

Daily Manly advises the viewers not to be Stereotype. The stereotype that exists is that women are always jealous when their couples pay attention to other women, but men are the same too actually. Women argue that men can be so childish when they are jealous.

The tagline belongs to generalized conversational implicature since the viewers can easily understand the implied meaning. Daily Manly relates the implied meaning of the tagline by providing the poster. In the poster, there is a boy who is staring at another girl, while he is walking around with his girlfriend. Therefore, the viewers can easily draw the inference from the poster that they should not pay attention to another girl by giving this one a miss and stay cool. Daily Manly adds it's going to be negative and giving too much pressure for a relationship, especially if it's still in the early stages. The researcher found the flouting maxim of manner since the tagline is not brief. The word "cool" has a wide meaning. It can be related to weather, fashion style, something that is very good or excellent, etc.

Data 3

Don't bail on them.

Based on the tagline above, Daily Manly implicitly suggests the viewers respect each other and always keep in touch with their friends although they have a different opinion.

The word "bail on them" is an idiom that means to leave or abandon someone or something. The tagline is categorized as generalized conversational implicature since it doesn't need any special knowledge or context to understand the implicit meaning

that is Daily Manly suggests the viewers keep in touch and don't leave the viewers' friends. The researcher found that the tagline violates the maxim of manner for not avoid obscurity. As we can see, the inference of "them" is not obvious.

Data 4

Tune in while she's speaking

The implied meaning that Daily Manly tries to give about to the viewers is it's a sign of disrespect if you can't try to listen to someone when they are talking. The tagline is categorized as generalized conversational implicature as it is easy for the viewers to understand the implied meaning. The word "tune in" is a phrasal verb which means to pay attention to, become aware of, or be responsive (to someone or something). Moreover, Daily Manly tries to relate the tagline by providing the poster that there is a boy who ignored the girl by playing a video game, while, the girl is talking to him. It isn't good behavior and would be more painful if it is done by a couple who should support and care about her. Men who don't listen won't last long.

The researcher found the flouting maxim of quantity because Daily Manly does not tell the information as required. Daily Manly does not explain the suggestion on the tagline clearly about what

kind of “tune in” is. It is not clear about what should be done by the viewers. Just listening or giving a response.

b. Particularized Conversational Implicature

Particularized conversational implicature is an implicature that needs a specific context. The researcher found the data that is included in this type of implicature:

Data 1

Potluck Dinner Party

In the data 1, the viewers might infer that they are advised to take a dinner whatever there is. The tagline has a connection with the poster. In the poster, some people who are eating together.

The researcher identified the implicit meaning that Daily Manly tried to give about. The implicit meaning is that Daily Manly suggested the viewers invite friends for dinner and ask each of them to bring one kind of cuisine to be eaten together. It will be cheaper, simpler and fun.

The tagline is categorized as particularized conversational implicature since it needs specific context (the poster) to infer the implicit meaning. According to cooperative principles by Grice, the

researcher found the flouting maxim of quantity in this tagline as the tagline is uninformative as required.

Data 2

Tank You

According to the tagline, the researcher identifies that Daily Manly advises the viewers to fulfill the tank of the car after borrowing it from their friends. It is as a sign of thanking their friends.

The tagline is categorized as particularized conversational implicature since the viewers need to draw an inference to understand the implied meaning. The word “tank” means a large receptacle for storing liquid (such as water or fuel) or a heavy armored fighting vehicle. While here, Daily Manly implicitly means that the word “tank” replaces the word “thank” as the tagline correlates with the tank of the car. The researcher found that the tagline is flouting the maxim of manner as it does not avoid ambiguity

Data 6

Drop some ‘good bombs’

In the tagline, Daily Manly adopts the main idea of the idiom “drop a bomb” which means to do or say something very shocking

and unexpected. Here, Daily Manly adds the word “good” before the word “bombs” which means something really good.

Daily Manly delivers the tagline meaning implicitly by providing the poster and additional sentences that correlate. Daily Manly suggests the viewers tell good things about their friends. When you are talking with one or several women and you suddenly talk about your friend, and you know that your friend likes one of them, don’t forget to state good things about your friend. So you will open or increase the chances of your friend to get the woman.

The viewers need to draw inferences to understand the idiom meaning, so the tagline is categorized as particularized conversational implicature. The researcher found the flouting maxim of manner since the tagline is ambiguous. Daily Manly states “bombs” that means a device that is designed to explode to injure or to kill or to damage or to destroy something. While Daily Manly intends the word “bombs” is a connotation of something really good.

Data 8

Don’t have a backup plan

By the tagline, Daily Manly implicitly suggests the viewers love your partner unconditionally and trust them. If you expect real happiness in a relationship, you should stop thinking with a lot of ‘what-if’. It’s not easy, but if both of you can reach the stage where

you trust each other unconditionally. That's where you'll get to the stage of the real happiness of love.

The tagline is vague as it does not contain any clear explanation. Daily Manly tries to relate the implied meaning of the tagline either with the posters (a couple) which means something related with relationship and the phrasal verb "backup plan" which means a plan in case something bad happens. The tagline belongs to particularized conversational implicature since the inference (the posters and additional sentence) is needed to be drawn.

The tagline intentionally uses an obscure statement to imply the meaning. So, the researcher can say that the tagline has flouted the maxim of manner for being ambiguous.

c. Scalar Implicature

This type of implicature occurs when the speaker selects the word from the scale (as explained in chapter II) when producing utterance. The researcher only found 1 tagline that is included in this type as shown below:

Data 15

Sometimes, her "nothing" means something

According to data 15, Daily Manly asked the viewers to pay attention to what their couple needs. If you love her so much, you

need to know when she needs you to be there, and when she needs a “me time”.

The tagline belongs to scalar implicature since it uses one value from a scale of values. This is particularly obvious in terms of expressing quantity. By using ‘sometimes’, Daily Manly communicated, via implicature, the lowest value on the scale of frequency which means not always or not often. The researcher found the flouting maxim of quantity because the tagline is not as informative as required.

C. The Contribution of English Tagline Used by Daily Manly Posters on Instagram to Teaching Caption Text

This part contains the explanation of the data findings of data analysis. The researcher analyzed the data according to Grice’s theory of implicature. In this research, the researcher did not only find the types of implicature but also the contribution of this research to teaching caption text in the twelfth grade of senior high school.

This research related to the learning process of the caption text. Caption text may have implied meaning like the tagline used by Daily Manly posters. Therefore, the research subject of this research can also contribute to teaching caption text in the twelfth grade of senior high school.

2013 curriculum uses a scientific approach. In line with the attachment of The Minister Education and Culture of the Republic Indonesia number 22th in 2016 about the standard process of basic and intermediate education. This curriculum emphasized more on pedagogic learning, by using the scientific approach. The scientific approach applied in all subject of learning and it was comprised of observing, questioning, exploring, associating, communicating. Daily Manly posters can be a source of media to be observed. By giving those posters, students can observe the implied meaning of the tagline or caption.

As stated in 2013 curriculum syllabus of English launched by Ministry of Education and Culture in 2016, caption became one of the basic competences (BC) for the twelfth grade of senior high school. Caption text is learned by the students in 3.3 and 4.3 basic competence (BC). Based on the syllabus, the students will learn about differentiating the social function, text structure and language feature of the caption based on the picture (3.3), understanding the meaning of the caption contextually (4.3.1) and creating captions based on the picture given (4.3.2).

The teacher can use the Daily Manly posters as learning media. First, students are divided into 4 groups, the teacher asked students to pay attention and identify the tagline or the caption text

based on the Daily Manly posters. From the posters, the teacher can catch students' curiosity about the content of the posters. It is expected that students would ask some question about the posters. The next activity is exploring, students continue to observe the meaning of the caption underneath the poster. Next step is students work in a group and associate the meaning of the caption with the poster. After that, the representative from their group would present the result in front of the class.

CHAPTER V

CONCLUSION AND SUGGESTION

The conclusions and suggestions needed for this research are explained in this chapter.

A. Conclusion

According to the result of the research finding and analysis in the previous chapter, the researcher has drawn some conclusions as follow:

1. The researcher found 20 posters with 20 taglines which were taken from Daily Manly (@dailymanly) account on Instagram. 6 of 20 taglines were included in friendship theme, and 14 of 20 taglines were included in relationship theme. The data were posted by Daily Manly in the calendar year 2017.
2. Based on the type of implicature, 8 taglines that included as generalized conversational implicature (40%), 11 taglines that were included as particularized conversational implicature (55%), and only 1 tagline included as scalar implicature (5%). According to this result, the researcher concluded that Daily Manly often gave advice or command implicitly since the readers need to draw some knowledge to infer the implicit meaning.

3. The writer created a lesson plan as proof that this research also has relation to education. The source of data in this research can be used to teaching caption text in the twelfth grade of senior high school.

B. Suggestion

After analyzing and discussing the data, the researcher offered some suggestion as follow.

1. For the Students

For the twelfth grade of senior high school, the students can understand the material well especially in creating and understanding caption text. The source data of this research were some posters. By using those posters, students can observe the implied meaning of the tagline underneath the posters. Those posters not only can be a learning media for students but also can be advice and suggestion to be the real gentleman with a well-mannered.

2. For the Teacher

As an educator, the teacher has a duty not only to teach but also to educate, the source data of this research were recommended to facilitate the learning process as a media source. The teacher can use the posters to enhance students' excitement during the learning process. In line with the

curriculum which uses a scientific approach. As we know, the scientific approach was applied in all subjects learning and it comprised of observing, questioning, exploring, associating, and communicating. It is expected that this research can be used as a reference and give a contribution to the teaching and learning process, especially in caption text.

3. For the next Researcher

For those researchers who are interested to conduct research that is related to implicature, they can use this research as a reference to ease their assignment in conducting their research. This research is expected to give information about the types of implicature.

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Appendix 1

Here are the posters that included in Friendship theme:



Data 1



Data 2



Data 3



Data 4



Data 5



Data 6

Appendix 2

Here are the posters that included in relationship theme:



Data 7



Data 8



Data 9



Data 10



Data 11



Data 12



Data 13



Data 14



Data 15



Data 16



Data 17



Data 18



Data 19



Data 20

Appendix 3

Datasheet of English Tagline Based on the Type of Implicature

Data	Tagline	Implicature	Type of Implicature		
			GCI	PCI	SI
1	Potluck dinner party.	To invite friends for dinner and ask each of them to bring one kind of cuisine to be eaten together.		V	
2	Tank you.	To fulfill the tank of car after borrowing it from their friends as a sign of thanking.		V	
3	Don't bail on them	To keep in touch and don't leave your friends.	V		
4	Be available.	Always give time and be there for your friends.		V	
5	The golden rules.	To treat other as they wish to be treated.		V	

6	Drop some 'good bombs'.	To tell good things about their friends.		V	
7	Get mixed up with family.	To be closer with their girlfriends' family.	V		
8	Don't have a backup plan.	To love your partner unconditionally and trust them.		V	
9	Keep your eyes on the ball.	Don't glance at another woman in front of your girlfriend.		V	
10	Move on.	Don't sabotage your new relationship with your last relationship's poison.	V		
11	Tune in while she's speaking.	Try to listen your girlfriend when she's talking to you.	V		
12	Text her properly.	To text his couple such a nice little thing.	V		
13	Don't ever lose your cool.	Don't be Stereotype.	V		

14	It ain't about scores.	Don't be a penny pincher.		V	
15	Sometimes, her "nothing" means something.	To pay attention of what his couple needs.			V
16	Marriage offers security.	Completing and strengthening each other are the pin point of every relationship even up to the marriage level.		V	
17	In the middle of a hug, squeeze a little harder.	To hug their couples tightly.	V		
18	Take a break from looking.	If you're single now, and want to have a girlfriend, take a break then someone will enter your life at the most unexpected moment.		V	
19	Save your laughs for her jokes.	To make sure that you will laugh at your partner's jokes.	V		

20	Accept the unsolveable.	To deal with big conflict when you are in a relationship.		V	
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Note : GCI : Generalized Conversational Implicature
PCI : Particularized Conversational Implicature
SI : Scalar Implicature

Appendix 4

Data Analysis of English Tagline Based on the Type of Implicature.

Friendship Theme

Data 1. Potluck dinner party.

In the tagline above, the viewers might infer that they are advised to take a dinner whatever there is. The tagline has a connection with the poster. In the poster, there are people who are eating together. The researcher identifies the implicit meaning that Daily Manly tries to give about. The implicit meaning is that Daily Manly suggests the viewers to invite friends for dinner and ask each of them to bring one kind of cuisine to be eaten together. It will be cheaper, simpler and fun.

The tagline is categorized as particularized conversational implicature, since it needs specific context (the poster) to infer the implicit meaning. According to cooperative principles by Grice, The researcher found the flouting maxim of quantity in this tagline as the tagline is uninformative as required.

Data 2. Tank you.

According to the tagline, the researcher identifies that Daily Manly advises the viewers to fulfill the tank of car after borrowing it from their friends. It is as a sign of thanking their friends.

The tagline is categorized as particularized conversational implicature, since the viewers need to draw inference to understand the implied meaning. Literally, the word “tank” means a large receptacle for storing liquid (such as water or fuel) or a heavy armored fighting vehicle. While here, Daily Manly implicitly means that the word “tank” replaces the word “thank” as the tagline has correlation with tank of a car. The researcher found that the tagline is flouting the maxim of manner as it is not avoid ambiguity.

Data 3. Don't bail on them.

Based on the tagline above, Daily Manly implicitly suggests the viewers to respect each other and always keep in touch with their friends although they have different opinion.

The word "bail on them" is an idiom that means to leave or abandon someone or something. The tagline is categorized as generalized conversational implicature, since it doesn't need any special knowledge or context to understand the implicit meaning that is Daily Manly suggest the viewers to keep in touch and don't leave the viewers' friends. The researcher found that the tagline violates the maxim of manner for not avoid obscurity. As we can see, the inference of "them" is not obvious.

Data 4. Be available.

The implied meaning that Daily Manly tries to give from the tagline is job and new friends can keep you away from old best friends. There is no harm to keep in touch with old best friends, and when they need your help, always give time and be there for them.

The tagline is categorized as particularized conversational implicature, since the viewers need to draw inference to understand the implied meaning. The word "available" would be misinterpretation for the viewers as it has uncertain meaning. Therefore, the viewers need to draw some knowledge from the posters and the additional sentence to understand the tagline. The tagline violates the maxim of manner since it is not avoid obscurity.

Data 5. The golden rules.

By the tagline, Daily Manly advises the viewers to treat other as they wish to be treated. If you dislike how others treat you, you need to think about how you treat your friends.

The tagline is categorized as particular conversational implicature, since the viewers need to draw some inferences to understand the implied meaning. The word “rules” is the connotation of the word “treatment”. While the word “the golden rules” that Daily Manly intends is that almost all of others treatment for us is a reflection of our treatment for them. The researchers found flouting maxim of relation because Daily Manly is not ensure the tagline related to the topic that is being talked (treatment).

Data 6. Drop some ‘good bombs’.

In the tagline, Daily Manly adopts the main idea of the idiom “drop a bomb” which means to do or say something that is very shocking and unexpected. Here, Daily Manly adds the word “good” before the word “bombs” which means something really good.

Daily Manly delivers the tagline meaning implicitly by providing the poster and additional sentences that have correlation. Daily Manly suggests the viewers to tell good things about their friends. When you are talking with one or several women and you suddenly talk about your friend, and you know that your friend likes one of them, don’t forget to state good things about your friend. So you will open or increase the chances of your friend to get the woman.

The viewers need to draw inferences to understand the idiom meaning, so the tagline is categorized as particular conversational implicature. The researcher found the flouting maxim of manner since the tagline is ambiguous. Daily Manly states “bombs” that means a device that is designed to explode in order to injure or to kill or to damage or to destroy something. While, Daily Manly intends the word “bombs” is a connotation of something really good.

Relationship Theme

Data 7. Get mixed up with family.

The researcher found phrasal verb in the tagline that is “mix up with” that means to cause (someone) to become involved with (a particular group of people). By the tagline, Daily Manly implicitly suggests the viewer to be closer with their girlfriends’ family. Family is the important part in life, especially for girls. Seeing you care and respect her family will impress and touch your girl’s heart and bring both of you closer.

The tagline is categorized as generalized conversational implicature, since the viewer understand the implied meaning easily by reading the tagline. According to cooperative principle proposed by Grice, the researcher found the flouting maxim of quantity for not being as informative as required.

Data 8. Don’t have a backup plan.

By the tagline, Daily Manly implicitly suggests the viewers to love your partner unconditionally and trust them. If you expect the real happiness in relationship, you should stop thinking with a lot of ‘what-if’. It’s not easy, but if both of you can reach the stage where you trust each other unconditionally. That’s where you’ll get to the stage of the real happiness of love.

The tagline is vague as it does not contain any clear explanation. Daily Manly tries to relate the implied meaning of the tagline either with the posters (a couple) which means something related with relationship and phrasal verb “backup plan” which means a plan in case something bad happens. The tagline belongs to particularized conversational implicature since the inference (the posters and additional sentence) is needed to be drawn.

The tagline intentionally uses an obscure statement to imply the meaning. So, the researcher can say that the tagline has flouted the maxim of manner for being ambiguous.

Data 9. Keep your eyes on the ball.

The implied meaning of the tagline is that don't glance at another woman in front of your girlfriend. Even though, you do it quietly. She often realized it. Daily Manly tries to influence the man to be classy and elegant by focusing his attention only to his girlfriend.

The tagline is categorized as particularized implicature in conversational implicature, since the man needs to draw the inference to understand the meaning. The use of "ball" is ambiguous (flouting the maxim of manner) to the tagline meaning. "Ball" is just a kind of sport equipment, but since there is a girl in the poster, Daily Manly expects when the man read the tagline "keep your eyes on the ball", the man will think that it is connotation of a girl.

Data 10. Move on.

According to the tagline, Daily Manly implicitly advises the viewers not to sabotage your new relationship with your last relationship's poison. The tagline is a phrasal verb which is common to be talked in relationship topics. The word "move on" itself means to go on to a different place, subject, activity, etc. Therefore, the viewers can easily understand the implied meaning.

The tagline belongs to generalized conversational implicature since the inference can be drawn from the poster and does not depend on particular context. The tagline is deliberately flouts the maxim of quantity as it gives information which is not informative as required.

Data 11. Tune in while she's speaking.

The implied meaning that Daily Manly tries to give about to the viewers is it's a sign of disrespect if you can't try to listen to someone when they are talking. The tagline is categorized as generalized conversational implicature as it is easy for the viewers to understand the implied meaning. The word "tune in"

is a phrasal verb which means to pay attention to, become aware of, or be responsive (to someone or something). Moreover, Daily Manly tries to relate the tagline by providing the poster that there is a boy who ignored the girl by playing video game, while, the girl is talking to him. It isn't good behavior and would be more painful if it is done by a couple who should support and care about her. Men who don't listen won't last long.

The researcher found the flouting maxim of quantity because Daily Manly does not tell the information as required. Daily Manly does not explain the suggestion on the tagline clearly about what kind of "tune in" is. It is not clear about what should be done by the viewers. Just listening or giving response.

Data 12. Text her properly.

By the tagline, Daily Manly implicitly advises the viewers to text his couple such a nice little thing. The tagline belongs to generalized conversational implicature, since the viewers can understand the implied meaning easily. Moreover, Daily Manly provides the picture of someone's hand holding a cellphone in the poster. Daily Manly also adds that many men don't realize that simple little things will make their woman happy. Such as, sending her messages, typing "good night" despite "nite", adding some emoticons. Those will make her happy.

The tagline violates the maxim of manner because it is not avoid obscurity. The word "properly" is relative depending on personal feeling.

Data 13. Don't ever lose your cool.

Daily Manly advises the viewers not to be Stereotype. Stereotype that exists is that women are always jealous when their couples pay attention to other women, but men are the same too actually. Women argue that men can be so childish when they are jealous.

The tagline belongs to generalized conversational implicature since the viewers can easily understand the implied

meaning. Daily Manly relates the implied meaning of the tagline by providing the poster. In the poster, there is a boy who is staring to other girl, while he is walking around with his girlfriend. Therefore, the viewers can easily draw the inference from the poster that they should not pay attention to other girl by giving this one a miss and stay cool. Daily Manly adds it's going to be negative and giving too much pressure for a relationship, especially if it's still in the early stages. The researcher found the flouting maxim of manner since the tagline is not brief. The word "cool" has wide meaning. It can be related with weather, fashion style, something that is very good or excellent, etc.

Data 14. It ain't about scores.

The implied meaning of the tagline is relationship is about give and take, but don't be a penny pincher. By the tagline, it is hard for the viewers to understand the implied meaning because they need to draw some inference or special context. Although, Daily Manly provides the poster (couple who is eating together), it is still make the viewers confused. So, the tagline is belongs to particularized conversational implicature.

The researcher found the flouting maxim of quantity because the tagline does not give information as required and the flouting maxim of manner for being ambiguous.

Data 15. Sometimes, her "nothing" means something.

According to the tagline, Daily Manly asks the viewers to pay attention of what his couple needs. If you love her so much, you need to know when she needs you to be there, and when she need a "me time".

The tagline belongs to scalar implicature, since it uses one value from a scale of values. This is particularly obvious in terms for expressing quantity. By using 'sometimes', Daily Manly communicates, via implicature, the lowest value on the scale of frequency which means not always or not often. The researcher

found the flouting maxim of quantity, because the tagline is not informative as required.

Data 16. Marriage offers security.

By the tagline, Daily Manly implicitly gives opinion about marriage to the viewers. The opinion is marriage becomes a bad scourge for some people. Fear of being taken away from freedom, fear of financial pressure. Make peace with yourself and believe that your partner will be able to counterweight your life. Completing and strengthening each other are the pin point of every relationship even up to the marriage level.

The tagline belongs to particularized conversational implicature, since the implicit meaning is not easy to be understood by the viewers. They need to draw inference (additional note) to understand the implicit meaning of the tagline. The tagline violates the maxim of relation, since the tagline is not relevant with Daily Manly implicit meaning.

Data 17. In the middle of a hug, squeeze a little harder.

According to the tagline, Daily Many implicitly advises the viewer to hug their couples tightly. She'll love it.

The tagline is categorized as generalized conversational implicature, since the tagline is easy to be understood by the viewers. The viewers do not need to draw inference or specific context to understand the implicit meaning, although Daily Manly tries to relate the tagline with the picture of the poster.

The tagline itself violates the maxim of manner for not avoid obscurity. Daily Manly does not ensure the one who is being hugged. Therefore, Daily Manly relates the tagline with the poster and additional notes.

Data 18. Take a break from looking.

By the tagline, Daily Manly implicitly tells the viewers that it's never been proven scientifically, but it's a lot to happen.

If you're single now, and want to have a girlfriend, give yourself a little break. Take a break and someone will enter your life at the most unexpected moment.

The tagline is categorized as particularized conversational implicature, because the viewers need to draw inference or special knowledge to understand the implied meaning.

Although, Daily Manly tries to relate the tagline with picture of the poster, it is still make the viewers confused and hard to gain the implied meaning. Daily Manly means of the word "looking" is to look for a girlfriend, while it has a lot of meaning. So, the word "looking" is vague. The tagline violates the maxim of quantity due to the fact that the tagline isn't as informative as required.

Data 19. Save your laughs for her jokes.

According to the tagline, Daily Manly suggests the viewers to make sure that they will laugh at their partner's jokes. She'll feel good that she can make you laugh.

The tagline belongs to generalized conversational implicature, since the tagline is easy to be understood by the viewers. The viewers do not need to draw inference to understand the implied meaning, although, Daily Manly gives inference with the poster. In the poster, there is a man and a woman who are laughing and chilling out together. The tagline violates the maxim of manner for not avoid obscurity. As we can see, the inference of "her" is not obvious.

Data 20. Accept the unsolvable.

By the tagline, Daily Manly gives suggestion to the viewers implicitly. The implied meaning of the tagline is sometime, there are times that a conflict in a relationship is a problem that will never be solved. In order that these problems

won't ruin your relationship, you need to look at the bigger issues and discuss about how important this issue for you.

The tagline is categorized as particularized conversational implicature, since the viewers need to derive inferences to understand the implied meaning. The viewers should relate the tagline with the poster. In the poster, there is a man and woman who are shouting each other, it describes that both of them are in anger. Therefore, Daily Manly advises the viewers to discuss the problem. If you can discuss it deeply, you will be able to agree or disagree and make a little leniency to each other. The tagline violates the maxim of manner for not being perspicuous and for not avoid obscurity of expression. It is not clear what kind of thing or problem that being intended by Daily Manly.

Appendix 5

LESSON PLAN

A. The Identity of Education Program:

School	: SMK Negeri 3 Semarang
Subject	: English
Material	: Caption Text
Skill Competence	: Speaking and Writing
Grade/Semester	: XII/1
Time Allotment	: 1 x 2 Hours (@45 Minutes)

B. Core Competence and Basic Competence

Core Competence (CC)

CC.3	Understand, apply, analyze, and evaluate factual, conceptual, operational, and metacognitive knowledge according to the field and scope of the English course study at the technical, specific, detailed, and complex levels, with respect to science, technology, art , culture and humanities in the context of self-development as part of family, school,
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	workplace, national, regional, and international citizens.
CC.4	Demonstrate effective, creative, productive, critical, independent, collaborative, communicative, and solutive abstract skills in the abstract realm related to the development of what they learn in school, and capable of performing specific tasks under direct supervision. Demonstrate perceptive, readiness, imitative, accustomed, proficient movements, make natural movements in concrete realms related to the development of what they learn in school, and are capable of performing specific tasks under direct supervision.

Basic Competence (BC)

- 3.3 Differentiate social functions, text structures, and language features of some special texts in the form of caption texts by giving and asking information regarding picture/photos/table/graphic/diagram based on the context.
- 4.3 Arrange special texts in the form of caption texts related to picture/photos/table/graphic/diagram, taking into account the social functions, text structures, and language features correctly and contextually.

C. Indicator of Competence Achievement

- 3.3.1 Identify social functions, text structures and language features in the text of caption according to the context of their use.

- 3.3.2 Distinguish social functions, text structures and language features from caption texts according to the context of their use.
- 4.3.1 Compose special texts in the form of caption texts related to picture/photos/table/graphic/diagram, taking into account the social functions, text structures, and language features correctly and contextually.
- 4.3.2 Create caption text using appropriate text structures and language features according to the context of use and then communicate in front of the class verbally.

D. Aim of the Learning

- 3.3.1.1 After discussion the students can identify social functions, text structures and language features in the text of caption according to the context of their use.
- 3.3.1.2 After discussion the students can distinguish the social function, text structure and language features of various caption text according to the context of its use.
- 4.3.1.1 Given some pictures/photos/table/graphic/diagram, students are able to compose caption text using appropriate text structures and language features according to the context of their use.
- 4.3.2.1 Given simple caption text, students can communicate verbally and write about the caption meaning using appropriate text structures and language features according to the context of use and then presented in front of the class.

E. Approach, Strategy and Method

- ❖ Technique : Scientific
- ❖ Learning Model : Discovery Learning
- ❖ Learning Method : Observation, Discussion, Question and Answer.

F. Learning Activities

Opening		Time Allotment
<ol style="list-style-type: none">1. Students respond teacher's greetings.2. Students answer the questions about attendance.3. Students pray together after teacher choose one student guided.4. Students are ready to learn after teacher motivates the students.5. Students receive the learning objectives and benefits from the material of caption text that to be achieved.6. Students listen to the assessment techniques of the teacher to be used.		5 minutes
Core Activities		
A. Observing	<ul style="list-style-type: none">• Students pay attention to the poster and answer teacher's questions related to the poster.	35 minutes
B. Questioning	<ul style="list-style-type: none">• Students are given the opportunity to ask questions about the	

	material that will be learnt.	
C. Exploring	<ul style="list-style-type: none"> • Students are guided to understand the material about caption text. • Students pay attention to the posters with caption text from Daily Manly. • Students are directed for discussion. 	
D. Associating	<ul style="list-style-type: none"> • Students are guided to indentify the tagline or caption in the poster individually and match them with the correct answer. • Students answer teacher's question related to the poster. • Students are divided in group. Each group already 	

	<p>has a paper from the teacher.</p> <ul style="list-style-type: none"> • Students understand about the teacher's instruction. • Students are guided to create tagline or caption text based on the posters given. • Students make report with their own words. 	
E. Communicating	<ul style="list-style-type: none"> • Students present the results of the work in front of the class. • Other students respond to the presentation. • Teachers give direction to students to draw conclusions from material has already discussed. • Students make inferences from the material they have learned. 	

Closing		
<ol style="list-style-type: none"> 1. Students conclude material about caption texts. 2. Students respond to confirmation and reinforcement of the conclusions of the learning outcomes. 3. Students give the response (post test) individually.. 4. Teachers provide motivation to students. 5. Teacher closes learning by praying and continuing with greetings. 		5 minutes

G. Equipment and Learning Source

- Media : LCD Projector, Power Point.
- Equipment : Pictures, Newspapers.

H. Learning Sources

- Students' book: Buku Kementrian Pendidikan dan Kebudayaan Republik Indonesia 2018 , *Bahasa Inggris .Jakarta*,Chapter 3 (page 31-42).
- Teachers' book: Buku Kementrian Pendidikan dan Kebudayaan Republik Indonesia 2018, *Bahasa Inggris. Jakarta*, Chapter 3 (page 18-23).

➤ Daily Manly Posters

I. Assessment of Learning Result

1. Attitude

- a. Form : Observation
- b. Aspect : Personality and Engagement
- c. Scoring Rubric :

No	Criteria	Score
1	Personality: <ul style="list-style-type: none"> a. Always giving thanks to Allah b. Honest c. Discipline 	5-10
2	Engagement: <ul style="list-style-type: none"> a. Respect to teacher and friends b. Cooperative c. Sportivity 	5-10

Note: Each component has 5-10 score, score max = 60 and score min = 30

$$\text{Score} = \frac{\text{An Acquisition Score}}{\text{Maximum Score}} \times 100$$

2. Knowledge

- a. Form : Self-assessment
- b. Aspect : Thoroughness
- c. Technique : Written
- d. Instrument : Worksheet 1
- e. Scoring Rubric :

Items	Descriptions	Score
Thoroughness	Very carefully	5
	Carefully	4

	Quite carefully	3
	Less carefully	2
	Very less carefully	1

$$\text{Score} = \frac{\text{An Acquisition Score}}{\text{Maximum Score}} \times 100$$

3. Skill

- a. Form : Self-Assessment
- b. Aspect : Pronunciation, Fluency, and Confidence
- c. Technique : Oral
- d. Instrument : Worksheet 2
- e. Scoring Rubric :

NO	Guidelines were assessed	Grading scale				Maximum score
		1	2	3	4	
1	Pronunciation	Too many mistakes	A lot of mistakes and changing the meaning	There are several improper pronunciation but don't alter the meaning	Proper pronunciation and appropriate meaning	4
2	Fluency	Not fluency	Less fluency	Quite fluency	Fluency	4
3	Confidence	always feel unconfident	Often feel unconfident	Several times feel unconfident	Not feeling unconfident.	4

$$\text{Score} = \frac{\text{An Acquisition Score}}{\text{Maximum Score}} \times 100$$

J. Worksheet

A. Learning Instruction

1. Worksheet 1

Students work individually identifying caption text by matching the caption underneath the pictures with their meaning.



2. Worksheet 2

Students work in group to create caption text based on the picture given then communicate their work in front of the class.

Worksheet 1

Observe these pictures and the captions. What are these pictures and captions are trying to say? Match the following pictures and the caption with their meaning!

No	Picture	Answer	Options
1		<p>a. Thanks to your friend by filling the tank after borrowing your friend's car.</p> <p>b. Ask your friends to</p>

2		<p>bring their own food, so you and your friends could have dinner together.</p> <p>c. Respect your friend although you have different point of view.</p> <p>d. Well-dressed is not enough. Your smell must be good too.</p>
3		<p>e. Don't buy an item just because it is on sale. Buy the item if you really need it.</p>
4		

			
5		

Worksheet 2

Create simple caption text based on the pictures!

NO	Pictures	Captions
1		

2		
3		
4		
5		

Acknowledgement,
Head Master of SMK Negeri 3
Semarang

Semarang, October 10th,
2018

Teacher

Drs. Almiati,MSi.
NIP 196510011988032008

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C

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Educational Background

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2. MTs NU TBS Kudus
3. MA NU TBS Kudus
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