

Table of Contents

ABSTRACT.....	v
CHAPTER I	1
INTRODUCTION	1
1.1 Research Background.....	1
1.2 Statement of Problem	4
1.3 Research Objectives	4
1.4 Limitation of this problem.....	5
1.5 Research Significance	5
CHAPTER II.....	6
THEORETICAL FOUNDATION.....	6
2.1 Pragmatic.....	6
2.1.1 Cooperative Principle.....	9
2.2 Implicature.....	10
2.2.1 Conventional Implicature.....	12
2.2.2 Conversational Implicature	14
2.2.3 Examples of Conversational Implicature	17
2.2.4 Generalized Implicature.....	19
2.2.5 Particularized Implicature	20
2.3 Advertisements	22
2.3.1 Soft Selling.....	24
2.3.2 Hard Selling	26
2.3.3 Broadcast Advertising.....	28
2.3.4 Online Advertising.....	29
2.3.5 Outdoor Advertising	29
2.3.6 Print Advertising	30
2.4 Scope of Beauty Product	30
CHAPTER III	32
RESEARCH METHOD.....	32

3.1 Research Design	32
3.2 Source of Data	33
3.3 Sample of Data	34
3.4 Technique of Collecting Data.....	39
3.5 Technique of Analyzing Data.....	40
3.6 Organization of Writin	40
CHAPTER IV	42
FINDINGS AND DISSCUSION	42
4.1 Findings	42
4.1.1 Video 01	42
4.2 Discussion	66
CHAPTER V	107
CONCLUSSION AND SUGGESTIONS	107
5.1 Conclusion	107
5.2 Suggestions.....	108
REFERENCE	109

