

TABLE OF CONTENTS

APPROVAL	ii
LEGALIZATION	iii
ABSTRACT.....	iv
ABSTRAK	v
DECLARATION OF OWNERSHIP	vi
PREFACE.....	vii
ACKNOWLEDGEMENT.....	viii
MOTTO	xi
TABLE OF CONTENTS.....	xii
LIST OF TABLES	xiv
BIOGRAPHY OF THE RESEARCHER	xv
CHAPTER I.....	1
INTRODUCTION.....	1
1.1. Research Background	1
1.2. Statements of Problem	6
1.3. Research Purposes.....	6
1.4. Research Significances.....	6
1.5. Conceptual Framework	7
1.6. Scope and Limitation	9
1.7. Definition of Key Terms	10
CHAPTER II.....	11
THEORETICAL FRAMEWORK	11
2.1. Pragmatics	11
2.2. Context	12
2.3. Humor	13
2.4. Implicature	14
2.5. Conventional Implicature.....	16
2.6. Conversational Implicature	18
2.6.1. Generalized Conversational Implicature.....	19

2.6.2. Particularized Conversational Implicature	21
2.7. Function	22
2.7.1. Self-Protection	22
2.7.2. Power and Politeness	22
2.7.3. To Provide Information.....	23
2.7.4. To entertain the Audience (Joke)	23
CHAPTER III	24
RESEARCH METHODOLOGY	24
3.1. Research Design.....	24
3.2. Research Data.....	25
3.3. Data Source	25
3.4. Sample of Data	26
3.5. Data Collection Techniques	28
3.6. Data Analysis Technique	29
CHAPTER IV	31
RESEARCH FINDINGS AND DISCUSSION.....	31
4.1. Type of Implicature	31
4.1.1. Generalized Conversational Implicature	32
4.1.2. Particularized Conversational Implicature	73
4.2. Function.....	89
4.2.1. Self-Protection	89
4.2.2. Power and Politeness	91
4.2.3. To Provide Information	94
4.2.4. To Entertain the Audience (Joke)	130
CHAPTER V	135
CONCLUSION AND SUGGESTION	135
5.1. Conclusion	135
5.2. Suggestion.....	136
REFERENCES.....	138
APPENDIX	141