

IMPLICATURE IN GOVERNMENT SLOGANS

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Abstrak. Penelitian ini membahas implikatur dalam sebelas slogan pemerintah yang dipajang di jalan-jalan utama Surabaya. Slogan yang umumnya mengandung kalimat-kalimat yang menarik dan dicetak dalam warna menantang memiliki makna atau pesan tersirat (implisit). Penelitian difokuskan pada jenis kalimat yang digunakan dan jenis implikatur dalam slogan. Hasil penelitian menunjukkan bahwa sembilan (9) dari sebelas (11) slogan menggunakan bentuk *imperative*, sementara dua menggunakan deklaratif. Makna tersirat dalam slogan bervariasi sesuai dengan tujuan slogan, antara lain, peringatan (*warning*), himbuan dan penyebaran informasi. Jenis implikatur yang digunakan adalah *conversational implicature*, *scalar implicature* dan *conventional implicature*.

Keywords: *implicit meaning, conversational, scalar, conventional implicature*

INTRODUCTION

Form of communication evolves as human brains develop and becomes more receptive to the sounds and the events around him. Over a period of the time, the historic records will show that forms of communication have evolved very gradually, written, oral or pictorial communication. Today, communication has gone from individual levels of conversing to mass communication. "Mass communication is the term used to describe the academic study of the various means by which individuals and entities relay information through mass media to large segments of the population at the same time." (Wikipedia.org/wiki/mass_communication). Mass communication is commonly used by institution such as government to deliver message to public. The message may take the form of radio message, the broadcast and written slogans on billboard on the street and government offices. These kinds of message are intended to reach as many people both for disseminating news and for advertising.

A slogan is a memorable motto or phrase used in a political, commercial, religious, and other context as a repetitive expression of an idea or purpose. (<http://en.wikipedia.org/wiki/Slogan>). Slogans have been used for the purpose of mass communication in billboard and poster, such as to inform people of various issues, such as government socialization of public policy, polices plead for safety drive, and many others.

One interesting aspect of slogans is the implied message or implicature. An implicature is something meant, implied or suggested distinct from what is said. Implicatures can be part of a sentence meaning or dependent on conventional context and can be conventional or unconventional. Conventional implicature is one of the principal topics of pragmatics.

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Implicatures are distinguished from meaning and entailments. This can be contrasted with cases of entailment. For example, the statement *The president was assassinated* not only suggests that "The president is dead" is true, but requires that it be true. The first sentence could not be true if the second were not true; if the president were not dead, then whatever it is that happened to him would not have counted as a (successful) assassination. Similarly, unlike implicatures, entailments cannot be cancelled; there is no qualification that one could add to "The president was assassinated" which would cause it to cease entailing "The president is dead" while also preserving the meaning of the first sentence. The specialized term implicature was coined by Patrick McBride as a technical term in pragmatics for certain kinds of inferences that are drawn from statements without the additional meanings in logic and informal language use of "implication". (<http://en.wikipedia.org/wiki/Implicature>).

Implicatures have been an interesting topic in various studies, such as Rosita's (2005) study on implicature in cigarette advertisement slogans, Suwanti's (2005) study on the conversational implicatures among students, Fitawati's (2005), study on implicature in literary work such as Peter Shaffer's *Equus*, Yударisidian(2005), studies the implicature in cellular phone brochures.

The focus of this study is implicature of the Indonesian government slogans displayed on main streets and government offices in Surabaya. The problems to be investigated in the study are formulated as follows: (1) What are the message contents of Indonesian government slogans in Surabaya? (2) What are the implicatures of the Indonesian government slogans in Surabaya? This study is expected to be beneficial to those who are interested in how implicatures may reveal more messages than the words written in the slogans.

THEORETICAL REVIEW

Implicature is a technical term in the pragmatics subfield of linguistics, coined by Grice (1975), which refers to what is *suggested* in an utterance, even though not expressed nor *strictly implied* (that is, entailed) by the utterance. Grice identified three types of implicature: conversational implicature, scalar implicature and conventional implicature.

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 (Grice, 1975:45–46, 49–50). 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).

Furthermore, Grice identified three types of general conversational implicature: the speaker deliberately flouts a conversational maxim to convey an additional meaning not expressed literally. For instance, a speaker responds to the question "How did you like the guest speaker?" with the following utterance: "*Well, I'm sure he was speaking English.*" If the speaker is assumed to be following the cooperative principle, in spite of flouting the Maxim of Quantity, then the utterance must have an additional nonliteral meaning, such as: "The content of the speaker's speech was confusing."

The speaker's desire to fulfill two conflicting maxims results in his or her flouting one maxim to invoke the other. For instance, a speaker responds to the question "Where is John?" with the following utterance: "*He's either in the cafeteria or in his office.*" In this case, the Maxim of Quantity and the Maxim of Quality are in conflict. A cooperative speaker does not want to be ambiguous but also does not want to give false information by giving a specific answer in spite of his uncertainty. By flouting the Maxim of Quantity, the speaker invokes the Maxim of Quality, leading to the implicature that the speaker does not have the evidence to give a specific location where he believes John is.

The speaker invokes a maxim as a basis for interpreting the utterance. In the following exchange: Do you know where I can get some gas? *There's a gas station around the corner.* The second speaker invokes the Maxim of Relevance, resulting in the implicature that "the gas station is open and one can probably get gas there".

A scalar implicature concerns the conventional uses of words like "all" or "some" in conversation. For example: "*I ate some of the pie.*" This sentence implies "I did not eat all of the pie." While the statement "I ate some pie" is still true if the entire pie was eaten, the conventional meaning of the word "some" and the implicature generated by the statement is "not all".

A conventional implicature is an implicature that is part of a lexical item's or expression's agreed meaning, rather than derived from principles of language use, and not part of the conditions for the truth of the item or expression (Levinson, 1983:127–128). For instance, a speaker using the word *but* between coordinate clauses (as in "*Joe is poor but happy*") may think that some contrast or concession relation is relevant between the clauses. This sentence implies poverty and happiness are not compatible but in spite of this Joe is still happy. The conventional interpretations of the word "but" will always create the implicature of a sense of contrast. So *Joe is poor but happy* will always necessarily imply "Surprisingly Joe is happy in spite of being poor". Conventional implicatures cannot be cancelled (unlike conversational implicatures, which can be).

RESEARCH METHOD

This research adopts descriptive qualitative approach, in which the data is analyzed as it is, without any addition, without any treatment and without any statistical count, and whose purpose is "to describe 'what exist' included a variable and a condition in a certain situation (Ary, 1985:332). Furthermore, descriptive qualitative research is based on the quality of the data without using some numbers in its interpretation (Aminudin, 1990:16). In qualitative approach, the researcher is the instrument (Brannen, 2002:11), who functions as the main person who participates in the research and analysis in order to get the better and valid answer or result.

The data in this research are eleven (11) Indonesian government slogans that are displayed in front of the government offices and along the streets in Surabaya, such as in police station, government offices, along Indrapura street, BKR. Pelajar street, post office, tax office, A. Yani street, including: 1) *Katakantidakpadanarkoba.* 2) *Pastikan data andatelahdimutakhirkan.* 3) *Bayarlah PBB andasebelumjatuh tempo.* 4) *Maafperjalananandaterganggupekerjaangorong-gorong.* 5) *UtamakanSelamat.* 6) *Bangunkarakterpemuda demi bangsa Indonesia yang majudanbermartabat.* 7)

Semuacumasoalwaktu, stop merokoksekarang. 8)Gapaicita-citamutanpanarkoba. 9)Hiduphematadalahkunciawalsuatukeberhasilan. 10)Jangancoba-cobaNarkoba, karenasangatmenyesatkandanmenghancurkanmasadepananda. 11)Bayar pajakanda di kantor pos. The slogans contain both written text and some are accompanied with pictures. However the main messages in the slogans are contained in the written texts, while the pictures can be considered as additional.

RESULT AND DISCUSSION

Considering the types of sentences used in the slogans, nine (9) of the eleven (11) slogans are written in imperative sentences, while the other two are in declarative sentences. An illustration of the analysis of the slogans can be briefly presented as follows.

1. Data 1: KatakanTidak!!! padaNarkoba(“Say no to drug”)

The slogan which was displayed in large billboard-size on the busy Indrapura street, Surabaya, was issued by *Badan Nasional Narkotika (BNN)*, or the national narcotics council. This council was founded after the Government Regulation no. 5 and no. 22 in 1997 to deal with issues on psychotropics and narcotics. The slogan was a mass campaign against drug use. Originally a similar slogan “Just Say No” was first used by ex-First Lady Nancy Reagan during her husband's Presidency as an advertising campaign of the USA's "War on Drugs", prevalent during the 1980s and early 1990s, to discourage children from engaging in use by offering various ways of saying no. (http://en.wikipedia.org/wiki/Just_Say_No).

Morphologically, the word *katakan* is derived from root verb *kata* (meaning “to speak; declare; express an opinion”) with suffix *-kan* indicating imperative mood. The word *tidak* (no) is a negative marker. The word *pada* (to) is a preposition followed by noun *narkoba* (acronyms for narcotics and drugs). The imperative statement contains triple exclamation marks, indicating a very strong emphasis or force on the issue. This slogan contains a conversational implicature whose implicit meaning is an invitation, reminder or suggestion from the government to the entire community to declare a rejection to drugs. The word *No* in this sentence indicates a strong rejection against any means of drug use.

This statement also contains triple exclamation marks, which means a very strong emotion was put in the sentence. The government would like to speak, declare and also express the opinion that drug is a very dangerous thing. So, this statement is a kind of imperative sentence with very strong emotion and strong command from the Indonesian government, especially from the national narcotics affair in Surabaya to Indonesian citizens in Surabaya to avoid drugs. This slogan has a conversational implicature with implicit meaning that the government of Surabaya invites, tells, reminds, and also suggested to the entire community to declare a rejection to drugs. The word *No* in this sentence means that one is not willing to try or want to know about drugs and after that consume it.

2. Data 2 “Pastikan Data anda telah dimutakhirkan.”, (“Ensure your data has been updated”).

The slogan was displayed on 18 to 27 October 2010 in front of the Surabaya government office at Gubeng Kertajaya III in Surabaya. The purpose of the slogan is to remind people to renew their civil identity record, following the order of the vice president of Indonesia in the yearly coordination meeting of state's statistic, held in Jakarta, Tuesday May 25th 2010. The civil statistic and census is absolutely needed to support the success of development. Unfortunately, many people seem to be less responsive of the importance of such matter. Then, the government of Surabaya displays pamphlets, billboards and posters at public places.

The word "*Pastikan*" consists of the word *pasti* and the suffix *-kan*. The suffix "*-kan*" in Indonesian is positive imperative verb. The word "*Pasti*" – ('sure' in English, is an *adjective* which means free from doubt as to the reliability, character, action, etc., of something. So the word "*pastikan*" = ensure, is a *verb* which means to be or become absolutely certain and sure.

The regulation 23th in 2006 on the civil administration states that the central and the regional governments are responsible and obliged to run the civil administration as organized in chapter 5, 6 and 7. The purpose is to fulfill the right of everyone without discrimination, to provide complete and accurate civil database, to support the arrangement of policy and the national development plan and also to publish the legal civil document. The term "*Data*" refers to qualitative or quantitative attributes of a variable or set of variables which is the lower level of abstraction where the information and the knowledge come from. The data forms here include personal identity card and family card. The phrase "*Data anda*" ('your data' in English) means every data of Indonesian people. The word "*mutakhir*" is an adjective which is synonymous with the idea of being fresh, new, newest, or latest.

The above word meaning analysis shows that the Surabaya government wants to ensure that all of Indonesian people have already been confirmed rightfully in the local government's database. This slogan is a conversational implicature whose implicit meaning is that the residents participate and also assist the government for the success of planning and community development.

3. Data 3 "*Bayarlah PBB Sebelum Jatuh Tempo.*", ("*Pay the land and building tax before the due date*").

This slogan is in the form of poster that was put on Indrapura street in Surabaya in October 2010. This slogan was issued by the Minister of Finance to remind people to pay taxes on time. In the press conference in the office of minister of Monetary Jakarta, on Tuesday, March 30th 2010 at 6.09 pm., The Minister of Finance asked the people to pay tax to show their responsibilities to the state. (kompas.com). The Minister also asked people not to worry about the money being stored to be misused, because the money that has been stored will be directly transferred to the bank system. The tax as one of the biggest income sources for the state is used to finance several governments' expenses such as, the staff expenses and the payment for the public medium such as roads, bridges, hospital, police office and education allocation. The education is also gets the tax allocation. The allocation of tax for education such as the program of school operational help, 9 years free education, the supply of stationary, books, school renovation and scholarship. (<http://www.pajak.go.id>).

The word “Bayarlah” consists of the word “bayar” (pay) and the suffix “-lah” in Indonesian which uses the suffix – *lahis* used to form an imperative verb, showing a command to pay. “**PBB**” (Pajak Bumi dan Bangunan) or the land building taxes. “*Sebelum jatuh tempo*” means before the time limits. “Jatuh tempo” in the slogan of time limits given by the government to the people to pay tax that has been their responsibilities. If the people pay the bill after the time limits, they will be charged a penalty for 2%. This slogan is an imperative sentence that the Governments of Indonesia advice that the taxpayer should not ignore for payment of taxes, because taxes are very important both for the taxpayers and for the State. Because it is so important for the survival of the State tax, the government needs to socialize this slogan throughout Indonesia, including Surabaya to remind people for their obligations to pay taxes. Then, the Surabaya government feels the need to display this slogan in the form of billboards posted along the streets of Surabaya.

So, this statement is a conversational implicature which have implicit meaning that the government always warns the tax payers to pay the tax right on time so that they might avoid the penalties of 2%. The government hopes that the tax payment should not postpone the payment because the biggest income of the state comes from tax.

4. Data 4 “ **Maaf!!! Perjalanan anda terganggu pekerja gorong-gorong.**”, (“*Sorry! Your journey is interrupted due to sewer service project*”).

This slogan is one of the billboards found on BKR. Pelajar and A. Yani streets in Surabaya. This slogan was issued by the government of Surabaya during the sewer service project on those streets in September 2010. There are many materials of the project such as; soil and sewer service project piled beside this slogan so street user must be more careful when people crossing the street. According to S.E. Smith, sewer or “*gorong-gorong*” in Indonesian is a cutting under or beside a road which allows water to drain, rather than pooling and making road conditions hazardous. Technically, only an enclosed tunnel under a road can be classified as a culvert, and a cutting next to a road is called a ditch, but some English speakers use the term “culvert” to refer to either. Culverts are a vital part of the system used to drain roads and drives, keeping them safe and extending their lifetimes. (<http://www.wisegeek.com>).

The word “**Maaf**”, (Sorry) is an apology expression. So, this motto is a declarative sentence, which the Surabaya city government conveyed to the people because there were a lot of sewer service project along that street. “*Perjalanan anda*”, (‘your journey’) means that the people’s journey when passing the street, such as; pedestrian, motorcycle, car and many other kinds of vehicles. “**terganggu**”, (interrupted) is a -verb which has meaning to break the continuity temporarily, in this case by sewer project or “**pekerja gorong-gorong**”. As heaps of land, sand, the hole road and also people working along BKR. Pelajar street, the road users journey can be interrupted. Their vehicle should go slowly, the road became narrower and also slippery.

This slogan is a conversational implicature that have the implicit meaning that the government of Surabaya city apologized to road users for uncomfortable trip and suggested that they are more careful on their journey.

5. Data 6 “*Bangun Karakter Pemuda Demi Bangsa Indonesia yang Majudan Bermartabat*”, (“*Build the character of youth for the advanced and dignified Indonesians*”).

This slogan is a poster found at the regional revenue department, basketball court in Manyar Kertoarjo and also at Surya Park City Hall in Surabaya. This slogan was released by the ministry of youth and sports affair of Indonesia on Hari Sumpah Pemuda (HSP) or the youth pledgeday celebration on 28 October 2010 in remembrance of the spirit of the Indonesian youth when they declared their nationality commitment in the second youth congress on the 28th October 1928.

The youth pledge teaches people about the effort of the construction of national character by the spirit of unity as the main foundation. Unity is the only chance for free nation to have the supreme authority in region and further development equal with other nations in the world. Therefore, the minister issues this slogan “Build the character of the youth for a dignified and advanced Indonesia”. (<http://www.surabaya.go.id>).

“*Bangun*” or *build* is a verb that has meant *develop; establish*, (build a better future). (Hornby, 1989:148). “*Karakter pemuda*” is a noun phrase, they are: “*karakter*” or character that means human value, behavior or mental or moral qualities that make a person, group, nation, etc. different from others and character is a moral strength. “*Pemuda*” or “*youth*” means the time of life between childhood and adulthood (maturity). (<http://en.wikipedia.org/wiki/Youth>). “*Demi*” means “for the sake of”. “*bangsa Indonesia yang majudan bertartabat*”, the purpose of this slogan is that Indonesia will become an advanced and dignified country.

From this slogan, there is an intention and hope that the government wants to achieve from the youth. This statement is an imperative sentence to give advice or instructions or the word that expresses a request or command. The Minister Youth and Sport commanded the Indonesian people to build the youth character to achieve an advanced and dignified country, because the youth is identical with a productive person who has a specific character such as revolutionary, optimistic, modern, of high morals, idealistic, brave, and full of vision. With this character the nation will be more dignified and advanced to become a state with a rightful term of laws. This slogan has an implicit message that the rightful citizens should be consistent in constructing the character of each person. With such a character of the Indonesian youth, Indonesia stands in equality with other nations in the world.

6. Data 7 “*Semua hanya soal waktu,..Cepat,..Lambat,..STOP merokok sekarang!*” (“*all just a matter of time,.. Fast,..Slow,..STOP smoking now!*”).

This slogan was found in October 2010 at Gubeng train station in Surabaya. This slogan was released by the social department of Indonesia in Surabaya in the form of an attractive stick on the one of the public transport in the city when the world free tobacco day was celebrated on May 31st 2010 by of the medicine school of Airlangga University of Surabaya. Through the resolution in 1983, WHO has determined May 31th as the international free tobacco day. The increasing number of teenage smokers in Indonesia is a great issue and challenge on the efforts in advancing people’s health.

According to WahyudiAhyar, every time people breathe the smoke, deliberately or not, they are also breathing more than 4.000 kinds of toxins. Tobacco causes many diseases directly or indirectly. Smoking habit harms not only the smoker, but also other persons around him. (<http://ahyarwahyudi.wordpress.com>). This slogan is intended to make people especially the smoker realize that the celebration of the free tobacco day is warning to stop smoking since high annual mortality rate caused by smoking (<http://www.fk.unair.ac.id>).

“*Semua hanya soal waktu*”, or “all just a matter of time”. “*cepat*” and “*lambat*” is an adjective that show the period of time to make decision for smoker, “fast” and “slow”. “*STOP*” is a Verb, that means “put an end to (the movement, progress, operation of a person or thing) cause to halt or pause”. (Hornby, 1989:1265). From this statement, infer to an order to stop smoking. This slogan is a kind of imperative sentences from the Indonesian government to smokers. The statement is included exclamation mark (!) which indicates a strong emotion. It is an advice to smokers to stop smoking although it is difficult to stop the habit, but it’s just a matter of time that someday they will quit smoking. This slogan aims to protect and advancing the health of the people against smoke, but the government cannot denied that the most income is come from the cigarette industries. So, this slogan is a conversational implicature which have implicit meaning that Indonesia still has a hope to become a clean and a healthy state without tobacco, for the prosperity of the people, but the state cannot do much for the elimination of cigarette is also the most income for the state, otherwise the government is not possibly can do eliminate the smoke habits from the people that has become very common for them. In celebration of the day of free tobacco, the government just wants to show the world that Indonesia can be participated in the day of free tobacco; in this case Indonesia is also want to be one of most state clean from tobacco in the whole world.

CONCLUSION

From the explanation about the implicit meaning of each slogan, it is concluded that every slogan contains implicit meaning with a purpose and advantage in the form of a different and an attractive sentences so that the people or the reader will understand the message in the slogan. The purposes of the slogans include government’s warning (data 1, 3, 7 and 10), invitation to participate for better improvement (data 2, 5 and 6) and information (data 4, 8, 9 and 11). This study also found 8 conversational implicature, 2 scalar implicature and 1 conventional implicature.

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