CHAPTER IV

FINDINGS AND DISCUSSIONS

This chapter discusses the violation of cooperative principle in the slogan of Coca Cola. The slogan is indicated to be intended for youth participants since coca cola itself soft drink product purposed for youths and teenagers. Therefore, it is crucial to bear that the participants within the analysis as youth and teenagers. As general statements for the findings, the violation is classified into one maxim violation, two, three, and four. In addition to the maxim violation, the use of pragmatics context that raises the indication is discussed. The pragmatic contexts are divided into four contexts, physical, linguistic, social, and epistemic context.

4.1 Violating Maxim

4.1.1 Violating One Maxim

This sub chapter discusses the violation of one maxim in the slogan. It means that this subchapter may present any maxim violation with single violation; it does not present any particular group of maxim violation.

Data 1

Refresh Yourself

The data above violates maxim of quantity because the slogan gives less information regarding the thing that makes refresh. The violation occurs since the element of the slogan that supposed to be filled by subject so that the element becomes a complete sentence. When the sentence is completed by the subject, the slogan then may easily expose the thing that is refreshing. However, since the slogan intentionally made to trigger curiosity, the subject is then omitted. The ellipsed element is assumed to contain information regarding the product that can make you fresh or what products are refreshing. Based on the object of research, the omitted subject on the slogan of Coca Cola refers to *Coca Cola* itself. Advertisers purposely omitted that information to elevate the curiosity of consumers for the product.

As many slogans suggest, the violation on the maxim quantity in this data is done to encourage consumers in terms of discovering the ellipsed element in the slogan; which is directed intentionally by the copywriter to *coca cola* as the product that can make you fresh. In addition to the lack of available information in the slogan, consumers are expected to become more active in looking for the ellipsed element so that they are directed to the sense of trying the product in order to prove whether the product can be refreshing.

In addition to the maxim quantity violation, in order to achieve its maximum goal of elevating consumer's curiosity, social context of pragmatics is

used in this data. The social context being exposed in this slogan is that someone is suggesting other to refresh himself by drinking the offered product. The slogan *refresh yourself* indicates that intimacy, meaning that this kind of language may be addressed those whose social relation is similar. In this sense, the participants addressed to be involved by the slogan are neither that who is superior or inferior to other. Therefore, it can be assumed that the social relation indicated by the slogan is friend, serving as the social context.

To sum up, the violation of cooperative principle in this data is the violation on maxim quantity and the pragmatics context that is used in this data is social context.

Data 2

Coca-Cola refreshes you best.

The data is considered to violate the maxim of quality because in the slogan there is no comparative information between the advertised products in the slogan with the other products that support the advertised product is the most refreshing product than other similar products. There is no opinion from someone who is considered to have such credibility that states the product is the best product. This makes the element provided in the slogan becomes less precise or invalid. Beyond these conditions, the copywriter deliberately use the word *best* in the slogan to give the impression to the consumer that the product is the utmost superior product compared with other similar products. By using the word *best* in

the slogan it can be said that the copywriter assumes that the quality of other products are far below the product regardless whether the copywriter has not already tried the other similar products. Thus, copywriter hopes that the use of the word *best* in the slogan can increase consumer's desire to try the product without trying other similar products.

Therefore, although the slogan violates the maxim quality, however the slogan could make consumers more challenged to try the product because consumers want to feel how the taste of the best product is.

The linguistic context of pragmatics is used in the slogan. It can be seen from the word *best* in the slogan. The word *best* is known as superlative. It is used to compare something. In this case, something that is compared is coca cola with other soft drink products. The copywriter uses it to persuade consumers that the product is far above the other similar products.

To sum up, the maxim violation in the data is the violation on maxim quality. The context of pragmatic that is used in this data is linguistic context.

Data 3

Thirst knows no season.

The data violates the maxim of relation because the information in the slogan has no relation with the offered product. The slogan informs that *thirst knows no season* or you can experience thirst in any season. People may ask what is the relation between the product with the slogan? Literally, the slogan informs

that *thirst* can happen at any time, but due to the offered product, which is a soft drink product it can be said that the information in the slogan has a relationship with the offered product.

Copywriter deliberately not informs directly that the product could overcome the thirst you feel every time because copywriter wants to emphasize consumers that thirst can appear at any time during the rainy season, summer, or winter. Then, only with the product, the thirst can be overcome.

With disguised relationship between the information provided in the slogan with the product that aims to offer consumers to be more sensitive about what information is given and what product is offered. In the process to determine the relationship between the products with the slogan, consumers will indirectly provoke to look deeper into the product.

Although the slogan literally violates on the maxim relevance, the information in the slogan has a relation with the offered product such as only the product who can solve the problem in the slogan. In the process to find the relation between the product and the information provided in the slogan, consumers will be interested and curious about the product.

The slogan uses linguistic context of pragmatics. It uses present tense, *thirst knows no seasons.* It can be said that the copywriter wants consumer believe that the information in the slogan is true because the use of present tense is known as a fact.

To sum up**,** the cooperative principle, which is violated in the data above, is the violation on maxim relevance and it uses linguistic context of pragmatics.

Data 4

Coke is it!

The data above violates on maxim manner because there is a pronoun *it* in the slogan. The word *it* is an ambiguous pronoun and one of the characteristic of maxim manner is avoid ambiguity so that is why this data violates maxim manner. The word *it* actually refers to Coca Cola, because the slogan is the slogan of Coca Cola and absolutely the offered product in this advertisement will be Coca Cola itself. Then the slogan must be *Coke is Coca Cola!* The copywriter chooses pronoun *it* rather than *Coca Cola* to make the given information in the slogan become blurry. Thus making consumers will have to dig deeper to find out what copywriter's mean.

This slogan uses linguistic context of pragmatics because there is an exclamation mark in the slogan. The use of exclamation mark has a purpose to assert that Coca Cola is a coke. It can be said that the copywriter assumes that there is no other similar product like Coca Cola and Coca Cola is the only real coke.

Therefore, maxim manner is violated in the data above. It is violated because the data breaks the rule of maxim manner. Based on the rule, ambiguity should be avoided, but in this data, the copywriter intentionally uses ambiguity. The data uses linguistic context of pragmatics to raise the indication.

To sum up, the maxim violation in the data is the violation on maxim manner. The context of pragmatic that is used in this data is linguistic context.

Data 5

Delicious and Refreshing

The data violates on maxim quantity because there is less information on the slogan regarding thing that is delicious and refreshing. It is occurred since the element of the slogan that makes it complete is ellipsed. The ellipsed element of the slogan is about the product that is delicious and refreshing. The ellipsed element on the slogan is Coca Cola because the slogan is the slogan of Coca Cola so that the product that is delicious and refreshing is referred to Coca Cola. Copywriter purposely omitted the subject to make consumers become curious about what product is delicious and refreshing.

The violation on maxim quantity occurs because of the slogan provides ellipsed element and this is done to increase the curiosity of consumers, so that consumers will seek out what product is delicious and refreshing is. Thus, consumers will be looking for the element that is ellipsed from the slogan. Further search will make consumers find the ellipsed element then bring sense to try the product and prove whether the product is really delicious and refreshing or not.

Therefore, even though the data violate on maxim quantity, however the slogan gives its own effectiveness in making consumers become more independent in seeking the product.

Epistemic context is used in the slogan. The information in the slogan is Coca Cola is delicious and refreshing. Delicious and refreshing is the copywriter's

belief about the product. The copywriter wants consumer believes that the product is really delicious and refreshing.

The data violates on maxim quantity by ellipsed the element about the offered product. This data uses epistemic context to raise the indication.

4.1.2 Violating Two Maxims

This sub chapter discusses the violation on two maxims in the slogan. It means that this subchapter may present any maxim violation with double violations.

Data 6

Coca-Cola revives and sustains.

The data above violates maxim quantity because the slogan gives less information regarding thing that is revived and sustained by coca cola. There is ellipsed element that supposed to be filled by object. The object is about what Coca Cola revives and sustains. The copywriter deliberately omitted that element to raise the curiosity of consumer about what coca cola revives and sustains. Thus, consumers will try the product by themselves to find out. Besides violates on maxim quantity, the data above also violates on maxim quality because the slogan is considered to present less precise information. The information in the slogan considered less precise because the information in the slogan provides one of the

figure of speech that is personification. Copywriter describes the product as a feeling that can raise your spirit and arouse your passion. The use of personification in the slogan intended to make the product more alive, which is described as a feeling that can be uplifting. By making these products more alive, consumers are expected to be more interested in the product.

The slogan uses linguistic context and epistemic context because the slogan uses present tense. The use of the present tense can be considered as a truth. It can be said that copywriter wants the consumer to believe that what is advertised is a truth. The slogan *Coca-Cola revives and sustains* is just copywriter belief. The copywriter believes that the product can revives and sustains consumer's spirit. This kind of pragmatic context is epistemic context.

The violations maxims are found in the data are violation on maxim quantity and maxim quality. Linguistic context is used in this data.

Data 7

America's favorite moment.

The data violates maxim of relevance because the given information has no relation with the offered product. The slogan is about America's favorite moment. There is no relation between the slogan and the product, which is soft drink product. It occurs because of the second violation. It is violation on maxim quantity. There is ellipsed element in the slogan that makes the information becomes less informative and makes the information in the slogan has no relation

with the offered product. The ellipsed element is the subject that can be filled by *There is always Coca Cola*.

The copywriter deliberately makes the information provided in the slogan become less informative to raise the consumer's curiosity about the relation between the slogan and the product. With less informative of the information by omitting the element in the slogan, it raises the curiosity of consumers. Indirectly, consumers are led to dig deeper about the product.

Thus, it can be said that the violation on maxim relevance in the slogan above occurs because of the violation on maxim quantity that gives less information regarding something that is revived and sustained by coca cola that makes no relation between the product and the information provided. Although there is no relation between the product and the information, the slogan is still able to attract consumer's attention by raising their curiosity to seek out the ellipsed element that would bring them to find out the relation of the product.

Linguistic context and epistemic context are used in this slogan. The word *always* in the slogan *there is always coca cola in America's favorite moment* shows how often Coca Cola accompany you in your favorite moment. The copywriter informs that the product goes well with your favorite moment. The next pragmatic context is epistemic context. The slogan *America's favorite moment* is just copywriter belief.

The data violates maxims quantity that brings violation on maxim relevance and the pragmatic contexts that are used are linguistic context and epistemic context.

Data 8

Enjoy.

The data above violates on maxim quantity because the slogan gives less information regarding thing that enjoyable. There is ellipsed element about what should we enjoy is. The copywriter deliberately omitted the element that supposed to be filled by object to raise the curiosity of consumer about what is something that enjoyable. Thus, consumers will seek deeper about the product to find what the enjoyable thing is. The ellipsed element in the slogan is Coca Cola. The complete slogan should be *You Enjoy Coca Cola.*

The slogan gives less information by omitting the element so that the information is unclear. It can be said that the slogan violates on maxim manner because one of its rules is to avoid obscurity. However, with the less information is given in the slogan make this slogan is not clear. It can be said that the slogan violates on maxim manner.

The slogan uses social and linguistic context because the word *you* is used for someone who has an equal social relationship, or inferior not for superiors. Therefore, the copywriter intends to create a situation in which product can be enjoyed by anyone regardless of social relationships that are owned.

To sum up, the maxim violation in the data are the violation on maxim quantity and manner. The context of pragmatic that is used in this data is social context.

Data 9

It's the real thing.

The maxim of manner is violated in the data above because the slogan uses a pronoun *it*. It is an ambiguous pronoun and one of the characteristic of maxim manner is avoiding ambiguity that is why this data violates on maxim manner. The word *it* refers to Coca Cola, because the offered product in the slogan is Coca Cola. It can be said that the slogan is *Coca Cola is the real thing*. The other violation maxim is violation on maxim quality. It is violated because the slogan informs that the product is real but there is no supporting statement from an expert who is considered has a credibility that supports the slogan, in other words lack of adequate evidence, which breaks the rule of maxim quality.

Although the slogan violates on maxim quality and manner however, the slogan can catch consumer's attention by raising their curiosity with the use of pronoun *it* in the slogan. Consumers should dig deeper to get the reference of the word *it* in the slogan.

The slogan uses epistemic context because the information provided in the slogan is the copywriter's belief. It can be said that the copywriter wants consumers to believe what copywriter's belief. The next context that is used is linguistic context because the slogan uses apostrophe. The copywriter uses apostrophe has a purpose to mark possession. It means the copywriter wants to inform consumer that the real soft drink is only Coca Cola or belongs to Coca Cola.

To sum up, the maxim violation in the data are the violation on maxim manner and quality. The context of pragmatic that is used in this data are epistemic context and linguistic context..

. **Data 10**

You can't beat the feeling.

The slogan violates on maxim relevance because there is no relation between the offered products. The product is soft drink product and the given information is about the feeling, which is not known exactly what kind of feeling that cannot beat by consumers. The copywriter intentionally does not inform what kind of feeling specifically that you cannot beat after tries the product because copywriter wants consumers experiences it by themselves with trying to consume the product. The next violation is violation on maxim manner because the slogan gives unclear information by using unrelated information with the product.

However, the slogan raises the curiosity of consumers by giving unclear information which is unrelated with the product, which is led them trying the product to experience what feeling that they could not resist by themselves, although the slogan violates on maxim manner and relevance.

The slogan is *You can't beat the feeling*. The slogan is just copywriter's assumption that no one could resist the goodness of the product when try the product. This context of pragmatics is epistemic context.

To sum up, the maxim violation in the data are the violation on maxim relevance and manner. The context of pragmatic that is used in this data is epistemic context.

4.1.3 Violating Three Maxims

This sub chapter discusses the violation on three maxims in the slogan. It means that this subchapter may present any maxim violation with triple violation.

Data 11

Three million a day.

The data violates some maxims. First, the slogan violates on maxim relevance because the element of the slogan has no relation with the offered product. The slogan is something about three million a day. This information is considered has no relation with the offered product because of the second maxim violation. It is violating on maxim quantity. There is ellipsed element regarding thing that is sold. The element is ellipsed by copywriter so the information becomes less informative and makes the information provided in the slogan has no relation with the product. The elipsed element is about Coca Cola sales in a day or Coca Cola sold three million a day. The third maxim violation is violation on maxim quality. The information provided in the slogan is considered as invalid because there is no supporting information that explain the information provided

in the slogan is true, apart from that there is no statement from someone who is considered has credibility in that field that states the information provided is true, which makes this become invalid.

Although the information provided in the slogan is considered as invalid, the copywriter uses *three million a day* in the slogan to attract consumer's attention. Three million is not small amount, so it will raise consumer's interest. They will think what makes this product can be sold over three million a day? Is it because the product is delicious? This curiosity will lead consumers to try the product.

Epistemic context of pragmatics is used in the slogan. The complete slogan is Coca Cola sold three million a day. Coca Cola sold three million a day is the copywriter's belief about the product. The copywriter wants consumer beliefs to what he beliefs that his product can be sold three million in a day.

To sum up, the maxim violation in the data are the violation on maxim relevance, quantity, and quality. The context of pragmatic that is used in this data is epistemic context.

Data 12

Coca-Cola … pure drink of natural flavors.

The data violates on maxim quality because the slogan uses figurative language so the element provided in the slogan becomes irrational. In the slogan, Coca Cola described as a pure drink, which is made by natural flavors. The copywriter intentionally describes Coca Cola as pure drink, which is made by

natural flavors to ensure consumers that the product is healthy and safe for them to consume it because the product is made from natural flavors. Because the information in the slogan is irrational, which makes the information provided in the slogan become unclear and violates on maxim manner, other than that it would be brief if the slogan uses , (comma) than … (three dots). Because of the use of … in the slogan, the slogan violates on maxim quantity. The slogan is considered gives incomplete information. The absence element that should be filled by predicate is the word *is.* It is occurred because the slogan uses … than the word *is*.

Therefore, although the slogan gives irrational information, which violates on maxim of cooperative principle, however the slogan raise the interest of consumers by using the describing that Coca Cola is made from natural flavors. Consumers will trust that the product is safe to consume.

The slogan uses linguistic context of pragmatics. It is appositive. The purpose of the appositive is to explain the noun phrase, which in this case is Coca Cola as the noun phrase is explained as pure drink.

To sum up, the maxim violation in the data are the violation on maxim quality, manner, and quantity. The context of pragmatic that is used in this data is linguistic context.

Data 13

Coke adds life.

The data violates on maxim relevance because there is no relation between a coke and life. In this slogan, the coke is described as a feeling, which can add life. This kind of language is called as metaphor. The use of metaphor considers as false information and it violates on maxim quality. Because of violation on maxim quality, which uses a metaphor in the slogan makes the element provided in the slogan irrelevant. The next violation is violation on maxim relevance. The slogan violates on maxim relevance because the slogan irrelevant with the product. Because of the information of the slogan is irrelevant with the product and false information that makes the information provided in the slogan becomes obscurity, which violates maxim manner.

By describing the product as a feeling, the copywriter wants to persuade the consumers that the product can add life so consumers will be challenged to prove it by trying that product.

The slogan uses linguistic context of pragmatics by using present tense. The copywriter uses present tense to boost consumer's confidence that the element provided in the slogan is a truth.

To sum up, the maxim violation in the data are the violation on maxim quality, relevance and manner. The context of pragmatic that is used in this data is linguistic context.

Data 14

Always Coca-Cola.

The data violates on maxim quantity because the slogan gives less information by omitting element. The information in the slogan is not complete. There is ellipsed element that explains the information more. The ellipsed element is *with you*. The word with you is the ellipsed element because the copywriter wants to show to the consumers how closes his product with consumers. The complete information in the slogan is *there is always Coca Cola with you*. The next violation is violation on maxim quality. It is violated because the information provided in the slogan is considered less precise with the use of word *always* in the slogan above. The copywriter uses the word usually to persuade consumers by explaining to consumers that how often, the product is used, which means that the product is good. The last violation in this data is violation on maxim manner. It is violated because the element provided in the slogan gives less explanation so the information becomes unclear. Consumers would be hard to find the meaning of the information in the slogan.

Therefore, although the slogan violates on maxims of cooperative principle and the information in the slogan is considered as less precise, however the slogan can persuade consumers to try the product by raising consumer's curiosity.

The data uses linguistic context of pragmatics. The word *always* in the slogan is a word, which explain how often Coca Cola is used. The copywriter

wants to inform consumers that the product can accompany consumers do their activity.

To sum up, the maxim violation in the data is the violation on maxim quantity, quality, and manner. The context of pragmatic that is used in this data is linguistic context.

Data 15

Real.

The data violates on maxim quantity. There is ellipsed element in the slogan. The ellipsed element is about the offered product. The purpose of the copywriter breaks the rule of maxim quantity is to attract consumer's attention by raising their curiosity. When consumers feel curious, they will seek more about the ellipsed element to fulfill their curiosity. Because of the slogan gives less information, the next violation will be occurred. It is violation on maxim relevance. This maxim is violated because the information provided in the slogan is incomplete so that it will not be known would relate with anything. The copywriter intentionally hides what he meant that Coca Cola is real because the copywriter wants consumers looking by themselves the relation between the information with the product. When the relation is known by consumers after they dig deeper, consumers will be challenged to prove whether the information that is informed is true or not by trying the product. The last violation maxim in this data is violation on maxim manner. The data violates on maxim manner because the

slogan gives unclear element. Consumers will not understand what copywriter means by only informing the word *real.*

Therefore, although the slogan violates on maxims of cooperative principle by giving unclear information, however, the slogan catches consumers interest by raising their curiosity so they feel challenged to try the product.

Pragmatic context that is used in this data is epistemic context because the word *real* in the slogan is just consumer belief.

To sum up, the maxim violation in the data is the violation on maxim quantity, relevance, and manner. The context of pragmatic that is used in this data is linguistic context.

4.1.4 Violating Four Maxims

This sub chapter discusses the violation on four maxims in the slogan. It means that this subchapter may present all maxim violation.

Data 16

Pure as Sunlight

The data violates on maxim relevance because the information provided in this slogan is irrelevant. The information becomes irrelevant because there is ellipsed element in this slogan that makes it has no relation with the product. This maxim violation occurs because of incomplete, which means there is a violation

on maxim quantity. Maxim of quantity is violated in this data because this data give less information. There is absence information regarding thing that is pure as sunlight in the slogan. The ellipsed element is about the offered product. The slogan should be *Coca Cola is as pure as sunlight.* The next violation is violation maxim of quality. Based on the information provided in the slogan, Coca Cola is described as sunlight, which is pure. This description is a metaphor. Literally, a metaphor is considered as invalid because it is impossible that Coca Cola like sunlight. Due to the occurrence of some violations such as violations on maxim quantity which resulted in a lack of provided information and lead to invisibility of a relationship between the information in the slogan with the offered product and the use of metaphor that makes the information becomes unclear that brings violation on maxim manner.

The violation on maxim quantity is aimed to raise consumer's curiosity by omitted the element. Thus, the consumers will look for the omitted element that can satisfy their curiosity. After found the omitted element, the consumers will know the relation between the information in the slogan and the product. The use of metaphor in the slogan has a purpose to create the offered product better than the other similar product by describing the offered product as pure as sunlight.

Pragmatic contexts that are used in this data are epistemic and physical context. The slogan uses epistemic context because the information in the slogan is copywriter's belief. The physical context in the slogan is Coca Cola is as pure as sunlight. The copywriter describes Coca Cola is as pure as sunlight purposely to make consumers think that Coca Cola is made from pure ingredients.

To sum up, the maxim violation in the data are the violation on maxim quantity, quality, relevance and manner. The contexts of pragmatic that are used in this data are epistemic context and physical context.

Data 17

Passport to refreshment.

The data violates on maxim quantity because it gives less information regarding thing that described as passport to refreshment, which makes the slogan become less informative. There is omitted element in the slogan; it is about the product itself. The complete slogan should be Coca Cola is like as passport to refreshment. This violation triggers the other violation maxims. With less element is given makes the second violation, it is violation on maxim relevance. There is no relation between the provided information in the slogan and the offered products. The information in the slogan explains about passport to refreshment but the offered product is soft drink product. Consumer may ask what the relation between the information and the product is. This condition occurs because there is no more explanation about the relation between the product and the information. The next maxim violation is violation on maxim quality. The slogan violates on maxim quality because the information in the slogan provides a metaphor. The use of metaphor is considered as false information. Literally, there is no way a soft drink product can be like a passport to refreshment. That is why the slogan

violates on maxim quality. The last maxim violation in this data is violation on maxim manner. This maxim violation occurs because of the previous maxim violations. The characteristic of maxim manner is should avoid obscurity, but because of this slogan violates on maxim quantity, which makes the element less informative, violates on maxim relevance that makes the element in the slogan become irrelevance with the product, and violates on maxim quality by using a metaphor that is considered as invalid, so the element become unclear.

The copywriter deliberately omits element about the product to make consumers become curios about what the omitted element is, which will lead them trying the product. In addition, the copywriter uses figurative language in the slogan to create the slogan livelier. Coca Cola is described as a passport that makes someone feel refreshes so with this metaphor, the copywriter hopes that it will raise consumer's interest. The next violation in this data is about unclear element. Because of obscurity on element provided in the slogan, copywriter aims that this will make consumers seek the ellipsed element that supports them in making this element becomes clear.

The data uses epistemic context of pragmatics because the information is copywriter's belief. Copywriter believes that consumers do not need to go to somewhere to refresh them but they can refresh themselves by consuming the product.

To sum up, the maxim violation in the data are the violation on maxim quantity, quality, relevance and manner. The context of pragmatic that is used in this data is epistemic context.

Data 18

Red, white & you.

The data violates maxim of relevance because there is no relation between *red,white* with the word *you*. The copywriter intentionally breaks the rule of maxim relevance to confuse consumers. Consumers may asks what the relation between *red,white* which is known as colors with *you*. This violation occurs because the information provided in the slogan uses figurative language, which violates on maxim quality. The use of figurative language considers as invalid. The figurative language in the slogan is *red, white* that is represented Coca Cola because red and white is the color of the Coca Cola itself. This kind of figurative language is called metaphor. By deciding to use the words red and white instead of Coca Cola in his slogan, the advertiser violates on maxim manner because the information becomes unclear. It will be different if the copywriter directly uses the word Coca Cola in his slogan. The information will be clear. The next violation is violation on maxim quantity. The slogan gives less information regarding thing that you do because the copywriter does not inform the information that explains what you do with Coca Cola. It is not informed because

the copywriter wants consumers find the ellipsed element by experiencing by themselves what they do with Coca Cola.

Therefore, although the slogan violates all maxims of cooperative principle, however the slogan attracts consumer's attention by raising their interest with the use of metaphor.

The data uses epistemic and physical context of pragmatics. The physical context in the slogan is that copywriter describes Coca Cola as white and red colors. The copywriter uses red and white in the slogan because he believes that consumers have already known that red and white refers to Coca Cola.

To sum up, the maxim violation in the data are the violation on maxim quantity, quality, relevance and manner. The context of pragmatic that are used in this data are epistemic context and physical context.

Data 19

Catch the wave

The slogan violates on maxim quantity because the slogan gives less information. There is ellipsed element in the slogan. The element is about the product. It can be said that the slogan is *you catch the wave with Coca Cola*. The copywriter intentionally hides the element about the product to boost consumer's

curiosity. The next violation is violation on maxim relevance. Based on the information provided in the slogan, which is about catch the wave, the slogan violates maxim of relevance because there is no relation between the element provided in the slogan with the product. Maxim of quality is violated in this slogan because the element is considered as invalid. The information in the slogan is irrational, there is impossible to catch the wave with Coca Cola that is why it violates on maxim quality. Because of violation on maxim quantity by giving incomplete information, which is made the element provided in the slogan becomes unclear and the violation on maxim quality that uses irrational, which is made the information becomes less precise, so the slogan violates on maxim manner.

Therefore, although the slogan violates on maxims of cooperative principle, however the slogan can persuade consumers to try the product by giving them illustration that consumers can feel like they are at the beach when they consume the product.

The data uses physical context of pragmatics. It can be seen from the slogan *catch the wave*. Wave can be found at the beach, in other word that the slogan describes the situation at the beach. The copywriter wants to illustrate to consumers that the product can give the feeling when you are at the beach by drinking the product.

To sum up, the maxim violation in the data are the violation on maxim quantity, quality, relevance and manner. The context of pragmatic that is used in this data is physical context.

Data 20

Make It Real.

The data violates on maxim manner because the slogan gives unclear element in the slogan by using pronoun *it* in the slogan because pronoun *it* is an ambiguous pronoun. Besides violates on maxim manner, the slogan violates on maxim relevance because there is no relation between the element provided in the slogan with the offered product that is soft drink product. It is occurred because the slogan gives incomplete element that means the slogan violates on maxim quantity. The element in the slogan is not complete because there is omitted element. The omitted element is about the offered product. The complete element should be *Make it Real with Coca Cola.* The copywriter omits the element about the product to attract consumer's interest by increasing their curiosity. The last violation in the data is violation on maxim quality. This maxim is violated because the element in the slogan is considered as invalid because there is irrational in the slogan. The irrational on element provided in the slogan is that there is no ways a soft drink product can make something become real.

Therefore, although the slogan violates all maxims of cooperative principle, however, the slogan successfully persuades consumers to consume the product.

Pragmatic context that is used in this data is epistemic context. The copywriter believes that the product can makes something becomes real. The copywriter wants consumers believe that Coca Cola can helps them reach their goal.

To sum up, the maxim violation in the data are the violation on maxim quantity, quality, relevance and manner. The context of pragmatic that is used in this data is epistemic context.