CHAPTER V

CONCLUSIONS AND SUGGESTIONS

In this chapter, the result of the research is concluded. At the same time this chapter also provides answer to the research questions proposed in the Chapter I. Additionally, the writer gives some suggestions for the next researcher about the issue under study.

5.1 Conclusions

The conclusion is based on the research question in Chapter I. First, how many maxims are violated in the slogans of Coca Cola is. Second, what pragmatic context is used in the violation. Other than that, these conclusions are made to simplify the findings in Chapter IV. Therefore, it can be concluded that:

1. Based on the analysis, there are four categories of maxim violation.

    a One maxim violation. This category consists of fourteen data. In this category, the data analyzed indicate that only one maxim is used in the slogan.

    b Two maxims violation. This category consists of fifteen data. In this category, the data analyzed indicates two maxims are used in the slogan.

    c Three maxims violation. This category consists of ten data. In this category, the data analyzed indicates three maxims are used in the slogan.

d Four maxims violation. This category consists of eight data. In this category, the data analyzed indicates four maxims are used in the slogan.

From these findings, the writer found that some maxims occur because of the violation from other maxim.

2. Based on the category of maxim violation, it can be said that only one pragmatics context is used in one maxim violation. Meanwhile, in the category of more than one maxim violation, the pragmatics context used are varied. The following findings illustrate the pragmatic contexts used in every category of violation.

a In the category of one maxim violation, the pragmatics context that is used is one data uses social context, three data uses linguistic contexts, and one data uses epistemic context.

b In the category of two maxims violation, the pragmatics context that is used are four data uses linguistic and epistemic context, and one data uses social and linguistic context.

c In the category of three maxims violation, the pragmatics context that is used are two data uses epistemic context, and three data uses linguistic and epistemic context.

d In the category of four maxims violation, the pragmatics context that is used are two data uses physical and epistemic, one data uses social and physical context, and two data uses epistemic context.

In addition to the above findings, it can be indicated that physical context occurs in the violation of maxim quality because this violation uses figurative language, which describes certain situation or things. Social context occurs in the violation of maxim quantity because violation on maxim quantity often omits the structure, which is subject or object that shows social relationship in that structure. Epistemic context occurs in the violation of maxim quality because violation on maxim quality uses less precise information or figurative language that only informs what copywriter's belief. Linguistic context occurs in the violation of maxim manner by using ambiguous word, on maxim of quantity by omitting the structure, on maxim quality and relevance by using tenses or using terms in linguistic. .

5.2 Suggestions

According to the conclusions above, there are some suggestions for the next researcher, such as:

1. The focus of the research is in violation on maxim of cooperative principles, specifically in how many maxim violations are found in each data. The next researcher can discuss about the flouting maxim of cooperative principles, opting out maxim of cooperative principles, and infringing maxim of cooperative principles, because they are interesting topic to discuss. Flouting maxim can lead addressee to look for the implied meaning, infringing that uses imperfect or impaired linguistic performance, and opting out that occurs when the speaker

indicates unwillingness to cooperate the maxim that is required. As well as maxim violation in this research, flouting, opting out, and infringing maxim occur when maxim is failed to observe and lead the addressee to look for the implied meaning.

2. The next researchers can discuss the rules of each maxim with different theory or different object of research like maxim violation in campaign slogan because it would be interested to discuss. It is interesting because in this condition, copywriter uses his strategy by violates on maxim of cooperative principle to shows the excellence of the politician or the weakness of the opponent politician implicitly by omits the structure, using ambiguous word, or figurative language.