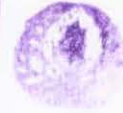


**THE FLOUTED MAXIMS IN THE COOPERATIVE PRINCIPLES IN
DURABLE GOODS ADVERTISEMENTS IN "TIME MAGAZINE"
(FROM OCTOBER 2002 TO SEPTEMBER 2003)**

THESIS



STAMP: UPT Perpustakaan
UNIVERSITAS JEMBER



Proposed to fulfill one of the Requirements to obtain the Degree of S 1
at the English Education Program of the Language Education and Arts Department
of the Teacher Training and Education Faculty, The University of Jember

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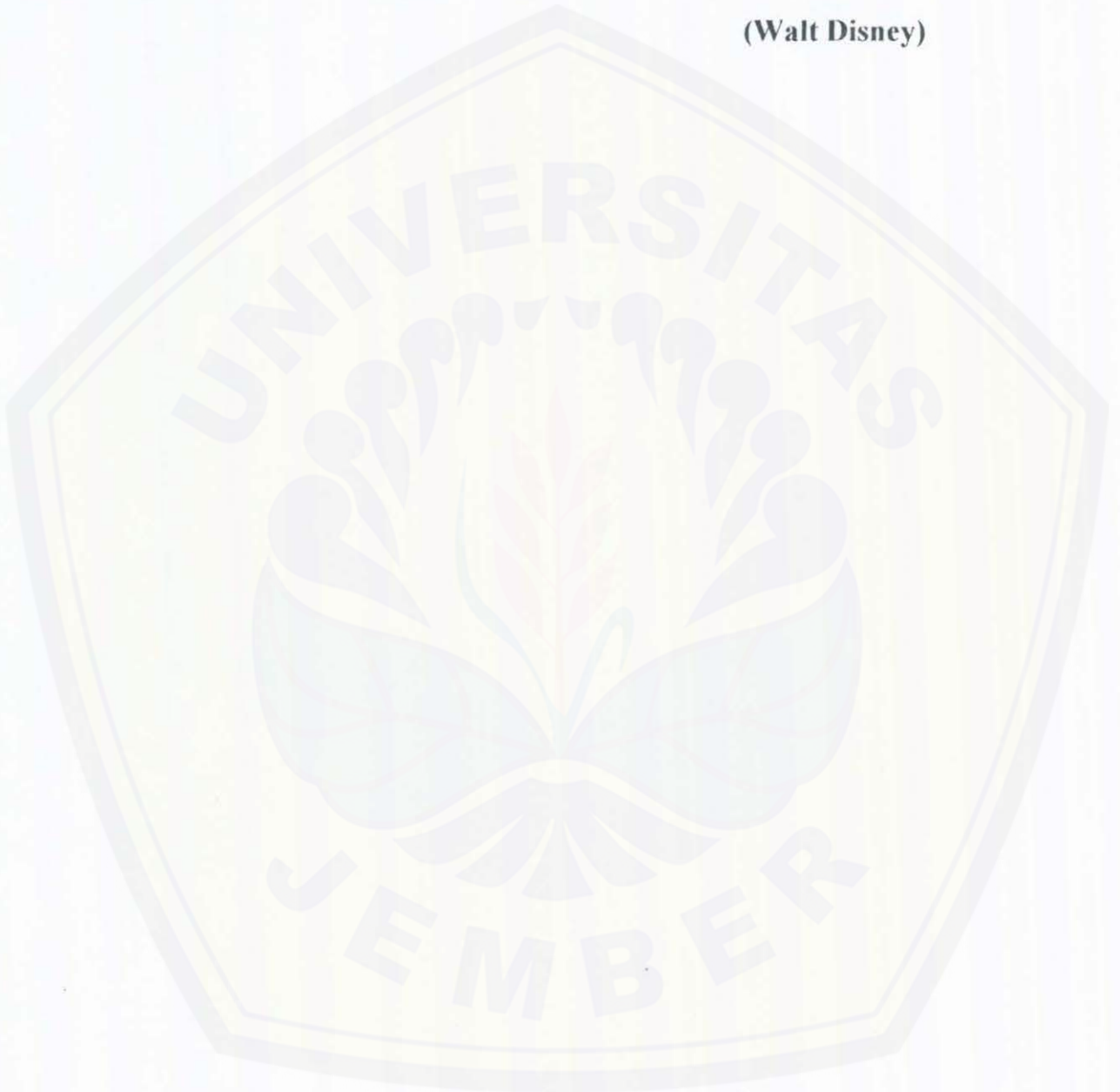
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MOTTO

**ALL OUR DREAMS CAN COME TRUE IF WE HAVE DESIRE
TO PURSUE THEM**

(Walt Disney)



Dedication

This thesis is honorably dedicated to:

1. My beloved Mom and Dad, **Nani Yulihastuti** and **Sumarno**, who always pray, support and love me in any condition. There are insufficient words to describe your affection and sacrifice. I will bring your dreams to come true.
2. My beloved sisters, **Dewi Diana Sari** and **Tri Agustina Nugrahani**. You always make me smile. Thanks for everything. I love you.
3. My soul, **Avilanofa Bagus Budi** who makes my life become so beautiful, thanks for your love that makes me stronger to face any difficulties.
4. My best friend, Nita who always gives me great support and affection. Thanks for everything.
5. All of my friends in 2000 level, I love you.
6. My almamater

CONSULTANTS APPROVAL
THE FLOUTED MAXIMS IN THE COOPERATIVE PRINCIPLES IN
DURABLE GOODS ADVERTISEMENTS IN “TIME MAGAZINE“
(FROM OCTOBER 2002 TO SEPTEMBER 2003)

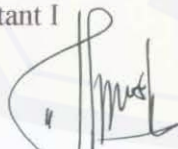
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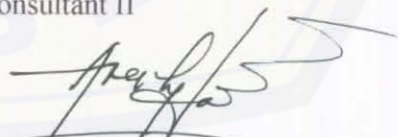
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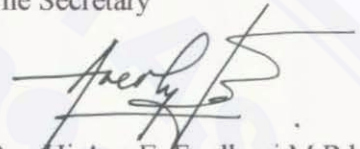
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Finally, I hope this thesis will provide some advantages to the readers. Any input and criticisms to this thesis will be really appreciated.

Jember, October, 30, 2004

The Writer

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ABSTRACT

Fitri Wijayanti, 2004, *The Flouted Maxims in The Cooperative Principle in Durable Goods Advertisements in "TIME Magazine" (From October 2002 to September 2003)*.

Thesis, English Education Program, Language Education and Arts Department,
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Key words: maxims, Cooperative Principles, durable goods, advertisements

In the daily communication, a speaker tends to speak directly when he or she tries to convey a message. It also happens in durable goods advertisements. In this way an advertiser tries to express her or his ideas to influence the readers to consume the product advertised. The problem of this study is "*What maxims in the Cooperative Principle are flouted in durable goods advertisements in "TIME Magazine (from October 2002 to September 2003)?"*" From this problem, this study generally was aimed at investigating the maxims in the Cooperative Principle that are flouted in durable goods advertisements in "TIME Magazine" (from October 2002 to September 2003). The research design used in this study was descriptive qualitative combined with quantitative. The types of the data were qualitative and quantitative. The qualitative data were in the form of written discourse, and the quantitative data are in the form of numbers. The data was taken proportionally from TIME Magazine. To analyze the qualitative data, this study used the theory of Grice's Cooperative Principle (1975), while for the quantitative data, this study used Ali's theory of percentage formula.¹ The result showed that the Quantity maxim, the Quality maxim, the Relation maxim, and the Manner maxim were flouted in the durable goods advertisements. The flouted Quantity maxim had 19,23%. The flouted Quality maxim had 57,69%. The flouted Relation maxim had 19,23%. And flouted the Manner maxim had 3,84%. All of these situations were supported by the attentive factors that would help the readers to interpret the content of the advertisements. This reveals that in this study, the Quality maxim dominant in the durable goods advertisements in order to persuade the readers to buy the product advertised.

I. INTRODUCTION

1.1 The Background of the Study

The need for communication is considered to be the most important one for human beings. In this case, language has an important role. Through language, people can share their thought, feeling, and opinion with other people. In other words, language could be used by a speaker to convey his / her ideas, which are addressed to a hearer. In conveying ideas or messages, a speaker should consider about the content of the ideas or the messages. In daily communication, the content of the ideas or the messages should be understood clearly by the hearer in order that the communication runs well. This is to maintain a good relationship between a speaker and a hearer.

Normally, it is difficult to communicate in a foreign language, for instance English. It may happen in Indonesia where English becomes a foreign language. Indonesian people do not use the language in daily communication. Sometimes, when a native speaker tries to speak English and to express the ideas or messages, an Indonesian may miss the points; or on the other way around. Misunderstanding may happen due to the difficulty in understanding words, expressions, or idioms. In relation with this, Hennings (1997) states that in communication one has to know how to use language. It includes words, syntax, intonational patterns, and nonverbal signals. It may also due to speed, where the native speaker speaks very fast or when an Indonesian speaks very slowly in low voice. Some other possibilities may due to the intonation. These difficulties above will cause misunderstanding between a speaker and a hearer. And the most crucial one is understanding all these difficulties when they are used in certain situation or context, for instance, a word may have different meaning in different situation or context.

English has been taught in formal and non-formal education, but the outcome is unlikely to reach the set objective. English teachers in Junior and Senior high schools still teach their students the theory of speaking, listening, reading, writing, vocabulary, pronunciation and grammar with minimum practice.



This might result a failure to communicate in the target language that is English. The English learners will face some difficulties, for instance, the learners cannot catch the words produced by the native speakers, or the learners cannot interact with the English teachers in English. This will make her or him afraid, nervous or shy to speak in the target language. This drawback will not happen, if English learners know the language *pragmatically*: know how to use the language appropriately.

In fact, in the daily communication, a native speaker tends to speak directly when he or she tries to convey a message. From this sense, he or she will speak clearly, briefly, relevantly, informatively and honestly to make a hearer understand very easily about what he is trying to say. In relation with this, Grice in Levinson (1983) proposes the Cooperative Principles as the principles that help the speaker and the hearer involve in a communication in a cooperative way and make the communication run well. According to the principles, it is assumed that people should be true (Quality maxim), informative (quantity maxim), relevant (relation maxim) and clear (Manner maxim) in doing the communication.

In conveying the message or idea, a speaker and a hearer can use spoken or written language. These divisions of language are clearly based on a difference in production and reception only (Cook, 1989). However, there is also spoken and written discourse in conveying a message. These have wider scope than spoken and written language. There are some kinds of spoken discourse like, lessons, lectures, and interviews. In written discourse, the readers can affect the content of the idea. In written discourse, there will be an occasion for the readers to judge the content of the idea. The readers can read written language that implies a message or an idea. In line with this, one of the examples of written discourse is advertisement. Advertisement is a way of communication between the writer (advertiser) and the readers (consumer of the advertisement product). So by using those media of communication, speakers or writers can express her or his ideas or everything that he or she wants to convey to a hearer or readers.

The advertisements in TIME magazine is important to be investigated because mostly written advertisements do not adhere the maxims of Cooperative

Principles in order to attract the readers to the advertised product. In advertising, the writer or the advertiser will try very hard to make the language as attractive as possible. An attractive language can easily catch the readers' attention. It contains some persuasive words like *free, long life, guarantee, now or just for today*. The example of this word: *Sale up to 70 %, Get it now!* These persuasive words can hold the interest of the readers in order to buy the products. This kind of words can be found in advertisement in magazines like Reader Digest, newspapers like, TIME, Asian Newsweek, and Jakarta Post. This study, takes the advertisement from TIME magazine. Time is one of popular magazines that are read by many people all over the world including Indonesia. This research is focused on durable goods advertisements only because many people use these goods in their daily life.

It is clear that the Cooperative Principles also could be used in both spoken and written discourse. The previous researches that had been done by Indreswari (2003) focused on spoken discourse. It showed that mostly people exploited the maxims of the Cooperative Principles. However for this time, this study is going to focus on written discourse that it becomes a new thing in this institution. Doing research that focus on written discourse has not been done before. It is also as important as spoken discourse. Based on the competency-based curriculum for Junior and Senior high school students that focus on contextual learning advertisements could be used as one of the authentic materials. Moreover, the students will understand the material not only on literal meaning but also contextual learning.

Hence, it is important to analyze the durable goods advertisement of consumer advertising in TIME magazine in which the exploitation of maxims in the Cooperative Principles can be found.

1.2 Problem of the Study

Based on the background of the research above, the problem that needs to be investigated is *what maxims in the Cooperative Principles are flouted in durable goods advertisements in "TIME Magazine" (from October 2002 to September 2003)?*

1.3 Objective of the Study

Considering the problem of the study, the objective of this study is to investigate the maxims in the Cooperative Principles that are exploited in durable goods advertisements in "TIME Magazine" (from October 2002 to September 2003).

1.4 Operational Definition of the Terms

It will be very important to give definition for the terms that are used in this study for a better understanding between the writer and the reader.

a. The Cooperative Principle

The Cooperative Principles are the principles that can help people involve in conversation and lead them to interpret a message from the speaker. The category of the Cooperative Principles are quality maxim, quantity maxim, and relation maxim and manner maxim.

b. Maxims

Maxims are parts of the Cooperative Principles that will help produce cooperative communication between a speaker and a hearer. In this study there are four maxims that are going to be dealt with, such as quantity maxim, quality maxim, relation maxim and manner maxim. Here are the examples:

A: Where are you going?

B: I am going to the bathroom (Schmidt, 1983:121). (Quantity maxim)

Quality maxim is a maxim that could be used in a communication, and advises us to be true in telling something. For example *the sun rises on the*

east (Quality maxim). Relation maxim is a maxim that advises us to give relevant information in communication. To make it clear let's consider the following example:

A: I am out of writing paper.

B: Well, there is a bookstore around the corner (Schmidt: 1983:121). (Relevance maxim)

Manner maxim is a maxim that ask someone to be clear in giving information, like in this example:

A: Do you know where your Mom?

B: Yes (manner maxim)

c. Flouted of Maxims of the Cooperative Principles

It will occur if someone fails to fulfill the Cooperative Principles. Someone might disobey the maxims of the Cooperative Principles to attract hearers or readers' attention. Flouted of quantity maxim can be seen in the conversation below.

A: Where have you been?

B: Out. (Green, 1989:95)

Flouted may also happen to the other maxims.

d. Advertisement

Advertisement is any form of public announcement intended to aid directly or indirectly in the sale of a commodity or service. There are eight kinds of advertisements: Consumer advertisement, business-to-business advertisement, trade advertisement, retail advertisement, cooperative advertisement, financial advertisement, recruitment advertisement and direct advertisement. All of these kinds of advertisement are in the form of spoken and written advertisement.

e. Durable goods advertisement

Durable goods advertisement is a part of consumer advertisement that emphasizes on promoting durable and luxurious goods like TV, car, camera, computer and etc.

1.5 The Advantages of the Study

This thesis is expected to give contributions to English teachers, English university students, curriculum developers and other writers.

1. For English Teacher

a. This study is expected to give the Senior and Junior High school English teachers a guideline to choose the appropriate authentic materials, like advertisements that most of them flout the maxim of cooperative principles.

b. The result of this study is expected to encourage the Senior and Junior High School English teachers to use advertisements as teaching learning material to give students experience of how to understand advertisements using the Cooperative Principles

2. For English Students

This study is expected to help English department students understand the language of advertisements since advertisements are necessary to be learnt as authentic material.

3. For Curriculum Developers

This study is expected to provide an input for the curriculum developers about the importance of studying *Pragmatics* especially the Cooperative Principles.

4. For Other Researchers

The result of this study may provide different points of view about the issue so it is possible to make a further research on the similar topic with the different focus. It can be used as a reference, for example for other experimental research on pragmatics that uses advertisements.

II. RELATED LITERATURE REVIEW

In relation to the problem of the study, this chapter reviews some points of view related to Grice's theory of the cooperative principles, flouting the maxim of the cooperative principle, advertisement: its functional and types, the durable goods advertisement, and the flouted Grice's maxim in the theory of durable goods advertisement.

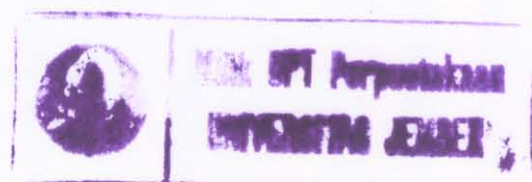
2.1 Grice's Theory of the Cooperative Principles

In a society, people use language. They use it to send their thought. When they speak or write, people are not simply making sounds or writing symbolically; people use language to communicate their thought by conveying ideas, sharing feelings, and describing experiences (Chaffee, 1999:141).

In daily communication, a speaker will try to convey the message to a hearer by saying utterances. Hoffman (1993:274-275) says that communication can run very well if there is a cooperative effort between a speaker and a hearer. In this case, the speaker should choose her/his word when she/he produces an utterance so that the hearer can understand his or her intent. In reverse, the hearer must try to understand what the speaker means.

It could be very clear that people will take any effort to make the communication run smoothly. Dealing with these ideas, Grice (1975 in Brown and Yule, 1983:31) proposes the Cooperative Principles. Cooperative Principle is the principles that people usually use to communicate with others, which speaker will normally obey. Therefore, people will produce the utterances by using the Cooperative Principle to make the conversation run smoothly.

The use of the maxims in the Cooperative Principles seems to be very useful in helping people to make communication runs in a cooperative way. Grice (1975 in Green, 1989:88) says that the Cooperative Principles suggests the following points "*Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged*". The postulate of the Cooperative Principles



above means that the information contributed in a conversation such as it is needed and would be accepted by the hearer so it can run in a cooperative way.

Grice, (1975) furthermore, divides the Cooperative Principle concepts into four major categories which each of these could be described in the four maxims (Goffmann in Hatch, 1992:31). In communication, a speaker tends to be brief (Quantity maxim), be true (Quality maxim), be relevant (Relation maxim), and be clear (Manner maxim). The maxims are listed below:

1. The Maxim of Quantity
 - a. Make your contribution as informative as is required (for the current purposes of the exchange).
 - b. Do not make your contribution more informative than is required.
2. The Maxim of Quality
“Try to make your contribution one that is true”
 - a. Do not say what you believe to be false.
 - b. Do not say those for which you lack adequate evidence.
3. The Maxim of Relation
“Be Relevant”
4. The Maxim of Manner
“Be perspicuous”
 - a. Avoid obscurity of expression
 - b. Avoid ambiguity
 - c. Be brief (avoid unnecessary prolixity)
 - d. Be orderly

Based on the maxims above, it can be said that all of Grice's maxims of the Cooperative Principle should be used by people in a communication activity in order to make the communication run well. Levinson (1983:102) says that all of these maxims will help the participants to converse in a maximally efficient, rational and a cooperative way if they speak sincerely, relevantly, and clearly while providing sufficient information. So it can be said that the maxims are important for an effective and sufficient communication.

The first maxim of the Cooperative Principle is *Quantity maxim*. Grice (1975, in Richards and Schmidt, 1983:121) states that it refers to the assumption that a speaker has access to information required by a hearer; he/she is expected to communicate that information to the hearer. It means that the speaker should tell

the information as much as and not more than it is needed. It contains enough information so the hearer will understand it easily. Too brief information will make the hearer unable understand to the speaker's message. Moreover, if the speaker leaves out an important piece of information, the hearer would be confused about what the speaker tries to say. To make it clear, let consider the example below:

A: Jack, where are you going?

B: I am going to the bank.

In this case, A needs information about the place, where B is going to go. B gives sufficient information without leaving a crucial piece of information and also he does not give information more than is required. B's remark makes A understand that B is going to the bank. So, the sufficient information can help the hearer to understand the speaker's ideas.

Quality maxim is the second maxim of the Cooperative Principle. Grice (1975) accounts for the fact that in a conversation with others, a hearer normally acts on the assumption that the speaker is not being untruthful or is not deliberately trying to deceive the hearers. If not, it would be difficult to maintain conversation with others (Richards & Schmidt, 1983:121). Furthermore, this maxim also advises the communicators to tell the truth and never say that for which they lack adequate evidence. Beside that, this maxim emphasis only on making statement that we believe is true. The example of Quality maxim is *The sun sets on the west*. This statement is true. In fact, we can see that the sun sets on the west not on the east. If a speaker says this statement, he or she will not try to deceive the hearer because he is telling the truth and has enough evidence for saying like that.

The third maxim of the Cooperative Principle is *Relation maxim*. This maxim contributes to help speakers to choose relevant topics to the ones being spoken. In relation with this, Hatch (1992:31) confirms that each person must make a contribution relevant to the topic. Communication message cannot be

random, but it must relate to what has gone before. It means that both speaker and hearer should have the same topic when a communication happens. The communication should happen regularly and each utterance should have relation with the previous utterances. The following example will help to understand the explanation.

A: I am out of petrol.

B: There is a gas station around the corner.

B has given relevant answer. He will not try to change the topic that has been discussed when communication happens. It makes a hearer understand that he or she can find a gas station around the corner.

The last maxim of the Cooperative Principle is *Manner maxim*. This maxim advises people to avoid obscurity and ambiguity of expression. The message should be constructed in order. The emphasis of manner maxim is not just on comprehensibility but also on the clarity of the information. For instance: *Alfred went to the store and bought some whiskey* (Levinson, 1983:108). There are two actions in this statement that happen in sequence and occur in order: Alfred came to the store first, and then he bought some whiskey. This statement has two different events that occurred in order: first action happens first, the second action happens next. If a speaker says this statement to a hearer, he or she will easily understand it.

This paragraph provides an example about the four maxims of the Cooperative principles that is given by Cook (1989:30). There is an old woman as A's neighbor. She says "*There is a cat stuck under the gate at number 67*". Cook interprets that a cat would be unhappy at being stuck under a gate; that a human would be able to free such a cat. From the Cooperative Principle, Cook assumes that the old woman was telling the truth (There is no evidence that she was lying or hallucinating). Cook also assumed that she was being relevant. If the old lady said there was a flower grew in the garden at number 67, it would not be relevant. The old lady also adhered the quantity maxim because she gave adequate information without more detail information. A can interpret that the old lady

requests for help by saying “*Come and free the cat which is stuck under the gate at number 67*”. From the old lady’s utterance, it is clear that there is no prolixity or ambiguity.

2.2 Flouting the Maxims of the Cooperative Principles

It should be realized that the Cooperative Principles are not principles that people should obey. Sometimes, people break the maxim of the Cooperative Principles in order to make the communication run well. Participants may not speak based on the maxim during a communication with other and it is called as *exploitation*. Lyons (1995:277) states that the participants normally obey the maxim of Cooperative principles. However, there is an occasion for participants to flout or violate the maxim of the Cooperative Principles. So it would be difficult to adhere all four maxims together.

Grice (1975 in Coulthard, 1985:31) notes that these maxims can fail to be fulfilled in different ways. It means that people do not obey the maxims of the Cooperative Principle in a communication. Disobeying the maxims of the Cooperative Principle could be in the form of *violate, opt out, flout* and *clash*.

The first failure of fulfilling the maxims of the Cooperative Principles is called as *violation*. The violation is done by the speaker but it is not recognized by the hearer. Grice in Coulthard (1985:31) states that there will always be occasions when a speaker decides to quietly and unostentatiously violate a maxim. In the violation of maxims of the Cooperative Principles, the speaker disobeys the maxims without the intention that the hearer recognizes that it is a matter of disobeying maxims. The hearer does not realize that in this case, the speaker does not adhere the maxim of Cooperative Principles. To make it clear, let us consider the example below:

C: Have you seen my stubby screwdriver?

D: Look in the red toolbox. (Green, 1989:4)

From the dialogue above, Green (1989:92) interprets that D would be violating the maxim of relation and quantity. It occurs quietly without the

intention that the hearer recognizes it as a matter of disobeying maxim of relation and quantity. In this case D believes that the screwdriver is in the red toolbox.

By responding like that, D tries to convey that the screwdriver is in the red toolbox and accessible to C. If D answers directly **yes**, it would be unhelpful and he does not intend to cooperate with C. So, by answering like D's remark it would be very helpful for C to find his screwdriver.

The second infringement of the Cooperative Principles is *opting out*. It is called as opting out if people do not want to continue the conversation. In this case, people refuse to answer questions that may be classified information. As Grice (1975) states that opting out might happen if a speaker does not want to answer the question and he / she tries to stop a conversation. To exemplify this, let see an example below:

A: Where 's my box of chocolates?

B: I've got a train to catch. (Smith and Wilson in Leech, 1998:146)

Leech interprets that B's answer cannot consider for fulfilling the maxim of the Cooperative Principle because B's remark does not help A to find the chocolates. B's remark looks irrelevant with the question because B does not give appropriate answer for the question. From B's remark, it is clear that B opts out. It indicates that B refuses to answer A's question or B wants to finish the conversation without doing polite thing.

The third failure of fulfilling the maxims of the Cooperative Principles is called as *flouting*. Grice (1998:2) confirms that a speaker may flout maxim if he / she deliberately disobeys a maxim, with the intention that a hearer recognizes it, as a case of disobeying maxim. It means that, in fact the speaker is able to adhere the maxim of the Cooperative Principles, but because of the intentions behind her/his utterance, he/ she flouts the maxim. In this case, the hearer knows that the speaker is disobeying the maxims of the cooperative principles.

Based on the explanation above, the flouting of maxim will be illustrated in the following example:

A: Where have you been?

B: Out. (Green, 1989:99)

Green (1989:99) interprets that B does not want to say more. B does not give A enough information so that A will know it. B seems not to be cooperative with A's question. B tries to convey that he does not want to give specific information about the place he has visited. B may be has something to be hidden so he does not want to tell the information required.

The flouting of quality maxim is conducted in various ways. Grice (1975) in Cook (1989:31) confirms that the flouting of quality maxim covers *irony, hyperbole, metaphor, and sarcasm*.

In this case, Grice in Levinson (1989:109) claims, "Ironies arise and are successfully decoded, if there was no underlying assumption of cooperation, recipients of ironies ought simply to be unplussed; no inference could be drawn". From this statement, it is clear that irony happens when there is uncooperative assumption. The irony statement generally will make the hearer very unplussed and surprised. For example, consider the following exchange:

A: *Geoff has just borrowed your car.*

B: *well I like that* (Leech, 1993:125)

Leech (1993:125) interprets that A would be very surprised because of B's remark. B's remark is considered to be a polite remark. There will be a big question in A's mind what B actually means by saying such an utterance. In this case, it seems that B does not like that Geoff borrows B's car. Maybe, Geoff has borrowed the car for many times. And may be Geoff returns the car in a bad condition. The communication between A and B does not run well because B does not understand what A is trying to convey. So, B's utterance is considered to flout the maxim of quality.

The flouting of the maxim of quality could also be found in *metaphor*. The example of metaphor, "*John is a tiger*" (Lyon, 1995:280). The straightforward interpretation is that in fact, John lacked the definitional properties of animal. For this case, John is being used to refer to a person. However, the word "Tiger" may represent the specific characteristic of a tiger. A tiger tends to be ferocious, aggressive, or strong. So, it could be concluded that John is a person who is ferocious, aggressive and strong just like a tiger.

Hyperbole is also one of figure of speeches. Hyperbole is a way of making point more forcefully, rather than as lies (Cook, 1989:31). It means that a hyperbole statement is more powerful, for example "I've got a millions of beer bottles in my cellar" (Grice, 1975 in Cook, 1989:31). This utterance seems to flout quality maxim. From the word *millions*, it shows that he has so many beer bottles in his cellar. The hearer will not directly assume that it is as a true information because he knows that the word *millions* is just to exaggerate the number of beer bottles.. The word *millions* will make the statement more powerful and can influence the hearer assumption.

Beside figure of speech above, *sarcasm* is also being cases where the quality maxim is flouted. Grice (1975) gives an example "That was smart" implicates "That was stupid". The utterance can be assumed that it underestimates something. In this case, the communication does not run well because the hearer does not get the true information that he expects to get.

Grice (1975, in Levinson, 1989:111) states that the flouting of relation maxim is a little harder to find because it is difficult to make responses that are classified as irrelevant. However, Grice provides an example like the following:

A: I do think Mrs. Jenkins is an old windbag, don't you?

B: Huh, lovely weather for March, isn't it? (Levinson, 1989:111)

B's remark seems to be irrelevant with A's preceding remark. B implicates that A's utterance should not be discussed in that situation. Grice also interprets that B's utterance might implicate in the appropriate circumstance, "hey, watch out, her nephew is standing behind you. It could be said that B does not want to talk about Mrs. Jenkins and B wants to give a sign to A that there is Mrs. Jenkins's nephew around. In this case the communication between A and B does not run well because B seems to refuse the information given by A. B tries to change the topic because it is not good to gossip another person in genteel tea party.

The last case of sacrificing the maxim of the Cooperative Principle is *clash*. Clash occurs if the participants fail in fulfilling two or more maxims so he or she has to sacrifice one or more maxims to the other. According to Grice in

Coulthard (1955:31) that there will be an occasion when a speaker breaks a maxim either because he has been faced with a clash between two maxims making it impossible. A clash happens among maxims of the Cooperative Principles. The following is the example of clash between two maxims of Cooperative Principles:

A: When is Aunt Rose's birthday?

B: It is sometime in April. (Grice in Leech, 1995:46-47)

Grice interprets that B's remark is as the proposition that Aunt Rose's birthday is in April. From B's remark, it is clear that he or she disobeys the quantity maxim because B cannot give enough information, as it is required. However, if B's answer with specific date, he would break quality maxim because he lacks adequate evidence for telling the truth. So, in this case, it would be concluded that B does not know what the exact date in April Aunt Rose's birthday is.

Based on the explanation above, it could be said that the maxims of the Cooperative Principles are not as absolute rule to be obeyed in conversation. However, it can be broken by both speaker and hearer in the particular situation. So, speaker and hearer can both obey the Cooperative Principle and exploit the Cooperative principle in their daily communication.

2.3 Advertisement: Its Functional and Types

These are the definitions of advertisement given by some experts. Dirksen and Kroeger (1970,55) define that advertisement is any forms of public announcements that aim to help directly and indirectly in the sale of a commodity or service. Meanwhile, Kasali (1995:9) defines that advertisement is a part of the promotion and the promotion is a part of the marketing. It could be said that advertisement is as the message for offering the products like goods or services to the customers.

Advertising could be defined as the activity of making public announcement to sale services or products. The result of advertising can be called as advertisement. Hornby (1995,18) says that advertising is as the public notice that includes the activity for offering or asking goods and services so it can help

the sale of products. In addition, AMA (American Marketing Association) in Kasali (2001:6) also points out that advertising is any paid form of non - personal presentation and promotion of ideas, goods, or services by an identified sponsor. Based on the definition above, in general the definition of advertising is an activity to make a public announcement that is used to promote products to customers by persuading and influencing the customers to buy the products.

2.3.1 The Functions of Advertisements

Generally, the function of advertisement is to persuade readers to buy the product advertised. Specifically, advertisement has several functions (Britt, 1998:196). The first is to produce awareness and knowledge about the products or services. The second function is to stimulate thought and action. And the third is creating liking and preference for it.

The first function of advertisement is to produce awareness and knowledge about the products or services. In every advertisement, the advertiser will provide enough information about the products and services by using the language that will make the customers easy to understand. The information includes the importance of the products and services and the reason why people should buy the products. Mooij (1998:167) supports this idea that the advertising role is to provide information as the part of persuasive process that can influence the readers to buy the products. In establishing awareness about the products, the advertiser will also provide *visualization* of the products or services (Zacher, 1961:106). The intended message or information could be in the form of *visualization*. By seeing the *visualization* like pictures, the customers or the readers will be more assured about the importance of the products or services. So, the combination between language and *visualization* will make the advertisement be easily understood by the readers.

The second function of advertisement is to stimulate thought and action. An attractive advertisement directly can stimulate the readers' thought in order to buy the product. It leads the readers to consider how important the product is. if the reader has considered this, they will do the intended action to buy the

products. They will really think that they need to buy the product because it is good for them.

The third function of advertisement is creating liking and preference for it. Liking and preference could be established if the attention of the readers or customers could be hold tightly. Zacher (1961:107) moreover claims that there are many factors influencing the attention power of an advertisement: *Headline, Illustration, Layout, and Color*. These attentive factors can be easily holding the readers attention to read further information about the advertisement then, the reader will be attracted to buy the product advertised.

The first attentive factor is *Headlines*. The advertiser will be easily catching the readers' eyes because of the *Headlines*. It could secure the readers' attention to the product advertised. If the *headlines* can hold the readers' attention, the readers will be attracted to read further information of the advertisement. So that the readers will buy the product.

The second attentive factor is *Illustration*. *Illustration* also plays an important role in attracting the readers 'attention to the promoted product. The readers will look at pictures more readily than words. By giving *illustrations* about the products, the readers will know the features of the product advertised. So, in this way, the readers will be influenced to buy the product advertised.

The third attentive factor is *layout*. The arrangement of the unity within space in advertisement may be deliberately planned to increase the degree to which the readers' attention is commanded. The layout can direct the readers to read through the advertisement. The layout also can emphasize the most important point in the advertisement. So, in this way, the readers will know the product advertised so that they will buy it.

The fourth factor is *color*. *Color* has an inherently greater attractive to the human eyes than does material appearing in black and white. A colorful advertisement will attract people or readers in order to read in detail so that the readers will know the content of the advertisement. Beside that, a predominant color in an advertisement can influence the readers' feeling, for example, an advertisement about air conditioning equipment. The use of blue color can project

the idea of coolness. The use of colors in the advertisement can represent its meaning. So, by using various colors, it can create the readers' liking and preference about the product.

2.3.2 The Types of Advertisements

Advertisements are classified into eight kinds of advertisements (Jefkins, 1997:39). It includes *consumer goods advertisement*, *business-to-business advertisement*, *trade advertisement*, *retail advertisement*, *cooperative advertisement*, *financial advertisement*, *recruitment advertisement* and *direct advertisement*. All of these kinds of advertisement try to give a public announcement about the product or services offered.

This study deals with consumer goods advertisement because many people need the products of this advertisement. It gives so many chances for the advertiser to make advertisement about the products they want to offer. In this case, consumer goods advertisement could be defined as advertisement to promote goods as the public need of people. There are three kinds of the consumer goods advertisement: *consumer goods advertisement*, *durable goods advertisement*, and *consumer service advertisement*. *Consumer goods advertisement* is used to promote goods bought by people to consume such as foods, beverages, soap, powder, perfume, and so on. Specifically this study is focused on *Durable goods advertisement*. *Durable goods advertisement* is used to promote goods that are usually expensive like TV, wristwatch, car, jewelry, camera and etc. Many people need these products to fulfill their secondary need and satisfaction. It can increase their prestige in a society. Although it includes in luxurious thing but they still need this. *Durable goods advertisement* is easily found in any kinds of magazine especially in TIME magazine. *Consumer services advertisement* is used to promote services for safety and health like bank, insurance, restaurant, travel agent, hotel and the like.

Business-to-business advertisement is used to promote goods and services that include in non-consumers. It means that both advertiser and the target advertising are enterprises or companies. The readers or the target advertising

usually need spare part, factory facilities or machine from other enterprises. So both the advertiser and the target advertising have their own advantages.

Trade Advertisement is as specific advertisement. It is only aimed to the distributor, wholesaler, exporter, importer and retailer. It is usually used to promote resale goods. Distributor, wholesaler, exporters importer or retailer usually buy the goods in large number in order to resale them to the customer. The function of this advertising is to give information to the wholesaler, distributor, exporter, importer or retailer about goods or products that could be resale.

Retail advertisement is a local advertisement giving information about provided services offered by store or retail shops. This advertisement is made by the factory or enterprises, which produce the products. This advertisement is placed in a strategic location like shop, supermarket that also sells the products advertised.

Cooperative advertisement is an advertisement that has cooperation between two products from different enterprises. It only emphasizes on homogenous product for example cooperative advertising between *bread* and *jam*. It could be a good way in promoting two products. The cooperation between these products will make the reader feel convinced, sure, and attracted that A product only suitable with B product.

Financial advertisement is a special advertisement that has special wide page because it contains detail information about the products. This advertisement is aimed to get the trust from the investor. The information is emphasized on profit, interest that is offered to the investor. The examples of this advertising are bank, saving services, insurance and investment.

Recruitment advertisement is intended to recruit employees candidates like police member, soldier, private company workers or other institution. This advertisement is made as attractive as possible so that it can attract the readers to employ the job. This kind of advertisement can help a company, a firm, or an institution to select the candidates as good as possible.

The last kind of advertisement is *direct mail*. *Direct mail* is an advertisement literature sent directly to prospective customers by post. By using

this kind of advertisement, it can save time and money. The companies, which want to promote their product, are able to just send to the prospective customers. The advertisement using *direct mail* relies on mailing lists. It contains a list of people grouped according to their occupation, ages, interests, and income. With this list, a manufacturer can aim his advertiser directly at the people he wants to reach.

This study deals with consumer goods advertisement particularly durable goods advertisement. Consumer goods are used by many people in all over the world. It includes goods and services. People need those products to fulfill their secondary need. By reading advertisement people would know about the product offered so they can choose it, as they want.

Durable goods are needed by many people as the secondary need. Advertisers know that the people need these products. So the advertisers make the advertisement by using very attractive language to attract the reader in order to buy the products.

2.4 Durable Goods Advertisement

In the previous explanation, it has been explained that *durable goods advertisement* could be defined as an advertisement that is used to promote goods that people usually need. Based on the World Book Encyclopedia (1966:43) *durable goods advertisement* is a kind of advertisement that could be used to promote goods that are not used up quickly.

The durable goods that are promoted usually tend to be expensive (Jenkins, 1997:40). Those goods are usually very rare to be bought because of the price. However, these kinds of goods are durable that it is not used up quickly. It could be used in long duration and even it could be used in all of life. The goods that are included in durable goods are car, refrigerator, computer, camera, wristwatch, kitchen utensils and etc.

Promoting durable goods through magazine would be a good media in order to be recognized by readers or customers. Magazine usually is read by many people in society. So, by promoting durable goods that includes in luxurious

things through magazine, it can produce the readers' awareness in order to do the action to buy the products from the advertisement.

2.5 The Flouted Grice's Maxim in the Theory of Durable Goods Advertisement

In the previous explanation, it has been explained that Cooperative Principles will make a good communication between one person and another in society. The Cooperative Principle could be used to make the communication run smoothly.

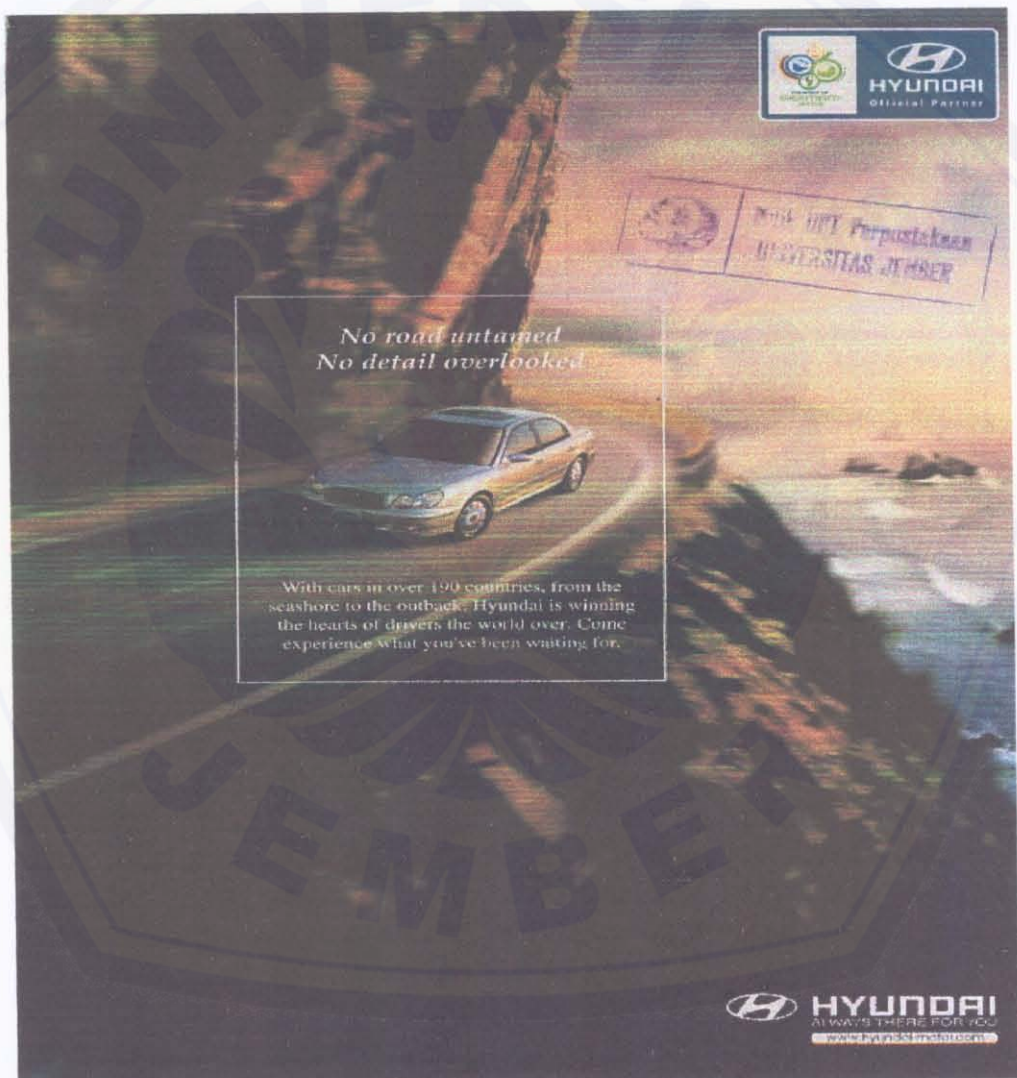
In both communication, spoken discourse and written discourse, people will communicate in a good way by saying sufficient information, telling the truth, being clear and being relevant. All of these can make the communication and an interaction between a person and another will run efficiently.

Grice (1975 in Levinson, 1983:101) proposes four maxims of cooperative principles that it can be used as guidelines for the efficient and effective use of language in conversation. To communicate, people should follow Quality maxim, Quantity maxim, Manner maxim and Relation maxim.

However, there is a case in which people do not adhere the Cooperative Principle. People may fail to obey the four maxims of Cooperative Principle. So, they will flout the maxims of Cooperative Principle. The flouted maxims could be happened in both spoken discourse and written discourse. In this study, a speaker refers to an advertiser and a hearer refers to readers.

Advertisement is as one of the examples of written discourse. This research is focusing on the durable goods advertisement especially those found in "TIME" magazine. This kind of advertisement seems to flout the maxim of cooperative principle. The flouted of maxims in the Cooperative principles of durable goods advertisement can affect the readers to buy the product. In this case, the choice of words in durable goods advertising would be very essential to attract people to buy the product. Sometimes, the words like *Wonderful*, *Gorgeous*, *Free*, *Long life Guarantee*, *Just for today*, *Discover or Sale* directly can influence the readers to the product. The advertiser tries to use persuasive words that most of

them flout the maxims of Cooperative Principles. It can be seen that sometimes, the advertiser uses metaphor or hyperbole in order to affect the reader. The use of these figure of speech will make the advertisement seems to be very attractive. It also can create the readers' awareness to do the action of buying the products. The attractive advertising will produce liking and preference about the products. The readers will have their own assumption whether the product is good or not. So, it can be concluded that the use of flouted maxim seems to be powerful enough in attracting the readers to buy the products. To make it clear, let's consider the following example:



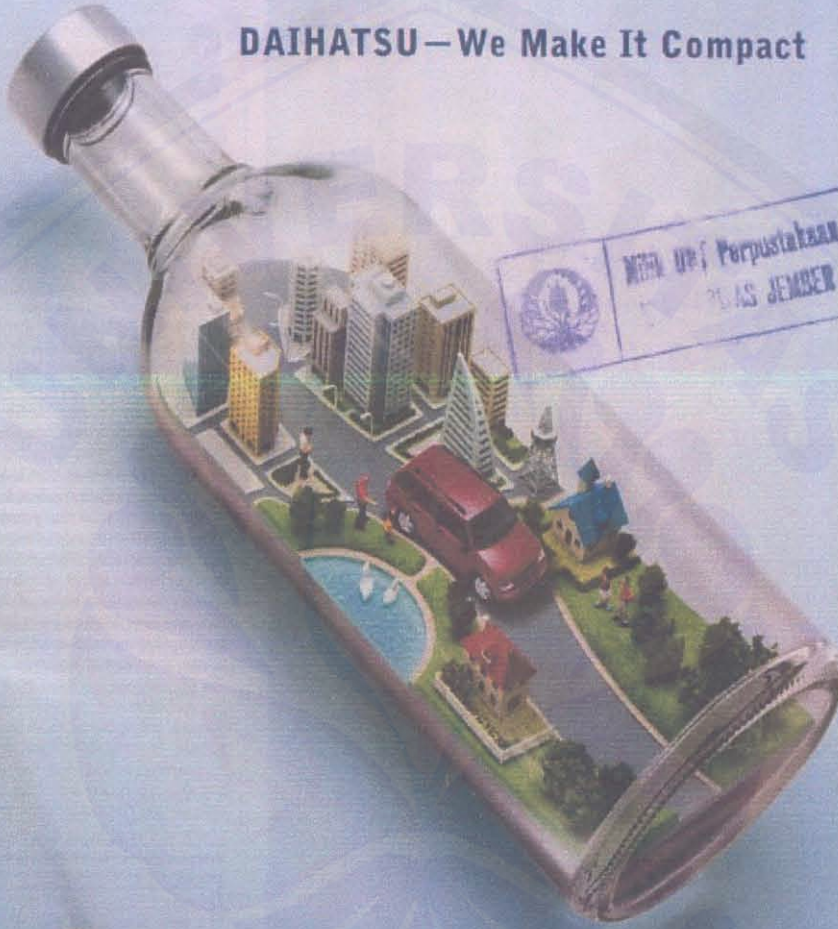
(Taken from "TIME Magazine", May, 5, 2003)

The advertisement above promotes a Hyundai car. Readers would know that this headline "*No road untamed, No detail overlooked*" flouts *Quality maxim*. They are going to think that the advertiser does not give enough evidence if this car has experienced in any condition of road.. In this case, they would know that the advertiser just tries to exaggerate the point become more powerful. Cook (1989:31) states that *Hyperbole* is a way of making the point more forcibly, rather than it is presented. The illustration of this product would clarify the missing point of the headline. The illustration would assure the readers that in seashore region or even in a country region, the readers could still drive this Hyundai car in a comfort way. Zacher (1961) states that illustration could display a certain feature of the product advertised. In this way, the readers would know the content of the advertisement clearly.


At last, this advertisement could make the readers are impressed to the product advertised. The use of flouting *Quality maxim* would influence the readers to buy the product. All of these are supported with the attentive factors so that the readers are easy to know the content of the advertisement.

DAIHATSU MOTOR CO., LTD., JAPAN
www.daihatsu.com


DAIHATSU — We Make It Compact



MPH UP! Perpustakaan
UNAS JEMBER



How Do We Do It? When you look at a Daihatsu, you can't help asking one question: how do they fit so much convenience and craftsmanship into such an affordable and compact package? The answer: Daihatsu know-how. It's this know-how that gives you the freedom of a spacious interior and an easy-handling ride — all with the traditional Japanese virtues of precision and reliability. So, for a driving experience beyond your expectations, drive Daihatsu.



(Taken from "TIME Magazine, January, 13,2003)

This advertisement sells a Daihatsu car. The headline of this advertisement could secure the readers' attention to the product advertised. This headline "Daihatsu - we make it compact" flouts *Quantity maxim*. The advertiser does not give sufficient information about what thing is compact (Grice, 1975). The illustration of this advertisement would help clarify the headline. The picture of a town that includes buildings, towers, a house, a pond, and a Daihatsu car is placed in a bottle. This bottle represents something small and spacious. It means that this Daihatsu car is small but it has spacious design inside. This illustration could attract the readers' attention to the product advertised (Zacher, 1961). It also could display a certain feature of the product. In this way, the readers would be easily catching the idea from the advertisement. The use of blue color for the background would influence the readers' feeling (Zacher, 1961). Blue color represents something cool, calm and comfort. The readers are going to think that this product could give comfort and wide space.

At last, the use of flouting *Quantity maxim* could give very good influence to the readers in order to buy the product advertised. And the use of attentive factors would help the readers to know the message of the advertisement. In this situation, flouting *Quantity maxim* and the attentive factors could make a powerful advertisement to influence the reader to buy this Daihatsu car.

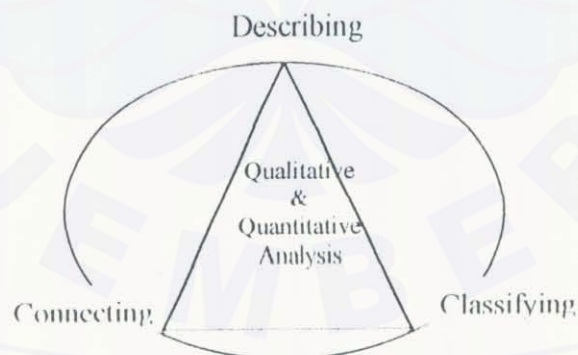
III. RESEARCH METHODS

This chapter presents the research methods employed in this study. It covers the research design, the data resource, and type of the data, data collection method, and data analysis, which will be presented briefly.

3.1 Research Design

This research was conducted by using the qualitative and quantitative research design. It means that the research does not only focus on understanding meaning but also through numbers (McMillan, 1992:9). This qualitative research, furthermore, stressed on a phenomenological model in which reality derives from the durable good advertisement in TIME magazine from October 2002 to September 2003. So, by employing this design, it was intended to clarify how Grice's theory of Cooperative Principles showed the flouted maxims in durable goods advertisement in "TIME" magazine.

As Dey (1993:5) says that the base concept of qualitative analysis including both for description of a phenomenon and classification of the data. The description of a phenomenon and the classification of the data were then, connected to the theory, which was used to analyze the data. To make it clear, the relationship among the description, the classification, and their connection are adapted from the Dey's circular process of qualitative and quantitative analysis:



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So, the research design used was descriptive qualitative and descriptive quantitative because it described the phenomenon of the flouted of maxims of the Cooperative Principles in durable goods advertisement in TIME magazine (from October 2002 to September 2003). The phenomenon happens because the flouted maxims of Cooperative principles could be the best way in helping the advertisement seem to be attractive to persuade the readers to buy products offered. The collecting data would be conducted by using Grice's theory of Cooperative principles. So, this design was arranged to find the answer of the research problem.

3.2 Data Resource

The data resource of this research was the advertisements taken from "TIME" magazine. TIME is as weekly magazines, except for two issues combined periodically into one and occasional extra expanded or premium issue.

TIME and the red border design are protected through trademark registration in the United States and in the other countries where TIME magazine is circulated. TIME Asia is edited in Hong Kong and printed in Singapore. In this case TIME Asia magazine is chosen as the data resource because TIME is a popular English magazine, which can provide sufficient data needed by the researcher, in the form of written discourse that consists of flouted maxim of the cooperative principles in the durable goods advertisements.

In this TIME Magazine, there were only two kinds of advertisement: durable goods advertisement, and consumer service advertisement. This research only focused on durable goods advertisement. The taken TIME magazines were those issued from October 2002 to September 2003. It was done by the consideration in choosing the durable goods advertisement in TIME magazine as the data resource because the durable goods advertisement was usually used by many people that it becomes the secondary need of people.

3.3 Types of the Data

The data that were analyzed in this research are in the form of written advertisements focusing on durable goods advertisement in TIME magazine, not in the form of utterances. According to Dey (1993:10) the data that deals to the meaning that are mediated mainly through language and action, belong to qualitative data and quantitative data deal with numbers. Quantitative because the data of this research are presented in numbers. So, based on the idea above, the type of the data in this research are qualitative and quantitative.

3.4 Data Collection Method

The data were collected by using documentation. The data were taken from TIME magazine, which are published in October 2002 to September 2003. In this TIME magazine, there were 9 kind of products: photocopy machines, air conditionings, handycams, mobile phones, cars, printers, cameras, televisions, and wristwatches. The data only focused on 5 products: cars, printers, televisions, cameras, and wristwatches products. It occurred because these advertisements products had a big number of frequency in this TIME Magazine.

From the TIME Magazine, it was found 258 advertisements. Because of identical advertisements, it was found 155 advertisements as the population of this research. To make the data representative and because of the population were more than 100 advertisements, so, this research would use proportional sampling. Every advertisement in the population was intended to identify the quality maxim, quantity maxim, and manner maxim and relation maxim of Cooperative principles. Arikunto (1992:107) says that a person can take 10%-15% or 20%-25% or more if the number of population is more than 100. Therefore, 15% of the population was taken as the data and it's about 24 advertisements. From each product, it was taken proportionally; 5 advertisements. These 24 advertisements included; 5 car advertisements, 5 printer advertisements, 5 television advertisements, 5 wristwatch advertisements and 4 camera advertisements. So, in each product, the sample was taken in the same number. It is done to avoid bias in inferring the conclusion of the study.

3.5 Data Analysis Method

The data were collected based on the theory of Cooperative principle proposed by Grice. The collected data in this research were analyzed qualitatively and quantitatively. The durable goods advertisements were analyzed deductively by using Grice's theory of Cooperative Principles. Therefore, some steps in analyzing the data:

1. Finding the flouted maxim in the advertisement
2. Finding the attentive factors in the advertisement (Zacher,1961)
3. Analyzing the data by using the Grice's theory of the Cooperative Principles and the Zacher's theory of the attentive factors in the advertisements
4. Summarizing the analysis by finding the percentage of each exploited maxim to know the most exploited maxim of the Cooperative Principles in the durable goods advertisements. The highest percentage of maxim of the Cooperative Principles was calculated by applying Ali's percentage formula. The formula was as follows:

$$E = \frac{n}{N} \times 100 \%$$

Notes:

E = the percentage of maxim of the Cooperative Principles that is flouted in the Durable goods advertisements

n = the number of particular flouted maxim (the Quantity maxim, the Quality maxim, the Relation maxim; the Manner maxim)

N = The total number of flouted maxim

(Adapted from Ali, 1987:186)

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So, in order to make it clear, the following advertisement was the example of the analysis:

PHILIPS
Let's make things better

“I’m looking closely
at a couple of details.”

You’ll find any excuse to stay home with the new Philips Pixel Plus Flat TV. One look at the Philips Pixel Plus Flat TV and you’ll see much more than a sleek design. By increasing the number of pixels, our award-winning picture processor dramatically improves the picture quality for an astonishing level of detail, depth and clarity. Visit your nearest Philips dealer and you’ll see.

Staying home has never been better.
See more at www.philips.com/flattv

PIXEL PLUS

(Taken from TIME Magazine, September, 15,2003)

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The advertisement above sells a Phillips television product. The headline that is placed on the top of page could direct the readers' eye to look at these advertisements. This headline "*I am looking closely at a couple of details*" flouts *Relation maxim*. The advertiser does not give relevant headline with the product advertised (Grice, 1975). In this way, the illustration of the product would help the readers to know the meaning of the headline. The picture of a twin in Phillips television product would clarify the missing point of the headline. This Phillips television product has a sleek design, high picture quality, and high level of detail, depth, clarity and increasing number of pixels. These features would enable the readers to find the differences between the twins. This illustration could display a certain features of the product advertised so the readers would be attracted to buy the product advertised (Zacher, 1961). The use of green color for the background of this advertisement would influence the readers' feeling. It represents something cool and fresh. So, this television product could make the situation in a house become so peaceful and so cool.

Thus, flouting *Relation maxim* would attract the readers' attention to read the advertisement. The readers would know that this Philips television product has many features that enable the readers to watch the television in detail. So, in this way, they would be attracted to buy this Phillips television product.

IV. RESULTS AND ANALYSIS

The research was conducted on the durable goods advertisements in TIME Magazine based on Grice's theory of the Cooperative Principle and Zacher's theory of advertisement. It was found that 24 durable goods advertisements had flouted maxims of the Cooperative Principle

This chapter discusses the analysis of the data based on Grice's theory of the Cooperative Principle and Zacher's theory of advertisement, summary analysis and discussion by referring back to the review of related literature in chapter II.

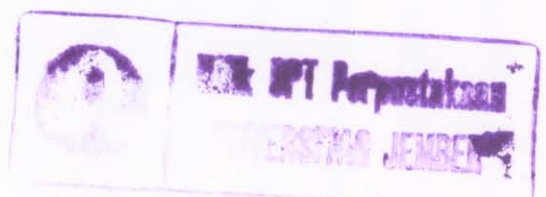
4.1 Qualitative Data Analysis

The results of this study are in the form of pictures of advertisements (see appendix 7). It was found 24 durable goods advertisements from TIME Magazine. The durable goods advertisements were analyzed qualitatively. Then, it was analyzed deductively by showing the evidences of flouting the maxims of the Cooperative Principle. The analysis of the durable goods advertisements is as follows:

Advertisement 1 (October, 7,2002)

This advertisement promotes a Hyundai car. At the first time when readers look at this advertisement, they would know the features of this Hyundai car from its headline and illustration. The headline that is placed on the top position would direct the readers to look at the illustration and the detail information about this Hyundai car. Zacher, (1961) states that a good layout could focus the readers' attention to read the advertisement.

The headline of this advertisement says, "*Serenity in motion*", which flouts *Relation maxim* with the product advertised. *Serenity* means calm or quiet. In this way, the readers would think that it does not have relationship with the Hyundai car. When the advertiser tries to flout *Relation maxim*, the readers recognize it as a case of influencing the reader to buy this Hyundai car (Grise, 1975). This Hyundai car is not a calm or quiet product. But, this situation is



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fulfilled with the illustration of this advertisement. The picture of the drop of water means that this Hyundai car could provide serene drives. A smooth wave when the water is dropping would make the readers sure that this Hyundai car could provide comfort and has a good performance in driving. They would feel so peacefully and calm when they drive this Hyundai car. This car has smooth engine sound. It could affect the passengers 'comfort because it's not noisy. Zacher (1961) states that illustration could stimulate the readers' desire to the product advertised. The use of predominant color of blue for the illustration would influence the readers that this Hyundai car is so calm and comfortable to be driven. Zacher (1961) states that the use of predominant color of blue could do much to influence the readers' feeling. In this advertisement, the blue color represents calm and serene.

So, in this advertisement, the advertiser tries to influence the readers by using persuasive words that flouts *Relation maxim*. It is supported with the attentive factors like layout, headline, and illustration that it would make the readers want to buy this car.

Advertisement 2 (October, 7, 2002)

A Phillips television product is promoted in this advertisement. The illustration that is placed on the center of page would directly catch the readers' eye. In this way, they would know that it promotes a television product. The headline that is placed on the top position could direct readers to read the advertisement in detail. Zacher (1961) states that a good layout could make readers look at the advertisement intently.

This headline "*let's make obsessions better*" flouts *Quality maxim*. It exaggerates the Phillips television product. The word *Obsession* means something that fills somebody's mind. In this advertisement, the advertiser tries to exaggerate the *Obsession* here become better. In this way, the readers realize it as a case of influencing them to buy this Phillips television product (Grice, 1975). The illustration clarifies the headline of the advertisement that flouted the *Quality maxim*. The picture of photo frames around this television product would make

the readers sure that this product could bring the readers' obsession about television become true. It has ultra-slim body, flat against the wall, and the smoothest moving pictures. These features are different from the previous television products. These features would make the readers realize that the product of Phillips would make the readers' obsession become better than before. Zacher (1961) and Jefkins (1996) state that an illustration in the advertisements would arise the readers' attention, interest, desire, conviction and action to buy the product advertised. So, in this way, the readers would easily interpret the message of the advertisement. The use of white color from the background of the advertisement could focus the readers' eyes to the product advertised. It would assure the readers that this Philips television has high quality product and features.

So, flouting *Quantity maxim* would make the advertisement looks so powerful. The readers would be attracted to buy the television. This product could make the readers' obsessions about television become true.

Advertisement 3 (October, 14,2002)

In advertisement 3, the readers would know that it sells a Canon Direct Photo Printer. Readers' eyes would be caught with the illustration and the headline of this advertisement. The headline that is placed on the top position could focus the readers' eyes to look at this advertisement. If the advertiser succeeds to focus the readers' eyes, it would be a good indication that the readers would be intently looking at the advertisement (Zacher, 1961).

This headline of Canon printer advertisement "*Capture, connect and print beautiful photos*" flouts *Manner maxim*. The advertiser does not give clear expression, what is being captured and what is connected. As Grice (1975) states that the advertiser may flout a maxim with the intention that the readers recognize it, as a promotion of Canon Direct Photo Printer product. In this case, the illustration gives the missing point of the headline. The picture of a digital camera would make the readers think that this digital camera could take or capture any object that the readers want. This digital camera is connected to this Canon Direct Photo Printer. This Printer could directly print the object that has been captured in

the camera. The result is very beautiful photos. The illustration of this Canon Direct Photo Printer product would make the readers sure that this printer could print photos directly from a Canon camera digital. Zacher (1961) states that illustration would stimulate the readers' desire for the product advertised. This advertisement would convince the readers to try this product advertised. The use of very bright color (white color) in the picture of the Canon digital camera would catch the readers' eyes in order to read the headline of the advertisement. Jenkins (1996) states that brightness color would be an effective way to emphasize the product advertised.

So, the use of flouting *Manner maxim* would make the readers think about the importance of having the product. The readers would be attracted to buy this Canon Direct Photo Printer because of its feature.

Advertisement 4 (October, 7,2002)

Advertisement 4 advertises OMEGA wristwatch product. The layout of this advertisement could attract readers' eyes because of the headline. It is placed on the right position in order to catch their eyes to look at the illustration and the detail information.

Flouting *Quality maxim* happens in this headline "*Ernie Els's choice*" with the product advertised. The headline could hold the readers' attention in order to read further information (Zacher, 1961). The readers would think that the advertiser does not give enough evidence if Ernie Els really wears this watch. As a famous golf player, he probably has more than one wristwatch with different brand. So, he does not necessarily always wear this watch in his daily life. The readers recognize it, as a case of influencing the readers to buy this watch (Grice, 1975). In this way, the illustration of this product gives additional evidence about the product promoted. The picture of a golf player; Ernie Els, would make the readers assure that he really chooses this Omega wristwatch as one of his collections. As a professional golf player, his activity deals with the time and power. He needs time accuracy. He also uses his power to win a golf competition. So, this wristwatch has accuracy and strength features. This illustration would

build the readers' image and desire for the product (Zacher, 1961). It would convince the readers if Ernie Els really chooses this wristwatch as one of his collections so the wristwatch is worth buying. The use of natural colors in the advertisement would convince the readers to the product advertised (Zacher, 1961). The blue color is the blue sky. It means that Ernie Els is in a golf competition. A colorful illustration would make the readers think that in golf competition Ernie Els wears this watch to manage his time. He really counts on this Omega to be as professional golf player as possible.

So, it could be said that the use of flouting *Quality maxim* would make the readers have a good impression about the Omega wristwatch product advertised so it is likely that they consider to own one.

Advertisement 5 (November, 4, 2002)

In this advertisement, the advertiser tries to sell a Canon Photo Printer. It has the same series with the previous product in advertisement 3. However, this advertisement has different headline. It could print photos directly from a canon digital camera. The headline of this advertisement that is placed on the left hand side would make readers sure about the features of this Canon Photo Printer. The illustration that is placed on the center of this advertisement would focus the readers' eyes so that they would read this advertisement.

The headline of Canon photo printer advertisement "*Imaging Direct*" flouts *Quantity maxim*. The advertiser does not give sufficient information about the headline (Grice, 1975). The readers probably would not understand directly about this headline. They would think what *direct* means. In this situation, the illustration of the product fills the missing point from the headline. The picture of a Canon digital camera is connected to the Canon Photo Printer. Then, this photo printer could directly print any photos taken with the camera. After looking at this illustration, the readers would have an impression that this Canon Photo Printer could help the readers to print directly any photos from the Canon digital camera. Zacher (1961) states that illustration would display the features of the product advertised. In this way, the readers would know the content of the advertisement.

The use of brighter color (white color) for the Canon Direct photo Printer could stress and focus the readers' eyes to the product advertised (Jefkins, 1996). The readers would think that this Canon Photo Printer is a new technology that could print photos directly from a canon digital camera, instead of sending them to the studio.

At last, this advertisement could give a good impact to the readers because they would assume that this Canon Photo Printer could be connected to a Canon digital camera and printed the object directly. In this way, flouting *Quantity maxim* could make powerful advertisement to attract the readers to purchase this Canon Photo Printer.

Advertisement 6 (December, 9,2003)

Advertisement 6 promotes an Omega wristwatch. It is the same brand with the previous product in advertisement 4. But it has different series, headline and illustration.

Data 6 promotes an Omega wristwatch. To promote this product, the headline "*Cindy Crawford's choice*" flouts *Quality maxim* with the product advertised. The headline that is placed on the top position might hold the readers' attention to read further information of the advertisement (Zacher, 1961). Grice (1975) states that flouting *Quality maxim* happens when one contributes something without any evidence. The advertiser does not give adequate evidence if Cindy Crawford really wears this watch in her life. As a famous model in the world in the world, Cindy Crawford does not necessarily wear this product. She probably has many wristwatches with different brands. The illustration of Omega wristwatch product clarifies the headline of the advertisement. She is a beautiful model in the world. From the previous different kinds of product, she has a cosmetics image; *be unforgettable*. Then, this wristwatch presents a beautiful design and long lasting watch. The picture of Cindy Crawford wears this Omega wristwatch would make the readers sure that Cindy Crawford really chooses the Omega wristwatch as one of her collections. Zacher (1961) states that ideas can be frequently conveyed more quickly, more clearly, and with greater emotional

impact by pictures. The use of white space would stress the product advertised (Jefkins, 1996).

In conclusion, this advertisement could give a positive influence to the readers to buy this Omega wristwatch. The use of flouting *Quality maxim* would make a powerful advertisement so the readers are attracted to buy this watch product.

Advertisement 7 (January, 6,2003)

In this advertisement, the readers would know that the advertiser tries to promote a Toyota car. This product would help readers to reduce the air pollution. This feature is used to differentiate this product with others. The illustration that is placed on the top position could direct the readers to read the advertisement in detail. This good layout would be easily attracting the readers. Zacher (1961) states that layout could focus the readers' attention so that they would read the advertisement intently.

This headline "*Lighting the way to a greener world*" has a figure of speech of *Hyperbole*. It exaggerates the product become more powerful (Cook, 1989:31). Nowadays, there are many cars that pollute the air condition. In this case, this Toyota car would help the readers to reduce the air pollution. When the readers read the detail information, they would be assured that this Toyota car really could reduce the air pollution. The Toyota car uses the Toyota Hybrid system featured with gasoline-electric Prius sedan that produces low emission to light the way to a better environment. The illustration of the product gives additional evidence from the headline of the advertisement. The green forest and a shadow of this Toyota car would direct the readers to think that this product could help the readers to create the greener world. This product could help the readers reduce the air pollution. This illustration could display the features of the product advertised (Zacher, 1961). The use of the predominant of green color represents a cooler feeling. It psychologically affects the mood of the readers. If the readers need to have a cooler condition, this car would reduce the air pollution. Zacher

(1961) states that predominant color in the advertisement could do much to influence the readers' feeling.

So, this advertisement would make the readers attracted to buy the Toyota car. The use of flouting *Quality maxim* would make a powerful advertisement. In this way, the readers probably think about the importance of having this Toyota car instead of other make.

Advertisement 8 (February, 3,2003)

A Sharp AQUOS television is advertised in this advertisement. It has different series and headline from the previous television product in advertisement 2. This television could give sharp images and less power consumption.

This headline "*Complete your style with an AQUOS*" flouts *Relation maxim* with the television product. The readers would think that the word *style* does not have relationship with the television product (Grice, 1975). They would also have a question why this product could complete the readers' style. In this situation, the illustration plays an important role in clarifying the headline. When they look at the illustration, they would know that this television is flat and sharp. Nowadays, a flat television is as the most recent technology. This television is flat against the wall. So, it would help the readers to have a beautiful interior. By having this Sharp AQUOS television product at home, the readers could complete their modern life style. The picture of an interior represents a modern life style. A modern life style could be seen o the way the readers choose the house equipment and has a modern interior architecture. In this way, the readers would have an impression that by having this Sharp AQUOS television at home, they could complete their luxury. The illustration could help the readers to interpret the message that this Sharp AQUOS television represents a modern life style. It could develop the readers' interest to the product advertised (Zacher, 1961). The color of television product has a brighter color than things around it. It could focus the readers' eyes to the product advertised.

At last, this advertisement could make the readers have a good impression to the television product. The readers would think that this television should be

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owned as a part of their life style. The use of flouting *Relation maxim* would make this product look different from other products.

Advertisement 9 (March, 31, 2003)

The advertiser tries to promote a Hyundai car in this advertisement. It has different series, headline and illustration from the previous product in advertisement 1. This product would give a high quality design and innovation.

The headline of the advertisement that promotes a Hyundai car "*Quality and innovation are pushing Hyundai towards the TOP 5*" flouts *Quality maxim*. It has a figure of speech of *Hyperbole*. The readers would know it as a case of exaggerating the situation to become so powerful (Cook, 1989:31). The advertiser does not give enough evidence to proof that this Hyundai car becomes the TOP 5 of the car products in the recent time. Many people in the world do not necessarily drive this car. There are many kinds of cars in the world. These people might choose one of them, not only this product. The use of this headline could attract and affects the readers' attention to read the advertisement in detail (Zacher, 1961 and Jelkins, 1996). The headline that is placed on the right position has a good layout. It could direct the readers' eyes to read this advertisement. The illustration of this Hyundai gives evidence about the headline. The picture of Sonata Hyundai car in a classic color would assure the readers that this car has high quality design and innovation. So, because of its quality and innovation, this Sonata Hyundai car becomes the top 5 in the world. Zacher (1961) states that illustration could present the major point of the sales message that this Hyundai car has high quality design and innovation. The picture of ascending car would assure the readers that because of it high quality design and innovation, this Sonata Hyundai car is ready toward the top 5 in the world

So, the use of *Hyperbole* expression would make this advertisement look different from the other advertisements. In this way, the readers would be influenced to buy this Hyundai car.

Advertisement 10 (April, 14,2003)

This advertisement sells a Canon Bubble Jet Printer. It has different series of Canon printer, headline and illustration from the previous one in advertisement 3 and 5. This product could produce a high quality photo printing that different from the previous printer.

The headline "*Shape up*" flouts *Quantity maxim*. The advertiser does not give enough information about what things should be improved (Grice, 1975). In this case, the advertiser tries to make the readers feel curious in order to look at the advertisement in detail. Zacher (1961) states that headline serves primarily to secure the readers' attention. The illustration adds the missing point of the advertisement. The readers would know that this Canon Bubble Jet Printer could print any photos that produce very good result. It could print photos whatever the readers wants. When the readers read the advertisement in detail, they would know that this Canon Bubble Jet printer has many features that could print beautiful photos, as they want. Because of a good result, this Canon Bubble Jet Printer could help the readers to finish their job completely. They would not be worried about the result of this printing. The use of white color for the background could focus the product that has blue color. In this way, the advertiser could hold the readers' eyes in order to read the advertisement.

So, flouting *Quantity maxim* in this advertisement could affect the readers to buy the Canon Bubble Jet Printer advertised. They would assure that this product has high quality features that produce very good result.

Advertisement 11 (April, 28,2003)

A Hyundai car is promoted in this advertisement. It has different headline and illustration from the previous products in advertisement 1 and 7. For this time, this advertisement shows the power of the car that could conquer any road condition. This feature is used to differentiate this product with others.

This data promotes a Hyundai car. The headline "*No road unconquerable, No challenge unmet*" flouts *Quality maxim* with the product advertised. Cook (1989:31) says that *Hyperbole* would make the point become more powerful. In

this case, the readers are going to have an impression that the advertiser just tries to exaggerate the Hyundai car become so powerful. The illustration of the product gives additional evidence that this Hyundai car could be driven in any road condition like seashore, dessert or outback region. In this way, the readers would be attracted to buy this car. The picture of a Hyundai car in the dessert would assure the readers that this car could be driven in any road condition even in the dessert. Zacher (1961) states that illustration would develop the readers' interest to the message of the advertisement. It would convince the readers about the features of the product. The use of white color for the headline could give emphasis to the product advertised (Jefkins, 1996).

So, this advertisement could attract the readers to buy this car. The use of *Hyperbole* expression would make the readers assure that this Hyundai car could be driven in any condition.

Advertisement 12 (May, 5,2003)

The advertiser tries to promote a Canon photo printer product in this advertisement. Although the product is the same with the previous product in advertisement 3, 5, and 10, but this product sell different thing. This product has a good speed capacity and a beautiful finishing result.

This advertisement flouts *Quality maxim*. It promotes a Canon photo printer. The headline“ *Now A 4 photo printing takes only one minute*” has a *Hyperbole* expression. The advertiser tries to exaggerate this printer that has a speed capacity to print in very short time compared to the old printer which takes longer time. The advertiser does not give enough evidence if this photo printer could print only one minute (Grice, 1975). This headline could secure the readers' attention to read further information of the advertisement (Zacher, 1961:107). The same case happens in the sub-headline, “*And a finish so beautiful, it takes your breath away*”. The readers would know that this photo printer could give an excellent finishing result. The illustration of the product would give additional evidence about the Printer product. They would think that this photo printer gives an excellent result like the real object. The colors of the finishing result support

this sub-headline that this photo printer could result an image like the real thing. The use of red color for the word *one* in the headline, would emphasize the major point that this product could print photos in very short time. The real object that is placed at the top of the advertisement could direct them to look at the finishing result. They also would know the other types of this photo printer. A good layout would direct the readers' eyes through the advertisement (Zacher, 1961).

At last, it could be concluded that flouting *Quality maxim* would make the readers have a good impression to the photo printer. The use of attentive factors in advertisement could give very good impact to the readers' interpretation.

Advertisement 13 (May, 5,2003)

The readers would know that in advertisement 13, the advertiser tries to promote an Olympus camera. It flouts *Quality maxim*. The headline "*A digital diamond is born*" is metaphorical expression. Readers are going to have impression that this digital camera is as a luxurious, beautiful, and glamorous thing that should be owned. As Grice (1975) says that one might flout *Quality maxim* with the intention that in this case the readers recognizes it as telling a lie. In this case the readers would know that this headline is one way attracting them. In line with this, Zacher (1961) and Jefkins (1996) state that a headline would attract and affect the readers' attention to try the product advertised. The illustration of this advertisement flouts *Relation maxim* with the product advertised. There is no relationship between a diamond and a digital camera. But, the headline would give additional evidence about it. The readers would know that the picture of a diamond represents that this digital camera is as a luxurious and beautiful as a precious camera. The advertiser tries to disobey the relation maxim with the intention that the readers recognize it as a luxurious, beautiful, and glamorous digital camera (Grice, 1975). The advertiser has been successfully focus the readers' attention. The headline that is placed in the right position could catch the readers' eyes easily. The illustration that is placed under the headline could arise the readers' image that this digital camera is the newest product that loved by many people. This illustration shows a natural color of diamond. So, a

good layout would make the readers look at the whole advertisement intently (Zacher, 1961).

So, this advertisement could give good impact to the readers because they would assume that this digital camera is as luxurious, beautiful, and glamorous thing. In this way, flouting *Quality* and *Relation maxim* could make a powerful advertisement to influence the readers to try this digital camera.

Advertisement 14 (May, 12, 2003)

An Omega wristwatch is sold in this advertisement. It is different from the previous product in advertisement 4 and 6. It has different headline and illustration. It sells a high quality watch with excellent design and technology. The headline would direct readers' eyes through the advertisement (Zacher, 1961).

This advertisement that promotes an Omega wristwatch flouts *Quality maxim*. From the headline, "*Pierce Brosnan's choice*" the readers would know that the advertiser does not give enough evidence that Brosnan really wear this watch in his daily life. As a famous actor that acted as James Bond, he does not necessarily wear this wristwatch in his daily life. He might have many wristwatches from different brands. In relation to his action as James Bond, it deals with a new technology. In his each film of James Bond, he always deals with new technology. So, it represents that this wristwatch has a high quality design and sophisticated function. The illustration of the product clarifies the headline. The picture that shows Pierce Brosnan wearing this Omega wristwatch would assure the readers that he really chooses and wears this Omega wristwatch. Zacher (1961) states that by looking at the illustration, it could stimulate the readers' desire for the product advertised. In this case, Grice (1998:2) states that the readers would realize that the advertiser flouts *Quality maxim* as a case of influencing the readers to buy this Omega wristwatch. This headline that is placed on the top and right position could focus the readers' eyes. A good layout could direct the readers from the headline to the advertisement to read the advertisement (Zacher, 1961). The use of white space stresses the product that looks different

from other product (Jefkins, 1996). So, in this way, the readers would know the content of the advertisement.

In conclusion, this advertisement could give a good impact to the readers. The use of flouting *Quality maxim* would make this Omega wristwatch looks different form other products. In this way, the readers are attracted to buy the Omega wristwatch.

Advertisement 15 (June, 9,2003)

The advertiser tries to promote a Toyota car. The readers would know that this headline "*A million reasons to choose a corolla*" has a *Hyperbole* expression. Grice (in Cook, 1989:31) says that *Hyperbole* is a way of making a point more forcibly than it is presented. From the word *a million*, the readers would not assume that it is true information because the readers know that the word *a million* is just a way to exaggerate the number of reasons so that they would be influenced. The illustration of this car would clarify the missing pointing the headline. The car that is set in front of the people from different countries says that this Corolla is very popular in all over the world. So, that is why many people choose this car. The layout of this car could focus the readers' eyes that this corolla is as a luxurious car that should be owned by many people in the world. The color of the illustration says that this corolla is used by many people in different countries with different condition also. The readers would realize that the use of illustration and color is only a way to attract them to buy this car.

So, flouting *Quality maxim* really helps the readers interpret the advertisement. The advertisement becomes so attractive to attract the reader to buy the Toyota car.

Advertisement 16 (June, 30,2003)

In advertisement 16, the advertiser promotes a Canon Pictbridge. The headline of this advertisement, " *New Canon Pictbridge Photo Printers connect directly to any Pictbridge-compatible Digital Camera or Video Camcorder, flouts Quality maxim* with the product advertised. The advertiser tries to give over information that this product could be connected to any digital cameras and directly prints beautiful photos (Grice, 1975). The illustration of the product gives additional evidence if this printer could connect to any digital cameras even the camcorder. It includes the old digital cameras or even the newest digital cameras. The picture of an ancient man represents an old digital camera. The picture of a modern man represents the newest digital cameras. So, this Canon Photo Printer could connect to any digital cameras and print beautiful photos. Zacher (1961) states that illustration would stimulate the readers' desire for the product. They would be convinced that it is a good product. The illustration that is placed on the top position could direct the readers to read the advertisement in detail. A good layout in an advertisement could focus the readers' attention so that they would be intently looking at the advertisement. In this way, the advertiser tries to show that this product look different from the previous one. The use of red color for the main headline could catch the readers' eyes to look at the advertisement. The readers would know that the red color is used to differentiate this product from others. In this way, color has an inherently greater attraction to the readers' eyes than does material appearing in black and white (Zacher, 1961).

So, this advertisement could assure the readers to buy this Canon Pictbridge printer. They would know the features of this product directly. The use of flouting *Quality maxim* would make this advertisement become powerful to influence the readers to buy this Canon Pictbridge printer.

Advertisement 17 (June, 30, 2003)

An Olympus digital camera is advertised in this advertisement. It has flouting *Quality maxim*. Flouting *Quality maxim* happens in this headline “*Ultra Zoom, Farther Vision, Clearer Images, Smaller Body*” with the product advertised. The headline could attract and affect readers’ attention to the product advertised (Jefkins, 1996). In this headline, the advertiser does not give enough evidence if this Olympus digital camera has farther vision, clearer images, and smaller body than the other products (Grice, 1998). The illustration of the product gives additional evidence about the headline of the advertisement. The picture of two men bringing two different cameras in a football competition would show the features of this Olympus digital camera. Although this Olympus digital camera has a smaller body than the other camera, this digital camera has farther vision and clear images. In a football competition, if the readers need to take a picture that has a long distance from them, they would not be worried. This product could take any pictures even in farther vision while the other camera need to use zoom to capture pictures from a far away angle. The illustration of this product could assure the readers that this Olympus digital camera has such kind of features. Zacher (1961) states that illustration would help the readers interpret the message of the advertisement. The use of colorful illustration would assure the readers that in this football competition, they could take photos with a good result. A colorful advertisement would attract the readers to read the advertisement in detail so that they would know the content of the advertisement (Zacher, 1961).

At last, the use of flouting *Quality maxim* could help the advertiser to attract the readers in order to buy this Olympus digital camera. In this way, flouting *Quality maxim* would make a powerful advertisement. So, this advertisement could affect the readers to buy this Olympus digital camera.

Advertisement 18 (July, 14, 2003)

The readers know that the product promoted is a Sharp AQUOS television. It has different headline and illustration from the previous one in advertisement 2 and 8. The headline that is placed on the top and right position would catch readers' eyes to read the advertisement in detail. It could direct the readers to look at the illustration and read the further information about this Sharp AQUOS television. Zacher (1961) states that a good layout could make the readers look at the advertisement intently.

This headline "*AQUOS refines the viewing pleasure*" flouts *Quality maxim* with the product advertised. The advertiser does not give enough evidence if this Sharp AQUOS television could refine the readers' viewing pleasure in watching a television (Grice, 1975). The readers could find many features of this product that the other television products do not have it. It has crystal-clear images, lower power consumption, extended backlight life expectancy and a stylish design. So, in this situation, this AQUOS television product could provide a high quality viewing pleasure in watching a television. Although the readers watch any program in a very long time but the power consumption still be very lower. In this way, the illustration of the product clarifies the headline of the advertisement. The picture of a flat television that has crystal clear images and stylish design would assure the readers that this AQUOS television provide a high quality viewing pleasure. This illustration would display the features of the product and stimulate the readers' desire to the product advertised (Zacher, 1961). The use of white color for the background would focus the readers' eyes to the Sharp AQUOS television. Jefkins (1996) states that a white space would be an effective way to stress this product that looks different from the other television products.

So, this advertisement could make the readers are attracted to buy the product advertised. In this way, flouting *Quality maxim* would make a powerful advertisement to influence the readers to buy this Sharp AQUOS television.

Advertisement 19 (July, 7,2003)

An Omega wristwatch is sold in this advertisement. It has flouted *Quality* and *Quantity maxim*. This headline “*Manufactured On Earth Tested On The Moon*” flouts *Quality and Quantity maxim* with the product advertised. Readers of the advertisement might have an impression that the advertiser does not give enough evidence if this watch really tested on the moon. Flouting *Quality maxim* happens with the intention that the readers recognize it as a case of affecting the readers to buy this watch (Grice, 1998: 2). This headline also flouts *Quantity maxim*. The readers probably think that the advertiser does not give information as enough as possible about what is manufactured on Earth and what’s tested on the moon. The illustration of the product gives additional evidence about the product advertised. The picture of an astronaut on the moon would assure the readers that this Omega wristwatch is really manufactured and tested on the moon. An astronaut probably wears this watch on the moon. Zacher (1961) states that illustration might help the readers interpret the idea of this advertisement. In this way, the readers would be influenced to try this Omega wristwatch. The black color of the illustration could focus the readers’ attention to the Omega wristwatch. The use of black color for the illustration would stress this product that it really manufactured and tested on the moon (Jefkins, 1996).

At last, the use of flouting *Quality* and *Quantity maxim* would make the readers have a good impression about this watch. They would be sure that this watch has a good quality product. In this way, the readers are attracted to buy this Omega wristwatch.

Advertisement 20 (August, 4,2003)

The product promoted in this advertisement is an Omega wristwatch. The headline that is placed on the top position could direct the readers to read the advertisement. The illustration that is placed on the center could focus readers’ eyes to the Omega wristwatch. Zacher (1961) states that a good layout could focus the readers to read the advertisement intently.

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This headline "Michael Schumacher's choice" flouts *Quality maxim* with the product advertised. The advertiser tries to say something for which he lacks adequate evidence (Grice, 1975). The readers would know that the advertiser does not give enough evidence if Schumacher really chooses and wears this Omega wristwatch. As the winner of grand prix F1 many times, he does not necessarily wear this wristwatch. He probably has many collections of wristwatches. And one of his collections is an Omega wristwatch. As he competes in an extreme sport, this watch has been tested and proven in extreme condition. The grand prix F1 competition is a challenge sport. It needs accuracy. This Omega wristwatch provides accuracy and strength. This wristwatch has its power and high quality product. In this way, the illustration of this advertisement clarifies the headline. The picture of Michael Schumacher would assure the readers that he really chooses and wear this Omega wristwatch because of its accuracy and strength. This illustration could display the product's features so it could attract the readers' attention to buy this product advertised (Zacher, 1961). The use of brighter background color could focus the reader's eyes to the illustration that is placed on the center of page. It would emphasize the product advertised (Jefkins, 1996).

At last, the use of flouting *Quality maxim* would make the readers have impression that this product has a good quality. In this way, the readers would be attracted to buy this Omega wristwatch.

Advertisement 21 (August, 18-25, 2003)

In this advertisement, it promotes an Olympus digital camera. The illustration that is placed on the center would focus readers' attention to the Olympus digital camera. This illustration could direct the readers to read the advertisement in detail. They would know the headline and the further information of this advertisement. A good layout would focus the readers' attention so that they would be intently read the advertisement.

This headline "Refined. Reliable." flouts *Quality maxim* with the product. The advertiser just tries to exaggerate this Olympus digital camera looks so powerful than it is presented (1989:31). The advertiser does not give adequate

evidence if this Olympus digital camera could refine the features of the previous digital cameras. The advertiser also exaggerates the word *Reliable*. The advertiser does not give enough evidence if many people in the world use Olympus digital camera. The illustration of this product would give additional evidence about the headline of the advertisement. The picture of an Olympus digital camera with the drop of water would assure the readers that this product could refine the previous digital camera product. Although in rainy condition, this product could still take any object. This feature would make this product is used by many people. This illustration would display the product' features (Zacher, 1961). The use of black color for the background (name-plates method) could emphasize the product advertised (Jefkins, 1996). It also would focus the readers' attention to the product advertised.

Therefore, this advertisement could assure the readers to buy this Olympus digital camera. Flouting *Quality maxim* would make a powerful advertisement so that they would be influenced to buy it.

Advertisement 22 (August, 18-25, 2003)

A Philips television product is sold in this advertisement. The headline that is placed on the top position could direct readers' attention to look at the illustration. The illustration would make the readers sure about the product advertised. Zacher (1961) states that layout would make the readers read the advertisement intently.

This headline of the advertisement " *Sorry honey, the tickets are sold out*" flouts *Relation maxim* with the product advertised. There is no relationship between this headline and the television product advertised (Grice, 1975). The television product is as home entertainment. The illustration of the product gives additional information about the product advertised. The picture of a family watching a TV program on a Phillips television product would make the readers understand that this product could give a pleasure for home entertainment. When the readers do not get any tickets to watch a film in a cinema, they would not be worried about it. This Phillips television product could provide home

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entertainment system like the one in a cinema. The illustration of the product advertised might make the readers assume that this television product could create warmth in a family. Zacher (1961:107) says that illustration could develop the readers' interest to the message. The use of brown color in the illustration might make the readers think that this television product could create warmth in a family. The use of white color for the background of this advertisement would focus the readers' eye to the headline and the illustration of this Philips television product. A colorful advertisement could attract the readers to read the advertisement in detail (Zacher, 1961)

At last, the use of flouting *Relation maxim* could persuade the readers to buy this Philips television product. Flouting *Relation maxim* would make a powerful advertisement to influence the readers to buy it.

Advertisement 23 (September, 22, 2003)

The advertiser tries to sell a Philips television. It has different series, and headline from the previous products in advertisement 2,8,18,22. The headline that is placed on the top position could hold readers' attention to see more about this Philips television product. The illustration that is placed on the center could focus the readers' eyes to the product advertised. Then, the readers would know more about this Philips television in the further information. So, this layout would attract the readers to look at this advertisement intently (Zacher, 1961)

This headline "*My horoscope say I shouldn't go out today*", flouts *Relation maxim*. To advertise this television product, the headline does not have a relationship with the illustration. There is a specific day for people to go out or to stay at home. So, when horoscope says they should not go out today, they would obey what horoscope says. When they should stay home, they should not be worried because they would be accompanied by an excellent TV. In this case the headline could catch the readers' attention to the product so that they would be expected to buy this television (Zacher, 1961:107). This situation is supported with the illustration that is placed under the headline. It would make the readers assure that this television could accompany them at home. The color of this

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illustration could make them have an image that this television gives very clear images.

So this advertisement has its strength to attract the readers to buy the product. The use of flouting *Relation maxim*, could affect the readers more forcibly to buy the product advertised.

Advertisement 24 (September, 22, 2003)

The product promoted in this advertisement is an Olympus digital camera. This advertisement has a wide space for the illustration so that readers are attracted to read this advertisement. The headline that is placed on the top position could make the readers sure about the features of this Olympus camera. A good layout in this advertisement would persuade the readers to read this advertisement intently (Zacher, 1961).

This headline "*Mobility or Wide Angle*" flouts *Quantity maxim* with the product advertised. The advertiser does not give sufficient information about *Mobility* and *Wide angle* (Grice, 1975). So, this headline could make the readers feel curious to read the advertisement. The illustration would support the headline of the advertisement. The picture of many kind of photos objects would make the readers sure that the Olympus digital camera could catch any mobile objects. This Olympus digital camera also could catch any objects in wide angle. So, although the readers need to take any mobile objects in wide angle but this Olympus digital camera could still produce very good result. This product has many kind of features to make the readers easy in catching any mobile objects in wide angle. The illustration of this advertisement could help the readers to interpret the message of the advertisement (Zacher, 1961). So, the readers would know from the illustration that they could still take pictures even for mobile object and wide angle. A colorful illustration would make the readers sure that this Olympus digital camera could produce lifelike photos. Zacher (1961) states that a colorful advertisement would attract the readers to read it in detail so that they would know the content of the advertisement.

Hence, this advertisement could persuade the readers to buy this Olympus digital camera. The use of flouting *Quantity maxim* would make a powerful advertisement. In this way, the readers are influenced to try this Olympus digital camera.

4.2 Quantitative Data Analysis

It was found that the sample of the research consist of 24 durable goods advertisement collected from TIME magazine from October 2002 to September 2003. All of the advertisements have flouted maxim in order to affect the readers to buy the product advertised. To make it clear, the data can be presented in the table below

Table 1
The Recapitulation of Products and the Flouted Maxims

NO	Products	Flouted Maxims			
		Quantity Maxim	Quality Maxim	Relation Maxim	Manner Maxim
1	Cars		5	1	
2	Televisions		2	3	
3	Printers	3			1
4	Wristwatches	1	5		
5	Camera	1	3	1	
	TOTAL	5	15	5	1

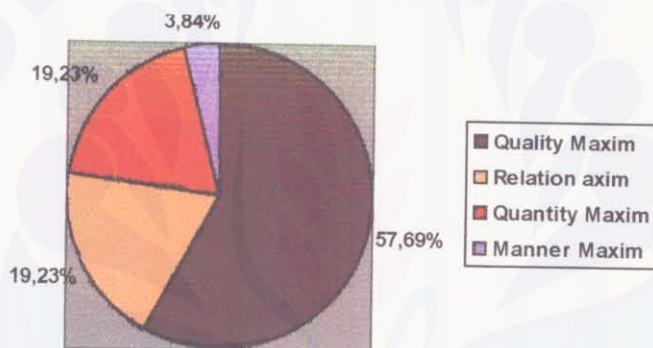
From the table, it shows that flouted maxims of the Cooperative Principles happen in all of the products. It happened because the advertiser tries to affect the readers to buy the product advertised. The following is the percentage table of flouted maxims of the Cooperative Principles,

Table 2
The Recapitulation of Percentage of Flouted Maxims in
Durable Goods Advertisements

No	Flouted Maxims	Number	Percentage
1	Quantity maxim	5	19,23
2	Quality maxim	15	57,69
3	Relation maxim	5	19,23
4	Manner maxim	1	3,84
	TOTAL	26	100

In order to make it clear, let's consider the diagram below

The Flouted Maxims of The Cooperative Principle in Durable Goods
Advertisement



The diagram shows that the most flouted maxim of the Cooperative Principle in the durable goods advertisement is the Quality maxim with the percentage 57,69 % of 24 advertisements. In this case, the advertiser does not make the contribution one that is true. The advertiser tries to tell a lie in order to make a powerful advertisement in influencing the readers to buy the product advertised.

The second flouted maxim of the Cooperative Principles is the Relation maxim, about 19,23% of 24 advertisements. The advertiser does not contribute relevant expression or even the illustration of the advertisements. But, this situation is supported by the attentive factors of the advertisement. So, the flouted

Relation maxim and the attentive factors would help the readers to know more about the content of the advertisement.

The third flouted maxim of the Cooperative principles is the Quantity maxim with the percentage 19,23% or about 5 advertisements. In this case, the advertiser intentionally makes the expression in the advertisements less informative than it is required. This situation is supported by the attentive factors that would help the readers to interpret the message of the advertisement. In this way, the readers would be more curious to read the advertisements.

The last flouted maxim is the Manner maxim, about 3,84% or only 1 advertisement. It means that the advertiser tries to make clear advertisements in order to attract the readers' attention to buy the product promoted. If the advertisement is clear enough, the readers would be easily know the content of the advertisement.

Finally, it can be seen that all of the four maxims of the Cooperative principles (Quality, Quantity, Relation and Manner) are flouted in order to influence the readers to buy the product advertised. This situation is supported with the attentive factors that also play an important role in helping the readers to know the content of the advertisement.

4.3 Summary Analysis

Based on the data analysis above, each product of the advertisement has its own features. These features are used to sell the product to the readers. In this way, they would be attracted to buy the product advertised.

From the data analysis it shows that the car advertisements promote the car products that have its features. Most of these advertisements sell a car with high quality design and power. These cars products could give comfort and satisfy the readers when they drive the car. Because of its features, the readers would be attracted to buy the product advertised.

The television advertisements sell many new features. It would satisfy the readers to the product advertised. The television products in the television advertisements have ultra slim body or flat, sharp images, or even less power

consumption. These products also would entertain the readers because of its features. So, in this way the readers would be attracted to buy it.

The printer advertisements could satisfy the readers because the features of the printer products. The printer products sell a high quality result of photo printing machine. It would print a beautiful photo in a relatively short time. These printer products could print directly from a digital camera or camcorder. So, in this way the readers would choose and try this printer.

The camera advertisements sell camera with many features that would make the readers think about these products. These camera products have clearer images, a slim body and further vision. It also enables the reader to catch the mobile objects. At last, by having one of these products, it would enable the readers to catch any object with very clear images.

The wristwatch advertisements sell a high quality watch design, beauty, strength and its accuracy. Its quality and power would make assure the readers that these wristwatches are as luxurious and expensive things as it should be.

The most flouted maxim that happens in the durable goods advertisements above was the Quality maxim. Flouting the Quality maxim was found in data 2,4,6,7,9,11,12,13,14,15,17,18,19,20,21. In these durable goods advertisements, the advertiser tried to tell a lie or something that is not true in order to convince the readers that the products have such kinds of features. Flouted the Quality maxim happened in the headline of the advertisement. It happened because the headline would be easily catch the readers' eyes to read the advertisement. The other attentive factors also would help the advertiser to assure the readers about the product advertised. Flouted the Quality maxim would make a powerful advertisement in influencing the readers to try and buy the product promoted.

The second number flouted maxim of the Cooperative Principles was the Relation maxim. It was shown in data 1,8,13,22,23. In this situation, the advertiser gave irrelevant headline in order to catch the readers' eyes to read the advertisements. This situation is supported by the illustration, color and layout of the advertisement. Because of these factors, it would make the readers easy in interpreting the message of the advertisement. Flouting the Relation maxim would

attract the readers to read the advertisement so that they would buy and try the product advertised.

The third flouted maxim of the Cooperative Principle was the Quantity maxim. It was found in data 5,10, 16,19,24. It happened because the advertiser provides insufficient information about the product advertised. But, this situation is supported by the attentive factors. The readers would know the content of the advertisement easily. In this way, the readers would be easily persuaded to buy the product advertised.

The least flouted maxim of the Cooperative Principle was the Manner maxim. It shows in data 3. The advertiser does not give a clear headline in the advertisement. This situation would make the readers curious to read the advertisement. So, they would be influenced to buy the product advertised.

Finally, all of the durable goods advertisements flouted the maxims of the Cooperative Principle. All of these advertisements flouted the Quality maxim, the Relation maxim, the Quantity maxim, and the Manner maxim. It happened because the advertiser wants to attract the readers' attention and influence them to buy the product advertised. The flouted maxims would make a powerful advertisement in influence and persuading the readers.

4.4 Discussion

This research found four maxims of the Cooperative principles (maxim of *Quality*, *Quantity*, *Relation* and *Manner*) were flouted in durable goods advertisements of consumer advertisements in TIME (from October 2002 to September 2003). All of these maxims were flouted to influence the readers to buy the products advertised as in 24 advertisements in the data analysis.

It was found that the most flouted maxim of the Cooperative Principle was the Quality maxim. It has 57,69% from the total durable goods advertisements. It was happened in these durable goods advertisements because the advertiser tries to influence the readers to buy the product advertised. In this way, the advertiser tries to make his/her contribution not to be true or saying what he/she believes to be false (Grice, 1975). The advertiser just tried to convince the readers to the

product advertised. In this case, the attentive factors of the advertisement played important roles in influencing the readers to buy the product advertised. It would help the readers to interpret the message of the advertisement more easily. This situation would make the readers were influenced to try and buy the product advertised.

In contrast with the explanation above, flouted the Manner maxim has the smallest percentage, 3,85% from the total advertisements. It does not give a significant influence to the result of data analysis. This situation happened because the advertiser tried to give very clear advertisement. If the advertiser could provide very clear advertisement, it would be a good indication that the readers would know the content of the advertisement easily. So, this situation would affect the readers to buy the product advertised.

The durable goods advertisements that flouted the Relation maxim and the Quantity maxim have the same percentage. It happened because the advertiser does not give relevant headline with the product advertised. The advertiser does not provide sufficient information about the product. This situation would make the readers are curious to read the advertisement so that they would be interested to buy the product advertised.

Based on the explanation above, the maxims of the Cooperative Principles (Quality, Quantity, Relation and Manner) were flouted in the durable goods advertisements in order to influence the readers to buy the product advertised. The Quality maxim was mostly flouted rather than other maxims. In this situation, the advertiser tried to influence and persuade the readers to buy the product advertised. It can be concluded that the durable goods advertisements mostly tell a lie in order to attract the readers to the product advertised.

V. CONCLUSION AND SUGGESTIONS

This final chapter provides the conclusion drawn from the analysis and discussion and suggestions proposed to the persons involved in teaching learning process of English as a Foreign Language (EFL) class.

5.1 Conclusions

Based on the analysis and discussion in chapter IV, the flouted maxims in the Cooperative Principle especially in durable goods advertisements are *Quality maxim*, *Relation maxim*, *Quantity maxim*, and *Manner maxim*. The flouted *Quality maxim* has the highest percentage, 57,69 % of 24 advertisements. It happens because the advertiser tries to tell a lie and contribute something that he / she lacks of sufficient evidence. The next flouted maxim is *Relation maxim* with about 19,23% or 5 advertisements of 24 advertisements. It happens when the advertiser makes a headline that is irrelevant with the product advertised. The flouted *Quantity maxim* has 19,23 %. In this case, the advertiser does not make the information as informative as it is required. This situation would make the readers are more curious to know more about the product advertised. The last flouted maxim is *Manner maxim* with only 3,84%. It means that the advertiser tries to make the advertisements as clear as possible in order help the readers understand easily about the content of the advertisement.

5.2. Suggestions

Based on the results of this research, some suggestions are given to:

1. English Teacher

- a. It is necessary for the English teachers to comprehend the Grice's theory of the Cooperative Principles so that they would choose the most appropriate authentic materials, like advertisements.
- b. It is important for the English teachers to understand the advertisement. So, they would know the content or ideas in a advertisement.



2. English Students

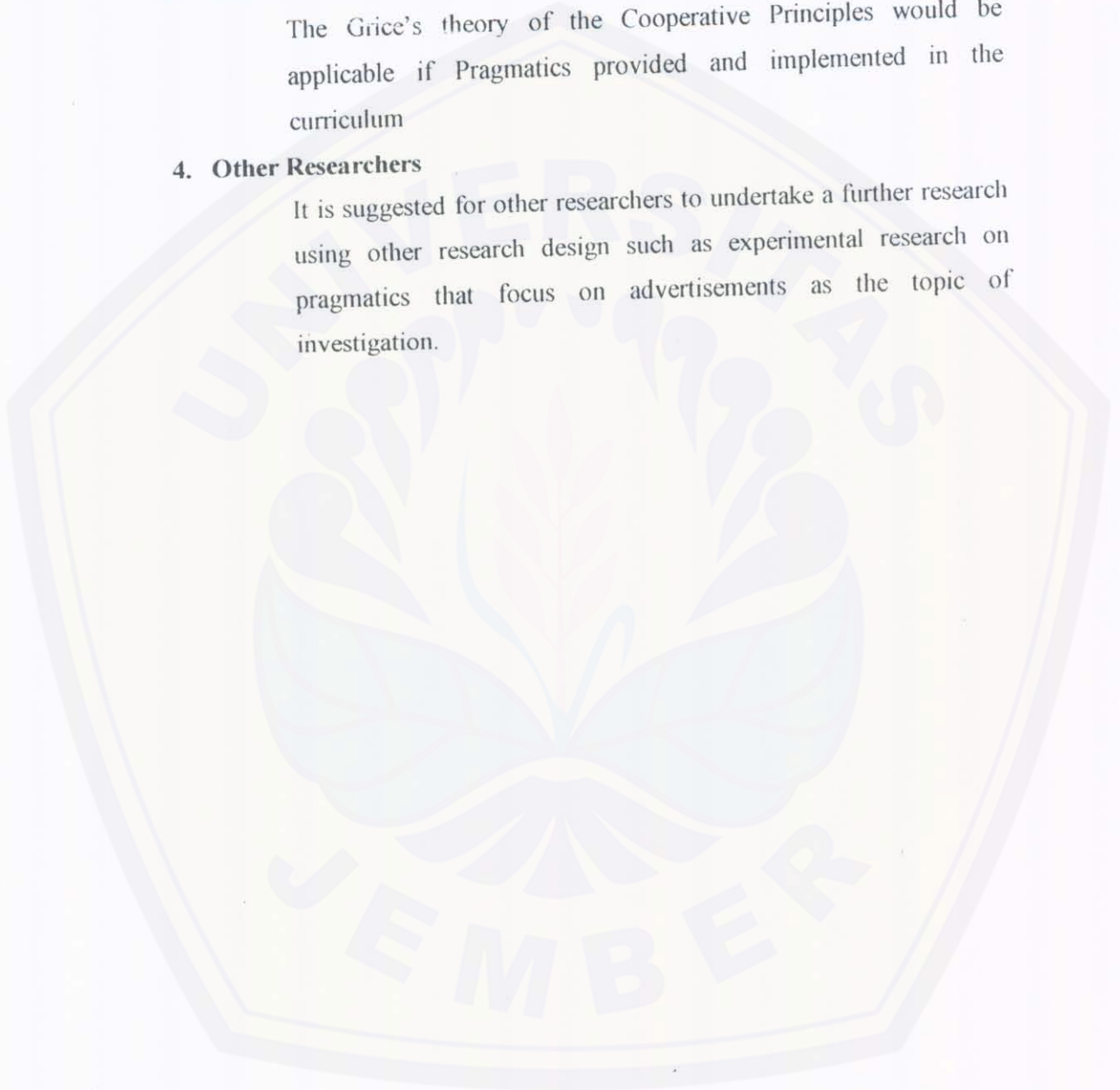
It is very important for the English students to understand the language of advertisement since advertisement is necessary as authentic materials.

3. Curriculum Developers

The Grice's theory of the Cooperative Principles would be applicable if Pragmatics provided and implemented in the curriculum

4. Other Researchers

It is suggested for other researchers to undertake a further research using other research design such as experimental research on pragmatics that focus on advertisements as the topic of investigation.

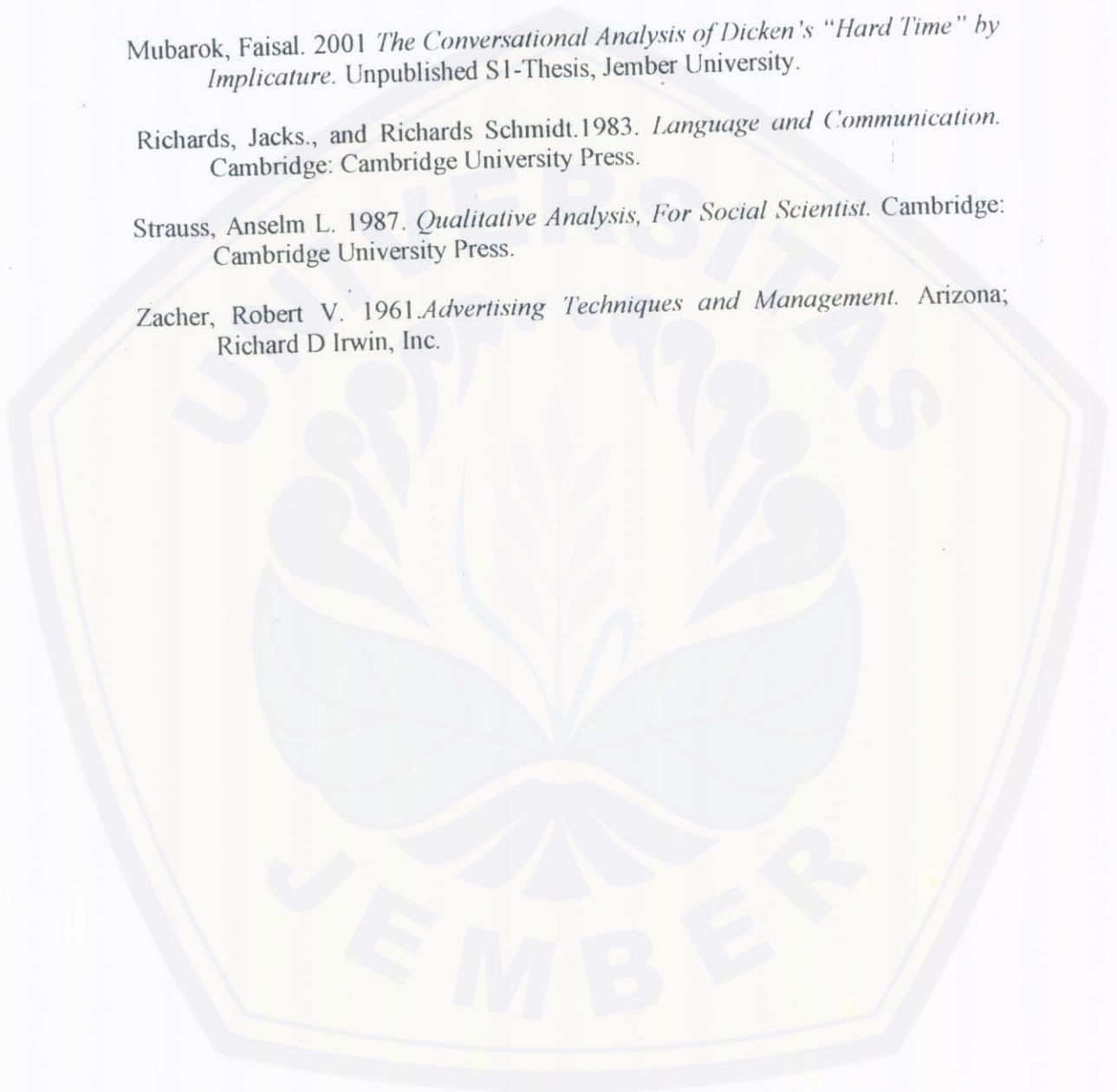


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RESEARCH MATRIX

TITLE	PROBLEM	VARIABLE	INDICATORS	DATA RESOURCE	RESEARCH METHOD
The Flouted Maxims in The Cooperative Principles in Durable Goods Advertisements in TIME Magazine (From October 2002 to September 2003)	What maxims in the Cooperative Principles are flouted in durable goods advertisements in TIME magazine?	a. Flouted Maxims b. Durable Goods Advertisements	<ul style="list-style-type: none"> - Quantity Maxim - Quality Maxim - Relation Maxim - Manner maxim - Wristwatches - Televisions - Cars - Printers - Cameras 	TIME magazine published from October 2002 to September 2003 (Advertisement of Asia Edition)	1. Research Design: Descriptive Qualitative and Quantitative 2. Data Collection Method: Document Analysis 3. Data Analysis Method: <ul style="list-style-type: none"> - Qualitative data: Grice's theory of the Cooperative Principle and Zacher's theory of the advertisement - Quantitative data by using Percentage Statistical Method $E = \frac{n}{N} \times 100\%$ (Ali, 1993:186) E= the percentage of maxim of the Cooperative Principles that is flouted in the Durable goods advertisements n=the number of particular flouted maxim (the Quantity maxim, the Quality maxim, the Relation maxim, the Manner maxim) N= The total number of flouted maxims

The Raw Data of Durable Goods Advertisements

Months of publication	Week 1	Week 2	Week 3	Week 4	Week 5	Total of advertisements
OCT	3	4	9	6	0	22
NOV	5	3	5	4	0	17
DEC	3	3	4	5	5	20
JAN	5	5	4	6	0	20
FEB	7	6	4	4	0	21
MAR	4	3	3	5	4	19
APR	5	5	4	3	0	17
MAY	3	3	2	5	0	13
JUN	4	9	7	6	8	34
JUL	6	2	5	6	0	19
AUG	5	5	13	0	0	23
SEP	5	6	7	6	9	33
						258

**The Statistical Data of The Durable Goods Advertisement
in TIME Magazine from September 2002 to October 2003**

Months of Publication	Total Advertisements	The Identical Advertisements	Population
OCT	22	8	14
NOV	17	7	10
DEC	20	11	9
JAN	20	8	12
FEB	21	10	11
MAR	19	7	12
APR	17	8	9
MAY	13	9	4
JUN	34	7	27
JUL	19	8	11
AUG	23	11	12
SEP	33	9	24
Total	258	103	155

**THE RECAPITULATION OF THE NUMBER OF THE
ADVERTISEMENTS**

Month	The Durable Goods Advertisement				
	Car	Television	Wristwatch	Printer	Camera
October, 2002	5	2	5	2	
November, 2002	5		4	1	
December, 2002	2		6	1	
January, 2003	5	3	3	1	
February, 2003	5	1	5		
March, 2003	8	1	2	1	
April, 2003	2		3	4	
May, 2003	2		2	1	1
June, 2003	11	1	12	2	1
July, 2003	2	4	5		
August, 2003	2	4	6		1
September, 2003	8	7	9		1
Total number	57	23	62	13	4
15%	9	3	9	2	1

The Recapitulation of the Products Advertisements

No	Products	Brand	Series	Month
1	Car	Hyundai		October, 7, 2002
2	Car	Toyota	Toyota Hybrid System	January, 6, 2003
3	Car	Hyundai	Sonata	March, 31, 2003
4	Car	Hyundai		April, 28,2003
5	Car	Toyota	Corolla	June, 9,2003
6	Television	Philips	32"Flat TV	October, 7,2003
7	Television	Sharp	AQUOS	February, 3, 2003
8	Television	Sharp	AQUOS	July, 14, 2003
9	Television	Phillips	Home entertainment system	August, 18- 25,2003
10	Television	Phillips	Home Entertainment system	September, 22,2003
11	Wristwatch	Omega	Seamaster Aqua Terra	October, 14, 2003
12	Wristwatch	Omega	Gold constellation	December, 9,2003
13	Wristwatch	Omega	Speedmaster professional	July, 7,2003
14	Wristwatch	Omega	Speedmaster	August, 4,2003

15	Wristwatch	Omega	Seamaster Aqua Terra	May, 26,2003
16	Printer	Canon	S530D Direct Photo Printer	October, 7, 2003
17	Printer	Canon	S830D Direct Photo printer	November, 4, 2003
18	Printer	Canon	i 320	April, 14, 2003
19	Printer	Canon	i 950	May, 5,2003
20	Printer	Canon	Pictbridge photo printer	June, 30,2003
21	Camera	Olympus	μ 300 digital	May, 5,2003
22	Camera	Olympus	Camedia	June, 3,2003
23	Camera	Olympus	μ 300 digital μ 400 digital	August, 18- 25,2003
24	Camera	Olympus	Camedia	September, 22,2003

THE CLASSIFICATION OF FLOUTED MAXIMS OF THE COOPERATIVE PRINCIPLES

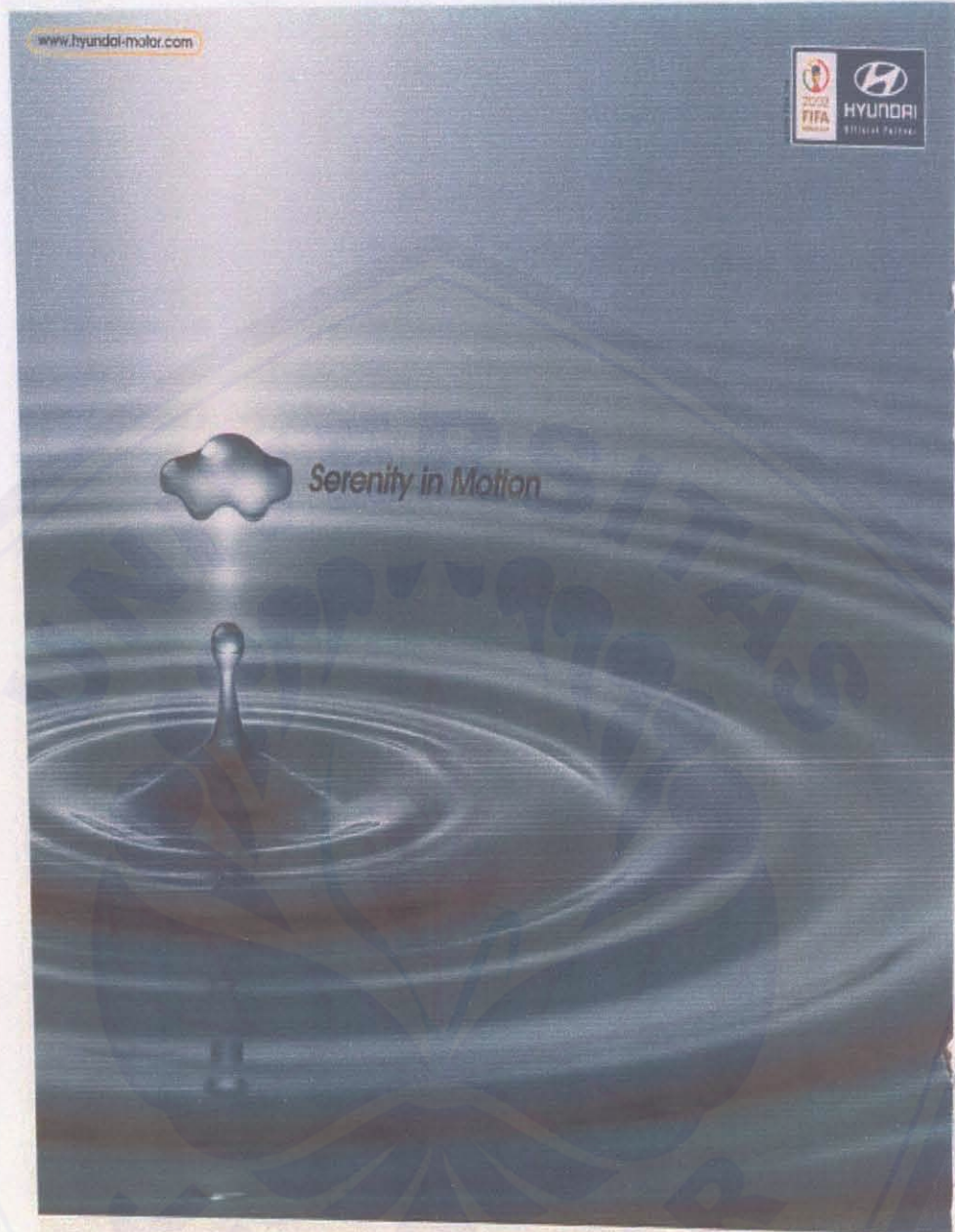
NO	Product	Source	Flouted Maxim			The Attentive Factors					
			Quantity maxim	Quality maxim	Relation maxim	Manner maxim	Layout	Headline	Illustration	Color	
1	Car	October, 7,2002			√				√		√
2	Television	October, 7,2002		√				√			√
3	Printer	October, 14,2002				√					√
4	Wristwatch	October, 7,2002		√				√			
5	Printer	November, 4,2002	√						√		√
6	Wristwatch	December, 9,2002		√				√			
7	Car	January, 6,2003		√				√			√
8	Television	February, 3,2003			√			√			
9	Car	March, 31,2003		√				√			√
10	Printer	April, 14,2003	√					√			
11	Car	April, 28,2003		√				√			
12	Printer	May, 5,2003		√				√			√
13	Camera	May, 5,2003		√	√						
14	Wristwatch	May, 12,2003		√				√			
15	Car	June, 9,2003		√				√			√
16	Printer	June, 30,2003	√					√			
17	Camera	June, 30,2003		√				√			
18	Television	July, 14,2003		√				√			
19	Wristwatch	July, 7,2003	√					√			
20	Wristwatch	August, 4,2003		√				√			
21	Camera	August,18-25,2003		√				√			√
22	Television	August,18-25,2003		√	√			√			
23	Television	September,22,2003		√	√			√			
24	Camera	September,22,2003	√					√			√
	Number		5	15	5	1	16	24	10		

Appendix 7

**The Durable Goods Advertisements in TIME Magazine from October 2002
to September 2003**



Advertisement 1 (October, 7, 2003)



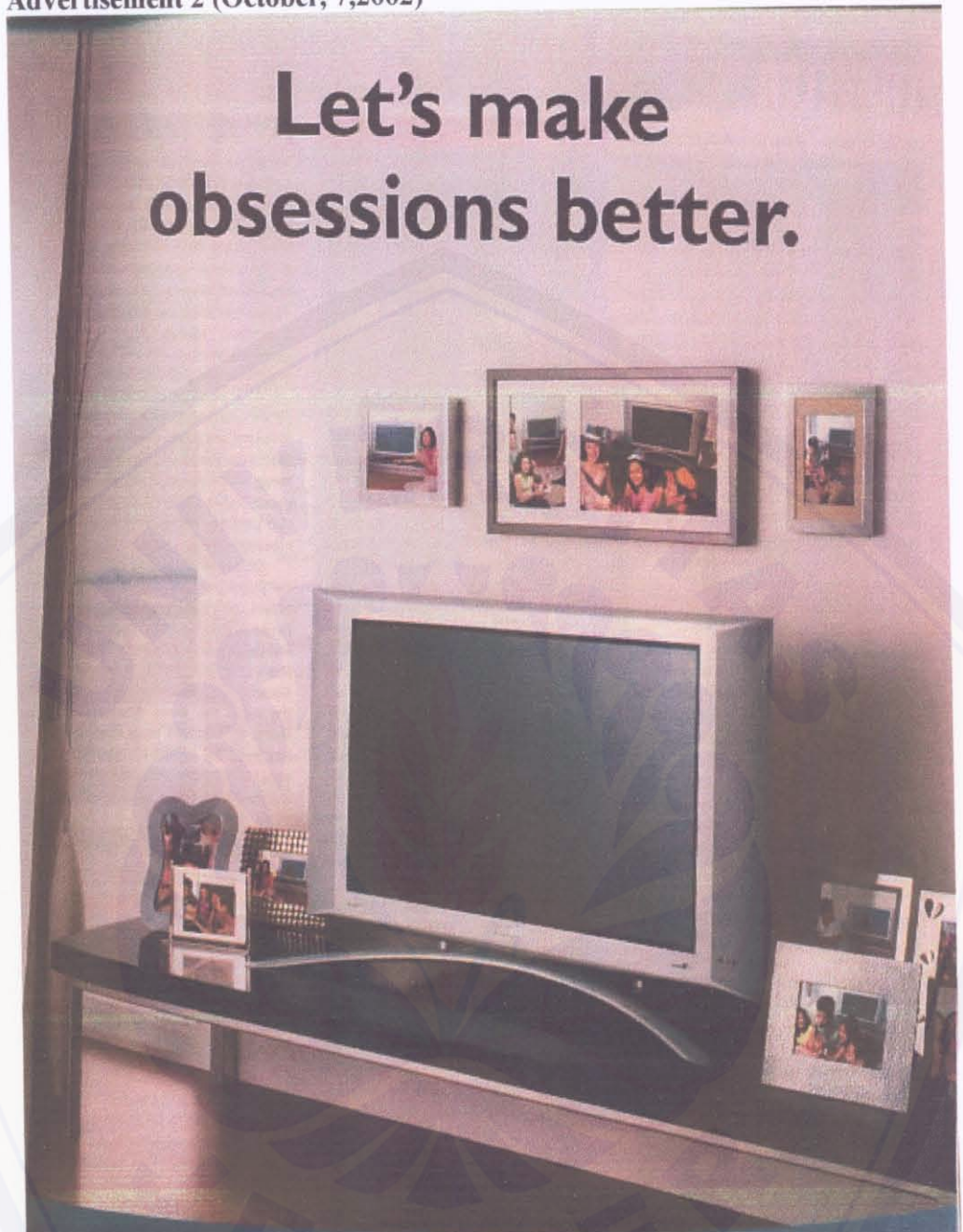
You're looking for a car that can deliver the best in performance, reliability and comfort. You dream of fun-filled family outings and long serene drives. You want a car that is 100% dependable, allowing you to pick up and go at a moment's notice. Look no further. At Hyundai we've thought of it all and crafted the perfect car for you. Prepare to make your dreams come true. *Think Hyundai. Think Ahead.*



 **HYUNDAI**
PREPARE TO WANT ONE

Advertisement 2 (October, 7,2002)

Let's make obsessions better.



Philips presents the world's first high resolution 32" Flat TV with super-smooth pictures. For the owner of a Philips Flat TV, life is very simple: focused on his TV, that is. On its ultra-slim body that stands ready as its arch stand or hangs flat against the wall. And on the brilliant picture, superb clarity and the smoothest-moving pictures – thanks to the technologies that make it High-Definition TV ready. It's no wonder EISA named this the "European Plasma TV of the Year", and made it the star of the family.

FLAT TV
DIGITAL MOTION

FLAT TV

EISA
EUROPEAN IMAGE AND SOUND ASSOCIATION



PHILIPS

Let's make things better.

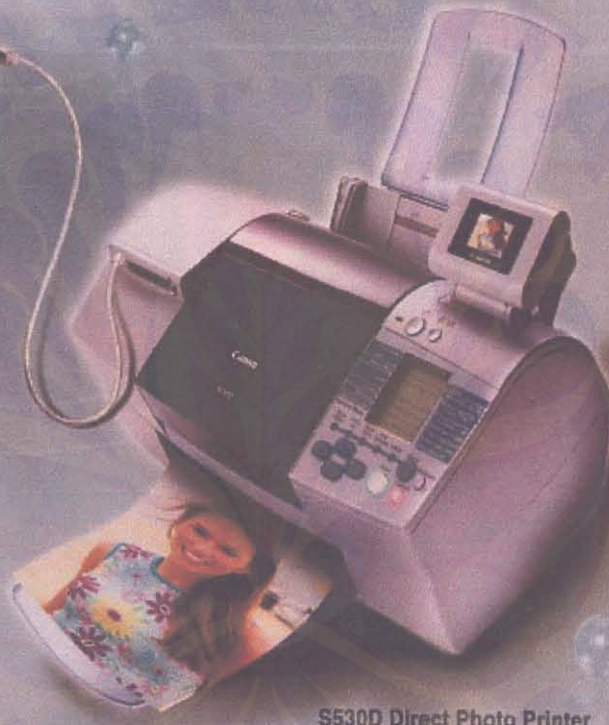
www.philips.com

*European Image and Sound Association

Advertisement 3 (October, 14, 2002)

Canon
CONNECTS

Capture, connect and print beautiful photos.



Camera Direct

S530D Direct Photo Printer



Experience photo realism like never before. With the new Exif Print equipped digital cameras and printers. Supported by Canon's renowned technology in imaging solutions, Exif 2.2 is a new independent worldwide standard with the ability to incorporate camera data in prints, giving you amazingly true-to-life colour prints. And it's convenient too, with Canon's Easy-PhotoPrint software. Just shoot with your Canon digital camera, connect it to a direct printer (S530D/S830D), select a photo preference, and it's done! Accurate high quality photo prints every time. Alternatively, you can use any memory card for direct connection to the S530D and S830D. So get ready to enjoy a whole new level of simplicity and beauty. Visit your nearest authorised Canon dealer and discover the convenience of printing direct. With Canon's stunning new line of cameras and printers supported by Exif 2.2.



SOUTH EAST ASIA REGIONAL HQ: CANON SINGAPORE PTE LTD, 75 ANSON ROAD, #05-01/06 SINGAPORE 079905 www.canon-asia.com

Advertisement 4 (October, 7, 2002)

**ERNIE
ELS'S
CHOICE**

Pustaka
UNIVERSITAS JEMBER

The name Omega has always been closely associated with precision and achievement, two notions that are so vital in mastering the game of golf. No wonder Ernie Els has chosen the Omega Seamaster Aqua Terra. Its classic design also houses the latest in watchmaking technology: the unique Co-Axial Escapement movement, which offers unrivalled long-term accuracy.



SEAMASTER AQUA TERRA
Co-Axial Escapement
3 year extended warranty

SEK
Klass

Advertisement 5 (November, 4, 2002)



Canon
CONNECTS

Imaging Direct

Now an infinite world of photo imaging possibilities is available wherever you are. With Canon's new S8300 Photo Printer or portable CP-100 Direct Printer, coupled with a Canon Digital Camera, you can now have an instant digital photo lab in your own home or the office. Only with Canon's successful track record of innovative imaging technology solutions for both input and output devices, it's no wonder we brought digital imaging to a whole new level of convenience. So all you do is shoot with your Canon Digital Camera, plug it in via USB cable to the S8300 or a portable CP-100 Direct Printer. And blast off! Heavenly photo prints just like that. So whatever your imaging needs, connect a Canon Digital Camera to Canon's world-class range of Direct Printers for professional-quality imaging solutions, today.

Portable Direct Printer
Supports your Canon Digital Camera

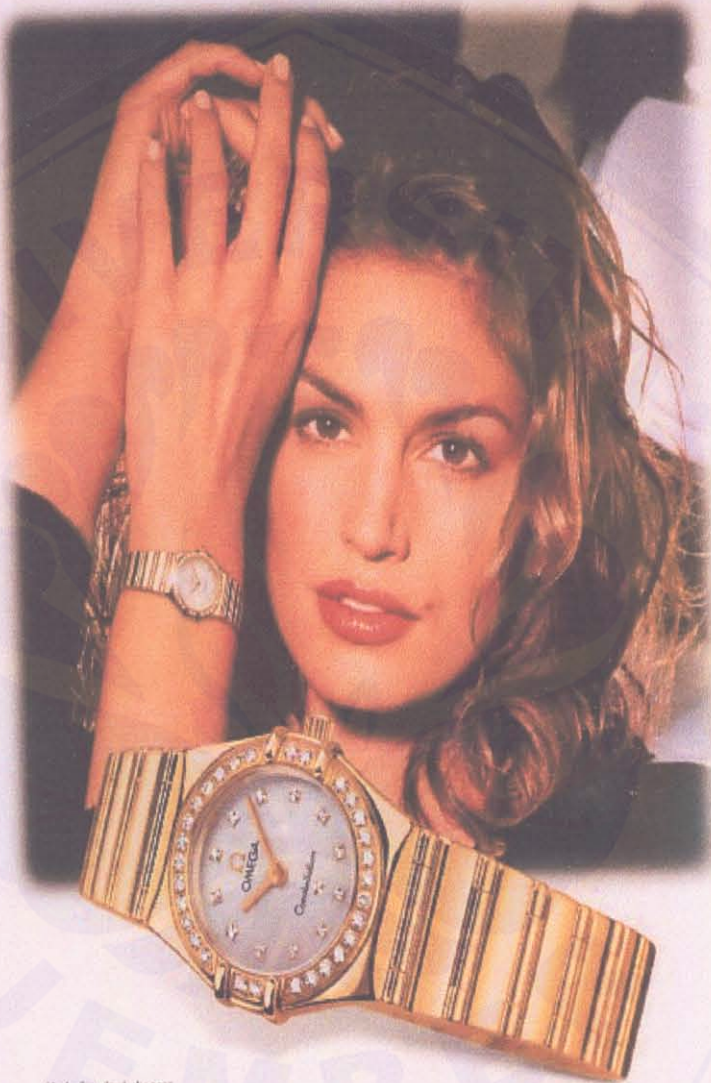
Digital Camera

S8300 Direct Printer
Supports a Canon Digital Camera Printer
10.5" (Black/White/Color) Digital Print 10" x 15"

SOUTH EAST ASIA REGIONAL HQ: CANON SINGAPORE PTE LTD 79 ANSON ROAD #09-01/06 SINGAPORE 679606 www.canon-asia.com

Advertisement 6 (December, 9, 2003)

Cindy Crawford's Choice

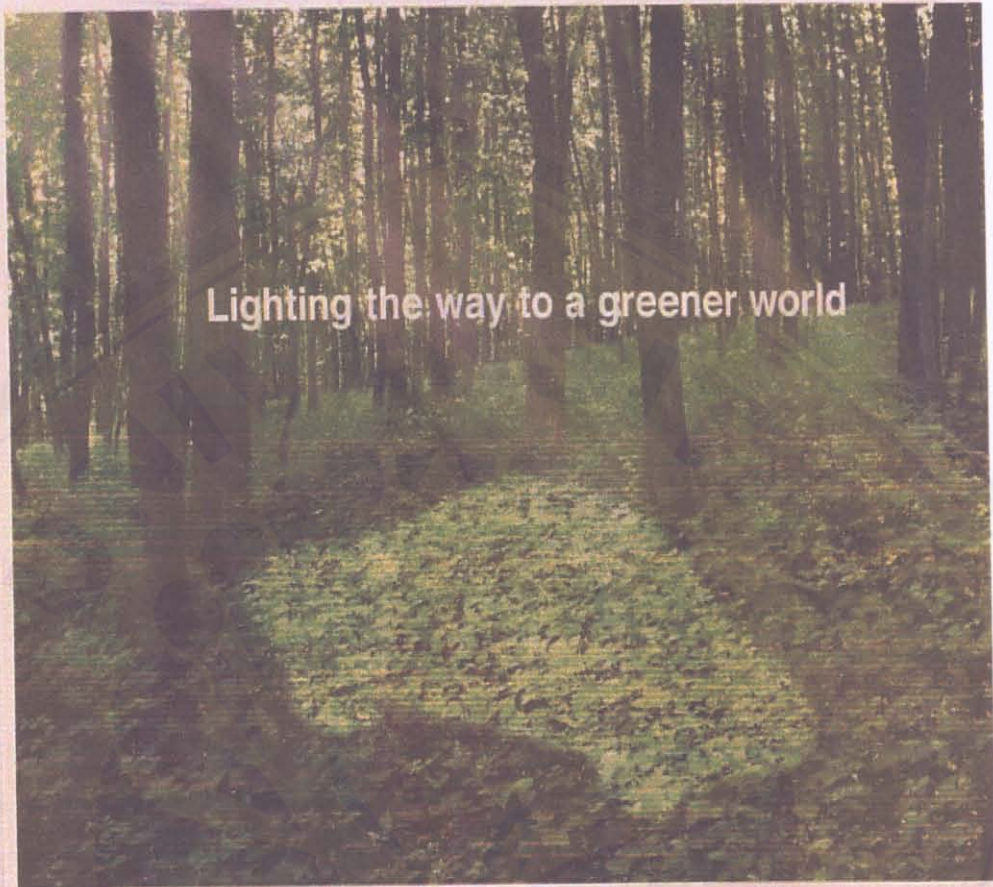


Cindy Crawford chooses
the 18 k gold Constellation


OMEGA

www.omegawatches.com

Advertisement 7 (January, 6, 2003)



Lighting the way to a greener world

Creating a truly eco-friendly car is not an easy task.

But now, after decades of painstaking research, the

environmental horizon is starting to look a little brighter. One

factor in our success has been the Toyota Hybrid System

featured on our gasoline-electric Prius sedan. Representing a

major breakthrough in fuel-efficient, low-emission automotive

technology, the Toyota Hybrid System automatically determines



the optimum balance of gasoline to electric power in

response to driving conditions. And because it uses

surplus engine power and regenerative braking to charge its own

batteries, it doesn't require recharging the way all-electric

systems do. But the Toyota Hybrid System is just one of many

practical, real-world solutions we're working on to reduce exhaust

emissions and shed a little light on a cleaner, greener future.

TOYOTA

www.toyota.co.jp

Advertisement 8 (February, 3, 2003)

Complete your style
with an AQUOS.

Talesin West designed by Frank Lloyd Wright
Painting rights to the name of Wright and the work used with permission from the Frank Lloyd Wright Foundation, Scottsdale, Arizona

AQUOS
SHARP LCD TV

30"
B series*
C series*

Even when an AQUOS is not turned on, it will surely satisfy your style-conscious eyes. When turned on, its crystal-clear images and less power consumption will keep you entertained for years to come. Sharp's long years of LCD experience expands your dream. Just another way Sharp helps you be sharp.

31% less power consumption than a comparable Sharp CRT TV
Extended backlight's life expectancy to 50,000 hours

SHARP CORPORATION, JAPAN

SHARP
be sharp

Advertisement 9 (March,31)

www.hyundai-motor.com


SONATA

Quality and innovation are pushing
Hyundai towards the *Top 5*

4
5
6
1000rpm

UNIVERSITAS JEMBER

As an automaker striving for perfection, Hyundai never stops pushing the limits. We are reaching an entirely new level of performance. Hyundai - simply a world-class performer.

 **HYUNDAI**
ALWAYS THERE FOR YOU

Advertisement 10 (April, 14, 2003)



Canon

Shape up

- 2400 x 1200 dpi
- 4 x 6" Borderless Print
- 5pl Ink Droplet
- MicroFine Droplet Technology
- 10ppm Mono/7ppm Colour

i320

Shape up your image. Shape up your future. Shape up your life.

The Canon XNU i320 Bubble Jet Printer is about to shape up your life! Its revolutionary design integrates graceful curves and a compact, cube-inspired form that shape up your desktop. A high-quality photo printer, XNU shapes up your image with ultra-precise MicroFine Droplet Technology and ultra-high 2400 x 1200dpi resolution. Easy-PhotoPrint - which supports the new international standard Exit Print (Exit 2.2) for digital camera - ensure exceptional accuracy and brilliant, lifelike photos. And a variety of exciting features and capabilities - such as high-speed borderless 4R printing and Vivid Photo Function - further expand your creative possibilities. XNU is the ultimate blend of form and function, an artistically advanced machine that is destined to shape up your future. Canon XNU - the time has come to shape up!

xnu
BUBBLE JET PRINTER



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