CHAPTER IV

FINDINGS AND DISCUSSIONS

This chapter deals with the research finding and the discussion about the statement of problem formulated in chapter one.

4.1 Findings

Behind the main research problem of this study, that is to know what the implicatures implied by slogans used in commercial airlines advertisement slogans that operated in Indonesia. In this finding section, to answer the main research in this study, the writer focused on analyzing the data which has been collected. Before analyzing the data, to make the writer easier in analyzing, there have been some finding data tables.

Table 4.1

List of International Airports operated in Indonesia

<table>
<thead>
<tr>
<th>No</th>
<th>NAMES OF INTERNATIONAL AIRPORT</th>
<th>POSITION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Adi Sumarmo</td>
<td>Boyolali- Central Java</td>
</tr>
<tr>
<td>2</td>
<td>Adi Sudjipto</td>
<td>Sleman – DI Yogyakarta</td>
</tr>
<tr>
<td>3</td>
<td>Ahmad Yani</td>
<td>Semarang – Central Java</td>
</tr>
<tr>
<td>4</td>
<td>El Tari</td>
<td>Kupang – South East of Nusa</td>
</tr>
<tr>
<td>5</td>
<td>Frans Kaisiepo</td>
<td>Biak Numfor – Papua</td>
</tr>
<tr>
<td>6</td>
<td>Halim PerdanaKusuma</td>
<td>Kota Jakarta Timur - DKI Jakarta</td>
</tr>
<tr>
<td>No</td>
<td>Airport Name</td>
<td>City Name</td>
</tr>
<tr>
<td>----</td>
<td>-----------------------------------------------</td>
<td>------------------------------</td>
</tr>
<tr>
<td>7</td>
<td>Hang Nadim</td>
<td>Batam - Kepulauan Riau</td>
</tr>
<tr>
<td>8</td>
<td>HuseinSastra Negara</td>
<td>Kota Bandung – West Java</td>
</tr>
<tr>
<td>9</td>
<td>Juanda</td>
<td>Sidoarjo – JawaTimur</td>
</tr>
<tr>
<td>10</td>
<td>Juwata</td>
<td>Tarakan - North Kalimantan</td>
</tr>
<tr>
<td>11</td>
<td>Kuala Namu</td>
<td>Deli Serdang, Sumatera Utara</td>
</tr>
<tr>
<td>12</td>
<td>Lombok Praya</td>
<td>Lombok Tengah – NTB</td>
</tr>
<tr>
<td>13</td>
<td>Minangkabau International Airport</td>
<td>Padang – West Sumatera</td>
</tr>
<tr>
<td>14</td>
<td>Mopah</td>
<td>Merauke – Papua</td>
</tr>
<tr>
<td>15</td>
<td>Ngurah Rai</td>
<td>Kota Denpasar – Bali</td>
</tr>
<tr>
<td>16</td>
<td>Pattimura</td>
<td>Ambon – Maluku</td>
</tr>
<tr>
<td>17</td>
<td>Raja Haji Fisabillah</td>
<td>Tanjung Pinang - Kepulauan Riau</td>
</tr>
<tr>
<td>18</td>
<td>Samratulangi</td>
<td>Manado - Sulawesi Utara</td>
</tr>
<tr>
<td>19</td>
<td>Sentani</td>
<td>Jayapura – Papua</td>
</tr>
<tr>
<td>20</td>
<td>Soekarno Hatta</td>
<td>Tangerang–Banten</td>
</tr>
<tr>
<td>21</td>
<td>Sultan Aji Muhammad Sulaiman</td>
<td>Balikpapan- East Kalimantan</td>
</tr>
<tr>
<td>22</td>
<td>Sultan Hasanuddin</td>
<td>Maros - South Sulawesi</td>
</tr>
<tr>
<td>23</td>
<td>Sultan IskandarMuda</td>
<td>Aceh Besar– NAD</td>
</tr>
<tr>
<td>24</td>
<td>Sultan Mahmud Badaruddin II</td>
<td>Palembang – South Sumatera</td>
</tr>
<tr>
<td>25</td>
<td>Sultan Syarif Kasim II</td>
<td>Pekanbaru– Riau</td>
</tr>
<tr>
<td>26</td>
<td>Supadio</td>
<td>Kubu Raya – West Kalimantan</td>
</tr>
<tr>
<td>27</td>
<td>Syamsudin Noor</td>
<td>Banjarbaru - South Kalimantan</td>
</tr>
</tbody>
</table>

After knowing the twenty seven of international airports operated in Indonesia. The writer found the list of airline which is still active in each international
airports with the slogan of each airlines. In despite of this finding, there were some airlines that there was no the slogan to found, but the writer still show the name of airlines which is still active. And for some airlines which is no slogan in finding is asterisked (*).

Table 4.2

List of Airlines and Each Slogans

<table>
<thead>
<tr>
<th>No</th>
<th>Name of Airline</th>
<th>Slogan</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Air Asia</td>
<td>Now Everyone Can Fly</td>
</tr>
<tr>
<td>2</td>
<td>Air China</td>
<td>Trust, Convenience, Comfort, and Satisfaction</td>
</tr>
<tr>
<td>3</td>
<td>Air fast Indonesia</td>
<td>We’ll Fly You Safely</td>
</tr>
<tr>
<td>4</td>
<td>All Nippon Airways (ANA)</td>
<td>Trustworthy, Heartwarming, Energetic</td>
</tr>
<tr>
<td>5</td>
<td>Asiana Airlines</td>
<td>State of the Art Service, Considerate Service, Friendly Service, High-End Service</td>
</tr>
<tr>
<td>6</td>
<td>Aviastar</td>
<td>Fly Safe and Comfort</td>
</tr>
<tr>
<td>7</td>
<td>Batik Air</td>
<td>Journey Begins</td>
</tr>
<tr>
<td>8</td>
<td>Business Air</td>
<td>Fly with Greater Flexibility</td>
</tr>
<tr>
<td>9</td>
<td>Cathay Pasific Airlines</td>
<td>World Biggest Welcome</td>
</tr>
<tr>
<td>10</td>
<td>Cebu Pasific Air</td>
<td>Why Everyone Flies</td>
</tr>
<tr>
<td>11</td>
<td>China Airlines</td>
<td>Spread Your Wings, Explore The World</td>
</tr>
<tr>
<td>12</td>
<td>China Southern Airlines</td>
<td>Experience beyond Your Expectation</td>
</tr>
<tr>
<td>13</td>
<td>Citilink</td>
<td>Travel With Complete Peace of Mind</td>
</tr>
<tr>
<td>14</td>
<td>Emirates</td>
<td>Hello Tomorrow</td>
</tr>
<tr>
<td>15</td>
<td>Etihad Airways</td>
<td>National Airline of UAE (United Arab Emirates)</td>
</tr>
<tr>
<td>16</td>
<td>Eva Air</td>
<td>Sharing The World, Flying Together</td>
</tr>
<tr>
<td>17</td>
<td>Firefly Airlines</td>
<td>Beyond Convenience</td>
</tr>
<tr>
<td>18</td>
<td>Garuda Indonesia</td>
<td>The Airline of Indonesia</td>
</tr>
<tr>
<td>19</td>
<td>Japan Airlines</td>
<td>Fly Into Tomorrow</td>
</tr>
<tr>
<td>20</td>
<td>Jetstar Asia Airways</td>
<td>All Day, Every Day, Low Fares</td>
</tr>
<tr>
<td>21</td>
<td>Kalstar Aviation</td>
<td>*</td>
</tr>
<tr>
<td>22</td>
<td>Klm Royal Dutch Airlines</td>
<td>*</td>
</tr>
<tr>
<td>23</td>
<td>Korean Air</td>
<td>Excellent in Flight</td>
</tr>
<tr>
<td>24</td>
<td>Lion Air</td>
<td>We Make People Fly</td>
</tr>
<tr>
<td>25</td>
<td>Malaysia Airlines</td>
<td>*</td>
</tr>
<tr>
<td>26</td>
<td>Malindo Air</td>
<td>Smarter Way to Travel</td>
</tr>
<tr>
<td>27</td>
<td>Mihin Lanka Air</td>
<td>Yours to Fly</td>
</tr>
<tr>
<td>28</td>
<td>Nam Air</td>
<td>*</td>
</tr>
<tr>
<td>29</td>
<td>Oman Air</td>
<td>Modern Vision, Timeless Traditions</td>
</tr>
<tr>
<td>30</td>
<td>Philippines Airlines</td>
<td>Heart Like No Other</td>
</tr>
<tr>
<td>31</td>
<td>Qantas Airlines</td>
<td>Spirit of Australia</td>
</tr>
<tr>
<td>32</td>
<td>Qatar Airways</td>
<td>*</td>
</tr>
<tr>
<td>33</td>
<td>Royal Brunei Airlines</td>
<td>*</td>
</tr>
<tr>
<td>34</td>
<td>Saudia Arabian Airlines</td>
<td>Welcome to Your World</td>
</tr>
<tr>
<td>35</td>
<td>Singapore Airlines</td>
<td>*</td>
</tr>
<tr>
<td>36</td>
<td>Silk Air</td>
<td>The Regional Wings of Singapore Airlines</td>
</tr>
<tr>
<td>37</td>
<td>Sriwijaya Air</td>
<td>Your Future Partner</td>
</tr>
<tr>
<td>38</td>
<td>Susi Air</td>
<td>Your Complete Air Transport Solution For All of Indonesia</td>
</tr>
<tr>
<td>39</td>
<td>Thai Airways</td>
<td>Smooth as Silk</td>
</tr>
<tr>
<td>40</td>
<td>Thai Lion Air</td>
<td>Freedom to Fly</td>
</tr>
<tr>
<td>41</td>
<td>Tiger Airways</td>
<td>*</td>
</tr>
<tr>
<td>42</td>
<td>Trigana Air Service</td>
<td>*</td>
</tr>
<tr>
<td>43</td>
<td>Turkish Airlines</td>
<td>Widen Your World</td>
</tr>
<tr>
<td>44</td>
<td>Vietnam Airlines</td>
<td>Reach Further</td>
</tr>
<tr>
<td>45</td>
<td>Wings Air</td>
<td>*</td>
</tr>
<tr>
<td>46</td>
<td>Xiamen Airlines</td>
<td>Soaring Egret in the Blue Sky</td>
</tr>
<tr>
<td>47</td>
<td>Xpress Air</td>
<td>Terbanglah Indonesia.</td>
</tr>
</tbody>
</table>
4.1.1 The Context of Each Slogans Based On Hymes

After completing all the data on the tables above, then, the writer identified and analyzed the context of data slogans to find the way the implicature.

4.1.1.1 Slogan of Air Asia ‘Now Everyone Can Fly’

Setting: this slogan was taken by the writer from the official website of Air Asia; www.airasia.com. There, has already shown that the copyright was on 2016. And this retrieved by the writer on April 7, 2016.

Participant: the participant of this slogan included the corporate as the addressee or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

Purposes: this slogan was created for filling the company’s commitment that they want their aspirant of customer can use their product with low cost without double thoughts of high fares.

Topic: advertisement.

Key: there was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

Channel: The channel was written.

Massage form: as showed on their official website and the slogan itself, both of them were keeping the company’s commitment to low fares lies. Then the company’s service target guests were guests who could do by their selves without the frills of full-service airlines in exchange for low fares.
4.1.1.2 Slogan of Air China ‘Trust, Convenience, Comfort, and Satisfaction’

This company has more than one slogan, actually. Their advertising words are:

- Commitment to service excellence
- Trust, Convenience, Comfort, and Satisfaction
- We serve the world with care. We navigate our future with innovation.
- To meet customers' demands, to create mutual value
- The Phoenix brings you good luck.
- Wings of China - Our love from the sky.
- The care of Air China is always with you

But they more priorities the second one, that is ‘Trust, Convenience, Comfort, and Satisfaction’.

Setting: This slogan was taken by the writer from the official website of Air China; https://www.airchina.sg. There, has already shown that the copyright was on 2016. And this retrieved by the writer on July 14, 2016.

Participant: The participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

Purposes: This slogan aimed as showed in their official website that this goal was to carry out the dedicated service philosophy of their corporation and to facilitate the service project. And they had meaning for each words of slogan:
"Trust" is a service requirement emphasizing safety, which means customers need to feel assured after choosing Air China. "Convenience" is a service requirement that ensures the punctuality of flights and a smooth travel experience for passengers during the whole flight experience. "Comfort" emphasizes the necessity of ensuring that passengers feel comfortable, happy and at ease. "Satisfaction" requires that we offer individualized services according to the special needs of the customers. (https://www.airchina.sg/SG/GB/about-us/philosophy/)

**Topic**: Advertisement.

**Key**: There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

**Channel**: The channel was written.

**Massage form**: By four words which they used without the phrase or sentence that too much, it means that the slogan was clear enough in delivering their purpose to make sure the customer. By those words, they wanted make sure the customer that by using their airline, they would give any facilities for making the customer felt comfort, happy and satisfied.

**4.1.1.3 Slogan of Air fast Indonesia ‘We’ll Fly You Safely’**

**Setting**: This slogan was taken by the writer from the official website of Air fast Indonesia; http://www.airfastindonesia.com. There, has already shown that the copyright was on 2016. And this retrieved by the writer on July 14, 2016.

**Participant**: The participant of this slogan included the corporate as the addressee or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.
Purposes: As their official website showed that this slogan aimed to provide the excellent of quality aviation that customized to the individual needs of their customers.

Topic: Advertisement.

Key: There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

Channel: The channel was written.

Massage form: The message of this slogan was the customer should believe if they used their product, they would not worry of getting an accident, because this company tried to make them safe for any reasons.

4.1.1.4 Slogan of All Nippon Airways (ANA) ‘Trustworthy, Heartwarming, Energetic’

Setting: This slogan was taken by the writer from the official website of All Nippon Airways (ANA); http://www.ana.co.jp. There, has already shown that the copyright was on 2016. And this retrieved by the writer on July 14, 2016.

Participant: The participant of this slogan included the corporate as the addressee or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

Purposes: By the three words of their advertising word. As Showed on their official, the slogan born from the effort of the corporation to determine how the ANA Group was special.
**Topic**: Advertisement.

**Key**: There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

**Channel**: The channel was written.

**Massage form**: This slogan sent the message that they wanted to make sure the customer that this corporation put the safety was the most their priority and there was a symbol word ‘Energetic’ means that they also made the team spirit and social responsibility as their priority.

**4.1.1.5 Slogan of Asiana Airlines ‘State of the Art Service, Considerate Service, Friendly Service, High-End Service’**

**Setting**: This slogan was taken by the writer from the official website of Asiana Airlines; http://us.flyasiana.com. There, has already shown that the copyright was on 2016. And this retrieved by the writer on July 14, 2016.

**Participant**: The participant of this slogan included the corporate as the addressee or the writer and the customer as the addressee or as the reader. The customer here was also the writer.

**Purposes**: This slogan has aimed that the corporation would serve the customer by providing safe, quick and comfortable service for customer at their desired time and place.

**Topic**: Advertisement.
Key: There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

Channel: The channel was written.

Massage form: The message was like the company would serve the customer considerately then it would be friendly serving.

4.1.1.6 Slogan of Aviastar ‘Fly Safe and Comfort’

Setting: This slogan was taken by the writer from the official website of Aviastar; http://www.aviastar.biz. There, has already shown that the copyright was on 2015. And this retrieved by the writer on July 14, 2016.

Participant: The participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

Purposes: From the slogan, it aimed to show the customer that committed to safety and provide customers safe and comfortable air. Optimistically, the high commitment of Director that put on the slogan may lead the corporation to be a credible, trustworthy, and the integrity of being the best.

Topic: Advertisement.

Key: There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

Channel: The channel was written.
Massage form: Reading the slogan, the message that has been sending was if the people used this airline, they would get a safety and comfortable on doing their journey.

4.1.1.7 Slogan of Batik Air ‘Journey Begins’

Setting: This slogan was taken by the writer from the official website of Batik Air; http://batikair.com/ and https://www.skyscanner.co.id. There, has already shown that the copyright is on 2016 and in the https://www.skyscanner.co.id was posted on January 14, 2014. And these are retrieved by the writer on July 16, 2016.

Participant: The participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

Purposes: This slogan aimed to invite the customer for choosing their air transport.

Topic: Advertisement.

Key: There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

Channel: The channel was written.

Massage form: The message of the slogan is the customer could begin their journey by using this brand airline.
4.1.1.8 Slogan of Business Air ‘Fly with Greater Flexibility’

**Setting:** This slogan was taken by the writer from the official website of Business Air; http://www.business-air.com. There, has already shown that the copyright was on 2016. And this retrieved by the writer on July 15, 2016.

**Participant:** The participant of this slogan included the corporate as the addressee or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

**Purposes:** This slogan aimed that this brand airline was giving the valuable time to the customer.

**Topic:** Advertisement.

**Key:** There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

**Channel:** The channel was written.

**Massage form:** The message form from this brand slogan is the customer could use this airline by available time, because knowing from the slogan ‘greater flexibility’ means that best choice to use this airline without no worry of delayed and the customer’s time was safe.

4.1.1.9 Slogan of Cathay Pasific Airlines ‘World’s Biggest Welcome’

**Setting:** This slogan was taken by the writer from the official website of Cathay Pasific Airlines; https://www.cathaypacific.com. There, has already shown that the copyright was on 2016. And this retrieved by the writer on July 15, 2016.
Participant: The participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

Purposes: This slogan aimed to inform the customer that by using this brand airline, they could choose anywhere they would travel because as in official site this company was offering scheduled cargo and passenger services to more than 110 destination around the world.

Topic: Advertisement.

Key: There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

Channel: The channel was written.

Massage form: The message form of this slogan is by using this brand airline, the customer could go everywhere around the world.

4.1.1.10 Slogan of Cebu Pacific Air ‘Why Everyone Flies’

Setting: This slogan was taken by the writer from the official website of Cebu Pacific Air; https://www.cebupacificair.com. There, has already shown that the copyright was on 2014. And this retrieved by the writer on July 16, 2016.

Participant: The participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.
Purposes: This airline aimed that their company brought the people or customer together through safe, affordable, reliable and fun-filled air travel. Then they committed to innovation and excellence in everything they do. As showed in their mission on official site.

Topic: Advertisement.

Key: There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

Channel: The channel was written.

Massage form: As the writer include as the listener. The message form the slogan was like inform the customer would know the reason why should choose their brand airline if they have been choosing it.

4.1.1.11 Slogan of China Airlines ‘Spread Your Wings, Explore the World’

Setting: This slogan was taken by the writer from the official website of China Airlines; https://www.china-airlines.com. There, has already shown that the copyright was on 2016. And this retrieved by the writer on July 16, 2016.

Participant: The participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

Purposes: There was not showed the purpose in the official site. But the writer tried to interpret of the purpose. Well, that slogan aimed to show the people or customer that
by using their brand airline they can go around the world. And by that slogan, the purpose also made the customer to feel inviting.

**Topic:** Advertisement.

**Key:** There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

**Channel:** The channel was written.

**Massage form:** The message of the slogan is the company gave the direction to the customer by their slogan to spread their journey and explore many places in the world.

4.1.1.12 **Slogan of China Southern Airlines ‘Experience beyond Your Expectation’**

**Setting:** This slogan was taken by the writer from the official website of China Southern Airlines; http://global.csair.com. There, has already shown that the copyright was on 2016. And this retrieved by the writer on July 16, 2016.

**Participant:** The participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

**Purposes:** Reading the short history of this brand profile, this slogan aimed to invite the people for using this airline. And if the customer has already chosen this airline, the service was beyond their expectation.

**Topic:** Advertisement.
Key: There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

Channel: The channel was written.

Massage form: From the slogan, the writer got the message form that company wanted to convince the people if they chose their air transportation, they would get more services and experience of journey beyond the customer’s expectation.

4.1.1.13 Slogan of Citilink ‘Travel with Complete Peace of Mind’

Setting: This slogan was taken by the writer from the official website of Citilink; https: //www.citilink.co.id. There, has already shown that the copyright was on 2016. And this retrieved by the writer on July 17, 2016.

Participant: The participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

Purposes: To show the people that their company would bring them to travel with no worry. And the customer feel safe for anything probably worry.

Topic: Advertisement.

Key: There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

Channel: The channel was written.

Massage form: The message transferred from the slogan was the customer would safe without thinking anything worry.
4.1.1.14 Slogan of Emirates ‘Hello Tomorrow’

**Setting:** This slogan was taken by the writer from the official website of Emirates; http://www.emirates.com. There, has already shown that the copyright was on 2016. And this retrieved by the writer on July 16, 2016.

**Participant:** The participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

**Purposes:** This slogan aimed to show the people that the Emirates Company was confident for their position on competition and liberalization. Because such as showed on their official site that their company got the government financial intervention in aviation. That was the reason if they believe that they were strong enough in the interest of customers by the simple slogan.

**Topic:** Advertisement.

**Key:** There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

**Channel:** The channel was written.

**Massage form:** This was a simple slogan. The writer as the reader got the message form that with Emirates tomorrow was ready for facing any kind problem in future.
4.1.1.15 Slogan of Etihad ‘National Airline of UAE (United Arab Emirates)’

Setting: This slogan was taken by the writer from the official website of Etihad; http://www.etihad.com. There, has already shown that the copyright was on 2016. And this retrieved by the writer on July 16, 2016.

Participant: The participant of this slogan included the corporate as the addressee or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

Purposes: This slogan aimed to show the people that this airline was belong to the country of United Arab Emirates.

Topic: Advertisement.

Key: There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

Channel: The channel was written.

Massage form: By using the slogan like name of belonging, moreover it’s belongs to national country. Means that this airline was believable company.

4.1.1.16 Slogan of Eva Air ‘Sharing the World, Flying Together’

Setting: This slogan was taken by the writer from the official website of Eva Air; http://www.evaair.com. There, has already shown that the copyright was on 2016. And this retrieved by the writer on July 16, 2016.
Participant: The participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

Purposes: This slogan aimed to invite the people for being a team work in sharing the world together.

Topic: Advertisement.

Key: There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

Channel: The channel was written.

Massage form: This slogan transferred the message form that this airline was friendly. Giving the evidence in the slogan that the company invited as together to see the world.

4.1.1.17 Slogan of Firefly Airline ‘Beyond Convenience’

Setting: This slogan was taken by the writer from the official website of Eva Air; www.fireflyz.com. There, has already shown that the copyright was on 2012. And this retrieved by the writer on July 16, 2016.

Participant: The participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

Purposes: That slogan aimed for the customer that the company offered them the convenience and seamless service in the customer short travel.
**Topic**: Advertisement.

**Key**: There was no intonation of sound or gesture in this slogan, because this slogan is forming as a text.

**Channel**: The channel was written.

**Massage form**: The message form by the slogan there were convenience that we would know after joining their brand company.

### 4.1.1.18 Slogan of Garuda Indonesia ‘The Airline of Indonesia’

**Setting**: This slogan was taken by the writer from the official website of Garuda Indonesia; https://www.garuda-indonesia.com. There, has already shown that the copyright was on 2014. And this retrieved by the writer on July 17, 2016.

**Participant**: The participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

**Purposes**: This slogan aimed to promote Indonesia to the world.

**Topic**: Advertisement.

**Key**: There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

**Channel**: The channel was written.

**Massage form**: As the reader, the message form of this airline’s slogan was showing that this brand airline belonged to national country of Indonesia.
4.1.1.19 Slogan of Japan Airlines ‘Fly Into Tomorrow’

Setting: This slogan was taken by the writer from the official website of Japan Airlines; http://www.jal.com. There, has already shown that the copyright was on 2016. And this retrieved by the writer on July 17, 2016.

Participant: The participant of this slogan included the corporate as the addressee or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

Purposes: This slogan aimed to show the people how the intelligence their company. Also to show the people that they were ready to face changes in the times to always keep one step ahead of the competition.

Topic: Advertisement.

Key: There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

Channel: The channel was written.

Message form: As the reader, the message form of this airline’s slogan was showing that this brand airline was always staying their mission of the company, no matter changes the time.

4.1.1.20 Slogan of Jetstar Asia Airways ‘All Day, Every Day, Low Fares’

Setting: This slogan was taken by the writer from the official website of Jetstar Asia Airways; http://www.jetstar.com. There, has already shown that the copyright was on 2015. And this retrieved by the writer on July 17, 2016.
Participant: The participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

Purposes: This slogan aimed to convince the people that this company was truly famous of law fares.

Topic: Advertisement.

Key: There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

Channel: The channel was written.

Massage form: The slogan brought the message form that this brand airline really giving low cost in every day.

4.1.1.21 Slogan of Korean Air ‘Excellent in Flight’

Setting: This slogan was taken by the writer from the official website of Korean Air; https://www.koreanair.com. There, has already shown that the copyright was on 2016. And this retrieved by the writer on July 17, 2016.

Participant: The participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

Purposes: This slogan aimed to show the people that their company was the excellent business company. Also having purpose, that they wanted by that slogan it represented their vision and mission to operate the company.
**Topic:** Advertisement.

**Key:** There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

**Channel:** The channel was written.

**Massage form:** The message of the slogan that caught was the company inviting the people because their company had an excellent in flight.

### 4.1.1.22 Slogan of Lion Air ‘We Make People Fly’

**Setting:** This slogan was taken by the writer from the official website of Lion Air; http://lionair.co.id. There, has already shown that the copyright was on 2016. And this retrieved by the writer on April 7, 2016.

**Participant:** The participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

**Purposes:** This slogan created was more than informing but convincing or catching the attention of the customer or people to use the Lion Air company’s product. Such as the spreading in their official website, the corporate tried to make the people believe that they could make the people fly with their commercial airline and also always prioritized the safety, security, and quality.

**Topic:** Advertisement.

**Key:** There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.
**Channel:** The channel was written.

**Massage form:** The message form which was coming out from that slogan was the company giving the easy way to register in their brand air transport and nothing difficult for going anywhere by this brand airline.

### 4.1.1.23 Slogan of Malindo Air ‘Smarter Way to Travel’

**Setting:** This slogan was taken by the writer from the official website of Malindo Air; http://www.malindoair.com. There was no year shown on the copyright. And this retrieved by the writer on July 17, 2016.

**Participant:** The participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

**Purposes:** This slogan aimed for caring the people to think that this brand of air transport was best way for traveling.

**Topic:** Advertisement.

**Key:** There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

**Channel:** The channel was written.

**Massage form:** This slogan gave the message form that this brand of airline was the smarter air transportation for using travelling.
4.1.1.24 Slogan of Mihin Lanka Air ‘Yours to Fly’

**Setting:** This slogan was taken by the writer from the official website of Mihin Lanka Air; http://mihinlanka.com. There was no year shown on the copyright. And this retrieved by the writer on July 17, 2016.

**Participant:** The participant of this slogan included the corporate as the addressee or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

**Purposes:** By that slogan this company of Mihin Lanka Air wanted to show the people that they were the preferred airline.

**Topic:** Advertisement.

**Key:** There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

**Channel:** The channel was written.

**Message form:** That slogan transferred the message form that this company wanted to people feel about this brand of airline was like their own choice for flying.

4.1.1.25 Slogan of Oman Air ‘Modern Vision, Timeless Traditions’

**Setting:** This slogan was taken by the writer from the official website of Oman Air; http://www.omanair.com. There, has already showed by copy right at 2016. And this retrieved by the writer on July 29, 2016.
Participant: The participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

Purposes: That slogan was to show that the company has a modern vision like they said in their official site. And that slogan was aimed to show the people in offering the high quality services.

Topic: Advertisement.

Key: There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

Channel: The channel was written.

Message form: That slogan transferred the message form that this company will give the high quality service for the customer.

4.1.1.26 Slogan of Philippine Airline ‘Heart like No Other’

Setting: This slogan was taken by the writer from the official website of Philippine Airline; https://www.phiippineairlines.com. Unhappily, there was no the year at the copyright. And this retrieved by the writer on July 18, 2016.

Participant: The participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

Purposes: This slogan aimed to inform the people that this company had a serving like no other company of airline.
Topic: Advertisement.

Key: There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

Channel: The channel was written.

Message form: The message form that already transferred from that slogan was the crew of airline were kind and humble.

4.1.1.27 Slogan of Qantas Airways ‘Spirit of Australia’

Setting: This slogan was taken by the writer from the official website of Oman Air; https://www.qantas.com. Unhappily, there was no the year at the copyright. And this retrieved by the writer on July17, 2016.

Participant: The participant of this slogan included the corporate as the addressee or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

Purposes: This slogan aimed to show that this company was being the spirit in Australia. In order that they could captivate the customer to choose their brand of airline as their air transportation.

Topic: Advertisement.

Key: There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

Channel: The channel was written.
Message form: The message form of this slogan, this company was having big an influential for Australia.

4.1.1.28 Slogan of Saudia Arabian Airlines ‘Welcome to Your World’

Setting: This slogan was taken by the writer from the official website of Saudia Arabian Airline; http://www.saudiairlines.com. There, already showed that the copyright at 2016. And this retrieved by the writer on July 18, 2016.

Participant: The participant of this slogan included the corporate as the addressee or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

Purposes: This slogan showed the people that the company was giving a greeting to the people’s world. Means, a greeting to the customer who would to use their brand airline. And aimed that this company was ready to bring the people to their destination. World here means, the destination of the customer.

Topic: Advertisement.

Key: There is no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

Channel: The channel was written.

Message form: The message form that coming out from that slogan was the people should be ready for welcoming the world with their brand airline.
4.1.1.29 Slogan of Silk Air ‘The Regional Wings of Singapore Airlines’

**Setting:** This slogan was taken by the writer from the official website of Silk Air; http://www.silkair.com. There, already showed that the copyright at 2016. And this retrieved by the writer on July 18, 2016.

**Participant:** The participant of this slogan included the corporate as the addressee or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

**Purposes:** This slogan was showing the people that this airline was leading the regional carriers around of Asia’s Pasific such as they said in the official site.

**Topic:** Advertisement.

**Key:** There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

**Channel:** The channel was written.

**Message form:** The message form that coming out from that slogan was that this airline is belonged to Singapore.

4.1.1.30 Slogan of Sriwijaya Air ‘Your Future Partner’

**Setting:** This slogan was taken by the writer from the official website of Sriwijaya Air; https://www.sriwijayaair.co.id. There, already showed that the copyright at 2014. And this retrieved by the writer on July 18, 2016.
**Participant:** The participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

**Purposes:** This slogan invited the people being as the crew’s airline partner when on board.

**Topic:** Advertisement.

**Key:** There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

**Channel:** The channel was written.

**Message form:** The message form that coming out from that slogan was the customer could be the partner of the crew’s airline.

### 4.1.1.31 Slogan of Susi Air ‘Your Complete Air Transport Solution for All of Indonesia’

**Setting:** This slogan was taken by the writer from the official website of Sriwijaya Air; http://www.susiair.co.id. There, already showed that the copyright at 2016. And this retrieved by the writer on July18, 2016.

**Participant:** The participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

**Purposes:** This slogan informed the people that this brand airline was best air transport solution for all people in Indonesia.
**Topic:** Advertisement.

**Key:** There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

**Channel:** The channel was written.

**Message form:** The message form that coming out from that slogan was the people should choose this brand airline because this was complete solution for air transport.

### 4.1.1.32 Slogan of Thai Airways ‘Smooth as Silk’

**Setting:** This slogan was taken by the writer from the official website of Thai Airways; http://www.thaiairways.com. There, already showed that the copyright at 2014. And this retrieved by the writer on July 18, 2016.

**Participant:** The participant of this slogan included the corporate as the addressee or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

**Purposes:** This slogan aimed to give the customer’s view about how the Thai Airways was.

**Topic:** Advertisement.

**Key:** There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

**Channel:** The channel was written.
**Message form:** The message form that coming out from that slogan was the customer would get a service without any difficult and the thing in the air craft or the company would be comfortable.

### 4.1.1.33 Slogan of Thai Lion Air ‘Freedom to Fly’

**Setting:** This slogan was taken by the writer from the official website of Thai Lion Air; http://www.lionairthai.com. Unhappily, there is no year at the copyright. And this retrieved by the writer on July 18, 2016.

**Participant:** The participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

**Purposes:** This slogan aimed to the people by company for making them feel freedom in flying to their destination.

**Topic:** Advertisement.

**Key:** There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

**Channel:** The channel was written.

**Message form:** The message form that coming out from that slogan was the customer would get easier to choose the destination because this company already prepared it.
4.1.1.34 Slogan of Turkish Airline ‘Widen Your World’

Setting: This slogan was taken by the writer from the official website of Turkish Airline; http://www.turkishairlines.com. There, already showed the copyright at 2016. And this retrieved by the writer on July 18, 2016.

Participant: The participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

Purposes: This slogan aimed for inspiring the people that by using the Turkish airline world become wildest.

Topic: Advertisement.

Key: There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

Channel: The channel was written.

Message form: The message form that coming out from that slogan is the world was not small thing but the world was bigger and wilder.

4.1.1.35 Slogan of Vietnam Airlines ‘Reach Further’

Setting: This slogan was taken by the writer from the official website of Vietnam Airlines; https://www.vietnamairlines.com. There, already showed the copyright at 2016. And this retrieved by the writer on July 18, 2016.

Participant: the participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.
Purposes: This slogan aimed to display the people that their company was growing further excellent.

Topic: Advertisement.

Key: There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

Channel: The channel was written.

Message form: The message form that coming out from that slogan was, this company reached their positioning further.

4.1.1.36 Slogan of Xiamen Airlines ‘Soaring Egret in the Blue Sky’

Setting: This slogan was taken by the writer from the official website of Vietnam Airlines; http://www.xiamenair.com. There, already showed the copyright at 2015. And this retrieved by the writer on July18, 2016.

Participant: The participant of this slogan included the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here was also the writer.

Purposes: This slogan aimed to give a short image that this company was bounce up or in the high positioning, it was also their hope.

Topic: Advertisement.

Key: There was no intonation of sound or gesture in this slogan, because this slogan was forming as a text.

Channel: The channel was written.
Message form: The message form that coming out from that slogan was, this company was being on process in high positioning of business competition.

4.1.2 The Implicature of Each Slogans Based on Grice

After analyzing the context of each slogans. To know the meanings are implied in each slogans, the writer analyzed them to find out the implicature based on Grice’s implicature.

4.1.2.1 Air Asia’s Slogan ‘Now everyone can fly’

The way of the reader implied the implicature: the context of the slogan had already showed above. Then, the turn of the writer to interpret the implicature of this slogan. ‘Now everyone can fly’ it did not mean that all the people in the world could fly with their wings, because in fact there was no wings for flying in human. In true, that slogan means that the corporation of this airline facilitate the people easier to around the world using this Air Asia’s aircraft. If the writer saw on economic side, this airline with their commitment in giving best low-cost enterprise in the word, proved by the appreciation of Skytrax’s ‘World’s Best Low-Cost Airline’ for firing this seven years, the kind of appreciations have already showed in corporation’s official side. From the commitment for giving low-cost, means the customer or everyone had a chance to use this aircraft brand for going around the world.

Slogan: Now Everyone Can Fly

Implicature:
- [At this time, everyone can fly by using the air transportation.]

- [At this time, the company of Air Asia give the low cost for helping the people who want to go in any destination by using their airline.]

As knowing in the discussing above this slogan was categorized into subcategorization of conversational implicature that was particularized conversational implicature.

4.1.2.2 Air China’s Slogan ‘Trust, Convenience, Comfort, and Satisfaction’

The way of the reader implied the implicature: knowing the context of this slogan, ‘Trust, Convenience, Comfort, and Satisfaction’ this slogan implied the meaning that the corporation wants to give the clear commitment. The meaning ‘trust’ is the corporation give the service requirement safety after choosing this brand of airline, in order that the customer who chose this brand of airline feel safe and not to worry. The meaning ‘convenience’ is the corporation will give the service requirement of discipline time and flight smoothly. The meaning ‘comfort’ is the corporation will fulfill the necessity of the customer to feel happy and comfortable by using this brand of airline. Last, the meaning of ‘satisfaction’ is the corporation will give the special need of the requirement of individualized.

Slogan: Trust, Convenience, Comfort, and Satisfaction

Implicature: [The Company’s airline is believable, the service is convenience or pleasure, the aircraft is comfortable and the customer feel satisfied.]
As knowing in the discussing of theoretical bases, that that slogan was clearly includeing of conversational implicature which was categorized into generalized conversational implicature. Means, the slogan was clearly enough to understand the people that this company is believable and make the customer feel pleasure, comfort and satisfied.

4.1.2.3 Air fast Indonesia’s Slogan ‘We’ll Fly You Safely’

The way of the reader implied the implicature: ‘We’ll Fly You Safely’ this slogan has implied meaning. The meaning ‘fly’ here is like the other brand airline, this is not about the people were flying like a bird but this company will make the people fly by using their brand airline transportation. Such as the issues about the kind of accidents of airline over the year that the writer has already showed in the part of background of this study, this company make this slogan want to ensure the customer that the company will assure their safety.

Slogan: We’ll Fly You Safely

Implicature: [The Company will fly the customer by using the air transportation till the place of destination safely.]

As we know in the discussing of theoretical bases, that that slogan was conversational implicature that enter to sub categorization of generalized conversational implicature. Because knowing clearly of the slogan, the reader can easily understand the slogan that the customer will fly safely.
4.1.2.4 All Nippon Airways (ANA)’s Slogan ‘Trustworthy, Heartwarming, Energetic’

The way of the reader implied the implicature: Knowing the context of the ANA’s slogan, this slogan made with meanings which implied. That slogan means, the company work by holding safety as their priority business and social responsibility. It means that the corporation work with honesty and integrity. Then, the word ‘energetic’ of the slogan means the team work of the company respect the differences of their colleagues’ worldwide to come together as one team by engaging direct, honesty and honest dialogue.

Again for reviewing more about the slogan, as the showed on official site, recently on July 12, 2016 ANA awarded ‘World’s Best Airport Services’ and ‘Best Airline Staff in Asia’ at the SKYTRAX World Airline Awards. It gave the evidence that there were word of ‘trustworthy’ in their slogan.

Slogan: Trustworthy, Heartwarming, Energetic

Implicature: [The service of Company’s airline is believable and the crew’s behavior are kindly and energetic.]

The slogan was categorized into conversational implicature that include of generalized conversational implicature. Means the slogan was easy understanding for the reader that the company is reliable and the crew’s airline are kindly.
4.1.2.5 Asiana Airline’s Slogan ‘State of the Art Service, Considerate Service, Friendly Service, High-End Service’

The way of the reader implied the implicature: State of the art service means that the company will give the service to customer in a state of the aircraft in continuously while try the best. For reviewing more of the slogan, the reader looking for the view in their official website. Considerate service means that the company served the customer by treating them on traditional Korean courtesy. Friendly service means that the company served the customer with a smile that comes from the deep of heart. And last is high-end service means that the company served the customer with top quality in-flight meals and the crew’s dedicated service.


Implicature: [The customer get the complete service, the crew’s airline is considerate and Friendly.]

That slogan is conversational implicature and this categorized into generalized conversational implicature. Because the words are easy understanding that the company give the serving since the customer choose the brand airline for air transport till the end means till the customer arrive the destination.
4.1.2.6 Aviastar’s Slogan ‘Fly Safe and Comfort’

The way of the reader implied the implicature: That slogan assumed by the reader that the company commit to safety and provide the customer safe and feel comfortable by service satisfaction in the air craft. Seeing the issues of the airline in accident as the writer showed in the part of study background, safety is become the company’s priority.

Slogan: Fly Safe and Comfort

Implicature:

- [The airline brings the customer by using the air transport safely.]
- [The aircraft is comfortable.]

As we know in the discussing of theoretical bases, that that slogan is clearly include of conversational implicature which is categorized into generalized conversational implicature. Means, the slogan is easy understand and the slogan give the meaning that the company of this brand airline bring the customer by their air transportation safely.

4.1.2.7 Batik Air’s Slogan ‘Journey Begins’

The way of the reader implied thee implicature: seeing the context of the slogan. The implicature of this slogan is the customer’s journey is began. Means that the company of Batik Air invite the people to begin the journey or trip by using their aircraft.
Slogan: Journey Begins

Implicature: [The journey of trip by using Batik Airline is began.]

Knowing the discussion above this slogan is categorized into the subcategorization of conversational implicature that is generalized conversational implicature. Because, the reader does not need the additional context background context to assume the meaning.

4.1.2.8 Business Air’s Slogan ‘Fly with Greater Flexibility’

The way the reader implied the implicature: the implicature implied in this slogan is the company inform the people that their company have service airline with available time. According to the official site, it means that the company inform the people who want to save their valuable time to not worry anymore, because their company supplying the charter aircraft for business and personal travel. Reminding to the one of issues which is about the delaying of schedule airline. Many airline that sometimes has a problem of delaying, one of the issues recently is coming from http://www.liputan6.com said that two schedules in Adi Sucipto’s airport are delayed. That issue become the reason of this company to bid the air transportation which is can rent with available time.

Slogan: Fly with Greater Flexibility

Implicature: [Go on trip with flexible of time.]
As we know in the discussing of theoretical bases, that that slogan is conversational implicature that under on sub categorization on generalized conversational implicature. Because the reader when read the slogan already understand that the company give the flexibility of time to the customer. Then, the reader does not need a background context knowledge but discussion above the writer just give the additional view for knowledge.

4.1.2.9 Cathay PasificAirlines’s Slogan ‘World’s Biggest Welcome’

The way of the reader implied the implicature: beside the background of their official website, the slogan means the company ready to face this big world. In the other hand, it means that the company want the people know if their company is ready to carry up the customer with their air transportation to round the world. Not only greet the world, but the world here means the reader assumed that the condition of the world by filling the competition of business.

Slogan: World’s Biggest Welcome

Implicature: [The Company give a greeting to the people who join their company.]

As the discussion above, this slogan was categorized into conversational implicature which is including the sub categorization of particularized conversational implicature. Because, to work out the conveyed meaning of the slogan, the reader need the context background of knowledge.
4.1.2.10 Cebu Pacific Air’s Slogan ‘Why Everyone Flies’

The way of the reader implied the implicature: the conveyed meaning of slogan is the reason why everyone flies. As showed in their official site, it means that the people will know the real actual meaning of the slogan if they have chosen their brand of airline. It also correlate with their mission that want to brings people together through safe, affordable, reliable, and fun-filled air travel and the company committed to innovation and excellence in everything they do.

Slogan: Why Everyone Flies

Implicature: [Cebu Pasific Airline is the reason or the answer why people fly.]

This slogan is categorized into conversational implicature which is including in particularized conversational implicature. To make the slogan relevant between the company as the writer and the reader as the customer and the writer. That slogan give the question why there was the word ‘why’. Seeing the context background can assumed knowledge that this brand airline is the best solution for everyone flies.

4.1.2.11 China Airlines’s Slogan ‘Spread Your Wings, Explore the World’

The way of the reader implied the implicature: the conveyed meaning of the slogan was suggesting the people to expend their mindset of staying home, but explore the world. ‘Spread the wings’ it does not mean that the word wings is a couple wings for flying that like belongs to animal ‘bird’. But, when it give the additional context of background knowledge, it means the view of the people who
prefer not going anywhere. By this airline, the company invite the people explore many places in the world.

Slogan: Spread Your Wings, Explore the World

Implicature:

- [The people should expand the knowledge of places for exploring the world.]
- [The Company give a suggestion for the people to add the destination by using their Chinese airline.]

As we know in the discussing of theoretical bases, that that slogan is conversational implicature which is entering in sub categorization of particularized conversational implicature. Saying it as particularized conversational implicature because that slogan need additional conveyed meaning to understand by the reader.

4.1.2.12 China Southern Airlines’s Slogan ‘Experience beyond Your Expectation’

The way of the reader implied the implicature: The conveyed meaning of this slogan is the company give the experience beyond the customer’s expectation. As the company said in their official website that slogan come from their mission of the company which means that the company serve the customer more than as like giving meal but also till the small thing which is belonging to personalized.

Slogan: Experience beyond Your Expectation
Implicature: [By choosing the China Southern Airline, the company will give the experience beyond the customer’s expectation.]

This slogan is called conversational implicature that exactly as particularized conversational implicature. That slogan make the reader guest any meanings, experience beyond the expectation that what experience? And to know the meaning the reader need the background of context knowledge. Means, that slogan need an additional conveyed meaning.

4.1.2.13 Citilink’s Slogan ‘Travel with Complete Peace of Mind’

The way of the reader implied the implicature: The implied meaning in that slogan is the customer going to traveling will be with peace of thought. Means that the company give complete serving to not thinking any worry like issues out there. Such as has already inform the writer before in the part of background.

Slogan: Travel with Complete Peace of Mind

Implicature: [the customer travel with not in worried.]

That slogan is conversational slogan which is counted in generalized conversational implicature that the slogan can be understood by the reader which the company make the travel with peacefulness. Therefore, it does not need any additional meaning.
4.1.2.14 Emirates’s Slogan ‘Hello Tomorrow’

The way of the reader implied the implicature: the conveyed meaning of the slogan is saying hello for the day after today. Means that the company give a greeting for the new era in this globalization era. Giving greeting for the new era literally the company is ready to face the era that full of competition of business.

Slogan: Hello Tomorrow

Implicature: [The Company give a greeting to the era which has progression.]

This slogan was categorized into conversational implicature which is including of particularized conversational implicature. That slogan need additional conveyed meaning to make the reader relevant the understanding between the company and the reader as the customer. Because, using words ‘hello tomorrow’ as like giving a greeting. But, after knowing the context background, that slogan means the company is ready for being the best company air transport in the era which has tight competition of business.

4.1.2.15 Etihad’s Slogan ‘National Airline of UAE (United Arab Emirates)’

The way of the reader implied the implicature: the conveyed meaning of that slogan is this brand of airline is clearly belongs to United Arab Emirates, such as they said in their official website that Etihad Airways is the national airline of the United Arab Emirates.

Slogan: National Airline of UAE (United Arab Emirates)
Implicature: [The Etihad airline is belongs to United Arab Emirates.]

Knowing the implicature of this slogan then the slogan was categorized into conversational implicature which is including in generalized conversational implicature. Because, the conveyed meaning of the slogan was clearly the meaning.

4.1.2.16 Eva Air’s Slogan ‘Sharing the World, Flying Together’

The way of the reader implied the implicature: Reading this slogan the conveyed meaning a like the company invite the customer doing journey together by using their brand of airline. Before concluding the meaning, the reader need to know the context background of the airline. As written in their official site that the company give the customer access to vast network nearly 1.400 destinations in more than 190 countries. Then, the reader conclude the conveyed meaning which has got by the reader was relevant.

Slogan: Sharing the World, Flying Together

Implicature: [The Company invite the people for sharing the knowledge of journey while flying together by using Eva Airline.]

As agreed in the theoretical base, that the slogan is belonging to conversational implicature that categorized into particularized conversational implicature. By using the structure sentence as like the slogan above, it come the question what the world for sharing. By turning back into background of context, that slogan mean sharing the journey of travelling by using this brand company’s airline.
4.1.2.17 Firefly Airline’s Slogan ‘Beyond Convenience’

The way of the reader of the slogan: the supposition of the conveyed meaning slogan is there will be more convenience after choosing the brand of airline. As showed in their official site, the convenience means that the customer will get the complimentary refreshment when on board served by cabin crew. Then fast and easy boarding also include of the convenience.

Slogan: Beyond Convenience

Implicature: [There are many convenience in Firefly airline service.]

Knowing the discussion above, this slogan was categorized into particularized conversational implicature. Because, to know what the beyond is convenience mean, the reader need the additional knowledge from the company’s official website.

4.1.2.18 Garuda Indonesia’s Slogan ‘The Airline of Indonesia’

The way of the reader implied the implicature: the conveyed meaning of the slogan is ‘Garuda Indonesia’ as the brand airline belongs to Indonesia. For additional view about this airline, as in their official site, they said the name of ‘Garuda’ is given by first President of Indonesia, Soekarno. Also the mission of the company itself is to promoting Indonesia to the word for kicking the building of national economic by giving professional service.

Slogan: The Airline of Indonesia
Implicature: [The airline of Garuda Indonesia belongs to Indonesia.]

As we know in the discussing of implicature. That slogan is categorized into generalized conversational implicature because that slogan was already clear that the airline is belong to Indonesia. So, it does not need the addition knowledge to understand.

4.1.2.19 Japan Airlines’s Slogan ‘Fly into Tomorrow’

The way of the reader implied the implicature. As like they said in their official website that the Japan airline company is the one who shape their own future, means they ready face changes in the times of era to always keep one step to forward of the competition. In the other word, the competition will be very tight and they are ready. Then the reader assumed the conveyed meaning of that slogan is the company will keep their vision mission to operate their company till changing the era.

Slogan: Fly Into Tomorrow

Implicature: [the company keep the vision and mission to operate their brand airline till no matter changing the era.]

That slogan is categorized into particularized conversational implicature. By using word ‘tomorrow’ make the reader think more, is that give a meaning that fly just until the slogan come out or fly till the day after the day of customer registration. To make relevant, the reader draw the assumed knowledge that the company will
operate their brand airline constantly. Therefore, the reader need background context of additional conveyed meaning.

4.1.2.20 Jetstar Asia Airways’s Slogan ‘All Day, Every Day, Low Fares’

The way of the reader of the implicature: in this tight business competition era, the company made the strategy to make their brand is being preferred by people. Therefore, the company give low fares for the customer no matter the day. Then the conveyed meaning of this slogan is the company give low fares to the customer every day.

Slogan: All Day, Every Day, Low Fares

Implicature: [The Company give low cost for the customer every day.]

That slogan categorized into sub categorizes of conversational implicature that is generalized conversational implicature. Because, the slogan was easy understanding that the company give low cost for the customer in every day. So, it does not need the additional of context background knowledge for assumed the meaning.

4.1.2.21 Korean Air’s Slogan ‘Excellent in Flight’

The way of the reader implied the implicature: the conveyed meaning of this slogan is the company has an excellent service in flight. For the additional view, according to the company’s official website, that slogan means want to represent their vision and mission. Furthermore, the vision of this company is to be a respected
leader in the world airline community. And the mission of this company is giving the operational, service and innovative excellent.

Slogan: Excellent in Flight

Implicature: [The Company has excellent in flight operational.]

As we know in the discussing of theoretical bases, that that slogan is clearly include of conversational implicature which is categorized into generalized conversational implicature. Because, the slogan is clearly understandable or easy to assume that the airline is the excellent in flight.

4.1.2.22 Lion Air’s Slogan ‘We Make People Fly’

The way of the reader implied the implicature: Knowing the context above, the writer can interpret the implicature which is implied in Lion Air’s slogan. That slogan if we give it the meaning just like in common, the meaning is being the corporate of Lion Air is making people fly. How can people fly? Fly is commonly used by bird that has wings to fly, but the context here is human or people that in fact there has no wings to fly. That something must be more than just what the words mean. Then, the writer should see from the other side, such inside of economy. As found in context of this slogan above, the writer know that in massage form, the corporate of Lion Air commonly known is the low-cost airline. From the reason of low cost, they try to convince the people by their slogan *we make people fly* means that anyone now can fly with their commercial airline because people will pay with
low-cost. Then, the reader assumed the conveyed meaning of the slogan is the company give the easier way to the people for flying.

Slogan: We make people fly

Implicature: [The Company give the easier way to people for flying by using their brand airline.]

As we know in the discussing of implicature that slogan was categorized into particularized conversational implicature. Because to assumed the meaning of slogan, the reader need the additional knowledge that already explained above.

4.1.2.23 Malindo Air’s Slogan ‘Smarter Way to Travel’

The way of the reader implied the implicature: Means smarter here, not purposing for the thing but the crew service. The company’s crew give the service by smarter way in travelling. Such as they said in their official site that ‘Malindo Air prides itself in offering its customers attractive fares, on-time flights and excellent customer service both on-ground and in-flight.’ Therefore, the reader assumed the conveyed meaning of the slogan is the serving of the company is the smarter for travelling.

Slogan: Smarter Way to Travel

Implicature: [Malindo Air is the best way for travelling.]
That slogan was categorized into generalized conversational implicature. Because it was clear to assume that this airline is best way for traveling air transport.

4.1.2.24 Mihin Lanka Air’s Slogan ‘Yours to Fly’

The way of the reader implied the implicature: such as in the Mihin Lanka official website about their vision is to be preferred affordable airline in region. Means ‘yours’ here is the belongings from the brand of air transportation In the other hand, They also said that staying true to the airline’s promise of being ‘Yours to Fly’, this company’s ticketing and reservations team, ground staff and cabin crew always go the extra mile to ensure that you enjoy a personalized service and a comfortable journey. Therefore, the reader concluded the implied meaning about this brand slogan of airline is belonging the customer to fly

Slogan: Yours to Fly

Implicature: [The Company make the customer feel that Mihin Lanka Air as the customer’s to fly.]

The slogan was categorized into conversational implicature which is entering in particularized conversational implicature. By using word ‘yours’ it has been a question what is yours? To know it then the reader as the writer need the context of background knowledge to give the additional meaning for making relevant. The word ‘yours’ here is the company’s brand airline. Means, the company ensured the customer that this brand airline is also belongs to the customer.
4.1.2.25 Oman Air’s Slogan ‘Modern Vision, Timeless Traditions’

The way of the reader implied the implicature: As the said in their official website that the Oman’s company has already with the modern air fleet and fuel-efficient aircraft with designed interiors. Then, investment in new technology, planning and product innovation. Further, the reader assumed the conveyed meaning of this slogan is using the new strategy in the Oman’s company.

Slogan: Modern Vision, Timeless Traditions

Implicature: [The new vision of Oman’s company.]

Knowing the slogan, it should be what the new wings and it should be need the additional knowledge to assume. Then this slogan was categorize into particularized conversational implicature. Means, after knowing the context and the discus of implicature itself, the new wings that mean in the slogan in the new strategy of the Oman’s company.

4.1.2.26 Philippine Airline’s Slogan ‘Heart like No Other’

The way of the reader implied the implicature: such as they informed in their official site that the company had a program of TV commercial named ‘The Heart of Filipino’. In the same manner as their official website posted that Philippine Airlines has made manifest the Heart of the Filipinos in its CSR efforts, CSR is corporate social responsibility. This program is aimed for helping the calamity victims, picking up the stressed Filipino workers where in other country and helping the indigent
patients for live-saving surgeries. Therefore, the reader assumed the conveyed meaning of the slogan is the crew’s heart this company’s airline is like no other company. Means that the crew’s company have the extraordinary of heart.

Slogan: Heart like No Other

Implicature: [The crew’s airline heart is extraordinary heart.]

Then, this slogan was categorized into particularized conversational implicature because the first reading what heart in the slogan. And knowing the context background knowledge, the reader assumed that the heart there is the crew’s heart of the company is different from the other company.

4.1.2.27 Qantas Airways’s Slogan ‘Spirit of Australia’

The way of the reader implied the implicature: Such as they said in their official said that spirit here is about the national economy. This Qantas group is a key economic and facilitator of growth in the national economy. Meanwhile, Qantas Airline is one of product form Qantas’s company. In other hand, Qantas is widely regarded as the world's leading long distance airline and one of the strongest brands in Australia. Therefore, the reader assumed the implicature of the slogan is Qantas Airways become one of the big influential in Australia.

Slogan: Spirit of Australia

Implicature: [The Qantas Airways is the most influence of Australia.]
After knowing the implicature of discussion. That slogan was categorized into particularized conversational implicature, because it cannot be directly assume then need the context background knowledge and after knowing it in the discussion above that the slogan means the word ‘spirit’ in the slogan is this company of airline being the big influential in Australia about the national economy of their country.

4.1.2.28 Saudia Arabian Airlines’s Slogan ‘Welcome to Your World’

The way of the reader implied the meaning: the conveyed meaning of this slogan is the company give the greeting to the people who will join their airline. Means, pass through their brand company, the people or the customer should be ready to see their destination.

Slogan: Welcome to Your World

Implicature: [The Company give a greeting for the customer.]

That slogan was categorized into generalized conversational implicature. Means, it is easy to understand the implied meaning.

4.1.2.29 Silk Air’s Slogan ‘The Regional Wings of Singapore Airlines’

The way of the reader implied the implicature: the reader directly assumed the conveyed meaning of this slogan is this Silk Air is belongs to Singapore. For the information, such as the Company said in their official website that this Silk Air is including the Singapore Airline group.

Slogan: The Regional Wings of Singapore Airlines
Implicature: [The Silk Air belongs to Singapore airlines group.]

Knowing the conveyed meaning above then this slogan was categorized the slogan into generalized conversational implicature.

4.1.2.30 Sriwijaya Air’s Slogan ‘Your Future Partner’

The way of the reader implied the implicature: Such as they said in their official website that their mission is make everyone on board as their partner. Means, the customer when already choose this brand airline, and the crews of airline will be the customer partner when on board. Then, the reader assumed the conveyed meaning of this slogan is the customer can be a partner of the crew’s airline.

Slogan: Your Future Partner
Implicature: [The crew’s airline is the partner of the customer.]

This slogan categorized by the writer into conversational implicature. Then, categorized again into particularized conversational implicature. By using word ‘your’, come the question ‘what’s the customer belongs to for future?’, furthermore the reader see the context of background knowledge of this slogan then know that this company want the customer being the partner of the crew’s airline when on board.

4.1.2.31 Susi Air’s Slogan ‘Your Complete Air Transport Solution for All of Indonesia’

The way of the reader implied the implicature: the conveyed meaning of this slogan is, Susi Air is the best solution in choosing air transport for all people in
Indonesia. Means, the company want to convince the people in Indonesia for using the Susi Air to travel everywhere.

Slogan: Your Complete Air Transport Solution for All of Indonesia

Implicature: [The best solution of air transport for people of Indonesia.]

The writer categorized the slogan into generalized conversational implicature. As like the data slogan before that by using word ‘your’ is giving a meaning clearly that this brand airline is the complete airline for Indonesia people.

4.1.2.32 Thai Airways’s Slogan ‘Smooth as Silk’

The way of the reader implied the implicature: such as posted in their official website that they want to focus on customer satisfaction building, operation under effective capital and budget to support the change of circumstance in business operation and to create a response confederate with balance. Therefore the reader assumed the meaning of this slogan is, the service is extraordinary and the design of building is beautiful and smooth as like a silk.

Slogan: Smooth as Silk

Implicature: [The design of the Thai Airways is beautiful as smooth as silk.]

This slogan is categorized by the writer as conversational implicature that included in particularized conversational implicature. When the reader read it, they think which one of smooth. For making slogan relevant, by giving an additional
conveyed meaning or background context knowledge, the reader draw an assumed knowledge that ‘smooth’ here is the word for the company’s operational. Means, the operational of this brand airline is good.

4.1.2.33 Thai Lion Air’s Slogan ‘Freedom to Fly’

The way of the reader implied the implicature: the implicature of this slogan is, the customer has right and chance to fly. According to their official website, it means that this company is just not only low cost but this company also provides superior product and service. Eventually, the company facilitate the people to go on a trip in every destination.

Slogan: Freedom to Fly

Description: flying is freedom.

Conventional Implicature: flying is freedom now.

As we know in the discussing of theoretical bases, that that slogan is clearly include of conventional implicature. The slogan is not type of the conversational implicature which is the conventional implicature is a brief utterance.

4.1.2.34 Turkish Airline’s Slogan ‘Widen Your World’

The way of the reader implied the implicature: as their mission showed in the company’s official website that the company want to become the preferred leading in European air carrier with global network.Means this slogan is motivating the people to expand the world with travelling.
Slogan: Widen Your World

Implicature: [The Company motivate the world to expand the people journey’s experience.]

This slogan was categorized into particularized conversational implicature. To know the meaning, the reader need context of background knowledge. By using ‘widen’ and ‘world’, the reader have some assumed meaning and knowledge. After the writer as the reader examined the context above, then the reader take the meaning that the crew’s company suggest the customer to widen the world. Means, the company suggested the customer to travel any places they want by their brand airline.

4.1.2.35 Vietnam Airlines’s Slogan ‘Reach Further’

The way of the reader implied the implicature: Such as they said in their official website that their positioning of internationally recognized brand as a young and modern carrier, then Vietnam airlines excelled further when signing large purchase orders of world’s most modern and environment friendly aircraft. Therefore, the reader give the implied meaning of this slogan is the company reach the positioning in business competition further.

Slogan: Reach Further

Implicature: [The Company reach the positioning in business competition further.]
As told in the discussion above. This slogan was categorized by the reader in sub categorization of conversational implicature that is particularized conversational implicature.

4.1.2.36 Xiamen Airlines’s Slogan ‘Soaring Egret in the Blue Sky’

The way of the reader implied the implicature: The word ‘soaring’ is fly high. Means, the company hope their brand airline is always becoming a pride of the company and the customer will always increase up like an animal called Egret which is flying high in the sky. There were also hopes belongs to company that they want to bring their brand airline in the high position which is in this tight competition era. Then, they want their brand airline is being the airline that preferred by the customer. Therefore, the reader assumed the conveyed meaning of this slogan is the company is rising up like egret which is flying in the blue sky.

Slogan: Soaring egret in the blue sky

Implicature: [The position of the Company is rising up.]

The slogan is categorized into particularized conversational implicature. Because, for making relevant, the reader see the context background to get the relevant meaning.

4.2 Discussion

In this study, the writer analyzed 36 slogan of commercial airlines from 47 commercial airlines which are operated in international airport of Indonesia.
Meanwhile, there were 10 commercial airlines were not found the information of slogan in each official websites and 1 of those slogans was using Indonesia language. From those 36 slogans, this analyzing study found 1 of conventional implicature and 35 conversational implicatures. For reminding, conversational implicature was divided into three sub categories they are generalized conversational implicature, scalar implicature and particularized conversational implicature. Then, from 35 conversational implicatures which has found, there were 16 generalized conversational implicatures, 19 particularized conversational implicatures and no found in scalar implicature.

This study had one research of problem that was about the implicatures implied by slogans used in the brand of commercial airlines which was operating in the international airport of Indonesia. This study has dissimilarity in object of analyzing and certainly in examining the intended meaning of implicature and also kinds of implicatures. Reviewing one literature, Yuniar (2015) in her study, she discussed about the implicature on cigarette slogan advertisements, there the researcher studied about the intended meaning of implicature used on cigarette slogan advertisements and identified the breaking maxim happened there. From 10 slogans, she only found 7 generalized conversational implicature and 3 particularized conversational implicature, also she found 6 violations of quality maxim, 4 violations of manner maxim 9 violations of relevance maxim and 10 violations of quantity maxim. Knowing that, clearly there has different.
Related this study with another discussion or view. This study beside discussed about the intended meaning in implicature that used in slogan of commercial airline advertisements, this study also giving the knowledge in studying of advertising. In advertising, before creating the slogan, the company should understand with a problem that come from client and ends with a solution for consumers, such as in Drewniany and Jewler (2008:1) said that great advertising is inspired by insight about brands, consumers and how the two interact.

In despite of advertising view, this study also related with religion view. Recently, most of the slogan advertisements are using the words that very interested to people. The company will do in many ways to catch the people’s intention, one of the way is making the words of advertisement as good as possible. Sometimes, that way is not realized by the company that sometimes their slogan is too good than the product but this case also often used by company to get the customer without seeing the condition of their product. And in Islam, it was forbidden or haram to do. Means, the words or slogan of advertisement which contains in deception is forbidden. Such as in hadits of Muslim no 164 said:

\[
\text{ﻤَﻦْ ﻏَﺸّﻦَ ﻓَﻠَﯿْﺲَ ﻣِﻨﱠﺎ}
\]

Translation: “Whomever is deceiving us, then they are not our community”

That hadits means the prohibition of deception. Moreover in selling and buying. Such as in Syarah Shahih Muslim of Translation (1994:691) give the detail
explanation that the hadits occurred when Rasulullah SAW walked around the market, he saw the fruit and grope it. But when he grope the fruit, Rasulullah felt wet of his hand. And he asked to the seller “what is this?” then the seller answered “that fruit was weather-beaten, Rasulullah.” And Rasulullah divine words, “why did not you put the wet fruit so the people could know? Whomever is deceiving us, then they are not our community.”