

## Conversational Implicatures in Advertising Language of Pepsodent Toothpaste Products on Youtube Channel

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### Abstract

*This study aims to describe the forms or types of conversational implicatures and their functions in utterances found in Pepsodent toothpaste advertisements on YouTube channels. The research uses pragmatic theory as its analytical framework, since pragmatics examines the meaning of utterances within specific communicative contexts. This research is qualitative and descriptive in nature, with data collected using the listening method followed by transcription techniques. Data analysis was conducted using three methods: the matching method with the determining element sorting technique (PUP), the distribution method with the direct element distribution technique (BUL), and descriptive analysis. The results show that various utterances in Pepsodent advertisements contain both general and specific conversational implicatures. These implicatures reflect communication strategies used to capture viewers' attention, build the product's image, and convey persuasive messages subtly. Furthermore, each utterance has four main implicature functions: representative/assertive, directive, commissive, and expressive. These functions help viewers understand the implied meanings, increase awareness of product advantages, and motivate specific actions, such as purchasing the product. This study provides important insights into how language is strategically used in promotional media and highlights the significance of pragmatic analysis in revealing implied meanings in advertising communication. The findings can serve as a reference for linguistics researchers, advertising practitioners, and media developers to design more effective and persuasive communication strategies in future marketing campaigns.*

**Keywords:** *Implicature, Pragmatics, Implicature Function, Pepsodent Toothpaste Advertisement*

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## Introduction

Language is an indispensable tool for human interaction, both in personal and social contexts. It allows individuals to communicate effectively, express ideas, and establish connections within their communities. As social beings, humans rely on language not only to convey messages but also to navigate and understand the complexities of social life. Chaer (2011) highlights that communication involves understanding, speaking, listening, and responding to actions, emphasizing that language is central to human interaction. This understanding indicates that language is not merely a tool for communication but also a medium through which humans fulfill daily needs, share information, and express themselves in various forms.

Kridalaksana (2008:24) defines language as a system of sound symbols used by members of a society to interact, cooperate, and identify themselves. The study of language encompasses both spoken and written forms, each serving distinct functions in society. Spoken language is immediate and dynamic, allowing for real-time interaction, while written language offers permanence, enabling ideas to be recorded and transmitted over time. In both cases, language is not just a neutral system; it carries meanings, intentions, and social nuances that influence how messages are received and interpreted by others.

In communication, meaning is often implied rather than explicitly stated. Speakers may convey subtle messages through tone, choice of words, or contextual clues. The interpretation

of these messages relies not only on linguistic content but also on the situational context and the listener's knowledge. This is particularly evident in commercial contexts such as advertising, where language is carefully crafted to persuade, inform, and influence consumer behavior. Advertising utilizes language strategically to convey messages about products, services, and brand identity, often combining verbal and non-verbal elements to maximize impact.

Monle Lee and Johnson (2007) argue that modern advertising goes beyond simple message sharing; it aims to create meaningful communication that resonates with audiences and is processed through their common sense. Effective advertisements convey a sense of trustworthiness, quality, and relevance, ultimately shaping consumer perception and behavior. Similarly, Saladdin (2002) defines advertising as a non-personal form of communication intended to persuade target buyers and the general public. Nurhalizah (in Kriyanto, 2008) adds that advertising is a method of transmitting persuasive messages from a clear sponsor, often paid for through media channels, to influence potential consumers. These perspectives indicate that advertising is not only a commercial necessity but also a form of strategic communication that relies heavily on language to achieve its objectives.

The use of electronic media such as television and radio has transformed advertising, making it more accessible and influential. Television advertisements combine visual, auditory, and linguistic elements, allowing brands to communicate complex messages in a brief and engaging format. In this context, the choice of language is critical. Advertisers must consider clarity, persuasiveness, cultural appropriateness, and emotional appeal to ensure that their messages are understood and accepted by diverse audiences. The linguistic aspect of advertisements is where pragmatics becomes highly relevant, as it helps decode implied meanings and assess how language functions to influence perception.

Pragmatics, a branch of linguistics, studies how language is used in context and how meaning is derived beyond the literal interpretation of words. According to Leech (2011:8), pragmatics focuses on the study of speech meaning in specific situations or contexts. One of the key concepts within pragmatics is *conversational implicature*, introduced by Grice (1975), which refers to the meaning conveyed indirectly by a speaker and inferred by a listener. Conversational implicature allows speakers to communicate more than what is explicitly stated, relying on shared knowledge, social norms, and contextual cues. In advertising, conversational implicature plays a crucial role, as advertisers often use language to imply product quality, benefits, or superiority without stating them overtly.

Research has demonstrated that conversational implicature is widely used in media and commercial communication. For instance, A'maliyah, Mi'rajiah, and Rohbiah (2025) analyzed conversational implicature in the animated film *Frozen 1*, highlighting how indirect meanings are communicated through dialogue and context. Similarly, Adena, Zuindra, and Mulia (2024) examined implicatures arising from the non-observance of conversational maxims in interviews with the Indonesian president, emphasizing how implied meanings can convey subtle social and political messages. Akhmad Saifudin (2020) also explored the role of conversational implicature in pragmatic linguistic studies, showing that indirect communication is a fundamental aspect of human interaction. These studies collectively suggest that implicature is an essential tool for understanding how language functions beyond its literal meaning.

Applying these insights to advertising, the language used in television commercials can be analyzed to uncover hidden messages intended to persuade viewers. Advertisements often employ strategies such as flouting Gricean maxims, using humor, exaggeration, or rhetorical questions to imply product superiority or value. For example, a toothpaste advertisement may imply that using the product leads to better oral health, increased

confidence, or social acceptance without directly stating these outcomes. Such indirect communication relies on the audience's ability to infer meaning from context, visual cues, and prior knowledge.

Pepsodent toothpaste advertisements provide a rich case for examining conversational implicature in commercial communication. Pepsodent, a well-established brand, has utilized various television advertisements over the years to promote its products. These advertisements often feature scenarios in which the product's benefits are implied rather than explicitly stated, requiring viewers to interpret the intended message. For instance, a commercial may depict a person confidently smiling after using Pepsodent, implying that the toothpaste enhances dental health and self-confidence. This subtle use of language aligns with pragmatic principles, demonstrating how advertisers leverage conversational implicature to create persuasive messages.

Several studies have explored conversational implicature in media and advertising contexts. Al Amin and Noviyanti (2020) examined pragmatic principles and language politeness in communication, emphasizing the role of context in interpreting implied meaning. Amrullah (2015) discussed implicature in pragmatics, highlighting how indirect speech can convey nuanced information. Dwi Indarti (2024) explored multimodality and conversational implicature in cross-cultural contexts, showing that non-verbal cues often complement verbal language in conveying meaning. Fahrezi Aditama (2025) analyzed conversational implicature in podcasts, demonstrating that auditory media can also rely heavily on implied communication to engage audiences. These studies indicate that understanding implicature is crucial for analyzing how language operates in diverse communicative situations, including advertising.

In addition to understanding the role of language in persuasion, it is important to consider the cognitive processes involved in interpreting implicature. Viewers of advertisements actively participate in meaning-making, drawing on their knowledge, experiences, and cultural background to infer the intended message. For instance, a Pepsodent advertisement that shows a bright smile and a confident demeanor does not explicitly say "this toothpaste makes you more attractive," but viewers can infer this meaning based on social norms and expectations. This interaction between language, context, and audience interpretation is a central concern of pragmatic analysis.

Pragmatic studies of advertising also highlight the ethical dimensions of communication. Advertisements are designed to influence consumer behavior, and the use of implicature can sometimes blur the line between persuasive communication and misleading claims. Therefore, analyzing conversational implicature in advertising not only reveals linguistic strategies but also contributes to critical media literacy, enabling audiences to interpret messages more effectively. Kusuma Rahayu and Rustono (2017) investigated the pragmatic function of implicature in humor, showing how language can be used creatively while maintaining ethical communication standards. Similarly, Pertiwi, Sudana, and Bachari (2023) examined conversational implicature in humorous YouTube content, emphasizing how audiences decode indirect messages in different contexts.

Pepsodent advertisements are particularly interesting because they combine linguistic, visual, and auditory elements to create a holistic persuasive effect. The choice of words, tone of voice, music, and visual imagery all contribute to the overall message. Pragmatic analysis allows researchers to dissect these elements and understand how they function together to convey meaning. For example, a Pepsodent commercial might feature a child smiling after brushing their teeth, accompanied by a tagline suggesting freshness and cleanliness. While the words themselves may seem simple, the implied message is that Pepsodent ensures oral health, confidence, and family happiness. Such analysis demonstrates the subtle power of

conversational implicature in shaping consumer perception.

Furthermore, research by Pratama and Nufus (2024) and Fatoni, Setiawati, and Mubarok (2023) on conversational implicature in market interactions shows that indirect communication is widely employed in commercial contexts, not only in advertisements but also in negotiations and buyer-seller interactions. These findings support the notion that implicature is a fundamental aspect of human communication, particularly in situations where persuasion, social norms, and context intersect. By applying similar principles to Pepsodent advertisements, researchers can uncover the nuanced ways in which language is used to influence consumer behavior and convey product value.

The study of conversational implicature in Pepsodent advertisements is also relevant to broader discussions of language, society, and media. It highlights how language functions as a tool for social interaction, cultural expression, and economic activity. As humans increasingly engage with digital media, understanding how language conveys meaning in commercial contexts becomes even more important. Pragmatics provides a lens through which researchers, consumers, and media analysts can interpret the implicit messages embedded in advertisements, enhancing critical thinking and media literacy skills.

In conclusion, language is an essential component of human life, serving as a medium for communication, social interaction, and information exchange. In advertising, language is strategically employed to convey persuasive messages, often relying on conversational implicature to communicate benefits, product quality, and brand identity indirectly. Pepsodent toothpaste advertisements offer a compelling case study for examining how language functions in commercial communication, demonstrating the interplay between verbal, visual, and auditory elements in conveying meaning. Pragmatic analysis, particularly the study of implicature, enables a deeper understanding of these strategies, revealing how advertisers influence consumer perception while engaging audiences in subtle and effective ways. By exploring conversational implicature in advertisements, researchers contribute to a broader understanding of language, society, and media, highlighting the dynamic role of communication in contemporary life.

## Method

This research is a research that uses a qualitative method that is descriptive in nature. This research method is used to obtain facts or phenomena that occur, especially in the meaning of the conversation or dialogue that occurs and to describe the form, type, and function of conversational implicatures in Pepsodent advertisements on Youtube channels and on television. The data from this study are in the form of short utterances from Pepsodent advertising characters, such as narrators, mother figures, fathers, children, doctors, and others. The data source for this study is a collection of several Pepsodent advertising videos with a duration of 30 seconds on Pepsodent's Youtube channel. The data collection method that will be used in this study is the Simak method. The Simak method is carried out by listening to the object of research. In this study, listening will be carried out on videos containing conversations between a child, mother, and father in order to find utterances that contain simak conversational implicatures. Then continued with the transcription technique. This transcription technique is the process of converting audio or video recordings into written text. Meanwhile, there are 3 methods used to analyze the data in this study, namely the matching method with the basic technique used in this matching method, namely the determining element separation technique (PUP), then the distribution method with the basic technique for direct elements (BUL), and the descriptive analysis method.

## Results and Discussion

### 1. Forms of Conversational Implicature

Implicature is essentially divided into two types consisting of conversational implicature and conventional implicature. However, this study only focuses on conversational implicature. Conversational implicature also has two forms, namely general conversational implicature and special conversational implicature. General conversational implicature is an implicature whose presence in a conversation does not require a special context Grice (1975: 56). While the definition of special conversational implicature itself is an implicature that is found in a conversation and requires a special context (1975: 45). Based on the results of the research that has been conducted, the following will discuss the results that have been found in the analysis of the form of conversational implicature in the language of Pepsodent toothpaste advertisements on the Youtube channel as follows.

#### Data 1

**Context** *A mother approaches her daughter who is standing in front of the mirror, looking at her beautiful face with her graduation decoration.*

*Mother: The one who is going to graduate is proud to smile with his teeth*

**Conversation** *Child: But my yellow teeth are what make me not proud  
Mother: Just Pepsodent whitening, it removes 100% yellow stains to whiten teeth*

(Youtube. Ask Pepsodent, Sept 27, 2023)

The child's utterance that says "But my yellow teeth make me not proud" has the meaning that the child still feels insecure when his mother tells him to smile by showing his teeth because he has a problem with his teeth, which are slightly yellowish. The conversation in data one is a type of speech with a marker of general conversational implicature, because without a specific context of speech in the conversation, the meaning of the child's speech to his mother is clear, which states that the child is not confident because of his teeth.

#### Data 2

**Context** *Father approached Arif (his son) who was still in elementary school and was sitting watching television in the living room while waiting for the Maghrib call to prayer to break the fast.*

*Dad: Arif, I'm proud that your first fast will last until breaking the fast*

**Conversation** *Arif: thank God, Dad, but Arif hasn't had a drink all day, does my breath smell?*

*Dad: I brushed my teeth with Pepsodent during sahur*

(Youtube. Ask Pepsodent, Sept 27, 2023)

The utterance of the father (Papa) who said "Arif, I'm proud of your first fast, you'll be strong until the time to break the fast" has the meaning that the father praised Arif who managed to fast and was strong enough to hold back hunger all day until the time to break the fast on the first day. And Arif's utterance that responded to his father's praise "thank God, Pa, but Arif hasn't drunk all day, does my breath smell?" has the meaning that Arif feels grateful but he is also worried that his breath will smell because he hasn't eaten and drunk all day. The conversation in data two is a type of utterance with a marker of a special conversational implicature form, because the utterance in the conversation will not be clear without context.

In Arif's utterance "thank God, Pa, but Arif hasn't drunk all day, does my breath smell?" the answer sounds unconnected with the father's utterance "Arif, I'm proud of your first fast, you'll be strong until the time to break the fast". Because initially the father gave praise to Arif who managed to fast fully on the first day while Arif was still in elementary school. Arif's reply to his father sounded a little disjointed because he suddenly asked about his breath. However, in the context of the incident, it happened during the fasting month, so the sentence sounded clear if everyone knew the context.

Arif's utterance that says "thank God, Dad, but Arif hasn't drunk anything all day, does my breath smell?" has the meaning that Arif wants to make sure by asking his father whether Arif's breath smells because he is fasting in the month of Ramadan, which means that no food or drink has entered his mouth for the whole day. And the father's utterance that answers Arif's question "you've brushed your teeth with Pepsodent during sahur" has the meaning that Arif's breath will not smell because he has brushed his teeth using Pepsodent toothpaste during sahur. The conversation in data two is a type of utterance with a marker of a special conversational implicature form, because without a special context, the meaning of Arif and his father's utterances will not be clear. In the father's (papa's) utterance "you've brushed your teeth with Pepsodent during sahur" the answer sounds unrelated to Arif's question "thank God, Dad, but Arif hasn't drunk anything all day, does my breath smell?" Because in general if there is a question from someone it should be able to be answered with the words "yes/no" as a statement validating the questioner. However, because in the context of Arif's family always uses Pepsodent toothpaste, and Pepsodent is the best toothpaste product for a long time, indirectly the father answered Arif's question that his breath would not smell even though he used Pepsodent all day long.

### Function of Conversational Implicature

In addition to the form of conversational implicature, this study will also discuss the functions contained in each utterance in the Pepsodent toothpaste advertisement. After analyzing the Pepsodent advertisement on the YouTube channel, it can be found that there are

4 implicature functions, namely representative function, directive function, commissive function, and expressive function. Based on the results of the research that have been presented, the following is an analysis of the implicature function in the Pepsodent toothpaste advertisement.

### Data 3

<b>Context</b>	<i>Mother, father and child are doing their routine activities before going to bed, namely brushing their teeth in the bathroom.</i>
<b>Conversation</b>	<i>Father: time for Pepsodent Son: no, I'm sleepy (Mother comes over and contacts the doctor by scanning the QR phone) Doctor: Hi Zi..yep, the new Pepsodent repairs invisible small holes 10 times stronger in preventing cavities.</i>

(Youtube. Ask Pepsodent, 2 Sept 2022)

Based on the sentence excerpt above, the words "hai zi..yap, Pepsodent just repairs small invisible holes 10 times stronger to prevent cavities." are included in the representative/assertive implicature function because they are included in sentences that contain statements and descriptions. The meaning of the quoted words, the doctor stated clearly that Pepsodent toothpaste can help with cavities 10 times stronger which means it is really effective. Indirectly, the speech promotes Pepsodent toothpaste to the audience by describing or explaining the advantages of Pepsodent in overcoming cavities even though the

statement was not made directly.

#### Data 4

**Context** *Father invited his son who was watching television to brush his teeth with Pepsodent toothpaste because it was already night time.*

**Conversation** *Father: It's time for Pepsodent  
Son: No, I'm sleepy*

(Youtube. Ask Pepsodent, 1 Sept 2023)

Based on the sentence excerpt above, the word "gak ah ngantuk." is included in the commissive implicature function because it is included in the refusal. The meaning of the quoted word is that the child refuses the father's invitation to brush his teeth because he is sleepy so he feels lazy to brush his teeth. And in the father's speech "Time for Pepsodent" Indirectly, the speech promotes Pepsodent toothpaste to the audience by directly mentioning the product brand which contains the commissive implicature function because the speech is included in the speaker's sentence that offers/invites the speech partner to do the speaker's wishes (Father).

#### Data 5

**Context** *Mother (P1) was singing with her daughter (P2) in front of the bathroom sink, suddenly father (P3) approached.*

**Conversation** *"I, teeth,," (Mother sings)  
Child: try to guess mom's new song!  
Father: (with a questioning expression after being given toothpaste by mother) "Pepsodent?"  
Mother: "shhh" (While putting her index finger in front of her lips)*

(Youtube. Ask Pepsodent, 29 Agst 2023)

Based on the sentence excerpt above, the utterance "Guess mama's song!" is a directive function in conversational implicature because the speaker (P1) gives an order to the speech partner (P2). And P2's response, namely the utterance "Pepsodent?" is also a directive function because it is a question. The question uttered by P2 is a form of answer that is still not valid because he feels doubtful.

#### Data 6

**Context** *A girl (P1) was relaxing while eating snacks with her mother (P2), then she revealed that she liked strawberries*

**Conversation** *Child: I really like strawberries  
Mother: Pepsodent Kids strawberry flavor that you like  
Child: yeyy*

(Youtube. Ask Pepsodent, 31 Juli 2023)

Based on the sentence excerpt above, the words "I really like strawberries" are included in the expressive implicature function because the child expresses his emotional feelings that he really likes the taste of strawberries. Likewise with the word "yey" said by the child which means the child shows his joy because his mother provides strawberry-flavored Pepsodent toothpaste. Indirectly, the speech also intends to provide information to the audience to be interested in using Pepsodent. The conversation between the mother and child states that Pepsodent toothpaste provides a new flavor variant, namely strawberry for children.

The analysis of the conversational utterance above is, the utterance "Please come in" spoken by the nurse is included in the declarative function in conversational implicature because the utterance shows that P1 allows P3 to enter the examination room. Then the doctor's utterance (P2) namely "good teeth, sir" is also a declarative function because it is a statement from someone who has the status of a doctor which is intended to convey or pronounce that the condition of grandfather's teeth is currently in good condition.

## Conclusion

The results of this study on conversational implicature in Pepsodent toothpaste advertisements have provided insight into the meanings conveyed through the utterances in the advertisements. The analysis revealed that the language used in the commercials does not always express meaning explicitly; instead, it often relies on implied or indirect messages that the audience must infer. Specifically, the study identified different forms of conversational implicature within the advertisement dialogue. For instance, Data 1 exemplifies a general conversational implicature, in which the implied meaning can be understood through the context and the shared knowledge between the speaker and the listener. In contrast, Data 2 demonstrates a specific conversational implicature, where the intended meaning is more precise and contextually bound, requiring careful interpretation of the situational factors and the choice of words.

Beyond the forms of implicature, the study also examined the functions of the implied meanings in the advertisements. Data 3 was found to represent a representative or assertive function, conveying information or statements that reflect beliefs or truths about the product. Data 4 illustrated a commissive function, indicating the speaker's commitment or promise regarding the benefits of using Pepsodent. Data 5 demonstrated a directive function, guiding or encouraging the audience to take specific actions, such as purchasing or using the toothpaste. Finally, Data 6 reflected an expressive function, conveying the speaker's feelings, attitudes, or emotions toward the product.

Overall, the findings indicate that Pepsodent advertisements strategically use conversational implicature not only to convey information but also to influence consumer behavior. The use of implied meaning allows the advertisements to communicate persuasively, engaging viewers while presenting the product as trustworthy, effective, and desirable.

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