

## **ABSTRACT**

Venaz, Repta Octarea. 2016. *The Cooperative Principle Applied in Cigarette Advertisement and Its Implicature*. S1. English Department. Faculty of Language Education and Letters. Widya Kartika University. Surabaya. Advisor I: Nopita Trihastutie, S.S., M.A. Advisor II: Drs. Triyanto Siswantono, M.Pd.

This research focuses on cigarette advertisement. Cigarette advertisement is actually not allowed to show or mention the product directly besides alcohol and condom that is why the advertiser make more creative way to advertise the product. The objectives of this thesis are to describe the implied meaning and how the cooperative principle is applied in cigarette advertisement. In carrying out this research, the following steps are involved: describing, interpreting and concluding. Content analysis design is applied in this study to analyze 13 advertisements. This research leads to a conclusion that the message of cigarette advertisement is delivered indirectly by the advertisers and the way the advertisers to make a message of cigarette advertisement successfully delivered is by using cooperative principle.

**Keywords:** Implicature, Cooperative Principle, Cigarette Advertisement.