ABSTRACT

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This research focuses on implicature in meme comics. Meme Comics is a part of art which is viral and famous in social media, meme comic are mostly related to social phenomena or events that happen in daily. Those issues above, a meme creator makes a meme comic based on the real phenomena or issues that happen in society. The objectives of this thesis are to find out the types of implicature used in meme comics and to find out the implied meaning of utterances used in meme comics. In carrying out this research, the following steps are involved: describing, interpreting, analyzing. Case study design is applied in this study to analyze 20 meme comics. This research leads to a conclusion that the meme comics tended to use conventional implicature which is the meme comics contains an utterance and picture. Therefore, the utterance contains an implied meaning for delivered the messages to the reader in order to make the meme comics more interesting.

Keywords: Implicature, Meme Comics