A PRAGMATIC ANALYSIS OF CONVERSATIONAL IMPLICATURE IN OATSIDE'S "OUR STORY" WEBSITE PAGE
Ida Fauziah, Nur Endah Nugraheni, S.S., M.A.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

TABLE OF CONTENT

HALAMAN PENGESAHAN ..... **iii**
ACKNOWLEDGEMENT ..... **iv**
PERNYATAAN BEBAS PLAGIASI ..... **v**
TABLE OF CONTENT ..... **vi**
LIST OF TABLES ..... **viii**
LIST OF FIGURES ..... **ix**
ABSTRAK ..... **x**
ABSTRACT ..... **xi**
CHAPTER 1 INTRODUCTION **1**
1.1. Background of Study 1
1.2. Objective of Study 4
1.3. Scope of Study 4
1.4. Significance of Study 5
1.5. Literature Review 6
CHAPTER 2 RESEARCH METHOD **9**
2.1. Theoretical Framework 9
2.2. Research Design 14
2.3. Method of Data Collection 16
2.4. Method of Data Analysis 17
2.5 Ethical Considerations 21
CHAPTER 3 FINDINGS AND DISCUSSION **23**
3.1. Description of the Findings based on the Objectives of the Study 23
3.2. Analysis and Interpretation of the Findings 24
3.3. Communicative Functions of Implicature in Shaping OATSIDE's Brand Identity and Consumer Engagement 36
3.4. Integration of Conversational Implicature and Brand Persona 41
CHAPTER 4 ..... **44**
CONCLUSION **44**
REFERENCES **46**

UNIVERSITAS
GADJAH MADA
A PRAGMATIC ANALYSIS OF CONVERSATIONAL IMPLICATURE IN OATSIDE'S "OUR STORY" WEBSITE PAGE
Ida Fauziah, Nur Endah Nugraheni, S.S., M.A.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

APPENDIX 48