

# Conversational Implicatures in Cosmetics Advertisements on Television and Its Impact on Students' Confidence Character Development

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## ABSTRACT

This research aims to describe: (1) the form of conversational implicatures in cosmetic advertisements on television, (2) the factors influenced students' confidence in cosmetic advertisements on television, and (3) conversational implicatures impacts on the development of students' self-confidence. The research design is descriptive qualitative. Data collection is note-taking, questionnaire, and recording techniques. Data validity uses data triangulation techniques. Analyzing data uses an extralingual equivalent technique. The results show that there are five types of conversational implicatures, including (1) assertive implicatures consisted of stating and suggesting, (2) directive implicatures containing suggestive directives, (3) commissive implicatures including promising and offering, 4) expressive implicatures consisting of praising, and (5) declarative implicatures consisted of making an announcement. Furthermore, good customer judgment is the most crucial aspect that influences students' trust in cosmetic commercials on television. Joining positive individuals, changing appearances as desired, trying new things, and willing accept criticism are factors that impact the developmeny of students' self-confidence.

**Keywords:** *conversational implicature, self-confidence, cosmetic advertisement.*

## 1. INTRODUCTION

Language is a sound system emitted from a speech instrument containing meaning. Language refers to its function as a communication sense used by a human to interact, cooperate, and identify. Meanwhile, communication is crucial for humans; without a language, humans cannot interact with each other. Besides, language is intensely vital in facilitating humans in communication.

Pragmatics is an interpretation research of speech as purpose and views of the speaker [14]. External linguistics contained linguistics examines context-bound meaning is called pragmatics [17]. One of the essential concepts in pragmatics and the most prominent of pragmatics as a branch of linguistics is conversational implicature [20]. Yule stated that implicature is divided into two types, namely conversational implicature and conventional [2]. Conversational implicature is speech that appears in an exclusive context without producing part of the strength of the terms or characteristics of the

speech [19]. In short, conversational implicature is the meaning implied in an utterance.

In conversation of speech acts, [4] divides there are five types of implicature: (1) assertive implicature, which binds the speaker to tell the truth of his utterance; (2) directive implicature, which aims to influence the speaker's actions; (3) commissive implicature, which binds the speaker to several future actions; and (4) expressive implicature, which binds the speaker to some future actions. (5) Declaration implicatures are a type of speech used in a statement that has the power to shift a person's position in an instant.

As per Anggelis, self-confidence is a belief in one's skills stemming from one's drive to accomplish whatever is desired and required of oneself [3]. Self-confidence is the belief that someone can solve a problem with the best situation and provide something pleasant for others [1]. According to Lauster, self-confidence is an attitude of belief or ability in oneself, feeling free to do things as one wishes and taking responsibility for one's actions so that one's actions are not too anxious, polite in interacting

with others, have an achievement drive, and can recognize one's strengths and weaknesses [17].

According to Iswikharmanjaya, self-confidence is a personality trait that involves believing in oneself and doing so because one has a positive attitude toward one's talents and so is unaffected by other people [10]. Physical attractiveness is one component that affects self-confidence, according to Mangunhardjana [9]. The variables that influence the development of self-confidence, according to Santrock, are (1) physical appearance, (2) self-concept, (3) parental correlation, and (4) peer correlation [15].

Tjiptono mentions that advertising is a form of indirect communication based on information on product advantages or benefits of a product arranged in such a way as to cause a sense of interest that will change a person's mind to make a purchase [18]. [12] Siallagan, advertisement is a collection of words containing structured events, organized ideas that show goods or services through television, radio, magazines, or newspapers using informative, persuasive, convincing language and have complete messages to be conveyed to readers and viewers or listeners. Big Indonesian Dictionary (KBBI) defines advertising as (1) message issues (encourage, persuade) to the general public about the goods and services offered, (2) notification to the general public regarding goods or services being sold, posted in the mass media, such as newspapers or magazines [5].

## 2. METHOD

This research use descriptive qualitative approach. Qualitative descriptive approach is an approach that describes the results of the analysis that has been done in words. The description includes the form of conversational implicatures in cosmetic advertisements on television; factors that influence students' trust in cosmetic advertisements on television; and the impact of conversational implicatures on the development of self-confidence in students. The source of data used in this research is cosmetic advertisements on television in October. Data collection techniques in this research are note-taking techniques, recording techniques, and questionnaire techniques. The note-taking technique is a data collection technique that is carried out by observing and listening and then noting the important parts. The recording technique is a data collection technique that is carried out by documenting in the form of videos or photos. Questionnaire technique is a data collection technique that is done by giving questions to be answered by respondents.

To analyze the data in this research, the extralingual equivalent method was used. The extralingual equivalent

method means the method used to analyze extralingual elements, such as connecting language problems with things outside of language [11]. In the extralingual equivalent method, a comparison technique is used which equates and a comparison technique is distinguished. The extralingual equivalent method was chosen because the object of the research is conversational implicatures in cosmetic advertisements on television and their impact on the development of students' self-confidence characters.

## 3. RESULTS

### 3.1 Conversational Implicature Forms

The analysis results found five conversational implicatures forms, including assertive, directive, commissive, expressive, and declarative implicatures.

#### 3.1.1 Assertive Implicature

An assertive implicature is a form of speech that binds the speaker to the truth.

- (1) "Spice up your swipe. *Superstay Matte Ink Spiced Edition* dari *Maybelline* New York. 4 warna warm brick shades, no transfer *hingga 16 jam*. *Baru Superstay Matte Ink Spiced Edition* dari *Maybelline* New York. Gate it now." (Spice up your swipe. *Superstay Matte Ink Spiced Edition* from *Maybelline* New York. 4 colors warm brick shades, no transfer up to 16 hours. New *Superstay Matte Ink Spiced Edition* from *Maybelline* New York. Gate it now.)

(source: Television, RCTI channel in October)

*'Superstay Matte Ink Spiced Edition* from *Maybelline* New York released 4 new shades of warm brick red that can last for 16 hours. Get it now.'

In the discourse above, an explication is shown in the speech "*4 colors warm brick shades*" has functions to state or inform. Therefore, assertive implicature discourse says that the new *Maybelline* lipstick product with red brick nuances is four colors of pink, brownish-orange, brownish-red, and orange-red.

- (2) "*Fair & Lovely* kini berubah nama jadi *Glow & Lovely*. *Fair & Lovely*, *Glow & Lovely*. Kenapa? Karena *Glow & Lovely* memberi wajah cerah dan glowing. Kekuatan multivitamin meresap jaga kulit sehat dari dalam dan glowing diluar. Wajah vitaglow, *Glow & Lovely*." (*Fair & Lovely* has changed its name to *Glow & Lovely* now. *Fair & Lovely*, *Glow & Lovely*. Why? Because *Glow & Lovely* gives a bright and glowing face. The power of multivitamins penetrates to keep skin healthy

from the inside and glowing on the outside. Vitaglow, *Glow & Lovely* face.)

(source: Television, RCTI channel in October)

In the following discourse, an explication is shown in "*Fair & Lovely has now changed its name to Glow & Lovely*" function of stating or informing. Assertive implicature (representative) of the speech notes that *Fair & Lovely* changed its name to *Glow & Lovely*.

(3) *Gadis 1: "Duh lama banget antrinya. Kena sinar matahari bikin noda hitam gampang muncul."* (Oh, the queue is so long. Exposure to sunlight makes black spots appear easily. (Girl 2: "Use a sunscreen that instantly protects and fights dark spots. The new *Garnier Light Complete Super UV SPF 50+* is enriched with halal vitamin C, instantly brightens black spots, immediately protects the skin from the appearance of blemishes, fights black spots all day, and doesn't streak. New *Garnier Light Complete Super UV SPF 50+* natural from Garnier.)

(Source: Television, RCTI channel in October)

In the discourse, there is an explication shown in "Use a sunscreen that directly protects and fights black spots" which suggests. Assertive implicature is suggesting to use a sunscreen from *Garnier Light Complete UV SPF 50+* which can protect and fight black spots.

(4) "*Wardah Lightening Gentle Wash kini dalam kemasan baru. Wardah Lightening Micellar Gentle Wash dengan micellar technology dan advanced niacinamide membersihkan wajah tanpa rasa ketarik. Wardah Lightening Micellar Gentle Wash.*" (*Wardah Lightening Gentle Wash* is now in new packaging. *Wardah Lightening Micellar Gentle Wash* with micellar technology and advanced niacinamide cleanses the face without feeling tight. *Wardah Lightening Micellar Gentle Wash*.)

(source: Television, RCTI channel in October)

In the following discourse, an explication of "*Wardah Lightening Gentle Wash* now in new packaging" has a declaration function. Assertive implicature in the speech is to tell or state that *Garnier Lightening Micellar Gentle Wash* has changed the old packaging into a new package.

### 3.1.2 Directive Implicature

Directive implicature is a form of speech that aims to produce an effect in the form of actions taken by speakers.

(1) *Rina: "Terik banget, kusam deh."* (Rina: "It's really hot, it's dull.")

Feby: "Using the image of yam with natural jicama serum every drop, the strength of the serum in each drop makes skin glow healthy. Jicama image."

(source: Television, RCTI channel in October)

In the discourse, an explication, "*Use the image of jicama with natural jicama serum every drop,*" serves suggests. Directive implicature of the speech is if you don't want dull skin, it is recommended to use the image of yam which contains natural serum of yam in every drop. Suggest the use of hand body products contains natural *jicama* serum.

(2) "Smooth cover *buat kamu untuk kulit kering. Make Over hydrastay cushion, 8 shades dengan 24 hours. Hydrastay effect tutupi tekstur kulit kering dengan smoot cover look setiap hari. Make up 5 stars smooth glow Make Over.*" (Smooth cover for you for dry skin. *Make Over* hydra stay cushion, 8 shades with 24 hours. Hydrastay effect covers dry skin texture with a smooth cover look every day. Makeup 5 stars smooth glow *Make Over*.)

(source: Television, RCTI channel in October)

'Covers gently for those of you who have dry skin. *Make Over* hydrasty cushion, has 8 colors that can last 24 hours. The hyda stay effect covers dry skin with a smooth cover every day. 5-star cosmetics with subtle glow *Make Over*.'

In the following discourse, an explication is shown in the speech "*Smooth cover for you for dry skin*" which suggests. The directive implicature of the speech is that it is recommended to use a *Make Over cushion* that can cover pores and make your skin look healthy for those of you who have dry skin problems. The cushion is the term used to describe the first base used when dressing; its shape is similar to powder. Suggesting uses *Make Over* cushion products.

### 3.1.3 Commissive Implicature

Commissive implicature is a form of speech that binds the speaker to a number of actions that will be carried out in the future.

(1) "(Spice up your swipe. Superstay Matte Ink Spiced Edition *dari Maybelline* New York. 4 warna warm brick shades, no transfer *hingga 16 jam. Baru Superstay Matte Ink Spiced Edition dari Maybelline* New York. Gate it now." (Spice up your swipe. Superstay Matte Ink Spiced Edition from *Maybelline* New York. 4 colors warm brick shades, no transfer up to 16 hours. New Superstay Matte Ink Spiced Edition from *Maybelline* New York. Gate it now.)

(source: Television, RCTI channel in October)

'Superstay Matte Ink Spiced Edition from *Maybelline* New York released four new shades of warm brick red and can last up to 16 hours. Get it now.'

In the discourse, there is an explication shown in the speech "No transfer up to 16 hours." which works promise. Commissive implicature of the speech is promising that this lipstick from *Maybelline* can last up to 16 hours when used. Promising that *Maybelline* lipstick products can stay and not disappear for 16 hours.

- (2) "Smooth cover *buat kamu untuk kulit kering*. Make Over hydrastay cushion, 8 shades *dengan* 24 hours. Hydrastay effect *tutupi tekstur kulit kering dengan* smoot cover look *setiap hari*. Make up 5 stars smooth glow Make Over." (Smooth cover for you for dry skin. *Make Over* hydra stay cushion, 8 shades with 24 hours. Hydrastay effect covers dry skin texture with a smooth cover look every day. Makeup 5 stars smooth glow *Make Over*.)

(source: Television, RCTI channel in October)

Covers gently for those of you who have dry skin. Make Over hydrasty cushion, has 8 colors that can last 24 hours. The hydrastay effect covers dry skin with a smooth cover every day. 5 star cosmetics with subtle glow *Make Over*.'

In the discourse above, an explication is indicated by "shades with 24 hours" which function as promises. The commissive implicature of the speech is that the *Make Over cushion* promises to last for 24 hours for dry skin. The cushion is the term used to describe the first base used when dressing; its shape is similar to powder. Promising *Make Over cushion* can last 24 hours without fading.

- (3) "9 dari 10 wanita setuju *Maybelline* fit me matte poreless *kurangi minyak berlebih hingga 12 jam*. Dengan SPF 28 terasa nyaman dan cocok digunakan *setiap hari*. Dapatkan sekarang *Maybelline* New York.." (9 out of 10 women agree *Maybelline* fit me matte poreless reduces excess oil for up to 12 hours. With SPF 28, it feels comfortable and suitable for everyday use. Get it now *Maybelline* New York.)

(source: Television, RCTI channel in October)

In the discourse, an explication is shown on "9 out of 10 women agree *Maybelline* fit me matte poreless reduces excess oil for up to 12 hours" which promises to work. The commissive implicature of the speech promises that the powder from *Maybelline* Fit Me can reduce excess oil on the face for 12 hours so that facial makeup does not fade and remains beautiful.

- (4) "*Wardah* Lightening Gentle Wash *kini dalam kemasan baru*. *Wardah* Lightening Micellar Gentle Wash *dengan* micellar technology *dan* advanced niacinamide *membersihkan wajah tanpa rasa ketarik*. *Wardah* Lightening Micellar Gentle Wash." (*Wardah* Lightening Gentle Wash *is now in new packaging*. *Wardah* Lightening Micellar Gentle Wash with micellar technology and advanced niacinamide cleanses the face without feeling tight. *Wardah* Lightening Micellar Gentle Wash.)

(source: Television, RCTI channel in October)

In the discourse, an explication is shown on "Wardah Lightening Micellar Gentle Wash with micellar technology and advanced niacinamide cleanses the face without feeling tight." which serves to offer. Commissive implicature is *Wardah* Lightening Micellar Gentle Wash offering a facial cleanser that contains micellar technology and advanced niacinamide, which can clean the face without feeling tight.

### 3.1.4 Expressive Implicature

An expressive implicature is a speech form that expresses the psychological attitude of the speaker.

- (1) "*Kalo Emina* Bright Stuff *si gentel lawan kulit kusam*. Ektra summer plum dan vitamin bikin kulit cerah terlindung dari polusi. Lembutnya bikin nyaman cerahnya beneran. *Emina* Bright Stuff My Beauty Besti." ("*Emina* Bright Stuff is the gentleman against dull skin. Summer plum extract and vitamins make skin bright and protected from pollution. The softness makes it comfortable and bright. *Emina* Bright Stuff My Beauty Besti.")

(source: Television, RCTI channel in October)

In the following discourse, expressive implicatures are shown in the utterance "*Kalo Emina* Bright Stuff the gentleman against dull skin," which works to praise. The purpose of the speech is *Emina* Bright Stuff that dares to fight dull skin. Praise *Emina* Bright Stuff moisturizing product because this product dares to fight dull skin.

### 3.1.5 Declarative Implicature

Declarative implicature is a speech form of a statement that contains an influence that can change a person's status instantly.

- (1) "Smooth cover *buat kamu untuk kulit kering*. Make Over hydrastay cushion, 8 shades *dengan* 24 hours. Hydrastay effect *tutupi tekstur kulit kering dengan* smoot cover look *setiap hari*. Make up 5 stars smooth glow Make Over." (Smooth cover for you for dry skin. *Make Over* hydra stay cushion, 8 shades with 24 hours. Hydrastay effect covers dry skin texture with a smooth cover look every day. Makeup 5 stars smooth glow *Make Over*.)



(source: Television, RCTI channel in October)

'Covers gently for those of you who have dry skin. *Make Over hydrasty cushion*, has 8 colors that can last 24 hours. *The hydastay effect* covers dry skin with a smooth cover every day. 5 star cosmetics with subtle glow *Make Over*.'

In the discourse, an explication is shown on "*Makeup 5 stars smooth glow Make Over*" which serves to make announcements. The declarative implicature of the speech is that *Make Over* announces that this beauty product has five stars, making the skin smooth and glowing. It is changing the status of this cosmetic into a classy and 5-star beauty product.

**Table 1.** Implicature Results in Cosmetic Advertisements on RCTI Channel Television in October

Conversational Implicature	Results
1. Assertive Implicature	<p>Stating:</p> <p>a) New product of <i>Maybelline</i> lipstick with brick red shades as many as 4 colors into pink, brownish-orange, brownish-red, and orange-red.</p> <p>b) <i>Fair &amp; Lovely</i> is now changed to <i>Glow &amp; Lovely</i>.</p> <p>c) Notify or state that <i>Garnier</i> Lightening Micellar Gentle Wash has changed the old packaging to the new packaging.</p> <p>Suggest:</p> <p>a) To apply a sunscreen from <i>Garnier</i> Light Complete UV SPF 50+ which can protect and fight dark spots.</p>
2. Directive Implicatures	<p>Suggest:</p> <p>a) Use of <i>handbody</i> containing natural jicama serum.</p>

	<p>b) To use the <i>Make Over</i> cushion , it is suitable for those who have dry skin.</p>
3. Commissive Implicature	<p>Promises</p> <p>a) This lipstick product from <i>Maybellin</i> can last 16 hours when used.</p> <p>b) <i>Make Over</i> cushion can last 24 hours which is suitable for dry skin.</p> <p>c) Powder from <i>Maybelline</i> Fit Me can reduce excess oil on the face for 12 hours so that the makeup remains beautiful.</p> <p>Offers</p> <p>a) Facial cleanser that contains micellar technology and advanced niacinamide which is able to clean the face without feeling tight.</p>
4. Expressive Implicatures	<p>Praise</p> <p>a) <i>Handbody</i> products with <i>Emina</i> brand because they dare to fight dull skin.</p>
5. Declarative Implicature	<p>Announces</p> <p>a) <i>Make Over</i> is a 5 star beauty product. Change the status of <i>Make Over</i> to be classy.</p>

### 3.2 Factors Affecting Students' Confidence in Cosmetic Advertising

Based on the questionnaire filled out by respondents, the factors that most influence student confidence in cosmetic advertising has a good value from consumers, which are described in table 2.

**Table 2.** Factors Affecting Students' Confidence in Products

No.	Respondent's Initials	Factors Affecting Students' Confidence in Cosmetic Advertising
1.	TSM	Already has a brand, good reviews, and has been used by many people.
2.	NP Low	Price maximum results and the model used is beautiful.
3.	ZCU	The price is cheap, the content in the product is good, and the model is beautiful.
4.	Mortgage	The advantages offered have increased, reviewed, the results are good, and the brand is well known.
5.	SI	The content contained in the product is good, the content contained in the product is as needed, and the price is appropriate.
6.	SLA	The product is convincing, used by well-known public figures, and the content in the product is as needed.
7.	WHA	Good reviews about beauty products dominate; the advantages offered are attractive, models that offer beautiful and convincing cosmetics.
8.	AI	Ads are not long and the message is conveyed to the audience.
9.	NM	Reviews about the product are good, the content in the

  

10.	IA Low	product is as needed, and the price is appropriate. Prices, advantages of the products offered, and beautiful models used.
11.	EUK	Products have well-known brands, good product reviews, and products used by famous artists.
12.	ARA	Model that offers beautiful and convincing, good product reviews, and the price is right.
13.	US	According to the pocket, The price is the content contained in the product is as needed, and it is difficult to have a well-known brand.
14.	DNC	Already a well-known brand, good product reviews, and the content in the product is as needed.
15.	AAD	Product reviews are good and the content in the product is appropriate.
16.	RN	The product is convincing, the product reviews are good, and the price is right.

  

From the results of the questionnaire conducted from 20 female students, there were about 80% of students who filled out the questionnaire to determine the factors of student confidence in cosmetic advertising:

- (1) It has an affordable price. (there are 8 people who say this factor).
- (2) Have a good rating from consumers. (there are 10 people who say this factor)
- (3) The message conveyed in the advertisement can stick in the minds of the audience. (there is 1 person who said this factor)
- (4) The products offered have many advantages. (there are 7 people who say this factor)

- (5) Issued by a well-known brand. (there are 2 people who say this factor)
- (6) The product's content follows the needs and is good. (there were 7 people who stated this factor)

From the questionnaire results, the factor that most influenced students' confidence in cosmetic advertising on television was that the product had a good rating or review from consumers.

### **3.3 Conversation-Based Character Development Strategies for Students' Self-Confidence**

From the advertisement text, the following strategies for developing students' self-confidence can be developed:

#### **3.3.1 Joining Positive People**

(1) Rina: "Terik banget, kusam deh." (Rina: "It's really hot, it's dull.")

Feby: "Pakai citra bengkoang dengan serum yang alami bengkoang tiap tetes, kekuatan serum ditiap tetesnya membuat kulit glowing sehat. Citra bengkoang." (Feby: "Using the image of yam with a natural serum of yam every drop, the power of the serum in every drop makes the skin glow healthy. Jicama image.)

In the discourse above, it can be seen that Feby gave good advice to Rina. From the conversation, it can be seen how to develop self-confidence by joining positive people. Because Feby gave positive advice to Rina to use the image of yam so that her skin is not dull.

#### **3.3.2 Changing Appearance**

(2) Fika: "Kalo Emina Bright Stuff si gentel lawan kulit kusam. Ektra summer plum dan vitamin bikin kulit cerah terlindung dari polusi. Lembutnya bikin nyaman cerahnya beneran. Emina Bright Stuff My Beauty Besti." (Fika: "Spice up your swipe. Superstay Matte Ink Spiced Edition dari Maybelline New York. 4 warna warm brick shades, no transfer hingga 16 jam. Baru Superstay Matte Ink Spiced Edition dari Maybelline New York. Gate it now.")

In the discourse above, it can be seen that Fika wants to develop her confidence by changing her appearance for the better. She uses moisturizing products from Emina so that the skin on her face can now look brighter. She uses Emina's products to make her more confident with her appearance.

#### **3.3.3 Trying New Things**

(3) "Spice up your swipe. Superstay Matte Ink Spiced Edition dari Maybelline New York. 4 warna warm

brick shades, no transfer hingga 16 jam. Baru Superstay Matte Ink Spiced Edition dari Maybelline New York. Gate it now."

'Superstay Matte Ink Spiced Edition from Maybelline New York. Released 4 new shades of warm brick red, and can last for 16 hours. Get it now.'

In the discourse above, a woman promotes a new product released by *Maybelline*. From this promotion, it can develop self-confidence by trying new things. Many students are less confident because they have not tried it first. These advertisements issued new products that teenagers can try to increase their confidence.

#### **3.3.4 Willing to Accept Criticism**

(4) Fika: "Besti itu sifatnya beda-beda." (Besti are different in nature.)

Sasa: "Bajumu cute tapi kulitmu kusam." (Your clothes are cute but your skin is dull.)

Fika: "Ini Sasa si jujur abis." (berbicara dalam hati) (This is Sasa, the honest man." (talking to the heart))

In the above discourse, we can find a way to develop self-confidence by accepting criticism from others. Sasa honestly criticizes Fika's appearance, who is well-dressed but has dull skin. From these criticisms, Fika can improve his appearance and be more confident.

**Table 3.** Conversation-Based Confidence Development Strategies Confidence

Development	Results
Joining positive people.	Give and receive positive suggestions from friends or friends.
Changing appearance as desired.	Using moisturizing products from Emina that makes skin bright, thereby increasing self-confidence.
Trying new things.	Offering new things from Maybellin products that teens can try to increase their confidence.
Willing to accept criticism.	Sasa honestly criticizes Fika's appearance because her skin is dull, so Fika can improve her appearance.

From the strategy of developing student self-confidence, it can affect the formation of character in students. Especially female students in maintaining appearance to believe. Strengthening the emotional aspects of students to become human characters, one of which is self-confidence. Character education aims to make students able to perfect themselves towards a better life.

#### 4. DISCUSSION

Previous research investigating conversational implicatures has been done by Susrawan (2015); Prabawa (2010); Handayani (2014); Albaburrahim (2021). Susrawan (2015) focused on communication between students at SMP N 1 Sawan Singaraja. He found six implicatures: inviting, refusing, mocking, ordering, requesting, and informing the data. While this research is in cosmetic advertising types, including (1) assertive implicatures consist of stating and proposing, (2) directive implicatures include suggesting directives, (3) commissive implicatures include promising and offering commissives, 4) expressive implicatures of praise, and (5) declarative implicatures are making an announcement.

Prabawa (2010) studied SMS column for unique coverage readers of Thomas found that contained (1) criticism of the Indonesian Football Association, (2) raising the spirit of nationalism, (3) protests and disappointments against an increase in fuel prices, (4) of the government, (6) criticism and support for the performance of the KPK, (7) suggestions for PBSI, (8) suggestions and appeals to trainers at the National Training Center, and (9) protests against rising food prices. Meanwhile, this research result indicates that there are five types of conversational implicatures in cosmetic advertisements: (1) assertive implicatures consist of stating and proposing, (2) directive implicatures include suggesting directives, (3) commissive implicatures include promising and offering commissives, 4) expressive implicatures of praise, and (5) declarative implicatures are making an announcement.

Handayani (2014) focused on the *talk show* Mata Najwa on Metro TV that shows four forms of implicature speech acts representative, directive, expressive, and commissive, which have implicature function of giving explanations, expressing hope, making suggestions, giving suggestions, inviting to do something, showing feelings, and making promises. Meanwhile, the results from this analysis show that there are five types of conversational implicatures in cosmetic advertisements: (1) assertive implicatures consist of stating and proposing, (2) directive implicatures include suggesting directives, (3) commissive implicatures include promising and offering commissives, 4) There are

expressive implicatures expressive of praise, and (5) declarative implicatures are making an announcement.

Albaburrahim (2021) finds conversational implicatures of herbal medicine traders at the Premdum traditional market, Madura, such as forbidding, approving, refusing, commanding, requesting, asserting, complaining, and reporting. While this research indicates cosmetic advertising in (1) assertive implicatures consist of stating and proposing, (2) directive implicatures include suggesting directives, (3) commissive implicatures include promising and offering commissives, 4) expressive implicatures of praise, and (5) declarative implicatures are making an announcement.

On the other hand, students' confidence in advertising is relevant to Emria (2018), which find (1) have an affordable price, (2) have a good judgment from consumers, (3) the message conveyed in the advertisement can stick in the minds of the audience, (4) the product offered has many advantages, (5) issued by a well-known brand. While this research finds factors of (1) having an affordable price, (2) having a good judgment from consumers, (3) messages conveyed in advertisements can stick in the minds of the audience, (4) the products offered have many advantages, (5) issued by a well-known brand, and (6) the content in the product is by the needs and is good.

The research on self-confidence development strategies has similarities with previous research belonging to Agustia (2016). She finds ways to develop self-confidence by (1) having a good relationship with parents, (2) good communication with family, (3) building a positive mindset, (4) recognizing one's strengths and weaknesses, (5) stopping comparing yourself to others, (6) associate with positive people, (7) change one's appearance as desired, and (8) accept criticism. Meanwhile, this research indicates four types of self-confidence development strategies. The development of self-confidence consists of (1) joining positive people, (2) changing appearance as desired, (3) trying new things, and (4) Willingness to accept criticism.

#### 5. CONCLUSION

Based on the results of research and discussion, it can be concluded that cosmetic advertisements contain conversational implicatures. There are five types of conversational implicature in cosmetic advertisements on television, including 1) assertive implicatures consisting of stating and suggesting, (2) directive implicatures containing suggestive directives, (3) commissive implicatures including promising and offering, 4) expressive implicatures consisting of praising, and (5) declarative implicatures consisted of making an announcement.



There are six factors found in this research related to the student's confidence in cosmetic advertising: (1) having an affordable price, (2) having a good judgment from consumers, (3) messages conveyed in advertisements can stick in the minds of the audience, (4) the products offered have many advantages, (5) issued by a well-known brand, and (6) the content in the product is by the needs and is good.

In addition, research on students' self-confidence development strategies based on conversation. From the results of the analysis and discussion, it appears that there are four development of self-confidence consists of (1) joining positive people, (2) changing appearance as desired, (3) trying new things, and (4) Willingness to accept criticism.

### **AUTHOR'S CONTRIBUTION**

The researchers contribute in several ways like preparation of research plans, implementation of research, collection of research data, analysis of research data, and writing of research articles.

### **ACKNOWLEDGMENT**

Praise be to Allah SWT for His will and blessing that the research was able to complete. This research would not be finished without the prayers, support, and encouragement from various parties. As for this opportunity, the researchers would like to thank:

1. Reviewers who have provided input on the research article.
2. Supervising lecturers who have directed and provided input to the research articles.
3. Colleagues who have provided input on the research plan.

Thus this article was compiled, and the researchers hope that this research can be helpful for the researchers and readers.

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