

ABSTRACT

Language-used advertisements have already become a great communicative persuasion that is unique to be explored. Through the study of linguistics, this phenomenon is observed to be explored. This study aims to know how Reference and Implicature Theory are applied in Food and Beverage advertising taglines, secondly, to know whether the participants understand the Reference in the Food and Beverage advertising taglines, and the last one, to find out whether the participants can interpret the Food and Beverage advertising taglines based on Implicature Theory. The writer used qualitative and quantitative methods in doing observation by giving several questions to the participants, who are the employees of Coin's Hotel, Food and Beverage Department, to know their perception toward the materials used which are thirty Food and Beverage advertising taglines. Based on the result data, this stud answers the problem and proves that the theory of Reference and Implicature are applied in all the advertising taglines. In addition the participants can understand the application of referring expression and the participants also can interpret the message in each tagline based on the theory Implicature perfectly.

Keywords: Advertising, Tagline, Perception, Reference, Implicature