



## REVEALING GRICE'S THEORY OF IMPLICATURE IN UNIVERSITY TAGLINES

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### Abstract

Taglines are strategic linguistic constructs that capture who a university is, what it values, and its vision, but the interpretations often go beyond just the words. Based on Grice's theory of implicature, this research looks into the influence of conversational maxims on the construction and communicative values of university taglines. Employing qualitative discourse analysis of 76 taglines extracted from official websites and promotional materials of leading universities in Indonesia, the study reveals the existence and role of Gricean maxims: quantity, quality, relevance, and manner in creating persuasive and contextually congruent information. The results demonstrate that although the majority of the taglines observe the maxims of quality and relation for the sake of credibility and contextual salience, some overtly violate the maxims of quantity or manner for rhetorical purposes, and to incite interpretative effort. Additionally, the study shows that taglines are derived from institutional identity, mission and vision, sociocultural motivators, and global and local contexts. As a final point, the researchers remind us that these taglines are much more than branding instruments; the scholarly work suggests that they are real communicative acts that, in their nature, have to negotiate between explicitness and implicature strategically. These findings have theoretical ramifications for the generalizability of insights from Grice's theory beyond the conversational context and practical implications for higher education institutions seeking to produce appropriate and memorable tagline messages.

**Keywords:** Grice's theory, implicature, pragmatics, tagline, university branding

### Introduction

Meaning in communication is not always explicit; hidden or implied meanings are often the key to understanding the message. In this regard, the theory of implicature (Grice, 1975) provides the necessary conceptual basis for arguing that, through the cooperative principle and the conversational maxims, the listener or reader can infer meanings that are not literally expressed (implicatures). According to Grice, implicatures suggest that one can infer a meaning not part of what is said by considering the context of a conversation and presuming that communication is rational. Grice elaborated on the properties and status of implicatures that are (1) cancellable, which can be cancelled without contradiction



(i.e., Ali may or may not be at the party), and (2) non-conventional, context-based, not structure-based (Grice, 1975). When we talk about a word's hidden, unspoken meaning in day-to-day conversations, the concept of implicature comes into play. The concept of implicature is important to explain how people understand hidden or unspoken meanings in everyday conversations. Grice states that conversations proceed with the assumption that participants will cooperate. This cooperative principle consists of four maxims: (1) quantity, providing enough information, no more or less; (2) quality, providing information that is true and based on evidence; (3) relation, ensuring the relevance of your contribution; and (4) manner, explaining clearly and avoid ambiguity or excessive complexity (Grice, 1975; Westby, 2023; Hu, 2024).

Previous research has investigated the use of Gricean maxims of quantity, quality, relevance, and manner in naturalistic communication (Levinson, 2000; Cutting, 2002). However, this theory has never been applied to analyzing taglines, especially those used by universities. University taglines often depict an institution's identity, blueprints, morals, and objectives, drawing not only on the overt (explicit) message but also employing implicatures to provide the audience with an emotional and intellectual desire appeal. In most cases, the taglines are short, pithy phrases that often carry a deeper meaning than they appear to be. In this framework, the implicatures produced by simple and strategic language can be more nuanced than those produced by literal language. Comprehending those implicatures is crucial, as they can shape how the audience perceives and responds to the impression the university seeks to convey, especially to prospective students, lecturers, and the public at large.

Yet little has been done to examine the use of Grice's implicature theory for university slogans or taglines. Several studies analyze political discourse, humor, and metaphor (Attardo, 1994; Maryam et al., 2023; Genovesi, 2023), while others apply implicature theory to advertisements' slogans (Dybko, 2010). The use of implicature in headlines and taglines (Kartika, 2012), especially those of universities, is very rare in the literature.

This article aims to fill this gap by analyzing how Grice's implicature theory can be applied to a university's slogan or tagline. The main focus of this study is to explore how Grice's principles, which are quantity, quality, relevance, and manner, can be found in the construction of a university's tagline or slogan and how the resulting implicature can convey a message that is more than just the literal meaning. Besides contributing to the theoretical application of implication theory, this research is also expected to provide practical guidance to other universities in creating more effective slogans or taglines that communicate their identities. From the above introduction, two research questions can be asked, namely (1) what about the tagline's meaning is ambiguous, complex, or needs further exploration? and (2) does this contribute to understanding institutional discourse, branding communication, or cross-cultural pragmatic interpretations?

## **Method**

### ***Type of research***

This study used a qualitative, discourse-analytic approach, specifically a descriptive-analytical one. This method was chosen because it allowed researchers to identify and analyze the implied meaning in language, especially in concise

communication, such as university taglines. As for the goal, this study aimed to describe and analyze how implicatures, in accordance with Grice's maxims (quality, relevance, quantity, and manner), are applied in university taglines. It focused on an in-depth understanding of the meaning contained in the tagline and how that meaning interacts with the broader communication context.

**Data sources**

The data sources in this study were university taglines taken from 76 reputable universities. Further, the taglines used were either a single tagline or the university's official tagline. The data were collected from the university's official website, promotional materials, and its social media accounts.

**Data collection techniques**

The data analyzed were actual documents or texts. This is feasible as the university taglines are accessible in plain text format, which can be manipulated to some extent. The data were collected through online documentation, publication, and promotional material. For online documentation, taglines were taken from the university's websites and social media platforms. Meanwhile, data from publications and promotional materials included publications generated by the institution, brochures, or other disseminated materials and advertisements.

**Data analysis techniques**

The textual materials were analyzed through discourse analysis of a Gricean pragmatics stance. The analysis steps included the following.

- a. *Maxim liberation*: Testing the application of quantity, quality, relevance, and manner maxims in the university tagline.
- b. *Implicature*: Inferring implicatures from the language of the tagline, and whether the inferred meaning can be derived from the cooperative principles that Grice has discussed.
- c. *Context analysis*: Examining whether it affects how the tagline is created and what the tagline means based on cultural and institutional dynamics.
- d. *Implicature*: Analyzing the university's tacit statement through the tagline, and how different people interpret this statement.

**Findings and Discussion**

***Distribution of Grice's implicature theory in taglines used by universities***

The following is the data on the distribution of the use of maxims in Grice's implicature theory for the 76 university taglines analyzed.

Table 1. Recapitulation of maxim use

| No | University                   | Tagline                             | Maxims Applied      | Analysis  |
|----|------------------------------|-------------------------------------|---------------------|---|
| 1  | <u>Universitas Indonesia</u> | Veritas, Probitas, Justitia         | Quality, Quantity   | The tagline reflects principles of honesty, justice, and truth, consistent with the maxims of quality and quantity. |
| 2  | <u>Universitas Terbuka</u>   | Making Higher Education Open to All | Quantity, Relevance | The tagline provides sufficient and relevant information about inclusive access to education.                       |

|    |                                       |  |                     |   |
|----|---------------------------------------|--|---------------------|---|
| 3  | <u>Universitas Gadjah Mada</u>        | Locally Rooted, Globally Respected   | Quality, Relevance  | The tagline emphasizes a strong local cultural foundation while remaining relevant globally.                          |
| 4  | <u>Universitas Diponegoro</u>         | The Excellent Research University  | Quantity, Quality   | The tagline communicates excellence in research, consistent with the maxim of quality.                                |
| 5  | <u>Universitas Hasanuddin</u>         | My Unhas Is United, My Unhas Is Strong   | Manner, Quality     | The tagline is clear and reflects the institution's unity and strength.   |
| 6  | <u>Universitas Sebelas Maret</u>      | The Supreme Being Builds the Country   | Relevance, Quality  | The tagline is relevant to the institution's religious values and its contribution to the nation.                     |
| 7  | <u>Universitas Brawijaya</u>          | Building Up a Noble Future   | Quality, Manner     | The tagline is clear and reflects the mission to build a noble future.  |
| 8  | <u>Universitas Sam Ratulangi</u>      | Humans Live to Give Life to Other Humans   | Quality, Relevance  | The tagline embodies humanistic values that align with the mission of higher education.                               |
| 9  | <u>Universitas Pattimura</u>          | Unpatti Excels, Shining Towards World-Class University   | Quantity, Relevance | The tagline communicates the ambition to reach world-class standards with sufficient detail.                          |
| 10 | <u>Universitas Udayana</u>            | Superior, Independent, And Cultured  | Quality, Quantity   | The tagline effectively communicates the vision of a superior, independent, and cultured institution.                 |
| 11 | <u>Universitas Musamus</u>            | Don't Ask About My Work, But Look at The Results of My Work  | Manner, Quality     | The tagline is clear and focuses on real results, consistent with the maxims of quality and manner.                   |
| 12 | <u>Universitas Mataram</u>            | Research-Based Internationally Competitive   | Quality, Relevance  | The tagline emphasizes research and global competitiveness, both of which are relevant to the university's mission.   |
| 13 | <u>Universitas Cendrawasih</u>        | The Realization of a Competitive, Culturally Characterful, And Environmentally Aware Cenderawasih University By 2025             | Quantity, Relevance | The tagline provides comprehensive information about the university's strategic goals.                                |
| 14 | <u>Universitas Tanjungpura</u>        | Building A Digital Ecosystem Towards a Cyber University  | Quality, Relevance  | The tagline reflects relevance to technological and digital educational advancements.                                 |
| 15 | <u>Universitas Jenderal Soedirman</u> | Independent, Advanced, Global  | Quality, Manner     | Short and clear, the tagline conveys the university's vision of independence and global advancement.                  |
| 16 | <u>Universitas Tadulako</u>           | Tadulako University Becomes an International Standard College in The Development of Environmentally Aware Science and Technology | Quantity, Relevance | The tagline emphasizes international standardization and environmental awareness aligned with the university's goals. |

|    |   |   |                     |   |
|----|---|---|---------------------|---|
| 17 | <u>Universitas Negeri Malang</u>                        | UNM The Learning University   | Manner, Quality     | Clear and concise, the tagline focuses on learning as the institution's core.   |
| 18 | <u>Universitas Airlangga</u>                            | Excellence With Morality  | Quality, Relevance  | The tagline communicates excellence and moral values, aligning with higher education goals.   |
| 19 | <u>Universitas Negeri Yogyakarta</u>                    | Superior, Creative, And Sustainable Innovation                                | Quality, Quantity   | The tagline conveys a creative and sustainable innovation vision that is effectively communicated.                                      |
| 20 | <u>Universitas Negeri Semarang</u>                      | Healthy, Superior, And Prosperous   | Quality, Relevance  | The tagline emphasizes a healthy, superior, and prosperous university aligned with educational goals.                                   |
| 21 | <u>Universitas Negeri Surabaya</u>                      | One Step Ahead  | Manner, Quality     | Short and clear, the tagline communicates the idea of staying one step ahead in education.  |
| 22 | <u>Universitas Negeri Jakarta</u>                       | Educate And Dignify the Nation  | Quality, Relevance  | The tagline reflects the university's role in educating and dignifying the nation.  |
| 23 | <u>Universitas Negeri Manado</u>                        | UNIMA Superior, Innovative, Based on Mapalus                                  | Quality, Relevance  | The tagline highlights innovation rooted in Mapalus' cultural values, aligning with the university's mission.                           |
| 24 | <u>Universitas Negeri Makassar</u>                      | Staying Triumphant in Challenges  | Manner, Quality     | The tagline is motivational, emphasizing resilience and strength in the face of challenges.   |
| 25 | <u>Universitas Negeri Ganesha</u>                       | A Wise Man Has to Develop Knowledge and Character                             | Quality, Relevance  | The tagline emphasizes the development of knowledge and character aligned with the university's mission.                                |
| 26 | <u>Universitas Negeri Khairun</u>                       | Moving Forward Together with Knowledge to Build the Nation                    | Relevance, Quality  | The tagline conveys the vision of advancing the nation through knowledge relevant to education's role.                                  |
| 27 | <u>Universitas Trunojoyo Madura</u>                     | Superior, Resilient, Independent  | Quality, Quantity   | The tagline clearly and concisely communicates the university's goals of excellence, resilience, and independence.                      |
| 28 | <u>Universitas Negeri Gorontalo</u>                     | Unggul Dan Berdaya Saing  | Quality, Relevance  | The tagline emphasizes excellence and competitiveness, which are relevant to the university's mission.                                  |
| 29 | <u>Universitas Sulawesi Barat</u>                       | Excel In Developing Human Resources, Science, And Technology Based on Culture | Quantity, Relevance | The tagline covers human resource development, science, technology, and culture, all of which are relevant to the university's mission. |
| 30 | <u>Universitas Sembilan Belas November Kolaka</u>       | Towards A Dignified Campus Life   | Quality, Manner     | The tagline clearly expresses the university's goal of fostering a dignified campus life.   |
| 31 | <u>Universitas Pembangunan Nasional Veteran Jakarta</u> | National Defence Campus   | Quality, Relevance  | The tagline focuses on national defence education relevant to the university's mission.   |

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|----|--|---|-----------------------|--|
| 32 | <u>Universitas<br/>Pembangunan<br/>Nasional<br/>Veteran<br/>Yogyakarta</u> | National Defence<br>Campus  | Quality,<br>Relevance | Like the Jakarta campus, the tagline focuses on national defence.  |
| 33 | <u>Universitas<br/>Pembangunan<br/>Nasional<br/>Veteran Jawa<br/>Timur</u> | Innovation<br>Achievement Success,<br>For Indonesia   | Quantity,<br>Quality  | The tagline communicates Indonesia's innovation and success, clearly aligned with the university's goals.  |
| 34 | <u>Universitas<br/>Pertahanan<br/>Indonesia</u>                            | Praditya-Wiratama-<br>Nagara Bhakti<br>National Defence<br>Campus   | Quality,<br>Relevance | The tagline focuses on national defence and service to the country, both of which are directly tied to the university's mission.                                 |
| 35 | <u>Universitas<br/>Timor</u>   | Knowledge And Verity  | Quality,<br>Relevance | The tagline emphasizes knowledge and truth relevant to higher education's goals.   |
| 36 | <u>Universitas<br/>Nusa Cendana</u>  | Undana Superior and<br>Impactful  | Quality,<br>Relevance | The tagline focuses on excellence and impact, aligning with the university's mission.  |
| 37 | <u>Universitas<br/>Haluoleo</u>  | Clean, Beautiful, Cool,<br>Safe, Honest, Fair,<br>Mutual Cooperation,<br>Adaptive, Disciplined,<br>Creative, Innovative,<br>Tolerant, Trustworthy | Quality,<br>Relevance | The tagline highlights numerous positive values, reflecting the university's commitment to creating a healthy, innovative, and trustworthy environment.          |
| 38 | <u>Universitas<br/>Padjadjaran</u>   | Universitas<br>Padjadjaran Respect  | Quality,<br>Relevance | The tagline emphasizes respect, which aligns with the university's goal of promoting a positive campus culture.  |
| 39 | <u>Universitas<br/>Pendidikan<br/>Indonesia</u>                            | The Education<br>University   | Quality,<br>Relevance | The tagline clearly reflects the university's focus on education, which is aligned with its mission.   |
| 40 | <u>Universitas<br/>Sumatra Utara</u>                                       | Transformation<br>Towards Ultimate  | Quality,<br>Relevance | The tagline highlights the university's transformation towards a significant goal relevant to educational achievement.   |
| 41 | <u>Universitas<br/>Andalas</u>   | For The Glory of The<br>Nation  | Quality,<br>Relevance | The tagline reflects the university's mission to contribute to the nation's greatness, relevant to the role of higher education.                                 |
| 42 | <u>Universitas<br/>Sriwijaya</u>   | Science Of Devotion<br>Tools  | Quality,<br>Relevance | The tagline emphasizes science and devotion, both relevant to the university's academic and social goals.  |
| 43 | <u>Universitas<br/>Syiah Kuala</u>   | Innovative,<br>Independent, Leading   | Quality,<br>Relevance | The tagline reflects the university's innovative, independent, and leadership goals.   |
| 44 | <u>Universitas<br/>Riau</u>  | Creative, Trustworthy,<br>Networking,<br>Dedication, And<br>Integrity   | Quality,<br>Relevance | The tagline conveys creativity, trustworthiness, and a dedication to networking, aligning with the university's mission to produce reliable, creative graduates. |

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|----|--|--|--------------------|---|
| 45 | <u>Universitas Jambi</u>                   | Innovative And Superior In Competition           | Quality, Relevance | The tagline emphasizes innovation and excellence in competition, aligning with the university's goals of producing top-performing graduates.          |
| 46 | <u>Universitas Palangkaraya</u>            | Superior And Characterful                        | Quality, Relevance | The tagline reflects the university's commitment to excellence and character-building, aligning with its mission to produce well-rounded individuals. |
| 47 | <u>Universitas Jember</u>                  | Working In Harmony, Nurturing the Future         | Quality, Relevance | The tagline promotes the value of teamwork and forward thinking, which align with the university's role in shaping its students' futures.             |
| 48 | <u>Universitas Lampung</u>                 | Be Strong  | Quality, Manner    | The tagline encourages resilience and strength, motivating students to persevere in line with the maxim of manner.                                    |
| 49 | <u>Universitas Bengkulu</u>                | Conveying a Better Future                        | Quality, Relevance | The tagline highlights the university's role in driving a better future, clearly aligned with its educational objectives.                             |
| 50 | <u>Universitas Negeri Medan</u>            | The Character-Building University                | Quality, Relevance | The tagline emphasizes the university's focus on character development, which aligns with its educational philosophy.                                 |
| 51 | <u>Universitas Negeri Padang</u>           | Responsive And Proactive                         | Quality, Relevance | The tagline reflects a proactive approach to addressing students' and the community's needs in line with the university's goals.                      |
| 52 | <u>Universitas Sultang Ageng Tirtayasa</u> | Progress, Quality, And Character in Togetherness | Quality, Relevance | The tagline emphasizes the importance of progress, quality, and unity, aligning with the university's commitment to holistic development.             |
| 53 | <u>Universitas Malikussaleh</u>            | Inclusive And Pro-Change                         | Quality, Relevance | The tagline reflects the university's focus on inclusivity and openness to change, which aligns with its mission to adapt to educational trends.      |
| 54 | <u>Universitas Bangka Belitung</u>         | Excel In Building Civilization                   | Quality, Relevance | The tagline indicates the university's aim to excel in building a civilization, reflecting its dedication to contributing to societal progress.       |
| 55 | <u>Universitas Maritim Raja Ali Haji</u>   | Learning And Asking Never Get Bored              | Quality, Manner    | The tagline promotes curiosity and continuous learning, is aligned with the maxim of manner, and encourages engagement and inquisitiveness.           |
| 56 | <u>Universitas Samudra</u>                 | Becoming An Independent and Excellent University | Quality, Relevance | The tagline emphasizes the university's goal of fostering independence and excellence relevant to academic and professional aspirations.              |

|    |   |   |                    |  |
|----|---|---|--------------------|--|
| 57 | <u>Universitas Tidar</u>                      | Excellence In Entrepreneurship            | Quality, Relevance | The tagline highlights the university's focus on entrepreneurship, which aligns with its mission to foster business-minded graduates.              |
| 58 | <u>Universitas Siliwangi</u>                  | I Can If I Think I Can                    | Quality, Manner    | The inspirational tagline encourages a positive mindset, aligning with the maxim of manners and motivating students to believe in their potential. |
| 59 | <u>Universitas Teuku Umar</u>                 | Where !DEAS Meet Opportunities            | Quality, Relevance | The tagline suggests synergy between ideas and opportunities within the university's innovative environment.                                       |
| 60 | <u>Universitas Singaperbangsa Karawang</u>    | Innovative, Competitive, Superior         | Quality, Relevance | The tagline conveys a vision of innovation, competition, and superiority aligned with the university's education and research goals.               |
| 61 | <u>Universitas Lambung Mangkurat</u>          | Effort To the End                         | Quality, Relevance | The tagline motivates perseverance and effort, aligning with the university's commitment to producing determined and diligent graduates.           |
| 62 | <u>Universitas Mulawarman</u>                 | Center Of Excellence for Tropical Studies | Quality, Relevance | The tagline clearly positions the university as a leader in tropical studies, aligning with its specialized focus.                                 |
| 63 | <u>Universitas Borneo Tarakan</u>             | Center Of Excellence                      | Quality, Relevance | The tagline emphasizes the university's role as a center of excellence, aligning with its mission to deliver high-quality education.               |
| 64 | <u>Institut Teknologi Bandung</u>             | In Harmonia Progressio                    | Quality, Relevance | The tagline reflects the harmonious progress of technology and innovation relevant to the university's mission.                                    |
| 65 | <u>Institut Pertanian Bogor</u>               | Inspiring Innovation with Integrity       | Quality, Relevance | The tagline emphasizes innovation and integrity, key principles that align with the university's focus on agricultural sciences and technology.    |
| 66 | <u>Institut Teknologi Sepuluh November</u>    | Down To Earth To Global                   | Quality, Relevance | The tagline reflects the university's practical approach and global outlook, aligning with its technological and global aspirations.               |
| 67 | <u>Institut Seni Indonesia Padang Panjang</u> | We Make You Try to Trust                  | Quality, Manner    | The tagline is motivational and emphasizes trust-building, consistent with the maxim by encouraging self-belief.                                   |
| 68 | <u>Institut Seni Budaya Indonesia Bandung</u> | Greetings, Arts and Culture               | Quality, Relevance | The tagline reflects the university's commitment to the arts and culture, aligning with its mission to preserve Indonesian culture.                |

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|----|---|---|--------------------|---|
| 69 | <u>Institut Teknologi Sumatera</u>                  | Strong, Beneficial, Dignified   | Quality, Relevance | The tagline emphasizes strength, benefit, and dignity, aligning with the university's focus on producing well-rounded, capable graduates.                             |
| 70 | <u>Institut Seni Budaya Indonesia Aceh</u>          | Graduates Ready to Work, ISBI Is the Campus   | Quality, Relevance | The tagline emphasizes graduates' readiness to enter the workforce, which aligns with the university's mission to provide practical education.                        |
| 71 | <u>Institut Teknologi Kalimantan</u>                | Solid, Caring, Intelligent, Faithful, And Devout  | Quality, Relevance | The tagline reflects key values of the university, including intelligence, faith, and compassion, all of which are relevant to its educational mission.               |
| 72 | <u>Institut Seni Indonesia Yogyakarta</u>           | Memorizing By Heart   | Quality, Manner    | The tagline focuses on deep learning and understanding, consistent with the maxim of thorough engagement in education.  |
| 73 | <u>Institut Seni Indonesia Denpasar</u>             | Develop Science, Technology, And Art Based on Truth, Glory, And Beauty                        | Quality, Relevance | The tagline reflects the university's commitment to developing science, technology, and the arts, grounded in the core values of truth, glory, and beauty.            |
| 74 | <u>Institut Seni Indonesia Surakarta</u>            | Dressed Up, Cultured, Indonesian  | Quality, Relevance | The tagline emphasizes the university's role in preserving and promoting Indonesian culture, relevant to its identity as a cultural institution.                      |
| 75 | <u>Institut Seni Budaya Indonesia Tanah Papua</u>   | My Art My Culture My Life   | Quality, Relevance | The tagline expresses pride in Papua's art and culture, aligning with the university's role in preserving and fostering local heritage.                               |
| 76 | <u>Institut Teknologi Bacharuddin Jusuf Habibie</u> | Excellence In Science and Technology Based on Innovation in The Indonesian Maritime Continent | Quality, Relevance | The tagline emphasizes excellence in science and technology, focusing on innovation in Indonesia's maritime context, aligned with the university's specialized field. |

### ***The basis and context of creating a university tagline***

A university tagline is the distilled essence of the institution, serving as an orientation sentence that conveys a strategic message to students, the community, and global partners. Having this context ensures every tagline is relevant, meaningful, and inspiring. The results reveal that university taglines are conceived within multiple strategic and philosophical contexts, representing the ultimate expression of core values, vision, and mission. Below is the table that presents headline contexts you should choose a tagline for.

Table 2. The conception and context behind crafting a university tagline

| No | Context                           | Purpose  | Example  |
|----|-----------------------------------|--|--|
| 1  | Institutional Identity            | Highlight the university's unique character, such as its cultural or academic focus. | "Locally Rooted, Globally Respected" (Universitas Gadjah Mada)   |
| 2  | Alignment with Vision and Mission | Connects the tagline to the university's strategic goals.                            | "Superior, Independent, And Cultured" (Universitas Udayana)  |
| 3  | Inspiration and Motivation        | Encourage enthusiasm among students, staff, and the public.                          | "Be Strong" (Universitas Lampung)  |
| 4  | Competitive Differentiation       | Highlight competitive advantages over other institutions.                            | "Excellence In Science and Technology Based on Innovation in The Indonesian Maritime Continent" (Institut Teknologi Bacharuddin Jusuf Habibie) |
| 5  | Moral and Social Values           | Emphasize the university's contribution to character and social development.         | "Excellence With Morality" (Universitas Airlangga)   |
| 6  | Adaptation to Modern Trends       | Address global trends such as digitalization, sustainability, and innovation.        | "Building A Digital Ecosystem Towards a Cyber University" (Universitas Tanjungpura)  |
| 7  | Locality and Nationalism          | Build connections with local culture and national contributions.                     | "For The Glory of The Nation" (Universitas Andalas)  |
| 8  | Focus on Outcomes and Impact      | Highlight the tangible results the university aims to achieve.                       | "Don't Ask About My Work, But Look at The Results of My Work" (Universitas Musamus)  |

## Discussion

### *Maxim of quality*

An ideal is also reflected in a university's tagline, such as "Excellence with morality" from Universitas Airlangga, which embodies truthfulness and high moral standards in line with the maxim of quality. The message invokes credibility by associating institutional excellence with ethicality, an essential trait of higher education. In this regard, Levinson (2000) believes that the maxim of quality is the foundation for all formal communications since the information is true and reliable. According to Dybko (2010), quality-based messages work in formal settings, such as educational marketing, because they convey a sense of institutional reliability and align with societal values. Moral and ethical language improves institutional image and public perception at the institutional level, at least when discourse focuses on education (Brogaard, 2024).

One of the four Gricean conversational maxims is the maxim of quality, which states that one should avoid saying that which is false, and is the linchpin of communication that admits honesty and truth. This maxim particularly enjoins speakers not to say things they believe are untrue or not well known (Carey, 2017). This principle acts as the basis for the reliability of verbal communication; everything that comes out of a mouth must have a reason behind it to be true (Hang, 2023). Thus, everything you say must be in accordance with your truthful belief that it is true, serving as an essential layer in building trustworthiness of implicit meaning (Søe, 2016).

The first two types of violation of the maxim of quality (an intentional violation, which is done to deceive someone, or an unintentional violation due to insufficient evidence), which is actually the principle of cooperation, will destroy the quality of communication itself and lead to misleading conversational implicature (Benamara et al., 2018). This maxim is implemented when people verify information before spreading it, not based on what they have perceived or heard about what others said. Thus, the observance of the maxim of quality is essential for successful cooperation among communicating individuals, as it is a prerequisite for confidence and mutual representation (Hang, 2023). In a broader sense, the maxim of quality is about more than mere factual truth, as it involves each participant's epistemic integrity and communicative accountability in social interaction (O'Donnell et al., 2024). Quality of information or speech can be perceived as a specific quality, an extraordinary combination of the highest degree of goodness, that satisfies the recipient audience as it meets or exceeds their expectations.

Thus, the maxim of quality serves as an ethical benchmark in conversation, requiring speakers to maintain intellectual honesty and factual accuracy to engage in meaningful and reliable exchanges. Adherence to this maxim, along with the maxim of quantity, the maxim of relevance, and the maxim of manner, is directly related to the primary goal of efficient and effective information exchange (Keiser, 2022). Grice's cooperative principle, which underlies these maxims, expects each conversational participant to contribute according to the purpose and direction of the information exchange (Søe, 2016). Violating the maxim of quality can undermine the integrity of communication, just as disinformation and misinformation violate the Gricean cooperative principle by presenting misleading or incorrect information (Søe, 2016).

### ***Maxim of relevance***

The tagline of Gadjah Mada University, “Locally rooted, globally respected,” implements the maxim of relevance, which relates local culture to global appreciation. Locally, this tagline conveys that the institution is a relevant player on the global stage. Regarding this, Hu et al. (2024) state that university taglines and historical context remain important today, as university mission style and themes emphasizing global aspirations and cultural relevance help universities reconcile tradition with contemporary educational goals. Relevance bolsters audience engagement from a communicative perspective by aligning institutional objectives with the expectations of various stakeholder groups (Westby, 2023). Kirby (2024) further elaborates that it is conducive to institutions

that fuse local identity with global competitiveness, and the product is more likely to be recognized internationally and to attract community interest.

The maxim of relevance is one of the four maxims of Grice's cooperative principle that explain how speakers and listeners cooperate for successful communication. Grice (1975) developed the concept of conversational implicature to formalize the idea that we can convey a particular meaning by stating something other than what we actually mean, which he termed saying vs what is meant (Blome-Tillmann, 2013). The principle extends beyond the literal semantics of utterances, leading to inferences beyond their explicit meaning and grounded in situational context (Benamara et al., 2018). In particular, this maxim states that contributions in a conversation must relate to its current purpose, so that each utterance contains a coherent and beneficial amount of information (Dessalles, 1998). Maxim of relevance is important because it helps to clarify how inferences made by listeners can exist that are not explicitly contained in the speaker's contribution, as long as the presumed intentions of the speaker are that their contribution is relevant (Sperber & Wilson, 1987). It is only on this basis that pragmatic inference (more on the Philonian treatment of these aspects here) can take place, since the message recipient reconstructs the speaker's utterance in accordance with its relevance (i.e., contribution to the wider discursive framework) (Blome-Tillmann, 2013).

In fact, while Grice proposed “be relevant” as one of the maxims, he was neither very specific formally about relevance, nor claimed that relevance is the only thing among several maxims ensuring the pragmatic goodness of an utterance (Dessalles 1998). What is new is that later work in pragmatics, especially by Sperber and Wilson (1987), has spun the concept of relevance off as part of an independent proposal, Relevance Theory, which suggests that relevance plays an important cognitive role in all communication (Hang, 2023). It explains that the communicators' ability to maintain that their contributions are relevant to the topic and the purpose of the dialogue in progress plays an important role in achieving efficient mutual understanding (Purwanti, 2020; Williams et al, 2021; Hang, 2023; Scott-Phillips, 2024). Indeed, Grice's theory was founded on a code model, which requires decoding what is said, according to its literal meaning and truth value (Forgács, 2024).

The Gricean approach recognizes that meaning lies not only in linguistic encoding but also in the inferential interpretation made by the listener, fundamentally distinguishing between what is literally said and what is implicitly communicated (Søe, 2016). In this perspective, meaning is not only defined lexically or grammatically but also formed through complex contextual interpretations, reflecting the existence of hidden intentions that need to be unraveled by the recipient of the message (Hess, 2022; Scarafone & Michael, 2022; Hansen & Terkourafi, 2023; Hanifah, 2023; Elder & Jaszczolt, 2024). It aligns with the view that language as a communication tool functions not only for expression, information, exploration, persuasion, or entertainment, but also as a strategic means to achieve certain goals through deliberate word choice and intonation (Khrumchenko, 2023; Palmieri & Rocci, 2023; Mialkowska et al, 2024; Aliwie, 2025). This approach implies that effective communication requires more than mastery of linguistic codes; it also requires the ability to navigate the

complexity of pragmatic inferences that underlie the exchange of actual meaning (Zhao et al., 2017).

Thus, the importance role of Grice's maxim of relevance in this circumstance is recognizing that communicators are skilled in arranging and shaping their messages into normative sizes that fit the context and the expectations of the recipient to successfully minimize processing time (Tangdibiri & Tandisau, 2022; Asada et al, 2022; Westby, 2023; Oswald, 2023; Hu, 2024). What is important to observe here, though, is that Grice did not offer an elaborate account of the cognitive mechanisms whereby this maxim of relevance functions at all, and thus there is much room for further elaboration in modern pragmatic theory, or even some relatively formal accounts of what constitutes maximization of relevance and how it is operated on cognitively (Forgács, 2024).

### ***Maxim of quantity***

Universitas Terbuka has a tagline that reads "Making higher education open to all," which conveys its mission without overdoing inclusivity. In Pragmatics and Discourse, Cutting (2002) observed that marketing communications should give enough information for the audience to pay attention without disturbing the information load. As Dybko (2010) noted, short, concise slogans, even if not direct, increase the memorability and attractiveness of the brand, as is the case with university taglines. According to Cutting (2002), brief, omnidirectional messaging helps the audience grasp the values quickly and avoid getting bogged down. Concise, context-preserving messages evoke trust and fulfilment among students whilst ensuring inclusiveness, which is crucial for both potential and existing students on the digital platform (Hai & Nguyen, 2022). Maryam et al. (2023) argue that adhering to the Maxim of Quantity enables these institutions to be portrayed in a friendly, communicative manner.

H.P. Grice listed his four conversational maxims, one of which is the maxim of quantity, which demands sufficient informativity but without overloading information in communicative exchanges (Grice, 1975). This maxim under Grice's Cooperative Principle suggests how participants in a conversation ought to behave: contributing as much information as is needed for the purpose or direction of the conversational exchange, but not more than is needed (Søe, 2016). This maxim is significant because redundancy can impede communication and overload the addressee's cognition, making it difficult for him to understand what is being communicated (Blome-Tillmann, 2013). Thus, an appropriate realization of the maxim of quantity ensures that messages are conveyed as clearly and accurately as possible, reducing the risk of vagueness and the need for clarification (Hang, 2023).

In addition, Grice's theory of implicature, including the maxim of quantity, is essential to studying disparate modes of present-day communication (including internet memes) and often helps to analyze situations in which the nature of each presumes referential meaning, through which images and writing operate together (Rina et al., 2020; Ariani & Rrachmadani, 2020; Niebuurt, 2021). Implicatures usually occur through relations between utterances and meanings in an extralinguistic context (Betti & Khalaf, 2021) and involve the application of the maxim of quantity, as seen in Shakespeare's plays. Moreover, one must keep in mind that deviations from maxims (the maxim of quantity in this case) are, in fact,

nearly always that: intentional (to create a particular rhetorical effect or to signal a multilayered implicature) (Smedegaard, 2022).

Moreover, providing either too little or too much information violates the maxim of quantity, and such a violation generates respective implicatures that the listener can compute (Benamara et al., 2018). The maxim of quantity is particularly important in evaluating multimodal interactions because it implies that users would not produce unnecessary physical movements or utterances, especially for pen-based gestures that require more effort. And so, this maxim is instrumental in comprehending implicatures that arise from intentional breaches of communicative norms, which, in turn, account for meanings that stretch beyond the explicit (Benamara et al., 2018).

In the pragmatic paradigm, the maxim of quantity may be violated in three ways: one is intentional, meaning that the speaker violates this maxim to convey conversational implicatures (Søe, 2016). That's too much information (excess of Informativeness) or too little information (incomplete informativeness), making a strong impression and evoking in listeners a desire to seek out what is implied but not stated (Carey, 2017). It is consistent with Grice's cooperative principle, which posits that communication should be neither more nor less informative than required (Jørgensen, 2021; Park et al., 2024). In this regard, quantity breaches are commonly an intentional strategy for communication, providing specific information or an illocutionary purpose that an explicit utterance cannot achieve. Therefore, to observe the presence or absence of implicitness in meaning while uttering an expression, one must have a clear idea of the maxim of quantity, because we tend to break the expectation assumptions that we rely on while conversing. Therefore, in the analysis of the maxim of quantity we find that it is not only the content that is mentioned but also that meaning is derived from the fact that the information is not in proportion (the implicatures arising from the fact that the quantity of information is not in proportion) which ultimately contributes to the value of meaning in linguistic interactions (Bondarenko, 2022).

### ***Maxim of manners***

Universitas Negeri Malang's "UNM: *Universitas pembelajar*" is a tagline that is free of ambiguity and simple, as suggested by the maxim of manner. The message delivers simplicity and highlights the institution's top-of-mind awareness in education. According to Tamburini (2023), the maxim of manner plays an important role in institutional communication, as clarity is essential for transmitting messages more effectively. Ramli et al. (2023) noted that, as clear and formal communication promotes trust, clarity in formal communication goes hand in hand with trust. When so much attempted influence runs parallel and crossways, this kind of discourse, however ambitious for coherence and intent, must operate with its own blunt clarity and avoid at all costs the tantalizingly tempting ambiguity (Levinson 2000).

There are four maxims in Grice's cooperative principle, but we are interested in the maxim of manner, which concerns how a message is expressed rather than its content. This principle states: "except for a few cases, every word in a sentence adds tension and danger to the idea being delivered" (Søe, 2016). It suggests that speakers should present information clearly and literally to avoid potential misinterpretation by the listener (Chai et al., 2006). In this regard, Grice

claims that people, in general, are inclined to communicate in accordance with these maxims, although they sometimes violate the principles to achieve specific communicative purposes (Søe, 2016). Maxim of manner supermaxim: be perspicuous; (the representation should be clear and easy to understand (Søe, 2016). Submaxims include avoiding vagueness of expression, avoiding ambiguity, maintaining brevity, and maintaining regularity (Carey, 2017). Manner maxims are violated when speakers use vagueness or when a speaker's message is unnecessarily wordy, which results in conversational implicatures, an inferred statement that conveys an unspoken meaning beyond the literal utterance (Park et al., 2024). Likewise, as Grice noted, speakers use maxims in certain ways, and sometimes unintentionally, to generate implicatures (Blome-Tillmann, 2013), such as when using irony or sarcasm, in which the meaning explicitly stated is contrary to what was intended communicatively. Conversely, when these maxims are broken, the hearer is forced to infer information beyond the stated meaning, thereby showing an indirect meaning (Benamara et al., 2018). On the other hand, following the manner maxims helps in effectively transmitting the message, lowers the cognitive burden on the hearer, and allows the hearer to understand in a way that matches the communicative intent of the speaker (Hang, 2023; Jørgensen, 2021). In addition, maxims are essential to communication norms; how they are presented can enhance communication efficiency, effectiveness, and politeness, such as in the writing of an email (Hang, 2023).

### ***Flouting maxims***

There are also taglines like "Don't ask about my work, but see the result of my work" from Universitas Musamus that intentionally violate the Maxim of Quantity to prompt the audience to interpret. Katsos et al. (2023) note that, especially in a marketing context, maxims are always intended to guide a particular way of achieving rhetorical effects or to grab the audience's attention through a rhetoric that enhances or facilitates further interpretation. Flouting Maxims is also used in headlines and taglines to pique readers' curiosity and attract an audience, as Kartika (2012) notes. Genovesi (2023) discussed how indirectness and flouting help to create multiple meanings, especially in symbolic communication (where meaning is the important focus).

### **Conclusion**

This study provides insights into the university's identity, values, and aspirations, rather than merely being a branding tool. Using Grice's theory of implicature, the analysis shows how universities manipulate the quantity, quality, relevance, and manner maxims to convey meanings beyond what they explicitly state. We conclude that the interplay between explicit and implicit messages can make taglines congenial to students, academic communities, and the general public. This study is somewhat distinctive because it steers away from this trend by examining taglines in the Indonesian academic context, where a blend of local cultural values and global aspirations often accompanies taglines. The cultural situatedness underscores the pragmatic intricacy of institutional language, revealing that using university taglines is not merely about articulating the educational mission but also about representing high-order social, moral, and national values. In addition to bringing together Gricean pragmatics and

institutional branding, this coupling provides a new lens that pushes the application of implicature theory beyond traditional areas of study, such as political discourse or advertising. More practically, this research informs universities about the effective role that well-crafted taglines play in building/enhancing institutional reputation, trust, and emotion. Theoretically, it helps to broaden the scope of Grice, demonstrating its applicability in examining short but punchy institutional texts. This study may have limitations, but future research may broaden the scope of this investigation, complementing the exploratory nature of cross-cultural network research and marker management with digital media, another new venue for institutional tagline construction.

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