CHAPTER 1

INTRODUCTION

This chapter presents the background of study, statement of the problems, the objective of the study, significance of the study, scope and limitation of the study, and definition of key terms.

1.1 Background of the Study

Language is the equipment of the communication used by human being. In other words language is a system to transfer and to inform something through communication (Gunarwan, 1992: 84). It means that language is very important in life and was the power that are used as a mean of thinking, understanding, and expressing thoughts and feelings in the community. As the tool of communication, language plays a very important role in conversation as a social interaction instrument among people. Conversation is being done to communicate something in which two or more participants; speaker and listener. Speaker's utterance then is interpreted by the listener. How the listeners interpret the meaning is determined by the speaker's expression.

The use of language in daily life can be found in various activities, which one is in trade especially in the offering of product, its called Advertisement. Advertising is a means of communication with the users of a product or service

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(Belch and Belch, 2001.). Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them. In other word advertising is always present, though people may not be aware of it. In today's world, advertising uses every possible media to get its message through. It does this via television, print (newspapers, magazines, journals etc), radio, press, internet, direct selling, mailers, posters, sponsorship and even people (endorsements). Language in advertisement usually use implicature strategies to interesting the consumer. Advertisement as a tools of communication between producers and consumers in offering of products.

In communication activity to understand each utterance the listener must has good cooperation. Cooperation is a common background knowledge of participants. If the participant in the speech event does not understand the purpose of speech, it will be able to create a distorted interpretation and the message conveyed by the speaker can't be received well. In case of communication, the language used may depend on the situation. In a situation people may use direct utterances but sometime people used implicature strategies in their communication and also in advertisement, language in advertisement often use implicature strategies. The speakers used implicature strategies in communication with its context of the situation.

Implicature is the aspect of meaning that a speaker conveys, implies, or suggests without directly expressing, Yule (1996). According to Grice's theory, the term "implicit" is not easily understood by the hearer because it has hidden meaning. It means implicature is anything that is inferred from an utterance but

that is not a condition for the truth of the utterance, implicature is divided into two kinds. They are conventional implicature and conversational implicature (Levinson, 1983). In pragmatics a conversation that has implied meaning and not explicitly stated by the speaker but can be understood by the hearer because of the context of conversation, its called Conversational Implicature, Grice (1975). The discussion of implicature is in Pragmatics study. The conversational implicature is the single most important ideas in pragmatics (Levinson,1983: 97). It is implication or proposition in conversation which appears because of violating the conversational principle in which the speaker's intention is expressed differently in the speaker's actual utterance (Grice, 1975: 43). In Levinson (1983), Grice divides conversational implicature into two kinds. Generalized conversational implicature and particularized conversational implicature. Generalized conversational implicature occur without reference to any particular features of the context (Levinson 1983) and Particularized conversational implicature is strongly tied to the particular features of the context.

In conversational implicature the speaker can express exactly what the speaker mean in a conversation without saying clearly and the hearer can understand the meaning of the speaker because conversational implicature is which one type of implicature that focuses in study of implied meaning based on context of conversation. In other word conversational implicature is always invites us to find out the meanings that cannot be utterad by the speaker. After understand the basic of concept implicature and conversational implicature, the importance of

this study is can avoid misunderstanding in the used of language in communication.

Conversational implicature often appear in daily interaction personally, generally, spoken and writing. General written conversation can be found in social media, magazine, newspaper, etc. While the spoken conversation is easily found in a television.On the other hand, a conversation that takes place in television influences the way people speak and interact with each other in daily life. Besides, the undeniable power of media has inspired many critical studies in many disciplines, linguistics, semantics, pragmatics, and discourse studies as stated in (Gelfond, 1992). Advertisement is one of the television shows which deliver a implied message in offering a products.

Television is a media that is often used to show advertisement of products. Some of advertising media have different ways in offering products but they have same function. The purpose is to telling and influencing people. In this case, the advertisement need a language to communicate. The use of language in advertisement is important. At this time television has become a part of human life, because television can not be separated from human life. Almost in everyday, human always watched television to know about anything that become in the world. Broadcast in television has a wide range of capabilities and be able to reach in zone of geographic, political, social and cultural. Television as one element that can affect in the attitude, views, lifestyle, orientation and a motivation in society.

In this case, the advertisements of beauty product and food & beverage product as taken as the object of this research. The researcher analyzed conversation in advertisement of beauty product and food & beverage product on television. The advertisement is beauty product and food & beverage product, because this advertisement often used implicature strategies than other product. Conversation in advertisement contain persuasion words to attract the consumers, a message for people or the consumers, and also an encouragement word and make consumers buy the product. In conversation of advertisement usually used informal language and also full of jokes. So the researcher believes that the conversation in advertisement contains a lot of implicatures because they have a lot of implicit meanings. Other reason the researcher want to know how implicature strategies used in advertisement and what the differences styles of making advertisement in each advertisement to attract the consumers to buy the products. The researcher choose beauty product and food & beverage advertisements which on television as the object of research because television is commercial mass media that is often watched by the public. So television be the most effective advertising in marketing products. In addition the advertisements on television more interesting and full of persuasive language and illustrated. Based on the reason above researcher interested to analyzed " Conversational Implicature in Advertisement of Beauty product and food & beverage product on Television".

Based on the previous study on the conversational implicature, there are four previous studies about implicature on advertisement, talk show, conversation

in radio and program TV. The first previous study is in the title *Implicature analysis on cigarette advertisement slogans* by Mutmainnah University of Brawijaya Malang (2013). She focused on conversational implicature and cooperative principle. She took the data source from download in YouTube. She only focused on the terms of the message conveyed in the type of Conversational Implicature. The second previous study is entitled *A study of conversational implicature in Sentilan Sentilun Talk Show on Metro TV* by Reyfa Arfiyah University of Wijaya Putra Surabaya (2014). She focused on flouting maxims. Third previous study is entitled *An Analysis of Conversational Implicature in Smart Fm's Radio* by Irma B. Pakpahan (2012). This study is intended to discover the types of conversational implicature used by the interviewees. The last previous study was done by *Conversational Implicature of the Presenters in Take me out Indonesia* by Sheila Nanda University of Indonesia (2012). This research is a pragmatic study that aims at investigating conversational implicature that the presenters of Take Me Out Indonesia operate within their utterances along with the possible implications that lie behind the implicature.

Different from the previous study, this present study specifically not only focused on types of conversational implicature but this research also focused on how conversational implicature used in advertisements of beauty product and food & beverage product and also the researcher take different object from previous study. The use of terms as "principle" and "maxim" does not mean that people will observe these maxims all the time when they communicate with each other, In fact, they do violate the principles and this is the most common situation. In

this thesis, the researcher used the violation of maxim to analyzed how conversational implicature used in advertisements. The similarity with previous study is the researcher continue the theory; Conversational implicature and Cooperative principle based on Grice's theory. The data is the conversation in advertisement of beauty product and food & beverage product. The data are downloaded from the internet and selected from the advertisements that appear on television most frequently. The collected data are then analyzed in terms of the message conveyed in the generalized and particularized implicature of beauty product and food & beverage product advertisement. After that researcher analyzed how the conversational implicature used in advertisement of beauty product and food & beverage product by violating the maxim.

1.2 Research Problem

This study is conducted to answer the problems formulated in the following questions:

1. What are the types of conversational implicature that found in the conversation of advertisement in beauty product and food & beverage product on television?

2. How does conversational implicature used in the conversation of advertisement in beauty product and food & beverage product on television?

1.3 Research Objective

Based on the problem above, the objectives of the study are aimed :

1. To identify what types of conversational implicature in the conversation of advertisement in beauty product and food & beverage product on television.

2. To describe how conversational implicature used in the in the conversation of advertisement in beauty product and food & beverage product on television.

1.4 Significance of the Study

This study is undertaken to result in theoretical and practical contributions. Theoretically, the result of this study is broaden the pragmatics analysis especially, in types of conversational implicature in a conversation of advertisement on television and to formulate the new supposition which perfects the existing theory. Practically, the result of this study is supposed to give some contributions. In addition, it can be a reference for the next researchers who are interested in analyzing conversational implicature. Meanwhile for linguist, students and readers; this study hopefully could give information how implicature strategies or conversational implicature used in Advertisement.

1.5 Scope and Limitation

The scope of this research is pragmatics analysis because it deals with conversation and its context. It is described in the form of words and sentences.

This research focuses on conversational implicatures as found in utterances of conversation in advertisement of beauty product and food & beverage product. And the theory is conversational implicature and cooperative principles proposed by Grice's theory to analyzed. Type of conversational implicature that include generalized conversational implicature and particularized conversational implicature. The data are downloaded from the internet and selected from the advertisements that appear on television most frequently. The researcher find out the types of conversational implicature and how conversational implicature used in advertisement by violated the maxim. The limitation of this research is the researcher not find out the functions in each conversational implicature of advertisement.

1.6 Definition of Key Terms

- Implicature

Implicature is the aspect of meaning that a speaker conveys, implies, or suggests without directly expressing, Grice (1975). An implicature is anything that is inferred from an utterance but that is not a condition for the truth of the utterance.

- Conversational Implicature refers to the meaning which is implied and not explicitly stated by the speaker but can be understood by the hearer because of the context of conversation, Grice (1975). In conversation implicature is always invites us to find out the meanings that cannot be utterad by the speaker.

- **Advertisement** is a tools of communication between producers and consumers in offering of products.

- **Beauty Product** is generally defined as any preparation for human use for the purpose of cleansing, beautifying or altering the appearance commonly to include personal toiletry products, such as shampoo, lotion, nails, lipstick.

- **Food & Beverage Product** is the food and beverages industry is all companies involved in processing raw food materials, packaging and distributing them.

- **Television** is a system for transmitting visual images and sound that are reproduced on screens, chiefly used to broadcast programs for entertainment, information and education.