IMPLICATURE ON SELECTED ADVERTISEMENTS: A CONSTRASTIVE ANALYSIS

THESIS

Submitted as partial fulfillment of the requirements for the Bachelor Degree of English Department, Faculty of Art and Humanities,

Islamic State University of Sunan Ampel Surabaya



By:

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ENGLISH DEPARTMENT

FACULTY OF ART AND HUMANITIES

ISLAMIC STATE UNIVERSITY OF SUNAN AMPEL

SURABAYA

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Surabaya, July 3rd 2018



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ABSTRACT

Hidayah, Nurul, 2018. Implicature on Selected Advertisements: A Contrastive

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Thesis Advisor : Dr. A. Dzo'ul Milal, M.Pd

Key word : Implicature, context, advertisements and contrastive analysis

This thesis investigates about implicature on selected advertisements using contrastive analysis. The method is qualitative content analysis descriptive to describe and analyze the data. The writer selects ten advertisements which have contrastive implicature as the data and divides them into five pairs.

This study aims to explore the implicature in the advertisements, also by this, the researcher will know how advertisements drop their rival in the same scope but different product and know the way of two products contrast. Therefore, this research tries to answer the implicature implied in each advertisement and the way of advertisements contrast implicature.

This research has two research questions. First is about the implicature in selected advertisement. From all the data which have been described detail by the writer, implied that every advertisement want to be more excellent than others. The second question is about the way of the advertisement contrast. *Bintang Toedjoe* seems like wants to be higher or more important product than *Tolak Angin. Extra Joss* considers more superior than *Kuku Bima* because the product has no variant drink which means by drinking *Extra Joss*, the masculinity of man appears the masculinity of man is admitted. *Pepsi* and *Coca-cola* give impress peple to choose Either *Pepsi* or *Coca-cola* as the product which they trust the best for them. the word 'again' from *AS* seems that *XL* has been lied *AS* people, it means that *AS* is the best and the honesty product. The trial of Samsung and Iphone are only a proof which phone is suitable to be chosen and which phone is still working after passing the trials.

INTISARI

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Kata Kunci : implikatur, konteks, iklan dan analysis kontrastif

Tesis ini meneliti tentang implikatur pada iklan-iklan yang terpilih menggunakan analisis kontrastif. Metode penelitiannya adalah qualitatif dengan analisis kontrastif untuk mendeskripsikan dan analisis data. Peneliti memilih sepuluh iklan yang mengandung analisis kontrastif sebagai datanya dan membaginya menjadi lima pasang.

Penelitian ini bertujuan untuk menjelaskan implikatur pada iklan, selain itu juga, peneliti akan mengetahui iklan yang akan menjetuhkan lawannya dalam bidang yang sama tetapi dengan cara yang berbeda dan mengetahui cara dua produk kontras. Selain itu, penelitian ini mencoba untuk menjawab implikatur yang tersirat di setiap iklan dan bagaimana cara iklan mengkontraskan implikatur.

Penelitian ini mempunyai dua pokok masalah. Pertama tentang implikatur pada iklan terpilih. Dari semua data yang telah dideskripsikan secara detail oleh penulis, tersirat bahwa setiap iklan ingin lebih unggul dari pada iklan lainnya. Pertanyaan kedua tentang cara iklan kontras implikatur. Bintang Toedjoe merasa ingin terlihat lebih baik dari pada Extra Joss dengan kalimat 'lebih beruntung'. Extra Joss merasa lebih unggul dari pada Kuku Bima karena ia tidak memliki varian rasa, yang berarti Extra Joss menjadi bukti minuman lelaki. Pepsi dan Coca-cola menggunakan iklan yang sama untuk mendapatkan apresiasi konsumen bahwa produk mereka yang terbaik. AS dan XL berkompetisi mendeskripsikan produk mereka yang paling jujur. Beberapa percobaan dari Samsung dan Iphone adalah untuk pembuktian produk yang mana yang paling cocok untuk konsumen dan hanphone mana yang masih berfungsi setelah beberapa percobaan.

TABLE OF CONTENTS

Outside Cover Page	i
Inside Cover Page	ii
Declaration Page	iii
Thesis Examiner's Approval Page	iv
Thesis Advisor's Approval Page	V
Motto	vi
Dedication Page	vii
Acknowledgement	viii
Abstract	
Intisari	xi
Table of Contents	xii
CHAPTER I INTRODUCTION	
1.1 Background of Study	1
1.2 Research Questions	6
1.3 Objective of Study	7
1.4 Significance of the Study	7
1.5 Scope and Limitation	7
1.6 Definition of Key Term	8
CHAPTER II REVIEW OF LITERATURE	
2.1 Implicature	10
2.2 Conversational Implicature	12
2.4 Advertisement	13
2.5 Contrastive Analysis	13
2.6 IFID	13

CHAPTER III RESEARCH METHOD

3.1 Research Design	
3.2 Data and Data Source	16
3.3 Research Instrument	16
3.4 Data Collection	
3.5 Data Analysis	18
CHAPTER IV FINDINGS AND D	ICUSSIONS
4.1 Findings	
4.2 Discussion	46
CHAPTER V CONCLUSION ANI	O SUGGESTION
5.1 Conclusion	<mark></mark> 48
5.2 Suggestion	50

REFERRENCES

CHAPTER 1

INTRODUCTION

This chapter introduces the present study. It describes background of study, research question, objective of study, significance of study, scope and limitation and definition of key terms.

1.1. Background of Study

Implicature is a case which has been examined repeatedly for many years in different subjects. Many researchers had analyzed this study with different way in analysis and subject. These some researchers who apply the implicature in their research, Alduais (2012) and Maghfirah (2016) said that Grice theory of implicature is universal and applied to all languages in the world. More importantly is that Grice made a distinction between observing maxims and non-observance of the maxims and there are five cases where in maxims are not observed. According to Grice they are: flouting the maxim, violating the maxims, infringing the maxims, opting out the maxims and suspending the maxims. Besides, the researcher also said that according to Thomas (1995) the case which is the implicature generated (flouting the maxims) considered as the most important one. Davis (2005) quoted in Grice Conversational implicatures must be capable of being worked out. Here, worked out means that a particular

conversational implicature is present, the hearer will rely on the following data: (1) the conventional meaning of the words used, together with the identity of any references that may be involved; (2) the Cooperative Principle and its maxims; (3) the context, linguistic or otherwise, of the utterance; (4) other items of background knowledge; and (5) the fact (or supposed fact) that all relevant items falling under the previous headings are available to both participants, and both participants know or assume this to be the case. Besides, Sholihah (2016) in her study about Airline Advertisement Slogans Operated in Indonesian, by using Grice conversational implicature, she explored the slogan's international airport that operated in Indonesian had many implied meanings. It took from websites of airline's company.

Advertising has been a subject for many studies and the analysis of advertisement is growing its importance. Based on the previous study in implicature, there are four previous study about implicature on advertisement and advertisement effect the consumers. The first previous study entitled *Coca-cola* or *Pepsi: That Is Question. A study about Different Factors Affecting Consumer Preferences* by Andersson, Arvidsson, and Lindstrom (2006) examined International advertising and international sponsorship respectively influence the local target group in different ways, but they also affect international brand in that they have an impact on brand image and brand equity. Moreover, not only depending on a person's age, consumers view brands differently, and it have an effect on international brand alone, but also in combination with international advertisement and international sponsorship. These factors influence the way in

which a brand is perceived, and consequently influence consumer preferences. The method was quantitative and qualitative in their research. In quantitative, they did questionnaire and was continued by describing the result of questionnaire used qualitative descriptive.

The second is from Paracha, Waqas, Khan and Ahmad (2012) entitled *Consumer Preference Coca-cola, Pepsi*, they examined the consumer preference. The method was quantitative by questionnaire. There were many factors that made the consumer preferred to choose the product, such as the taste was more delicious, the price was cheap enough and the frequency of advertisement on television. They had a total sample that were selected from different population, gave them questionnaire regarded the influence factors and the reason for their consumption and purchase. The method was quantitative questionnaire to get the data. However, they divide the buyer into four categories (students, employees, businessman and labor). There were 400 samples that selected from different population. Whereas, in this research, the researcher concentrate in implicature in advertisements and the data is video of advertisement and the data will be analyzed by qualitative content analysis descriptive.

The third is from Sholihah (2016) entitled *A study of Implicature on airline*Advertisement slogans Operated in Indonesia, she analyzed slogan of advertisement aimed to get people's intention by company in promoting their product or service. There are many attractive words to convince the people and some companies use the words that have an implicature. She used descriptive qualitative method to describe the implicature in slogan. Her result showed that

among international airlines which their airlines were operated in Indonesian had slogan each airline, the writer had found twenty-seven slogans. In despite of this finding, there were some airlines that has no the slogan to be found, but the writer still showed the name of airlines. It was only thirty-seven slogans from fourty-seven commercial airline in Indonesia that has been found and analyzed.

The fourth is from Arum, Elma Tiyani (2017) entitled Conversational Implicature in Advertisement of Beauty Product and Food and Beverage Product of Television, she examined the conversational implicature in 10 advertisements of beauty product and 10 advertisements of food. She found 23 data containing implicature from 20 advertisements. The occurrences are divided into two categories, generalized conversational implicature and particularized conversational implicature. The method of her research used qualitative descriptive to describe the table of generalized conversational implicature and particularized conversational implicature. This research aims to make differences with the previous study that only explain commercial airline in Indonesia and focuses on preference costumers of Pepsi and Cocacola. The researcher will compare and explore deeply the advertisement which is still active. In this study, the researcher analyzed advertisements which had implicature in each advertisement. It will be known after analyzing by researcher.

Several research have been done by some academics which are mostly focused on consumers preferences of some branded such as, *Big Burgers*, *WMF*, and *NIVEA*: *Goodbye Cellulite*, which appeared in advertisement using

qualitative descriptive (Vahid, 2012; Paracha, Waqas, Khan and Ahmad, 2012). However, these research in this field concentrated on consumers preferences. It was caused participants prefer to elect product that had power behind the image and branded product that has been selected by consumer as their level. The previous was not implicature of advertisement exclusively, they just showed an image that has power to be preference of costumers, it does not appear the rivalry each product. This present study aims at filling in the gap by investigating the advertisements by transcription of researcher. This study will show some advertisements with the pairs that drop each other with some implicatures and some ways. Each advertisement has specific way to show the implicature.

This research will unwrap a new research about some implicature by contrastive study in advertisements that have not researched yet. So, the researcher wants to conduct a research entitled "Implicature on Selected Advertisement; A Contrastive Analysis" as the subject, the method is qualitative content analysis descriptive to describe and analyze the data. The writer selects some advertisements being her data. Those are Extra Joss and Kuku Bima, Tolak Angin and Bintang Toedjoe, Iphone and Samsung, Pepsi and Coca-cola, and AS and XL. Then, the researcher divides them to different pair and scope. Extra Joss and Kuku Bima are scope of drink energy and being a pair. Tolak Angin and Bintang Toedjoe are a pair and being a herbal medicine scope. Iphone and Samsung are a pair which are being the smart phone product. Pepsi and Coca-cola are carbonated soft drink product and being a pair. AS and

XL are the cellular card and being a pair. So, there are five pairs after dividing. Moreover, the researcher also investigates the difference of implicature in the advertisements as the explaination before as the data which has contrastive. Besides the scope, the researcher selects the data from the time video posted. It caused if the distance of time is more than ten years, the data and the result of analysis will be not valid any more.

This research aims to explore the implicature in the advertisements, also by this, the researcher will know how advertisements drop their rival in the same scope but different product and know the way of two products contrast implicature.

For the first question, the researcher will describe more about implicature in every advertisement. For the second question, the researcher shows the way do the advertisements contrast implicature.

1.2 Research Questions

The research questions are as formulated in the following questions:

- 1. What are the implicatures implied by the advertisements: Extra Joss and Kuku Bima, Tolak Angin and Bintang Toedjoe, Iphone and Samsung, Pepsi and Coca-cola, and AS and XL?
- 2. How do the advertisements contrast implicature?

1.3 Objective of Study

This study is conducted to achieve following objectives:

- To know the implicatures that are implied by the advertisements: Extra Joss
 and Kuku Bima, Tolak Angin and Bintang Toedjoe, Iphone and Samsung,
 Pepsi and Coca-cola, and AS and XL.
- To comprehend the way of contrast implicature in the advertisements; Extra
 Joss and Kuku Bima, Tolak Angin and Bintang Toedjoe, Iphone and
 Samsung, Pepsi and Coca-cola, and AS and XL.

1.4 Significance of The Study

The significance of the study is to the reader and researcher. The reader can know and understand about what is analyzed and explained by the researcher. The Researcher will explore and show the research that has been analyzed.

1.5 Scope and Limitation

The scope of the research is the researcher focuses on analyzing implicature of advertisements in audio-visual. This study will concern on the advertisements in youtube.

The limitation is the researcher only focuses on conventional implicature.

The subject of this research is *Extra Joss* and *Kuku Bima*, *Tolak Angin* and *Bintang Toedjoe*, *Iphone* and *Samsung*, *Pepsi* and *Coca-cola* and *AS* and *XL* have been selected to be the data, representation the advertisements.

1.6 Definitions of Key Terms:

Implicature

Yule (1996) said that Implicature is primary examples of being communicated than is said, but in order for them to be interpreted, some basic cooperative principle must first be assumed to be in operation.

Conversational Implicature

Conversational implicature is incorporated to signify an implicature concluded from the real point of utterance. Grice (1975) examines conversational implicature uses the cooperative principle which governs the efficient use of conversation. For instance, if someone says "look, the bus!" while approaching a bus, the implicature is "we must hurry". And not to say "what a lovely color it has". That is maxims of cooperative principle, it is observed that the strength of the Cooperative Principle lies in the distinction between the sense of an utterance and its force. The illocutionary force of an utterance cannot be accounted for absolutely by semantic rules.

Advertisement

Advertisement is something (such as short film or a written notice) that is shown or presented to the public to help sell a product or to make an announcement. (George, and Charles, 1864). Solihah, I'in Mar'atus (2016) stated advertisement is public notice designed to inform and motivate. Their objective is to change the thinking pattern (or buying behavior) of the recipient, so that he or

she is persuaded to take the action desired by the advertise (Business Dictionary, 2016)

Contrastive Analysis

Narrowly quoted by Gast contrastive analysis investigates the differences between pairs (or small sets) of languages against the background of similarities and with the purpose of providing input to applied disciplines. Whereas, Johansson (2008) states that Constructive analysis is the systematic comparison of two or more languages, with the aim of describing their similarities and differences.

CHAPTER 2

REVIEW LITERATURE

This chapter consists of many important aspects in finishing this thesis. They are the implicature, conversational implicature, advertisement, contrastive analysis and illocutionary force indicating device.

2.1. Implicature

Fidiyanti (2012) examines that implicature is the study which involves the interpretation of what people mean in a particular context and how the context influences what is said. It requires a consideration of how speakers organize what they want to say in accordance with who they talking to, where, when, and under what circumstances. So, pragmatics refers to the study of contextual meaning.

Yule (1996) said that implicature is something must be more than just what the words mean. It intends that language is more extensive than the meaning of word, it has an additional conveyed meaning of utterance should not only have literary meaning but also have implied meaning. Sedivy (2007) examined Implicature during real time conversation: a view from language processing research. The actual real-time consideration of cooperative principles by both the hearer and speaker runs up against severe temporal constraints during language processing. The article considers the role of language processing research in the shaping of a theory of implicature and provides an empirical overview of pertinent

current work in real-time language production and comprehension. It clarifies the real time conversaation which implicature always puts on it. The actual real time must give a running up against from the hearer and speaker. This will constrain temporarily during language process.

Grice (1975) defines implicature to account for what a speaker can imply, suggest or mean as distinct from what the speaker literary says. Thus, the conversation which has implied meaning or an obscure utterance is called impicature. By far, there are two kinds of implicature; conventional implicature and conversational implicature. It is going to be explained more below.

"Conventional implicature is an implicature that is part of a lexical item's or expression's agreed meaning, rather than derived from principles of language use, and not part of the conditions for the truth of the item or expression" (SIL International,2004).

Conventional implicature is not based on cooperative principle, they do not depend on conversation and special contexts for interpretation.

Yule (1994) described Conventional implicature are associated with specific words and result in additional conveyed meanings when those words are used. The example of English conjuction 'but' which is one of these words.

a. Lani suggests Red, but I choose white.

b. X and Y are contrast

The interpretation of *x but y* is based on the conjuction. The implicature in x and y contrast between the information in x and y. Whereas, conventional implicature will be explained more after this.

2.2 Conversational Implicature

Conversational implicature is incorporated to signify an implicature concluded from the real point of utterance. Grice quoted by Reboul (2004) examines conversational implicature uses the cooperative principle which governs the efficient use of conversation. For instance, if someone says "look, the bus!" while approaching a bus, the implicature is "we must hurry". And not to say "what a lovely color it has". That is maxims of cooperative principle, it is observed that the strength of the Cooperative Principle lies in the distinction between the sense of an utterance and its force. The illocutionary force of an utterance cannot be accounted for absolutely by semantic rules. Grice quoted by Noveck and Sperber state that Conversational implicatures can be best described from examples:

- (1) Anne has four children.
- (2) Anne has exactly/at most four children.
- (3) Anne has at least four children.
- (4) Anne has four children and even five.

It is generally considered that such utterances as (1) license (2) rather than (3). This is intriguing in as much as (1) is logically compatible with (3): if it is true that Anne has more than four children, it is a fortiori true that she has four children. Thus, the inference from (1) to (2) is not logical, which is why it was called by Grice a conversational implicature.

2.3 Advertisement

George, and Charles (1864) examines Advertisement is something (such as short film or a written notice) that is shown or presented to the public to help sell a product or to make an announcement". An advertisement makes an interesting short film or notice in public to sell their product and make audience interest.

2.4 Constrastive Analysis

Narrowly defines contrastive analysis investigates the differences between pairs (or small sets) of languages against the background of similarities and with the purpose of providing input to applied disciplines (wwwhomes.uni-bielefeld.de). As the name constructive analysis is compare two or more (pairs) of something included language, social phenomenon or other which has purpose to apply this dicipline study to be a constructive result.

2.5 Illocutionary Force Indicating Devices (IFID)

Pogoni quoted Searle (2013) examines that the illocutionary act is not just a simple act of saying something, but an act of doing something, e.g. informing, ordering, warning, asking, stating, wishing, promising, etc. In his analysis he concludes that generally the speech acts have the structure F (P), where F represents the illocutionary force and P represents the propositional content. The F and P components are represented in the syntactic structure of a sentence by linguistic units, which are called the propositional content indicator and the illocutionary force indicator. The illocutionary force indicating device (IFID) can be represented by any element of a natural language, which can be literally used

to indicate that an utterance of a sentence containing this element has a certain illocutionary force or a range of illocutionary forces.



CHAPTER 3

RESEARCH METHODOLOGY

This chapter focuses on discussing methodology of research. It consists of research design, data and data sources, research instrument, data collection, and data analysis.

3.1 Research Design

In this study, the researcher is going to use qualitative method by using content analysis to analyze more about the data. According to Litosseliti (2010) qualitative research is concern with structures and patterns and how something is. This research is qualitative using context analysis as its instrument to answer the question number one and number two, and wants to determine implicature in selected advertisements. The researcher wants to explicate the result of her analysis about the way of the advertisements show the implied meaning.

In this research, the researcher utilizes qualitative descriptive as the method which concerns on context analysis to know the result of data detail and deeply. The researcher selects advertisements into their categories. It has been categorized into five pairs with the categories of advertisements.

3.2 Data and Data Sources

The data sources that researcher utilised videos transcript of the advertisements; *Extra Joss* and *Kuku Bima*, *Tolak Angin* and *Bintang Toedjoe*, *Iphone* and *Samsung*, *Pepsi* and *Coca-cola*, and *AS* and *XL* as the data.

There are ten advertisements that are selected as the data sources. The videos are advertisements of *Extra Joss* that has been posted on April 11, 2011, *Kuku Bima* has been posted on December 7, 2009, *Tolak Angin* has been posted on Juli 17, 2013, *Bintang Toedjoe* has been posted on August 22, 2013, *Iphone* has been posted on April 4, 2015, *Samsung* has been posted on October 25, 2014, *Cocacola* has been posted on Jul 11,2014, *Pepsi* has been posted on Nov 17, 2008, *AS* has been posted on November 26, 2010 and *XL* has been posted on October 12, 2010. Those data examined automatically which had implicature the advertisements, when the advertisements had been published to make sure that the distance of time between the first advertisements and the pair was not too long because it would make the data not valid anymore.

3.3 Research Instrument

Bogdan and Biklen (1998) states that in qualitative research, the human investigator is the primary instrument for the gathering and analyzing data. The instrument of this study is the researcher who collected and analyzed data fully by herself., hence this study used qualitative descriptive approach to collect and analyze the data. Using content analysis in qualitative descriptive also helped the researcher to analyze deeply content in advertisements that has been selected. Content analysis acknowledges the researcher to test theoretical issues to enhance

understanding of the data (Cavanagh 1997). Besides that, the other instruments are laptop to watch videos and note book for transcript the data.

3.4 Data Collection

Collecting data is used to get information in order to achieve the objective of the research (Gulo, 2002: 110). To analyze the data, the researcher needed to collect the data. These are the following steps:

3.4.1 Searching the advertisements

The researcher searched advertisements of *Extra Joss* and *Kuku Bima*, *Tolak Angin* and *Bintang Toedjoe*, *Iphone* and *Samsung*, *Pepsi* and *Cocacola*, and *AS* and *XL* which had implicature when the advertisements had been published to make sure that the distance of time between the first advertisements and the pair was not too long because it would make the data not valid anymore.

3.4.2 Transcript of data

The writer listened the data and took a note. Then, she wrote what she listened. The advertisement of *Extra Joss, Kuku Bima, AS, XL, Tolak Angin* and *Bintang Toedjoe* have verbal utterances. Whereas, *Pepsi, Coca-cola, Iphone* and *Samsung* do not have any verbal utterance but they use expressions.

3.4.3 Select the advertisement and their pairs

After listening the data, the writer made them in each pair from ten advertisements to be five pairs that every pair consists of two advertisements in the same scope.

Table 1
List of selected advertisements with their pairs

NO	ADVERTISEMENT	THE PAIR
1.	Extra Joss	Kuku Bima
2.	Tolak Angin	Bintang Toedjoe
3.	Samsung	Iphone
4.	Coca- cola	Pepsi
5.	AS	XL

3.5 Data analysis

After collecting the data, the writer will analyze the data by these following steps:

3.5.1 Analyze the Implicature

To describe the implicature, the researcher explores the advertisement one by one. So, the writer describes that contains the name of the products, time posting, the utterance, describe data and the implicature in some paragraphs.

In addition, the writer also adds the transcript in every advertisement which has verbal utterances. Whereas, in the other advertisements which do not have any utterance, she describes the data detail as in the advertisement.

3.5.2 Elaborate the way of advertisement contrast

This is the next step after knowing the implicature in the product. Then, the writer analyzes a pair of products in the same scope such as **Data 1** against **Data 2**, **Data 3** against **Data 4**, **Data 5** against **Data 6**, **Data 7** against **Data 8**, **Data 9** against **Data 10**.

3.5.3 Describing implicature with both data of utterance

After elaborating two products or a pair of product in the same scope, the writer described and analyzed the implicature each product. Then, she examined the implicature of two products or a pair detailed.

After describing each product which consists of name of Product, time of posting, describe data, the utterance and the implicature. The writer continues with the controversial statement between the two products to know the constrast of the implicature and how do the way the two products contrast.

CHAPTER 4

FINDINGS AND DISCUSSIONS

This chapter is the main section of the present study. It presents finding and discussion. The finding and discussion are to answer the statement of problem.

4.1 Findings

The main research problem in this study is to know what implicatures are implied in videos of the advertisements of *Extra Joss*, *Kuku Bima*, *Tolak Angin*, *Bintang Toedjoe*, *Iphone*, *Samsung*, *Pepsi*, *Coca-cola*, *AS* and *XL*.

Ten data have been divided into five pairs. The pair depends on the scope of advertisement such as, *Extra Joss* and *Kuku Bima* are the scope of energy drink, *Tolak Angin* and *Bintang Toedjoe* as the scope of herbal drink, *Iphone* and *Samsung* are the scope of mobile phone, *Pepsi* and *Coca-cola* are the scope of carbonate drink, and *AS* and *XL* are the scope from mobile phone sim-card.

In the analysis, the writer explains the data which is consisted of name of the products, time of posting, describe data, the utterances and the implicatures.

This chapter aims to analyze the ten advertisements which have implied meaning based on Grice's implicature. Davis (2005) quoted in Grice Conversational implicatures must be capable of being worked out. Here, worked out means that a particular conversational implicature is present, the hearer will

rely on the following data: (1) the conventional meaning of the words used, together with the identity of any references that may be involved; (2) the Cooperative Principle and its maxims; (3) the context, linguistic or otherwise, of the utterance; (4) other items of background knowledge; and (5) the fact (or supposed fact) that all relevant items falling under the previous headings are available to both participants and both participants know or assume this to be the case. This study is included in the number (1) and number (3) of Grice's theory. So, the researcher will analyze the implicature one by one as the research of Davis (2005).

The research question as in chapter 1, the first research question aims to analyze the implicature or implied meaning in each product or advertisement clearly. Then, the second research question aims to describe the way of two products or a pair that has been divided, show their implied meaning.

A. Tolak Angin Vs Bintang Toedjoe

In this part, the researcher presents the contrast between *Tolak Angin* and *Bintang Toedjoe*.

Tolak Angin

Tolak Angin is a product of a herbal medicine to avoid a cold. It was posted on July 17, 2013. In the advertisement, Agnes monica who is the model looks worried because of rain. There, Adit and his friends offer to lend umbrella to her.

Agnes accepts the offering. She lends seven umbrellas and walks into her car together with adit and his friends. It is continued with Agnes enters to her car while she is giving a box of *Tolak Angin* sachets. She advises Adit and his friends to drink *Tolak Angin* to avoid them from cold in the rain. Adit, his friends and agnes drink *Tolak Angin* together. Then, Agnes says "*Orang Pintar Minum Tolak Angin*" (Smart people drink *Tolak Angin*) in the last section of advertisement.



Figure 4.1 Tolak Angin Advertisement

In commercial video shows the conversation between Agnes, Adit and his friends in the rain. These are the conversations:

Adit : "Eh.. ada mbak Agnes tuh (Eh.. that is Agnes)"

Agnes: "Hai Dit (Hey Dit)"

Adit's friends look so sad, whereas agnes lends all their umbrellas.

Agnes: "Yuk, oh ya Dit. Ini buat beli buku dan ini Tolak Angin untuk jagajaga biar nggak masuk angin (Let's go! Oh ya Dit, this for you to buy a book, and this is for you to avoid a cold)".

Agnes, Adit and his friends drink Tolak Angin together.

Adit and his friends : "Terima kasih ya mbak, orang pintar minum *Tolak Angin* (Thank you so much, the smart people must drink *Tolak Angin*)"

At the end of advertisement, Agnes says "Orang pintar minum *Tolak**Angin" (The smart people must drink *Tolak Angin*)

The implicature of the advertisement above is that "Orang Pintar Minum Tolak Angin" (Smart people drink Tolak Angin) is stated by Tolak Angin in its advertisement. Being smart is wanted by everyone, no one wants to be called fool. Here, Tolak Angin exploits the word "smart" to advertise its product. So that, people are interested to buy and consume it. Because they want to be admitted smart.

Bintang Toedjoe

Bintang Toedjoe is one of herbal medicines to avoid a cold. It was posted on December 7, 2009. In the advertisement, the model is on the stage. He is like in the live program of television. There, he tells about his lucky and says "Orang malas kalah sama orang pintar. Dan orang pintar kalah sama orang bejo" (the lazy people are defeated with the smart people. And the smart people are defeated

with the lucky people). In the last section of advertisement, he says twice "Orang pintar kalah sama orang bejo" (the smart people are defeated with the lucky people) and it is a slogan of the advertisement.

The implicature of advertisement above is that "Lucky people are more fortunate than smart people". In analysis of syntax itself, 'more fortunate' is being part of comparative degree. Comparative degree is the form of an adjective or adverb which involving -er to one syllable or more to two or more syllables in the last of word that compared. Such as; older, further, more beautiful, more fortune and etc. So, the word 'more fortunate' has a special position which is higher than smart.



Figure 4.2 Bintang Toedjoe Advertisement

In the commercial video also shows the utterances of the model that looks like on the stage in a live program.

There, the model says "Saya itu beruntung alias bejo. Orang malas kalah sama orang pintar. Orang pintar kalah sama orang bejo" (I am lucky. The lazy people are lost with the smart people. The smart people are lost with the lucky people). "Meski bejo harus tetep kerja, bisa-bisa masuk angin loh. Masuk angin? Minum Bintang Toedjoe masuk angin. Aromanya, Langsung hangat, angin minggat". (being lucky people is not enough, you must work. If you got colds. You must drink Bintang Toedjoe. The smell has a unique aromatherapy. It makes you directly feel hot and the cold run away). Then, a girl comes to him while whistle. He says "Bejoku bertambah" (I get more and more fortunate).

Then, "Orang Bejo lebih untung dari Orang Pintar" (Lucky people are more fortunate than good people) is the last utterance of the model in the advertisement.

It implies that the implicature of *Tolak Angin* is the people who want to be smart must drink *Tolak Angin*. Whereas, *Bintang Toedjoe* says that the people who want to be more fortunate must drink *Bintang Toedjoe*.

From those two statements above, it is obvious that *Bintang Toedjoe* seems like wants to be higher or more important product than *Tolak Angin*. That is because being fortunate is everybody wants. People may be fortunate eventough she/he does not smart. In analysis of syntax itself, 'more fortunate' is being part of comparative degree. Comparative degree is the form of an adjective or adverb which involving -er to one syllable or more to two or more syllables in the last of word that compared. Such as; older, further, more beautiful, more fortune and etc. So, the word 'more fortunate' has a special position which is higher than smart.

B. Extra Joss vs Kuku Bima

In this part, the researcher presents the contrast between *Extra Joss* and *Kuku Bima*.

Extra Joss

Extra Joss is one of energy drinks. It was posted on April 11, 2011. In the commercial video (see Figure 4.3 Extra Joss Advertisement). There are four men and heap of pipes. The men wear safety helmet like people who work in the building project. One of the men complains to his friend that he is tired. Then, he drinks a purple variant of drink. Directly, a man who wears a yellow shirt says "Laki kok minum rasa-rasa, ya nggak laki. Laki itu minum Extra Joss" (A man who drinks variants drink, is not man. The man should drink Extra Joss). Thus, the man seems to throw a variant of drink (see Figure 4.3 Extra Joss Advertisement). He throws the variant of drinks because hearing his friend says it. And the four men appear in the picture (see Figure 4.3 Extra Joss Advertisement) drink Extra Joss together.

The implicature of the advertisement above is that "Laki kok minum rasarasa, ya nggak laki. Laki itu minum Extra Joss" (A man drinks variants drink,
is not man. The man should drink Extra Joss) is stated by Extra Joss in its
advertisement. Every man wants to appear his masculinity. In the commercial
video, a man throws a variant of drink which is symbolic with a purple drink

(see **Figure 4.3** *Extra Joss* **Advertisement**) seems like throwing *Kuku Bima*, the drink which has many variants drink. No man wants to look weak or does not appear the masculinity. Because the masculinity is shown after drink *Extra Joss* in the video. So, Everyman must drink *Extra Joss*.



Figure 4.3 Extra Joss Advertisement

It also shows the conversation between the workers and the boss. Three workers looks tired. The boss who wears yellow skirt, is symbolized as (y). The first worker wears white skirt, it is symbolized as (w). The second worker wears blue skirt, is symbolized as (b). The third worker wears black skirt, is symbolized as (bl).

- (y) : "Jangan bengong aja, yang sebelah situ. Cepet!" (don't be quite, go there quickly!)
- (b) : "hah.. capek" (sambil mengibaskan tangannya) (hah.. I am tired (while waging the hand))
- (w) : "huh.. capek" (huh.. I am so tired)
 Then, three workers drink some purple drink together

A girl: "Laki, minum rasa-rasa? Ya nggak laki, harusnya" (Man, does not drink variants drink)

(y) : "Laki, minum Extra Joss" (Man must drink Extra Joss)

After those conversations, the workers throw variants drink and they take Extra Joss as their drink.

Kuku Bima

Kuku Bima is one of product energy drink which has many variants drink. It was posted on December 7, 2009. In the commercial video, the car suddenly strikes on the road. The model and his friends help the driver to prompt the car while some people nearby the place saying *Kuku Bima Energy*, *Roso!*. A driver asks how to be strong and health as the model. The model advises to drink *Kuku Bima* Energy which has many variants drink such as orange, mango and grape. It is divided to be a drink with vitamin C and without vitamin C.

The implicature of the advertisement above is that every man wants to be stong and gets the stamina back after working hard. In the commercial video, the taxi driver asks the model how to be strong as strong as him. Then, the model gives *Kuku Bima* and examines the variants drink of *Kuku Bima*. He also says that *Kuku Bima* can make the taxi driver stronge and get their stamina back. The

last section of commercial video describes *Kuku Bima* which has many variants drink is a drink to get stamina back. So, men must drink *Kuku Bima*.



Figure 4.4 Kuku Bima Advertisement

In the commercial video also shows the conversation between some men and the model of its product. The first, the taxi driver looks sad because his car suddenly stoped. Then, the model and his friends help him by pushing the car and the other men just look at them. (M) is a symbol of the model, (FOM) is a symbol of model's friend, (TD) is a symbol of taxi driver, (G) is a symbol of a girl and (O) is a symbol of other man.

- (M) : "Ayo kita bantu mendrorong" (let's we help him by pushing his car)
- (TD) : (Melihat model iklan sambil menyetir) (looks at him while rides his car)
- (O) : "Roso..Roso"(Roso..Roso)

When the taxi looks normally, the driver meets the model. He asked to the model.

- (TD) : "Bagaimana saya bisa sekuat kamu?" (how to be strong as strong as you are)
- (M) : "Hanya dengan meminum *Kuku Bima* Energy rasa jeruk dan mangga dengan vitamin C dan tanpa vitamin C" (you only need to drink *Kuku Bima* Energy, in Mango and Orange variants with vitamin C and without vitamin C)
- (G) :"Roso..Roso, biar nggak gampang sakit".(Roso..Roso, to make you stronger and does not get sick)
- (FOM) :"Saya minum yang tanpa vitamin C". (I drink *Kuku Bima* which is without vitamin C)
- (M) :"Saya minum dengan vitamin C". (I drink *Kuku Bima* which is with vitamin C)
- (M) : (Sambil menunjuk minuman dengan vitamin C dan tanpa vitamin C) "Ini okey dan ini juga okey". (While points out the drink which is with vitamin C and without vitamin C) "This is okey and this is also okey".
- (TD) :"Kuku Bima energy paling romantis ya!" (Kuku Bima energy is the most romantic, isn't it?"

Together:" *Kuku Bima* energy plus vitamin C, Roso!". (*Kuku Bima* energy plus Vitamin C, Roso!)

Then, they drink Kuku Bima with different variants drink.

It implies that the implicature of *Extra Joss* is the men who want to appear their masculinity must drink *Extra Joss*. Whereas, *Kuku Bima* is the men who want to be strong and get their stamina back must drink *Kuku Bima*.

From those statements above, *Extra joss* and *Kuku Bima* have different goal to influence the costumers. However, in the advertisement (see **Figure 4.3** *Extra Joss* **Advertisement**), *Extra Joss* wants to appear that the product is better by throwing a purple drink which means variants drink of *Kuku Bima*. *Extra Joss* has no variant of drink because a drink which has many variants do not describe man's masculinity. So that, *Extra Joss* considers more superior than *Kuku Bima* because the product has no variant of drink which means by drinking *Extra Joss*, the masculinity of man appears and by drinking *Extra Joss*, the masculinity of man is admitted.

C. Coca-cola vs Pepsi

In this part, the researcher presents the contrast between *Coca-cola* and *Pepsi*.

Coca-cola

Coca-cola or Coke is a carbonated soft drink. it was posted on Nov 17, 2008. In the commercial video, a boy has been swimming. He walks into a refrigerator and open it. After he opens the refrigerator, he looks at Coca-cola for a minute. The position of Coca-cola is too high for him. Because Coca-cola does not reachable for him then he takes the drink that reachable for him, two

cans of *Pepsi* are put out by him. Then, he reacts by trampling on the pepsi to reach coca-cola (see **Figure 4.5** *Coca-cola* **Advertisement**).

The implicature of the advertisement, *Pepsi* is shown in the commercial video or (see **Figure 4.5** *Coca-cola* **Advertisement**). No satire is used in it. The commercial video illustrates the model action. The model takes and tramps two cans *Pepsi* to reach *Coca-cola*. Tramping *Pepsi* as the model reaction aims to drop **Pepsi** popularity. What the model does, it means *Coca-cola* is better quality than *Pepsi*. So, people must drink **Coca-cola**.



Figure 4.5 Coca-cola Advertisement

Pepsi

Pepsi is a product of carbonated soft drink. it was posted on Jul 11, 2014. In the advertisement, a boy is tired and thrusty. He wants to buy Pepsi with his coins. When he stares out Pepsi on the top, he tries to press Coca-cola which is more reachable for him. The coin is plugged in the ice box and he presses a button of Coca-cola. He takes two cans of Coca-cola and tramps it on to reach Pepsi's button. Finally, he receives and leaves Coca-cola consecutively (see Data 6).



Figure 4.6 Pepsi Advertisement

The implicature of the advertisement above is not so different with commercial video of *Coca-cola*. Either *Pepsi* or *Coca-cola* takes and tramps two cans of the rival and tramps on it. The model action consciously shows on the

publict that *Pepsi* is better than *Coca-cola* which by *Coca-cola* is tramped to get *Pepsi*. Because *Pepsi* is better than *Coca-cola*, so people must drink *Pepsi*.

It is implied that in the advertisement of *Pepsi*, a boy takes two cans of *Coca-cola* and tramps on it. So, people should buy and drink *Pepsi*. Whereas, in the advertisement of *Coca-cola*, a boy takes two cans of *Pepsi* and tramps on it. Then, People should buy and drink *Coca-cola*.

From the statements above, a boy in advertisement of *Pepsi* tramps *Coca-cola* to look like *Pepsi* is the best choice than *Coca-cola*. Whereas, a boy in advertisement of *Coca-cola* tramps *Pepsi* to look like *Coca-cola* is the best choice than *Pepsi*. These two advertisements give impress costumer to choose Either *Pepsi* or *Coca-cola* as the product which they trust the best for them. Here, the costumers are not only being costumer but also being an apreciator which apreciates the best product that they buy.

D. XL vs AS

In this part, the researcher presents the contrast between XL and Bintang AS.

XL

XL is one of the cellular card products. It was posted on October 12, 2010. In the commercial video (see **Figure 4.7** *XL* **Advertisement**). Sule and Baim is shown in the commercial video which Sule as *AS*' model and Baim as *XL*'s

model. In that advertisement, Sule asks Baim to lie and say that he is handsome but Baim does not do that, he truly says that Sule is not handsome. After that, Sule gives Baim a candy and asks him to say that he is handsome but Baim still say the same thing. While Sule is disappointed, the advertisement states "Sejujur Baim sejujur XL" (Baim is as honesty as XL). Then, the telephone rings, a girl in the advertisement asks Baim to lie and say that she is sleeping. But Baim says truly that she asks Baim that she is sleeping. The girl looks disappointed. Baim is still having conversation with somebody in the phone. Sule ask Baim why he looks too friendly with someone in the telephone. It is continued by the statement "Seakrab Baim seakrab XL" (Baim as friendly as XL).

The implicature of the advertisement that XL is going to appear the honesty of XL as the model. Surely, many people want to the celluler card truthly has much free as the offering in the commercial video. Then, XL describes the product is really true by showing child be a model because a child is a sign of honesty. So, XL influences the publict to believe Baim as honesty as XL.



Figure 4.7 XL Advertisement

In the commercial video also shows the conversation between the model. Baim as *XL* model, a girl and Sule as *AS* model. It looks like television live program. The model is given some symbols in this convesation such as (B) is a symbol of Baim's utterances, (G) is a girl utterances and (S) is Sule's utterances.

- (G) : "Oke Im, kamu ngomongnya Om Sule ganteng" (Well Im, you must say Mr.Sule is handsome)
- (S) : "Om Sule ganteng kan?" (Mr. Sule is handsome, isn't he?)
- (B) : "Jelek" (Ugly)
- (S) : "Mau lolipop nggak?" (Do you want a candy?)
- (B) : (mengambil lolipop) (taking the candy)
- (S) : "Sekarang gimana? Om Sule ganteng kan?" (How is now? Mr. Sule is handsome, isn't he?)
- (B) : "Dari pertama, Om Sule itu jelek. Dari pertama, Kalau RP. 25-, *XL* murahnya beneran." (From the first time, Mr.Sule is Ugly. From the first time, if RP. 25-, *XL* is truly cheap)

In the middle of the conversation, the commercial video shows the slogan "Sejujur Baim sejujur XL" (Baim is as honesty as XL)

- (G) : (ketika telepon genggamnya berbunyi) "Bilangin, Kakak Tianya lagi tidur." ((When the telephone rings) Say to him, Miss Tia is sleeping)
- (B) : "Halo, tadi kata Kakak Tianya lagi tidur." (Hello, Miss Tia says that she is sleeping)
- (S) : (Sule tertawa terbahak-bahak) (Sule is laugh loudly)
- (B) : "Kakak Tianya lagi melototin Baim nih." (Miss Tia is looking at me now)
- (S) : "Baim akrab banget telfonnya." (Baim looks cdefeatedr witj someone in the telephone)
- (B) : "Malah Baim akrab sama kakak ini." (Baim is so cdefeatedr with him)

There, a girl and Sule are still looking at Baim. They hope Baim says as the intruction, but Baim says truly about Sule and the girl. The last section is the advertisement shows the utterances twice which have been spoken in the middle of advertisement "Seakrab Baim, seakrab XL" (Baim as friendly as XL) and "Sejujur Baim, sejujur XL" (Baim is as honesty as XL).

AS

AS is one of cellular card product. It was posted on November 26, 2010. In the commercial video (see Figure 4.8 AS Advertisement), Sule has gone out from the studio television. It looks crowded, many reporters inquire him to clarify about his commercial video with Baim in the advertisement of XL. In that advertisement Sule explains about the best sim card for him, AS is the best phone

card with all the offering. Then, in the last section he says "Saya kapok dibohongi anak kecil lagi" (I regret because I believe in a child and I do not want to believe the child again). Sule regrets because he believes in the child means he regret trust **Baim** (as a model of **XL**). In his utterance, Sule tells that he is lied by a child. It means he is lied by Baim, and Baim is not believable at all.

In this advertisement also mention a child (Baim as the model of *XL*). Sule mention him clearly, but with the satire a child. The place also supports which is outside of studio television. Sule is looking for by many reporters to speak up about his commercial video before in *XL* advertisement with Baim.



Figure 4.8 AS Advertisement

The implicature of the advertisement is Sule as the model (see **Figure 4.8 AS Advertisement**) is in the publict place. There, Sule breaks down cosuments' mindset what a people think that child is always honest, by his utterance which

Sule does not want to believe a child again. It describes at the context, 'again' means he has been lied by a child. So, the child is not honest or lier, means **XL** is not honest as Baim or **XL** is not honest means **XL** and Baim is lier.

In the commercial video shows the argument of Sule as model of AS.

There, Sule says "Sekarang, saya sudah taubat. Ternyata kartu AS yang paling murah langsung dari menit pertama, pagi-siang-malam nggak ribet, makin banyak yang deketin" (Now, I regret. In the fact, AS card is the cheapest directly from the first minute, morning-afternoon-night and it is not too complicated, as long time as many people use it).

In the middle of advertisemet shows slogan "Rp.20,- dari menit pertama, jujur dan transparan" (RP.20-, from the first minute, honest and transparent).

After that, Sule continues by saying "Saya Kapok dibohongin sama anak kecil" (I regret because a child lied to me).

It is implied that by stating "Baim is as honesty as XL", people must choose and buy XL. Meanwhile, people must choose and buy AS because of this statement "I do not want to believe a child again ".

From the statement above, we can see XL and AS seem as giving view to the costumer about their integrity in each advertising. They are commonly show which product is more honest. The honesty is an interesting thing that they show to get costumers reaction. Here, the word 'again' from AS seems that XL has been lied AS costumer and it means that AS is the best and the honesty product.

E. Samsung vs Iphone

In this part, the researcher presents the contrast between *Samsung* and *Iphone*.

Samsung

Samsung is one of the smart phone products. It was posted on October 25, 2014. In the commercial video (see Data 9). A man burns two products of phone which are Samsung Galaxy S6 and Iphone 6S. The aim is to give a proof which phone will be held out from the burning on fire. It has been on going for two minutes and thirty second.



Figure 4.9 Samsung Advertisement

The first step is giving gasoline on both of them. The second is continued with burning them for two minutes and thirty second. Then, the last is proofing. *Samsung* is still working be a proof the strengh of the product. Whereas, Iphone is not working.

The implicature of the advertisement is that every one wants his mobile phone to be powerful. By doing some trials such as burning mobile phone, the costumers are shown that Samsung is more powerful. Because it is still working after burning for about 2 minutes 30 seconds. Besides, common people will hunt this brand because the powerful is proven. In this advertisement, firstly the model tells about the type and touches some features in *Samsung Galaxy S5* and *Iphone 6S*. He opens the features camera in *Samsung Galaxy S5* and features recording in *Iphone S6*. Then, he gives gasoline twice on both of phones. The last is burning while the phones are on. After burning, he touches the mobile phone. *Samsung Galaxy S5* is still working even the features are not working. Whereas, *Iphone S6* are not working at all.

In the commercial video, the model presents the step to prove which phone is still woking while showing the steps by his action.

The model: "Ladies and gentlement, today I would setting on *Samsung GalaxyS5* on fire and *Iphone S6* first brand new on the box. We see the function at the first to make a test twinkle (while opening the features option one by one). My favorite luck, we open the plastic from the back open the battery, take the sim card and take tha back. Then, we turn on and prepare to the fire. And we have a brand new *Iphone 6S*. Take on the box, we test call. It is perfectly functioning *Iphone 6S*. Then, this is the one we open the key (while opening the phone and taking the sim card on the phone). Okey, now take it on the ground (take two mobile phones on the

ground). Check the phone on the record (opening the features on *Samsung*) and we see the camera. Okey good (then he touches *Iphone* and open the features recording in *Iphone*) *Iphone 6S* is now record. Now is equal the gas a few on the both of phones, that is two (give the gasoline in *Samsung* for twice), just to be show (and he give the gasoline twice in *Iphone*). It shortcut (while burning two mobile phones).

After burning two mobile phone which are *Samsung GalaxyS5* and *Iphone* 6S, he takes the towel on it to make the fire stop burning.

The model: "Okey, let's see which one is better than other. My phone is still hot (take *Iphone* and wash it with the towel). Okey, now *Iphone* needs cool down. She is totally hot. Now, *Samsung Galaxy S5* dark is my special partner. Here *Samsung Galaxy S5* is my dearrest special part. Here, we got *Samsung Galaxy S5*, she is still working (while holding on and touch some features in the phone). It will be a miracle while still strange, and still smart. And I don't think got any miracle from this one (take *Iphone 6S*). *Iphone 6S*, we have nothing (he holds up and down the phone). Bye-bye *Iphone*. Carles phone seat by gadget hospital, Australia.

Iphone

Iphone is one of the smart phone product. It was posted on April 4, 2015. In the commercial video (see **Figure 4.10** *Iphone* **Advertisement**). A man who is the model does many things for proofing which phone will be operated and passed the obstacles. The model does some trials in *Samsung* and *Iphone*.

There are many steps here to be a proof. The first is by scratching. The model scratches the screen of both mobile phones. In this step, *Samsung Galaxy S6* gets a few scratching and is more durable than *Iphone 6S*. It is continued by scratching behind mobile phones. Here, *Samsung Galaxy S6* gets many scratchings than *Iphone 6S*. And it appears *Samsung Galaxy S6* is more durable than *Iphone 6S*. The second is by dropping. The two phones are dropped by

many sides such as dropping with the position of screen touches the floor, by top of phone crashes the floor, the bottom of phone strikes the floor, the back of phone touches the floor, the left and right of phone crashes the floor. The model practices it from the high position which is one of the trick to be proven. He drops the phone in six times is like the explanation before. The last, he rides a white car twice and puts two products of mobile phone, *Samsung Galaxy S6* and *Iphone 6S* on the street. Then, he bangs them up. The last is the real proof which *Iphone* is still working. Meanwhile, *Samsung* is stop working.



Figure 4.10 Iphone Advertisement

The implicature of the advertisement is that common people must choose the phone which are stalwart. Here, the tester does many things such as dropping and colliding. By doing many testings to the smart phone, the costumers are going to selective and trust Iphone which is more stalwart than other.

In the commercial video. The model is talking wihile he does the steps of proving.

The model: "Would you get everything everything to be viewed? And I am here with the *iphone 6S* and it is back with the vengeance. So, I would you really test it the *iphone 6S* against *Galaxy Samsung S6* in the building edge drop test incompletely destroy the iphone. However, the iphone 6S is back with the new material and the new display. And I wanna test is it still more durable so to wanna be drop both of these, and I wanna see that iphone 6S can get turn balance. And I wanna destroy from a waist height, head-height and any tended for a drop. Not only where side and face-sit down. The material uses in Galaxy Samsung S6 is Exynos 7420 64-bit octa-core. It is not more durable very tough that I never see a bend. While, *iphone 6S* possitively in drop test that I performed, very promising. I wanna a lot of you guys to wanna be detroyed out not only deviance service. So, here I am where outside out to try in both of these which is more durable service and I wanna see, can *iphone 6S* get the true brand against the durable Exynos 7420 with 64-bit octa-core. And I wanna you mention only that *iphone* 6S has new aluminium 7000 and it is also twice stuff is in *iphone 6S*. So, what is the better of these?".

He touches on the screen and shows both displays. Then, he makes some scratches many times in each phone. Firstly, He scratches *Galaxy Samsung S6* from screen and the back of phone. This is continued in other phone, *iphone 6S*.

The model: "So, let's do the drop test!. Now is time to drop. So gonna start with their impact, three, two, one (while dropping both mobile phones). "Oh, you kidding me! Well, that's all we took you without stuff but the *Samsung S6 Edge* is waw. I can catch the material is cracked. So, this is of course we get some scratches but it is more concrete. So, we try the side. I will take much did it. I am very surprised that this phone broke so easily (while moving *Samsung S6* in much times). Alright, so side with the a waist height, three, two, one (dropping the two mobile phones). So, first we can see that the displays are okay and let's do that face down. So, have

you see like the real broken too easily in *Galaxy Samsung S6* but I really wanna break this (hold on *iphone 6S*). I just wanna try, try and try does it could not destroy this type of phone (*iphone 6S*) but could not happen.

Then he takes those two mobile phones and drop them again.

The model: "Three, two, one. No. that's all I took. Alright, so there we have. Waist height, face-down another so high. Which one is the first well? The *iphone 6S* absolutely the most, so the 7420 64 from the first drop is so dissapoint me.

Now, he is in head-height. That is continued by riding a white car and tended to strike the phone twice. The last section is proofing. *Iphone* is still working. Meanwhile, *Samsung* is stop working.

It is implied that People must buy *Samsung* because *Samsung* is still working eventhough it has been burned. Whereas, people must buy *Iphone* because *Iphone* is still working after doing some trials such as, dropping and colliding.

From the statement above, each *Samsung* and *Iphone* competes to get intention and interesting costumers by doing some trials in their product. Absolutely, each *Samsung* and *Iphone* wants to compete to be the best phone. Samsung is still working after burning but *Samsung* is off when dropped and got colliding. Whereas, *Iphone* is still working after dropping and colliding but it has been off after burning. The trial is only a proof which phone is suitable to be chosen and which phone is still working after passing the trials.

4.2 Discussion

In this study, the writer analyzed ten advertisements: *Extra Joss, Kuku Bima, Tolak Angin, Bintang Toedjoe, Iphone, Samsung, Pepsi, Coca-cola, AS* and *XL* which had been divided into five pairs. The five pairs are *Extra Joss* and *Kuku Bima, Tolak Angin* and *Bintang Toedjoe, Iphone* and *Samsung, Pepsi* and *Coca-cola,* and *AS* and *XL*. The advertisements included product of herbal medicine, energy drink, carbonated soft drink, the cellular card and the smart phone products.

This study has two reseach of problems that were about implied meaning in the ten selected advertisements and the way of advertisements contrast in implicatures. This study has dissimilarity in object of analyzing and certainly in examining the intended meaning of implicature and also kind of implicatures. Reviewing one the implicature, Sholihah (2016) in her study, she discussed about slogan of advertisement which included attractive words to convince the people and some of the companies use the words that have an implicature. There, she found twenty seven slogan of airlines, some airlines were no slogan to be found, but the writer still show the name of airlines which was still active.

Related this study with another discussion or view. This study besides discussed about the implicature that implied in some advertisements which devided into some pairs in the same scope, also gives the study about advertising itself. In advertising, there are many ways for dropping other

products. Most of advertisements have implied meaning for dropping other products. This research is also be a way to draw consumers.

This study has contribute to many cases. Not only contributes in linguistict, but also in social. In pragmatics linguistics, this study relates to many aspects such as conversational implicature, IFID and context. It also contributes to the reader who knows the advertisements with the rival and how the advertisements compete to be the best advertisements with different ways. In social case, it appears to be forward is not enough with showing the real product. But also the product should compete by dropping other products, it aims to make the other product looks weak or less than our product. In the fact, if we see so far. Compete is not modern era but nowadays, we should make a sinergy and cooperation to go forward.

CHAPTER 5

CONCLUSION AND SUGGESTION

In this chapter, the writer presents conclusion and suggestion based on the analysis of implicature on selected advertisements by contrastive analysis.

5.1 Conclusion

This research has two research problems in this study which have been answered in finding and discussion. The first research question is about the implicature which implied in selected advertisement. It has been answered in chapter 4. Here, the writer clarifies the answer of research question number one. From ten advertisements: *Tolak Angin*, *Bintang Toedjoe*, *Extra Joss*, *Kuku Bima*, *Pepsi*, *Coca-cola*, *XL*, *AS*, *Samsung* and *Iphone* which have been described detail by the writer, implied that every advertisement wants to be more excellent than others. The example *Tolak Angin* exploits the word "*smart*" to advertise its product. So, everyone will buy it because everybody wants to be smart. *Bintang Toedjoe* uses the word 'more fortunate' to influence consumer because everyone wants to be fortune even she/he does not smart.

Extra Joss advertisement states "Laki kok minum rasa-rasa, ya nggak laki. Laki itu minum Extra Joss" (A man drinks variant drink, is not man. The man should drink Extra Joss), so the man who wants to appear the masculinity

must drink *Extra Joss. Kuku Bima* has many variants of drink which have vitamin C to make the stamina back. So, man must drink *Kuku Bima* to make the stamina back.

shows a child be a model because a child is a sign of honesty. Sule as the model. XL shows a child be a model because a child is a sign of honesty. Sule as the model of AS breaks down cosuments' mindset what a people think that child is always honest. The context, 'again' in the utterance "Saya kapok dibohongi anak kecil lagi" (I regret because I believe a child and I do not want to belive a child again) means he has been lied by a child. So, the child is not honest or lier, means XL is not honest as Baim or XL is lie. In the advertisement of Pepsi, a boy takes two cans of Coca-cola and tramps on it. So, people should buy and drink Pepsi. Whereas, in the advertisement of Coca-cola, a boy takes two cans of Pepsi and tramps on it. Then, People should buy and drink Coca-cola. In the advertisement of Samsung implies People must buy Samsung because Samsung is still working eventhough it has been burned. Whereas, people must buy Iphone because Iphone is still working after doing many tests such as, dropping and colliding.

The second research question is about the way are the implicature contrast. Bintang Toedjoe seems like wants to be higher or more important product than Tolak Angin People may be fortunate eventough she/ he does not smart. Extra Joss has no variant drink because a drink which has many variants do not describe man's masculinity. So that, Extra Joss considers more superior than Kuku Bima because the product has no variant drink which means by drinking Extra Joss, the masculinity of man appears the masculinity of man is admitted. Either Pepsi or Coca-cola do the same things by doing tramps on another product in the advertisement, these give impress costumer to choose Either Pepsi or Coca-cola as the product which they trust the best for them. XL and AS seem as giving view to the costumer about their integrity in each advertising. The honesty is an interesting thing that they show to get costumers reaction. Here, the word 'again' from AS seems that XL has been lied AS costumer and it means that AS is the best and the honesty product. Whereas, each Samsung and Iphone wants to compete to be the best phone. Samsung is still working after burning but Samsung is stop working after dropped and got colliding. Whereas, Iphone is still working after dropping and colliding, but it has been off after burning. Bintang Toedjoe appears to be higher or more important product than Tolak Angin

5.2 Suggestion

The writer suggests to the next researcher who will continue this analysis with the same or different ways to add and take some interesting aspects beside the way and the purpose of this study. The next researcher can improve the analysis using discourse analysis (power) and add more advertisements that are different products but in the same scope.

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