

IMPLICATURE ON SELECTED ADVERTISEMENTS:

A CONTRASTIVE 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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Reg. Number: A73214096

ENGLISH DEPARTMENT

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Declare that this thesis under the title Impicature on Selected Advertisements : A Contrastive Analysis is my original scientific work which has been conducted as a partial fulfillment of the requirements for the Sarjana degree and submitted to the English Department, Arts and Humanities Faculty of Sunan Ampel State Islamic University. Additionally, it does not incorporate any other text from the previous experts except the quotations and theories itself. If the thesis later is found as plagiarism work, the writer truthfully responsible with any kind of suitable rules and consequences.

Surabaya, July 3rd 2018

The Writer



Nurul Hidayah

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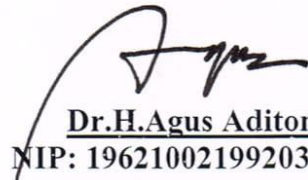
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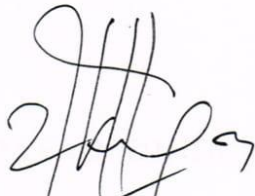
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conversational implicature is present, the hearer will rely on the following data: (1) the conventional meaning of the words used, together with the identity of any references that may be involved; (2) the Cooperative Principle and its maxims; (3) 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 forty-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 Coca-cola. 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 implicative 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 implicative.

This research will unwrap a new research about some implicative by contrastive study in advertisements that have not researched yet. So, the researcher wants to conduct a research entitled "***Implicative 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

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.

3.5.1 Analyze the Impicature

To describe the impicature, 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 impicature 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 impicature 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 impicature with both data of utterance

After elaborating two products or a pair of product in the same scope, the writer described and analyzed the impicature each product. Then, she examined the impicature 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 impicature. The writer continues with the controversial statement between the two products to know the constrast of the impicature and how do the way the two products contrast.

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 public to believe Baim as honesty as *XL*.

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 research 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 divided 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 shoud 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.

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