



**IMPLICATURE IN CIGARETTE ADVERTISEMENT SLOGAN:
A STUDY OF COOPERATIVE PRINCIPLE
VIOLATION ON BILLBOARD SLOGAN**

A FINAL PROJECT

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In English Department, Faculty of Humanities
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PRONOUNCEMENT

I state truthfully that this project is compiled by me without taking the results from other research in any university, in S-1, S-2, and S-3 degree and in diploma. In addition, I ascertain that I do not take the material from other someone's work except from the references mentioned in references.

Semarang, August 2018

Putri Lestari

MOTTO AND DEDICATION

“Sufficient for us is Allah, and [He is] the best Disposer of affairs.”

(Qur’an 3:173)

“It does not matter how slowly you go as long as you do not stop.”

(Confucius)

I sincerely dedicate this project to my precious mother, my father,

My grandmother and everyone who supported me in finishing this project.

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Semarang, August 2018

Putri Lestari

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ABSTRACT

Advertisement is an announcement in a public to promote their product or as a tool used by producers to introduce the product to the customers and to persuade the customers to buy the product. A slogan in the advertisement plays an important role to attract the customers. Although most of the slogan violates the maxims to make the advertisement more interesting, the cooperative principle stated about makes the conversation will effectively and efficiently by giving required contribution. Implicature is an implied message that is based on the interpretation of the language use and its context of communication. The writer decides to conduct a research on a phenomenon of advertisement slogan of cigarettes, because the advertisers use implicit meaning in their advertisement. The writer applies the Grice's maxim in Cooperative Principles to analyze the data and to find out the implicative meaning expressed from the slogans and how it is delivered to the customers. The type of the research is descriptive qualitative research because the researcher uses non-participant observation with note taking technique to observe the utterances. The data are from the advertising slogans on the billboards. The result of the data analysis shows that the advertisers of cigarettes is using violate maxims and implicature in their slogans to see how a slogan gives its implicit meaning to the customer also to fulfill the purpose of the producers that is to buy their products.

Keywords: Implicature, Cooperative Principle, Maxims, Cigarette Advertisement

1. INTRODUCTION

Advertisement is one of the ways to promote the product to society. Advertisement defined as a form of communication intended to promote the product (Frybuger in Pratiwi, 1995:11). Advertising, or ads, is a tool used by producers to introduce the product to the customers and to persuade the customers to buy the product. Advertising is can be done with signs, brochures, commercials, direct mailings or e-mail messages, personal contact, etc. Television is a very strategic medium to promote products for people to know and make purchases.

Implicature is an implied message that is based on the interpretation of the language use and its context of communication. Generally, based on Grice (1975) there are four kinds of implicatures such as Conversational Implicatures, Generalized Conversational Implicatures, Scalar Implicatures, and Particularized Conversational Implicatures, and there are also four sub-principles or maxims; Maxim of Quantity, Maxim of Quality, Maxim of Relevance and Maxim of Manner.

The writer decides to conduct a research on phenomenon in the advertisement slogans of cigarettes, because the advertiser uses the implicit meaning in their advertisement. The writer applys Grice's Maxims of Cooperative Principles to analyze the data and to find out the implicative meaning expressed from the slogan and how it is delivered to the customers.

To do so, the writer refers to these three previous studies;

The first study entitled “*A Pragmatic Analysis of Maxim Flouting Uttered By The Characters In Muccino’s Pursuit of Happiness Movie*” by Rahmah (2016). The writer analysed four Grice Cooperative Principle Maxims violation in the movie. The writer of the study aims to describe the strategies of maxim violation by chosen the characters in *Pursuit of Happiness* movie. The result of the data analysis showed two important things; there are four types of maxim flouting, and ten strategies of maxim flouting found in the movie.

The second study entitled “*Conversational Implicature : Analysing Conversational Maxims on Example Taken from TV Program “Entertainment News” Broadcasted on Net TV*” by Astanti (2015). The writer analysed the conversational implicature of propose from Austin and Grice, which was done to analyze the conversation and the writer analysed the non-standard Indonesian language, Javanese dialect, and an idiolect from the Indonesian language by transcribed in the speech from videos in TV program “Entertainment News”, then translating the speech into English. The result of this study showed Grice’s theory and principles apply on the non-standard Indonesian language and the principles which is suggested seem to coincide in theory applicability with Indonesian language like in the English language.

The third study entitled “*The Generalized Conversational Implicature Analysis in Kartu As Advertisement*” by Masika (2013). The writer of the study aims to find out the generalized conversational implicatures in the utterances of the speakers in Kartu As advertisement and to identify the most frequent generalized

conversational implicatures in this advertisement. The writer used qualitative method on the data which is transcribed from the recorded video of the advertisement launched between 2009 until 2012. The result of this study showed an utterance has an implied meaning to make the conversation related with the promotion in Kartu AS advertisement. It showed that 8 out of 14 utterances, which are considered as generalized conversational implicature are related to the advertisement promotion. The implied meaning of the utterances contained in the advertisement gives a major impact to the audience, especially in persuading the audience to buy the product.

2. THEORETICAL FRAMEWORK

2.1 The Cooperative Principle

The cooperative principle stated about makes the conversation will effectively and efficiently by giving required contribution, which is accepted purpose or the exchange direction of the talk in the conversation (Yule, 1996:37). According to Grice in Levinson (1983:101-102) there are four maxims of cooperative principle.

1. Maxim of Quantity

Maxim of quantity means that you should make your contribution as informative as it is required and do not make your contribution more informative than is required.

2. Maxim of Quality

Maxim of quality is about the truth of your utterance equipped with adequate evidence and not saying what you believe to be false. We can use it to indicate that what we are saying may not be totally accurate.

3. Maxim of Relevance

Maxim of relevance makes your contributions relevant. It means that each of the participants must say something that is relevant to the subject of the conversation. The participants of the conversation will find difficulties in understanding the topic if it has no relevance and the utterances will appear quite unconnected.

4. Maxim of manner

Maxim of manner will be perspicuous and specific. Put what you say in the clearest, briefest, and the most orderly manner, avoid obscurity of expression, avoid ambiguity, be brief, be orderly.

2.2 Implicature

Implicature is the truth meaning in the utterances that is not stated explicitly by the speaker, so the hearers should interpret the meaning about the utterance by themselves. Implicature is one of the ways that one proposition can be conveyed by a speaker uttering (Yule 1996:35). It can be concluded that implicature is an implied message that is based on the interpretation of the language use and its context of communication. There are some advertisements that use implicit language to show their advertising. One of them is cigarette.

2.3 Context

According to Leech (1983:24) context deals with relevant aspects of the physical or social settings of an utterance. He also considers context to be any background knowledge assumed to be shared by the speaker and the hearer and which contributes to hearer's interpretation of what the speaker means by a given utterance. Levinson (1985:24) also states that context is needed in

Pragmatics because Pragmatics is the study of ability of language users to pair sentences with context in which they would be appropriate.

3. RESEARCH METHODS

The type of the research is descriptive qualitative research as it finds out the violation of cooperative principle in advertisement of cigarette. The writer uses non participant observation as a method of collecting data, because the writer does not participate in the conversations of people who talk to each other.

The data are the advertising slogans in the billboards. The populations of the data are taken from the whole advertisements of cigarettes, while the sample is advertisement of cigarette which is taken by purposive sampling technique which the maxim violation and containing implicature. Purposive sampling technique allows the writer to choose the data that are suitable for the target of the research by selective of the researcher (Neville, 2017:31).

The writer used pragmatic identity method or *metode padan* (Sudaryanto, 1993:13) as the data concern the speaker's reaction to the utterance slogans and Reflective – Introspective method that the writer uses her intuitive knowledge about the advertisement language especially in cigarette advertisement. The writer chooses the products of cigarettes because the cigarette is an unhealthy product to consume, and therefore the advertisement uses implicit language in the way they advertise the product.

There are some steps for the analysis of the data. First, the writer searches the slogans advertisement of cigarettes from the billboards. Second, the writer identifies the slogans in the maxim of cooperative principle. The writer used pragmatic method, especially implicature to analyze every slogan by focusing on the language used and the context of the text. The writer analyzes the implicit meaning from the data with all of the maxims. Finally, the writer makes a conclusion about the maxims use and the implicit meaning of the slogans.

4. DISCUSSION

4.1 Data Analysis

The writer analysed 5 slogans of the cigarette advertisement. The writer used all of the Maxim in Cooperative Principle for the analysis slogans such as the maxim of quantity, the maxim of quality, the maxim of relevance, and the maxim of manner. Everybody had known if the cigarette is an unhealthy product to consume, but the production, mostly uses persuasive words to promote their product by the advertising slogans. Since the cigarette advertisement cannot use persuasive words to promote their product, all of the slogans analyzed are violating of the maxims by not making the contribution as informative as it is required.

4.1.1 Table of Violation Cooperative Principle

Code	Brand	Slogans	Maxims Violation			
			Quantity	Quality	Manner	Relevance
A.1	L.A Lights	Let's Do It!	V	-	V	-
A.2	Surya Pro	Never Quit	V	-	V	-
A.3	RED Mild	There's no COURAGE without	V	-	V	-

		RED				
A.4	Djarum Super	My Life, My Adventure	V	-	V	-
A.5	Marlboro	It's Time for Action	V	-	V	-

A.1) Slogan : Let's Do it!

Context : This advertisement explains that someone will dive. Diving is the sport or activity of swimming or exploring underwater. This activity triggers adrenaline, even some of the sea are prohibited from diving for the safety of person and the coral reefs. Furthermore, the purpose of advertising in cigarettes is to invite customers to do something that is actually prohibited and not good for their own health, that is, smoking. (See appendix *the slogan A.1*)

Violation of Maxims:

The slogan violates the maxim of quantity because the slogan is not too informative. It cannot give any contribution to the customers to find out what is being offered by the product. The customers will feel difficult to know about the product only by reading the slogan.

The slogan violates the maxim of manner since the slogan is not using clear sentence. “It” in “Let’s Do It!” will make the readers feel obscure in reading the words, because there is no explanation to do what in mean.

Based on the analysis and the context, the implicit meaning of the slogan “Let’s Do It!” is “Let’s Smoke.”

A.2) Slogan : Never Quit

Context : This picture explains a competing boxer. He has fallen, been injured and almost lost the match, but he can rise again and attack the opponent. The link to this advertisement with cigarettes is intended to tell customers that smoking is the same as playing boxing: never stop until they really fall and ill. Playing boxing is the same as smoking also, you know it is dangerous and you will get sick but still want to do it. (See appendix *the slogan A.2*)

Violation of Maxims:

The slogan violates the maxim of quantity because the statement of the slogan provides less information. It does not give detail information as complete as expected and the slogan does not give sufficient information that is to know what is being offered by the product.

The slogan violates the maxim of manner because the word of the slogan still makes the customers feel obscure. The customers will assume that there is no relation between the words “Never Quit” and the product.

Based on the analysis, the implicit meaning of the slogan “Never Quit” is “Always Smoke.”

A.3) Slogan : There’s NO COURAGE without RED

Context : This picture explains that as we know, in a bull show there is always someone carrying a red cloth to worm the bull to come to him and trying to beat him. If someone is not brave, he will not do it because it is very dangerous and the risk is death if he is attacked by a bull. Furthermore, this advertisement means that only brave people will try this cigarette because they know the negative effects of this cigarette as they know the risk in the bull show. (See appendix *the slogan A.3*)

Violation of Maxims:

The slogan violates the maxim of quantity because the slogan does not provide full information as required and it does not give enough information to the customers about the product.

The slogan violates the maxim of manner because the slogan has no clear meaning, so that the customers will get obscurity in understanding the slogan.

Based on the analysis and the context, the implicit meaning of the slogan “There’s NO COURAGE without RED” is “There is no courage without smoke this cigarette.”

A.4) Slogan : My Life, My Adventure

Context : The advertisements describes 3 adventuring friends who are exploring the ferocity and beauty of Indonesia while off-roading in various places and diving to various seas and rivers. The link between advertising and cigarettes is that smoking is an adventure that takes them in pleasure and ferocity in every smoke. However, the adventure cannot always be happy and safe; it can also put them into danger, as cigarettes. (See appendix *the slogan A.4*)

Violation of Maxims:

The slogan disobeys the maxim of quantity because the slogan does not give sufficient information supporting the purpose of the product to the customers. There is no information about the cigarette in the words “My Life, My Adventure.”

The slogan disobeys the maxim of manner because there is no clear reference of the words “My life, My Adventure” to explain to the customers. Eventough the words used in the slogan are orderly and brief, it still make the customers feel obscurities in understanding the meaning.

Based on the analysis and the context, the implicit meaning of the slogan “My Life, My Adventure” is “Smoking is an adventure of life.”

A.5) Slogan : It’s Time for Action

Context : In this advertisement, there is someone who is surfing on the snow. This activity is one extreme sport that can hurt people. Also there is word "maybe" in this advertisement, but the word is crossed out, so it only says "it's time for action". So, this advertisement confirms that there is no need to hesitate to take action (smoking) because this is the time even with a dangerous risk. (See appendix *the slogan A.4*)

Violation of Maxims:

The slogan violates the maxim of quantity because it cannot give any contribution to the customers to find out what is being offered by the product. The customers will feel difficult to know about the product only by reading the slogan.

The slogan violates the maxim of manner because the meaning of the slogan still makes the customers feel obscure. Also there is the word "maybe" in this advertisement that is crossed out will make the customers confuse to understand the meaning.

Based on the analysis and the context, the implicit meaning of the slogan "It's Time for Action" is "It's time for smoking."

5. CONCLUSION

Based on the analysis of the implicature in cigarette advertisement slogan, the writer assumes that the advertiser of cigarettes is using implicature and violation cooperative principle in their slogans to change a persuasive word or sentence to promote their product to the customers. So the customers can get interested and will buy their product.

The slogan implicates that the product is better than the other and this is done by presenting well-ordered and full meaning of words. It makes the slogan have its role to campaign the product and to imply a good image of the product. Also the product still make the customers believe that it is good for them with the implicit meaning of the slogan.

From the analysis in chapter 4, the writer used implicature in 5 Indonesian cigarette advertisement slogans. The writer also used all of the Maxim in Cooperative Principle for the analysis slogans such as the maxim of quantity, the maxim of quality, the maxim of relevance, and the maxim of manner. We can see that all of the slogans violate the maxim of quantity and the maxim of manner because of the ambiguity and unclear meaning that are created in the slogan. The slogans not only violates the maxim of quantity and the maxim of manner but also they still obey the maxim of quality and the maxim of relevance because actually the slogan still say the truth.

The witer conclude that the use of implicature is important in making cigarette slogans for the advertisers. Data analysis in every cigarette slogans shows the additional conveyed implicit meaning from the advertiser of cigarette product also maxims violation. A slogan plays an important role to attract the customers. The right slogan will influence the sales of the product itself because it give clear information about the product which is needed by the customers.

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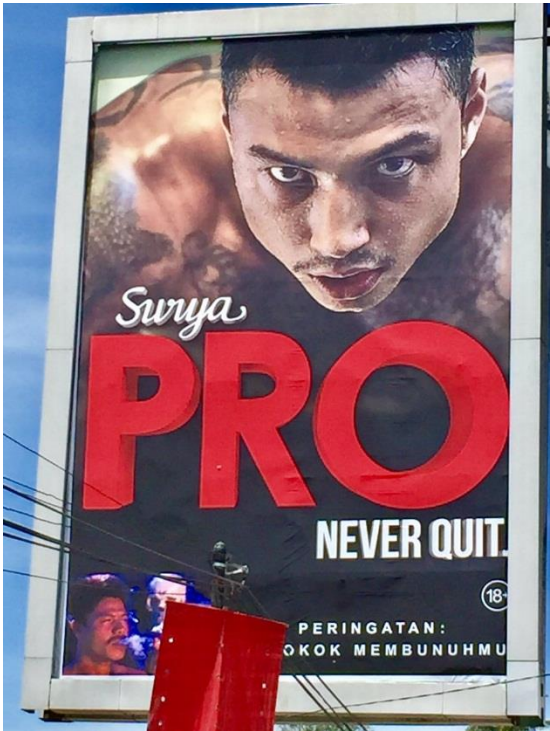
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APPENDIXES



The slogan A.1



The slogan A.2



The slogan A.3



The slogan A.4



The slogan A.5