

CONVERSATIONAL AND SCALAR IMPLICATURES IN ALLIANZ'S ADVERTISEMENTS

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Abstrak

Studi ini berkaitan dengan fenomena periklanan dan penggunaannya di berbagai media. Sebagai pembaca, orang-orang diharapkan untuk memenuhi makna yang ditunjukkan oleh perusahaan tertentu dengan menggunakan iklan. Tidak semua pembaca mengerti, tetapi mereka semua tahu esensi dari sebuah iklan adalah untuk membujuk mereka membeli produk atau bergabung dengan layanan tertentu yang ditawarkan. Data dari penelitian ini adalah iklan Allianz yang diterbitkan di negara-negara seperti Jerman. Penelitian penelitian ini dilakukan dengan menggunakan teori implikatur dan maksim yang diajukan oleh Grice (1991). Bahwa Allianz menggunakan konteks untuk membangun pemahaman bersama dengan para pembaca juga merupakan cara untuk berkomunikasi secara efektif. Penelitian ini dilakukan untuk mengungkap jenis-jenis implikatur dalam iklan Allianz menurut pragmatik. Dari hasil tersebut, dapat ditemukan bahwa implikatur yang paling banyak diterapkan adalah percakapan, baik umum maupun khusus, dan juga skalar. Selain itu, fungsi iklan mencari perhatian dan membangun perasaan ketidaknyamanan para pembaca karena membujuk mereka membeli atau bergabung dengan apa yang ditawarkan Allianz yang terkait dengan tuntutan atau kebutuhan kehidupan sosial.

Kata kunci: *pragmatik, implikatur, maksim, iklan.*

Abstract

This study concerns on the phenomenon of advertising and the use of advertisements in any media. As the readers, people are expected to meet the meaning that a certain company points out by the use of advertisements. Not all of the readers understand, but they all know the essence of an advertisement is to persuade them buying any products or joining a certain service offered. The data of this study are Allianz's advertisements which are published in countries like Germany as most. The research of this study is done by using the theory of implicatures and maxims proposed by Grice (1991). That Allianz uses context to build mutual understanding with the readers is also a way to communicate effectively. This study is done to reveal the types of implicatures in Allianz's advertisements according to pragmatics. From the result, it can be found that the most implicatures applied is conversational, both generalized and particularized, and also scalar. Besides, the functions of the advertisements are seeking attention and building the feeling of insecurities of the readers due to persuading them buying or joining what Allianz has offered which is related to social life demands or needs.

Keywords: *pragmatics, implicatures, maxims, advertisements.*

INTRODUCTION

Language is used to communicate ideas, feelings, and even aspirations (Blakemore, 1992, p. 3). To converse with someone, words and sentences are

required for the speaker or to convey her/his intention or to get reactions from someone she/he gets communicated with, or a listener, due to mutual understanding. Sometimes people speak with intention. But the words they convey are in contrast

with their literal meaning. That is why there is a term of context as one of the factors affecting communication. That utterance said is not supposed to mean as what it is (Cutting, 2002, pp. 1-2). Or in other words, it can be said that the meaning conveyed is different to the meaning exists in the dictionary.

The context includes situational, knowledge, and also interpersonal background influencing or affecting communication. Situational is related to setting where the communication takes place. Knowledge is related to what being known about by both speaker and listener. Here, both of them share topics, know the issue, and understand each other because of relationship they have. To them, what each other's utterance meant is can be influential. Also, interpersonal factor is related to the identity of both speaker and listener, like name, age, characteristics, etc (Cutting, 2002, pp. 4-7). It is always important to know what, who, why, when, where, and how a particular communication happens.

This study focuses on analyzing sentences put in advertisements. To Cambridge dictionary, advertisement is any pictures, or any kind of medium which goal is persuading people to buy a certain product or service (Cambridge: Advanced Learner's Dictionary, 2008). It contains messages or information related to the goods or services offered by a company as the producer to the customers. Words or sentences in the advertisements are functioned as signs. There is always specific meaning implied which is adapted for customers to be interested to the product being promoted. The influence of advertising is varied in purposes, from introducing certain products to increasing the sales of a particular company up.

Language being used in an advertisement is basically not conversational. The source of the language represents the speaker. There is a message the speaker wants the readers, to know. Situational, knowledge, and also interpersonal background are being implied in. As what Grice proposed that kinds of communicational content is based on what have been implicated in an information or utterance. It can be conventional and conversational, and general or particular (Levinson, 1983, p. 131).

Here, an advertisement is worth to analyze. To understand the meaning behind the language used in the ad, the readers make deduction based on what shown. Meanwhile, in order to make the readers understand the meaning or the intention, a certain company as a producer acts like a speaker with efforts. Also, before starting to convey the information, the speaker makes assumptions. These assumptions are related to the readers as their future customers as well. The assumptions made through phenomena happen every day. It can be said that the signs added are made to emphasize these assumptions so that the meaning is well-delivered and the speaker's intention or goal is achieved.

Not to make this study getting broadened, there are some limitations made. This study concerns on insurance advertisements being used by Allianz to introduce their service plans. In this case, insurance is considered as an agreement which someone pays a company money and which the company pays her/his costs if she/he has any accidents, or injuries, etc The history of life insurance itself has started since people in the Roman Empire formed death associations which provide financial supports or covers for the families of the members of the association.

Since there are many insurance companies creating advertisements to persuade people investing, this study then uses only Allianz advertisements as they are varied in forms and accessible. Allianz is the largest insurance company founded in Germany which branches are in most developed countries, including Indonesia (Allianz, 2007). The company has expanded their market to corporate local brands in order to satisfy their customers. They provide good services by focusing on bank management and strategies. Their fields are also varied, starting from households to safety plans. People who see their advertisements will generally think that there are meanings and intentions made in each advertisement. Allianz uses supporting pictures and provoking texts to lure the readers becoming their customers. Moreover, the texts they use are sometimes in the forms of motivating quotes. Meanwhile, the pictures they use are related to what the readers know or experience - events - every day such as damage or sport events like Paralympic, etc. In most insurance advertisements, companies use particular events happening through cultures and

countries to be put in each advertisement they have. The company even works with figures whom public usually knows to gain more interest from their readers

This study focuses on the classification of the advertisements Allianz officially published worldwide as data. To analyze data collected, pragmatics is used. It is decided so because pragmatics is the study of the speaker's meaning which is contextual to the listener in terms of mutual understanding (Yule, 1996, p. 3). Pragmatics lies on the relationship of both linguistics forms and the users of the forms (Yule, 1996, p. 4).

The theory of pragmatics used in analyzing the data is implicatures proposed by *Paul Grice*. To Grice, in an utterance, the speaker's meaning and intention by saying things are required to be known by the reader or listener. In the meaning implied, reaction or response to the utterance is needed. As what has stated before, context is seen as a source for a speaker to make assumptions in order to get responded. The communication then succeeds once the contextual factor recognized by both speaker and reader or listener (Schiffrin, 1994, pp. 226-227). Both speaker and reader share knowledge or know the topic can help the communication better (Yule, 1996, p. 25).

There is concern in researching each data collected. It is *the types of implicatures in Allianz's advertisements*. This study is considered as qualitative. Such approach can be decided because this study is purposive or done within purpose/s. The goal of this study is *to explain the types of implicatures in Allianz's advertisements*. Grice's implicatures is used because sentences exist in Allianz' advertisements are mostly contrast to the each word's literal meaning. Each reader may know there is meaning implied beyond each information. But not all of the readers may have the same deductions related to the meaning. As the speaker, Allianz uses variables which may be recognized by the readers as their targets or their future costumers. The types of implicatures are divided according to the theory used. Meanwhile, the functions of the advertisements are differed from the contents of the advertisements. May this study motivating and inspiring for the readers. Moreover when they need to refer a study related to the application of implicatures in linguistics field (based on data which can be daily found).

REVIEW OF RELATED LITERATURE

Pragmatics

Pragmatics is a study of language related to meaning and context. Pragmatics considers speaker's meaning or intention, reference, and interpretation (Cruse, 2006, p. 3). In other words, pragmatics concerns how a certain speaker uses a language and what for it is. A person cannot speak a language without intention and assumption. It can be that she/he has already assumed what his/her listener will answer or react. The users of a language and the change to it is important (Cruse, 2006, p. 3). Analyzing language based on the cause and the impact is considered as pragmatics study.

The user of the language is important because the user makes language practical. Pragmatics then exists in aim to analyze the expression of relative distance appears among the users (Yule, 1996, p. 3). To Yule, pragmatics shows the speakers determine what and how much needs to be uttered. Pragmatics is much closer to analyze how to get communicated than what is said. It is all because an utterance may have more meaning beyond. Somehow, the listener requires to understand with knowledge. Pragmatics regards meaning which involves speaker and the context applied in an utterance (Yule, 1996, p. 4).

Implicatures

In any cases, someone may talk implicitly to us. When we are talking to someone we know, we might directly understand what she/he suggests, implies, or even means. It can happen because we have mutual relationship when that someone. We know her/him so well, so that we can understand the topic of the talk. Implicatures lie on *what is implied* in a conversation (Grice, 1991, p. 24). To know what is being implied, there is context needs to know. The context is also somehow related to the listener's sense of understanding and the speaker's assumptions (related to the listener) as well (Grice, 1991, p. 25). An implicature can also be said as an additional conveyed meaning (Yule, 2010, p. 149). It can be seen from the example below:

A: *Are you coming to the party tonight?*

B: *Well, I've got an exam tomorrow.*

Adapted from: Yule, The Study of Language, 2010, p. 148.

From the dialogue, it can be inferred that B does not say either "No" or "Yes". But A must be thinking that B "Not" or "Probably Not" come. Here, B tries to be relevant and informative enough so that A can understand. A asks the question by presupposing that B may come to the party. Here, background knowledge is involved (Yule, 2010, p. 149). Adhering cooperative principle can help a listener understands the meaning implied (Yule, 2010).

In Grice's implicatures, the listener assumes or concludes a speaker's utterance based what she/he thinks the speaker is trying to achieve (Fromkin, Rodman, & Hyams, 2011, p. 215). So the listener makes inference not based on the speaker's literal meaning of utterance. As stated before, both speaker and listener has shared the same knowledge. In another word, implicature can be said as *deduction* made by the listener. Listeners may expect also expect speakers to follow maxims so that the meaning well-delivered (Finegan, 2008, p. 287).

Types of Implicatures

There are conversational, scalar, and conventional implicatures (Yule, 1996). It is called conversational once an utterance depends on norms of the use of language. Here, the norms of language use refers to maxims (Griffiths, 2006, p. 134). The conversational implicatures can be standard once all maxims are fulfilled. Or it can also be said that the maxims are all observed. The conversational implicatures can also be generalized once it does not need context to be understood (Levinson, 1983, p. 104). Besides, the implicatures can be particularized once it needs context or inferences made (Yule, 1996, p. 42). For examples:

a. Conversational Implicature

A: *I hope you brought the bread and the cheese.*
B: *Ah, I brought the bread.*

Adapted from: Yule, Pragmatics, 1996, p. 40.

It can be inferred that B does not bring the cheese. She implies it by only saying "bread". Even though "cheese" is not mentioned, it can also be assumed that A has already known.

Generalized Conversational Implicature

"I visit the library today. A student from class B seems too drawn out in his world while reading a novel."

From the sentences above, it can be seen that the speaker is being informative. The speaker is also specific in mentioning or naming a certain subject. She/he also follows maxim of quantity by saying "a student".

Particularized Conversational Implicature

A: *Do vegetarians eat hamburgers?*

B: *Do chickens have lips?*

Adapted from: Yule, Pragmatics, 1996, p. 44.

Based on the dialogue, B implies that "Of course, not!" to A's question. B does not directly say "no". By using the same type of question, A could assume answer she/he gets.

b. Scalar Implicature

Meanwhile, scalar implicatures are related to a value or a scale of values. This implicature can be indicated by the use of *all, most, many, some, few, always, often, and sometimes*. This implicature can also be indicated once the utterance implies "not certain" as a higher value of "likelihood" (Yule, 1996, pp. 41-42). For example:

"It's possible that the flight is delayed."
"Store it in a warm place."

Adapted from: Yule, Pragmatics, 1996, p. 42.

c. Conventional Implicature

The last one is conventional implicatures. These kinds of implicatures do not relate to cooperative principles. Conventional implicatures associate specific words which then create meanings once the words are used by a speaker. It can be seen from the example below:

"She isn't here yet."

To the sentence above, the word "yet" is used. Such word is used by the speaker to implies that "She will be here soon." The meaning implied can be

contrastive. In this type of implicature, *but*, *yet*, *even*, and *and* are meant as opposite to the what has been expected (Yule, 1996, pp. 45-46).

Advertisements

Companies use advertising strategy to influence the sales. The result of the strategy may appear in short, medium, or even in long term (Jones & Slater, 2003, p. 163). Here, even though the purchases made depend on the product or service category which suit the customers' needs, the effect of advertising and the advertisements is the drive (which stimulates the sales) (Jones & Slater, 2003, p. 167). It can also be said that advertising a product or a service means promoting the sales. By the increasing sale, companies take advantages as profit and the increased investment because the consumers are attracted to what have been advertised (Jones & Slater, 2003, p. 175). To Hackley, advertising proves consumption as social and cultural phenomena. What being examined by the use of advertisements is the people, their needs, their personality, and their social and ideological position (Hackley, 2005, p. 5). By seeing an advertisement, people's cognitive, social, and cultural thoughts may be measured (Hackley, 2005, p. 231). It can be that way since the perception, memory, and attitude of each person who see the ad are determining (Hackley, 2005, p. 234).

By the existence of advertisements in media such as newspapers, magazines, or TV, people are just need to read texts and see pictures without being engaged in direct communication. In fact, this kind of indirect communication play an important idea because they are simply informative and persuasive. It also can be said that the texts being put in advertisements are used to seek attention without people being aware (Goddard, 1998, pp. 5-6). For example, women are spoiled by advertisement of a modest or modern fashion. Through the customers' perspective, they may see the *ad*, but they are not aware that the clothes being sold is the core (Hackley, 2005, p. 11). At last, they buy what have spoiled them so. Texts in advertisements are mostly complex, but they stay as a discourse. Meanwhile, from the companies' perspective, the texts are well-formed as motivating or inspiring enough due to seeking or attracting people as the future customers so that the

customers are lured and directly doing the purchase of services or products offered (Hackley, 2005, p. 10).

To Goddard, advertisements' texts mostly sell idea or image (Goddard, 1998, p. 12). Companies know the targets, their needs, and whom they follow or appreciate most (role models or public figures). This commercial idea does not break the law even though the result is "*the customers spend their money*" (Goddard, 1998, p. 10). Those advertisements exist to present another new thought. That a product seems not like a need to buy but a solution to a cultural problem such as the way we dress is the thing the companies want to offer. The intention is well-covered by revealing persuasive texts and pictures. Moreover, the visual aspect which is added with audio nowadays can reach any people from any social classes from low to high or even from children to adult. This kind of method in advertising is called as *paralanguage* (Goddard, 1998, p. 15).

Cooperative Principles

Here, being cooperative means being understanding. In a conversation, it is required for a speaker to only convey what is necessary (Finegan, 2008, p. 287). The need of the listener for the speaker to contribute to the conversation is required in which talk a speaker and a listener are engaged can be known as cooperative principle (Yule, 2010, p. 147). Grice distinguished cooperative principle into 4 maxims:

a. Maxim of quantity

The listener may need the speaker to make his contribution as informative as required. It is also required for the speaker not to make it less or more informative (Grice, 1991, p. 24) (Yule, 2010, p. 147). Such kind of information appears in an utterance misinterpreted.

b. Maxim of quality

To Grice the quality of the information should fall under a supermaxim, which is specified as:

- Do not say what you believe to be false.
- Do not say that for which you lack adequate evidence (Grice, 1991, p. 27).

A listener may expect an information which is true (Yule, 2010, p. 147). In other words, a speaker requires not to lie or no to make any unsupported claims.

c. Maxim of relation

Here, there is a need of a listener to get the speaker being relevant to what she/he says (Grice, 1991, p. 27) (Yule, 2010, p. 147). The listener needs the information interpretable so she/he can relate to what has been said (Blakemore, 1992, p. 26).

d. Maxim of manner

A listener somehow need a speaker to be perspicuous. Being perspicuous can be described as follows:

1. to avoid obscurity of expression,
2. not to be ambiguous,
3. to be brief or not to say things unnecessary, and
4. to speak orderly (Grice, 1991, p. 27) (Yule, 2010, p. 147).

Being observance to maxims can be important to a listener. The listener expects speaker not neglect maxims in order to understand what being meant (Grice, 1991, p. 28). Other than being polite, a speaker intends not to fulfill maxims so that the listener knows what she/he means (Grice, 1991, p. 30).

ANALYSIS

It has been stated by Grice (1975) that the types of implicatures are mainly 3, conversational, scalar, and conventional. Here, the conversational is divided into two which are generalized and particularized. From the total of 36 data, Allianz advertisements are classified into appropriate implicatures.

Conversational Implicatures

There are total of 23 data which are classified into this type of implicatures. These data are included to this type as the information provided in the advertisements are related to the readers' knowledge regarding the implied meanings conveyed. The readers may or may not directly

understand the advertisements by recognizing features or the implicit messages.

Below is the classification between the two types of implicatures:

Type of Conversational Implicatures	Data (seen in Datum...)	Total	Additional Notes
Generalized	Datum 4-10 Datum 22-25 Datum 28 Datum 34-36	15 data	The readers know the messages being informed.
Particularized	Datum 1-3 Datum 20-21 Datum 26-27 Datum 30	8 data	The readers need more information to understand the messages being conveyed.

Generalized Conversational Implicatures

In this type of implicatures, the information conveyed to the readers are understood. But, the purpose or the function of the ad may be known or otherwise. The data which are included in this type are explained as follows:

Datum 4

"This is not a pipe."

"This is a fatal bronchia-contaminator."

Related to the both subline and tagline above, there may be some deductions made by the readers. Those deductions are described as follows:

- a. A pipe can damage someone's health.
- b. A pipe can hurt people's lungs.

Below is the detail of maxims for the ad:

No.	Maxims	(√)
1	Quantity	√
2	Quality	√

3	Relation	x
4	Manner	x

Based on the analysis above, the ad of the datum is addressed to smokers, both passive and active. To the readers, by indicating a pipe, they have already known that Allianz relate it to people's smoking habit. Here, both Allianz and the readers share the same knowledge that smoking is bad for health, especially for the lungs. According to it, this kind of information from Allianz can be considered classified as generalized conversational implicatures. The readers of the ad do not need more knowledge to know that what Allianz points out is health. Still, the intention to promote and to provoke the readers that they need to invest some money for their health both in present and future is not something readers can recognize.

Allianz does not make it clear that people need to save money from the danger of smoking. But, the information that smoking can cause health damage and money saving are not related at all. What readers can understand is only smoking and the cause of it to them. Some readers may understand the Allianz implied meaning and their intention, but not all of people do. They may recognize the intention because they know Allianz is an insurance company. But by only seeing and reading the ad without knowing the background of the company is impossible.

Such explanation then fits the table of maxims above that Allianz has flouted maxims of relation and manner. Allianz does not make it clear that people need to save money from the danger of smoking. Also, the information that smoking can cause health damage and money saving are not related at all. What readers can understand is only smoking and the cause of it to them. Some readers may understand the Allianz implied meaning and their intention, but not all of people do. They may recognize the intention because they know Allianz is an insurance company. But by only seeing and reading the ad without knowing the background of the company is impossible.

Datum 6

"The risks are covered."

"\$ 1.5 billion in cargo. Rough seas ahead."

With such information conveyed by Allianz, the readers may get deductions regarding the

meaning behind it. The deductions are described as follows:

- a. A ship with expensive cargo may emerge financial loss once it sinks.
- b. Waves can sink a ship with cargo in.
- c. There are other ways of delivering cargo instead of using a ship.

Below is the detail of maxims for the ad:

No.	Maxims	(√)
1	Quantity	√
2	Quality	√
3	Relation	√
4	Manner	√

Based on the analysis above, the ad of the datum is addressed to cargo companies. Here, Allianz's assumptions in conveying such information may all be true. There is also evidence to prove it. By adding the picture of a ship which sinks with containers are all everywhere in the sea, the readers get the information as what it is required. The information is true, relevant, clear and brief. People will not easily mislead. Although maybe not all of people are interested to be the customers, Allianz's information is well-delivered. People can relate the information with what actually happens for real. In this case, only cargo companies as Allianz's marketing target which may seem interested to invest their money in for the risk of financial loss.

Allianz may share information that "There is ship with cargo including expensive containers," "There are containers delivered using a ship," "A ship may sink," "If a ship with cargo sinks, there may be financial loss," and "If a ship sinks, the containers in will also sink". All readers may get them right away so that the information will not be misinterpreted. Because all of those assumptions are true, it also means that both Allianz and the readers share the same knowledge related to the phenomenon. They are given knowledge because a ship with cargo in which sinks has happened before. Allianz then promises to support cargo companies with coverage as much as the amount of the loss if there is such accident happens in the present or in the future. It can also be concluded that this Datum is considered as generalized conversational implicatures.

Datum 34 to 36

"The influenza virus treats everybody equally. Shouldn't the health system?"

"The salmonella bacterium treats everybody equally. Shouldn't the health system?"

"The tooth cavity bacterium treats everybody equally. Shouldn't the health system?"

Based on the taglines on Datum 34 to 36 above, the meanings implied can be as follows:

- a. Virus and bacteria can be dangerous for health.
- b. The health system should be functioned for all people from any social classes.
- c. To cure diseases is expensive.

These advertisements are addressed to everyone who reads them. In fact, it has been known that people are more suggested to prevent disease rather than to cure it. It is because the cure of diseases is more expensive than to prevent them. It is also recognized that even hospitals will demand the money or the pay first before considering to examine the patients. But, related to the message that the hospital costs are expensive, the readers may not easily understand it. The readers may know that virus and bacteria are dangerous. They can misinterpret that what being advertised is the importance of health, not for investing money for the future hospital costs if in case the readers as the future customers may be sick.

This kind of the application of implicatures flouts maxims. That to the readers, only the truth that disease exists is true, but the information is too less, irrelevant, and unclear. Allianz may offer the service plan to help people, but to persuade them may be difficult. Only by emphasizing health system will not make the readers understand, even with the display of pictures of the virus and the bacteria. Here, people are misled that the most importance is the health itself, not the cost of the hospital demanded. It can also be said that this kind of advertisement may fail the readers.

Below is the detail of maxims for the ad:

No.	Maxims	(√)
1	Quantity	x
2	Quality	√
3	Relation	x
4	Manner	x

Particularized Conversational Implicatures

In this type of implicatures, there will be a need to interpreting the information given. Because not all of the part of the information are well-known to the readers. It can be said that they need more knowledge to interpret the information so that the message is well-delivered. The explanation of the data included in this type are as follows:

Datum 1

"This is not a roof tile."

"This is a painful bump provocateur."

Based on both tagline and subline above, there can be deductions made by the readers after seeing and reading the ad. The deductions are as follows:

- a. A roof tile is a hard stuff, stone-like. Once it falls and get us, we can be hurt.
- b. A roof tile is a part of the house which is important. If there is no roof tile, the house will not be protected from the rain, storm, or even other fall things. If there is no protection, we can be hurt.
- c. A roof tile is a part of a house which has its period. Once it is expired or old enough, it needs to be renewed. Otherwise, it can be broken. If it falls and get us, we can be hurt.

Below is the detail of maxims for the ad:

No.	Maxims	(√)
1	Quantity	x
2	Quality	√
3	Relation	x
4	Manner	x

From the analysis above, the ad is addressed to people from any social classes. Everyone has roof tiles since they are part of their houses. Here, Allianz has made it clear that their marketing target is people in need to construct or renew a house. Allianz points the roof tile in order to make people be aware of such small things can even create damage. Allianz makes such ad to provoke people and to promote their service plan of giving coverage once it is needed. Not all of people or the ad readers can directly understand the meaning.

There can be the roof tile falls, but if there is no one in the house, there will be no one getting hurt.

Still, it can damage other properties. What makes it correct is that we can be hurt without house protection, not only a roof tile. Allianz intends to point it as "to build a house, what you need is protection." The important thing is the customers. They cannot be hurt. A house means safety and protection. We may not get what Allianz intends us to do, which is to invest money for constructing or renewing our houses. But, we know that a roof tile can be broken then falls, and it can get us hurt.

All in all, what people can understand is only truth that a roof tile can hurt. In other ways, it can be said that the information given is less. To mean that people need protection, Allianz should point not only roof, but also others. Such information belongs to particularized conversational implicatures. People need more knowledge to understand the meaning. It can be concluded so since what Allianz means is for the whole house protection, to construct, and to renew. Allianz says the most important part to point other parts. The broken roof tiles could damage the whole house and "you".

Datum 2

"This is not a hammer."

"This is a common finger squasher."

By reading both tagline and subline above, deductions made by the readers can be as follows:

- a. A hammer can hurt.
- b. A hammer can break other things and create damage.

Below is the detail of maxims for the ad:

No.	Maxims	(√)
1	Quantity	x
2	Quality	√
3	Relation	x
4	Manner	x

Based on the analysis above, the ad of the datum is specifically addressed to workers or builders. Usually, hammer is used by builders to repair things in constructing a building. Not all of readers will get the implied meaning that "Once you bleed or hurt when you work, I can help" from the ad. That Allianz prepare and give any safety coverage to workers once they are injured at work

can be misinterpreted. The information given is too less, not brief or not clear enough, and also not even relevant. To the readers, what they can get from the ad is only the truth that a hammer can physically hurt them.

To Allianz, by conveying such information can get their implied meaning well-delivered. In fact, what people can get is what related to the truth or phenomena they experience in daily. They may know that a hammer can squash fingers. But, they will not know that the purpose of the ad is to provoke them to invest money for their safety coverage at work. Safety coverage at work is basically a need. But not all of people work as a builder.

Similar to Datum 1, this kind of implicature is conversational and particularized. That people need more knowledge to understand what a speaker mean is the core. If a reader is not a builder or a construction worker, she/he may not know what Allianz means. Not all of people use hammer at work. To them, they use hammer once it is needed. Even a builder or construction worker may not directly understand the implied meaning behind the ad. To emphasize what the intention that the reader can do investment, the signs (picture and texts) need to be added.

Datum 21

"My one advice, focus on what you have - not what you've lost."

"Believe in yourself."

With the advertisement within tagline and subline above, the readers cannot easily understand what being conveyed. Allianz uses the ambassador or figure in sport which joined Paralympic once this insurance published. But related to the figure, the readers do not have any knowledge of. Katrin Green, a German sprinter, may be known in her living area, but not to most of people. Besides, not all of people know that she is lacking. That her foot is amputated but she is still an athlete is something not most people recognize if they do not get any news updated. The readers need more information related to what she says and what she means in the quotes. That Allianz intends to convey that they offer cover for personal safety and health is also unknown. All in all, the target of this advertisement is people with

disability. Also, to the readers, the advertisement may convey messages such as follows:

- a. Losing what being precious and important does not mean to stop the dream.
- b. To trust the self, the talent, not the physical one.

Below is the detail of maxims for the ad:

No.	Maxims	(√)
1	Quantity	x
2	Quality	√
3	Relation	√
4	Manner	x

Scalar Implicatures

This type of implicatures indicate the use of scale in the information provided by a speaker. The use of “all, most, many, some, few” and “always, often, sometimes” may provide contrast meanings. But, the readers could recognize as they have the knowledge related to what being informed. That always or some may mean sometimes and all. The explanation of the total of 13 data which are included in this type of implicatures are described as follows:

Datum 11 to 13

“Because help always comes too late.”

Below is the detail of maxims for the ad:

No.	Maxims	(√)
1	Quantity	√
2	Quality	√
3	Relation	X
4	Manner	√

Here, Datum 11 to 13 have the same implied message with different events shown. The three data show damage and loss affected by flood, theft, and fire. The three advertisements are based on what actually happen in reality. The three events may not happen every day to one family only but everyone has the same chance to experience it instead. That flood, theft, and fire are something which may directly happen without anyone being aware as the three events can also be classified as natural phenomena or disaster. Besides, the damage and loss which someone probably experiences from the events are huge or burdening enough.

In the data, “always” is contrast to the time the events may happen. It could not always happen,

not rare, but may happen. The use of the kind of word can indicate that this datum is considered as scalar implicature. When one of the events happens, someone may be homeless without properties. People may also lose everything or even certificates or papers they need for job or living. Based on the thoughts of the impacts and what people may experience, Allianz then offers such service plan related to properties and households and introduces them by the use of the three advertisements.

From these kinds of advertisements, the readers may deduct that:

- a. To prevent is more important than to let or to lose.
- b. Rescue has come at first.
- c. Disasters may happen anytime.
- d. Being well-prepared for any future incident is required.

The readers recognize such messages conveyed because they have known or experienced flood, theft, or fire before. Not all people experience them, but they are all worried for the impacts. This is then what Allianz see as an opportunity. To the readers, they also know that Allianz maybe offer such services to prevent those losing properties or paying damages once they experience one of the events. So, this kind of advertising strategy may succeed since they are all contextual. The events could happen in real life. Besides, the idea that people need to prepare themselves well before the events happen is something that may attract the readers. Help may come late once the event happens, but they will keep being at ease because everything is already guaranteed. So, Allianz wants to ensure and persuade the readers that the service plan and the covers they offer are worth for the readers to join. One thing should be noted here is how strong the effect of the advertisement depends on each person. The short, medium, or even the long term last for an advertisement is still a question.

Datum 14 to 16

“It’s the least you can do.”

Datum 14 to Datum 16 have the same content which is related to genetic diseases. The characteristics of the parents can be genetically applied to the children. So, instead of letting such feeling of insecurity happens that they cannot protect

the children, Allianz offers such insurance to the parents. The insurance covers the cost of the children's future, health, or maybe education. To the parents, making their children at ease is the way to pay their fault. It is not literally fault, but it is what they can do as parents. Or, in other words, to pay the children's future so that they do not feel any regrets. Not all readers can understand such advertisement. But, the signs which are in form of texts and picture can describe the meaning beyond it.

Below is the detail of the maxims for the ad:

No.	Maxims	(√)
1	Quantity	√
2	Quality	√
3	Relation	X
4	Manner	X

To the readers, they may deduct the meanings implied beyond the ad as what describes as follows:

- a. Family is the precious thing that everyone has.
- b. Doing whatever needs for family is a must.
- c. Keeping the family precious in safe is prior.

The word "least" in the advertisement indicates that "much as need". So, Allianz wants to emphasize that family is important. Because of the importance itself, everyone should take this thing into account so that there will be no children are ignored. If the parents care to the children, they should prepare for the worst. That to heal the disease also needs a high budget. So, instead of keeping it the way, saving or insurance money to cure the disease is important. Allianz wants to emphasize the message they want to convey by using such word so that the readers can be persuaded.

Here, the advertisement may not be understood to the readers as the information lacks of relevance and briefness. Not all of people experience such genetic problems in the family. The message cannot be delivered well because this kind of phenomenon are not normally or usually happen to many people. If there is no picture or no word "least" in the advertisement, the readers will not get what being informed. But, to them, to do things in real life is related to the effort. They may mean the word

"least" as effort, but they barely connect it with the advertisement published.

CONCLUSION

In talking with someone, there might be implied meaning conveyed (Brown & Yule, 1983). We need to make our utterance relevant so that the listener may not misinterpret what we say (Blakemore, 1992). In this language contact, there is a need of cooperation between two parties, the speaker and the hearer (Grice, 1991). This research treats Allianz, an insurance company as the indirect speaker and the readers of their advertisements as determinant. To promote or provoke the readers to be their customers, Allianz has published advertisements which function to ensure the readers. To make the advertisements more attractive, Allianz uses phenomena as context in which the readers can understand.

Because of the unique phenomenon, this study uses 36 Allianz's advertisements classified into 11 groups as the focus. Those advertisements are analyzed Grice's implicatures (1975). The theory is used in order to reveal Allianz's assumptions regarding the readers and meanings implied. Sometimes, a speaker may use efforts in order to make the listener produces correct deduction.

Based on the analysis done, it can be concluded that meanings implied after each Allianz's advertisements are related to daily phenomena. Such background knowledge context is familiar to both Allianz and readers. It is then the way Allianz lures the customers to join the insurance.

By considering the result of the research, the most type of implicatures shown in the advertisement is conversational. Not all people directly understand the meaning behind the advertisements. The information available in the data, Allianz advertisements, consist of both observance and flouting maxims. To Grice, a speaker can purposely flout or observe maxims to make the reader gets what being implied or meant (Grice, 1991). It requires further information to the readers which Allianz's assumption may not always be true. That even after the pictures put, people can still misinterpret the meanings implied. This then also makes sense why or in what reason any person from various social classes cannot be Allianz's customers. Only those people who understand the meanings

and what appears in the each advertisement (suits their needs). The social needs themselves range from health, safety, households, etc. All in all, the functions of the advertisements are seeking attention, and emerging the feeling of insecurity to the readers so that they can be persuaded joining the service plans Allianz has been offering.

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