



# **THE USE OF IMPLICATURE IN INDONESIA CIGARETTE ADVERTISEMENT SLOGANS**

## **A FINAL PROJECT**

In Partial Fulfillment of the Requirement  
For S-1 Degree in Linguistics  
In English Department, Faculty of Humanities  
Diponegoro University

Submitted by:  
Yuniar Dea Safitri  
13020111140115

**FACULTY OF HUMANITIES  
DIPONEGORO UNIVERSITY  
SEMARANG  
2015**

## **PRONOUNCEMENT**

I states truthfully that this project is compiled by me without taking any works from other research in any university, in S-1, S-2, and S-3 degrees and in diploma. In addition, I ascertain that I do not take and quote any material from other works except from the references mentioned in bibliography.

Semarang, 15 September

Yuniar Dea Safitri

## **APPROVAL**

Approved by,  
Project Advisor

Prihantoro S.S., M.A.  
NIP. 198306292006041002

## VALIDATION

Approved by

Strata I Final Project Examination Committee

Faculty of Humanities Diponegoro University

On September 2015

Chair Person

First Member

Dr. J. Herudjati Purwoko, M.Sc.

Dr. Suharno, M.Ed.

NIP. 19530327 198103 1006

NIP. 19520508 198303 1001

Second Member

Third Member

Dr. Deli Nirmala, M.Hum.

Drs. Jumino, M.Lib.

NIP. 19611109 198703 2001

NIP. 19620703 199001 1001

## **MOTTO AND DEDICATION**

*“And Allah found you lost, and He guided you”*

**(Ad-Dhuha 93-07)**

*“If there is no struggle, there is no progress”*

**(Frederick Douglass)**

*This project is dedicated to my beloved mother*

*Ibu Upik and my beloved father Pak Wewen.*

## ACKNOWLEDGMENT

Praise to Allah, who has given strength and true spirit so this project on “The Use of Implicature in Indonesia Cigarette Advertisement Slogans” came to a completion. On this occasion, I would like to thank all those people who have contributed to the completion of this research report.

The deepest gratitude and appreciation is extended to Prihatoro S.S, M.A.- my advisor- who has given his continuous guidance, helpful correction, moral support, advice and suggestion, without which it is doubtful that this project came into completion.

My deepest thank also goes to the following:

1. Dr. Rediyanto Noor, M.Hum., the Dean of Faculty of Humanities of Diponegoro University Semarang;
2. Sukarni Suryaningsih, S.S., M.Hum., the Head of English Department, Diponegoro University Semarang;
3. Dra. Astri Adriani Allien, M.Hum., as the academic supervisor;
4. All of English Department’s lecturers Diponegoro University;
5. My parents, Mr. Husein Syirod T.S. and Mrs. Upik Triwinarni, for all pray, love, and the greatest support;
6. My beloved sisters, my brother and my niece (Della, Mas Adit, Mbak Indry and Dek Ocha);

7. The sweetest of Lisa, Vinda, Nofi, Wuri and Shinta, for four-year greatest moments we have been through together;
8. My beloved Nine, Cintia and Pevy, for all of support and pray.
9. All members of D class English Department 2011, for togetherness;
10. Tim II KKN Undip Desa Kawak, Pakis Aji, Jepara, for the wonderful experience.

I realize that this thesis is still far from perfect. I, therefore, will be glad to receive any constructive criticism and recommendation to make this project better.

Finally, I expect that this project will be useful for the reader who wishes to learn about pragmatic.

Semarang, 15 September 2015

Yuniar Dea Safitri

## TABLE OF CONTENT

TITTLE .....	i
PRONOUNCEMENT .....	ii
APPROVAL .....	iii
VALIDATION .....	iv
MOTTO AND DEDICATION .....	v
ACKNOWLEDGMENT .....	vi
TABLE OF CONTENT .....	vii
ABSTRACT .....	viii
1. INTRODUCTION .....	1
2. THEORITICAL FRAMEWORK .....	3
3. RESEARCH METHOD .....	6
3.1 TYPE OF RESEARCH.....	6
3.2 METHOD OF COLLECTING DATA .....	6
3.3 METHOD OF ANALYZING DATA .....	7
4. DATA ANALYSIS.....	8
5. CONCLUSION .....	15
REFERENCES	
APPENDIXES	



## **ABSTRAK**

Fenomena bahasa implikatur atau makna tersirat sering digunakan dalam slogan-slogan iklan suatu produk di Indonesia, salah satunya pada slogan rokok. Slogan iklan rokok sering menggunakan implikatur atau makna tersirat pada iklannya dikarenakan adanya aturan pemerintah yang melarang penggunaan kalimat persuasif ataupun sugestif pada konten iklan rokok. Dalam penelitian ini, penulis mengidentifikasi 10 slogan iklan rokok yang terdapat di Indonesia. Tujuan penulis melakukan penelitian ini adalah untuk mengidentifikasi makna yang tersirat atau implikatur yang tersirat pada setiap slogan, selain itu penulis juga mengidentifikasi setiap pelanggaran-pelanggaran maksim yang terjadi di tiap slogan dan juga mengkatagorikkan slogan sesuai jenis-jenis implikatur.

**Keywords:** slogan iklan rokok, implikatur, maksim

## 1. INTRODUCTION

Advertising is a medium which functions as a marketing communication about a product. Advertising is also a way to communicate between producers and customers in order to persuade the customers to take action about the product. Sometimes, in advertising their products, the producers use either the implicit or the explicit language to persuade the customers to buy or to use the products.

Cigarette advertisement is one of the advertisements that use implicit language while they are advertising their cigarette product. The use of implicit language in the way they advertise the product is because the cigarette is an unhealthy product to consume. According to the Government Regulation of the Republic Indonesia No. 109/2012 concerning about “*Materials that Contain Addictive Substance in Tobacco Products in the Interests of Health*”, the cigarette advertising is not allowed to contain persuasive words to persuade the customers to smoke in their advertising. Due to the restriction of the advertising cigarette, the producers creatively use the implicit slogans to attract their customer about their product.

Based on Yule (1960:40), implicature is additional conveyed meaning that contains in utterances. Implicature is the truth meaning in the utterances that is not stated explicitly by the speaker, so the hearer should interpret the meaning about the utterance by themselves. Generally, implicature is divided into two main categorizations, the first is Conversational Implicature and the second is

Conventional Implicature. In implicature course, there are also four sub-principles called maxims. The four maxims are maxim of quantity, maxim of quality, maxim of reality, and maxim of manner.

The writer chooses to research this phenomenon because the advertiser uses the implicit meaning (implicature) in their cigarette advertising slogans. In this research the writer applies Grice's Cooperative Principles and The Maxim theory from Yule to analyze the data. This research is aimed to find out how the additional conveyed meaning represented by the cigarette advertising slogans and how it is delivered to the customers.

## **2. THEORITICAL FRAMEWORK**

### **2.1 Conversational Implicature and Conventional Implicature**

To analyze the data in this research, the writer uses Grice's Implicature that relates to Grice's Cooperative Principles. According to Yule (1996:40), Grice divided the theory of Implicature into two main categorization; the first one is Conversational implicature. In conversational implicature, the participants are adhering to cooperative principle and maxims. The conversational implicature is also divided into three sub categorizations. The first sub categorization is generalized conversational implicature that is the listener is not required to have a special knowledge or shared knowledge in context to find out the additional conveyed meaning or the implicit meaning of the utterance, for example:

- a. Debbie : Did you meet Anna and Farah? (b& c?)
- b. Tommy : I meet Anna. (b +> NOT c) (Yule (1996:40))

From the example above, we can see that Tommy answer's to Debbie's question about "Did Tommy meet Anna and Farah?", does not need any shared knowledge. The listener can easily understand that Tommy just met Anna and he didn't meet Farah.

The second sub categorization of conversational implicature is scalar implicature. According to Yule (1996:41), scalar implicature occurs when in

production utterance, a speaker selects the word from the scale which is the most informative and truthful (quantity and quality) in the circumstances, for example:

c. They're **sometimes** really annoying. (Yule (1996:42))

From the example above, we can see that the speaker uses the word “sometimes”, which means that [not always], [not often].

The third sub categorization of Conversational Implicatures is Particularized Conversational Implicatures. In Particularized Implicatures inferences are required to work out the conveyed meaning ( Yule;1996:42), for example:

d. Rocky : “Hey, coming to the Stella’s birthday party tonight?”

e. Fanny : “My parents are visiting.” (Yule (1996:43))

From the example above, we can see that answer to Rocky’s question should have been “yes” or “no”. So, in order to make Fanny’s response relevant, Rocky has to draw on some assumed knowledge that by answering with “my parents are visiting” Fanny will spend his evening with his parents, so it means that tonight Fanny is not going to the party.

The second main sub categorization of Implicature is Conversational Implicature. Unlike Conversational implicature, Conventional implicatures are not based on the cooperative principle and maxims, they associate specific words and result in additional conveyed meanings when those words are used, for example:

f. Petra suggested tuna, but I choose salmon!

g.  $p \& q$  ( $\rightarrow$   $p$  is in contrast to  $q$ ) Yule (1996:45)

From the example above, we can see that the fact “Petra suggested tuna” ( $=p$ ) is contrasted, via the conventional implicature of “but”, with my choosing salmon ( $=q$ ).

## 2.2 Grice's Cooperative Principals

Based on Grice's second theory in Levinson(1983), Grice develops the concept of implicature, that is essentially a theory about how people use language or mentioned as the cooperative principle. The cooperative principle stated about “make your conversational contribution as required” (Yule, 1996:37). Grice also divided the cooperative principle into four sub-principles that is called maxims.

The Maxim (Levinson (1983:101-102)) :

1. Quantity: it is mean that you should make your contribution as informative as it required.
2. Quality: it is about the truth of your utterance equipped with adequate evidence.
3. Relevance: make your contributions relevant.
4. Manner: be perspicuous and specifically.

- a. Avoid obscurity of expression.
- b. Avoid ambiguity
- c. Be brief.
- d. Be orderly.

### **3. RESEARCH METHOD**

#### **3.1 Type of Research**

The type of this research is descriptive qualitative research or explanatory research. Descriptive qualitative is the type of research that analyzes the data by using explanations or discussion questions. This method is usually used to describe about language phenomena. The writer uses this method to describe the additional conveyed meaning in cigarette advertisement slogans by using Implicature and the Cooperative Principle's theory by Grice.

#### **3.2 Method of Data Collection**

In collecting the data for this research, the writer uses documentation method. According to Arikunto (2006;231) this is the kind of method, in which the data are collected from newspaper, magazine, books, etc. In this research, the writer only collected data from photos of the cigarette advertisement billboard from the internet.

##### **3.2.1 List of the Data**

<b>Code</b>	<b>Slogans</b>	<b>Brand</b>	<b>Date of Retrived</b>
A.1	Rumput gue lebih asyik dari rumput tetangga	L.A Lights	May, 1 <sup>st</sup> 2015
A.2	Merokok membunuhmu	All brand	May, 1 <sup>st</sup> 2015



A.3	Gentlemen, this is taste	Dunhill	May, 1 <sup>st</sup> 2015
A.4	Taste the difference	Dji Sam Soe	May, 1 <sup>st</sup> 2015
A.5	Pilihan tepat	Djarum	May, 1 <sup>st</sup> 2015
A.6	Think black	Djarum	May, 1 <sup>st</sup> 2015
A.7	Cappuccino in sticks	Djarum	May, 1 <sup>st</sup> 2015
A.8	Fine ingredients for fine taste	Dunhill	May, 1 <sup>st</sup> 2015
A.9	Pria punya selera	Gudang Garam	May, 1 <sup>st</sup> 2015
A.10	100% menthol alam	L.A Lights	May, 1 <sup>st</sup> 2015

### 3.3 Method of Data Analysis

There are two methods of data analysis according to Sudaryanto (1993), which are *Padan* or Indentify method and *Agih* or Distributional Method. In this research, the writer uses Identify – pragmatic method as the data concerns 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.

## 4. DATA ANALYSIS

In this case, the writer presents the result of data analysis about the use of implicature in 10 Indonesia cigarette advertisement slogans. The writer found there are two types of implicature used in this analysis; generalized implicature and particularized implicature. The writer also found flouting of maxim of manner, maxim of quality and maxim of quantity in each slogan which is analyzed. Since the cigarette advertisement cannot use persuasive words to promote their product, all of the slogans analyzed are violating the maxim of quantity by not making the contribution as informative as it should be required (less information). Every slogan here is analyzed by using Identify- pragmatic method and Reflective-Introspective method so in analyzing the data, the writer concerns about the speaker's reaction to the utterance (slogans) and the writer also used her intuitive knowledge about the advertisement language especially in cigarette advertisement to identify the slogan.

### 4.1 Table of Violation Cooperative Principals and Maxims

Code	Slogans	Maxims			
		Quantity	Quality	Manner	Relevance
A.1	Rumput gue lebih asyik dari rumput tetangga	V	V	-	V
A.2	Merokok membunuhmu	V	-	V	-

A.3	Gentlemen, this is taste	V	V		V
A.4	Taste the difference	V	-	V	V
A.5	Pilihan tepat	V	V	-	V
A.6	Think black	V	-	V	V
A.7	Cappuccino in sticks	V	-	V	V
A.8	Fine ingredients for fine taste	V	V	-	V
A.9	Pria punya selera	V	V	-	V
A.10	100% menthol alam	V	V	-	V
<b>Total</b>		10	6	4	9

From 10 slogans analyzed, the writer found 10 violations of maxim quantity, 9 violations of maxim relevance, 6 violations of maxim quality and 4 violations of maxim manner. The most dominant violation is maxim quantity and maxim relevance, because of government rule's for cigarette advertisement to avoiding the cigarette advertisement to use suggestion or persuasive words in order to promote their product.

In addition, the writer also categorized the slogan based on the type of implicature, the writer found there were 7 slogans categorized as generalized implicature and 3 slogans categorized as particularized implicature.

(A.1) Slogan: “*rumput gue lebih asik dari rumput tetangga*”

Grass my more exciting from grass neighbor

(A.1.1) My grass is better than yours. (Slogan in English)

(A.1.2) My cigarette product is better than yours. (the implicit meaning)

In this slogan, the advertiser of LA light product adopts the main idea of the idioms “the grass is always greener on the other side”. According to the slogan, the advertiser delivers the meaning that their product is much better than the others cigarette product (see at data A.1.2) to make the customers prefer to buy their product. This slogan is categorized as particularized implicature since it needs the knowledge to infer the meaning of the idiom. The writer found the flouting of maxim of quality in this slogan. The advertiser stated that their product is “better” but it is showing the lack of adequate evidence since the measurement of “better” is relative or it is depend on personal taste of people.

(A.2) Slogan: “*merokok membunuhmu*”

Smoking kills you

(A.2.1) Smoking kills you. (slogan in English)

(A.2.2) Smoking can kill the smoker or non-smoker? (the first possibility of implicit meaning)

(A.2.3) Smoking can kill both the smoker and non-smoker. (the second possibility of implicit meaning)

In the slogan above, the writer identifies there are, at least, two possibilities implicit meaning (see data A.2.2 and data A.2.3). By the slogan, the advertiser tries to warn and to inform the customer about the risk of smoking that can cause dying. According the cooperative principles by Grice, the cigarette advertisement slogan violates the maxim of manner for not avoid the obscurity. As we can see, the inference of “you” in data (A.2.1) is not obvious. This slogan is categorized as generalized implicature since it is easy to understand the implied meaning.

(A.3) Slogan: “Gentlemen, this is taste”

(A.3.1) Our cigarette product is taste for gentlemen. (the implicit meaning)

The slogan above is known as generalized implicature, because the implicit meaning is easy to understand by the reader or listener. According to Grice’s theory, this violates of quality maxim in this slogan. The use of “gentleman” it is violates maxim of quality because as we know, in fact, nowadays that the smoker is not always man but also boys, girls, woman, and etc.

(A.4) Slogan: “taste the difference”

(A.4.1) You should try our new cigarette product to taste the difference from our previous one. (the first possibility of implicit meaning)

(A.4.2) You should try our new product to taste the difference from the others cigarette product. (the second possibility of implicit meaning)

Since the slogan above, at least, have two possibilities implicit meaning as we can see at data (A.4.1) and data (A.4.2), the customer need to draw an inference to understand the meaning of this utterance; so, this slogan is categorized as particularized implicature. This slogan is flouting the maxim of manner because the use of word “difference” is raising the ambiguity meaning for the customer assumption. The meaning of the word “difference” in this slogan at least can interpret in two possibility implicit meanings (see in data A.4.1 and data A.4.2) so it is confusing for the customer to understand the additional conveyed meaning of the advertiser.

(A.5) Slogan: *“pilihan tepat”*

Choice right

(A.5.1) The right choice. (slogan in English)

(A.5.2) Our product ( Djarum Cokelat) is a right choice than the others cigarette product. (the implicit meaning)

Based on Grice’s cooperative principals, this utterance violates the maxim of quality. By the slogan, the advertiser generalized that their product is the right choice, but it cannot be proved since there are many people buy the other cigarette products

which suit to their taste. The slogan is categorized as generalized implicature, because the customer can easily draw an inference that the advertiser of Djarum Cokelat stated their product is a good or better choice than the others; so, they wish that the customer prefer to buy their product, not the others.

(A.6) Slogan: “think black”

(6.1) Think black (color). (the first possibility of implicit meaning)

(6.2) You should try our new innovation product that is cigarette in black color. (the second possibility of implicit meaning )

The additional conveyed meaning of this slogan is the black cigarette. The advertiser tries to influence the customer to try their new product. This slogan is categorized as particularized implicature in conversational implicature, since the customer needs to draw the inference to understand the meaning. The use of “think black” is ambiguous (flouting the maxim of manner) to the slogan’s meaning (see on the data 6.1). “Black” is just a kind of color, but since the cigarette’s color of this new product is black, the advertiser expect when the customer hear or read the slogan “think black” the customer will buy their product (black cigarette).

(A.7) Slogan: “cappuccino in sticks”

(A.7.1) Our new product is cigarette with cappuccino taste. (the implicit meaning of the slogan)

The advertiser tries to explain that their new cigarette product is different from the other because of the cappuccino flavor (see data A.7.1). This slogan is categorized as generalized implicature because it does not need any special knowledge to understand the implicit meaning by the advertiser that they try to introduce their new product (Djarum Black Cappuccino) to the customer and expect the customer will buy their new product. The writer found that this slogan is violating the maxim of manner. The use of word “cappucinno” in the slogan is motivating the misinterpretation of meaning because “cappuccino” is commonly related with the taste of drink or food product.

(A.8) Slogan: “fine ingredients for fine taste”

(A.8.1) Our product is using fine ingredients for creating the fine taste on our cigarette. (the implicit meaning of the slogan)

The slogan above is known as generalized implicature, because it is easy to understand. The advertiser uses this slogan to inform the customer that they use the fine or good ingredients on their cigarette product to create the fine or good taste. In this slogan, the writer found there is flouting of quality maxim. The word “fine” in this utterance is lack adequate of evidence because the measurement of “fine taste” or “fine ingredients” it is relative depending on personal taste.



(A.9) Slogan: “*pria punya selera*”

Man with taste

(A.9.1) Man with taste. (slogan in English)

(A.9.2) Our cigarette product is the taste of men. (the implicit meaning of the slogan)

By the slogan, the advertiser tries to describe that their cigarette product is the taste for men. Since it is easy to understand, the writer categorized the slogan as generalized implicature. By using the word “pria or men” in this slogan, it violates the maxim of quality because it shows that the advertiser not tell the truth to the customer. In reality, nowadays, the smoker is not always men there are women, boys, girls, and etc.

(A.10) Slogan: “*100% menthol alam*”

100% menthol natural

(10.1) 100% natural menthol (slogan in English)

(10.2) Our cigarette product 100% made of natural menthol. (the implicit meaning of slogan)

According to the type of conversational implicature, this slogan is categorized as generalized implicature, since the customer easily understand that the implicit

meaning of this slogan is the producer giving the information to the customer that their product is made of 100% natural menthol. Based on the cooperative principals, this slogan is violating the maxim of quality. The generalizing of “100%” is showing the violation principal for lack of evidence since in the composition of this cigarette product is containing not only natural menthol but also nicotine, tar, etc.

## 6. CONCLUSION

Based on the analysis of the use of implicature in cigarette advertisement slogan, the writer concluded that the advertiser of cigarette advertiser is using implicature and violation the cooperative principals in their slogan, in order to change the use of persuasive and suggestive words to promote their product (cigarette) which is banned in their advertisement rule.

The analysis at chapter 4, showed 6 violations of quality maxim, 4 violations of manner maxim 9 violations of relevance maxim and 10 violations of quantity maxim. In violation of relevance maxim and quantity maxim, the writer found that all of the slogans analyzed were flouting these maxims. It is due to the government rule about the cigarette advertisement which is stated that in advertising the cigarette product, the persuasive and suggestion words cannot be use.

Consequently, in to all of cigarette slogans, the writer identifies that the advertiser cannot adhere the principal of quantity maxim that is “make your contribution as informative as is required”. In this research, the writer also categorized all slogans based on the type of conversational implicature. There were only two type of conversational implicature found here. There were 7 slogans categorized as generalized implicature and 3 slogans categorized as particularized implicature.

Finally, the writer concluded that the use of implicature is important in making cigarette slogans for the advertisers. Data analysis in every cigarette slogans shows the additional conveyed meaning/implicit meaning (implicature) from the advertiser of cigarette product and also maxims violation.

## REFERENCE

Arikunto, Suharsimi. (2006). *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.

Levinson, Stephen C. (1983). *Pragmatics*. New York: Cambridge University Press.

Mey, Jacob L. (1994). *Pragmatics : An introduction*. Cambridge: Basil. Blackwell Inc.

Sudaryanto. (1993). *Metode dan Aneka Teknik Analisis Bahasa: Pengantar Penelitian Wahana Kebudayaan Secara Linguistik*. Jogjakarta: Duta Wacana University Press.

Yule, Goerge. (1996). *Pragmatics*. New York: Oxford University Press.

<https://www.google.co.id/search?q=billboard+iklan+rokok+di+indonesia>. 2015.

Retrieved May, 1<sup>st</sup> 2015.

[www.tobaccocontrol.org/legislation/country/Indonesia/aps-regulated-forms](http://www.tobaccocontrol.org/legislation/country/Indonesia/aps-regulated-forms).

2014. Retrieved June, 15<sup>th</sup> 2015.

## APPENDIXES

A1.



A.2



A.3



A.4



A.5



A.6



A.7



A.8



A.9



A.10

