

AN ANALYSIS OF SLOGAN RULES AND IMPLICATURE IN THE DRINK
ADVERTISEMENTS



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ABSTRAK

Di dalam skripsi ini penulis membahas tentang implikatur yang terdapat di dalam slogan-slogan iklan minuman, baik produksi dalam negeri maupun luar negeri yang dipasarkan di Indonesia. Masalah ini dibahas untuk menjawab keingintahuan penulis tentang arti dari slogan minuman yang sering mereka gunakan dalam kesehariannya.

Data didapat dari internet, televisi dan majalah. Analisis data dilakukan dengan dua langkah analisis. Pertama memberikan deskripsi umum tentang gambar, yang digunakan sebagai konteks dalam menganalisa makna slogan tersebut. Kedua, menganalisa slogan dengan mengacu kepada teori Foster dan Grice untuk menemukan implikatur dari slogan-slogan iklan minuman. Kemudian hasil penelitian disajikan dalam bentuk penceritaan atau deskripsi dan dalam bentuk tabel.

Dari hasil analisis ditemukan bahwa semua peraturan slogan yang dikemukakan oleh Foster diterapkan dalam data iklan minuman. Diketahui bahwa lima dari sepuluh data iklan minuman menggunakan peraturan slogan, "reflect the brand's personality". Sebaliknya hanya satu data iklan minuman yang menggunakan peraturan "strategic". Kemudian, ditinjau dari segi maxim yang dikemukakan oleh Grice, ternyata semua maxim juga diterapkan dalam slogan minuman. Ada slogan yang mengikuti peraturan maxim dan ada juga yang melanggar peraturan maxim dalam iklan minuman tersebut. Terdapat enam slogan yang mengikuti peraturan, "maxim of quantity", karena pada umumnya slogan menyampaikan inti dari pesan yang ingin disampaikan. Kemudian, terdapat empat slogan yang melanggar peraturan, "maxim of manner", karena slogan tersebut taksa atau memiliki banyak makna. Maka disinilah peranan implikatur yang mengungkapkan makna- makna yang terdapat pada slogan iklan minuman.

CHAPTER I

INTRODUCTION

1.1 Background of the study

In communication both speakers and listeners usually cooperate with each others. The cooperation is used to build intelligibility in communication. The language that is used by the speakers and the listeners does not contain the literal meaning only, but it may be more than just what the words mean or non literal meaning, for example; when a girl said, "boys will be boys, or a burger is a burger," it seems no communicative value in the utterance, it expresses something completely obvious. The words in the example above just give the information that is needed. While, in communication the listeners may expect something more than what is said. If the words are expressed literally, the communication may not be interesting anymore, like in advertisements. That is why the advertisers tend to use implicature to express their idea about the products. The utterances give the meaning beyond the words. The additional meaning of the words is called an implicature, (Yule, 2000:35).

Advertisement is a way to promote something through newspapers, television, and etc for sale. Nowadays, advertisement is quite important in any aspects of social phenomenon. The social phenomena are in social economy, marketing, trade and people's daily life. Since the advertisement has already improved year by year, so the advertiser can create great advertisements. One of the tools is the language itself. The language must be interesting and easily catch the attention of the hearer or consumer.

For example; a slogan in soft drink of Pepsi, "DRINK PEPSI GET STUFF". The meaning is more than what is said, it gives big influence to the listeners.



The slogan of this advertisement makes people expect something more from the utterance itself, because the slogan implies the meaning of the real word. So, in this case the writer will give the general description about the picture of the product. Then, it will relate to the slogan of the product to help the writer find the implied meaning of the slogan. In this case the writer gives an example; take a look at the picture above.

Firstly, the writer describes the picture and slogan, and then explains about the implied meaning of the slogan. The slogan of the picture above is: "DRINK PEPSI GET STUFF" at the picture of the slogan there is a ball at the picture of the slogan and in the middle is stated PEPSI STUFF, and the color of the ball are red and blue; the background color is also red and blue. A ball means a thing that can move easily or mobile and red color means spirit full, then the blue color means calm and a confidence.

Secondly, all descriptions relate to the slogans suitable to its context. The slogan "DRINK PEPSI, GET STUFF" derives implied meaning, it means who those drink Pepsi, get a new spirit or Pepsi will make people bright. It is also implied that the people who drink Pepsi are a mobile person.

Basically, the purpose of the advertisements is to inform the people about products or services. But, in the modern time the advertisement can be one of media to manipulate the consumers or listeners. It represents a complex of variety of message that functions to fluctuate, that is informing and manipulating. It is hard to differentiate the advertisement that is used to inform or to persuade, since a wide use of the verbal and non- verbal

helps advertisers to cover the persuasive message into informative one. Further more, the advertisement is to get the higher consumers.

The advertiser creates a slogan to reach the listeners' attention. A slogan is a form of verbal logo. It takes an essential role in advertisement. It has a big function to leave the key brand message in the target's mind. The slogan has some characteristics, according to Ping Yoad (in Mulya, 2008:2) "a slogan should be memorable, simple, and easy to be understood."

Based on this phenomenon, the writer is interested in analyzing the implicature in the slogan of drink advertisements. Advertisement is a means to promote the product to the consumer through the mass media. Then, every utterance in advertisements performs more than just itself. The slogan used by advertiser attracts the curiosity of the listeners, because it uses an implicature to deliver the idea. The additional value of the words make the listeners try to find the real product of the advertisement to answer their curiosity. That is why the writer chooses this topic in this research, one of them to fulfill the consumers' or listeners' demand in understanding the implied meaning of advertisements.

Drink advertisement is one of the daily products that consumers need. Sometimes, the listeners or consumers do not understand the meaning of some slogans in drink advertisements that usually they buy. So, this is another reason why the writer analyzes this topic. It is quite interesting to find the meaning of the slogan, which has big deal in public society life. It uses nice and exaggerate language to get the target to promote the product. It does not explain the details of the product. Yet, it still catches the public attention to enjoy the advertisement, and remember the slogan as well.

CHAPTER 4

CONCLUSION

Based on the findings of this research, there are some conclusions that would be described. First, by referring to the rules of slogan proposed by Foster, there are seven rules that are found in some drink advertisements. The seven rules of slogan are used in ten drink- advertisements. They are memorable (mostly by using rhyme; identity of sound between endings of words or verse- lines, and ambiguous which have more than one meaning), recall the brand name, include the key benefit, differentiate the brand's characteristic, impart positive feelings for the brand, reflect the brand's personality, and strategic way. Almost all of the drink advertisements are using "reflect brand's characteristic" that describes the quality, positive value, and the content of the product. On the other hand, it is only one slogan which inputs the strategic rules.

It can be seen from the result of the analysis which all of the rules slogans used in ten drinks -advertisement slogans. Since the drink advertisements were taken from foreign and domestic products, so the advertisers create many kinds of slogans. Because, drink is a daily need product that always develops, so the advertiser must be creative to make the advertisements. Especially, in creating the slogan of the product, through the implicature they can play the language more than it is.

Second, by using Gricean's Maxims, it also shows all of the maxims exist in some drink advertisement slogans. They are maxims of quantity, quality,

relevance and manner. Most of the slogans obey the maxims of quantity, because they just send the main idea to the consumers. This way gives effect to the consumers to know the information about the product. Then, there are five slogans follow the maxims of quality, since the advertisers must be honest to their consumers. It makes the consumers believe that the product is original and qualified. The slogans also obey the maxims of relevance; they describe the product through the slogans directly. The consumers do not need to think about other products while they utter or hear the slogan. Simultaneously, slogans of the products directly describe the characteristics of the product. On the other hand, there are some slogans violate the maxims of manner, because their meaning are ambiguous. However, some other slogans obey the maxims of manner; they give brief and clear statement. Finally, it can be concluded that by obeying or violating the maxims, the advertisers create their own slogans which imply some meanings on them.

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