

**THE IMPLICATURE OF AUTOMOBILE SLOGANS  
AS FOUND IN MAGAZINES**

**A THESIS**

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## ABSTRAK

Skripsi ini membahas tentang makna tidak langsung (*implied meaning*), yaitu suatu makna tersirat yang terdapat pada slogan iklan mobil yang berbahasa Inggris. Istilah lain dari makna tersebut adalah implikatur (*implicature*). Tujuan penelitian ini adalah untuk mengetahui pesan pada slogan di dalam iklan majalah tersebut. Teori yang digunakan adalah teori implikatur yang dikemukakan oleh Grice, teori fungsi bahasa (*directive function*) oleh Yule dan dilengkapi dengan teori konteks (*context*) yang dikemukakan oleh Mey.

Data diambil dari berbagai macam majalah dengan judul dan edisi yang berbeda. Kriteria iklan mobil yang diambil yaitu adanya slogan, gambar mobil, gambar latar belakang, dan berbagai tambahan informasi lainnya. Semua kriteria tersebut bertujuan untuk menentukan ide/pokok pikiran yang terkandung dalam slogan tersebut. Semua data berjumlah 14 slogan. Data dianalisis dengan menggunakan metode padan pragmatik, yaitu kata-kata yang terkandung dalam slogan dijelaskan dan dijabarkan dengan mengamati konteks.

Berdasarkan hasil analisis, penulis menemukan bahwa makna implikatur yang terdapat pada semua slogan iklan mobil dapat dijelaskan melalui pemahaman konteks yang terdapat pada gambar iklan mobil tersebut. Ini berarti, adanya keterkaitan langsung antara konteks dengan pesan yang terkandung dalam slogan.

## CHAPTER 1

### INTRODUCTION

#### 1.1 Background of the Research

Advertisement is one form of media of communication. The aim is to persuade the consumer's attention and to sell the products that can be found in magazine, newspaper, radio and television. It provides some information about products, goods, or services. It means there is a mutual relationship between the advertiser as a provider of information and the consumers as a receiver that happens in form of direct or indirect communication.

Advertising is defined in Oxford dictionary as a piece of information in newspaper, on a poster or television that tries to persuade people to buy something. It is a mass-mediated communication. In order to persuade the consumers, the advertiser does many ways to attract its consumers, for instance the use of language in advertisement. It is one way to attract the consumer's attention, because language contains some messages and meaning. In fact, language is a tool of human communication. Human could understand and communicate each other by using language.

Magazine is one form of indirect communication from the advertiser (the writer) to the consumers (the readers). There are many information found in it. Generally, it always provides the information about products, goods, or services in form of article and completes it by using pictures, for example the advertisement

section. The creativity and the power of designing the pictures in magazine advertisement are very important to affect the consumer's attention, because the consumers read the message in advertisement indirectly as picture shown. It means that the consumers could read and understand the information in many different perceptions and interpretations. That's why, the advertiser should create the completely message to support the idea and thought of the advertisement, such as the combination of language (slogan, logo, and symbol) and the pictures. As a result, the consumers could understand the message contained in it.

According to Hall (in Lyons, 1981: 5) "Language is the institution whereby human communicate and interact with each other by means of habitually used oral-auditory arbitrary symbols". That's why, language plays an important role in advertisement especially how to deliver a message from the advertiser to its consumers. This message must be delivered creatively and understandable. It is very important to attract the consumers. Hence, the advertiser does many ways to create the message of its products, goods, or services. Those messages could be found in the slogan, logo, and symbol of advertisement (Suyanto 2005: 113). This message is reflected in a label identity of products, goods or services. Then, it will be used to persuade the consumer's attention conventionally.

Mostly, the advertiser gives much information about advertisement to the consumers in form of message indirectly. Sometimes, this message is not relevant to the products, goods, or services. It means the message contains implied meaning. For example, the slogan of Toyota "Get the Feeling". It is not easier to

## CHAPTER 4

### CONCLUSION

In this analysis, the writer collects 14 data of slogan found in the automobile advertisement. All data are categorized as slogans that contain implied meaning (implicature). Generally, the language of advertisement (for example: slogan) is aimed to persuade the consumer's attention and to sell the products, goods, or services. In other words, the words of slogan function as directives (influence the attitudes or behaviors of others), because the advertiser tries to persuade the consumers to buy and interest toward their products.

In fact, the advertiser creates the automobile slogans by using language in form of sentence or text that is uttered indirectly. Sometimes, there is no relationship between message and the products. In other words, the slogan contains implied meaning (implicature). It is not easy to understand literal meaning without paying attention to its context such as: automobile pictures, background pictures, and some additional information. Therefore, the context is very important to support the idea, thought, and message in automobile slogans. It means, the consumers could interpret the meaning of slogans by observing the context.

Based on the data analysis, the writer found that the implicature of automobile slogans could be interpreted through the context. It means, there is a relationship between the context and the message presented in the slogan.

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