

**IMPLICATURE IN THE SLOGANS
OF CIGARETTE ADVERTISEMENTS**



A Thesis

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ABSTRAK

Di dalam skripsi ini penulis membahas tentang implikatur yang terdapat di dalam slogan-slogan iklan rokok, baik produksi dalam negeri maupun luar negeri yang dipasarkan di Indonesia. Masalah ini dibahas karena di dalam iklan tersebut ditemukan tidak adanya hubungan antara ilustrasi dan slogan dengan rokok.

Data didapat dari pamflet, internet, dan poster-poster yang ada di lapangan. Analisis data dilakukan dengan menggunakan dua langkah penganalisaan. Pertama, memberikan deskripsi umum tentang gambar. Kedua, menganalisa slogan dengan mengacu kepada teori Foster dan Grice serta menggabungkan deskripsi gambar dan analisis slogan tersebut untuk menemukan implikatur dan hubungan antara slogan dan produk tersebut. Hasil penelitian disajikan dengan metode formal dan informal.

Dari hasil analisis ditemukan hanya lima dari tujuh aturan slogan yang dikemukakan oleh Foster dan hanya dua dari empat maxim yang ditemukan oleh Grice muncul dalam slogan iklan rokok tersebut. Sedangkan di dalam slogan-slogan tersebut secara implisit menyatakan tentang rokok dan kualitasnya serta karakter dari konsumen yang ingin dicapai. Hal ini disebabkan karena adanya larangan dari Pemerintah Indonesia untuk memperlihatkan rokok ataupun orang yang sedang merokok di dalam iklan. Sehingga, para pembuat iklan rokok menciptakan sesuatu yang menarik dan unik pada iklan rokok tersebut terutama pada slogan.

CHAPTER 1

INTRODUCTION

1.1. The Background of the Study.

Advertisement is quite important social phenomenon in the information age. It is closely related with social economy, marketing, trade, and people's daily life. It is universally and widely distributed through newspapers, magazines, television, radio, posters, and so on. Advertisement has a great ability to reach a larger number of public because it is attractive and memorable enough. However, it has less ability to construct an immediate change in public' behaviour because the contact between the advertiser and the audience is indirect. As we know, public can only see it not communicate with the figure in the advertisement.

Originally, the first advertisements were used to inform people about products and services. Nowadays, this social activity has developed as a successful marketing tool of manipulation. It represents a complex variety of message functions fluctuating between informing and manipulating. It is difficult to decide whether advertisement is mostly informative or persuasive, since a wide use of verbal and non-verbal strategies helps advertisers cover a persuasive message as an informative one. Nonetheless, the main function of advertisement is to persuade the target audience to buy the product.

Advertisers use the advantages of mass media communication in order to persuade the audience. Therefore, persuasion is an important issue in advertisement. An advertisement can tell you that something is bigger, better,

faster, cheaper, safer, or healthier. In attracting audience interest to consume their products, the advertiser creates an interesting illustration and slogan. A slogan is a form of verbal logo. It plays an important role in advertisement. A slogan aims to leave the key brand message in the mind of the target audience. Pingyoad (2006: 2) stated that "a slogan should be memorable, simple, and easy to be understood."

Nowadays, advertising slogans become shorter and shorter as visual illustrations grow more and more important. Pictures and words are often indivisible in creating maximum excitement and stimulus. Sometimes, only through the concrete context can the readers interpret what the products are being promoted. It happens because the advertisers are more interested in creating a slogan in which the meaning is implied for the reason that it can attract the public curiosity more.

There are several reasons for advertisers to exploit implicit language (Melchenko, 2003: 6). First is implying something rather than stating it explicitly derives from the fact that one does not have to defend unasserted claims and consumers seem not to defend well against them. Other reasons for using implicit language are more cognitive. It is known that inferred information is remembered and recalled as though it was explicitly stated. This has a great value for advertisers, since it allows the communication of propositions without going through the trouble of stating them. It is also used for the purposes of brevity, drawing attention, and memorability.

Cigarette advertisement is one of the advertisements that use a unique language style for the slogan in order to attract people's interest. It does not show

CHAPTER 4

CONCLUSION

Based on the findings of this research, there are some conclusions that can be drawn. First, by referring to the rules of slogan proposed by Foster, there are only five rules that are found in some cigarette advertisements. They are memorable (mostly by using ambiguity, alliteration, and provocative and relevant story), recall the brand name, include the key benefit, differentiate the brand's characteristic, and reflect the brand's personality. Those slogans do not input the positive feeling of the brand and they do not tell what kind of product they sell. It occurs because cigarette does not have any positive impact to the people and it even causes a big damage for our health.

Second, by using Gricean's Maxims, it shows only two maxims exist in some cigarette advertisement' slogans. They are maxim of manner and relevant. Those slogans mostly violate maxim of manner because they have ambiguous meanings. However, most slogans follow maxim of relevant because they impliedly tell about the cigarette. Thirdly, most cigarette slogans show its product, its quality, and its consumer's characteristic implicitly. It is caused because those slogans mostly use the same rule of slogan that is reflecting the brand's personality. That brand's personalities also reflect the personalities of its consumers.

Since there is a law from the Indonesian government that forbids the advertisers to show a cigarette in the advertisement, they try to create an

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