

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Sometimes, it is not easy to understand the language or message send by the advertisement. They may be interpreted differently by readers, even though, they try to make something more interesting, with interest-catching sentences and visuals. In other words, this is a trick to promote the product into market and make it more interesting with unordinary sentences and powerful visuals, such as signs or pictures with the best choice of words. The purpose is to influence the consumers to buy the product which contains slogans.

According to Yule (1996, p. 35), the additional meaning of words is called implicature by using implicature, the existence of context is needed in supporting the idea to get the implied meaning. Implicature in fact is the process when people think to find the other meaning of the word or sentence. In this process, speakers imply something in their utterances which require the hearer to catch those implications by the contexts of situation that elicits such utterances.

Implicature also gives the assumption behind of the information. In the other words, implicature is the additional information that can be deducted from certain information. The logic and natural feeling can be assured to the listener by using argumentations or information from the speakers without expressing it explicitly. Implicature is used to make

listener implicitly accept the assumption, even though the assumption can be more debated.

Implicature is something that what is intended is more than what is means. Grice (1968, p.2) distinguishes between what is said by a sentence and what is meant by uttering it. Moreover, the utterances give the meaning beyond the words. According to Yule (1996, p. 35) the additional meaning of the words is called implicature. Thus, implicature does not need to be stated explicitly. In implicature, the existence of context is needed in supporting the idea to get the implied meaning.

According by Hoffmann (1987, p.10) and Horn (1991, p.10) implicature is a component of speaker meaning that constitutes an aspect of what is meant in a speaker's utterance without being part of what is said. What a speaker intends to communicate is characteristically far richer than what she directly expresses; linguistic meaning underdetermines the message conveyed and understood.

Nowadays, there are lot of products that attract the consumers with some visuals and word choices in slogan, with some appealing pictures and a brief, right and easy to remember word. We can see from the company which uses catchy advertisement. Also, the advertisements occur in some media, such as television and advertisement board. Commonly, slogan and product should have relation therefore it will be easy for the people to remember that product. However, the phrases or sentences in the slogan are frequently inappropriate and they do not have relation with the products. It may make people get confused. Therefore, it

is important to analyze the meaning behind the slogans.

Rein (1982, p. 49) defines the advertising slogan as a “unique phrase identified by a company or brand”. He asserts that slogan, which is kind of a presentation of the main idea of the advertising campaign, has to “command attention, be memorable and be brief” (1982, p.54). In this day and age, slogan has probably become one of the most powerful communication tools used by marketers to communicate their message to the target audience. From that quote, it means that the slogan can be more interesting if we can choose a better word, simple words and easy to remember as it is identified as the company brand.

Slogan is an important part of any marketing campaign and has been used by various organizations for more than a century. These short and memorable phrases catch a potential customer’s attention as well as help to distinguish products and services in the saturated market. Slogans are the most effective means of drawing the attention of the general public or consumer base to one or more aspects of a product, while visual or audio materials, only help to consolidate the slogans in the customer’s minds. Then, the purpose of the company will be able to make the consumer more excited.

That is one of marketing ways to promote their product with slogan and choice of word. It means that the implied meaning of an utterance can be interpreted from the context of the utterance, it also intends in the slogan because the meaning of the slogan is supported by the context itself.

In the past, the slogan in advertisement was used only to inform people about new products and services. Nowadays, the functions of slogan have developed, not only to inform the people, but also as the tool of manipulation in marketing. A slogan of an advertisement can tell the customers that something is newer, bigger, better, faster, cheaper, safer or healthier. In order to make the consumers interested in consuming their products, an advertiser creates an interesting illustration and slogan. Good illustration and good slogan will make the curiosity of the audience increases.

Leech (1972, p.15) states that the slogan is a short phrase used by the company in its advertisements to reinforce the identity of the brand. In his point of view, slogans are more powerful than company's logos and can be easily remembered and recited by people. Moreover, the scholar maintains that slogans have to clearly state the main idea of the advertisement, i.e. they have to be easy to understand. Therefore, a slogan has great influence to identify the purpose of an advertisement.

The slogan and the picture can be identity of the company, for example from Pizza Hut "making it great again and again", and KFC "finger-licking good". These are some slogans for great fast food company. If we read that slogan and see the picture we will know who has the advertisement. That's why advertisement can be understandable by consumer.

With a good, simple and easy word to understand by a consumer, it will make a consumer more interested to buy their product or food. In

advertisement, slogan is important to emphasize a phrase that the company wishes to be remembered by consumers. Moreover, slogans often have special language patterns which deliver the message of a product. The advertisers cannot omit the importance of the sentence structure for slogans since without a good sentence structure the reader will not be able to understand the message of an advertisement.

An effective slogan is able to leave impressions in people minds when they hear or see it. This short statement can affect the way that consumers, competitors and others in the same industry perceive about business. A successful slogan can also distinguish company in a unique way. Basically, what slogan creators are trying to do is to write a memorable phrase used in conjunction with a political, commercial or religious advertisement that in the best case also conveys a deeper meaning. They can be used to elicit emotions or to paint a visual image that implies something more. The visual or picture has an important influence to support a slogan in advertisement, so both of this element depend to each other.

For example, it can be seen from the slogan “What if Everybody Ran?” by Mizuno apparel below. If this slogan is just a word in the advertisement, it will be very ambiguous. We can understand what the purpose of the slogan if we see the visual or picture that supports the sentence, because their role is as context to assist consumers to interpret the meaning of the slogan.

What if Everybody Ran?



There probably many interpretations in every sentence or slogan on every advertisement, but if an advertisement has a good visual or picture which supports a slogan, the purpose of the slogan will be understood by consumer, reader, and all people will be interested in the advertisement. The advertiser tries to create message indirectly to invite the consumers to find the meaning of the slogan, which is based on the consumer's perceptions. The advertiser should have a strategy how to make a consumer more interested.

Mizuno is the one of the well-known sport shoes company. The advertisement of Mizuno, which produces shoes every year, will be intelligible if the consumers see the picture. In visual context, this advertisement tries to show new shoes for running as a part of sport activity. In the slogan, they try to command all people to run with their product. When the advertisement is made a slogan with "?", it means that it is some choices for consumers to think again about their health with running or jogging.

Many people running in illustration support the meaning of the slogan. In this advertisement, the company tries to ask consumer "what if everybody ran?" the purpose of the slogan not just for questioning, but also to command consumer to care more about health and life. Therefore, the implied meaning of this slogan is to convince people to jog every day and join other people being healthy is for everybody, for all community and for nation, as it is stated below the slogan. Running is one of the ways to be healthy and it is done by wearing Mizuno apparel.

Based on the explanation above, the writer is interested to analyze the implicature of some slogans from sport shoes advertisements. Therefore, the title of this research is "Implicature in The Slogans of Sport Shoes Advertisements".

1.2 Identification of Problem

Advertisement is a way to invite the consumers to do something for

the product. The most important things are the design of the slogan and the attractive illustration. Good slogan and good illustration determine how the consumers will choose the product. However, it is not always easy to get that meaning because the slogan has implied meaning. Based on fact, the writer proposes the following research question:

1. What is the implicature in the slogans of sport shoes advertisement?

1.3 Objectives of the Study

There are many ways of making slogan. The advertisers use simple language and interesting illustration to introduce a product. Slogan contains some messages of advertiser. To make it interesting, slogan is supported by picture and background as the context of the slogan. It can attract the consumer to choose their product. Slogan in sport shoes advertisements has many forms and it is made to get the attention of public. Therefore, the main purpose of this study is to analyze the implicature in the top 10 slogans of sport shoes advertisement.

1.4 Scope of The Study

This research only focuses on the implicature in the slogan of sport shoes advertisement within the scope of pragmatic study. The slogan will be analysed by using the theory of implicature by Grice (1968, p.35). This study will be limited on analysing the advertisements that contain pictures. The picture is used because it has meanings that has relation or support the slogans. It could be used as the context of the analysis. This research

only concerns about the meaning of implicature of sport shoes advertisement in general.

1.5 Methods of the Research

According to Sudaryanto (1993, p.13), there are three steps used in the method of the research. They are collecting data, analysing data and presenting the result of data analysis. The data will taken from the internet on the following websites:

- www.adslogans.com
- www.taglineguru.com
- www.mizuno.com
- www.sportswearbrands.com

From this web, all of the brand information and sport product advertisements can be found. The form of this data is an advertisement slogan. This research focuses on English advertisement and using English language slogans. The writer will choose top 10 brand advertisements from different shoes sports brand, because every brand has a special characteristics and same purpose to promote the product with advertisement. The writer also used a global trade graphic to identify how the company able to the consumers with the slogan in advertisement.

In analysing data, the writer uses the pragmatics identity method. According to Sudaryanto (1993, p.13) as referential pragmatics identity method is a tool to identify the utterance based on the context. It means that the meaning of an utterance is determined based on assumption of the reader. In this research, the writer also uses pragmatics theory to

identify the slogan by using implicature theory of Yule (1996, p.35). The writer not only analyses the slogan but also the picture, the background, and other additional features contain in the ads. In this research, the writer gives general descriptions about the content in the sport shoes advertisement; it could be slogan, picture or background of advertisement. Then, the writer relates the additional features of advertisement and the slogan to get the implied meaning of this slogan and to find the relationship between slogan and product.

The last step is presenting data, in this part the writer will explain the result of analysis. In this step, the writer used descriptive form to explain the information about the meaning hidden behind the slogan and the picture will support to explain a detail information about the slogan especially the message.

