

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

This research attempts to examine how the Grice's Cooperative Principles employed and discover the violation maxim of Grice's principle in top 5 tyre advertisement in Indonesia. The study of Grice's Cooperative Principle and its maxims help us to understand the deep meaning. By applying conversational implicature, the addresser makes the advertisement more attractive for the addressee to catch the implied meaning beyond the advertisement language.

Grice introduced a set of rules which were expected in his opinion to be observed by the participants of a conversation. He formulated these rules in form of the conversational cooperative principle and stated, "Make your contribution such required, at the stage at which it occurs, by the accepted purpose, or direction of the talk exchange in which you are engaged" (Grice, 1975: 45).

Based on Yule (1960:40), implicature is additional conveyed meaning that contains in utterances. Implicature is the true meaning in the utterances that is not stated explicitly by the speaker, so the hearer should interpret the meaning of the utterance by themselves. According to Mey (2001:56), context is dynamic, not a static concept. It means that the implied meaning of an utterance can be interpreted from the context of the utterance. It also intends on the slogan because the meaning of the slogan is supported by the context itself.

According to Bolen in Febrisa (2008:1), someone who uses his or her good skill in using language in advertisement has great opportunity to get the interest of his target market. Someone here is an advertiser. An advertiser should

make language more interesting in advertisement. It means that language has important roles to get the attention of audience in identifying a product. The language in advertisement that introduces a product called slogan.

According to Oxford Dictionary (2010:1450), “slogan is a word or phrase that is easy to remember, used for example by a political party or in advertising to attract people attention or to suggest an idea quickly”. In making a slogan in advertisement, the advertiser usually creates an interesting phrase or sentence to describe a product. In addition, the slogan is also as an expression, idea or goal by advertiser. The aim of slogan is to leave the key brand message in the mind of the target audience.

Rein defines the advertising slogan as a “unique phrase identified with a company or brand” (1982:49). He asserts that the slogan, which is kind of a presentation of the main idea of the advertising campaign, has to “command attention, be memorable and be brief” (1982:54).

Advertising is a medium which functions as a marketing communication about a product. Advertising is also a way to communicate with producers and customers in order to persuade the customers to take action on 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.

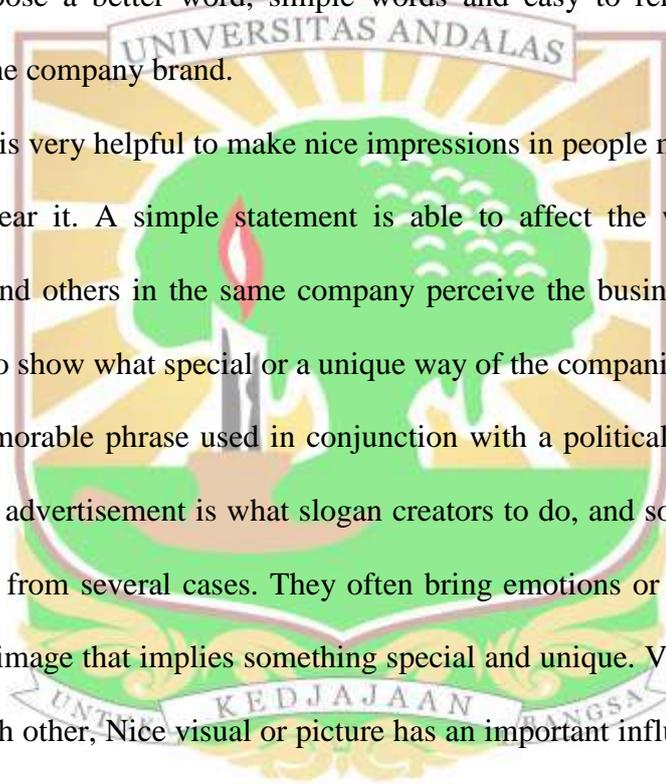
We should take a look deeply to reach what meaning or what producer deliver to the customer. Hearer or reader may have a different interpretation, even they have to make something more interesting so it catches people attention. With beautiful words and good visual, producer understands they should give what they want. The purpose is to influence the consumers to buy the products. It is also called an advertisement which contains slogans. 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. In this day and age, the 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.

A nice slogan is very helpful to make nice impressions in people minds from what they see or hear it. A simple statement is able to affect the way consumers, competitors, and others in the same company perceive the business. A powerful slogan can also show what special or a unique way of the companies have.

Simply, a memorable phrase used in conjunction with a political, commercial or even religious advertisement is what slogan creators to do, and sometimes have a deep meaning from several cases. They often bring emotions or what we call to paint a visual image that implies something special and unique. Visual and slogan depend on each other, Nice visual or picture has an important influence to support a slogan in the advertisement.

Tire advertisement is one of the advertisements that use a creative language style for the slogan and a nice picture to attract people's interest. The unique slogan of this advertisement can be easy to remember by the people because it is supported by the good picture and background that have made by the advertiser to get public attention.





**MICHELIN.BECAUSE
SO MUCH IS RIDING
ON YOUR TIRES.**



www.michelin.org

For example, this ad violates the maxim of manner. It is ambiguous and causes the meaning to be blurry. The meaning of the word so much is not clear in this advertisement. “Because so much is riding on your tires” may mean is not people in the car but also things or maybe both. This advertisement causes ambiguity in meaning. This ad also violates the maxim of relevant. According to the maxim of relevant, every conversational situation the addresser/addressee should adhere to the topic of their conversation. They must always ensure that they give only information that is related to the conversation and in their interaction with each other. This ad does not comply with the maxim of relevance, from the picture there is a baby that relatable. Thus, the maxim of relevance has been violated by this advertisement. This ad violates the maxim of quantity because it is too short. In other words, its shortcoming in expressing the subject of the ad makes it unclear. It needs to be explained. According to the slogan “Because so much is riding on your tires”, This ad complies with the maxim of quality,

because of the copywriter use word So Much. In fact, costumer considers all aspects beyond the function of tyre itself to buy the product includes price, security, and endurance. This ad is true and is expressed with honesty.

It can be seen from the slogan “Michelin. Because so much is riding on your tires” by tyre product of Michelin. If this slogan is just a word in the advertisement, it will be very ambiguous. We can understand what the purpose of the slogan is if we can see the visual or picture that supports the sentence because their role is as context to assist consumers in interpreting the meaning of the slogan.

This slogan is aimed at the consumers who want to improve their comfortable drive on road. And especially the road in bad condition such as rain or snow which resulted from road becomes slippery. With good specification and protection that applied to this product, it can minimize the chance of accident and decreased excessive anxiety levels on driving.

Michelin is the one of the well-known tire company. The advertisement of Michelin, which produces a tough and sturdy tire, will be intelligible if the consumers see the picture. In visual context, this advertisement tries to show new tire for driving as a part of safety and performance experience. In the slogan, they try to aim all people to drive with their product. When the advertisement is made a slogan with “Michelin. Because so much is riding on your tires”, it means that it is an invitation for consumers to think about their comfort, safety, and quality drive.

It also can be seen that the advertiser tries to deliver a message by using the slogan “Michelin.Because so much is riding on your tires”, this slogan means that the advertiser attracts the people to read again with an illustration there, that it

is a safe ride if the people use this product. In the slogan “Michelin” means that the product itself. Another supporting word is “Because so much is riding on your tires” can be identified if these words try to prove that the product is the safeties in the world and there is no product can challenge the tire. From the picture, we can see the little baby sits over in tire. As we know, a baby is a precious creature that should be protected from any danger. From the slogan and picture above we can summarize the meaning that performance and safety issue is solved by using a tire from Michelin.

Without an interesting illustration, it is hard for the consumers to get the meaning because the picture is very important to support the ideas, thoughts, and messages of this 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.

1.1 Identification of Problem

An advertisement is a tool and one of much ways of the advertiser to get the attention of the customers. The most important thing is the design of the slogan and attractive illustration or pictures. Good slogans and good illustrations influence the consumers to choose the product. However, the consumers are not always easy to get the meaning because the slogan has implied meaning. Based on that fact, the writer investigates the following of question:

what kinds of maxims in cooperative principles are not obeyed by the advertisements and What are the implied meanings of generating conversational implicature in The Slogans of Top 5 Tire Company Advertisements in Indonesia?

1.2 Objective of the Study

There are so many ways of the advertiser in making slogan. They use simple language and interesting illustration to introduce a product. Slogan contains some messages of the advertiser. To make it interesting, the slogan is supported by picture and background in the context of the slogan. It can attract the consumer to choose their product. There are many forms in the slogan of top famous tire company advertisements and it is made to get the attention of the public. In specific, the main purpose of this study is to investigate:

To identify violating and compliance of maxim by use Grice's cooperative principle that focus on meta-conversation (advertiser/costumers) in top 5 tire company advertisements in Indonesia.

1.3 Scope of the Study

The focus of this research only on the conversational implicature in the top famous tire company advertisements within the scope of pragmatics studies. The slogan will be identified by using the cooperative principle theory by Grice (1967). This study will be limited to analyzing using Grice's maxim of cooperative principle the advertisement that contains picture and slogan. The picture is used because it has meant that sometimes has a relation to slogans. It could be used as the context of the analysis. This research only concerns strategies of meta conversation (addresser/addressee) then identify violating and compliance of maxim by use Grice's cooperative principle in top 5 tire company advertisements in Indonesia.

1.4 Method of the Research

This research uses the researcher herself as the research instruments to collect, analyze, and identify the data needed to accomplish the research.

According to Creswell (1994), the researcher is regarded as the primary instrument for data collection and analysis. Also, independently no one else except the researcher who would finish this research.

1.5.1 Collecting data

The data are taken from the internet on following website: www.Michelin.org, www.dunlop.com, www.bridgestone.com, www.falken.com, www.yokohama.com, www.giti.com, www.adslogan.com, www.autoexpress.co.uk, www.interbrand.com, www.camargus.com, www.pinterest.com. Those websites contain or provide some tires advertisements. Advertisements slogan is the data in this research. The main target of this data is well-known tire companies advertisements that only uses English characteristic, such as slogan, background and picture in the advertisement. Background and picture support the writer to find the implicative. Then the writer chooses and takes top 5 advertisements from Tyre Company to be analyzed because it has different and creative ways in promoting their products and has good quality and selling. Each product has its own style in making advertisement. It will be easy to the writer to choose the data.

In collecting data, the writer applies observational method with non-participant observation technique. First, the writer collects the data by observing the website for several times. Next, the writer sorts the search into several well-known tire advertisements. Then the writer applies note taking technique to find the slogan. From those website, the writer observes all advertisement, and these tire companies are ranked as the top 5 in Indonesia. The brand is *Dunlop*, *bridgestone*, *falken*, *yokohama*, dan *GT radial*. Each brand have 2 data so This research will selected 10 data to be analysis.

1.5.2 Analysing Data

In analyzing data, to identify the slogan the writer is using cooperative principle (CP) theory by Grice (1975). Not only from slogan, the writer also analyzes the picture, the background and other additional features that contains in the advertisements. In analyzing the data, the writer gives general description about the content in the top 10 famous tire company 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.

1.5.3 Displayed research of analysis

In presenting data, the writer uses informal and formal method, for informal method writer use description, meanwhile, formal method used in the form of table for showing the recapitulation of the result of analysis.

