

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Implicature is a concept of utterance meaning as opposed to sentence meaning. Furthermore, it is related to the method by which speakers work out the indirect illocutions of utterance. When the speaker or the writer implies or does not express his or her message literally, that implication is called an implicature. In analyzing the implicature, the researcher used the theory of implicature by Grice. Grice notice when people communicate in daily conversations, they often make their literal expression implied.

Moreover, Grice (1968) states that implicature is something that what is intended is more than what is means. The utterances give the meaning beyond the words. It does not only to take literal meaning of the utterance or sentences, but also to show what is inside and hidden, or in other word, implied in the sentences or utterances. Implicature is a part of discourse analysis that is very interesting to be investigated. It is a little part of discourse analysis where language (spoken or written) and context are inseparable, spoken language such as conversation between teacher and the student and written language such as an article, novel or short story. Clearly, when a writer uses implicature in their writing or a speaker uses implicature in their speaking, they do not need another people have to understand all of words of what they said, because there are some information they hints. Implicature also can be found in advertisement because advertisement uses language to deliver the information about a product.

Thus, implicature does not need to state explicitly. In the using of implicature, the existence of context is needed in supporting the idea to get the implied meaning. According to Mey (1993), context is dynamic, not static concept. It means that the implied meaning of an utterance can be interpreted from the context of the utterance, it also occurs in the slogan because the meaning of slogan is supported by the context itself.

According to Bolen (1991), someone who uses his or her good skill in using language in advertisement has a 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.

Advertisement is used to persuade the consumers and to make them pay more attention to buy this product. It can be found in magazine, newspaper, radio, television and internet. It provides some information about products and their quality. It means that there is a mutual relationship between the advertisers, providers of information, and the consumers as the receiver in the form of indirect and direct communication.

In order to make audience get interested in consuming their product, an advertiser creates an interesting illustration and slogan. According to Oxford Dictionary (2015:1450), “slogan is a word or phrase that is easy to remember, used by example by a political party or in advertising to attract people attention or to suggest an idea quickly”. The advertiser creates an interesting phrase or sentence to describe their product. The consumer will understand the slogan if the language and picture in the advertisement support each other.

Then, this topic is interesting to be observed. In this thesis, the implicature in cosmetics advertisement will be analyzed. We can find that most of women nowadays need to use cosmetic to make them more beautiful, from many various ages like teenagers until mature women use many kinds of cosmetics in their life. This makes the advertiser use the unique slogan and contains implied meaning to catch the consumer's attention. For example, the writer chooses the advertisement slogan of maybelline, picture attached to see the context.



This advertisement purposes to attract the consumer especially women by using the slogan “Fall in love with color”. The advertiser tries to create message indirectly to invite the consumers to find the meaning of the slogan, based on the consumer's perceptions. However, the aim of the slogan is to attract consumers to buy this cosmetic.

Based on the example above, the implied meaning of some slogans from cosmetic advertisements is interested to be analyzed.

1.2 Identification of the Problem

Advertisement usually sends the message to consumers by the slogan indirectly, also to get the attention of the consumers. Good slogan and good illustration make the consumer want to choose the product. But it is not easy to consumer to get the meaning from the message of the slogan because it has implied meaning. Based on that, the writer would like to investigate:

1. What are the implied meaning found in slogans of cosmetic advertisement?
2. What types of implicature are found in slogan of cosmetic advertisements?

1.3 Objectives of the Study

There are many ways advertiser used to persuade or attract the consumer to buy the product, such as the slogan in advertisement. However, the consumer is not easy to consumer to interpret the meaning without supporting by the picture or background of the product for delivering the message. Therefore, this research is aim at:

1. Explaining the implied meaning found in slogans of cosmetic advertisements.
2. Finding the types of implicature in slogans of cosmetic advertisements.

1.4 Scope of the Study

The research only focuses on the implicature in the slogan of cosmetic advertisement with the scope of pragmatics studies, by using the pragmatics theory by Grice (1989) and Mey (1993). The data was taken from the internet that is the slogan that contained the pictures. It could be used as the context of the analysis.

Also, this research only concerns with meaning of implicature of cosmetic advertisement in general and the types of that implicature.

1.5 Method of the Research

In this research, the data are cosmetic advertisements that contain the implicature. In collecting the data, the data searched from internet. Also chooses the advertisements of top 9 cosmetic brands in late of 2018 until beginning of 2019 as the result of the survey on the internet website www.trendrr.net. The data are cosmetic brands that launched the advertisement with slogan of the product that have function to make good looking for consumer or the beauty product. Those brands are, Clinique, L'Oreal, MAC, Neutrogena, Revlon, Avon, CoverGirl, Urban Decay, and Maybelline.

Then in analyzing data, the pragmatic identity method is applied to investigate the data. Then the theory of implicature by Grice (1989), Jacob. L. Mey (1993) and other theories related to the context was used to interpret the implied meaning of cosmetics slogan. The research not only focus on analyzing the language but also the context used in cosmetic slogan, the background, and other additional features contain in the advertisement. To analyze the data, writer firstly analyzes the context of each slogan. After knowing the context, writer developed the description of slogans by interpreting all the slogans which are implicature implied in the data of slogans and directly categorize them into kinds of implicature.

The last step that was presenting the result of data analysis. Just like Sudaryanto (1993:145) stated that there are two methods in presenting the result of the data analysis. That is formal and informal methods. The findings of this research are presented by using formal and informal methods. In formal method means that

the result of analysis will be put in the table and informal method means the explanation about this research.

