

The Use of Implicature in Indonesia Cigarette Advertisement Slogans

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Abstrak

Fenomena bahasa implikatur atau makna tersirat sering digunakan dalam slogan-slogan iklan suatu produk di Indonesia, salah satunya pada slogan rokok. Slogan iklan rokok sering menggunakan implikatur atau makna tersirat pada iklannya dikarenakan adanya aturan pemerintah yang melarang penggunaan kalimat persuasif ataupun sugestif pada konten iklan rokok. Dalam penelitian ini, penulis mengidentifikasi 10 slogan iklan rokok yang terdapat di Indonesia. Tujuan penulis melakukan penelitian ini adalah untuk mengidentifikasi makna yang tersirat atau implikatur yang tersirat pada setiap slogan, selain itu penulis juga mengidentifikasi setiap pelanggaran-pelanggaran maksim yang terjadi di tiap slogan dan juga mengkatagorikkan slogan sesuai jenis-jenis implikatur.

Keywords: slogan iklan rokok, implikatur, maksim

A. Pendahuluan

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

Cigarette advertisement is one of the advertisements that use implicit language while they are advertising their cigarette product. The use of implicit language in the way they advertise the product is because the cigarette is an unhealthy product to consume. According to the Government Regulation of the Republic Indonesia No. 109/2012 concerning about "*Materials that Contain Addictive Substance in Tobacco Products in the Interests of Health*", the cigarette advertising is not allowed to contain persuasive words to persuade the customers to smoke in their advertising. Due to the restriction of the advertising cigarette, the producers creatively use the implicit slogans to attract their customer about their product.

The writer chooses to research this phenomenon because the advertiser uses the implicit meaning (implicature) in their cigarette advertising slogans. In this research the writer applies Grice's Cooperative Principles and The Maxim theory from Yule to analyze the data. This research is aimed to find out how the

additional conveyed meaning represented by the cigarette advertising slogans and how it is delivered to the customers.

B. Isi/ Data Analisis

In this case, the writer presents the result of data analysis about the use of implicature in 10 Indonesia cigarette advertisement slogans. The writer found there are two types of implicature used in this analysis; generalized implicature and particularized implicature. The writer also found flouting of maxim of manner, maxim of quality and maxim of quantity in each slogan which is analyzed. Since the cigarette advertisement cannot use persuasive words to promote their product, all of the slogans analyzed are violating the maxim of quantity by not making the contribution as informative as it should be required (less information). Every slogan here is analyzed by using Identify- pragmatic method and Reflective-Introspective method so in analyzing the data, the writer concerns about the speaker's reaction to the utterance (slogans) and the writer also used her intuitive knowledge about the advertisement language especially in cigarette advertisement to identify the slogan.

From 10 slogans analyzed, the writer found 10 violations of maxim quantity, 9 violations of maxim relevance, 6 violations of maxim quality and 4 violations of maxim manner. The most dominant violation is maxim quantity and maxim relevance, because of government's rules for cigarette advertisement to avoiding the cigarette advertisement to use suggestion or persuasive words in order to promote their product. In addition, the writer also categorized the slogan based on the type of

implicature, the writer found there were 7 slogans categorized as generalized implicature and 3 slogans categorized as particularized implicature.

(A.1) Slogan: "*rumput gue lebih asik dari rumput tetangga*"

Grass my more exciting from grass neighbor

(A.1.1) My grass is better than yours. (Slogan in English)

(A.1.2) My cigarette product is better than yours. (the implicit meaning)

In this slogan, the advertiser of LA light product adopts the main idea of the idioms "the grass is always greener on the other side". According to the slogan, the advertiser delivers the meaning that their product is much better than the others cigarette product (see at data A.1.2) to make the customers prefer to buy their product. This slogan is categorized as particularized implicature since it needs the knowledge to infer the meaning of the idiom. The writer found the flouting of maxim of quality in this slogan. The advertiser stated that their product is "better" but it is showing the lack of adequate evidence since the measurement of "better" is relative or it is depend on personal taste of people.

(A.2) Slogan: "*merokok membunuhmu*"

Smoking kills you

(A.2.1) Smoking kills you. (slogan in English)

(A.2.2) Smoking can kill the smoker or non-smoker? (the first possibility of implicit meaning)

(A.2.3) Smoking can kill both the smoker and non-smoker. (the second possibility of implicit meaning)

In the slogan above, the writer identifies there are, at least, two possibilities implicit meaning (see data A.2.2 and data A.2.3). By the slogan, the advertiser tries to warn and to inform the customer about the risk of smoking that can cause dying. According the cooperative principles by Grice, the cigarette advertisement slogan violates the maxim of manner for not avoid the obscurity. As we can see, the inference of “you” in data (A.2.1) is not obvious. This slogan is categorized as generalized implicature since it is easy to understand the implied meaning.

(A.3) Slogan: “Gentlemen, this is taste”

(A.3.1) Our cigarette product is taste for gentlemen. (the implicit meaning)

The slogan above is known as generalized implicature, because the implicit meaning is easy to understand by the reader or listener. According to Grice’s theory, this violates of quality maxim in this slogan. The use of “gentleman” it is violates maxim of quality because as we know, in fact, nowadays that the smoker is not always man but also boys, girls, woman, and etc.

(A.4) Slogan: “taste the difference”

(A.4.1) You should try our new cigarette product to taste the difference from our previous one. (the first possibility of implicit meaning)

(A.4.2) You should try our new product to taste the difference from the others cigarette product. (the second possibility of implicit meaning)

Since the slogan above, at least, have two possibilities implicit meaning as we can see at data (A.4.1) and data (A.4.2), the customer need to draw an inference to understand the meaning of this utterance; so, this slogan is categorized as particularized implicature. This slogan is flouting the maxim of manner because the use of word “difference” is raising the ambiguity meaning for the customer assumption. The meaning of the word “difference” in this slogan at least can interpret in two possibility implicit meanings (see in data A.4.1 and data A.4.2) so it is confusing for the customer to understand the additional conveyed meaning of the advertiser.

(A.5) Slogan: “*pilihan tepat*”

Choice right

(A.5.1) The right choice. (slogan in English)

(A.5.2) Our product (Djarum Cokelat) is a right choice than the others cigarette product. (the implicit meaning)

Based on Grice's cooperative principles, this utterance violates the maxim of quality. By the slogan, the advertiser generalized that their product is the right choice, but it cannot be proved since there are many people buy the other cigarette products which suit to their taste. The slogan is categorized as generalized implicature, because the customer can easily draw an inference that the advertiser of Djarum Cokelat stated their product is a good or better choice than the others; so, they wish that the customer prefer to buy their product, not the others.

C. Conclusion:

Based on the analysis of the use of implicature in cigarette advertisement slogan, the writer concluded that the advertiser of cigarette advertiser is using implicature and violation the cooperative principles in their slogan, in order to change the use of persuasive and suggestive words to promote their product (cigarette) which is banned in their advertisement rule.

The analysis at chapter 4, showed 6 violations of quality maxim, 4 violations of manner maxim 9 violations of relevance maxim and 10 violations of quantity maxim. In violation of relevance maxim and quantity maxim, the writer found that all of the slogans analyzed were flouting these maxims. It is due to the government rule about the cigarette advertisement which is stated that in advertising the cigarette product, the persuasive and suggestion words cannot be use.

Consequently, in to all of cigarette slogans, the writer identifies that the advertiser cannot adhere the principal of quantity maxim that is “make your contribution as informative as is required”. In this research, the writer also categorized all slogans based on the type of conversational implicature. There were only two type of conversational implicature found here. There were 7 slogans categorized as generalized implicature and 3 slogans categorized as particularized implicature.

Finally, the writer concluded that the use of implicature is important in making cigarette slogans for the advertisers. Data analysis in every cigarette slogans shows the additional conveyed meaning/implicit meaning (implicature) from the advertiser of cigarette product and also maxims violation.

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