



**AN ANALYSIS OF IMPLICATURE USED IN CIGARETTES  
SLOGAN FOUND ON THE BILLBOARDS**

**THESIS**

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**ENGLISH DEPARTMENT  
FACULTY OF HUMANITIES  
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PADANG  
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Found on the Billboards

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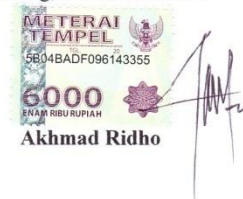
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Padang, 5 Februari 2015





# AN ANALYSIS OF IMPLICATURE USED IN CIGARETTES SLOGAN FOUND ON THE BILLBOARDS

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## Abstract

Cigarette's slogan is one of the creative works and special strategies to express the meaning of slogan's cigarette that can be found on the billboards around the streets. The meaning of the words created in the slogan are full of implied meaning or implicature. The study focus on the implicature that expressed in in the cigarette slogans. The manufacturers used the strategy in order to attract the attention of the audiences, and as a mean of selling, persuading people to buy the product, promoting, and creating brand image of their products. In this study the writer used some theories in terms of implicature, slogan, contexts, and meaning of words (Grice, 1975, Crabtree, 1991). Implicature is the implied meaning behind words and pictures that needs to be studied in order to know the meaning behind that. The data were all of the words that consist of implied meaning in the cigarettes' slogans. The results show that the cigarette products have their own slogan, message, lifestyle and they are suitable for certain community. The meaning of the words in the slogans imply some message to attract certain people such as people who likes having adventure, being more prestigious, etc. The implied meanings in the words are influenced by some contexts that exist in the products for example physical context, linguistics context, and epistemic context. These contexts have important role to reveal true intent, purpose and meaning of the cigarette slogans. So, the reader and costumer can identify and understand the ideas of the slogans.

**Keyword:** Implicature, Slogan, Physical Context, Linguistic Context, Epistemic Context.

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# CHAPTER I

## INTRODUCTION

### 1.1. Background of the Problem

In the business world, the use of media advertising is crucial to promote their products. One of business parties which use the media advertising of Billboard is a cigarette manufacture. In advertising products, media Billboard often uses slogans which have hidden meanings in them and usually interesting or urge people to read it. So that people are interested in buying those products.

The words that have the hidden meaning in them are also called as implicature. In linguistics, discussion of implicature is included in field study of Pragmatics. There are many topics or focuses of pragmatics, one of them is implicature. Implicature can be defined as the implied meaning of utterance that is used by speaker. Implicature is an additional conveyed meaning (Yule: 1996). According to Levinson (1983) implicature is "a paradigmatic linguistic phenomenon". Based on definition by Yule and Levinson implicature can be defined as study the interpret meaning by the speaker.

Furthermore, Grice (1975) implicature is, "the implied meaning or message implicit in oral expression or writing discourse". For example "he kicked the ball in to the net". The ball has circle form and the player has done made a point". The writer analyzed the implied meaning based on the text. Implied meaning is founded in slogan Cigarettes. Almost all product of cigarettes used implied meaning to promote their product. For example are:

Marlboro, Sampoerna, Dunhill, ClasMild, Djarum, Star Mild.

According to pocket oxford 4<sup>th</sup> edition dictionary, slogan is simple and catchy phrase accompanying a logo or brand, that encapsulates a product's appeal or the mission of a firm and makes it more memorable. And which (when used consistently over a long period), becomes an important component of its identification or image. Slogan also called catch line, strap line, or tag line.

Implicature or the implicit meaning of a statement, sentence or utterance can be seen by analyzing in it. The analysis can be done by knowing context of it occurrence, which can be place, time, who talks to whom (speaker-hearer context). The use of implicature is often found in advertisement including in cigarettes slogan. The slogan is a very effective media campaign that used by manufacturers to introduce their products to consumers. Without exception cigarette company, cigarette companies use billboards located on the edge of the road and put ads in languages that are very attractive to attract potential customers to read, words, phrases, and sentences that are used to contain implicatures. Due easily found along the way the writer to examine implicatures are contained in the cigarettes slogan.

Implicature holds important role to increase sale of product and increase image of producer by using implicature a producer has opportunity to compare its product to other and shows its superiority that increase its image. Sometimes implicature is used to disgrace other products popularity. The result is implicature helps to increase income of a producer. By the use of implicature a producer can disgrace other without getting sued from other producer.

According to Grice (1975) Implicature is implied meaning or message implicit in oral expression or writing discourse. For example “He kicked the ball into the net”, We may visualize around, black and white soccer ball about nine inches in diameter. In a sentence such as “He dribbled the ball down the court and shoot a basket”, we would visualize a basketball and another sentence she putted the ball in from two feet away, we would visualize another ball in a golf ball. In this example the word ball is understood in different way depending what type of action is associated with it. It is the context that fills in the detail understanding such as the usual color of soccer ball, the size of basket ball and the weight of golf ball.

The example of using implicature in cigarettes slogan can be seen in the following sentence:

1.



*A Mild Like Never Before”*

The picture (1) is one of the new slogan products from the Sampoerna manufacture. This is the new variant and the best which released by the Sampoerna manufacture, that it gives the product name as A Mild Gold. Based on the data above, that the writer tries to find the implied meaning by using the

theory that used by Grice. The Grice clarifications the implicature with two types are conventional implicature and conversational implicature. The writer analyze this data uses the conventional implicature.

This statement has implied meaning within it. It can be seen from the information that is given is not clear. According to Grice's information that he must be given as clear as required, so there are contain of implicature. At a glance, the statement can be interpreted merely as its producer's claim that its product is new invention. However, it is not only about that, since it has implicit meaning with certain purposes. By saying "*never before*" a producer implicitly boost that there is no any previous product from its competitor that is better. With the strategy, costumers trust that its product is a better one and they will be influenced indirectly to buy it. In the other hand, it also provides chance smoothly disgraces other products.

From the example above it can be seen that implicature has influence in advertisement and boosting sale of a product. Its role makes the implicature is often to be used in many purpose of advertisements: boosting image, showing superiority, and disgracing competitor.

## **1.2. Identification of the Problems.**

In slogan, there are few things that can be analyzed such as: Implicature, code switching-mixing, figurative language. However, the writer only focuses on implicature. Implicature itself are often found in advertisement of food, cosmetics, automotive (cars, bikes, etc) and cigarettes. Sentences or words that are found in cigarette billboard contain implicature at the most, compared to other products



advertisement. Implicature usually occurs when a statement or information are conveyed immediately. Implicature also occurs in cigarettes' slogan like from physical context, linguistics context and epistemic context. In analyzing an implicature we need to know, so that messages of a statement can be identified.

### **1.3. Limitation of the Problem.**

Implicature occurs in certain of media, is like at movies, in short stories, in novel, etc. Implicature can be divided into conversational, and conventional. Context can be classified into: Physical context, linguistics context, epistemic context, and social context. Many words and sentences which contain of implicature within them that makes readers or audients are not understand all about this.

From the statements above, the writer just focuses on talking about of epistemic context, physical context and linguistic context based on Monica Cribtree (1991) that occurs in cigarettes slogan. So the writer will explain of implicature in cigarettes slogan.

### **1.4. Formulation of the Problem :**

1. How are the implicature of English slogan use in the cigarettes?
2. What are the contexts influences in the cigarettes slogans?

### **1.5. Purpose of the Research:**

The aims of the research are:

1. To find how the implicature of English slogan use in the cigarettes.
2. To describe what the contexts influence in the cigarettes slogan.

### **1.6. Significance of the Research.**

This research is expected to give contribution to linguistics field, especially pragmatics. It is also hoped can be helpful to students who are studying linguistic and implicature, because this research analyzes implicature in the slogan and it is expected to help people both cigarette producers and costumers to understand more about the use of implicature in slogan.