



**AN ANALYSIS OF IMPLICATURE ON ADIDAS
ADVERTISEMENT IN INTERNET**

THESIS

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**ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
BUNG HATTA UNIVERSITY**

PADANG

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**Submitted to Fulfill A Partial Requirement for S1 Degree
In The Department of English Faculty of Humanities
Bung Hatta University**

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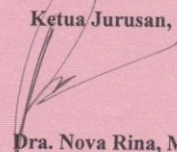
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AN ANALYSIS OF IMPLICATURE ON ADIDAS ADVERTISEMENT IN INTERNET

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Abstract

This thesis discusses the implicature in Adidas advertisement. The manufacturers use it as a means of selling or promoting their products and also for creating brand image. The Adidas advertisement contains implicature. The implicature is implied meaning behind things, words, and pictures that need to be studied to know the meaning. The data are derived from the internet. The writer uses an informal method in analyzing the data. The data are analyzed by using Leech's theory of implicature to find messages in Adidas advertisements. The contexts that influenced much in Adidas advertisements are physical context and linguistic context. The implicatures that exist in Adidas advertisements are that Adidas can grow and raise the consumers' spirit to do some activities easily that they feel comfortable and happy in any situation. The implied meanings in Adidas advertisements are known through contexts that have an important role to reveal the true intent of Adidas advertisements. The consumers understand the meaning of Adidas advertisements. The Adidas products can make it happen that the consumer's dream comes true, especially in the sport field.

Keywords : Implicature, context, advertisement, physical context, linguistic context.

ACKNOWLEDGEMENTS

Alhamdulillahirabil'alamin, first of all, let me thank to my God, **ALLAH SWT**, therefore, peace and regard will always go to our prophet **MUHAMMAD SAW** who has changed our life from the darkness era into a brightness one.

I offer my sincerest gratitude to my supervisors are Dr.Elfiondri, M.Hum and Dra.Nova Rina, M.Hum who has supported and helped me to finish my thesis. After that my examiners, I am going to thank to my examiners are Havid Ardi, Spd.,M.Hum and Dra Fatimah Tanjung, M.Hum. Thanks for suggestion and comment to correct my thesis.

I would like to say thanks for my family, especially for myfather Chaidir),and my mother (Nurmaini), thank you very much for supported, pray, love, and trust. My beloved sister and my little brother Desmayanti and Nofriadi Firdaus, Spi thanks for their pray, help, and encouragement and also thank goes to my uncle is Ali Asar and my aunty is Rosmani.

I want to thank to my friends at English Department Bung Hatta University 2010: AkhmadRidho ,Welman Putera Harefa, Harsel Kautsar Natdah, Yoga Maizon, Wiwik Afriyanti, Josepha Yusita Simbolon, Miranti Eka Puteri, Epi Martanti..My special thank is also friend Azharri Hilman Suhada. My great thank to them for having given me spirit to accomplish my thesis. The last thank is for all friends atBung Hatta University. Hopefully, we will become the successful persons in the future, Amiin.

Padang, 14 Januari 2015

Andri Setia Budi

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CHAPTER I

INTRODUCTION

1.7 Background of the Problem

Recently, the manufacturers deliver a product to people through some of media. They compete to advertise it to public. It is hard to decide whether an advertisement is mostly informative or persuasive, since a wide use of verbal and non-verbal strategies helps advertisers cover a persuasive message as an informative one. The Adidas products are hat, clothes, socks, singlet, shoes, and perfumes.

Advertisement is the manufacturer's message that functions to inform and to attract of the consumer attention that they buy a product. It is closely related with social economy, marketing, trade, and people in daily life. Houghton Mifflin (2009) said advertisement is the activity of attracting public attention to a product or business, as by paid announcements in broadcast, or electronic media. It is universally and widely distributed via newspaper, magazines, television, poster, and etcetera. Advertisement has a great ability to reach a larger number of public because it is attractive and memorable enough. Nevertheless, it has less ability to construct an immediate change in public's behavior because the contact between the advertiser and the audience is indirect.

According to Grice (1975: 41)implicature is something meant, implied, or suggested distinct from what is said. Implicature stands as a paradigmatic example of the nature and power of pragmatic explanations of linguistic phenomena (Levinson, 1983: 97). Based on definition by Grice and Levinson implicature can

be defined as implied meaning by speaker which represents the true intention of speaker. Adidas as one of shoes manufacturer in Indonesia also uses implicature in its advertisements that cover newspaper, TV, and internet. Implicature is often used in advertisement of Adidas to attract people to buy their products and sometimes it is used as strategy to make their competitors seen as inferior ones. By using implicature, an advertisement is more interesting and furthermore it can avoid suing of other competitors that are disgraced indirectly.

The example below that the writer tries to find of implicature in Adidas advertisement can be seen as follows:



The advertisement above is a woman who jogging wears The Adidas products. This woman runs alone without somebody else. Actually this advertisement has the implied meaning within it that the writer will find implied meaning by using theory of context. In this case the contexts which influence this advertisement are linguistic context and physical context.

According to Leech (1983) “Run Yourself With Adidas” is linguistic context while the above described non-linguistic is physical context by which it can be known the implied meaning of the advertisement. Based on linguistic context, it can be understood that “Yours” refers to the woman. It is indicated by

the word, “YOURSELF”. In physical context, “yourself” may refer to Adidas wearer. The picture of the clothes and “Run Yourself With Adidas” implies that “YOURS” of course refers to the woman.

Based on linguistic context, “Run Yourself With Adidas” implies that the woman who wearing of Adidas clothes can keep running in any situation and condition. She struggles to get the best thing in her life. As implied through physical context, “in the slantways”. Adidas clothes and Adidas shoes can strength and give spirit to the wearer, especially the woman even though running at the slantways. Based on the discussion, it can be concluded that “Run Yourself With Adidas” implies that by wearing Adidas clothes and Adidas shoes that the wearer can run more spirit all area that the consumer of adidas feel comfortable.

Adidas implies that other manufacturers such as Ardilles, Nackerman, and Bata are inferior to it, and by stating “*They left behind others*”. From the advertisement it can be seen that Adidas uses implicature as strategy to disgrace its competitor and increase its sale. It can also be seen Adidas does not disgrace them directly.

It is clear that using implicature gives many benefits to manufacturers including Adidas. Nowadays the use of it becomes something ordinary in advertisement and it can be said that implicature is a tool to compete in marketing world.

1.8 Identification of the Problem

The manufacturer of adidas many advertise the products to public, such as shoes, clothes, hats, perfumes and socks. The adidas uses the languages which

contain implied meaning which can be understood through the context. The context that used by adidas advertisement are linguistic context and non linguistic context. Many of people do not know definition of linguistic context and non linguistic context. Therefore in this thesis the writer defines of the contexts. Linguistic context is language already written in the advertisement. Meanwhile non linguistic context is language is not written in the advertisement. Both contain implied meaning. The people are curious what implicature is used in advertisement meanwhile many of them think that stating intention directly will be more efficient than using implicature, including several the manufacturers.

The writer will explain of the context meaning in adidas advertisement. In this research, the writer analyzes of context in adidas advertisement and then to explain implied meaning of the advertisement based on the theory. So the consumers understand implied meaning of adidas advertisement truly.

1.9 Limitation of the problem

In the public many implicature that happen within them, like in the debate, the speech, and also in the movie. Those are conveyed to people indirectly that its make people become the curious. In the modern era, a lot of people tend deliver message by using implied meaning to hearer. In this research the writer just focus on the analysis of implicature or implied meaning in adidas advertisements by using theory of context from Leech. In this thesis, there are twenty advertisements are being analyzed. They are foreign advertisements which are marketed in Indonesia.

1.4 Formulation of the Problem

Based on data and limitation of the problem, the writer formulates the research questions are :

1. What are the implicature that exist in adidas advertisement?
2. What are the contexts that influencein adidas advertisement?

1.5 The purpose of the Research

By doing the research, the writer will make several aims as follows:

1. To reveal the implicature that exists in adidas advertisement.
2. To find out the contexts that influence in adidas advertisement.

1.6 Significance of the Research

This research is supposed to give contribution to linguistic field, especially in implicature. On the other hand this research defines of context and implicature within adidas advertisement. It is also hoped can be helpful to students who are studying linguistic and implicature, because this research analyzed implicature in advertisement, it is hoped that reader or target of advertisement can understand the implicature in them.