

CHAPTER I

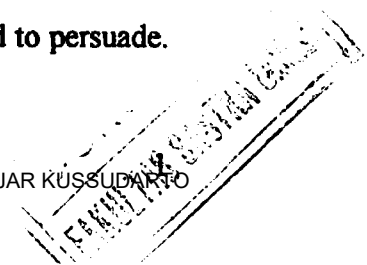
INTRODUCTION

1.1. BACKGROUND

There has been an advanced progress of industries in recent years, including the mass media industries. The progress brings production, trading, marketing, and especially advertising into a new stage. As technology becomes more sophisticated, advertisements become more attractive. Nowadays, advertisements do not only introduce a product, but they also bring certain messages about corporate idea, political interest, or social concern.

In our daily life, a great deal of advertisements of products or services try to attract us to use their products or services. When we turn on the radio, we often hear advertisements in its broadcasts. When we watch morning news from a private television station, there are some commercial breaks. When we read a newspaper, we also found many advertisements on its pages. And when we go somewhere, we also found a lot of advertisement boards along the streets.

Furthermore, advertising has attracted scientific attention for a long time. For economists and marketing experts, advertising is a very important tool of free-market economy. It is an element of successful trade. For linguists it is an interesting matter for discussion, since the functions in accordance with its main goals are to inform and to persuade.



From the viewpoints of sociolinguists, there are great amounts of phenomena about advertisement in our society; How does a certain jargon spread throughout people? How does a brand name become a common name for a kind of product? For ordinary people, it is a part of everyday life, which can be annoying or amusing, useful or misleading. From a linguistic perspective, one of the central aspects of advertising is the emphasized use of implicature, which involves the addressee in a process of inference-drawing (Melchenko. 2003).

Still related to a form of communication, advertisement has one main function, that is to make the audience buy the advertised products. The main strategy for achieving this goal is using persuasive or manipulative strategy. Unsurprisingly, implicature has become a useful advertising technique to manipulate (Melchenko. 2003). Not only in advertisement, but we often also use implicature in our daily conversation. When we ask somebody to shut a door, we just said “the door, please”, instead of “can you close the door for me, please?”

Further, the nature of language and its meaning is mostly arbitrary; at the structural or literal level it is easy to determine the meaning of a text. However, this level is not enough for us to determine the meaning of a text, it needs deeper understanding and more knowledge about language. Most advertisers realize this matter and they often exploit our knowledge of the world to develop ambiguity or hidden message in their advertisement.

Additionally, according to William Lutz, it is not only ambiguity, advertisement can also manipulate the truth of the world in our mind. Advertisement could develop a virtual truth, when it claims a specific or definite reality, but there is no such reality. "Virtually" means "not in fact." It does not mean "almost" or "just about the same as" (Goshgarian. 1992:169)

An interesting case in advertisement is the specific rule for cigarette products. Related to health problems and customer protection, there are some rules for cigarette advertisement. In some points, the rules state that cigarette advertisement should not visualize smoking activity or the product and there must be a warning about the negative effect of cigarette on health.

From those problems, in my opinion, discussing cigarette advertisement is interesting. An advertisement usually introduces its product by showing the product visually, how a cigarette advertisement uses language, in this case implicature, in order to promote its product to their customer? How a cigarette product builds its brand image through the use of implicature? What about the consumers, do they catch the messages in the advertisement? What is their impression about the product? How Grice's theory of implicature applies in this case?

1.2. STATEMENT OF THE PROBLEM

In relation to the background of the study, the statement of the

problems are as follows:

1. Which Maxims of Cooperative Principles are flouted or adhered in the slogans of "*Sampoerna A Mild*" advertisement?
2. What kinds of messages are implied in the slogans of "*Sampoerna A Mild*" advertisement?

1.3. OBJECTIVE OF THE STUDY

Referring to the problems of the study stated above, the objectives of the study is to find out the flouting or adherence of Maxims of Cooperative Principles in *Sampoerna A Mild* advertisement slogans and to discover the messages which are implied in those slogans.

1.4. SIGNIFICANCE OF THE STUDY

The result of this study is expected to enrich studies concerning business advertisement and provide references for other linguists who are interested in discourse analysis particularly in the study of implicature in advertising. For practical purpose, this case may be an advantage for entrepreneurs who want to promote their product. This study is expected to give some inspirations for practitioners in advertising business.

1.5. SCOPE AND LIMITATION

There were some points of view or approaches concerning the study of advertising but most of these studies, are seen from the economic

point of view. But there are some studies in advertising seen from linguistics as its point of view. This research uses linguistics, particularly discourse analysis with the theory of implicature as its theoretical framework.

There are many versions of *Sampoerna A Mild* advertisement, among all of those, it can be divided into two kind of advertisement. The first is product advertisement (promoting product) and the other is institutional advertisement (promoting idea or company's goodwill). In the last 10 versions, there are 6 product advertisements and 4 institutional advertisements. This study took the four ones, which imply the idea of company's goodwill.

1.6. THEORETICAL FRAMEWORK

Any description of text interpretation needs some concepts of construction. Pratt, in her book, *Toward A Speech Act Theory of Literary Discourse*, compiled some theories about text interpretation. Some of the theories are proposed by Ohmann and Fillmore. According to Ohmann, when reader reads a text, he constructs (imagines) a speaker and a set of circumstances to accompany quasi-speech-act. Still on this matter, Fillmore said that a text induces its interpreter to construct a set of images. While the image-construction and image-revision is going on, the interpreter is also trying to figure out what the creator of the text is doing. Furthermore, Fillmore's description above is applicable to interpretation

of any discourse, not only in literary works (Pratt. 1977:153-154).

In the process of interpretation and image building, Grice provides a theory of Co-operative Principle which allows us to recognize how the image –construction process operates. Those Co-operative Principles are:

1. Maxim of Quantity (be brief)
 - make your contribution as informative as is required
 - do not make your contribution more informative than is required
2. Maxim of Quality (be true)
 - do not say what you believe to be false
 - do not say that for which you lack adequate evidence
3. Maxim of Relation (be relevant)
4. Maxim of Manner (be perspicuous)
 - avoid obscurity of expression and ambiguity
 - be brief and orderly

(Grice. 1975:45)

Still discussing about context, Hymes in Brown and Yule (1983:38) sets the features of context, which seizes first on the persons. Those features are: Addressor and addressee, Topic, Setting, Channel, Code, Message-form, Event, Key, and Purpose.

1.7. METHOD OF THE STUDY

The method applied in this study is descriptive qualitative research.

The sample obtained is described qualitatively to discover the opinions of university students about *Sampoerna A Mild* advertisement slogan.

1.7.1. DEFINITION OF KEY TERMS

Implicature: An image-creating process in the interpreter's mind which is induced by a text, in any discourse it may be flouted or adhered.

Advertisement: In general, advertising is a whole process which includes preparation, planning, realization, and controlling toward advertisement. Advertisement is any form of message about a product, which is sent through media to some parts or the whole community.

Slogan: Sentence or words which are generally used for convincing the customer to choose a certain product or service. This sentence and words should be simple and easy to remember.

Sampoerna A Mild: It is one of *PT Handjaya Mandala Sampoerna Tbk.* products which was launched to the market in 1991. Its market target is young people. This cigarette has low composition of tar and nicotine.

Image: General impression that a company or product gives to the public.

Text: Verbal record of communicative event.

1.7.2. LOCATION

The location of this study is Surabaya, specifically in some Universities in Surabaya. The main reason for the writer to choose Surabaya is that *Sampoerna A Mild* was manufactured in this city, so, the advertisements are available here.

1.7.3. RESPONDENTS

The respondents' of the research are students from some universities in Surabaya who are also members of "Forum Ukhuwah dan Pendidikan Mahasiswa Islam". Forum Ukhuwah dan Pendidikan Mahasiswa Islam (FUPMI) is a discussion forum whose members are students from some Universities in Surabaya. The main reason for the writer to choose them because one of their programs is a weekly discussion about current issues in Indonesia. Most of them are smart and concern about political social problems.

In this research, the writer needs some adequate opinions of the slogans, which are unique and uncommon for a cigarette product. The writer believes that an adequate opinion can be obtained from well educated people. It is also easier for the writer if this research has specific respondents who represent some universities in Surabaya. Also, the main reason for choosing these respondents is because the target market of *Sampoerna A Mild* is young people.

1.7.4. TECHNIQUE OF DATA COLLECTION

First of all, I observed the slogans of *Sampoerna A Mild* advertisement for the research. Then, I took some samples as the respondents. Because a survey research needs a large number of respondents, I gather my data from 100 respondents. After determining the number of the respondents, I make a questionnaire. The next step, is collect the respondents' opinions by distributing the questionnaires. In short, the steps are as follows:

1. Doing observation.
2. Determining the samples of the population.
3. Making a questionnaire.
4. Distributing the questionnaire.
5. Presenting result of questionnaire and features of context of situation of the slogans (computing the result of questionnaire).

1.7.5. TECHNIQUE OF DATA ANALYSIS

After collecting the data, I count the respondents' answers and determine the features of context of situation. Next, I determine the respondents' implicature about the slogans. Then, the last step is making conclusion about the implicature, maxim and meaning of the slogans, these steps are written as follows:

1. Analyzing the data
2. Putting the result of analysis in a table.
3. Making conclusion.

CHAPTER II

LITERATURE REVIEW