

CHAPTER III

PRESENTATION AND ANALYSIS OF THE DATA

The first step in this chapter, the writer describes the result of the survey which has been conducted to the respondents. Then, the writer tries to analyze each slogan based on the survey-result, context of situation and the implicature. Furthermore, the writer tries to discover the implied message in each slogan.

3.1. PRESENTATION AND ANALYSIS OF SLOGAN I: “ ”

3.1.1. THE CONTEXT OF SITUATION IN SLOGAN I

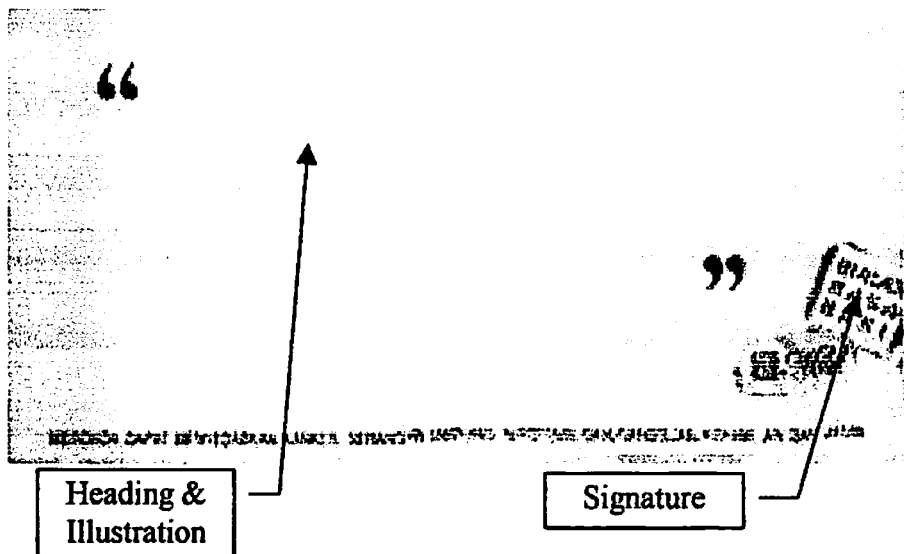
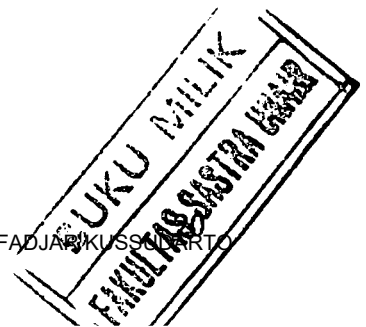


Figure 3.1. Slogan I

- Heading and Illustration: quotation marks, which are printed in a huge size on a blank space.



- Signature: a phrase: “Bukan Basa Basi” and the product symbol.
- Addressor : *PT HM Sampoerna*
- Addressee : potential market, especially young people
- Topic : unclear
- Setting : this slogan appeared in billboard which is placed in strategic place and issued in 2003
- Channel : writing
- Code : unclear
- Message-form : advertisement
- Event : “*A Mild*” marketing promotion
- Key : attractive advertisement
- Purpose. : attracting people and informing a product

3.1.2. MAXIMS: VIOLATED/ADHERED TO IN SLOGAN I

3.1.2.1. Maxim of Manner

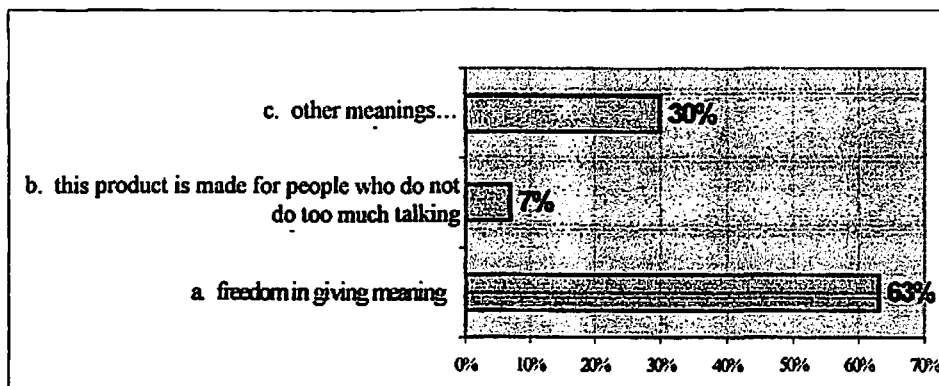


Figure 3.2. The flouting of maxim of manner in the slogan I according to the respondents

The result of the questionnaire showed that most respondents chose option “a” (63%). There were some reasons for this option:

- This is an ambiguous slogan and the meaning of this slogan is up to the readers.
- Some respondents said that this slogan is meaningless, so they cannot discover its meaning at all.

Some respondents who saw this slogan from the advertising point of view chose option “b” (7%) and said that this slogan implies the expectation of the company for their customers. While respondents who chose option “c” (30%) were almost the same with respondents who chose option “a”, but they added more information that this slogan only tried to attract people with unique slogan and that it does not really convey a specific meaning.

3.1.2.2. Maxim of Quality

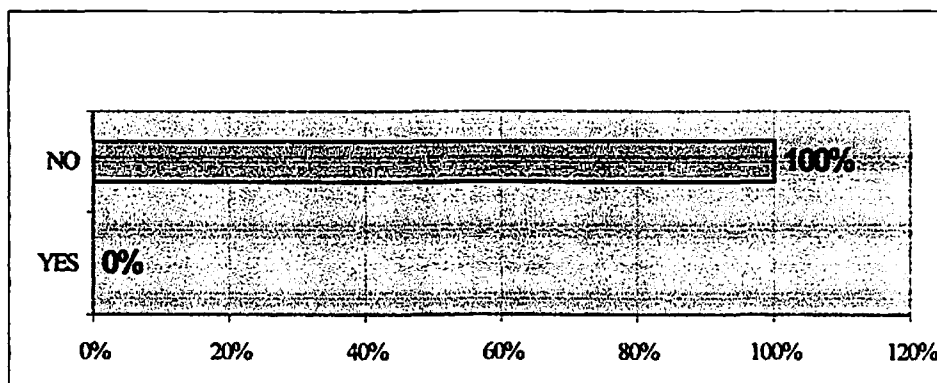


Figure 3.3. The flouting of maxim of quality in the slogan I according to the respondents

All respondents answer “no” for this item. They said that the slogan does not express a fact, it is only a unique expression to attract people. Since this slogan does not have a specific meaning they cannot determine whether this expression is true or false.

3.1.2.3. Maxim of Relevance

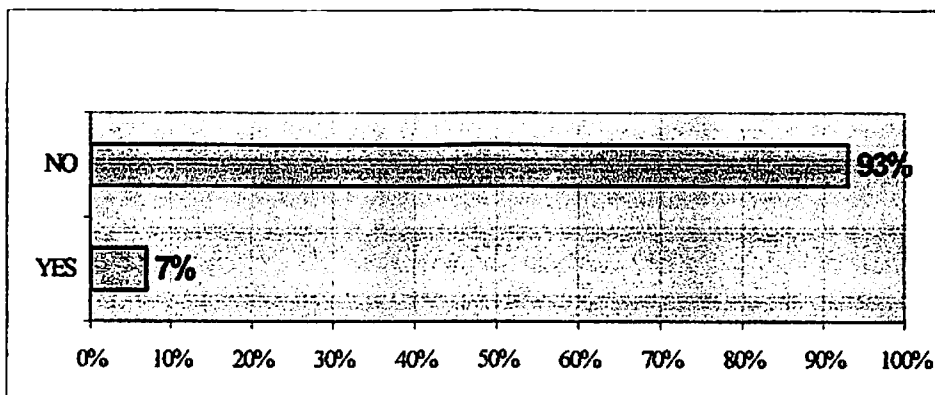


Figure 3.4. The flouting of maxim of relevance in the slogan I according to the respondents

Related to the product, this slogan does not have relevance to the product. Since this slogan is ambiguous and has no related meaning to its product. While, there are also other opinions according to a small number of respondents, this slogan is relevant to attract people’s curiosity, but it still does not have relevance with the product.

Based on the components which stated above, this attractive advertisement seems to try to get people's attention. It uses very unique and ambiguous heading in order to catch people's attention at first sight. Relying on the purpose of the advertisement, the addressor might want to inform it's product by inviting the addressee's curiosity. People's implicature will be varying in this case, it depends on their own knowledge, especially about the product or corporate.

Taking into consideration that an advertisement usually persuades people to buy a product, we can say that this advertisement does not directly persuade people to buy the product, because there is no persuading phrase or sentence in it. If there, there would be a further consideration that an advantage should inform the product's advantages, there will be the second implicature that this advertisement wants to say that "this product is made for people who do not do too much talking".

For this case, the slogan is flouting maxim of quantity and manner since it does not have certain meaning and leads to ambiguity. The reader only knew that this advertisement was issued by a certain cigarette company. It is also flouting maxim of quality, because it does not express a fact at all. When it related to the context as a cigarette advertisement, this slogan does not have relevance at all.

3.3. SLOGAN II: WAKTUNYA MALU SAMA YANG DI ATAS

3.3.1. THE CONTEXT OF SITUATION IN SLOGAN II

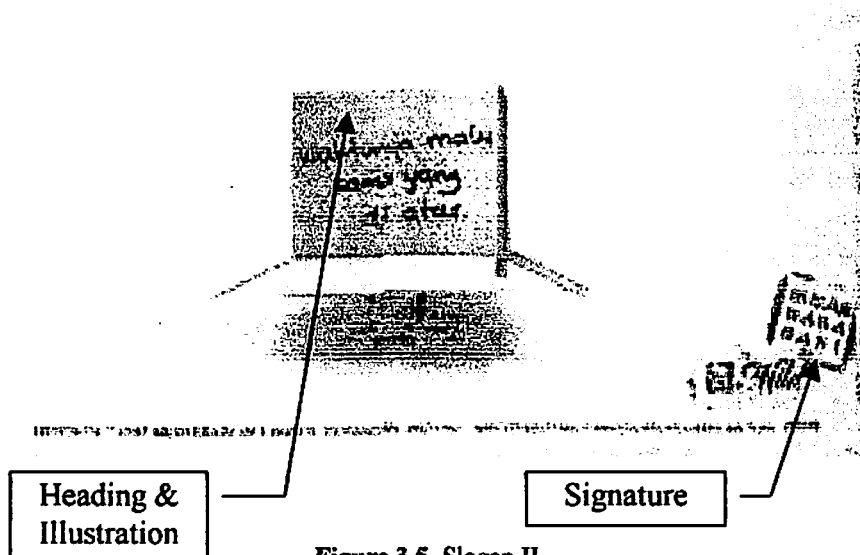


Figure 3.5. Slogan II

- **Heading and Illustration:** a picture of a box, which is placed upside down; there is a duck inside it; and the slogan is written in front of the box.
- **Signature:** a phrase: "Bukan Basa Basi" and the product symbol.

- **Addressor** : *PT HM Sampoerna*
- **Addressee** : potential market, especially young people
- **Topic** : self introspection
- **Setting** : this slogan appears in billboard which is placed in strategic place and issued in 2003
- **Channel** : writing

- Code : informal Indonesian
- Message-form : advertisement
- Event : "A Mild" marketing promotion
- Key : attractive advertisement
- Purpose. : attracting people's attention and informing a product

3.3.2. MAXIMS: VIOLATED/ADHERED TO IN SLOGAN II

3.3.2.1. Maxim of Manner

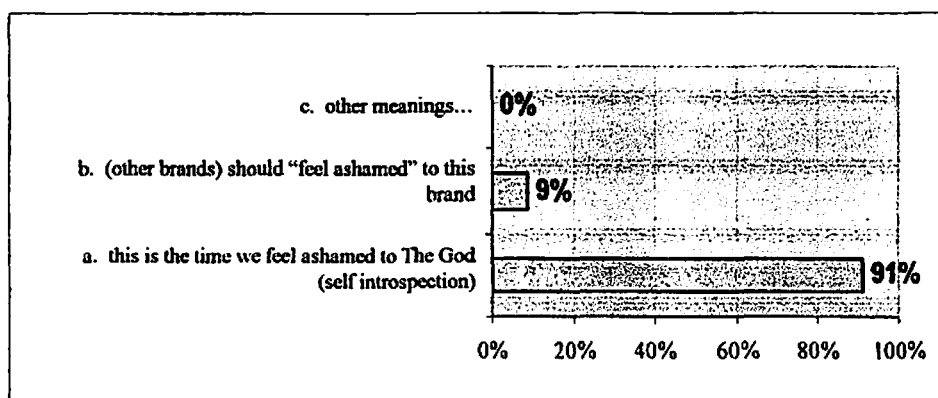


Figure 3.6. The flouting of maxim of Manner in the slogan II according to the respondents

The result of the questionnaire showed that most respondents chose option "a" (91%). According to some respondents which were interviewed by writer they related this slogan to the large number of corruption cases, human right violations, law enforcement problems and other cases in Indonesia. Further, as a citizen we should feel ashamed with this condition and in the future we should make some improvements.

In this slogan, only a few respondents had the opinions that the slogan refers to the product image, rather than social matter. According to some of the respondents, advertisement should be viewed as a tool for promoting a product to the market. Related to this matter, some respondents chose option “b” (9%).

3.3.2.2. Maxim of Quality

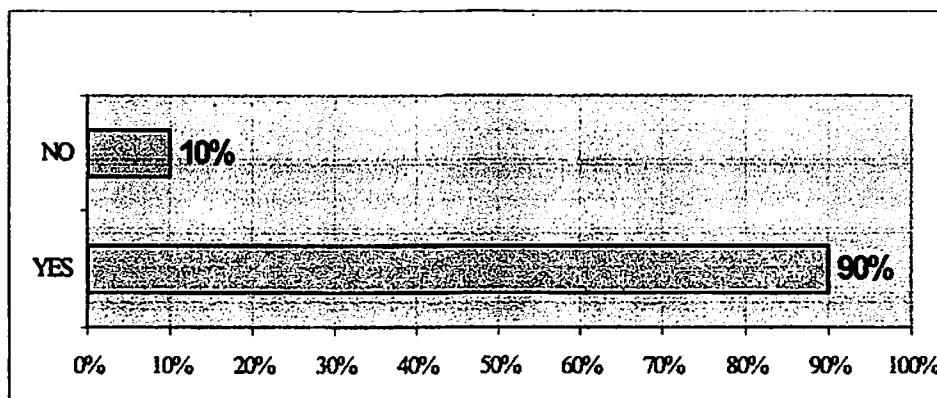


Figure 3.7. The adherence of maxim of Quality in the slogan II according to the respondents

Most respondents imply that this slogan was relates to the fact in our society; this slogan is suitable. All of us should ask ourselves, and we should not blame others for our mistakes. Many problems occur in our country, we should work harder to correct our mistake in the past. Meanwhile, some respondents viewed this as an opinion. To determine whether this opinion is true or not it needs proofs.

3.3.2.3. Maxim of Relevance

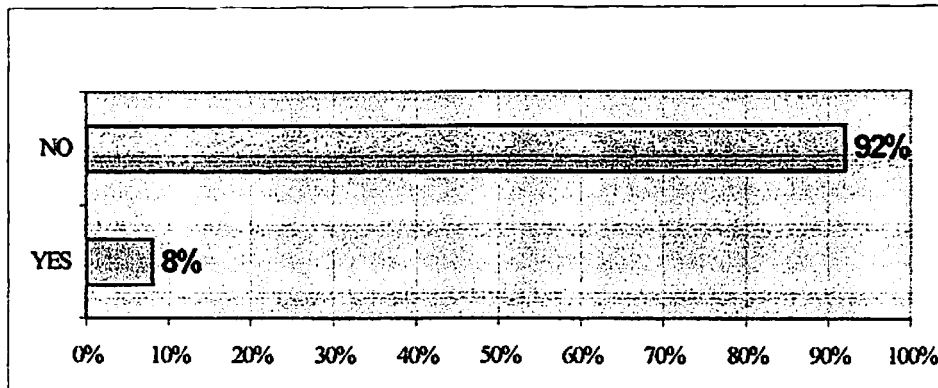


Figure 3.8. The flouting of maxim of Relevance in the slogan II according to the respondents

This slogan does not have relevance to cigarette product because it does not persuade people to buy a product or express the advantage of a cigarette product. This slogan would be relevant if it was related to social context where the slogan was issued.

This advertisement tries to get people's attention and curiosity by using picture with metaphor in it and idiom. This advertisement is emphasizing on the picture of a duck under the upper side of the box, where there is a handwritten slogan on it. This picture occupies the largest area of the advertisement space, while the product symbol (signature) occupies very small space at the corner. From this, the writer thinks that this advertisement mainly tries to catch people's attention, not mainly informing the existence of a product, since it is related to the assumption that this product is already widely known. What are on the slogans seems closely related to the

situation when the advertisement was issued where there are so many social, politic, and other problems in Indonesia. It seems that the advertisement wants to say that this nation must do a self introspection.

Based on those factors, the writer offers two possible implicature for this slogan. First, from the social condition point of view, this slogan has a meaning asking this nation to have a self introspection. Second, from the advertisement function view, this slogan is directed to other cigarette brands, which follow Sampoerna producing “mild” cigarette. In this case this slogan wants to express the product advantage by saying other brands should feel “ashamed” with the leading brand (*A Mild*).

Concerning the second slogan, it is flouting maxim of quantity because it is an incomplete expression, reader need more explanation to catch the message or information in the slogan. Different from the first slogan, the point of ambiguity is on the words *yang di atas*. Readers need to know what is the word *yang atas* refers to. But in this case most respondents referring the word *yang di atas* with The God. This slogan obeyed maxim of quality, because it expresses a fact that really happened in the society by using metaphor style. When related to the context as a cigarette advertisement, this slogan does not have relevance at all.

3.4. SLOGAN III: KALO NGGAK DIBERSIHIN, KUTU BUSUKNYA NGGAK BAKALAN BERSIH

3.4.1. THE CONTEXT OF SITUATION IN SLOGAN III



Figure 3.9. Slogan III

- Heading and Illustration: a picture of broken sofa and a message board with the slogan written on it.
 - Signature: a phrase: “Bukan Basa Basi” and the product symbol.
- Addressor : *PT HM Sampoerna*
 - Addressee : potential market, especially young people
 - Topic : If a sofa can say, it would say about fleas in its canvas
 - Setting : this slogan appears in billboard which is placed in strategic place and firstly issues around May-June 2004
 - Channel : writing

- Code : informal Indonesian
- Message-form : advertisement
- Event : "A Mild" marketing promotion and legislative campaign moment
- Key : attractive advertisement
- Purpose. : attracting people, expressing an opinion, and informing a product

3.4.2. MAXIMS: VIOLATED/ADHERED TO IN SLOGAN III

3.4.2.1. Maxim of Manner

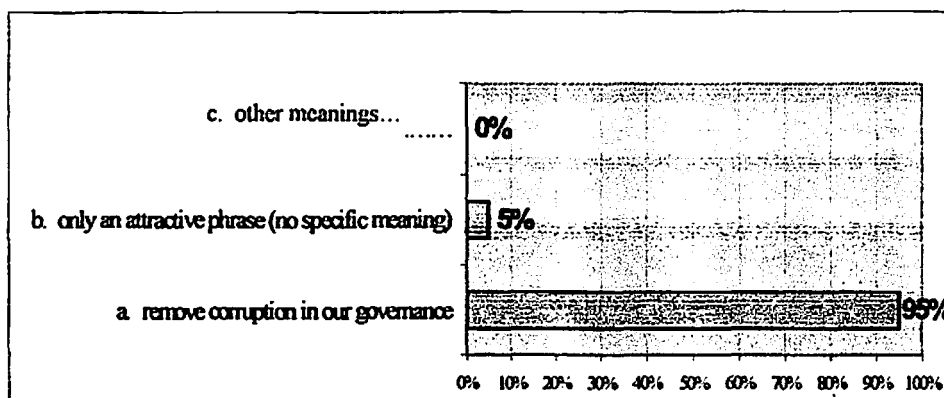


Figure 3.10. The adherence of maxim of manner in the slogan III according to the respondents

The result of the questionnaire showed that respondents imply this slogan with a certain social matter. This advertisement was issued when legislative general election was held. According to them the words *kutu busuk* (flea) was refer to our social disease, such as corruption and nepotism. While, chair in that advertisement refers to our government's and representation's position.

On the other hand, some respondents said that, there is no specific meaning in this slogan. According to them, this product only wants to attract people with its unique advertisement. People were expected to have opinion that, if there is a unique advertisement it must belong to "*Sampoerna A Mild*".

3.4.2.2. Maxim of Quality

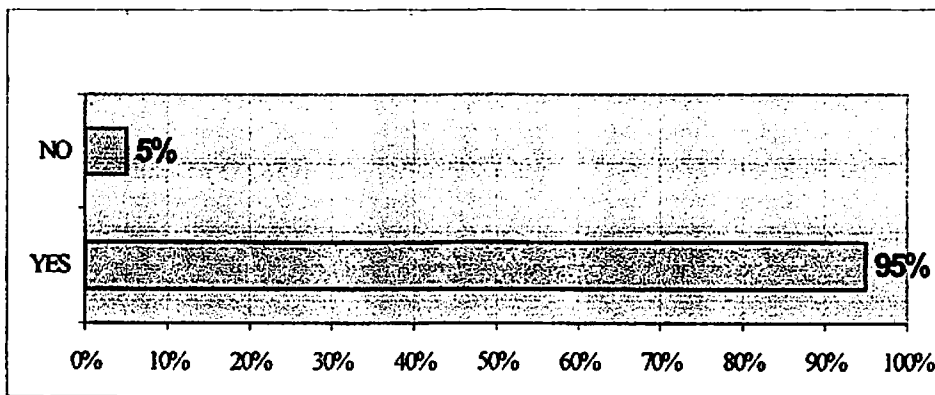


Figure 3.11. The adherence of maxim of Quality in the slogan III according to the respondents

Refer to the chart above we can see that most respondents (95%) agreed that this slogan expressing true fact. Related to the condition, when this advertisement issued, it was suitable. At that time there were legislative general election and issue about representative position, both matters were very sensitive. People did not really trust their representative, consider their work in the previous period. This slogan seemed represent this condition. On the other hand, some respondents who viewed this slogan as only an opinion, does not see the truth on this slogan.

3.4.2.3. Maxim of Relevance

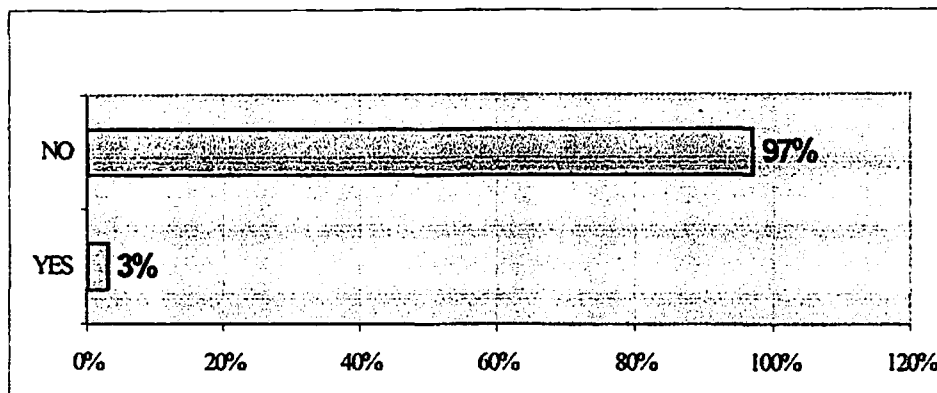


Figure 3.12. The flouting of maxim of relevance in the slogan III according to the respondents

Still the same with the previous slogan, viewed from the product context this slogan also does not have relevance with cigarette and it does not have meant to sell a cigarette product.

Still uses metaphor style, this is the first "*A Mild*" advertisement with new main theme: "if a certain thing was speaking, what would it say?" In this advertisement there is a sofa which says: if I am not to be cleaned, the flea will not go away. Still the same with previous advertisement, this advertisement also places the heading and the illustration on an extensive space, while the signature which represents the product occupies small space.

Considering the event when the advertisement issued, it implicates that this advertisement has a moral message for the candidate of legislative member. Sofa in this advertisement is a metaphor for legislative position, while flea represents negative side of this position, such corruption, collusion, and nepotism.

If this advertisement is evaluated from the function of cigarette advertisement, the slogan in this advertisement seems does not have direct correlation with the product. It only tries to attract people's attention and informing the product from its signature. It does not intend to persuade people to buy a product.

The third slogan seems obey the maxim of quantity because this slogan is a complete expression. Different from the previous slogans, this slogan does not contain ambiguity, even it use metaphor style. This slogan obeyed maxim of quality since it describes political fact that really happened in our society. When related to the context as a cigarette advertisement, this slogan does not have relevance at all.

3.5. SLOGAN IV: JANGAN CUMA BISA MANAS-MANASIN DOANG!

3.5.1. THE CONTEXT OF SITUATION IN SLOGAN IV

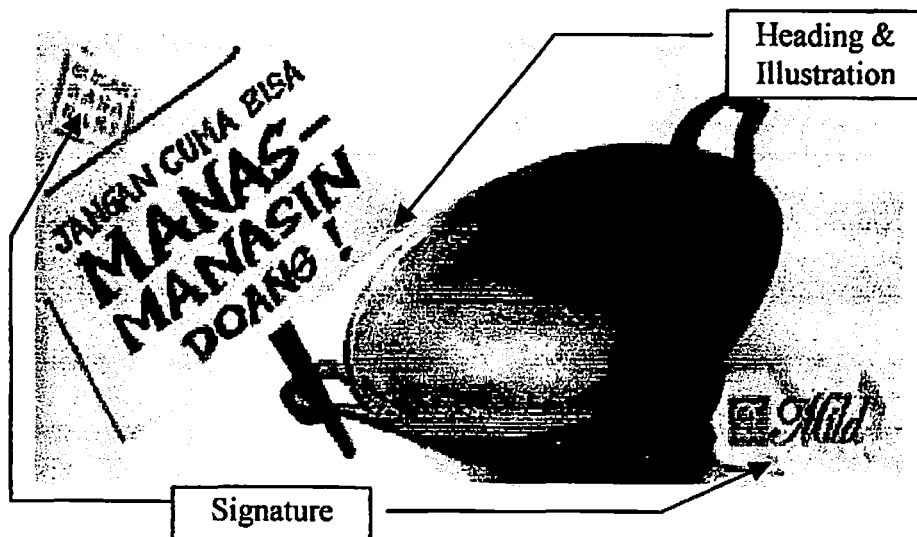


Figure 3.13. Slogan IV

- **Heading and Illustration:** a picture of frying pan and a message board with the slogan written on it.
- **Signature:** a phrase: “Bukan Basa Basi” and the product symbol.

- **Addressor** : *PT HM Sampoerna*
- **Addressee** : potential market, especially young people
- **Topic** : social-political opinion about corruption
- **Setting** : this slogan appears in billboard which is placed in strategic place
- **Channel** : writing
- **Code** : informal Indonesian
- **Message-form** : advertisement
- **Event** : “*A Mild*” marketing promotion and legislative campaign moment
- **Key** : attractive advertisement
- **Purpose.** : attracting people, informing a product and expressing an opinion

3.5.2. MAXIMS: VIOLATED/ADHERED TO IN SLOGAN IV

3.5.2.1. Maxim of Manner

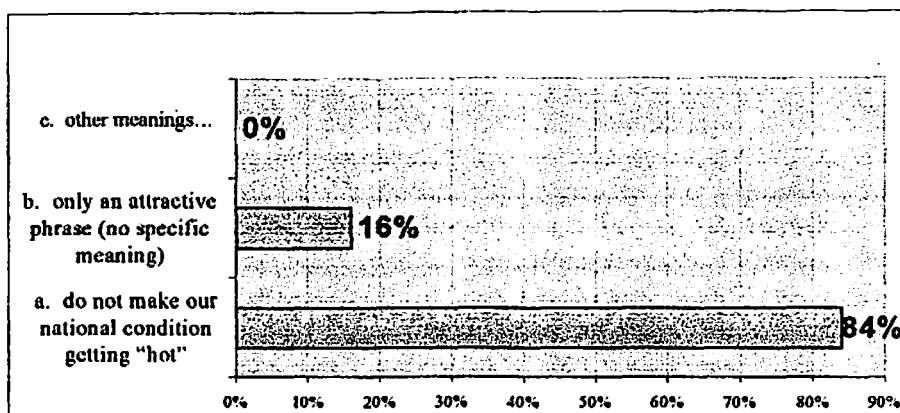


Figure 3.14. The adherence of maxim of Manner in the slogan IV according to the respondents

Mostly, respondents chose option “a” (84%). According to them, *manas-manasin* here means make the condition of our country unstable or spread negative issues. Most respondents have this opinion because this slogan was issued during the legislative general election, when political gossip became a sensitive matter. While, some respondents have opinion that the slogan doesn’t have specific meaning. It only showed that “*Sampoerna A Mild*” has unique advertisement.

3.5.2.2. Maxim of Quality

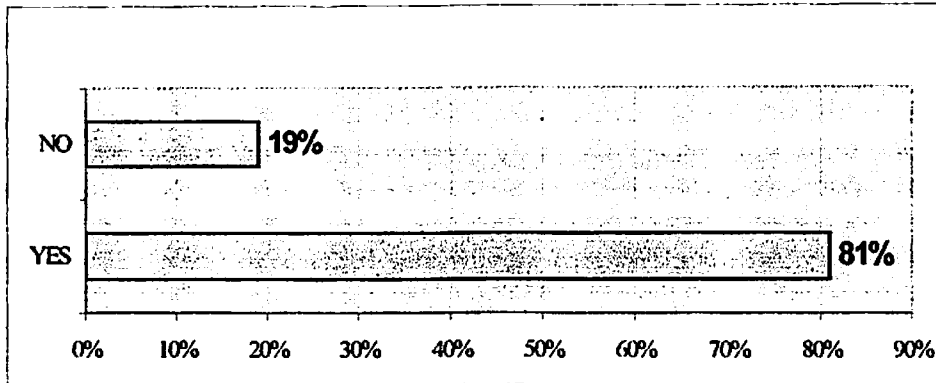


Figure 3.15. The adherence of maxim of Quality in the slogan IV according to the respondents

According to most respondents, political gossips which blown up by mass media, political statements which said by politicians also other negative issues related to political campaign and general election were some proofs for this slogan. Considering those facts it can be said that, this slogan is obeyed the maxim of quality

3.5.2.3. Maxim of Relevance

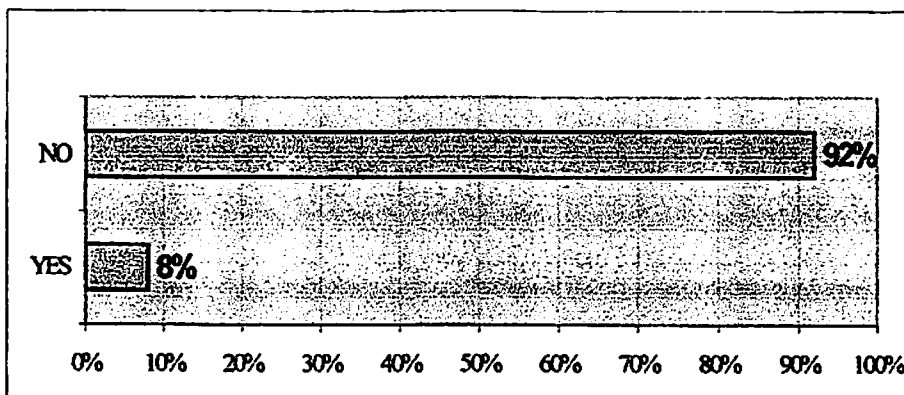


Figure 3.16. The flouting of maxim of relevance in the slogan IV according to the respondents

Since the topic of slogan does not have relation to cigarette product, most respondents (92%) agree that this slogan is irrelevant in the context of cigarette advertisement, which should persuade people to buy.

It is the second "*A Mild*" advertisement with "speaking thing" theme. In this advertisement there is a frying pan which says: do not only make things get hot. Related to the social context when this advertisement was issued for the first time, this slogan seems try to remind us not to make things become complicated and difficult. Moreover in general election campaign condition, a simple problem can become a complicated political problem. In a short term "do not act like a frying pan, which only can make things get hot"

The same with the previous advertisement slogan, this advertisement only tries to attract people's attention and inform the product from its signature. It does not intend to persuade people to buy a product.

The last slogan is flouting the maxim of quantity because in this slogan reader cannot determine the object of the slogan. It seems that, there is a little ambiguity in this slogan because some of respondents have different understanding. Again, this slogan implies social political issue in our country. When related to the context as a cigarette advertisement, this slogan does not have relevance at all.

All analyses of the slogans in chapter III show that some slogans obey the maxims and others flout them. The first slogan flouts all maxims. The second one flouts maxim of manner and maxim of relevance, but obeys the maxim of quality. The third and the fourth slogan obey both maxims of quality and manner, but flout that of relevance.

There is an interesting fact that all slogans flout the maxim of relevance. The entire slogans do not have direct relation with cigarette matter. The writer discovers that most respondents are able to catch a certain message which is about social political matter in each slogan.

The result of analysis about maxims in each slogan is shortly elaborated in the following table.

Slogan	Maxim					
	Manner		Quality		Relevance	
	Flouted	Obeied	Flouted	Obeied	Flouted	Obeied
“ ”	x		x		x	
WAKTUNYA MALU SAMA YANG DI ATAS	x			x	x	
KALO NGGAK DIBERSIHIN, KUTU BUSUKNYA NGGAK BAKALAN BERSIH		x		x	x	
JANGAN CUMA BISA MANAS-MANASIN DOANG!		x		x	x	

CHAPTER IV

CONCLUSION