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IMPLICATURE IN SLOGANS OF MOBILE PHONE ADVERTISEMENT

Abstrak

Slogan merupakan salah satu cara untuk mempromosikan suatu produk. Setiap pengiklan memberikan pesan untuk mempromosikan produknya dengan menggunakan slogan. Arti slogan tersebut sulit ditemukan. Dalam tugas akhir ini, penelitian hanya terfokus pada slogan iklan telepon seluler. Tujuan dari penelitian ini adalah untuk membantu dan membimbing konsumen atau pembaca dalam menemukan makna dari sebuah slogan. Metodologi penelitian ini adalah kualitatif. Dibutuhkan sekitar dua puluh slogan untuk iklan telepon seluler di internet. Data dianalisis menggunakan teori Yule (1996). Makna tersirat dari slogan tersebut adalah untuk mewakili pesan pengiklan tentang produknya. Makna slogan mengedepankan kualitas atau kuantitas produk. Berdasarkan temuan penelitian, semua slogan dalam iklan telepon seluler disimpulkan memiliki implikasi percakapan. Karena maknanya tidak diungkapkan secara langsung. Hasil dari penelitian ini adalah seluruh slogan mempunyai makna yang tersirat. Dari analisis yang dilakukan dapat disimpulkan bahwa setiap slogan mengandung implikasi percakapan.

Kata Kunci: Iklan, Implikatur, Slogan

Abstract

Slogans are a way to promote a product. Every advertiser gives a message to promote the product by using a slogan. The meaning of the slogan was difficult to find. In this thesis, the research just focused on the slogan of a mobile phone advertisement. The purpose of this research is to help and guide the consumer or reader to find the meaning of a slogan. The methodology of this research was qualitative. It took about twenty slogans for mobile phone advertisements on the internet. The data was analyzed using Yule's theory (1996). The implied meaning of the slogan was to represent the advertiser's message about their product. The meaning of the slogan promotes the quality or quantity of the product. Based on the findings of the research, all the slogans in mobile phone advertisements were concluded to have conversational implications. Because the meaning was not said directly. The result of this research is that all slogans have an implied meaning. From the analysis, it can be concluded that every slogan contains conversational implications.

Keywords: Advertisement, Implicature, Slogan.

INTRODUCTION

Some people use mobile phones as a means of contact with others. It has been able to send and receive telephone calls. The form "telepon" is one of the morpheme forms known as stimuli-affixes, which are added to or fused onto the root word and are not syllabic, according to Kridalaksana (2008, p. 22) an advertisement is a message about a product created by the advertiser and presented to customers via media (printed, aural, and electronic). Advertisements can sometimes be combined with images and colors to make a product more appealing.

Advertisements can also provide information about a product's quality. There are certain aspects to marketing a product. According to Widyatama (2011, p. 29) said that advertising has

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five goals. They are drawing customers' attention, raising consumers' curiosity, increasing consumers' desire, boosting consumers' confidence, and inciting consumers to purchase. As a result, advertising is created not just to be meaningful but also to be visually appealing. Verifying the content of the advertisement's message is a crucial aspect of determining the advertiser's impact on the people around him. The message has an impact not only on the advertiser but also on those to whom the advertiser wants to convey information about the product, ideas, or corporate business. Direct and simple messages using "strong phrases" or slogans will have a beneficial impact on the consumer. A few words can convey emotion, thinking, and image to the reader. The advertiser can explain the important points by employing simple language. However, it is also comprehensive and simple to memorize.

Advertising is a type of prose used to communicate ideas in writing. According to Cook (1992, p. 105), advertising is a sort of discourse that is similar to literary writing in that both types of discourse use real-world situations to attain a communication goal. The advertiser expresses their thoughts via the slogan text. On the other side, there is an inferred connotation in the slogan. They create a tagline to promote their items. The inferred meaning can be thought of as an additional way to convey the meaning of a product's slogan.

According to Yule (1996, p. 35), the implicature can be thought of as an additional transmitted meaning. Deliver the meaning of a slogan, particularly on a mobile phone. Yule distinguishes two types of implicature: conventional implicature and conversational implicature. Conventional implicature indicates that the speaker does not directly claim that property or the agreed-upon conventional interpretation. Conversational implicature, on the other hand, implies derived from a general principle of conversation with a number of maxims that speakers would generally follow.

Dealing with this according to Peccei in Khoiriyatun (2012, p. 31), implicature is defined as inferences that cannot be gathered from individual utterances. They are determined by the contents of the utterances as well as shared information between the speaker and the hearer. In logic and informal language, implicature is a technical term for some types of inferences drawn from statements without additional meaning (Trisandi, 2013, p. 26). So, based on the explanations of the various theories provided above, the researcher can conclude that the implicature is dependent on the content exchanged between the speaker and the listener. The implicature not only expresses explicit meaning but also genuine meaning. Furthermore, implicature is the technical term for determining pragmatic meaning.

Advertisers use certain words in a product slogan to convey a message to the consumer about their product. Because the message of the slogan comprises explicit and implicit meaning, it might be difficult for the customer to understand and know the message in the slogans at times. As a result, the buyer needs to read the slogan several times to fully understand its meaning.

Trisandi (2013, p. 25) said that, a slogan is a memorable motto or phrase used as a repetitive representation of a concept or purpose in a political, commercial, religious, or other setting. Slogans have been used in billboards and posters for mass communication purposes, such as informing people about various concerns such as government socialization, policies pleading for safety, and many more. In line with Mauro et al. (2013, p. 3), the goal of the slogan as an expression of the brand keeps a strong connection to its genesis because it maintains the original role of mobilization for decided action. In terms of format, the slogan should be short, brief, clear, and uncomplicated.

METHOD

Research Design

This research used qualitative research. According to Widoyoko (2012), qualitative research describes the way things are, which is based on facts and stated in a statement or word form. In addition, qualitative research takes place in the natural setting of language usage, enabling the researcher to make an interpretation of the data. It also involves non-numerical data like observation, interviews, and other sources of information.

Research Site

The researcher conducted the study by examining the implications of mobile phone advertisement phrases. The researcher examined the implications using Yule's theory. The researcher only looked into the consequences of mobile phone promotional slogans. There were 20 slogans for mobile phones. Among the products uncovered by the study were Nokia, Nexian, Panasonic, Sony, Motorola, LG, K-Touch, Asiafone, Apple, Samsung (Samsung Galaxy S III and S 4), Advan, Cross, Evercross, Asus, Blackberry, HTC, Acer, Polytron and Lenovo. According to Widoyoko (2012: 33) collecting the data of this research is intended to get the data, explanation, facts and accurate information. It means, the purpose of collecting the data was to find the data and to get information about the research. In collecting data, researcher used the observational method by using Non Participant Observation. The researcher found 20 the data from internet about mobile phone advertisement to get information. This was done to help the researcher to analyze the types and meaning of implicature in slogans of mobile phone advertisement.

Data Collection and Analysis

After collecting the data, the researcher analyzed the data by using descriptive method. This was done the researcher to get the types and meaning of implicature in slogans of mobile phone advertisement. Then, the researcher analyzed the advertisement by using Yule's theory. On other hand, this theory also can help the writer to analyze the data; it means analyze the types and meaning in the slogans of mobile phone advertisement. The last step is presenting the result of this research. The writer presents the result of advertisement by using the formal and informal method. It could give clearer explanation about result of the research.

RESULT AND DISCUSSION

Findings

The analysis of implicature in slogan of mobile phone advertisement.

NOKIA



Picture 1. Nokia

Sumber: <http://www.google.co.id/slogan+Nokia>

The pictures had interesting color and made them interested. In this slogan the advertisers used slogan "NOKIA Connecting People".

The advertisers used the white color in the background of the picture. It meant the idea of slogan is represented by using the sentence "Nokia Connecting People". In this slogan the advertisers made two types of letter. One is made capital letter and the other one small letter.

In this slogan, the word "Nokia" was biggest than Connecting People. It meant Nokia emphasize this is the product of Nokia. This product was assumed and as a media connecting people. The slogan "connecting people" meant that Nokia has function to connect one person to another person.

The implied meaning of slogan Nokia was "Nokia can connect people to another people as communication. Nokia also gives information to another". Based on description above, the researcher concluded that, the implicature of this slogan "NOKIA Connecting People" is "Nokia mobile phone can make easier to connect with others as communication".

This slogan contained a conversational implicature, because the advertisers did not mention the meaning directly. It could be seen that, the slogan used the sentence "Nokia connecting people" it implied that, this mobile phone is a tool that used by the people to connect the people. This meaning was not said directly. In other hand, this is mobile phone was a media in communication.

NEXIAN



Picture 2. Nexian

Sumber: <http://www.google.com/nexian+slogan+hp>

The product was mobile phone produced by Nexian. This picture has interesting form and made it special product. In this slogan the advertisers used the slogan “Next generation”.

The advertisers used the silver color in the background of the picture. It is a way of advertisers for made the product become interesting. They supported the slogan was represented by using the noun phrase “nexian next generation”. The advertisers used small letter in the slogan. The word Nexian is bigger than Next Generation. It meant that, the advertisers clarified the product of Nexian. This product was assumed that the next mobile phone for the future. The slogan “next generation” meant that this mobile phone was the good new mobile phone for the next generation.

The implied meaning of Nexian was this mobile phone could give the new generation that good in future of consumers. Based on the description above the researcher concluded that, the implicature in this slogan “Nexian next generation” was this mobile phone could give new generation in the future of the consumers.

This slogan contained a conversational implicature, because the advertisers did not mention the meaning directly. As we know, conversational implicature is the speaker indirectly explains the meaning of utterance itself. The utterance was implied that next generate was the next mobile phone.

SONY



Picture 3. SONY

<http://www.google.com/Sony+slogan+hp>

The pictures were some models of mobile phone produced by Sony. Its name was Sony Ericson. It has two colors are white and black color. The picture aboves was intersteing color and interesting style. It made this product interested. in this product, the advertisers used slogan “make believe”.

The advertisers used the blue color in he background of the picture. It meant that the advertisers represented by using sentence “SONY make believe”.The advertisers wrote the word SONY is bigger than other word. It meant that the advertisers emphasize this is product of Sony.

The slogan “make believe” meant“that the Sony mobile phone can make the consumer confidence by using this product”. The consumers could also believe with the style of the product. The consumers would not regret when use product of Sony.

The implied meaning of “Sony make believe is can make the consumers believe uses this product. This product can make the consumers believe that this product has hight quality and

confidence to use this product". Based on the description above, the researcher concluded that, the implicature of Sony make believe that the consumers believe used this product as a tool of communication. This slogan is a conversational implicature, because the advertisers did not mention the meaning directly. It could be seen in the meaning of slogan advertisers just made picture and sentence. That did not have explicit meaning.

PANASONIC



Picture 4. Panasonic

Sumber: <http://www.google.com/Panasonic+slogan+hp>

Panasonic was one of mobile phone produced by Panasonic product. The slogan that used in Panasonic is "ideas for life". From the picture above, the company used black as the background of the slogan. The word "Panasonic" bigger than "ideas for life" because to convince the consumer to used Panasonic as the communication tool. The slogan "ideas for life" meant that the mobile phone is a better for life and this product has idea to globalization era in the future.

The implied meanig of this slogan was this mobile phone has idea to the consumers life's in the future. Based on the description above, the researcher concluded that, the implicature meaning of this slogan the advetisers invited the consumers to used Panasonic because this product has better ideas for the consumers to used this product. It is better for life and has idea in fiture for user. This slogan contains a conversational implicature, because the advertisers did not mention the meaning directly. The conversational implicature is the speaker does not explain the meaning of this slogan. The advertiser just made the picture and some word in this slogan. The advertisers did not expalin the meaning directly.

DISCUSSION

The Meaning of the Slogan as Found in Mobile Phone Advertisement

Based on the research finding above, the researcher found some of slogan have same meaning, but the advertisers made their product with their style to made product become interesting. The advertiser support the slogan with some pictures, colors and some words to made the consumers wont to buy the product. Every advertiser's competence to make their product was number one from another product.

Yule defines implicature as an indirect indicator or implicit importance (implied meaning). That something must be more than just the words themselves (Yule, 1996:35). An implicature is something that is meant, indicated, or suggested in addition to what is expressed. The findings in this study only reveal the implications of mobile phone promotional phrases. Examining the slogans, such as the color, picture, sentence, phrase, or size of a product's slogan, to determine the implied meaning. According to the hypothesis presented above, the phrase utilized has an implied meaning. The words or sentences utilized in twenty slogans did not directly mention but rather indicated or implied meaning. Every slogan that has been discussed

The Type of Implicature as found of Mobile Phone Advertisement

Yule (1996) distinguishes two types of implicature. There are two types of implicature: conversational implicature and conventional implicature. Conversational implicature occurs when the speaker does not directly state the meaning of a words, but rather the meaning itself in implicit meaning. The meaning with agreed meaning is referred to as conventional implicature.

Based on the research findings, all mobile phone commercial slogans have been shown to have conversational implicature. Because the essence of the meaning was not stated explicitly. The advertisers just used an image and some words in their slogan. The advertisers attempted to make the slogan appealing. They did not immediately mention the meaning.

CONCLUSION

Slogan is some words or phrase used in advertisement for promote of a product. Advertisers may use a picture, word, or noun phrase to pique the consumer's interest in a product. Advertisement is a method of introducing a product. It was very vital for people to be aware of a product through advertisements on television, the Internet, magazines, newspapers, and so on. The advertisement used to entice consumers to purchase the product.

Based on the investigation of mobile phone commercial slogans, the researcher discovered that some slogans almost have the implicature, which conveyed the advertiser's message. The majority of their messages were delivered through the advertisement's product. The majority of the messages indicated the brand, the product, the application, the product's strength, quality, or number.

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