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 strategy 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 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 meaning 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.


Introduction
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.

Methodology
This research In Analyzing data, the writer firstly analyzes all of the slogans to find which slogan has implicature in it. The next thing to do is analyzing the implicature by the implicature in the slogan as focus of the research. Then, the researcher finds the meaning of the implicature by recognizing
context it appears and referring to the implicature. The last step is to recognize or analyze the effectiveness of them in conveying true intention of their producer.

For example in the Sampoerna Cigarettes Slogan; “Mild Like Never Before” From the slogan are provided two implied meanings that make the meaning be ambiguity. 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.

According to Moleong (2006: 112) there are three methods of collecting the data. They are observation, interview, and documentation method. Observation method is that collecting the data which focus on observation an object with all human sense. Interview method is the method which focuses on collecting the data from respondents who are interviewed. While documentation method means that the collected data are from internet, video transcription and some books of copy. So, for doing this research, the writer chooses to use the documentation method in collecting the data, because the writer uses some photos of cigarettes slogans as the object of collecting or getting the data.

In collecting the data, the writer follows some steps that they are:
1. Find the billboard of cigarettes slogan.
2. Taking the photos.
3. Finding the implicature by the slogans.
4. Collecting the data about implicature found in cigarettes slogan.

According to Sugiyono (2007: 167) method of observation is one of techniques of collecting data which is not only calculating respondent’s behavior (interview and questioner) but can also be used to record or capture a lot of phenomena (occurred situation or condition). In this case, writer uses method of observation in analyzing of implicature occurred in cigarettes slogan.
Findings and Discussion

There are many ways for Cigarettes Company to advertise its product. In advertising its product the crucial point is to make customers attracted to it. It can be done by using interesting word, phrase, sentence or utterance, so that customer caught by slogan which may contain implicit meaning on purpose to make it interesting and catch customer’s attention. Therefore implicature is often used in advertisement especially in slogan of billboard which is often found in streets.

From the data analysis the writer found the conventional implicature that will be described as follow;

Datum 1

Sampoerna:

“A GOLD, Mild like Never Before”

PT Hanjaya Mandala Sampoerna Tbk. (“Sampoerna”) is one of the leading cigarette manufacturer in Indonesia. We produce a number of brands of cigarettes are known, such as Sampoerna Kretek, A Mild, as well as the "King of Kretek" legendary Dji Sam Soe. We are an affiliate of PT Philip Morris Indonesia and part of Philip Morris International, the leading cigarette manufacturer in the world.

The following slogan A GOLD Mild “Mild like Never Before” is a slogan used in billboard to promote a new product of Sampoerna. Based on the data the writer will analyze it by using theory of implicature provided by Grice in this case the writer will use conventional implicature because slogan in billboard is merely written language.

In this in this slogan there are two aspects that can be analyzed they are verbal aspect (linguistic context) and nonverbal aspect (physical context) A GOLD is written in capital and using gold color. This is meant to show that the product is greater or better than previous product. Capital letter to show that the product is something big which also means great or extra ordinary. Meanwhile it also colored by gold to show its exclusiveness. Gold color symbolizes gold (jade) in which valued by people as something precious beautiful and symbol of high class. In this case the cigarettes company wants to say that the product is exclusive high quality and high class.

‘In the other hand “Mild like Never Before” is written in capital and plain letter. This is meant to show distinct impression of the product as a mild variant. In cigarettes
term “mild” is associated to taste in which to describe a soft taste, so that the cigarette which is labeled as mild means soft and tasteful. The nonverbal aspect which describes the aspect of soft and mild is the plain letter and it became distinct by the use of capital letter.

Based on the physical and linguistic context and emistemic context – advertisement on the official website (http://www.sampoerna.com) the slogan “A GOLD Mild like Never Before” can imply that the new product of Sampoerna (Gold Mild variant) is high quality product better and high class compare to other product, yet it has distinct taste of softness which cannot be found in any product before.

Datum 2

DUNHILL FILTER

TASTE THE POWER

Another slogan billboard promotion from Dunhill mild is “TASTE THE POWER” This is the next slogan after “FINE CUT FOR FINE TASTE” whit is meant to show the new product of Dunhill.

The verbal aspect or linguistic context that can be found from the slogan is Dunhill wants to introduce the new taste and new product of Dunhill. The meaning of “power” from oxford concise dictionary, power means the capacity to influence the behavior of others, the emotions, or the course of the events. The second meaning is the ability to do something or act in a particular way. Taste the power means that Dunhill have a new power or strength to invite and bring their consumers to try and smoke their new product.

To support the promotion slogan, which is the non-verbal or physical context and epistemic context – according to advertisement on official website (www.bat.com) from the billboard is Dunhill describes how these new products have the great power. The yellow gold light comes from the cube. It means that there are some surprises in this new product and new taste of it to attract the consumers.

In this part the writer shows the data of cigarette slogan in billboard. On the table, the writer will discuss the implicature in cigarette slogan and contexts that influence in the slogans.

Conclusion

Nowadays, the writer finds that billboard is one strategic media for a cigarette company to promote their products. The writer says that it is a strategic media because it is located at public space for example at the main road and at main
intersections. Furthermore, Cigarette Company is one of the most creative companies that use billboard promotion with implicature. The writer will conclude that the advertisement in cigarette slogan is influenced by the context. To determine of implicature in the cigarette advertisement that the writer use of Monica context, the context that is influenced the cigarette slogan advertisement are physical context and linguistic context.

This research, the writer already found many of meaning in the billboard advertisement that the reader or the consumer understand about its easily. The writer will conclude that the advertisement especially cigarette billboard advertisement is influenced by the context. To determine of implicature in the cigarette slogan that the writer use of Monica crabtree context. The context that is influenced the cigarette advertisement are physical context and linguistic context. Therefore the writer already revealed the implicature that exist in cigarette advertisement, so that the reader and smoker will understand of the cigarette intent.

Mostly the manufacturer to promote their products through an advertisement in the some media, such as internet, television, brochure and still many other ways that the people become know. The cigarette manufacturers advertise their products persuade and attract to people that buying the cigarette products, so that the cigarette manufacturers get the great profit in the world.

Gratitude

I would like to say thanks to my dear supervisor Dr. YusritaYanti, SS., M.Hum and Dra. Nova Rina, M.Hum who guide me to finish this thesis. Moreover, the writer also say to thanks:

Dr. Elfiondri, M.Hum and Dra. Fatimah Tanjung, M. Hum as my examiners and all my friends that supports me. Thanks to all of lecturers, staffs, employees of Faculty of Humanities.
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