AN ANALYSIS OF IMPLICATURE
ON ADIDAS ADVERTISEMENT IN INTERNET

Andri Setia Budi¹, Elfiondri², Nova Rina²
¹Student of English Department, Faculty of Humanities, Bung Hatta University
E-mail: andri.setiabudi01@gmail.com
²Lecturer of English Department, Faculty of Humanities, Bung Hatta University

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 implicatures is implied meaning behind thing, words, and pictures that need to be studied to know the meaning. The data are derived from internet. The writer uses informal method in analyzing of the data. The data are analyzed by using Leech theory implicature to find message in Adidas advertisement. The contexts that influenced much in adidas advertisement are physical context and linguistic context. The implicatures that exists in Adidas advertisement that the adidas can grow and raise the consumers spirit to do some of activities easily that they feel comfortable and happy in any situation. The implied meanings in Adidas advertisement are known through contexts that the contexts have important role to reveal true intent of adidas advertisement. The consumers understand the meaning of adidas advertisement. The adidas products can make it happen the consumer’s dream comes true, especially in the sport field.

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

Introduction
Recently, the manufacturers deliver a product to people through some of media. They compete to advertise it to public. The Adidas products are hat, clothes, socks, singlet, shoes, and perfumes. Advertisement is the manufacturer’s message that functions to inform and attract of the consumer attention that they buy the product. 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.

According to Grice (1975: 41) implicature is something meant, implied, or suggested distinct from what is said. Based on Levinson (1983: 97) implicature stands as a paradigmatic example of the nature and power of pragmatic explanations of linguistic phenomena. Definition from 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 that advertisement is more interesting and furthermore it can avoidsuing of other competitors that are disgraced indirectly.

Adidas implies that other manufacturers such as Ardilles, Nackerman, Bata are inferior to it, and by stating “The left behind others”. From the advertisement it can bee seen that Adidas uses implicature as strategy to disgrace its competitor and increase its sale. It can also be seen that 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.

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.

According Mey (1993: 99) implicature is derived from the verb ‘to imply’, as its cognate implication. Implied is ‘folded in’ and has to be ‘unfolded’ in order to be understood. Based on Grice (1975: 41) implicature is something meant, implied, or suggested distinct from what is said.

Currently so many of advertisements are available in the public. The advertisements contain implied meaning within them, especially adidas advertisement. In this research the writer discusses meaning of the advertisement. So that, the reader will know and understand the implied meaning of adidas advertisement.

Based on Leech (1983) there are four kinds of context in language use, they are physical context, epistemic context, linguistic context, and social context, as follows:

1. Physical context

We can think of this in terms of where the conversation is taking place, what objects are present, what actions are occurring, and so forth.

2. Epistemic context

The epistemic context refers to what speakers know about the world. For example, what background knowledge is shared by the speakers is crucially part of your epistemic knowledge when you have a conversation with someone else.

3. Linguistic context

The linguistic context refers to what has been said already in the utterance. For example, if I begin a discussion by referring to Jane Smith and in the next sentence refer to "her" as being a top notch athlete, the linguistic context lets me know that the antecedent...
of "her" (the person "her" refers to) is Jane Smith.

4. Social context.

The social context refers to the social relationship among speakers and hearers think about the discussion of the library scene in Language Files. Two people come into a library and they are talking really loud. They sit at your table and continue their babbling. So, you look up at them and say: "Excuse me, could you please speak up a bit more? I missed what you said."

According Kottler (2006: 526) advertisement is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. His classifieds advertisement into four aim categories, there are: informative, persuasive, reminder, and reinforce advertisement.

Furthermore Jefkins (1993: 452) advertisement presents the most persuasive possible selling message to the right prospect for the product or service at the lowest possible cost. He also identifies seven main categories of advertisement, they are consumer, industrial, trade, retail, financial, direct respond and requirement.

So, Advertisement is very important to promote a product to the customer that it will be recognized and also most benefit to reach a desire that is dreamed by each the manufacturer such as to get a lot of relations and profit in the future. Before the manufacturers make an advertisement, the firstly think and determine what the great language in advertisement to be promoted that it will be accepted by many peoples. They use language which contains implied meaning which can be understood through the context.

Many of people are confuse and do not understand the meanings from adidas advertisement. They just know that adidas is the advertisement promoting the sport products. Therefore the writer reveals the implied meaning of adidas advertisement. The implied meanings of the adidas advertisements are the adidas gives the energy positive to the consumer, such as spirit, strength, braveness that the consumers become confident to face any challenges. So the consumers understand the meaning of adidas advertisement.

**Methodology**

The method is organized system that how the writer collects the data. The process of the data: analyze the data, and represents the data analysis. This chapter discussed about source of the data, method of collecting data, method of analyzing data, and method of representing data. The research only looks for the written data, analyzes the data and supports the research by reading some library references.
In representing data, the writer uses method of Sudaryanto (1993: 145) there are two methods to analyze data, they are: formal method and informal method. The formal method to explain depend sign and symbol, meanwhile the informal method is the way that is used by own writer interpret and analysis. In this research is the writer uses the informal method. The writer took of data from internet and chooses them at least fifty of data. And then the writer determines implicature of the data by using theory of context.

**Findings and Discussion**

Advertisement is information of order to push, to persuade to the societies to be interested to goods and the service that is offered. The announcement to people about goods and the services sold are used in the media such as the newspaper, magazine, internet, and etcetera. Sometimes some of people do not understand the implied meaning of advertisement. So, the advertisement functions are to offer of goods or service to many people by using language which contains implied meaning.

In this paper the writer analyzes the data from the internet especially advertisement of adidas. The writer tries to find implicatures that exist in adidas advertisement. And then the writer analyzes them and also the writer reveals what implicature of adidas in advertisement that are delivered by advertiser to the consumer.

**Datum 1:**

“Together we can”

The following datum of the advertisement contains implied meaning which can be understood through various contexts. In delivering the meaning to public, the advertisement uses linguistic context and non linguistic context.

According to Leech (1983), linguistic context is “Together We Can”, while the above described non linguistic context is physical context by which it can be known the implied meaning of the advertisement. Based on linguistic context, it can be understood that “We” refers to two things. It is indicated by the word, “Together”. Together means more than one. In physical context, “We” refers to Adidas shoes (shoes picture), and to the shoes wearer. The picture of the shoes and “Together We Can” implies that “We” also refers to the shoes wearer because generally it is known that the speaker of the advertisement talks to people using Adidas shoes.

Based on the discussion, it can be concluded that “Together We Can” implies that by wearing Adidas shoes that the shoes wearers can walk and step gently in any situation and condition. With Adidas shoes, the wearer will be able to face any challenges.
Datum 2:
“Run Yourself Better With Adidas”

The next datum is “Run Yourself with Adidas” which has implied meaning that can be seen via various contexts. In conveying the meaning to the reader, the advertisement uses linguistic context and non linguistic context. The linguistic context is “Run Yourself With Adidas”, while the above described non linguistic context is physical context by which it can be known the implied meaning of the advertisement.

Based on physical context, “Run Yourself With Adidas” implies that the woman who wearing adidas clothes can keep running in any situation and condition, so that the woman get to face the trouble in this world. For the discussion, this advertisement can be concluded that “Run Yourself With Adidas” implies that by wearing Adidas clothes and Adidas shoes that the consumer can run more spirit in all areas and can refresh the body.

Datum 3:
“take the stage”

The Adidas advertisement above has implied meaning which can be found through various contexts. To convey the meaning to people, the advertisement uses linguistic context and non linguistic context. The linguistic context is “take the stage”, implies that Adidas to invite the people for struggle to achieve all of dreams in this world. Non linguistic context is physical context by which it can be known the implied meaning of the advertisement. Based on physical context, “take the stage” implies that Adidas clothes can give the powerful to the wearer, especially the woman. As implied through physical context, “in the dark situation”, Adidas clothes makes the dark situation become the bright that the woman can struggle until on stage. From the discussion, the writer can concludes that “take the stage” implies that by wearing Adidas clothes that the wearers will be advanced and famous in the public.

Based on the analysis the writer found that there are various contexts that influence the implicature of adidas. The contexts are very important to determine of implied meaning in an advertisement, especially in adidas advertisement. The contexts that influence in adidas advertisement are physical context and linguistic context.

Datum 4:
“Impossible is nothing”

After that, in this datum contains implied meaning which can be found via various contexts. In conveying the meaning to consumer, the advertisement uses linguistic context and non linguistic context. The linguistic context is “Impossible Is Nothing” while the non linguistic is Adidas-branded shoes and the clothes with dark and four the light background-setting. The setting shows that around the shoes and the clothes are
bright. Both linguistic context and non linguistic context present the implied meaning.

The linguistic context is “Impossible Is Nothing”, implies that the consumer’s dream will be come true if they use of adidas product. The meaning of flying is the adidas makes spirit to people to face this life. And also it is described non linguistic context is physical context by which it can be known the implied meaning of the advertisement. As implied through physical context, “in the dark situation”, Adidas shoes can brighten the darkness that the wearers can achieve the popularity even though it is in the dark. So it can be concluded that “Impossible Is Nothing” implies that by wearing Adidas products (Adidas shoes and Adidas of sport clothes) that the consumer can fly to get a popularity and happiness in this world as long as believe and working hard to make it happen.

Datum 5:
“Sweat Nothing”

The data of adidas above that it is contains implied meaning which can be seen through various contexts. To convey the meaning to reader, the advertisement uses linguistic context and non linguistic context. The linguistic context is “sweat nothing” while the non linguistic context one is Adidas-branded shoes with gravels background-setting. Both linguistic context and non linguistic context present the implied meaning.

The linguistic context is “sweat nothing”, implies that adidas shoes give the free attraction to the wearer that get the great movement later. The shoes above described non linguistic context is physical context by which it can be known the implied meaning of the advertisement. Based on physical context, “the gravel setting” Adidas shoes get to face the challenges an anything including hard area. Based on the discussion, it can be concluded that “sweat nothing” implies that by wearing adidas shoes will get the successful easily even though in the bad area.

A lot of action that describes in adidas advertisements, such as runs, flying, lifting of irons, catching of ball, kicks of ball, playing of basketball, and slow standing. The actions are played by famous soccer players. The consumers of adidas do many actions as good as possible to achieve a dream in any area. The consumers struggle to get great result that they will be successful and satisfy.

The manufacturer of adidas creates of the products various for satisfying the consumers. The adidas products have the great superiority that the consumers become enjoy and comfortable to use them. Adidas is an advertisement to promote the sport products for all the ages. Therefore the people wear the adidas products that the
consumer and the manufacturer of adidas get the good the dream.

**Conclusion**

This research, the writer already found implied meaning in the adidas advertisement that the reader can understand the meaning. The writer will conclude that the advertisement especially adidas advertisements are influenced by some of contexts. To determine of implicature in the adidas advertisements that the writer uses the context from Leech. The contexts influenced by adidas advertisement are physical context, linguistic context, and epistemic context.

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

**BIBLIOGRAPHY**


