

## LINGUISTIC FORMS AND IMPLICATURE ANALYSIS OF ADVERTISING SLOGANS FOUND IN *TIME MAGAZINE*

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### Abstract

The objectives of this research were to describe the linguistic forms, the types of implicatures found in each slogan found in *Time Magazine*, and to explain the implied meanings of each slogan found in *Time Magazine*. This research was descriptive-qualitative in nature. The data of this research were 50 slogans written on commercial advertisements taken from *Time Magazine* published on November 2017 until June 2018. The magazines were including 13 editions of *International Time Magazine* and 7 editions of *USA Time Magazine*. This research started from collecting and selecting the data, classifying the elements of the data, analyzing and interpreting, applying the trustworthiness, presenting the findings, and writing conclusions. The data of this research were in the forms of phrases and sentences which exposed the phenomenon of implicatures. There were 22 phrases and 28 sentences. Moreover, the 33 slogans applied generalized implicature and 17 others were applying particularized implicature. The results of this research showed that the additional conveyed meanings of the slogans were used to attract the readers' attention to buy their products/services by promoting the excellences, benefits, advantages, and brief information related.

**Keywords:** advertisement, slogan, linguistic forms, implicature, meaning

### Abstrak

Tujuan dari penelitian ini adalah untuk mendeskripsikan bentuk linguistik, jenis implikatur, dan menjelaskan makna tersirat dari masing-masing slogan yang ditemukan di *Time Magazine*. Penelitian ini merupakan deskriptif kualitatif. Data penelitian ini adalah 50 slogan yang tertulis pada iklan komersial yang diambil dari *Time Magazine* yang dipublikasikan pada November 2017 hingga Juni 2018. Majalah tersebut termasuk 13 edisi *International Time Magazine* dan 7 edisi *USA Time Magazine*. Penelitian dimulai dengan mengumpulkan dan memilih data, mengklasifikasikan komponen data, menganalisis dan menafsirkan data, menerapkan *trustworthiness*, menuliskan hasil analisis, dan menyimpulkan hasil penelitian. Data penelitian ini berupa frasa dan kalimat yang menggunakan fenomena implikatur. Terdapat 22 frasa dan 28 kalimat. Selain itu, 33 slogan ditemukan menerapkan *generalized implicature* dan 17 lainnya menerapkan *particularized implicature*. Hasil penelitian ini menunjukkan bahwa tambahan makna pada slogan digunakan untuk menarik perhatian pembaca untuk membeli produk/layanan dengan mempromosikan keunggulan, manfaat, keuntungan, dan informasi singkat terkait.

**Kata kunci:** iklan, slogan, bentuk linguistic implikatur, arti

## **INTRODUCTION**

Language has the ability to persuade people to perform an action. People take the advantage of language for certain purpose, such as for business transaction or commercial matters. In the development of business or commercial economy, the manufacturers are competing to introduce their products to public. In order to gain the attention and interest from public, the role of advertisement is greatly involved. According to Patten (2008), advertising is the most critical area of marketing. Good advertisements keep on the formula of AIDA which extends for Attention, Interest, Desire, and Action (Patten, 2008). Therefore, an advertisement's main concern is not only to get public's attention, but also to drive them to *act*, to purchase or hire what is being offered. In addition, advertisement works as a link between the manufacturers and the consumers, communication and information, and the medium as well as the message (Patten, 2008). An advertisement can be found in many forms, from print to TV, or from direct mail to catalogs.

On the other hand, an advertisement can also be used to create the brand image. In order to attract and

create a good brand image, an advertisement should contain sufficient information or description which is packed as delicate as possible. The descriptive information about the product within the advertisement is commonly presented in the form pictures, words, or short phrases. Therefore, in advertising, language becomes very important as it should present the information in simple form yet very attractive. This can be done in many ways, such as by adding a headline and presenting short phrase as it is in slogan. Slogan functions to communicate a product, service, or even the idea that the company has to the consumers. A good slogan should imply a reward and generate interests (Bolen, 1984).

The language used in slogan is commonly very basic, simple and metaphoric, yet, it conveys 'rich' information. It contains the core of the product or service itself, such as the list of all attributes which appeal to the readers. This information is both delivered directly and indirectly. When it conveys information indirectly, implicature exists. This means that some of the slogans contain implied meaning. The implied meaning in

slogan can be categorized to the study of pragmatics that is implicature.

Grice (as cited in Davis, 1998) defines implicature as something that can be understood without being stated directly. However, not all advertisement can get people's attention since they cannot interpret the implied meaning within the slogans correctly.

When people cannot comprehend the real message of the slogan, they tend to ignore or misunderstand the idea of the product or service which is being offered. This may affect their interest towards the product. Such case can be found as it is reflected in understanding and interpreting the slogans of advertisement found in *Time Magazine*. Furthermore, most of the slogans written on commercial advertisements found in *Time Magazine* could not be recognized easily only by reading at glance. For these reasons above, the researcher is motivated to conduct a research study about the analysis of linguistic forms and an implicature analysis of slogans found in *Times Magazine*.

## **RESEARCH METHOD**

This research is classified into descriptive qualitative research. This type of research is the most appropriate

method to be employed. It provides the description of the phenomena or a fact in event of a life. Moreover, Bogdan and Biklen (2007) mention that qualitative approach brings about the descriptive data in the form of written or oral data from the subjects of the research. The sources of this research are the slogans written on commercial advertisements found in *Time Magazine* published on November 2017 until June 2018. There were 50 slogans taken from 20 magazines. The magazines were including 13 editions of *International Time Magazine* and 7 editions of *USA Time Magazine*. The magazines were taken from the electronic media and downloaded from several different websites. The data of the research are in the forms of phrases and sentences which exposes the phenomenon of implicatures as well.

The data of this research are advertisement slogans found in *Time Magazine*. In collecting the data, the technique employed was documentation method. This research involved the main instrument and the secondary instrument. The main instrument of the research is the researcher himself. The data collected was analyzed by adapting the three

flows activity in qualitative research which is proposed by Miles, Huberman, and Saldana (2014). The three flows were including data condensation, data display, and drawing conclusion. In order to make the data truthfulness, the researcher applied triangulation method. It is a technique to test the validity and reliability of the data and to minimize the subjectivity of the researcher himself in analyzing and interpreting the data.

## **RESEARCH FINDINGS AND DISCUSSION**

The results obtained from the data analysis are the linguistic forms of the slogans, the types of implicature used, and the implied meanings of the slogans. In terms of the linguistic forms used in the slogans, there were 22 (44%) slogans in the form of phrases, and 28 (56%) in the form of sentences. The phrases found were including 14 (28%) noun phrases, 4 (8%) verb phrases, three (6%) adjective phrases, and one (2%) prepositional phrase. Adverbial phrase, participle phrase, gerund phrase, and infinitive phrase were not applied in any slogan listed. This was because

those forms were rarely used by the manufacturers or the advertisers to represent their products/services.

Moreover, there were three types of sentences which were found, including declarative sentence (32%), imperative sentence (22%), and exclamatory sentence (2%). This showed that the most frequently occurred linguistic form was revealed in the form of declarative sentences which were found in 16 slogans, representing 32% of the data. It can be concluded that declarative sentences were commonly used in designing slogans for commercial advertisements. The advertisers made their slogans like utterances or conversation which were easy to understand to explain about their products in one clear sentence.

On the other hand, there was no slogan which was written in the form of clause identified. This is in line with one of the characteristics of slogan stated by Boove (1986: 274), in which it is mostly designed in the form of phrases, sentences, or a group of words forming a phrase or a sentence.

Meanwhile, in terms of the types of implicature, the slogans were analyzed based on the implicature theory

proposed by Grice (1989), in which a generalized implicature can be identified by looking at the relevance between the utterances and the context, and particularized implicature is when the utterances are not relevant to the context given. According to the results of the analysis, there were 33 slogans applying generalized implicature, and 17 applying particularized implicature. This was because the advertisers wanted to create clearer ideas of the products/services without stating them explicitly, yet could be understood easily by providing the key words within the slogans.

In terms of the implied meaning of the slogans, the theory mentioned by Yule (1996) that stated implicature as an additional conveyed meaning, was used to analyze the meaning of each slogan. The results of this research showed that the additional conveyed meanings of the slogans found in *Time Magazine* were used to attract the readers' attention to buy their products/services by promoting the excellences, benefits, advantages, and brief description about the products/services. Moreover, the advertisers also tried to build their

brand images by creating assumption about the products/services offered.

## CONCLUSION

Based on the results of the analysis, there were two types of linguistic forms found amongst 50 slogans written on commercial advertisements collected from *Time Magazine*, namely phrase and sentence, whereas clauses were not found in any slogan. There were 22 phrases found and 28 slogans in the form of sentence. There were 14 (28%) slogans categorized as noun phrase, 4 (8%) verb phrases, 3 (6%) adjective phrases, one (2%) prepositional phrase, 16 (32%) declarative sentences, 11 (22%) imperative sentences, and one (2%) exclamatory sentence. On the other hand, besides clauses, adverbial phrase, participle phrase, gerund phrase, infinitive phrase, and interrogative sentence were not found as well. The most frequently occurred linguistic form which was applied in the slogans was declarative sentence.

The results of the analysis related to the types of implicature found in *Time Magazine* showed that there were two types of conversational implicature found in this research, namely generalized implicature and

particularized implicature. The findings of this research revealed that there were 17 (34%) slogans applying particularized implicature because the slogans need specific contexts in order to be understood. Moreover, there were 33 (66%) slogans applying generalized implicature due to the appearances of the keywords within the utterances related to the contexts. Therefore, the slogans can be understood although the contexts of the advertisements were not available.

In terms of the implied meaning of the slogans, the results of this research showed that the additional conveyed meanings of the slogans found in *Time Magazine* were used to attract the readers' attention to buy their products/services by promoting the excellences, benefits, advantages, and brief description about the products/services. Moreover, the advertisers also tried to build their brand images by creating assumption about the products/services offered.

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