

ENTAILMENT AND IMPLICATURE IN THE LANGUAGE OF ADVERTISING

ANALISIS *ENTAILMENT* DAN IMPLIKATUR PADA BAHASA IKLAN

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Abstrak: Bahasa memegang peran penting dalam kehidupan. Bahasa tidak hanya digunakan sebagai alat untuk mengekspresikan diri dan berkomunikasi dengan orang lain tetapi juga untuk mempengaruhi orang lain. Penelitian ini mengungkap makna tersembunyi dari sebuah iklan. *Entailment* dari sembilan slogan iklan yang dikaji secara kualitatif ternyata ditemukan memiliki makna berbeda dari implikturnya padahal ketika disajikan slogan iklan tertentu, responden cenderung menarik implikatur sebagai maksud dari bahasa iklan tersebut.

Kata-kata Kunci: implikatur, *entailment*, iklan, pragmatik, arti logis

Abstract: Language plays an important role in life. It is not only used as a mean of communication and self-expression but also to influence people. This study discusses hidden meaning of nine slogans used in advertisements. This qualitative research finds out that the *entailment* meaning of advertisement slogans analyzed are different to their implicative meaning. The respondents tend to believe in implicative meaning because it is more promising and persuasive.

Keywords: implicature, *entailment*, advertisement, pragmatics, logical meaning

INTRODUCTION

Advertising is a business in which language is used to persuade people to do things and/or believe things (Mc Manis et al, 1987). Language plays crucial role in the advertisement. In radio advertisements, they consist of language and music. Meanwhile, in printed advertisements, we find both pictures and linguistic messages. Even, in the case of television advertisements which use visual media, language is often important to interpret what we see on the screen.

The language used in the advertisement is made to be attractive. It conveys information directly and/or indirectly. When it conveys information indirectly, implicature exists. Implicative meaning is usually intentionally made so that it is easily persuading audience to use the products. However, implicature can be not valid due to the condition that it

may be not the *entailment* or the real message.

This paper examines closely how meaning works in the advertisement by observing the implicature of slogans which are used in the product advertisement and realizing how they are not necessarily the *entailment* of them. Then, the possible advertisers' goal of creating indirectness will be discussed. The contribution of this study is that it can increase our understanding how "meaning" works in advertising. Having more understanding, the readers who, of course, also become the audiences are expected to be more selective and not easily believe what an advertisement says.

In the beginning, the theoretical frameworks for this analysis are explored by examining closely *entailment* and implicature.

THEORITICAL FRAMEWORKS

An entailment is something that logically follows from what is asserted in the utterance (Yule, 1996). It is considered a purely logical concept. The truth of the second sentence logically follows from the truth of first sentence, the falsity of the first sentence necessarily follows from the falsity of second sentence, and we cannot say anything about the second sentence when the first sentence is false. (Lyons, 1995 & Saeed, 2003). For instance, the sentence of "*sally drives a Honda Accord*" entails "*sally drives a car.*" When it is true that Sally drives a Honda Accord, it is true that Sally drives a car. When Sally doesn't drive a car, Sally doesn't drive a Honda Accord. When Sally doesn't drive a Honda Accord, we can not say whether Sally drives a car or not. An entailment relation is given to us by linguistic structure; we do not have to check any fact in the world to deduce the entailed sentence from the entailing sentence (Saeed, 2003).

The concept of implicature is slightly different from entailment. Implicature is an additional conveyed meaning (Yule, 1996). For instance, the proposition "*not everyone is going to come*" creates an implicature that "*someone is going to come.*" We create it when we are more being communicated than what we say. In other words, we don't observe one or more maxims proposed by Grice's Cooperative Principle theory.

The followings are four maxims taken from Grice's Cooperative Principle Theory.

1. Maxim of quality
 - Do not say what you believe to be false
 - Do not say that for which you lack adequate evidence
2. Maxim of quantity
 - Make your contribution as informative as required for the current purposes of an exchange
 - Do not make your contribution more informative than is required
3. Maxim of relevance

- Make your contributions relevant
4. Maxim of manner
 - Avoid obscurity
 - Avoid ambiguity
 - Be brief
 - Be orderly

(Grice as quoted by Levinson, 1995)

The difference between logical entailment and implicature lies at the root of why many advertising claims are misleading. An example of a real advertising is given. Think about what is implicated in the following case versus what is literally entailed. The advertisement "*campbell's soup has one third less salt*" does not observe maxim quantity. It generally allows the readers to create implicature that the soup has one-third less salt than some relevant benchmark. However, the first sentence does not entail the second sentence. The sentence "*campbell's soup has one third less salt*" is not followed by the logical consequence of "*campbell's soup has one third less salt of the relevant benchmark.*" He said that literally analyzed, it would take to be true also if the soup has one third less salt than the Dead Sea.

Unlike entailments, implicature can be cancelled. Although "*campbell's soup has one third less salt*" is true, "*campbell's soup has one third less salt of the relevant benchmark*" is not necessarily true.

RESEARCH METHODOLOGY

Method & Data Collection Technique

Researcher should choose a method that is appropriate to what you are trying to find out (Punch as quoted by Silverman, 2005). Qualitative method is appropriately conducted in this research since it purposes to explore the possible implicature and entailment which appear on the slogans of printed advertisement. The researcher collected the data of the slogans taken from advertisements in television and newspaper.

The advertisements were just taken randomly within one week.

The subject of this research is nine slogans of product advertisements. They were taken from television and Kompas newspaper. Then, I asked what those slogans mean to five people or respondents. After that, the researcher analyzed whether their interpretation was considered to implicatures, entailment or both of them. Finally, the result will be descriptively discussed.

RESULT & DISCUSSION

The followings are slogans of product advertisement collected. They are also complemented with participants' opinions of their logical meaning. Instead of making logical meaning, they make implicatures. The different of those two things are on the cancelability. When the first sentence is true, the second sentence must be true in the entailment. In contrary, when the first sentence is true, the second sentence is not necessarily true in implicatures.

No	Subject of the Research	Participants' Opinion (The originals are in Indonesian)
1	Ponds: jadikan wajah tampak lebih cerah. "Ponds: make skin look brighter"	"By using ponds, our skin will be brighter"
2	Yakult membunuh bakteri jahat dalam tubuh anda. "Yakult kills bad bacteria in your body."	"Our body will be free of bad bacteria if we drink Yakult"
3	Antangin: cegah Masuk Angin "Antangin: avoid you from wind-in problem"	"If we drink Antangin, our wind in problem will be cured"
4	Dr. Spine Bed: say goodbye to back problem	"If we sleep on Dr. Spine Bed, we will not have the problem with our back"
5	Garnier, sayangi dirimu "Garnier, love your self"	"If we use Garnier, we will love our self more"
6	Indomie, seleraku "Indomie, my taste"	"Everyone likes Indomie"
7	Flexi, bukan telepon biasa	"Flexi is amazing"

	"Flexi, not ordinary telephone"	
8	Soklin, lantai nyaman tanpa kuman "Soklin, comfortable floor without bacteria"	"If we use Soklin, the floor will be comfortable and free of bacteria"
9	Yamaha, semakin di depan "Yamaha, more leading"	"Yamaha is more leading than any other relevant benchmark"

After reading "*Ponds: make skin look brighter*", the readers assumed that the implicature was "*by using ponds, our skin will be brighter*". Let see whether the implicature assumed is also the entailment. In entailment, when the first sentence is true, the second sentence is true. However, the truth of "*ponds makes your face appear lighter*" is not necessarily followed by "*By using ponds, our face will be lighter*". Ponds may make skin look brighter, but not necessarily make the skin brighter. The skin is seen brighter, but it is not really getting brighter. The second sentence is not logical consequence of the first sentence.

The implicature assumed from the slogan "*yakult kills bad bacteria of your body*" is generally "*Our body will be free of bad bacteria if we drink Yakult*". However, it is not necessarily in line with the entailment. When "*Yakult kills bad bacteria of your body*" is true then the sentence "*Our body will be free of bad bacteria if we drink Yakult*" is not necessarily true. We still can say "*Yakult kills bad bacteria of your body*" when Yakult kill even a small percentage of bad bacteria. The first sentence in fact does not entail the second sentence. "*Yakult kills bad bacteria of your body*" doesn't mean "*Yakult can remove bacteria in your body*". The implicature assumed for "*Antangin: avoid you from common cold problem*" is "*If we drink Antangin, our common cold problem will be cured*". When "*Antangin: avoid you from common cold problem*" is true, "*If we drink Antangin, our common cold problem will be cured*" is not necessarily true. The first sentence may mean that when we are healthy and then we drink Antangin, we will be not getting the wind in.

It doesn't mean that when we are getting the wind in problem and then we drink Antangin, we will be healthy again from the wind in problem. Thus, the implicature is not the entailment.

The implicature assumed from the slogan "*Dr. Spine Bed: say goodbye to back problem*" is generally "*If we sleep on Dr. Spine Bed, we will not have the problem with our back*". However, when "*Dr. Spine Bed: say goodbye to back problem*" is true then the sentence "*If we sleep on Dr. Spine Bed, we will not have the problem with our back*" is not necessarily true. Dr. Spine bed may only make us saying goodbye but not something related with the back problem. The first sentence doesn't entail the second sentence.

The readers assume that the implicature for "*Garnier, love your self*" is "*If we use Garnier, we will love our self more*". However, Garnier is a thing and the thing can still love you although you yourself don't. In other words, the truth of the first sentence is not followed by the truth of the second sentence. When the first sentence is true, the second sentence is not necessarily true. The sentence "*Garnier, love your self*" does not entail the sentence "*If we use Garnier, we will love our self more*".

The readers assume that the implicature for "*Indomie, my taste*" is "*Everyone likes Indomie*". Then, the question is who the speaker was. If A says that Indomie is his taste and it is true, so "*everyone likes Indomie*" is not necessarily true. A may be the one who likes that. The second sentence is not logical meaning or entailment of the first sentence.

The readers assume that the implicature for "*Flexi, not ordinary telephone*" is "*Flexi is amazing*". Is something not ordinary necessarily amazing? Of course not. Unordinary thing is not making any sense that it is extra ordinary or amazing. It doesn't state that it is better. It may be also worst. So, "*Flexi is amazing*" is not the entailment of "*Flexi, not ordinary telephone*".

The implicature assumed for "*Soklin, comfortable floor without bacteria*" is "*If we use Soklin, the floor will be comfortable and free of bacteria*". Is it the entailment? Let's check it! When the sentence of "*Soklin, comfortable floor without bacteria*" is true, the sentence "*If we use Soklin, the floor will be comfortable and free of bacteria*" is not necessarily true. Everybody knows that the floor without bacteria is comfortable. The first sentence doesn't entail the second sentence.

The implicature assumed for "*Yamaha, more leading*" is "*Yamaha is more leading than any other relevant benchmark*". However, the first sentence doesn't entail the second sentence. The sentence "*Yamaha, more leading*" is not followed by the logical consequence of "*Yamaha is more leading than any other relevant benchmark*". In the position in which the first sentence is true, the second sentence is not necessarily to be true. It would take to be true also if Yamaha is only leading among the bicycles.

As we have seen, most of slogans do not observe the maxims and create the implicatures. It is in line with the statement that advertising often takes advantage of implicature to make claims that people interpret to be more powerful than they really are. As readers, we often think that the deep meaning interpreted is the logical meaning of a proposition. However, they are slightly different. The earlier is pragmatically called as implicature and the later is entailment. Implicature doesn't reflect the entailment at all.

Discussing the notion of implicature and entailment in advertisement doesn't mean debating the truth of commercial offer. The point is realizing the limitations of logical entailment for understanding how meaning works. Therefore, readers often easier understand what was implicated, not what was entailed. We often don't make possible entailment but implicature that are not necessarily true. This is a reason of the implicature existence in advertisement.

Besides, by not observing the maxim especially quantity and creating the implicature, the advertisers try to make generic sentences. They are normally used to express significant inductive generalizations (McManis, 1987). Another reason is dealing with one of the indirectness reasons proposed by Thomas, the interestingness. It is the desire to make one's language more or less interesting (Thomas, 1995:143). The advantage of face to face communication is that the speaker can convince the listener to believe in. Therefore, advertiser believes that indirectness creating more attractive convinced language. The language is alive and then the readers believe.

CONCLUSION

Having asked the logical meaning of the advertisements' slogan, most of participants make implicatures than the entailment. In fact, both of them are slightly different. Entailment can be literally analyzed. Therefore, the truth of first sentence is followed by the truth of second sentence. Implicatures needs deep understanding because the proposition maker tries to be more communicative than what is being said. By being able differentiating entailment and implicatures, we can understand how meaning works and how they influence us.

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