

THE ANALYSIS OF IMPLICATURES USED IN ENGLISH SLOGANS OF MEDICINE ADVERTISEMENT

SRI WIDODO

Universitas Muhammadiyah Purworejo
Jl. KHA. Dahlan No 6 Purworejo, Indonesia
Pos-el: sriwidodo@umpwr.ac.id

Diterima : 30 Juli 2020, Direvisi: 25 Agustus 2020, Disetujui: 30 September 2020

Abstract: This research is a descriptive qualitative research which concerns with the analysis of implicatures used in English slogans of medicine advertisement. Mostly English slogans in medicine advertisement employ implicature, and people should use their knowledge to draw the implicit meaning of the slogans. Here, the researcher used documentation as the method in collecting data. The data were downloaded from the internet and analyzed using implicature theory. From the data which had been analyzed, there are 25 data employ implicature found. 2 data (8%) of English slogans used in medicine advertisement belong to generalized conversational implicature, 13 data (52%) belong to particularized conversational implicature, and 10 data (40%) belong to conventional implicature. The researchers suggest other researchers to conduct any other research that deals with implicature analysis and to make their research being able to be applied in English language teaching. Therefore, the result of their study will be more useful.

Keywords: *implicature, slogan, medicine advertisement.*

Introduction

Language has very important role as a means of communication. Human needs language to communicate with others. By language, human beings can express their thought, feeling, and knowledge to others in their activities. One of the human activities using language is in the context of business. We always find in our surroundings, every company tries to get profit from business activities. The company which wants to get profit has to know the way how to sell the product to the market effectively because every company wants to be successful in business. Therefore, they will try hard to get the ways to make its products

well known. It must also try to make them sure that its products are good. Here, language is needed to convey the message through promotion.

One way to promote the product is by advertising. Advertising is an organized method of communicating information about a product or service which a company or individual wants to sell to the people (Vilaniyam & Varghese, 2004: 4). Therefore, advertising is identified as a way of communicating information about a product which a company wants to sell to the consumer. Advertisement is the form of advertising. It is a kind of spoken or written text that gives suggestion directly or indirectly to people to get their interest to make them turn toward it. Advertisement contains sentences persuading the consumer to buy the product or come to a place being promoted. Mass media such as newspaper and magazines are usually used to advertise products or services. Even, nowadays the electronic media such as television, radio, and internet become more popular media in advertising in order to make the product or service become more familiar. Advertisement usually made in persuasive and attractive sentences, a slogan is added in it. Slogan is usually an unforgettable phrase that is used to express an idea or purpose. It is made in simple one to make the consumer easy to read, easy to say, easy to remember, and influences the consumer with its idea. Slogan is made to attract the consumer to choose the product. The advertisers usually choose attractive words although the words are not familiar for the customers.

Slogan is the arrangement of words that has certain meaning. The slogan “*Gets the Read Out*” from the medicine advertisement of eyes, namely Visine, has meaning that the problem everybody usually faces about eyes is being red. Therefore, they have to solve it. Visine is the best solution to choose when suffering from the eyes problem.

In Indonesia, business of medicine is growing so fast. There are various medicine sold in Indonesia. Sometimes, people buy medicine influenced by the advertisement and its attractive slogan. It can be said that slogan plays important role to get consumer’s attention. Unfortunately, not all slogans especially English slogans in medicine advertisement are easy to understand. Mostly, it contains implicit meaning. It is called implicature. Implicature can be considered as an additional conveyed meaning, that is, something that must be more than just what the words mean (Yule, 2003: 35). Consequently, people may have different view and

opinion about the message that is conveyed in the slogan. They even do not know the exact meaning of the slogan because the message in that slogan is conveyed implicitly.

The aim of this study is to explain the types of implicatures used in English slogans of medicine advertisement. The result of this study is hoped to be useful for many people, especially for those who are closely related to English education. The result of this study is also hoped to give additional information of pragmatics, especially about implicature.

This study used theories which underlined the analysis of this study and previous studies which were used as consideration.

2.1. Pragmatics

This research uses pragmatics approach to analyze the slogans of medicine advertisement. The focus of pragmatics analysis is on the implicit meaning of the slogan of that advertisement. There are some definitions related to pragmatics. Pragmatics is the study of contextual meaning (Yule, 2003: 3). It involves the interpretation of what people mean in a particular context and how the context influences what is said. Consequently, it needs speakers' consideration in organizing what they want to say, with who they're talking to, where, when, and under what circumstance. Moreover, Mey (2001: 6) defines that pragmatics studies the use of language in human communication as determined by the conditions of society. In addition, according to Levinson (2008: 9), pragmatics is the study of the relation between language and context that are basic to an account of language understanding. It concerns with not only the language use in certain situation but also how to infer the meaning of the speakers' utterance to create a good understanding. Meanwhile, Griffiths (2006: 1) states that pragmatics is about the interaction of semantic knowledge with our knowledge of the world, taking into account contexts of use. In other words, it needs the combination of semantic knowledge and knowledge of the world, then how to apply it in appropriate context.

From those definitions, it can be stated that pragmatics is the study of context and language use. It concentrates on a aspect of the speaker meaning that cannot be predicted by semantic form knowledge alone, but takes into account the knowledge of the world to know the particular context in order to create exact understanding.

Principles of Pragmatics

The study of pragmatics is concerned with many principles. There are six principles or scopes of pragmatics according to Yule (2003:9) as follows:

- Deixis

Yule (2003: 9) states that deixis is a technical term for one of the most basic things we do with utterances. It means 'pointing' via language. In addition, Kreidler (2002: 144) states that on a less primitive level, every language has deictic words which 'point' to 'things' in the physical-social context of the speaker and addressee(s) and whose referents can only be determined by knowing the context in which they are used.

From definitions above, it can be said that deixis is a part of utterance in certain context which can be pointed and can only be determined by knowing the context in which it is used.

For example:

I'll put this here.

It means that the speaker speaks to hearer in the current location and condition by pointing the place "here".

- Reference

Hurford, et. al. (2007: 25) states that by reference, a speaker indicates which things in the world (including person) are being talked about. However, Yule (2003: 17) has his own statement about reference as the following:

Reference, then, is clearly tied to the speaker's goals (for example, to identify something) and the speaker's beliefs (i.e. can the listener be expected to know that particular something?) in the use of language. It means that for successful reference, the listener has to infer correctly which thing is the speaker meant.

From definitions above, it can be stated that reference is about the speaker's goals in identifying things and speaker's belief to the listener to know the things are being talked about.

For example:

My son is in the beech tree.

The example above means that the speaker believes that the listener has the same goal about things are being talked about, those are 'my son' identifies person (the speaker's son) and 'the beech tree' identifies thing.

- Presupposition

Presupposition is something the speaker assumes in making an utterance (Yule, 2003: 25). Moreover, Griffiths (2006: 143) states that presupposition is the shared background assumptions that are taken for granted when we communicate with others.

The researcher may conclude that presupposition is the shared background assumptions that are taken from granted in making an utterance.

For example:

Mary's brother bought three horses.

Presupposition: A person called Mary exists and she has a brother. Her brother has much money.

- Entailment

An entailment is something which follows from what is asserted in the utterance (Yule, 2003:25). In addition, Hurford, et. al. (2007: 111), says that a proposition X ENTAILS a proposition Y if the truth of Y follows from the truth of X.

It can be concluded that entailment is inference which follows what is asserted in the utterance where if a proposition or utterance X is true, a proposition or utterance Y must therefore also be true.

For example:

John killed Bill (X) entails Bill died (Y).

- Speech Act

Yule (2003: 47) defines that speech acts are simply things people do through language or actions performed via utterances. Besides, according to Mey (2001: 93), speech acts are words which do things.

- Implicature

According to Yule (2003: 35), implicature can be considered as an additional conveyed meaning, that is, something must be more than just what the words mean. Moreover, Horn (2006: 4) states that implicature is a component of speaker meaning which constitutes an aspect of what is meant in a speaker's utterance without being part of what is said.

For example:

Charlene : I hope you brought the bread and the cheese.

Dexte : Ah, I brought the bread.

The example above means that Dexter did not bring the cheese. The meaning of Dexter's utterance is not only informs that she brought the bread but also implies conveyed meaning that she did not bring the bread.

Additionally, the word implicature derived from the verb 'to imply' means to fold something into something else (Mey, 2001: 45). Yule (2003: 35) states that implicature can be considered as an additional conveyed meaning, that is, something must be more than just what the words mean. Moreover, Horn (2006: 4) states that implicature is a component of speaker meaning which constitutes an aspect of what is meant in a speaker's utterance without being part of what is said.

In creating a good communication between the speaker and listener, when a listener hears any utterance, he has to interpret what is being communicated. To interpret it, some basic cooperative principles should be considered. Grice (in Griffiths, 2006: 134)

identifies some of the communicational norms and showed how they are involved in the reasoning that makes it possible for utterance to convey rather more than is literally encoded in the underlying sentences. He proposed that four “maxims” could be regarded as the basis for cooperative communication.

Those are as follows:

- 1) Quality – try to be truthful when communicating.
- 2) Quantity – give appropriate amounts of information, not too little and not too much.
- 3) Manner – utterances should be clear: brief, orderly, and not obscure.
- 4) Relevance – contributions should be relevant to the assumed current goals of the people involved.

Yule(2003: 40)divides the typesofimplicaturesinto two parts,namely conversational implicature and conventional implicature.

1) Conversational Implicature

Conversational implicature is an additional unstated meaning that has to be assumed in order to maintain the cooperative principle (Yule, 2003: 128). Meanwhile, according to Mey (2001: 45), conversational implicature is something which is implied in conversation, that is, something which is implicit in actual language use. Griffiths (2006: 134) also has his own statement related to conversational implicature, that is, conversational implicature is inference that depend on the existence of norms for the use of language, such as the widespread agreement that communicators should aim to tell the truth.

It can be stated that conversational implicature is an additional unstated meaning which is usually implied in conversation that should be inferred based on the existence of norms for the use of language.

In addition, Yule (2003: 40) classifies the conversationalimplicatureinto generalized conversational implicature and particularized conversational implicature.

2) Generalized Conversational Implicature

Generalized conversational implicature is an implicature that arises without any special background knowledge of the context of utterance in order to make the necessary inferences (Yule, 2003: 40). In addition, according to Levinson (2008: 104), generalized conversational implicature is an implicature which does not require particular contextual conditions in order to be inferred.

It can be said that generalized conversational implicature is an implicature which does not require any special background knowledge of the context of utterance in order to make the necessary inferences.

For example:

Dobbie: Did you invite Bella and Chathy?

Mary : I invited Bella.

The example above shows that Mary invited Bella. It doesn't need any special background knowledge of the context of utterance to infer that Dobbie did not invite Chathy. Therefore, the example above belongs to generalized conversational implicature.

A number of other generalized conversational implicature is commonly communicated on the basis of a scale of values and are consequently known as scalar implicature (Yule, 2003: 41). Certain information is always communicated by choosing a word which expresses one value from a scale of values. Yule (2003: 41) lists the scale of values from the highest to the lowest, as follows:

(all, most, many, some, few)

(always, often, sometimes)

For example:

*I'm studying linguistics and I've completed **some** of the required courses.*

By choosing 'some' in the example above, the speaker creates an implicature 'not all'. This is one of scalar implicature of uttering which the basis of scalar implicature is that,

when any form in a scale is asserted, the negative of all forms higher on the scale is implicated.

3) Particularized Conversational Implicature

Particularized conversational implicature is a kind of conversational implicature which needs special knowledge of any particular context (Yule, 2003: 42). It needs such inferences to work out the conveyed meaning. Moreover, Levinson (2008: 126) states that particularized conversational implicature is an implicature which do requires such specific context.

It can be said that particularized conversational implicature is an implicature which do requires special knowledge of any particular context.

For example:

Ricko : Hi, coming to the wild party tonight?

Tom : My parents are visiting.

In order to make Tom's response relevant, Ricko has to draw on some assumed knowledge that one college student in this setting expects another to have. Tom will spent the time with his parent, consequently may be Tom will not come to the party.

So far, all the implicatures are discussed have been situated within conversation, with the inferences being made by listeners and attempt to maintain the assumption of cooperative cooperation. It is because those implicatures are part of what is communicated and not said, speakers can always deny that they intended to communicate such meanings. Related to those statements, Yule (2003: 44) states that conversational implicatures are deniable. They can be explicitly denied (or alternatively, reinforced).

For example:

You have won five dollars!

The utterance of the example above can be denied or reinforced as follows:

You've won at least five dollars!

You've won five dollars, in fact, you've won ten!

You've won five dollars, that's four more than one!

4) Conventional Implicature

Conventional implicature is associated with specific words and result in additional conveyed meanings when those words are used (Yule, 2003: 45). Besides, Levinson (2008: 127) states as following:

Conventional implicatures are non-truth-conditional inferences that are not derived from superordinate pragmatic principles like the maxims, but are simply attached by convention to particular lexical items or expressions. It can be said that conventional implicature is an implicature which is defined as conventional meaning of the words used.

Yule (2003: 45) lists the words which related to conventional implicature. Those are as follows:

- The English conjunction 'but'

The English conjunction 'but' is one of these words which implies 'contrast'.

For example:

Mary suggested black, but I chose white.

The example above shows that the use of 'but' gives contrary condition between two informations. Although Mary suggested black, but the speaker chose white.

- The English word 'even'

When 'even' is included in any sentence describing an event, there is an implicature of 'contrary to expectation'.

For example:

Even John came to the party.

He even helped tidy up afterwards.

The example above shows that there are two events reported (i.e. John's coming and John's helping). Those events imply 'contrary of expectation'. John not only came but also he helped tidy up afterwards.

- The English word 'yet'

The conventional implicature of 'yet' is that the present situation is expected to be different, or perhaps the opposite, at a later time.

For example:

Dennis isn't here yet.

From the example above, it can be seen that at that time Dennis isn't at the place, but later Dennis can be at the place.

- The English word 'and'

The English word 'and' also has conventional implicature. When two statements containing static information are joined by 'and', the implicature is imply 'in addition' or 'plus'. When two statements contain dynamic, the implicature of 'and' is 'and then' indicating sequence.

For example:

Yesterday, Mary was happy and ready to work.

She put on her clothes and left the house.

The first sentence above implies 'addition or plus'. The second sentence implies 'and then'.

From those explanations above, the researcher may conclude that there are four English words which related to conventional implicature and result in additional conveyed meanings when those words are used. They are 'but' implies 'contrast', 'even' implies 'contrary of expectation', 'yet' implies 'the opposite in later time', and 'and' implies 'in addition' when two statements containing static information and implies 'and then' when two statements containing dynamic information.

2.2 Slogan

2.2.1 Definition of Slogan

Janoschka (2004: 24) states that slogan is a word play with the name of the advertising company or the sender. It usually brings the name of the company. Moreover, Abdi & Irandoust (2013) define that slogan is usually an unforgettable phrase which is frequently used to express an idea or purpose.

2.2.2 The Objectives of Slogan

Slogan is one of the key elements in advertising which is designed to achieve two objectives. According to Abdi & Irandoust (2013), the objectives of slogan are as follows:

- Promoting Awareness of Brand

Slogan is considered as an attracting means which offer novelty for a brand. It is often presented as jingles in order to help consumer to recall brand more accurately and noticeably.

- Creating, Protecting, or Changing Image or Perception of Brand that Cause It's Repositioning

Slogan has ability to achieve more objectives such as creating image of brand. A good image will create a good position. Here, a slogan can be effective in positioning brands. Furthermore, positioning serves a crucial role in marketing strategies. In order to match with brand, slogan requires to be changed along with the marketing development. Slogan really gives big impact for the brand. It is not only to promote the brand but also to create, protect, and change image or perception in order to create a good position in marketplace.

2.3. Advertisement

2.3.1. Definition of Advertisement

Advertisement is the form of advertising. Advertising is an organized method of communicating information about a product or service which a company or individual wants

to sell to the people (Vilaniyam & Varghese, 2004: 4). Therefore, advertising is identified as a way of communicating information about a product which a company wants to sell to the consumer. Meanwhile, Janoschka (2004: 15) says that advertising is a company's external communication.

It can be stated that advertisement is a kind of company's external communication in spoken or written text that gives suggestion directly or indirectly to people to get their interest or to make them turn toward it.

2.3.2. Concept of Advertisement

One of the concept in advertising is AIDA. It stands for the keywords 'Attention', 'Interest', 'Desire', and 'Action'. Janoschka (2004: 19) says that AIDA concept is still effective used by advertisers and copy writers, perhaps because of its precise simplicity in covering the main aspects and functions of advertising communication.

Thus, AIDA is not only useful but also a modern concept. The AIDA concept describes a process in a series which the successful achievement of one stage initiates the next.

The explanations of the concept are as follows:

- Attention

First of all, it is the aim of advertising instruments and messages to attract attention. Addressees should be made aware of the existence of a product or service.

- Interest

In a second step, it is important to awaken interest in the object.

- Desire

An interest in the object is a way which establishes a desire for it.

- Action

Desire is one of the emotional appeals responsible for the buying impulse which leads to a purchase or some other intended reactions in the consumer or audience, i.e. the action.

In short, it can be stated that AIDA is an advertisement concept which influences each other, from the Attention to the Action. Besides, the successful achievement of one stage initiates the next.

2.3.3. Generic Structures of Advertisement

How an advertisement is arranged by the writer, below are the generic structures (<http://englishadmin.com/2015/07/generic-structure-of-advertisement-and-samples.html>): 1) Purpose, It is the purpose of the writer to compose the advertisement. 2) Name of product, It is about name and brand, that is, product, service, or events which will be sold. 3) User, It is about the target of user, that is, who needs the product and what are the product and service for.

2.4. Previous Studies

To support this research, the researcher needs to comprehend other research that have been made by other researchers. The first previous study is a thesis conducted by Ni'mah (2012) entitled *A Pragmatics Analysis of English Slogan on Mobile Phone and Car Advertisement*. The purposes of this study are to find out the linguistic forms use din the mobile phones and cars advertisement, to reveal lexical meaning, and to explain the implicature conveye din the mobile phones and cars advertisement. The methodology of this study is qualitative research study it does not need statistic approach to analyze the material. The result of this study shows that there are some of linguistic forms, lexical meaning, and implicature use din the text of the English slogan. From the analysis, it can be concluded that there are two kinds of linguistic forms found in mobile phone advertisement; those are phrase and sentence. Meanwhile, the linguistic forms found in car advertisement are phrase, clause, and sentence. There are 51 phrases both in mobile phone and car advertisement, which consist of 44 noun phrases, 2 verb phrases, and 5 gerund phrases. There is just 1 clause and there are 23 sentences both in two products, which consist of 10 declarative sentences and 13 imperative sentences. The lexical meaning in all data is given by dictionary, and the text of the slogans have many implicature meaning based on the data analysis.

The second previous study is a thesis conducted by Cholisna (2015) entitled *An Implicature Analysis of English Slogan on Food and Beverage Advertisements and Its*

Application in Teaching Reading. The aim of this study are to find out the types of implicatures used in food and beverage advertisements and to apply the implicature analysis in teaching reading. This study belongs to qualitative study. The researcher analyzes twenty English slogans of food and beverage products. The data are taken from internet which consist of ten food product slogans and ten beverage product slogans. All the products of foods and beverages can be found in *Alfamart* minimarket. The result of this study shows that there are two types of implicatures in the slogans of food and beverage products, namely conversational and conventional implicature. The researcher has found 70% conversational implicature in which five conversational implicature are found in food slogans and nine are found in beverage slogans. Meanwhile, the researcher found 30% conventional implicature which are contained in five food slogans and a beverage slogan.

RESEARCH METHODOLOGY

3.1. Research Design

Arikunto (2010: 20) divides the types of research into two types. They are qualitative research and quantitative research.

- Qualitative Research

Qualitative research usually presents the data in the form of words as unit of analysis rather than numbers. According to Moleong (in Arikunto, 2010: 21), there are eleven characteristics of qualitative research including natural setting, human as instrument, qualitative method, analyzing data inductively, grounded theory, descriptive, emphasizing on process than result, limitation of focus, particular criteria of validity of data, temporary design, result of the study discussed and agreed with the source of data

- Quantitative research

Quantitative research is the research which based on the measurement of quantity or amount. It is applicable to phenomena that can be expressed in terms of quantity (Kothari, 2004: 3). In quantitative research, a researcher demands to use numbers from collecting the data, interpreting the data, and reporting the result of the research.

This study is designed as a descriptive qualitative research. In conducting this research, the researcher uses this type of research because the researcher would like to describe about the types of implicatures used in English slogans of medicine advertisement and its application in teaching speaking.

3.2. Instrument of the Research

An instrument plays an important role in collecting the data. Research instrument is a tool which is used to measure the natural phenomenon that is observed. Arikunto (2010: 203) states that research instrument is a tool or facility used by the researcher when collecting the data in order to be easier in doing her or his work to get a good result.

In qualitative research, the researcher is as a main instrument. Therefore, based on the statement above, the researcher is as the main instrument in deciding the research, taking the sample of the research, gathering the data, and interpreting the data to be concluded. Besides, the secondary instrument of this research is medicine advertisement. Through medicine advertisement, the researcher can get the data, that is English slogan.

3.3. Technique of Collecting the Data

The evidence will help to provide answers to the research questions. In getting those answers, the researcher engages in the step of collecting or gathering data (Cresweel, 2012: 9). According to Arikunto (2010: 274), one method in collecting data is using documentation. Documentation method is the method that find out the data about things or variable, such as, note, transcript, book, newspaper, magazine, picture, etc. The researcher uses the pictures of product including its slogan from internet as the data.

The steps of data collection are described as follows:

- Finding the medicine advertisement and its slogan from internet

First of all, the researcher searches the advertisement through YouTube to find the medicine advertisement and its slogan.

- Selecting the English slogans

After finding the medicine advertisement, the researcher selects the advertisement contains English slogan.

- Arranging a list of selected slogans into a table

The researcher lists the selected slogans into table in order to make them easy to analyze.

3.4. Technique of Analyzing the Data

Creswell (2012: 10) saysthat analyzing and interpreting the data means drawing conclusion about it, representing it in tables, figures, and pictures to summarize it, and explaining the conclusions in words to provide answers to your research questions. In analyzing the data, there searcher uses several steps. Those are as follows:

- Classifying the data based on implicature theory
- Describing and discussing the data
- Presenting there sult in the chart

FINDING AND DISCUSSION

In this discussion, he researcher presents the data description, research finding and its discussion. In the first part, the data description, the researcher explains the way to get the data. In the second part, the research finding, the researcher shows the data have been found related to English slogans used in medicine advertisement. In the second part, research discussion, the researcher shows the detailed analysis and explanation of the research finding about the types of implicatures have been found in English slogans used in medicine advertisement.

4.1. Data Description

The researcher uses pictures as a form of data. First of all, the researcher searches and watches the advertisement of medicine through YouTube. Then, selecting the advertisements contain English slogan. After selecting those advertisements, the researcher gets the pictures by print-screen shoot process. It takes 11 days to find the advertisement and its slogan. It is from May 4th, 2016 until June 6th,2016.

4.2. Research Finding

In this part, the researcher shows the data of English slogans used in medicine advertisement.

Table I

The Implicatures of English Slogans Used in Medicine Advertisement

No.	Slogan	Types of Implicature		
		Conversational Implicature		Conventional Implicature
		Generalized	Particularized	
1.	<i>Keep You Fit</i> (Antangin Fit)			
2.	<i>I Feel Good</i> (Aromatic 1001)			
3.	<i>Be Healthy, Be Smart!</i> (Brands Saripati Ayam)			
4.	<i>Advanced Scar Formula</i> (Dermatix Ultra)			
5.	<i>For Healthy Looking Nails</i> (Emtrix)			
6.	<i>Extra Stamina Extra Active!</i> (Exergy Multivitamin)			
7.	<i>Stay Active!</i> (Feminax)			
8.	<i>Make Your Body Fit</i> (Fituno)			
9.	<i>Stay Young Naturally</i>			

	(Natur-E)			
10.	<i>Nourishing your beauty skin</i> (Nourish-E)			
11.	<i>Connect to the most natural you</i> (Nutrilite Cal Mad G)			
12.	<i>Good</i> (Mastin)			
13.	<i>Never Give Up!</i> (Pharmaton)			
14.	<i>Good..Good..Good...</i> (Puyer 16)			
15.	<i>Double Action</i> <i>Double Ready</i> (Redoxon Double Action)			
16.	<i>Nutrition for healthy skin</i> (Renewskin)			
17.	<i>We Care</i> (Tolak Angin Care)			
18.	<i>Put the vapours to work</i> (Vicks Vaporub)			
19.	<i>My Rool on Spa</i> (V Fresh)			
20.	<i>Gets the red out</i> (Visine)			
21.	<i>Optimize Your Brain</i> (Vitabrain)			
22.	<i>Fit a Long Day!</i> (Vitalong C)			
23.	<i>The Joy of Movement</i> (Voltaren Emulgel)			

24.	<i>All Gain No Pain</i> (Zeropain)			
25.	<i>Let's Grow</i> (Zevit Grow)			
TOTAL		2	13	10

The table above shows that there are 25 data of English slogans in medicine advertisement employ implicature. The implicature of English slogan in medicine advertisement above consist of conversational implicature and conventional implicature. The conversatioal implicature devides into generalized conversational implicature and particularized conversational implicature.

Here also, the researcher provides the table of percentage from the implicatures of English slogans used in medicine advertisement.

Table II

The Percentage of the Implicatures of English Slogans Used in Medicine Advertisement

No.	Type of Implicature		Precentage
1.	Generalized Conversational Implicature	2	8%
2.	Particularized Conversational Implicature	13	52%
3.	Conventional Implicature	10	40%
TOTAL		25	100%

From the table above, it can be concluded that 2 data (8%) of English slogans used in medicine advertisement belong to generalized conversational implicature, 13 data (52%) belong to particularized conversational implicature, and 10 data (40%) belong to

conventional implicature. The researcher will discuss about the data in detail in the following part.

4.3. Discussion

The researcher will discuss the classification of implicature and its implicit meaning. As we know, there are various kind of medicine. Generally, most of the advertisements attach the slogan to attract the consumers' attention. The slogan is not only the matter of arrangement words but also its meaning. For understanding the implicit meaning in the slogan of medicine advertisement, we need to attract our knowledge. Knowing the implicature will help people to know the implicit meaning behind the attractive slogan.

Implicature is implied meaning that can be considered as an additional conveyed meaning which more than what is said. It needs more attention in implicit meaning behind the utterance or sentence.

Conversational implicature is an additional unstated meaning which is usually implied in conversation that should be inferred based on the existence of norms for the use of language. There are two classifications of conversational implicature of the data. They are 1) generalized conversational implicature and 2) particularized conversational implicature.

Generalized conversational implicature is an implicature which does not require any special background knowledge of the context of utterance in order to make the necessary inferences. Some slogans used in medicine advertisement which belong to generalized conversational implicature are as follows:

- *All Gain No Pain* (Zero pain)

All Gain No Pain in *Zero pain* advertisement includes in generalized conversational implicature. It is a number of other generalized conversational implicature which is commonly communicated on the basis of a scale of values and are consequently known as scalar implicature. The slogan *All Gain No Pain* contains the highest scale of values 'all' and the lowest scale of values 'no'. People do not need special background knowledge to know

the meaning of *All Gain No Pain* that is *Zeropain* will give all gains and kill all pains, especially in muscle and pivot.

Particularized conversational implicature is an implicature which do requires special knowledge of any particular context. It needs such inferences with special knowledge to work out the conveyed meaning. Some English slogans used in medicine advertisement which belong to generalized conversational implicature are as follows:

- *Be Healthy, Be Smart!* (Brand's Saripati Ayam)

The slogan *Be Healthy, Be Smart!* in Brand's Saripati Ayam includes in particularized conversational implicature. It needs special knowledge or specific information to make appropriate inference about the slogan. It is because the slogan *Be Healthy, Be Smart!* can arise ambiguous meaning. The special information here refers to the understanding to be smart in choosing a product in order to make the body healthy. Therefore, the implicature from that slogan is people should be smart to choose exact medicine to get a healthy body.

- *Connect to the most natural you* (Nutrilite Cal Mad G)

The slogan *Connect to the most natural you* in Nutrilite Cal Mad G advertisement belongs to particularized conversational implicature. It needs special knowledge to create the inference. People should use special knowledge, in this case the knowledge of kinds of medicines are produced from natural material. Therefore, they can get the right implicature from the slogan *Connect to the most natural you*, that is the medicine is produced from natural material which will connect us to the nature.

- *Never Give Up!* (Pharmaton)

The slogan *Never Give Up!* in Pharmaton advertisement includes in particularized conversational implicature. It needs specific background knowledge to draw the conveyed meaning. People should understand that Pharmaton can keep the stamina. Thereby, the conveyed meaning of the slogan can be understood well. The conveyed meaning of the slogan is *Pharmaton* keeps the stamina in order to work hard and never give up.

- *Double Action Double Ready* (Redoxon Double Action)

The slogan *Double Action Double Ready* belongs to particularized conversational implicature. It is because there is implicit meaning from that slogan which should be inferred by specific information. The specific information is the double components content in *Redoxon* will arise the double readiness in doing the activities along the day. Thus, the implicature from the slogan is *Redoxon Double Action* has quality in creating double readiness to work along the day.

- *Put the vapours to work* (Vicks Vaporub)

The slogan *Put the vapours to work* includes in particularized conversational implicature. It needs specific information to draw the conveyed meaning. In drawing a right inference, people should know that vapours can secure some symptoms, such as influenza and cough. Hence, the implicature from the slogan *Put the vapours to work* is that *Vicks Vaporub* will secure the symptoms of influenza and cough through the vapours and you will get ready to work.

- *My Rool on Spa* (VFresh)

My Rool on Spa is an attractive slogan from *Vfresh*. It belongs to particularized conversational implicature. It also needs special knowledge to create an inference. In inferring the implicit meaning from that slogan, people has to know the atmosphere in spa, that is full of freshness. Therefore, they will know the implicature in slogan of *Vfresh*, i.e., *Vfresh* will give the fresh atmosphere like in spa.

- *The Joy of Movement* (Voltaren Emulgel)

The slogan *The Joy of Movement* belongs to particularized conversational implicature. It needs particular inferences to work out the conveyed meaning. People should know that *Voltaren Emulgel* is one of the medicine for curing the pivot or the muscle. Besides, they have to know the function of pivot or muscle, that is for movement. By knowing those informations, people will infer the implicature well. The implicature from the slogan *The Joy of Movement* is this medicine can treat the illness of muscle or pivot. As a result, it will give the joy of movement.

- *Fit a Long Day!* (Vitalong C)

The slogan *Fit a Long Day!* includes in a particularized conversational implicature. It needs special background knowledge to make necessary inferences. In creating an appropriate inference, people should know that *Vitalong C* is a kind of medicine which makes the body keep fit. Therefore, they will catch the right meaning from the slogan, that is, this medicine can make the body fit for along day. As a result, they can do their activities well without feeling worried in their condition.

- *I Feel Good* (Aromatic 1001)

The slogan of *Aromatic 1001* advertisement is *I Feel Good*. It belongs to particularized conversational implicature. It is because the meaning of this slogan can be inferred by special background knowledge. People needs special knowledge, that is, by rolling Aromatic 1000 on a part of body, it will create the freshness. Then, the freshness will drive the good feeling. By having those special knowledge, people will get the correct meaning from the slogan. The meaning from the slogan is that *Aromatic 1001* gives refreshing sensation which drives people to get a good feeling.

- *Stay Active!* (Feminax)

The slogan *Stay Active* includes in particularized conversational implicature. It is because the implicit meaning from that slogan which should be inferred by specific information. The specific information is about the *Feminax*. Before interpreting the meaning of the slogan, people should know that *Feminax* is a kind of medicine to smooth the menstrual. As a result, the woman will stay active. By knowing that specific information, the correct inference will be reached, that is, by consuming *feminax* will keep woman stay active in menstruation period.

Conventional implicature is an implicature which is defined as conventional meaning of the words used. Some English slogans of medicine advertisement which belong to generalized conversational implicature are as follows:

- *For Healthy Looking Nails* (Emtrix)

The slogan *For Healthy Looking Nails* includes in conventional implicature. It is because the conveyed meaning of this slogan can be inferred by focus on its conventional meaning.

People will have no difficulty in understanding the meaning. The implicature of the slogan is *Emtrix* can cure the moldy nails in order to get the healthy looking nails.

- *Extra Stamina Extra Active!* (Exergy)

The slogan *Extra Stamina Extra Active* includes in conventional implicature. It is easy to understand through its conventional meaning. Besides, the slogan uses the simple words too. The conveyed meaning from the slogan is *Exergy* gives extra stamina which can make people more active in doing activities along the day.

- *Good..Good..Good...* (Puyer 16)

Puyer 16 is a kind of medicine to cure headache. The slogan from *Puyer 16* advertisement is *Good..Good..Good...* It includes in conventional implicature. The words used is so simple. The implicit meaning can be drawn from the conventional meaning of those words used. The implicit meaning is *Puyer 16* is good medicine for curing headache.

- *Optimize Your Brain* (VitaBrain)

The slogan *Optimize Your Brain* includes conventional implicature. It can be seen from the words used. The words used are simple. The conveyed meaning can be drawn by its conventional meaning. The slogan *Optimize Your Brain* shows that by consuming VitaBrain can optimize the brain well.

CONCLUSION

Based on the research finding and discussion on previous part, the researcher finds 2 data (8%) of generalized conversational implicature, 13 data (52%) of particularized conversational implicature, and 10 data (40%) of conventional implicature.

REFERENCES

- Abdi, Somayeh & Abdollah Irandoust. 2013. *The Importance of Advertisement Slogans and their Proper Designing in Brand Equity*. International Journal of Organizational Leadership 2013, Volt. 2; No. 2; 62-69.
- Arikunto, Suharsini, Prof. Dr. 2010. *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta: PT. Rineka Cipta.

- Brown, H. Douglas. 2000. *Principles of Language Learning and Teaching (Fourth Edition)*. London: Addison Longman. Inc.
- Cholisna, Ludfia. 2015. *An Implicature Analysis of English Slogan on Food and Beverage Advertisements and its Application in Teaching Reading*. English Education Research, Volt. 1 No. 8 (2015). Retrieved on ejournal.umpwr.ac.id/index.php/scripta.
- Creswell, John W. 2012. *Educational Research (Fourth Edition)*. Boston: Pearson.
- Fauziati, Endang. 2010. *Teaching English for Foreign Language (TEFL)*. Surakarta: PT. Era Pustaka Utama.
- Griffiths, Patrick. 2006. *An Introduction to English Semantics and Pragmatics*. Edinbrugh: Edinburgh University Press.
- Horn, Laurence R & Gregory Ward. 2006. *The Handbook of Pragmatics*. USA: Blackwell Publishing.
- Hornby. 1995. *Oxford Advance Learner's Dictionary*. New York: Oxford University Press.
- Hufford, R. J.et.al. 2007. *Semantics*. New York: Cambridge University Press.
- Janoschka, Anja. 2004. *Web Advertising*. Amsterdam/Philadelphia: John Benjamins Publishing Company.
- Kreidler, Charles W. 2002. *Introducing English Semantics*. London and New York: Routledge.
- Levinson, Stephen C. 2008. *Pragmatics*. New York: Cambridge University Press.
- Mey, Jacob L. 2001. *Pragmatics: An Introduction*. Oxford: Blackwell.
- Ni'mah, Khoiriyatun. 2012. *A Pragmatic Analysis of English Slogan on Mobile Phones and Cars Advertisement*. S1 Thesis. State Institute for Islamic Studies Salatiga, Salatiga. (Unpublished).
- Richards, Jack C & Renandya Willy A. 2002. *Methodology in Language Teaching*. New York: Cambridge University Press.
- Vilanilam, j.v & a.k. Varghese. 2004. *Advertising Basics! A Resource Guide for Beginners*. New Delhi: Response Books.
- Yule, George. 2003. *Pragmatics*. New York: Oxford University Press.
- Adismulyana. Silabus Peminatan Ilmu Bahasa. **Error! Hyperlink reference not valid.** Retrieved on 16th May, 2016 at 10 a.m.