**AN IMPLICATURE ANALYSIS OF ENGLISH SLOGAN ON FOOD**

**AND BEVERAGE ADVERTISEMENTS AND ITS APPLICATION**

**IN TEACHING READING**

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**Abstract**

This research was aimed at 1) finding out the types of implicature used in food and beverage advertisements, 2) applying the implicature analysis in teaching reading.

This study belongs to qualitative study since the researcher analyzes twenty English slogans of food and beverage products. The data were taken from internet which consists of ten food product slogans and ten beverage product slogans. All the products of foods and beverages can be found in *Alfamart* minimarket. The instrument of research was the researcher. The researcher collected the data through five steps, they are: Observing food and beverage products in *Alfamart* minimarket, finding advertisement of foods and beverages which are sold in *Alfamart* in internet, selecting some English slogans on food and beverage advertisements, arranging a list of selected slogans into a table, and asking for consideration from the consultant about the selected slogans. After the data were collected, they were analyzed through six steps, they are: Observing the data, identifying the data based on pragmatic theory, rechecking and making sure all data were organized properly, analyzing and interpreting the data selected, drawing conclusions based on the data analyzed, and arranging the application of implicature in teaching reading at eight grade students of Junior High School into a lesson plan.

In this study, the researcher found that there are two types of implicature in the slogans of food and beverage products, namely conversational and conventional implicature. The researcher 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. Implicature can be used to teach reading by using short functional text particularly advertisement text at eight grade students of junior high school based on syllabus of KTSP.

**Keywords**: *Implicature analysis, English Slogan, Food and Beverage Advertisement*

**INTRODUCTION**

Nowadays, communication becomes very important in human life especially in the context of bussiness. Many companies are competitive in selling their products, particularly in foods and beverages. Communication in this context is used to introduce their products to the consumers in order to attract them to buy their product. One of the alternative ways a company introduces its products to the consumers is by advertising.

Generally, advertising is a kind of bussiness of a company using creative and powerful contribution in written or oral form to persuade people in goods. When companies promote their products by advertising, automatically they have made an advertisement as a form of advertising.

Advertisement is identified as 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. The purpose of advertisement is to persuade people to buy and use the products or services by attracting, informing, motivating, and emerging their curiosity. Thus, companies are demanded to be creative and innovative in making an advertisement in order to gain costumers as many as possible.

One example of advertisement is slogan. It is a group of words that is easy to read, easy to say, easy to remember, and likely to influence people with its idea. Slogan can distinguish a particular company from other companies by its certain idea or sign which is used permanently.

The language style of a slogan represents a particular product. Every slogan of a product has special characteristic that differs from other products. It becomes the image of a product and can not be used by other products. Slogan is made to attract the consumers to choose the product. The advertisers usually choose attractive words although the words are not familiar for the customers.

Sometimes the consumers get difficulties in understanding the meaning or the message behind a slogan. It contains explicit and implicit meaning. Moreover, some of people who are not good at English certainly will get difficulty in understanding the message behind the slogan. They 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 coveyed implicitly.

Relating to language teaching, implicature can be used to teach reading by using short functional text particularly advertisement text at eight grade students of junior high school based on syllabus of KTSP basic competence 10 and sub-basic competence 10.1.

According to this condition, the researcher intends to conduct research paper entitled “An Implicature Analysis of English Slogan on Food and Beverage Advertisements and Its Application in Teaching Reading”.

**RESEARCH METHOD**

To conduct this study, the researcher used descriptive qualitative research method. This research was categorized as qualitative research since the data were taken from selected slogans on food and beverage of advertisements. Furthermore, the slogans were analyzed descriptively to describe and to explain in detail the meaning based on pragmatic analysis theory. The researcher takes some advertisements from internet. The researcher analyzed the slogans on food and beverage advertisements. All the product of foods and beverages can be found in *Alfamart* minimarket. The instrument of research was the researcher.

This paper is intended to find the implicature of English slogans on food and beverage advertisements. The data were taken by using documentary method. The technique of collecting data for these slogans consists of finding advertisement of foods and beverages in internet, selecting some slogans on food and beverage advertisements, arranging a list of selected slogans into a table, and asking for consideration from the consultant about the selected slogans.

After collecting the data, they were analyzed through six steps, they are: observing the data, identifying the data based on pragmatic theory, rechecking and making sure all data were organized properly, analysing and interpreting the data selected, drawing conclusions based on the data analysed, and arranging the relevance between implicature and the teaching material of advertisement at ten grade students of Senior High School into a lesson plan.

**FINDINGS AND DISCUSSION**

The researcher finds that there are two types of implicature in the slogans. They are 14 conversational implicature and 6 conventional implicature found in all of the slogans. The following table provides the data of the research.

***Table 2 The percentage of Implicature***

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| No. | Types of Implicature | Food | Beverage  | Number | % |
| 1.  | Conversational Implicature | Chitato, Nestle Crunch, Ritz, Snicker, TUC | Bebelac 3, Coca Cola, Lactogen 3, Lipton, Nescafe, Nutrilon Royal 3, Pepsi, Sprite, You C 1000  | 14 | 70% |
| 2.  | Conventional Implicature | Kit Kat, Lay’s, Magnum, Mentos, Pocky | L-Men | 6 | 30% |

The table above contains the percentage of implicature found in twenty slogans of food and beverage products. From the table above, there are two types of implicature found in all slogans namely conversational implicature and conventional implicature. There are five food products and nine beverage products which belong to conversational implicature and the percentage is 70%. Meanwhile, conventional implicature found in the slogans is contained in five food products and a beverage product which the percentage is 30%.

**CONCLUSION**

Based on the analysis in the previous chapter, the researcher found that there are two types of implicature in the slogans of food and beverage products, namely conversational and conventional implicature. The researcher 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. There are conversational implicature in most of the slogans because most of the slogans violates maxim of quantity, quality, and manner. Whereas the rest does not violate the cooperative principle or the maxims.

Implicature can be used to teach reading by using short functional text particularly advertisement text at eight grade students of junior high school based on syllabus of KTSP basic competence 10. Mengungkapkan makna dalam teks lisan fungsional dan monolog pendek sederhana berbentuk *recount,* dan *narrative* untuk berinteraksi dengan lingkungan sekitar and sub-basic competence 10.1 Mengungkapkan makna dalam teks lisan fungsional pendek sederhana dengan menggunakan ragam bahasa lisan secara akurat, lancar dan berterima untuk berinteraksi dengan lingkungan sekitar berupa iklan.

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