

IMPLICATURE FOUND IN THE SLOGANS OF LIFE INSURANCE ADVERTISEMENTS

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ABSTRAK

Dalam skripsi ini dibahas makna tidak langsung (*implied meaning*), yaitu makna tersirat yang terdapat pada slogan iklan asuransi jiwa yang berbahasa Inggris. Istilah lain dari makna tersebut adalah implikatur (*implicature*). Implikatur yang ada pada semua slogan iklan asuransi jiwa dapat dijelaskan melalui pemahaman konteks. Tujuan penelitian ini adalah untuk mengetahui implikatur atau makna tidak langsung yang ada pada slogan tersebut. Langkah-langkah dalam melakukan penelitian adalah mengumpulkan data, menganalisis data, dan menampilkan hasil analisis. 12 iklan asuransi jiwa diambil dari internet. Kriteria iklan asuransi jiwa yang diambil adalah slogan, gambar, dan berbagai tambahan informasi lainnya. Semua kriteria tersebut bertujuan untuk menentukan ide/pokok pikiran yang terkandung dalam slogan tersebut. Data dianalisis dengan menggunakan metode padan pragmatik, yaitu kata-kata yang terkandung dalam slogan dijelaskan dan dijabarkan dengan mengamati konteks. Teori yang digunakan adalah yang dikemukakan Grice dan Mey. Hasil analisis data dipresentasikan dengan metode formal dan informal. Dari hasil analisis ditemukan beberapa makna tidak langsung pada slogan-slogan iklan asuransi jiwa. Makna tidak langsung pada slogan-slogan yang ditemukan adalah tentang keselamatan, keuangan, kenyamanan, kesehatan, perencanaan masa depan dan kebahagiaan hidup yang bisa diperoleh jika menggunakan produk asuransi jiwa sebagaimana diiklankan. Pada umumnya, slogan dalam iklan asuransi jiwa mempromosikan kualitas asuransi jiwa secara implisit.

Kata kunci: *implikatur, konteks, makna tidak langsung*

ABSTRACT

In this research, the writer focuses on the analysis of implicature or implied meaning found in the life insurance's advertisements published. This study is limited on analyzing the advertisement containing pictures. They could be used as the context of the analysis. Therefore, the writer could find out the implicature of the slogans. There are three steps in doing this research; collecting data, analyzing data and presenting the result of data analysis. In collecting the data, 12 slogans of the advertisements were taken from internet. Those data were chosen based on some characteristics. They should have illustrations and pictures in order to help the writer in finding the implicature. Furthermore, the data are analyzed by applying the pragmatics identity method to investigate the data descriptively. The theory used is proposed by Grice and Mey. The finding of the data is presented by using formal and informal method. From the analysis, the writer found some implied meanings in the life insurance slogans. They are related to financial solution, safe and enjoyable life, health protection, solution to future plans, and a great life solution which can be acquired when joining the company of the life insurance. In general, the slogans promote the quality of the company implicitly.

Keywords: *implicature, context, implied meaning*

1. Introduction

There are many strategies used by the advertisers in designing the message to persuade the readers, for example by using the slogan. This thesis discusses implicature found in the slogans of life insurance advertisements. Implicature is something that is intended more than said. Grice distinguishes between what is said and what is meant. In this case, the writer needs to interpret the context to find out the relationship between them, as “Context is a dynamic, not a static concept: it is to be understood as the surrounding, in the widest sense that enable the participants in the communication process to interact, and that make the linguistics intelligible” (Mey, 2001: 56). Indeed, this statement describes that the implied meaning of an utterance can be interpreted from the context of the utterance. In this case, there is a relationship between language and context.

There are the implied meanings in slogans. The implied meaning of a slogan contains some messages from it advertiser. There are several reasons of the advertiser to exploit the implicit language. In this case, the advertiser delivers messages indirectly. Sometimes, s/he uses a unique slogan to attract readers’ attention. It is created to make the readers believe and interested in the product. Therefore, there is a directive function that can be found in the language of advertisement. The advertisers also design pictures and illustrations as the contexts of the slogans. Mostly, they create the messages indirectly. It can be interpreted from the slogans which contain the implied meaning by paying attention to the contexts. Furthermore, life insurance advertisement is one of the advertisements that use a unique language style for the slogan in order to attract people’s interest. It does not show the advantage or quality of the product directly. However, it still can attract public attention to remember its slogan, to enjoy the advertisement, and to accept it.

2. Background of the Research

2.1. Identification of the Problem

Advertisement is an important social phenomenon in the information age. Moreover, it is closely related to social economy, marketing, trade and people’s daily life. It is distributed universally and widely through newspapers, magazines, television, radio, and posters. It has a great ability to reach a larger number of public because it is attractive and memorizeable. An advertisement can tell clients that something is bigger, better, faster, cheaper, safer or

healthier. In order to make the reader interested in their products, an advertiser creates an interesting illustration and slogan. A slogan is a form of verbal logo. It plays an important role in advertisement. A slogan is aimed to leave the key brand message in the mind of the target reader. Furthermore, in the Oxford Dictionary (2010: 1400), “slogan is a word or phrase that is easy to remember, used for example by a political party or in advertising to attract people attention or to suggest an idea quickly”. Nowadays, advertisement slogans become shorter as visual illustrations grow more important. Pictures and words are often indivisible in creating the maximum excitement and stimulus.

In attracting public’s curiosity, the advertiser of the life insurance creates an attractive illustration and a unique language style of slogan which is usually not relevant to the quality of the company itself. It causes the readers do not know the implied meaning of the slogan. Moreover, they also cannot find the relationship between the slogan and the quality of the company, even though they can see the illustration of the advertisement. It means that the clients could interpret a slogan in many different perceptions. Yet, it still can persuade them to remember both the slogan and the illustration.

2.2. Theoretical Framework

2.2.1. Implicature

Implicature is something that is intended more than what is said. According to Grice (1989), to determine what was said, “one has to disambiguate the sentence and assign referents to all referential expression.” It means that the meaning of a sentence could be found by seeing the expression of the speaker (in the form of written text or not). This definition could refer to the implicature of the life insurance advertisement slogan. The writer could investigate the meaning by seeing the context of the utterance because the communication between the advertiser and the consumers happen indirectly. In this case, the context is the life insurance’s picture. Consumers may interpret the meaning of the slogan by seeing the picture and relate it to the slogan because the advertiser designs the picture to explain the idea and the purpose of the message which is implied in the advertisement slogan. Then the consumers interpret the meaning based on their understanding.

2.2.2. Context

Advertisers deliver their messages in the slogan indirectly. The meaning is not only implied in the text but also in the context of the slogan. Mey (2001) states, “Context is a dynamic, not a static concept: it is to be understood as the surrounding, in the widest sense

that enable the participants in the communication process to interact, and that make the linguistics intelligible.” This statement describes that the meaning of an utterance can be interpreted from its context.. According to Yule (1996), “context is all environment or circumstance in which language used.” An utterance, which is used in one context, may have different meaning. In understanding an utterance, the hearer needs to know the context of the utterance. In other words, it makes language meaning more acceptable and understood.

2.3. Methodology

This research is a descriptive research which follows some methods proposed by Sudaryanto (1993). In collecting the data, the writer used observational method by using Non Participant Observation Technique. The data were taken from internet in the form of slogans found in the advertisements. The population of the data is 51. Those data are all brand names of the life insurances existed in Indonesia, the members of Indonesian Life Insurance Association. For the analysis, there are 12 data chosen based on some characteristics; they should have illustration and picture in order to help writer in finding the implicature and they are in the local and foreign sources.

The writer analyzed the data by applying the pragmatics identity method to investigate the data descriptively. The writer is not only analyzed the data from the slogans but also from the pictures, the background of the picture and some additional information about the slogans. In analyzing the data, the writer gave general description of the life insurance advertisements. Then, the writer related the description of the advertisements and the analysis of the slogans in order to get the implied meaning or implicature from the slogans and to find the relationship between the slogans and the products or the companies. Hence, this can help the writer find the implied meaning of the slogan and represents the ideas, thoughts and messages of the advertisers.

After analyzing the data, the writer presents the findings by using formal and informal methods. Formal method means that the analysis of the data will be put in the table, while informal method means the explanation about this research.

3. Review of Literature

In conducting the research, the writer does not only use the main sources but also some previous studies which also talk about advertisement. Nanda, Sukyadi, and Ihrom (2012) analyze the conversational implicature of the presenters in *Take Me Out Indonesia*.

The game show was quite popular in Indonesian. This game show is interesting to study because it did not only involve many participants but also require the settings in which politeness and implicature used to keep the communications flow smoothly. This paper is a pragmatic study that aims at investigating the conversational implicature of the presenters along with the possible implications that lie behind the implicature. This study concludes that various types of implicature were used in informal game show's conversation to make interaction flows smoothly.

Mustofa (2010) explored implicature as a pragmatic inference in some journalist texts. Content analysis has proved the existence of the inference in all types of news reporting. The study also reveals that implicature, as a vital pragmatic element in the process of communication, bridges the gap between what is literally said and what is intentionally meant. The analysis of the implicature has proved its importance to discourse analysis theories and the new English syllabic since it caters for what is said and what is understood in the process of communication. Implicature, however, employs the whole situation and uses all the circumstances surrounding the utterance in order to really conceive the intended meaning of the utterance producer. Implicature as well plays a vital role in media language by bridging the gap between the different cultures. The paper shows this inference as a tool of cultural transfer and how it can be harnessed as an interdisciplinary system to illustrate linguistic pragmatic theory as well as explaining how media language works.

The writer also found an article on the internet written by Klima (2008). Klima states that in every communication act, there are participants with their identities, experience, social and cultural background, located in a specific situation. Therefore, it is more reasonable to view discourse as referring to the language in use. He tried to find the meaning of advertisement in Television magazine. The theory applied in this article is discourse analysis. The result of this research is the consumers should consider the situation of the advertisement in interpreting the advertisement.

In the different study, this research analyzes the implicature of the life insurance advertisements. The writer provides a framework that integrates a wide variety of implicature appearing in life insurance advertisements' by using Grice's theory. The writer does not only focus on the analysis of slogans but also consider other parts of the advertisements, such as the pictures, the background of the picture, some additional information about the slogans and other context which exist in the advertisements.

4. Analysis

After doing the analysis about implicatures in 12 life insurance advertisements, it is figured out that the slogans implicitly tell the readers about financial solution, safety life, life enjoyment, health protection, solution to future plans, and great life solution that can be gained by using the product of the life insurance. In brief, they are 1 slogan implicates financial solution, 7 slogans implicate safety life, 2 slogans implicate life enjoyment, 1 slogan implicates health protection, 5 slogans implicate solution to future plans, and 2 implicate the great life solution. The description of the analysis can be seen in the table below:

The Implicature of the Life Insurance Advertisements' Slogans

No	Brand names and slogans	Implied Meaning
1.	Ace Life "your partner for life"	- Safety life - Enjoy life
2.	AIA "Finally, life insurance that pays you to be healthy"	- Safety life - Health protection
3.	Allianz "Whatever plans you have, we'll help you realize them."	- Solution to future plans
4.	Axa Financial "Have a safe ride!"	- Safety life
5.	Cigna "Your 2014 Insurance Plan"	- Solution to future plans
6.	Generali "Enjoy"	- Enjoy life
7.	Great Insurance "OUR LOVE PLANS SPECIALLY FOR YOU"	- Great life solution - Safety life
8.	Hanwha "Entrusting your dreams to others is hard. That is why we are here."	- Solution to future plans - Financial solution
9.	Prudential "My love for you starts even before you are born"	- Safety life - Solution to future plans - Great life solution
10.	Sinarma MSIG "do the right thing with Sinarma MSIG Life"	- Safety life
11.	Sun Life Financial "Sun Life Insurance"	- Safety life - Solution to future plans
12.	Zurich Topas "Shaping Zurich for tomorrow"	- Safety life

As shown, the implicatures of the slogans mostly talk about the advantage that the clients can get by using the product of life insurances. It is a kind of the implicit promotion

done by the company to persuade the readers. Furthermore, to understand the implied meanings of the slogans advertisements, the context, such the picture, the background of the picture and some additional informations, support the interpretations on the implicatures. That is why the context is very important to support the idea, thought and message in life insurance slogans. All in all, it means the consumers could interpret the implied meanings of the slogans by observing the context.

Taken from datum 4, one of the examples of data analysis is as follows,



(Source: <https://www.axa.com.ph/ssss>)

The slogan used by Axa Financial Life Insurance reads "Have a safe ride!". It is accompanied by the background picture. There are three persons in this picture; a man, a woman, and a little girl. The man is riding the motorcycle fast, as seen from the shadows of many vehicles on the road, with a woman and a little girl who are sitting at the back. Against the traffic rules, they are more than two persons on the motorcycle, they do not wear SNI standardized helmets, and the woman is holding a fan. This condition leads them to the ACE. At the bottom of the picture in the advertisement, there is a word "AXA", a brand name of an insurance company.

The meaning of the slogan is usually presented implicitly. Semantically, the utterance "Have a safe ride!" means a wish hoping that the man who rides the motorcycle could be safe. When the utterance "Have a safe ride!" is related to the context, that is the picture shown, it has an additional meaning. The man who is riding the motorcycle is not in a safe situation. It can be interpreted from the way they disobey the traffic rules. Furthermore, the slogan which reads "Have a safe ride!" implies that every rider is expected to ride safely

following the traffic rules. Meanwhile, the characters disobey the traffic rules as. It can be predicted that they could get an accident. In case of accident, AXA Financial Life Insurance will offer the life insurance in order to save their life. Hence, the slogan of AXA financial implicitly persuades the readers to choose AXA Life Insurance. It also implicitly delivers the message to the readers to ride carefully based on the traffic rules. In short, it can be said that AXA puts safety on the priority.

5. Conclusion

After analyzing 12 data, the writer finds out that the life insurance slogans exposed in the advertisements contain the implied meanings delivering the advertisers' messages. They implicitly describe the information about the quality of the companies. The messages imply six meanings. Firstly, the meaning related to financial solution is strongly offered by Hanwha Life Insurance Company. Secondly, the meaning related to safety life is strongly offered by seven life insurance companies; Ace Life Insurance Company, AIA Life Insurance Company, Axa Financial Life Insurance Company, Great Eastern Life Insurance Company, Prudential Life Insurance Company, Sun Life Financial Life Insurance Company, and Zurich Topas Life Insurance Company. Thirdly, the meaning related to life enjoyment is strongly offered by two life insurance companies; Ace Life Insurance Company and Generali Life Insurance Company. Fourthly, the meaning related to health protection is strongly offered by AIA Life Insurance Company. Fifthly, the meaning related to solution to future plans is strongly offered by five life insurance companies; Allianz Life Insurance Company, Cigna Life Insurance Company, Hanwha Life Insurance Company, Prudential Life Insurance Company, and Sun Life Financial Life Insurance Company. Lastly, the meaning related to great life solution is strongly offered by two life insurance companies; Great Eastern Life Insurance Company and Prudential Life Insurance Company.

In conclusion, the interesting advertisements are completed by the attractive and unique illustrations and slogans that can be used as the contexts for implicature. They implicitly describe the quality of the life insurances advertised.

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