

Conversational Implicature in Advertisement Slogans Embedded with Sexual Content: An Analysis in Business Class

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ABSTRACT

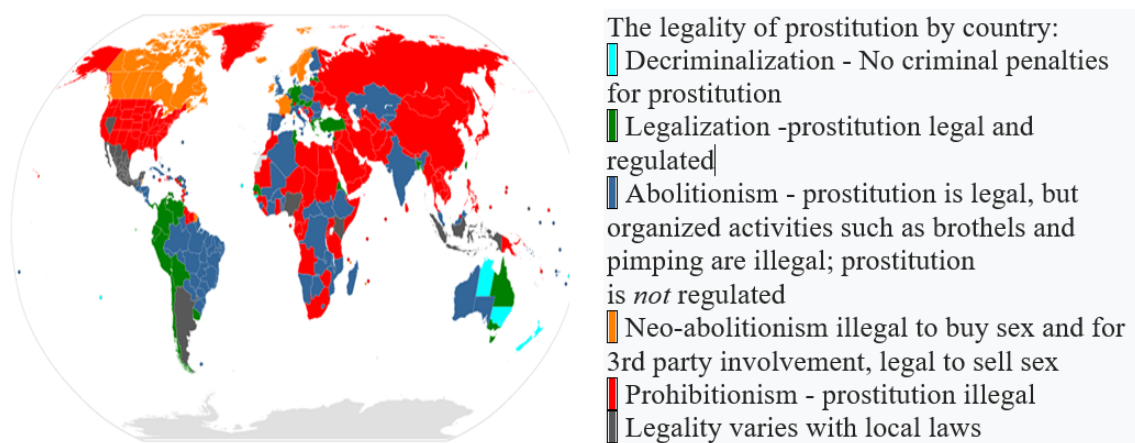
As a lecturer in a business class, it might be interesting to dig deep into English advertisement slogans embedded with sexual content, such as Condoms advertisement. This advertisement uses implicit language in the way they promote the product because it mostly leads to free sex. Therefore, the phenomenon of advertisers creatively uses the implicit slogans to attract their customers about their product might be interesting to discuss. This study aims to investigate the use of conversational implicature. Then, it also aims to investigate the violation of cooperative principle or maxims that occurred in condoms advertisement slogan. Lastly, it aims to investigate the perception of business class students toward the analysis of this advertisement slogan. The study analysed 15 condoms advertisement slogans and interviewed 15 business class students. The study found 100% of particularised implicature usage, 100% of violation of maxim of quantity, 100% of violation of maxim of manner, 73 % of violation of maxim of quality, and no violation in the maxim of relevance. In conclusion, advertisers employed particularised implicature and violation of some cooperative principles or maxims to avoid informative messages in promoting their product (condom) which is banned in their advertisement rule. However, the advertisers keep making the slogans relevant to the products, so that some particular people can easily understand the message conveyed by the slogans. Moreover, the business class students agreed that this analysis should be essential to learn because they will work as an entrepreneur who thinks about utterances in creating slogans for advertisement, especially sexual content. Further research should analyse more slogans in sexual content and use more techniques of analysis.

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INTRODUCTION

Advertising is impersonal communication through the different media with information about products, services or concepts, and is typically by default persuasive and compensated through defined sponsors (Bovee, as cited in Frolova, 2014). According to Mott (Cited in Fitriyah, 2008), one of the language styles in an advertisement is the narrative style; it is used to illustrate the explicit or implicit narrative of the product. The explicit way reveals clarity. While implicit displays the product indirectly. Thus, the language used for advertising might be either explicit or implicit language. A previous study that researched implicature in an advertisement was the study from Maiska (2013) where the paper dealt with the generalised conversational implicatures that occur in the Kartu As (SIM Card) advertisement. The result of the study revealed that the main purpose of using conversational implicatures was to emphasise the message related to the promotion of the product, and implicit advertising seemed to have a significant impact to the consumers.

Similarly, condoms advertisement is likely an advertisement that uses implicit language for advertising the condom product. The aim of using implicit language in advertising the product is because the condom seems to be a taboo product in many countries as it could lead to free sex. This statement is strengthened by RMIT Vietnam News (2014), the findings point out that condom can be an uncomfortable issue for many people as much as talking about sex as it is believed that talking about this issue may lead people to have sex. Besides, the World Health Organization (WHO 2001; WHO 2005) and the United Nations (UN 2006; UNAIDS 2002, cited in Wikipedia, 2020) report that most of the countries around the world prohibit free sex especially for under the age and prostitution laws as shown in the figure below:



Picture 1: The legality of prostitution by country
Wikipedia [source]

Therefore, condom advertising is likely not allowed to contain informative words to explicitly inform the customers about how to use the products in the advertisement. Due to this restriction, implicit language for advertising condom is creatively applied in advertising this product. For example, the slogan “Nice guys finish last” has an implicit message representing that the product (condom) can make you become the last one who gets orgasm. Consequently, advertisers of condom products seem to use implicature in their slogan or advertisement in order to avoid an informative message.

The use of implicit meaning (implicature) in an advertisement is interesting as it could enhance the effectiveness of advertisement in several ways. This study, therefore, aimed to find out the conversational implicature used in condom advertisement slogan and investigate how it conveys the message to the customers aiming to answer these research questions:

1. What kinds of Conversational Implicatures are used in Condoms Advertisement Slogan?
2. How do Conversational Implicatures convey the message in Condoms Advertisement Slogan?
3. How do the business class students perceive the analysis of the slogans as an important thing to learn?

This study hopefully can contribute to further researchers who want to study in analysing linguistics features and who have an interest in analysing conversational implicature. Besides, it may contribute in helping people to understand the implicit meaning in some particular utterances especially in condoms advertisement slogan and helping advertisers to make appropriate slogan or words in advertisement especially condom product in order to avoid being banned by the government. Furthermore, it may help language lecturer dealing with business class students in talking about an advertisement and be a consideration for language lecturer to plan making syllabus or materials for business class. In other words, students who are not from literature or linguistics background would understand certain strategies in using language to help them sell products of an especially taboo product like a condom.

LITERATURE REVIEW

Conversational Implicature

According to Grice, there are two main categorisations of implicature, which are conventional implicature and conversational implicature (as cited in Yule, 1996), and conversational implicature is the main focus of this study. Conversational implicature refers to an implied message of the speaker in making an utterance, and it is classified into three subcategories. Conversational implicature is the first subcategory that particular knowledge or shared knowledge is not necessary for understanding implicit meaning conveyed in the utterance, as shown in the example below:

- a) Dona : Did you meet John and Cecile?
- b) Tony : I meet John.

The above example shows that the listeners do not need any shared knowledge related to this issue. It could be implied that Tony just met John, and he did not meet Cecile.

Scalar implicature is the second subcategory of conversational implicature. Yule (1996) described that in this type of implicature, an implied meaning is attributed beyond an explicit meaning or literal meaning of an utterance.

- c) We're **sometimes** really bored.

The example shows that the speaker uses the word 'sometimes,' which means that [not always], [not often] which suggests to a listener that the speakers are always not bored even though the sentence uttered does not logically imply it.

The third subcategory is particularised conversational implicatures. To understand an implied meaning in this type of implicature, shared knowledge of the context is necessary (Yule, 1996), as in the example below:

- d) Roxy : “Hey, coming to Steven’s birthday party tonight?”
- e) Anny : “My parents are visiting.”

The answer to Anny should be “yes” or “no”. To understand her implied meaning, Roxy needs to draw on some tacit knowledge that by answering with “my parents are visiting” Anny will spend her evening with her parents which means that tonight Anny is not going to the party.

Grice’s Cooperative Principle

Grice develops the cooperative principle, which is the concept of implicature that describes how people use language. According to Grice, the cooperative principle can be classified into four sub-principles, or it is called the Maxims (Levinson, 1983):

1. Quantity: making information as informative as required.
2. Quality: presenting the truth equipped with adequate evidence.
3. Relevance: making the information relevant to the topic saying.
4. Manner: be perspicuous and specifically.
 - a. Avoid obscurity of expression.
 - b. Avoid ambiguity
 - c. Be brief.
 - d. Be orderly.

Previous Study

A previous study that researched implicature in the ad was the study from Maiska (2013) where the paper dealt with the generalised conversational implicatures that occur in the Kartu As (SIM Card) advertisement. The result revealed that the generalised conversational implicatures were applied to emphasise the implied meaning related to the promotion of a product which significantly impacted the audience in persuading them to buy the advertised products.

Another study came from Al Fajri (2017). This research aims to investigate the use of conversational implications in print ads. It analyses ten ads released in 2016 and 2017 taken from English and Indonesian magazines for men and women. As advertising is a means of communication between the few (advertisers or business), and the many (public), the Cooperative Concept and its maxims are intended to be followed by advertising. However, advertising designers also do not blatantly follow the maxims or ignore the maxims that give rise to an inference to achieve a specific communicative impact. I suggest that the use of conversational implications in advertising appears to give advertisers or companies tremendous benefits. Different functions can be performed by the application that ultimately renders the ads more efficient and convincing. It could make the ads more cost-effective or cost-effective, make it easy to remember the commercial, arouse the interest of the viewer, attract, and maintain attention and make it possible for the marketers to escape liability for defending the implied statements.

Theoretical Framework

Both of previous studies have their weakness that can be completed by this study. First, condom advertisement seems to be different with SIM Card Advertisement from the previous study

because the condom is a taboo product to buy where it mostly leads to free sex. Second, the previous study about print advertisement seems not specific. Thus, because of distributing a taboo product where it mostly leads to free sex, advertisers of condom products seem to use implicature or violate some maxims in their slogan in order to sell the products. Therefore, the use of conversational implicature and the violation of some cooperation principles or maxims could happen in condoms advertisement slogan. To analyse the data in this research, the researchers applied Grice's Implicature that relates to Grice's Cooperative Principle (Grice, 1991).

METHODS

Research Design

This research used qualitative research to analyse the data using explanations or discussion questions to describe the language phenomena occurred in condom advertisement slogans. In their natural environments, qualitative researchers analyse things, trying to make sense of, or perceive, phenomena in terms of the meanings people bring to them (Denzin & Lincoln cited in Creswell, 2007). In this study, the researchers applied Conversational Implicature and the Cooperative Principle's theory by Grice to describe the additional conveyed meaning in condom advertisement slogans. Besides, the researchers interviewed 15 students in a business class as a purposive sample to see their perception towards the analysis of the advertisement slogan.

Participants/ Samples

The researchers used 15 condoms advertisement slogans to be analysed and 15 business class students to be interviewed as a purposive sample to see the perception of the analysis of the advertising slogan to learn. These 15 business class students were students who have the best score in their business class with consideration of twelve male and three female students. The reason why the more male students chosen than the female was the researchers quite uncomfortable to ask the perception to a female about this topic.

Data Collection

The writer used documentation method which, according to Arikunto cited in Astutik (2015) this is the kind of method, in which the data are collected from newspaper, magazine, books, etc. In this research, the writer only collected data from photos of the condom advertisement from the internet. Besides, 15 business class students had been chosen as a purposive sample to be interviewed by the researchers to find out the business class students' perception toward the analysis of the advertising slogan to learn. The data collected through online meeting with interview sheets.

Code	English Slogans
A.1	Go out with a bang.
A.2	Playtime is better for grown ups
A.3	Handle with care, Always come prepared
A.4	All the best things come wrapped, Always come prepared
A.5	Make your own equations ($1 + 1 + \text{condom picture} = 0$)
A.6	We saw. We conquered. We came
A.7	Delay the climax
A.8	All it takes for a safe future

A.9	If your partner starts shedding clothes, Break the glass
A.10	One small step for a man, a giant leap for both of you
A.11	Dear Dinosaurs, Population control, is easy. You didn't have to go extinct. Sincerely, Durex
A.12	Nice guys finish last
A.13	So many positions, so much time
A.14	Want to see the tower?
A.15	Not every man wants to be the fastest in the world

Table 1: List of Data

Data Analysis

In this research, according to Sudaryanto cited in Nirmala (2015), the researchers used a referential method that the researchers showed the referents of the implicatures and Grice Cooperative Principles used or unused in the condoms advertisement slogans in order to show the representations. Also, in Sudaryanto cited in Panjaitan & Herudjati P (2015), the researcher also used pragmatic identity method where the researchers wanted to investigate the implicit meaning used by the people who made the advertisement slogans and how the customers or readers may assume. Moreover, researchers also used an interactive data analysis model (Miles & Huberman, 1994) to analyse collected data of business class students' perception, which consists of three activities, such as, data reduction, data display, and conclusion. First, the raw data gathered were selected, focused, and simplified based on the aims of the research. Second, researchers organised the data so that it can be used for drawing a conclusion or verifying. Last, researchers concluded from the available data.

RESULTS AND DISCUSSION

Conversational Implicature Used and the Violation of Cooperative Principles or Maxims

The result shows that 100% of the slogan used Particularized Implicature. It means that the advertisement can only be understood by some particular people who have particular knowledge about condom or doing sex. For instance, those slogans cannot be easily understood by kids or bookworm teenagers. Another result shows the violation of cooperative principles or maxims. It shows that 100% of violating the maxim of quantity, 100% of violating of maxim manner, and 73 % of violating maxim of quality. Advertisers have to violate the maxim of quantity to make their product less informative. Since the slogans were not informative, there would be ambiguity meaning that was shown by violating the maxim of manner. The violating of the maxim of quality also occurred even though not 100 %. It indicates that the advertisers tried to persuade their product by telling the strength of the products, but there was not enough evidence. However, there was no violation in the maxim of relevance. It means that the advertisers still me their slogans relevant to the products. For instance, some particular people, e.g. adults, can easily understand the implicit meaning of the slogan by seeing the relevance. Some of the examples provided below, but for more details, it can be seen on appendix number one:

A.7 Delay the Climax

Our product (condom) can make your climax when doing sex delay. (the implicit meaning)

The slogan is categorised as particularised implicature because the reader needs to draw an inference that the climax that is mentioned here is about doing sex. Based on Grice's cooperative principle, this utterance violates the maxim of quantity because there is no specific information so that it can only be understood by particular people. In other words, the word "climax" cannot convey any general information.

This utterance also violates the maxim of quality. By the slogan, the advertiser generalised that their product can make a climax when doing sex delay. However, it cannot be proved since there are many cases where people cannot delay the climax because of genetic factors or impotent. This utterance also violates the maxim of manner. It shows ambiguity and not specific because it still questions what climax that will be delayed.

This utterance uses maxim of relevance because it contributes relevant context about the product. This advertisement sells condom product so that the imperative sentence "delay the climax" is related to condom product as we know that climax is the best part to delay when doing sex.

A.9 If your partner starts shedding clothes, break the glass.

Our product (condom) can be used for emergencies if you want to do sex. (the implicit meaning)

The slogan is categorised as particularised implicature because the readers need to draw an inference that if they want to do sex by emergency, they can take this product. Based on Grice's cooperative principle, this utterance violates the maxim of quantity because there is no specific information so that it can only be understood by particular people. For example, when a kid looks this slogan, they may not have any idea to do with breaking the glass.

This utterance also violates the maxim of manner. It shows ambiguity and not specific because it still questions what glass should be broken and on what occasion the partner starts shedding clothes. This utterance uses maxim of quality. By the slogan, the advertiser generalised that their product can be used for emergencies if you want to do sex. It can be proved because you can take any condoms before doing sex.

This utterance uses maxim of relevance because it contributes relevant context about the product. For example, the phrase "shedding clothes" and "break the glass" with a picture of a condom in the glass show that people can use this condom for an emergency when dealing with the intention of doing sex.

How the Conversational Implicature and the Violation of Maxims emerging in the slogans ***The Use of Particularized Implicature***

As mentioned before, particularised conversational implicature is an implicature where the readers need to make inferences to get the conveyed meaning of the utterances or messages. Also, it can be said that the readers need to have some particular knowledge in order to understand the implicit meaning. For example:

A.11 Dear Dinosaurs, Population control is easy. You didn't have to go extinct. Sincerely, Durex

Even though you are doing sex, you can have a safe future by using this product (condom). (the implicit meaning) Based on Grice's cooperative principle, this utterance violates the maxim of

quantity because there is no specific information so that it can only be understood by particular people. For example, if minors see this slogan, they may think this product as a weapon to kill the monster because it can make a safe future as they always see on superhero movies.

The Violation of Maxim of Quality

Maxim of manner is one of the cooperative principles when people should make their utterances or messages perspicuous and precise. They should avoid obscurity of expression, avoid ambiguity, be brief, or be orderly. Condoms advertisement may not be able to evade from violating this maxim. For example:

A. 14 Want to see the tower?

When doing sex, our product (condom) can make you get the greatest erections. (the implicit meaning). Based on Grice's cooperative principle, this utterance violates the maxim of manner. It shows ambiguity and not specific because it still questions what kinds of tower people want to see. Some people may guess it as a trip or vacation promotion to some particular famous towers.

The Use of Maxim of Quality

This maxim is different from other maxims, based on the analysis of fifteen Durex slogans, the maxim of quantity and manner are 100% violated on those slogans, but this maxim is only 73%. It can be said that the advertisers of condoms advertisement may not be prohibited to use maxim of quality as long as the contents are not informative, for example:

A.9 If your partner starts shedding clothes, break the glass.

Our product (condom) can be used for emergencies if you want to do sex. (the implicit meaning). Based on Grice's cooperative principle, this utterance uses maxim of quality. By the slogan, the advertiser generalised that their product can be used for emergencies if you want to do sex. It can be proved because you can take any condoms before doing sex.

The Use of Maxim of Relevance

Maxim of relevance is one of the cooperative principles when people should make their utterances or messages relevant. Interestingly, this maxim is different with other maxims as well, if the maxim of quantity and manner are 100% violated and maxim of quality is 73% violated on those slogans, this maxim is not violated at all. It means that the advertisers of condoms advertisement may have to keep their slogans relevant to let some particular people still understand the slogans as long as the contents are not informative, for example:

A.8 All it takes for a safe future

Even though you are doing sex, you can have a safe future by using this product (condom). (the implicit meaning). Based on Grice's cooperative principle, this utterance uses maxim of relevance because it contributes relevant context about the product. As we know, people can prevent HIV/AIDS or unintended pregnancy by using a condom, so the slogan conveys that message by saying "for a safe future" where it means that we can save our future.

Business Class Students' Perception toward the Analysis of Advertisement Slogans to Learn

In order to complete research question number three, the finding showed business class students agreed that this analysis might be useful for them in the future, they stated that global world now exists with blur border or even no border implicitly. Thus, western and eastern culture could overlap each other, and sexual content is easily inserted, so there must be strategies in making utterances inserted without making conflict or breaking the rules. Moreover, they added that as a future entrepreneur, they would deal with many advertisement cases include sexual content advertisement. Besides, both lecture and students might see this opportunity as beneficial learning in business class, especially in learning about the advertisement. Moreover, it can be the way of teaching writing in English for Specific Purposes in Advertisement topic, so students are expected to have their analytical thinking on specific issues of advertisement. Based on Sukerti et al. (2020) The class teaches teaching in English for specific purposes as writing not only enhances the linguistic quality of students including vocabulary and grammar but also enhances the analytical thinking of students on specific topics, depending on the context of the study.

CONCLUSION

The writer concluded that the advertisers of condoms advertisement were using particularised implicature and violation of some cooperative principles or maxims in their slogans, in order to avoid informative messages in promoting their product (condom) which is banned in their advertisement rule. However, the advertisers keep making the slogans relevant to the products, so that some particular people can easily understand the message conveyed by the slogans. Also, business class students perceived that learning or knowing this analysis of advertisement slogans could be useful for them in the future. It is because the global world now exists with blurred borders or even no borders. Thus, western and eastern cultures might overlap each other, and sexual content is easily added. Thus, they should have some strategies, techniques, or knowledge in making utterances without confrontation or violating laws. Besides, they said that they would address many advertising cases as a future entrepreneur and advertising sexual content. The writer recommends further research to analyse more slogans in sexual content advertisement and to use more techniques of analysis.

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