

CHAPTER I

INTRODUCTION

This Chapter is the introduction of the research. It consists of research background, problem statement, research objectives, research significance, previous study and organization of this research's writing.

1.1 Research Background

For thousands of years people have used language as a tool of communication. The most important thing when communicating is to understand the meaning of what is being said. Reliance on context is a crucial property of languages, not just in figuring out the meaning of words like one and won, but in interpreting the meaning of entire utterances (Hollingsworth & Graff, 1934). One of the branches of linguistics that studies meaning is pragmatics. Pragmatics is the study of those context-dependent aspects of meaning which are systematically abstracted away from in the construction of content or logical form (Barron et al., 2017).

Language is also used in everyday life and it is important because it is used in various fields to support human life. One of the field is marketing or commonly referred as advertising. Advertising often sells something, but often does not, as with much political, public-service or charities advertising. Advertising is often an impersonal communication, distinguishing it from personal selling, but there are many ads that are eye-to-eye sales pitches delivered by actors or celebrity endorsers in a mediated imitation of a personal sales encounter (Hackley, n.d.).

Yule (1996:4). states that Pragmatics is the study of relationship between linguistic form and the users of those of form. Pragmatics concentrates on the aspects of meaning that cannot be predicted by linguistic knowledge alone and takes into account of knowledge about physical and social world. The use of implicatures in this study is to show that in making an advertising text it is not only using marketing knowledge.

Implicature is a component of speaker meaning that constitutes an aspect of what is meant in a speaker's utterance without being part of what is said (Barron et al., 2017). What a speaker intends to communicate is characteristically far richer than what she directly expresses; linguistic meaning radically underdetermines the message conveyed and understood (Barron et al., 2017). Many advertisements do not directly reveal their true purpose or meaning. Advertisements are generally made to sell products, but the trend now is to not literally convey that they are selling something.

In the process of making advertisements is usually use several strategies. Lately, there are many advertisements that use implicatures in making advertisements text. Many people forget that the use of language is very important in an advertisements. With the implicature, the words that used into an advertisements become more interesting and creative. Many products have proven that the use of the language they choose has implicature so that they can attract buyers easily. In addition, the use of implicatures in advertisements creates another function besides increasing sales by adding various educations that can increase the audience's insight

on matters related to the product. This research reveal what messages conveyed in an advertisements.

The advertisements that have been chosen by the researcher are about beauty products. Beauty products are products that are commonly used for beauty and body health. Examples are skin care or body care products such as shampoo and soap. Many of these advertisements use implicatures in promotional videos. Usually shampoo product advertisements use the narrative of "healthy and strong hair" but the advertisements that the writer examine are advertisements that do not directly convey with the same meaning. Beauty is always related to appearance, while beauty has more meaning than the appearance, but is also about beauty from within, about how to love yourself and how to stay confident.

There are several previous studies that have existed before, the first was *The Generalized Conversational Implicatures Analysis in Kartu As Advertisements* By Maiska (2013). This research only analyzed generalized conversational in one brand. So the conclusion on the research is about implicature on the Kartu As advertisements only.

Another research that writer found was *The Functions of Conversational Implicatures In Print Advertising* by Al Fajri (2017). The focus of the main problem in this thesis was to discuss the function of implicatures contained in an advertisements. The results of the research in this thesis explained more about the function of the product and its relation to advertising. While this research that the writer makes only discusses what implicatures are implied in the advertisements text.

The last was *Implicature in Spoken Advertisements Used By Male And Female (A Pragmatics Approach)* by Hidayah (2020). This thesis discussed the difference of implicature in several different advertisements. The result of the research was about the differences between male and female in a pragmatic approach.

Different from the previous studies, this research examines more about the conversational implicatures contained in beauty product advertisements, this research focus to explains types and how implicature found in beauty product advertisements.

1.2 Statement of Problem

Based on the background of problem, it can be formulated into the research questions as follows :

1. What are the kinds of implicature found in the beauty product advertisements?
2. How does implicature arise from the utterance in beauty product advertisements?

1.3 Research Objectives

Based on the formulation of the research question above, the researcher is intended:

1. To find out what kinds of implicature found in the beauty product advertisements.
2. To analyse how implicature arises from the utterance in beauty product advertisements.

1.4 Limitation of this problem

In this research is limited to analyse conversational implicature and the object choosen are beauty product advertisements of Loreal and Rare Beauty.

1.5 Research Significance

Theoretically, it is used as a reference on pragmatics and implicatures, making it easier for other researchers to find theories on the topics discussed in this study.

Practically, it is as research material for other researchers. Besides, it can be used in everyday life when they want to choose a product to buy, understanding the purpose of an advertisements can help consumers to be wiser in buying a product.

