

CHAPTER I

INTRODUCTION

This chapter presents background of the study, statement of the research problems, objectives of the study, scope and limitation of the study, and significant of the study.

1.1 Background of the Study

Language is a system of communication used by people in all aspects of life. Language is the most effective tool of communication for people. Whatever people do in this world, they use languages to express everything in their mind and some of them apply their background of the knowledge when they communicate each other.

People intend to communicate cooperatively but what a person literally says sometimes is not the same as what a person means. It means that a person wants to communicate more than is said. It is an additional conveyed meaning, called an implicature (Yule, 1996:35). In simple way, implicature means the implicit meaning beyond what the word literally means. So, it can be said that the speaker may imply or convey what he or she does not actually say.

Implicature has a great influence for communication because without observing the implicature, the interlocutor can misinterpret what the speaker implies. It proves Cruse's statement (2000:354) which shows that implicature clearly plays an important part in communication.

A study of implicatures can be used to analyze the meaning which is delivered by the speaker to the hearer. Related to this matter, Brown and Yule (in Cutting 2002:2) state that ‘a speaker constructs the linguistic message and intends and implies a meaning’, and the hearer interprets the message and infers the meaning. It can be assumed that speaker and listener need cooperating each other.

Grice (in Stanel 2006) states that “implicatures is used to account for what a speaker can imply, suggest, or means as distinct from what the speaker literally says”. It means that it does not only get the literal meaning of the utterance, but also show the hidden implication meaning.

Peccei (1999: 3) gives definition that implicature is inferences that cannot be made from isolated utterances. They depend on the context of the utterance and shared knowledge between speaker and hearer. Based on Yule (1996: 35) the implicature can be considerate as an additional conveyed meaning. From those statements, the writer concludes that implicature is implied meaning can be considerate an additional meaning.

According to Grice (in Grundy, 2000: 175), there are two kinds of implicatures. They are conventional implicature and conversational implicature. Conventional implicature is implicature that depends solely on conventional meaning of the words. Yule (1996: 45) describes that conventional implicatures are not based on cooperative principle or the maxim. They do not have to occur in conversation and they do not depend on special contexts for their interpretation. Whereas, conversational implicature have an understanding speakers

communicate meaning via implicature, listener recognize the communicated meanings via inference. Conversational implicature is briefly characterized as propositions or assumptions not encoded, completely or incompletely, in what is actually said. It means that conversational implicature is a message which is conveyed implicitly in what the speaker says.

Furthermore, the writer uses implicatures as a mean of theory of this study. It is utilized for analyzing outdoor advertisements in Kamal district. The writer chooses this theory because according to the writer it is interesting to analyze and besides that there are implicatures of outdoor advertisements text and not all the reader understands about that. So it hopes gives more information about implicatures which exist in the text of outdoor advertisements. Outdoor advertisements in Kamal district is data which chosen by the writer because it have very attractive colorful pictures and anything which could attract the reader's attention directly to buy the products. The language of outdoor advertisements is so simple, emphasizes important words, and easy to read.

For instance of such use of implicature is in the one of labelled of XL "there are many cheapness which given by XL (banyak murah nya)". XL is a kind of prepaid card. By reading the text, the reader may ask "what given by XL is?", for the important information is absent in the advertisement. But if the reader knows it is about one of prepaid card, that is XL, they can get the implicature by themselves and know it implies that XL gives cheapness in SMS, making a call, internet, and many others. In this advertisement, only so simple words are used but the motive of the advertiser is fully expressed, which directly test the point

that providing less information may attract more readers to pay attention to the advertised products. According to the writer, this advertisement interests to analyze because the text of this advertisement contains implicit meaning that it important to analyze in order to the reader knows and understands of the purpose of the implicit meaning of the text in this advertisement.

From the previous phenomenon, the writer is interested in analyzing the implicature of outdoor advertisement, Entitle “*A Study of Implicatures in Outdoor Advertisements*“, it is chosen because outdoor advertisements in Kamal District are very attractive which can attract the reader’s attention and the writer interested in the text of outdoor advertisements because the language of outdoor advertisements text is used to persuade the readers to interest in the products or services that offered with use implicatures. This study focuses in implicatures of the text of outdoor advertisements and two types of implicatures which exist in outdoor advertisements.

1.2 Statement of the Research Problems

Concerning to the topic, the problems of the study can be formulated as follows:

- a). What types of implicatures exist in outdoor advertisements in Kamal district?
- b). What are the implicit meanings of the text in outdoor advertisements in Kamal district?

1.3 Objective of the Study

The study has three clear important objectives, those are:

- a). To find out the types of implicature existed in outdoor advertisements in Kamal district.
- b). To analyze the implicit meanings of the text in outdoor advertisements in Kamal district.

1.4 Significance of the Study

It is believed that the result of the study gives both theoretical and practical contribution. Theoretically, the result of this study is hopefully useful to develop the understanding of pragmatics aspect especially on implicatures and give more information and it could be references to the next writer who wants to discuss a similar study and also expected to be able to give a deep understanding of implicatures, especially conventional implicature and conversational implicature..

Meanwhile, practically, the result of this study can help the reader to know the implicit meaning of outdoor advertisements text and understand of the purpose and the meaning of outdoor advertisements.

1.5 Scope and Limitation

In order to focus this research, especially on the explanation the problem, so that be studied not to large. The scope of this study is in Pragmatics Analysis specifically in the analysis of implicatures, implicit meaning and the types of implicatures which consist of two parts, they are conventional implicatures and

conversational implicatures existed in outdoor advertisements which are selected in Kamal district. The theory used in this study is mostly proposed by Yule about implicatures.

The writer limits this study on the text of the slogan of outdoor advertisements that has been selected in Kamal District by using pragmatic approach. The data took at 14.41 on 29 March 2015 and the number of the data is 25 advertisements.