

CHAPTER I
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1.1 Background of the Study

It is said that a man is a social creature, one of his attributes which means he needs to interact and to have relationship with others in his society since there is no possibility he can live alone by his own. As a social creature, a man is given the ability to communicate and to work with others so that his interaction will go smoothly. Communication is said to be an important aspect of interaction. One who cannot communicate well fails in his social intercourse.

We receive communication through senses of seeing, hearing, touching, smelling, and tasting. The written as well as the spoken words play a major role in our communicative efforts. Through those five senses, we do the process of sending and receiving messages to and from other people.

The way people communicate nowadays has also been increasingly improved; it can be done in many ways from the old style, face to face communication, up to the newest way, long distance communication. From immediate one- face to face, to the “delayed” communication as advertisers do through street posters, pictures in newspapers, or advertisements on television.

It is said that an advertisement is a kind of communication since it fulfills the nature of communication that is sending a message to the customers. The media that are being used in conveying the message tell us something about the product; nevertheless, it is a delayed communication since the response to the message cannot be sent back directly. Another unique aspect of advertisements as

means of communication is its persuasive power, which means advertisers persuade others to think the way they do or act, to change the opinion or attitudes of those people regarding the advertised product or service. (Bovee and Arens 1989:5)

Almost all advertisements are displayed to show their special quality as comparison to others as an effort to lure more buyers. People learn from advertising, learn about the products which are available to them, and they learn how they can make their lives better. Therefore, language in advertising must be persuasive to move people to take an action that is to buy the advertised product.

The freedom to advertise enables competitors to enter the marketplace. This encourages the improvement of existing products and the development of new, improved, models. These actions translate into increased productivity, higher quality, and the disappearance of products that do not measure up. Thus, as advertising invites people to try new products, it accelerates the success of good products and the failure of unacceptable products.

Unlike other kinds of advertisements, cigarette advertisements have their own characteristics. The message is unclear and ambiguous, completely different from other advertisements. We will find difficulty to draw a connecting line between the jingle and the cigarette that is being advertised. Even, it is hard to guess what kind of product behind the message (jingle) is since it seems there is no correlation between them that directs us to say that they have failed in conveying their messages.

Based on the fact that the message in cigarette advertisement is unique compared to other advertisements, the writer wants to analyze them using four principles of communication as stated by Paul Grice which are well known as Grice's maxims or co-operative principles.

In his theory, Grice states that when we are communicating, there are rules or principles that should be obeyed to ensure its effectiveness, to hold the communication successfully so that the speaker and the hearer get the information they need. These four rules or maxims, namely, maxim of manners, maxim of quality, maxim of quantity, and maxim of relevance enable both sender and receiver get the message so that communication may go smoothly. (Brown and Yule, 1983:30).

At least there are two encouraging factors as the reasons why the writer wants to analyze the message in cigarette advertisements using Grice's maxims. Firstly, cigarette advertisements are ubiquitous- that can be seen or heard everywhere. We can see or hear them through newspapers, magazines, television, radio, street poster, and big billboard (a large outdoor board for advertisements). Secondly, concerning with thousands smokers in Indonesia, the writer notices that its jingle, in fact, is very popular and familiar to our hearing and sight. Nowadays we can easily hear words "Sampoerna Hijau..... asyiknya ramai-ramai....", "Bukan basa-basi..", or some messages on billboard such as "Come to where the flavor is.... Come to Marlboro country...." and "Mustang...Mengatasi Segala Tantangan, etc. Concerning with these unique ways of conveying messages through advertisements, the writer is interested in learning more about the

language in cigarette advertisements using the co-operative principles as stated by Paul Grice.

1.2 Statement of the Problems

Based on the background of the study above, the writer analyzes the message in cigarette advertisements with the following questions:

1. To what extent do cigarette advertisements flout the maxim of quality?
2. To what extent do cigarette advertisements flout the maxim of quantity?
3. To what extent do cigarette advertisements flout the maxim of relevance?
4. To what extent do cigarette advertisements flout the maxim of manner?

1.3 Objectives of the Study

In line with the statements of the problems, the objectives of the study are as follows:

1. Finding out to what extent cigarette advertisements flout maxim of quality.
2. Finding out to what extent cigarette advertisements flout maxim of quantity
3. Finding out to what extent cigarette advertisements flout maxim of quality
4. Finding out to what extent cigarette advertisements flout maxim of relevance.

1.4 The Significance of the Study

1. The findings of the study are expected to be useful for the readers as well as for the advertisers in discerning the truth in the language of cigarette both in printed and electronic advertisements.
2. The findings of the study may also be useful for the readers to discern the characteristics of the language (jingle) that is used in cigarette advertisements.
3. The last expectation is the findings may also be used as the basis for other students who are interested in making further study on cigarette advertisements or some other analyses using Grice's maxims or co-operative principles.

1.5 Scopes and Limitation of the Study

The writer decides to limit the study on written and spoken jingles, and also the pictures of cigarette advertisement. The types of printed media are cigarette advertisements on newspapers, magazines, and billboard, while the electronic one is the advertisements on television.

1.6 Theoretical Framework

This study is concerned with four major issues, namely determining to what extent cigarette advertisements obey the co-operative principles in which there are four general maxims: maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner as stated by Paul Grice as general agreement of

co-operation between a speaker and a hearer. To answer these four issues, the writer adopts theories of Implicatures stated by F.R. Palmer (1983) in his semantics book.

Implicatures

In doing communication with others, we should attempt to restrict presupposition to propositions or information that is assumed by the speaker (and assumed by him to be known to the hearer). But the speaker may use similar devices to imply further information that the hearer does not know. He may imply what he does not actually say. Thus, *it is cold in here* might be taken as *a request to close a window*. An attempt to account for this was made by Grice (1975) in terms of the notion of implicature. Grice suggests:

There is a general co-operative principle between speaker and hearer, which, roughly, controls the way in which a conversation may proceed.

He then distinguishes four categories under each of which, there are several maxims. These are:

Quantity

1. Make your contribution as informative as required (for the current purpose of the exchange).
2. Do not make your contribution more informative than is required.

Quality, try to make your contribution one that is true

1. Do not say what you believe to be false
2. Do not say that for which you lack evidence

Relation, be relevant

Manner, be perspicuous

1. Avoid obscurity of expression
2. Avoid ambiguity
3. Be brief
4. Be orderly

1.7 Definition of Key Terms

The following key terms are clarified to avoid ambiguity and misunderstanding of some terms used in this study. The writer adopts the definitions as follows:

1. Advertisements. According to Bovee and Arens (1989:5), an advertisement is the non-personal communication of information usually paid for and usually persuasive in nature, about products, services, or ideas by identified sponsors through the various media. Another vivid elaboration about advertisements is a message that seeks to motivate someone. It may be postal, card or 24 sheets poster. It may be a 20 second announcement on TV, it may be a salesman's portfolio, a leaflet, or broadside, a window display, handbill, telegaram, or message on a matchbox cover. It is paid message that seeks to make someone buy a product, use a service or embrace an idea.
2. Cigarette. Peraturan Pemerintah RI No 81 Tahun 199 states cigarette is a product of blended wrapped tobacco in its form such as cheerot or any, produced by Nicotiana glauca, or any other species which contains nicotine, Tar, or other substance.

3. Cigarette advertisement. According to the government regulation above. Cigarette advertisement or iklan rokok (Indonesian) is any promoting, socializing, or recognising activities about cigarette with or without reward to the society with its purpose to persuade customers.
4. Grice's Maxims. It is the principles of conversation stated by a philosopher, Paul Grice. According to this principle, we interpret language on the assumption that its sender is obeying four maxims be true (maxim of quality), be brief (maxim of quantity), be relevant (maxim of relevance), and be clear (maxim of manner).
5. Hidden Message. It is a message that is not explicitly stated. Hidden message relates closely to what is so called by principle of local interpretation. Brown and Yule (1983:58) state: 'There must be principle of interpretation available to the hearer which enable him to determine, for instance, a relevant and reasonable interpretation of an expression on a particular occasion of utterance called the principle of local interpretation.'
6. Persuasive Style. It is the language style that is mostly used in advertising. Persuasive means convincing or able to persuade (Oxford Advanced Learners). In conveying their messages in an advertisement, an advertiser should use convincing language that the viewers will be persuaded to buy the advertised product.