

CHAPTER V

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5.1 Conclusion

Being aware that the language of advertising is very special, the writer saw that every word in an advertisement is there for a reason; no word is wasted. The audience's job is to figure out exactly what each word is doing. The advertisement is trying to get the audience to buy a product, so it will put the product in the best possible light, using any advice, trick, or means legally allowed. Advertising may appear to be relying less on language, but language is simply functioning on a deeper level. To discover this deeper level of language it is necessary to ignore the language on the surface. In other words, attending to the hidden information behind the surface language is necessary in dealing with advertisements.

In this study, the writer examines the language of Indonesia advertising, focusing for the most part on television advertising especially drug advertisements. It is because she believes that as the advertisers want to sell their product, in this case drugs, they have to use special language that consists of implicit information to influence the television audience to be persuaded on their advertisements.

This study is intended to describe what are the types of implicit information that the audience can draw from the drug advertisements in

television. This study was done within the framework of Discourse Analysis. The first theory underlying this study is implicit meaning. According to Katz (1972 : 10) implicit meaning is a theory of the underlying principles that will interrelate and thus organize the empirical facts within the domain of semantics. There are three theories of meaning (Katz, 1972 : 13) : the referential, the ideational, and the behavioural. The ideational is the same as the implicit meaning. It is said that the meaning of a certain utterances, besides being stated explicitly, is also stated implicitly in the person's mind.

The second theory is advertisements. Advertising is the nonpersonal communication of information usually paid for and usually persuasive in nature about products, services, or ideas by identified sponsors through the various media (Bovee and Arens, 1982 : 6 - 9). They also said that advertising has four functions, namely: marketing function, communication function, educational function, and social function. Related with the study, Bovee and Arens (1982:533) also believe that television has grown faster than any other media, some segments of population, such as those living in the suburbs, are more easily reached by TV than any other media.

The third theory is persuasive. In this study, persuasive is part of argumentation study. According to Renkema (1993 : 128) the clearest examples of argumentative discourse are discussion, advertisements, and information pamphlet. The purpose of the discourse is to change attitudes. In advertising, for example, one wants to create a more positive evaluation of the

product, this change of evaluation should result in a behavioural change: the purchase of the product.

The last theory is derivation of information. In derivation of information, there are two theories, namely: presuppositions and inferences. The term presuppositions originated in the philosophy of logic, where it is used to denote a special type of implicit information (Renkema, 1993 : 154). An inference is the collective term for all possible implicit information, which can be derived from a discourse, which can be used to understand the information. The most significant cases of this, besides presuppositions, are Entailment, Conventional Implicature, Conversational Implicature, and Connotation (Renkema, 1993 : 154 - 160). According to Van Dijk and Kintsch (1983 : 49), one aspect that distinguishes text - based inferences is the degree of certainty with which they can be made.. This lexical inferences range from Certainty, to Plausibility, to the Faintest Possibility

There are also which is another important type of inferences. Elaborative inferences occur when the reader uses his or her knowledge about the topic under discussion to fill in additional detail not mentioned in the text, or to establish connections between what is being read and related items of knowledge (Van Dijk and Kintsch, 1983 : 51).

In data collection stage, the writer recorded 3 drug advertisements in television. Then, she showed the advertisements to 20 respondents that were interested in advertisements especially drug advertisements. Afterwards, the

writer gave them questionnaires, which asked them what are the implicit informations they can infer from each advertisement.

The finding of this research is, from the first advertisement the highest percentage, according to Renkema's categories is in the 'conversational implicature' category namely, 95%. The implication drawn from the respondents is analysed from the conversation between A and B. And the responses are categorized to the 'conversational implicature', because the respondents may have put themselves in the position at the actors. By so doing, they derived the implicature according to co-operative principle (Renkema, 1993:159). On the Van Dijk And Kintsch' categories the highest percentage is in the 'plausibility'. The elaborative category is 5%. It is because the 4th respondent uses her knowledge about topic under discussion to fill in additional detail not mentioned in the text, or to establish connections between what is being listened and related items of knowledge (Van Dijk and Kintsch, 1983:49-51).

In the second advertisement, the highest percentage of Renkema's categories (1993:159) is in the 'connotation' category and the highest percentage of Van Dijk and Kintsch' categories (1983:49) is in the 'faintest possibility' category. The implication drawn from all the respondents probably stemmed from their cultural understanding.

In the last advertisement, the highest percentage according to Renkema's categories is in the 'conversational implicature' category

(1993:159). And the highest percentage according to Van Dijk And Kintsch' categories is in the 'plausibility' (1983:49). The implication drawn from all respondents is analysed from the conversation between A and B. In this case, all the responses are complying with the co-operative principle.

The 'other' category might be occurred because there are some implications that cannot be regarded as the inferences. There are two categories to categorize these types of implications drawn namely, the automatic response and the unautomatic response. The automatic response cannot be concluded as the inferences because the process does not need more time. On the contrary, the unautomatic response can be concluded as the inferences, because it needs more time to process.

It is also because of the time influence. The time given may have been too short, so the respondents cannot answer the questionnaires maximally. The respondents also might have copied the others' work. It might have happened because the respondents knew each other. There may have been also a problem related to background of knowledge. They may not have had a basic understanding about the typical features of the advertisements it is also found out that, background of knowledge blocked the making of inferences.

In this study, the conclusion is the same as the finding. The conclusion is as an information may not necessarily contribute increasing the effectiveness of their advertisements.

5.2 Suggestions

This research is mainly suggested for the teaching practitioners especially those majoring in discourse analysis. They may analyze the findings further by to enlarge their knowledge. The teaching practitioners can add some information about another theory that might be related to this research on their teaching field.

For further researchers, this research maybe used as a basic knowledge. So, their research could be useful to answer another problem of statements that might appear in the future. Further researchers may analyze persuasive language on the advertisements. They also can use the theory of inferences on different media. Other researchers can also analyze why the human's background of knowledge can block the making of inferences. Basically, the writer hopes that her research can help another related study, in the area of language advertisements.

This is also suggested to the advertisers. The advertisers should be more creative to choose special language to sell their product. Their choice of language could influence the audiences to buy the product. If the advertisers correctly choose the language, their audience can increase too. In this research all the advertisements mostly results ones of the inferences category. If the advertisers want the audience to draw the implication using the theory of inferences, the advertisers had to choose some special languages that consists the implicit meaning that can be categorized them to the theory of inferences.

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