

LANGUAGE OF ADVERTISEMENT: A PRAGMATIC VIEW

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Abstract

This study concerns with pragmatic features which are used in the English utterances said by Agus in 3 Cellular advertisement. The problem which is designed in this research is “How are the pragmatic features such as; Lexical uses, Interlanguage analysis, Conversational Maxims and Politeness used in the English utterances said by Agus in 3 cellular advertisement?” The writer uses qualitative approach since the data are the utterances which are produced by Agus in 3 cellular advertisement. He also applies some steps in collecting the data. They are: (1) Watching the advertisement and paying attention to the English utterances said by Agus in 3 cellular advertisement. (2) Identifying the English utterances that are said by Agus in the advertisement. (3) Writing down the utterances and learn them based on the pragmatic views. (4) Taking the utterances as the data that are going to be analyzed by the writer. While in analyzing the data, the writer does the following procedures: (1) Firstly, classifying the pragmatic features. The writer chooses some pragmatic features in his study. They are the lexical uses, Interlanguage analysis, Conversational Maxims, and Politeness. (2) Then, analyzing the data which are the utterances said by Agus based on the pragmatic features above. (3) After finding the result of the analysis, the writer gives conclusion of the research. After analyzing the data, the writer finds that the utterances said by Agus in 3 Cellular advertisement are influenced by some pragmatic features such as: Lexical uses, Interlanguage analysis, Conversational Maxims and Politeness. The features are rather distinctive with the common conversation. Based on what the writer found in his study, he concludes that English utterances produced by Agus in 3 Cellular Advertisement are unique and funny language according to pragmatic views and seen from the features of pragmatics such as: Lexical uses, Interlanguage analysis, Conversational Maxims and Politeness.

Key Words :Pragmatics, Speech acts, and Conversational maxims.

INTRODUCTION

A. Background

Language is one of the most important things for human being. We can express what we want by using the language. Without language this life feels dumb and noiseless. Language is universal; we can find it in everywhere as far as human beings in that place. Language, which becomes a tool of social interaction, does not only have function to convey ideas, expression and the willingness to activity in the society, but also can be a media in

advertisement. Language is a mean or medium of communication to exchange an idea and also for interaction among human beings. They exchange the ideas or information and share their feelings with others by using the language.

Language is also represented by a symbol that has the same meaning in speech community or subculture. Its members have the same interpretations to that symbol. It makes the language exist in the community. It will establish a good relationship among the members. It is true that language is the most important means of communication among the individuals. They communicate with the other by using the language.

Language and communication are two aspects that can not be separated, language is the means of communication and communication is the result of the language. Communication is very significant for human to survive, interact with others, and make a transaction, etc. when two people are communicating, they will convey some information, so understanding the conversation or the speaker means is very important. If one of the persons does not get what the speaker means, the consequently of the information or the message will not success. Whenever language is used, there is a speaker and his intent, and more often than not, the ultimate intent is hidden behind the literal meaning of what he said. Gaps between the literal meaning of a sentence and what it is used to convey – studied under the broad name of pragmatics – are common in everyday life. In non-literal uses of sentences, the idea conveyed is not the same as the meanings of the words (Hofmann, 1995: 273).

Language is the chief means by which people communicate. The use of language is governed by the conditions of society for various. These conditions determine the users' access to, and control of their communicative means. Hence, pragmatics is the study of the condition of human language uses as these are determined by context of society (Mey, 1994: 42). There are two kinds of communications, verbal and non verbal communication. Verbal communication always improve follows the time (science and technology)

because it has tide relationship with the society who uses it to interact in the social environment.

The competition in trade worlds to look for more consumers grows fast in line with the economy development. Some producers compete with each other for attracting customers and buyer's attention. It can be seen that every producers and industries create an advertisement to promote their products. They do that in order to introduce their products to customers and buyers. They hope that they can win the competition in controlling the market. It is obvious that advertisement becomes the one of important instruments in marketing and business. Based on this explanation, it appears that advertisement is a popular way to promote some products or services. Producers or businessmen insert their advertisements in many media such as; newspaper, magazines, radios and television in which each of them has its own characteristics. Advertisements in newspaper are usually not so big, they only consist of few columns. The advertisements in magazines may consist of one full page of the magazine. They have colorful pictures. In radios, the audience can hear the voice of announcers promoting the products. While advertisements in television are more interesting. The television audiences can see the products and the models promoting of the products.

An advertisement is a mean of marketing and communicating which provides information of goods, ideas, and services. An advertisement is also non personal, it means that sellers and buyers are not face to face. People are carried to do act after they are persuaded. By persuading, advertisers hope that they can attract many consumers and finally it provides profitable return on advertising investment. Sometimes, a message that is conveyed by an advertisement is not clear. It is not always straight to the point. Its message makes the readers wonder what it means. Because of their curiosity, they attempt to understand it based on their interpretations. In fact, it is very complicated, what the advertiser has written is really open a misinterpretation. Based on the phenomenon, the writer is interested in discussing the pragmatic features of an advertisement which include the lexical uses, interlanguge analysis, Conversational Maxims, and Politeness.

The writer chooses 3 cellular advertisement which is one of the models is Agus who calls someone abroad by using his English. This is an interesting and funny advertisement. Many people may laugh when it is performing on the television. Even they often say what Agus says in the advertisement such as; “me good – good only”, “talking – talking”. It is not only adult or old people but also children know it and they say and repeat the utterances in everyday conversation. This advertisement has attracted the people’s attention. That’s why the writer is interested in discussing the pragmatics analysis of the utterances.

As a branch of linguistics, Pragmatics is the study of how more gets communicated than what it is said (Yule, 1996: 3). pragmatics studies how people comprehend and produce a communicative act or speech act in a concrete speech situation which is usually a conversation. It distinguishes two intents or meanings in each utterance or communicative act of verbal communication. One is the informative intent or the sentence meaning, and the other is the communicative intent or speaker meaning. Pragmatics is the study of those relations between language and context grammaticalized, or encoded in the structure of a language (Levinson, 1983: 9).

“Pragmatics is the science of language seen in relation to its users. That is to say, not the science of language in its own right, or the science of language as seen and studied by the linguists, or the science of language as the expressions of our desire to play schoolmarm, but the science of language as it is used by real, live people, for their own purposes and within their limitations and affordances” (Mey, 1994: 5).

Regarding the meaning of the utterances, Thomas (1995) argues that pragmatics deals with the negotiation of meaning between speaker and listener, the context of the utterance, the meaning potential of an utterance. In addition, the distinction between denotation and reference brings into focus another crucial aspect of meaning – the context in which an expression is used. We have to account for the fact the same expression used in different context may have same meaning in some respects but different in other respects (Gregory, 2000: 5).

Verschueren (1999) proposes four traditional areas of pragmatics, those are deixis, speech acts, implicit meaning, and conversation, as well as

politeness and argumentation. Grice (1989) Argues that in ordinary conversation, speakers and hearers share a cooperative principle. Speakers shape their utterances to be understood by hearers. The principle can be explained by four underlying rules or maxims. (David Crystal calls them conversational maxims. They are also sometimes named Grice's or Gricean maxims). They are tmaxims of quality, quantity, relevance and manner.

- 1) Quality: speakers should be truthful. They should not say what they think is false, or make statements for which they have no evidence.
- 2) Quantity: a contribution should be as informative as is required for the conversation to proceed. It should be neither too little, nor too much. (It is not clear how one can decide what quantity of information satisfies the maxim in a given case.)
- 3) Relevance: speakers' contributions should relate clearly to the purpose of the exchange.
- 4) Manner: speakers' contributions should be perspicuous: clear, orderly and brief, avoiding obscurity and ambiguity.

In pragmatic study, it investigates the meaning of words, phrases and full sentences, but unlike semantics which deals with the objective meanings of words that can be found in dictionaries, pragmatics is more concerned with the meanings that words in fact convey when they are used, or with intended speaker meaning as it is sometimes referred to. It can be said that pragmatics attempts to analyze how it happens that often more is communicated than said. If we are to talk about semantics at all therefore, we shall have to identify different kinds of semantics. We can identify, for example a pragmatic semantics, which studies the meaning of utterances in context: such as in terms of speech acts. We can identify a sentence semantics which studies the meaning of sentences and meaning relations between sentences: this is sometimes described in terms of truth conditions and implicatures, along the semantics of formal logic (Jackson, 1996: 246). Based on the background above, the writer intends to analyze the pragmatic features such as; Lexical uses, Interlanguage analysis, Conversational Maxims and Politeness in “3 Cellular” advertisement.

B. Objectives

The purpose of this study is to analyze the pragmatic features such as; Lexical uses, Interlanguage analysis, Conversational Maxims and Politeness used in the English utterances said by Agus in 3 cellular advertisement.

METHODS

A. Design

This research uses descriptive qualitative research design which refers to the broadest sense to research that produce descriptive data. In this case the descriptive research is suitable to be applied in this study because it describes a particular condition of something. In the other words, the analyzed data and the result of the analysis are in the form of phenomenon description, not numerical or coefficient. The numerical in this research is just to give the number of pragmatic features in the advertisement in each their kinds. Therefore the data of this research are not analyzed by using statistical procedure, but using descriptive analysis.

This study focuses on understanding, rather than predicting or controlling, phenomena. It is usually contrasted with traditional experimental and statistical research and is felt by many to be more appropriate to the study of human life. Included will be discussion of and practice in basic phenomenological description, structural analysis, research interviewing, and the repertory grid.

B. Source of Data

The source of data in this research are taken from the 3 cellular advertisement which performs Agus were talking in English utterances in a phone. This is the script of the conversation in that advertisement.

Helo, Agus...

Me good-good only...

Talking-talking You know Dapid Bekam...?

Say Helo prom Agus ya...

**Sopo..?"

**Ndak tahu"

hwahahahahahaaaa.....

####

Halo Mister, Agus...

C. Data Analysis

The procedures of the data analysis which are used by the writer are such as follows:

1. Firstly, classifying the pragmatic features. The writer chooses some pragmatic features in his study. They are the lexical uses, Interlanguage analysis, Speech Act analysis, Conversational Maxims, and Politeness.
2. Then, analyzing the data which are the utterances said by Agus based on the pragmatic features above.
3. After finding the result of the analysis, the writer gives conclusion of the research.

FINDINGS AND DISCUSSION

A. Findings

The data are taken from the utterances of three (3) Cellular Advertisement. Here is the script of the conversation.

Helo, Agus...

Me good-good only...

Talking-talking You know Dapid Bekam...?

Say Helo prom Agus ya...

**Sopo..?"

**Ndak tahu"

hwahahahahahaaaa.....

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Halo Mister, Agus...

According to the script, the underlined utterances are the data which will be analyzed by the researcher. So there are four qualitative data which are going to be discussed in this study. They are: "*Me good-good only...*", "*Talking-talking. You know Dapid Bekam...?*", "*Say Helo prom Agus ya...*" and "*Halo Mister, Agus...*"

The writer tries to explain them based on pragmatic features such as; Lexical uses, Interlanguage, Speech acts, Conversational maxims, and Politeness. For further explanation, the researcher classifies the result of study such as below.

1. Lexical Uses and Pragmatic views

Lexical Uses is dictionary meaning of word, the meaning of the base word or the meaning of a content word that depends on the nonlinguistic concepts.

a. *Me good-good only...*

Me : it should use the word "I" because it refers the subject pronoun, means the speaker.

Good : it means in a pleasant condition or situation.

Only : it relates to Indonesian expression "aja", means just.

Pragmatically, the speaker intends to express that he is in fine condition. But he utters it in wrong English system or grammatical pattern which may not be understood by the native speaker. The utterance should be "I am fine", "I am all right", "very well" or other expressions which are related to answer the greeting when someone greets us about our condition or healthy.

b. *Talking-talking, you know Dapid Bekam...?*

Talking-talking : lexically, it means discussing or gossip about something.

You : the hearer, addressee or someone whom we talk with.

Know : it means recognize or understand.

Dapid Bekam : refers to David Beckham, he is a famous football player of England.

There are two interpretation of this utterance that may be got by the addressee. The first is addressee may consider that the speaker is talking about David Beckham. The Second, The addressee may consider that the speaker is talking with David Beckham

The other point of this utterance is the advertiser persuades the audiences to use the product so they can communicate with David Beckham in cheap cost.

c. *Say Helo prom Agus ya...*

Say : it is a verb and goes in the beginning of sentence. It's a command. Means "tell"

- Helo : refers to hello, means a greeting
Prom : refers to the word “from”, showing the sender or giver
Agus : name of person who is saying or talking in the phone
Ya : relates to expression in asking someone to do something

The implicit meaning of this utterance is to persuade the audiences to use the product so they can say their hello or greeting to their relations in abroad.

d. *Halo Mister, Agus...*

- Halo : refers to Hello, an expression to greet someone
Mister : refers to Mr. it is a title for a man.

The speaker informs that he is in the phone. In the slide shows the white house of USA receives the phone. So, pragmatically, the hidden meaning of this utterance is persuading the customers that by using the product we can phone to abroad such as USA cheaply and easily.

2. Interlanguage Analysis

Interlanguage refers to how non-native speakers comprehend and produce a speech act in a target language.

a. *Me good-good only...*

The meaning of this utterance will be easier to be understood if it is translated into Indonesian word by word and retranslate into English.

Utterance	Indonesian	English
Me good-good only	→ Saya baik – baik saja	→ I am fine.

Based on the explanation above, the speaker doesn't know or he deliberately uses this expression, so he uses the words translation which he knows lexically. In a simple words, there is two languages involve in this utterances. They are English in words and Indonesian in meaning.

b. *Talking-talking, you know Dapid Bekam...?*

It is the same point with the first one above. Talking – talking is the combination of Indonesian and English. This is Indonesian grammatical because there is no repetition word twice at once in

English. The word “talking-talking” means that he is in talking or discussing about something. It is the same with the words such as: *walking-walking* (jalan - jalan), *listen-listen* (denger - denger) and *no what what* (tidak apa - apa). Indonesian people sometimes use them in intermezzo conversation.

The other interlanguage point is in the word “*Dapid Bekam*” the speaker pronounces it in Javanese dialect which refers to “*David Beckham*” in English.

c. *Say Helo prom Agus ya...*

The utterance is influenced by Javanese dialect which is known in the word “prom”. It’s refers to from in English. And the word “helo” should be in the word “hello”. It is concerned in pronunciation pattern.

d. *Halo Mister, Agus...*

It is not different to the previous utterance which is the problem in pronunciation. The word “halo” should be pronounced “hello”. In this problem, the speaker uses Indonesian pronunciation.

3. Speech Acts Analysis

Speech acts is one of features in pragmatics which is able to help us in understanding the utterance or sentence. Here is the speech acts of the utterances that are said by Agus in the advertisement.

a. *Me good-good only...*

1) *Locutionary acts*

The speaker says it when he is the phone line. He is calling someone whom he didn’t know. He said that he was in fine. But he expressed it in uncommon grammatical patterns.

2) *Illocutionary acts*

Actually, this utterance may refer to the sentence “I am fine”. It is used to answer when someone asks “how are you?” it states that the speaker in good, fine, healthy condition. It is included in informative sentence which gives information about the speaker.

3) *Perlocutionary acts*

If the listener is a native speaker, he may not understand what the speaker says. He may be confused because the utterance doesn't use common grammatical pattern. He may reply by answering "what?". But the non native speaker especially Indonesian may be able to get what the speaker says. Because the utterance is more understandable if we translate it word per word. So the addressee may answer by "I'm fine too" or "me too".

b. *Talking-talking, you know Dapid Bekam...?*

1) *Locutionary acts*

In the phone, the speaker said that he and some of his friend were in talking or discussing situation. If we look the video, when the speaker said "DapidBekam", there is a poster of David Beckham, a famous football player from England. Then he asked to the addressee whether he or she knows David Beckham or not.

2) *Illocutionary acts*

The speaker says what he does. It is an activity where some people gather and talk together about something. And at the time they were talking about David Beckham.

3) *Perlocutionary acts*

It is rather the same with the first one. The word "talking-talking" will make the addressee think that the speaker in "talking" situation. Then the listener may follow the talk and give some opinion about what the speaker talks about. Besides, there is possibility that the addressee may consider the speaker is talking with David Beckham, so the listener may be going to try to speak to him in the phone.

c. *Say Helo prom Agus ya...*

1) *Locutionary acts*

The speaker was still calling the addressee in the phone. Before he closed the phone, he asked the addressee to say his greeting or hello to someone who he intended.

2) *Illocutionary acts*

This utterance is used when we don't meet someone whom we knew before, we may ask someone to say our hello. Or in other words, it means greeting someone by telling the other one.

3) *Perlocutionary acts*

This utterance is quite easier to be understood by the listener, because it is common said by everyone to greet someone by other person. The perlocutionary is the addressee will say or inform the speaker's hello to someone who is intended by him.

d. *Halo Mister, Agus...*

1) *Locutionary acts*

After closing the first calling in phone, Agus phoned again. According to video advertisement Agus is calling someone in the "White House" in USA. When the telephone rung, the man holds the phone and say "morning" and Agus answer "Halo Mister, Agus..."

2) *Illocutionary acts*

This utterance shows that the speaker greets the addressee and introduce his name is Agus. But it is informal expression so it is impolite to use it moreover in talking with native speaker who is older or has a higher status than the speaker.

3) *Perlocutionary acts*

The man may consider that the one who is calling in a wrong destination. Because so far, he may not know who Agus is. But, if he had known Agus before, moreover both of them is close relationship, he may continue the conversation by saying "any I have to help you" or "what can I help to you"

4. Conversational Maxims Analysis

a. *Maxims of Quantity*

Some of the utterances may have this maxim. Because it reflects to the informative point Such as giving information that the speaker is all right and he is in chatting situation although he produces the utterances in uncommon English system or structure.

1) *Me good-good only...*

He informs that he is fine although his utterance uses uncommon grammatical patterns of English.

2) *Talking-talking, you know Dapid Bekam...?*

The speaker tells the addressee that he is talking about David Beckham with their community.

3) *Say Helo prom Agus ya...*

The speaker asks the addressee to say his hello to someone whom he intends in talking about.

4) *Halo Mister, Agus...*

The speaker greets someone and tells about his name.

b. *Maxim of Quality*

This maxim is less found in the utterances. There is not a certain objective of these utterances. Besides, because the speaker speaks is in phone so the addressee does not know whether he says is true or not.

c. *Maxim of Relevance*

This maxim is out far from these utterances. There is not a relation between the speaker and the hearer or addressee. The speaker speaks by himself without pays attention the addressee's answer. He says "Me good-good only...", "Talking-talking, you know Dapid Bekam...?" and "Say Helo prom Agus ya..." without any answer from the addressee. So there is no relevance in this section. Although in the last section occurs a short conversation between the speaker and the addressee, but what the speaker answers is not relevant to the greeting which is said by the addressee. It is shown by conversation below:

The addressee : "Morning"

The Speaker : Halo Mister, Agus...

d. Maxim of Manner

What the speaker utters is a unique language. He uses the Indonesian systems and translates into English without pays attention in the choice of words. The ordinary spoken isn't also found in the utterances. That why the addressee may get trouble to get the point of what the speaker says. So this maxim is avoided. But, seen in Advertising point of view, it may conclude this maxim. That refers to the interesting point of Advertisement language.

5. Politeness Analysis

Politeness is not found in the utterances, these utterances may not be uttered in formal conversation. The speaker does not pay attention to the social interaction, someone whom talks with. It is indicated by informal response or utterances.

One of the examples is when the one whom he phones says "morning", he answers it by saying "Halo Mister, Agus..." it is more impolite because he states it in loud and rude pronunciation. Moreover, there is no connection between the native's greeting and the speaker's answer.

B. Discussion

Based on the data analysis, the pragmatic features of the utterances which are said by Agus in 3 Cellular Advertisement consist of some uniqueness and interesting point related to language of advertisement. It is rather different with the common conversation especially in the choice of words, grammatical patterns and the pronunciation. The uniqueness above influences the meaning of the utterance. Talking about meaning, semantics and pragmatics are needed to explain it further. Some pragmatic features are involved in the conversation. They are Interlanguage, Speech acts, Conversational maxims, and Politeness.

Interlanguage is the most dominant features which involved in the utterances. It is shown by the usage Indonesian system in producing the English utterances. First, it is indicated by the system or grammatical pattern

which is used in mixing two languages. They use Indonesian patterns and English words which is uncommon in the real system. It is in line with Kasper & Blum-Kulka (1993) argue that another focus of research in pragmatics is learner language or interlanguage. This interest eventually evolved into interlanguage pragmatics, a branch of pragmatics which specifically discusses how non-native speakers comprehend and produce a speech act in a target language and how their pragmatic competence develops over time (Kasper & Blum-Kulka: 1993).

Second, there are some choices of words in the utterances which are incorrect usage. Such as the usage of personal pronoun, the word order, the repetitions of the same word. For example; “*good-good*”, “*talking-talking*”. Besides, there is a pronunciation which is influenced by other language dialect such as Javanese and Indonesian. For example the word “prom” and “halo”.

Besides, conversational maxim is avoided by these utterances, especially the relevance between the speaker and the addressee. The speaker utters irrelevant answer when the addressee asks him. One more of the pragmatic feature which is related to the utterances is about the politeness. The speaker disobeys or does not pay attention to the politeness rules in uttering the utterances. The politeness principle is a series of maxims, which Leech (1983) has proposed as a way of explaining how politeness operates in conversational exchanges.

The other point of these utterances is about the intention in uttering the utterances. The addressee may be going to say that it is a voluntary or an involuntary. If the speaker is involuntary to utter it, it refers to the language acquisition which deals about the involving of first language in producing second language. The speaker doesn't know how to express them in correct grammatical so he just say by using the language which he just knows. But the writer considers that the utterances are really made voluntarily in a unique language, because it is the language of advertisement. The advertiser really makes it in a funny and interesting advertisement. It is to persuade the customers or societies using the product which is advertized in it.

After finding the result of the study, the researcher interprets that the language which is used in this advertisement is a unique and funny utterances. Although the speaker doesn't utter them in a good English system or grammatical patterns, it looks so interesting moreover it is an advertisement language which requires simple and interesting language. Besides, there is hidden meaning in each utterance which may be interpreted in some real meanings. But the nearest interpretation is to persuade the customer to use the product.

CONCLUSSION

Language application area is not only in a conversation class. There are some environments or field where the language usually practices. For example; language for business, language for politics, language for entertainment, language for advertisement, etc. Every of them has characteristics each other. Such as in the language of advertisement, it must be simple, interesting and easy to be understood. Interesting advertisement will influence the customer to use the product or to do what the advertisement required. Easy to be understood means that the society is able to know what product promotes in it, what for it is used. So there is a communication between the advertiser and the public. Three (3) cellular advertisement is one of an interesting and unique advertisement. It performs Agus as the main actor who promote the GSM cell phone operator by calling someone. The interesting point of this advertisement is the utterance that is said by him while in the phone line. It has strange grammatical pattern, it is influenced by other language system, and it has hidden meaning which may be able to be understood according to the pragmatics views. Interlanguage is the most dominant features which involved in the utterances. It is shown by the usage Indonesian system in producing the English utterances.

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