



**THE USE OF IMPLICATURE TO CREATE HUMOR
AS COOPERATIVE PRINCIPLE VIOLATION
ON HUMOROUS ADVERTISEMENT**

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PRONOUNCEMENT

I state truthfully that this project is compiled by me without taking the results from other research in any university, in S-1, S-2, and S-3 degree and in diploma. In addition, I ascertain that I do not take the material from other publications or someone's work except for the references mentioned in references.

Semarang, 24 July 2018

Anisa Putri Nastiti

MOTTO AND DEDICATION

“Every accomplishment starts with decision to try”.

(John F Kennedy)

*I sincerely dedicate this project to my parents,
my brother and everyone who supported me in finishing this thesis.*

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Finally, I expect that this project will be useful to the readers who want to do the same research on pragmatics.

Semarang, 24 July 2018

Anisa Putri Nastiti

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ABSTRACT

An advertisement is a tool used by producers to introduce their products to customers and to persuade customer to buy their products. However, in order to make the ads more interesting, most of the ads are violating the maxims by delivering their message through implicature to make it catchy in the eyes of the customers. This study aims to reveal the violated maxims on humorous ads and explains the implicated meaning in the ads. This is descriptive-qualitative research. In this study, the writer uses non-participant observation as a method of collecting data. Pragmatic identity method and distributional methods are used to analyze data. From the study, the writer finds that all of the ads are violating the cooperative principle. The maxim that mostly violated to create humor effect is the maxim of manner because of its ambiguity created by the actors to respond on something. In addition, the writer finds two types of implicatures, namely, generalized and particularized implicatures in the ads. Both implicatures are used to create humor by violating some maxims on cooperative principle.

Keywords: Implicature, Cooperative Principle, Maxim Violation, Humorous Advertisement

1. INTRODUCTION

Language is a universal tool used by people to communicate. In order to understand what is being communicated, people need reference or common shared knowledge. Pragmatics is part of linguistic studies concerning on how to get more in communicated than it is said by the common shared knowledge (Yule, 1996:3). One of media to communicate message by regarding the common shared knowledge is an advertisement.

Advertisement, or ads, is a tool used by producers to introduce their products to the customers and to persuade the customers to buy their products. Short and catchy words, both spoken and written, are used in ads to deliver the producers' intention about their products to the customers.

Grice in Yule (1996:37) states that there is a guidance to make a conversation runs effectively, named Cooperative Principle. In order to make the consumers understand the ads, the message must be understandable, that is, following the cooperative principle, ads needs to obey the four maxims; quality, quantity, manner, and relation. However, in the ads, it is common for producers to violate those maxims by giving more or less information to consumers in introducing their products. Therefore, to make the ads become more interesting, most of ads are violating the maxims by delivering their message through implicature. It happens because of limited time and also the attempts to make the ads look catchy to the customers.

The violation of the cooperative principle in the ads is commonly found, in humorous ads. (Gulas and Weinberger, 1992:49) state that a humorous ad is an ad that contains one of the following a pun, an understatement, a joke, satire, irony, or humorous intends. This kind of ads commonly attracts more viewers as it is easier to gain their attention using funny ads. (Gulas and Weinberger, 1992: 36) states that humorous content of the ads is used to increase the understanding of the ads. By using humor ads, the producers aim to grab consumers' attention into their product.

There are five studies discussing maxim violation related to this study. The first is Safitri's final project (2015) entitled, "*The Use of Implicature in Indonesia Cigarette Advertisements Slogans*", which was done to find out the implied meaning and the maxims violation on the ads slogans. This study shows that violating the maxims in the slogan through the implicature is chosen as a strategy to change the use of persuasive and suggestive words in promoting their product as it is forbidden to show the product (cigarette) in the ads.

The second is Alvaro's doctoral dissertation (2011) entitled, "*The Role of Conversational Maxims, Implicature and Presupposition in The Creation on Humor: An Analysis of Woody Allen's anything Else*", which was aimed to reveal the implied meaning to create humor. The result of the study shows that the use of implicature and cooperative principle is much more abundant than the use of presupposition to create humor.

The third is by Mustopa's master dissertation (2015) entitled, "*The Analysis of The Non-Observant of Grice's Maxim in English Verbal Expression Used in*

Advertisement", which was done to analyze English utterances TV ads using Grice's Cooperative Principle. The study shows that all of the verbal expressions used in English TV ads disobeyed maxim of quality and quantity because ads is used to attract costumers attention and persuade customers to buy the product.

The fourth is by Gultom's final thesis (2013) entitled, "*The Violation of Cooperative Principle : A Case of Humorous Verbal Cartoon in KOMPAS*", which was done to find out the type of the maxims that is dominantly violated in humorous verbal cartoon in *KOMPAS*. The result shows that, the dominant type of maxims in the thesis that violating the cooperative principle is maxim of quantity. The speakers tend to give more or less information to create humor.

The last is Fitriany's final thesis (2016) entitled, "*Generating Conversational Implicature Strategies on Advertisements of Vogue Magazine*", which is aimed to reveal the implied meaning of the ads in Vogue Magazine. The result shows that generating conversational implicature by observing the maxim of cooperative principle to gives more attractive result to the readers of Vogue Magazine.

The writer finds the similarities and differences between five previous studies above. The similarities of those studies are the objects and the purpose of studies. The objects are taken from advertisements. In addition, the same purposes of the studies are to find out the implied meaning on the advertisements and the violated maxim to create humorous effects on movies. On the other hand, this study only focuses on the violation of maxims cooperative principle in humorous ads and explanation of the implied meaning of humorous ads.

There are two research questions in this study, namely “what is the types of implicature created by violating maxim on humorous ads?” and “what is the kind of maxim mostly violated to create humorous effects on advertisements?”

The purpose of this studies is to show the advertiser messages implied through humor by violating maxim of cooperative principle.

2. THEORETICAL FRAMEWORK

2.1 Cooperative Principle

Speakers in a conversation shall obey a guideline called Cooperative Principle. Grice in Yule (1996:37) states that Cooperative Principle is a basis that makes the conversation run effectively and efficiently by giving required contribution, which is accepted purpose or the exchange direction of the talk in the conversation. According to Grice in Levinson (1983:101-102) there are four maxims of cooperative principle.

1. Maxim of Quality

Maxim of quality requires the utterances to be true so that speakers do not say something to be false and lack adequate evidence.

2. Maxim of Quantity

Maxim of quantity requires the speakers to make conversation contribution as informative as required so that speakers do not say more or less information than required.

3. Maxim of Relation

Maxim of relation requires the relevant contribution between the speaker and interlocutor.

4. Maxim of Manner

Maxim of manner requires the contribution to be clear, orderly, and brief, in order to avoid ambiguity and unclear expression.

These maxims prescribe what speakers have to do in conversation in order to talk in cooperative way; rationally, efficiently and relevantly while providing sufficient information (Levinson, 1983:102)

2.2 Implicature

Implicature is a hidden message in utterances, which is indirectly conveyed by the speaker in order to make the interlocutor understand what is said (Mey, 1993:99). Implicature has two different types.

1. Conversational Implicature happens when participant requires special contexts, maxims, or cooperative principle to know the meaning that is implied (Yule, 1996:40). Conversational implicature has three categories.

a. Generalized Implicature

Generalized implicature happens when participants do not need special knowledge in the context to calculate the additional convey the meaning (Yule, 1996: 41).

b. Scalar Implicature

Scalar implicature happens when participant selects word from the scale of value, which is the most informative and truthful (Yule, 1996: 41).

c. Particularized Implicature

Particularized implicature happens when participant needs special context to convey the implicated meaning (Yule, 1996: 42).

2. Conventional Implicature happens when associates with specific words and resulted in additional meaning when those words are used. It does not depend on maxims and specialized context (Yule, 1996:45).

2.3 Advertising

Ivanovic and Collin in Durmaz (2011:47) stated that advertising is the business to announce something for sale and to persuade customers buying a product or a service. There are seven models of how advertising works (Vakratsas and Ambler, 1999:27)

1. Market Response Model. It is a model that relates ads, pricing, and promotional measure to behavioral measures (Vakratsas and Ambler, 1999:27).
2. Cognitive Information Model. It regards ads as information provider. It is depends on economics and assumes consumer decision rational (Vakratsas and Ambler, 1999:29).
3. Pure Affect. It is an ads model that pay little or no attention to cognition (Zajonc in Vakratsas and Ambler, 1999:28).
4. Persuasive Hierarchy Models. It introduces the concept of a hierarchy of effects. It is an order in which happens with the implication in which the effects of preconditions are more important (Vakratsas and Ambler, 1999:32).
5. Low-Involvement Hierarchy Model. It is an alternative to the persuasive approach through “cognition”. This model uses the product experience as the

dominant factor and advertising strengthens; existing habits, frames experience, and defends the brand's consumer (Vakratsas and Ambler, 1999:33).

6. Integrative Model. It is a model that uses different hierarchies to be assumed depending on the context in which advertising operates. (Vakratsas and Ambler, 1999:34).
7. Hierarchy-Free Model. This category can be taught as an extension of a basic reinforcement model where product preferences are formed after an initial trial (Vakratsas and Ambler, 1999:34).

2.4 Humor

Attardo in Amannia (2017:101) states that humor is mode of communication that does not tolerate the cooperative principle as it mostly violates the maxims. Raskin in Krikmann, (2006:27-28) classifies theory of humor into three.

1. Incongruity Theory. This theory states that humor occurs when there is difference between what is expected and what is happen.
2. Hostility Theory. This theory explains about humor mainly using to humiliate, disparage, ridicule others interiority or misfortune.
3. Release Theory. This theory states that humor occurs when upcoming social, physical event or emotional tension are build.

3. RESEARCH METHOD

This research belongs to descriptive-qualitative research as it finds out the violation of cooperative principle in humorous ads and shows the implicature used in it. The data are taken from file YouTube, a commercial video sharing website, as data sources gotten three ads, namely Chevrolet Super Bowl 2012 commercial, Toyota Super Bowl commercial, Volkswagen Super Bowl 2014 commercial, Kia Super Bowl 2015 commercial, and Hyundai Super Bowl 2016 commercial.

In this study, the writer used non-participant observation or *Simak Bebas Libat Cakap* (Sudaryanto, 1993: 135) as a method of collecting data because the writer is not participated in producing data. The population of this study is the whole utterances of the car ads, while the sample is utterances containing humor which were taken by purposive sampling technique by choosing utterances which violating maxim and containing implicature. According to (Neville, 2017: 31) purposive sampling technique allows the writer to choose data that are suitable for the target of the research.

In analyzing the data, the writer used pragmatic identity method and distributional method or *metode padan* and *metode agih* (Sudaryanto, 1993:13). First, the writer used pragmatic identity method (*metode padan*) because this study is concerns with speaker's utterances that cause an action or an emotional effect (Sudaryanto, 1993:15). Second method is distributional method (*metode agih*). Distributional method is used

to analyze data by using the aspect of language studied (Sudaryanto, 1993:15). It is used for analyzing the data by the aspect of cooperative principle.

There are some steps in analyzing the data. First, the writer makes advertisement transcription. Second, the writer identifies humorous conversation in advertisement transcription. After all humorous conversation have identified, the writer analyzes the conversation using cooperative principle. Then, the writer revealed and analyzed the implied meaning on humorous ads. Finally, the writer makes a conclusion about kind of maxims used in the data and shows the implicit meaning on the ads.

4. FINDING AND DISCUSSION

In this chapter, the writer will present the result of data analysis about violation of cooperative principle and implied meaning of the ads on each ad. The writer has analyzed three ads. All of the ads are commercial ads for the annual championship game of the National Football League (NFL) named Super Bowl.

4.1 Finding

There are 8 violations of cooperative principle in three ads. First ad is from Toyota Super Bowl 2013 entitled “Wish Granted”, from the ad, the writer finds maxim of quality and maxim of relation are violated one time. The second ad is from Volkswagen Super Bowl 2014 entitled “Wings”, from the ad, the writer finds the violation on maxim of quality occurs twice. The last ad is from KIA Super Bowl 2015 entitled “The Perfect Gateway”, from the ad, the writer finds maxim of relation is violated one time and maxim of manner are violated three times. From the three ads, maxim of manner is mostly violated to create humorous effect on the ads.

Type of implicature that is used to implied messages on the advertisement categorized as conversational implicature since viewers need a special context in each ads to undersatand the implied meaning. Through violating the cooperative principle, Toyota and KIA Super Bowl commercial ads use generalized implicature to implied messages, while Volkswagen Super Bowl commercial uses particularized implicature

to implied the intended meaning of the advertiser and to create humorous effects through violating the cooperative principle.

4.2 Discussion

Maxim of Quality

Maxim of quality is violated three times. Violation maxim of quality happens twice in Volkswagen Super Bowl 2014 entitled “Wings”.

1. Father : What if I told you that every time Volkswagen hits 100.000 miles, a German engineer gets his wings.

The utterance violates maxim of quality because Father has lack adequate evidence about his utterance. Father violates maxim of quantity in order to imply a message to the viewers. The implicit meaning on the ad is Volkswagen has experienced engineers, since the statement “a German engineer gets his wings” is adopted from main idea of an idiom “Get one’s wing” which means to gain experience in something. While the explicit meaning is, father’s cars get 100.000 miles. According to the context, the utterance uses particularized impicature to imply the message because viewers have to have an additional knowledge about the idiom to understand the meaning that is implied. The intended meaning is the advertiser wants to deliver the message by violating the maxim of quality to show that Volkswagen has experienced engineers to manufacture the car and to ensure the quality of the Volkswagen’s cars.

2. Daughter : Yeah dad, and I'm sure every 200.000 miles, rainbow shit out of their butts

In this utterance, the daughter violates maxim of quality to create humorous effects on the ad. The utterance violates maxim of quality since the daughter uses a made-up story about the rainbow that will come out from engineers' butt to respond her father's statement. According to the context, the daughter explicitly agrees with her father's statement, then she implies that the more Volkswagen hits 100.000 the more engineers will get cute thing such as rainbow which will decorated engineers' body, because she does not take the conversation seriously. The utterance uses generalized implicature to imply the message because viewer can easily understand what the speaker is communicating.

Then, the violation maxim of quality in Toyota Super Bowl 2013 entitled "Wish Granted" happens once on the ad.

3. Girl 1 : I want you to revenge my father's death!

Mr. Henderson : Alright, I am right here!!

This utterances violate maxim of quality because the girl makes the contribution that is not true since her father is still alive but he stands far from the girl. The maxim is violated in order to create humorous effect on the ad. While according to the context, the violation maxim leads to an implicature. The father wants to imply that he does not want to see his daughter take revenge of his death since he is still alive and there is no

need to do the revenge. The intended meaning of the speaker by violating the maxim is to create humorous effect to the ad, while if we look at the context the intended meaning of the speaker is to avoid war since it probably will harm Mr. Henderson's daughter. This type of implicature is categorized as generalized implicature because viewer can understand the intended meaning easily without knowing the special context on the ad.

Maxim of Relation

There is one violation maxim of relation. It happens in KIA Super Bowl 2015 entitled "The Perfect Gateway".

1. Producer : Have been working out?

Pierce Brosnan : What do you got, Chad?

The conversation violates maxim of relation because Pierce Brosnan gives irrelevant responds to the producer. According to the conversation, Pierce Brosnan knows that the producers have something for him. While according to the context, the producer indirectly say that the producer wants to make sure that Pierce Brosnan is physically ready to join in the producer's project. Through the violating the maxim, Pierce Brosnan implies a message that he wants to make the producer speak to the point and according to the context, Pierce Brosnan implies that he is in a good condition as Pierce Brosnan said in their previous conversation (see Appendix 3b). This utterance uses

generalized implicature to convey the meaning since we already know the intended meaning without requiring any special context from the advertisement.

Maxim of Manner

Violation maxim of manner happens four times. First ad is from Toyota Super Bowl 2013 entitled “Wish Granted”. The violation maxim of manner happens once in this ad.

1. Mr. Henderson : I wish the old spare tire were gone

Jenny : Really? Out of everything in the world? ... Okay!

(Jenny flicking her finger and the old spare tire, which hanging on the car, is gone)

Mr. Henderson : Oh, no I'm ... mean

(Father holding his fat belly)

The utterances violate maxim of manner since father says something that contains ambiguity. According to the context, Mr. Henderson tries to imply a message that he wants to remove his fat belly but Mr. Henderson is probably shame to say it directly so he uses the terms of “old spare tire” as a terminology of his fat belly. The conversation using particularized implicature since Jenny does not understand which “old spare tire” which Mr. Henderson means. In this utterance, the implicature and the violating maxim are used to create humorous effect on the ad.

The second is ad from KIA Super Bowl 2015 entitled “The Perfect Gateway”. In this ad, maxim of manner is violated three times

2. Producer : You look fantastic!

Pierce Brosnan : I feel great, Chad.

Producer : I mean you look ...

Pierce Brosnan : Thank you

These utterances violate maxim of manner since the producer uses verbose greeting which Pierce Brosnan probably knows the intention of the greeting. These utterances imply that Pierce Brosnan is in an extremely good condition that the producer cannot explain and Pierce Brosnan does not like to sweet-talk with the producer. According to the context, the intended meaning of the producer by violating maxim of manner is to catch Pierce Brosnan attention, so that Pierce Brosnan will like to join on the producer's project. In this conversation, the speakers use generalized implicature to imply their intended meaning since viewer can guess the implied message easily without requiring special knowledge out of the context of the conversation.

3. Producer : Pierce, I am so glad you are here because I got a role that is perfect for you, man

Pierce Brosnan : Don't tell me! Action-adventure?

Producer : Sort of.

The conversation violates maxim of manner because the producer said “sort of” which creates ambiguity for Pierce Brosnan. According to this conversation, Pierce Brosnan

knows that he will star in an action-adventure genre ad because he usually plays in action-adventure movies. The speaker violates the maxim of manner in order to create a humorous effect to the ad and leads to an implicature. By saying “sort of” the producer tries to imply a message that the advertisement is about an action or an adventure genre, but not a combination of action and adventure. However, the words “sort of” create something ambiguous that makes Pierce Brosnan and viewers randomly guess the intended meaning of the producer’s utterance. However, according to the context, the producer says “sort of” to make Pierce Brosnan interested to star in the ad, since Pierce Brosnan is known as an actor who mostly plays in action genre. The implied meaning is categorized as generalized implicature because viewers can understand the implied meaning without requiring a special knowledge which is out of the advertisement context.

4. Pierce Brosnan : A moose? (laughing)

... wait.. wait.. what's the mission?

Producer : Oh, there is no mission

Pierce Brosnan : Top secret right?

Producer : Yeah, sort of... so you keep going toward the summit, your destination and there is a cabin

The conversation above violates the maxim of manner since the producer creates ambiguity when he says “sort of” while first, the producer says that there is no mission. There is an unclear expression whether there is a top-secret mission or no mission.

According to the conversation, there is no mission. While the producer say “sort of” in order to implied a message that there is a mission, but no one knows what is the mission, since the producer just to make Pierce Brosnan curious and more attracted to the ad project by saying that there is a top secret mission. The implied meaning is categorized as generalized implicature because viewers can understand the intended meaning of the producer.

There are two analysis about the usage of “sort of” in the same advertisement, KIA Super Bowl 2015 entitled “The Perfect Gateway”, according to the context, both of the usage the words “sort of” are used to imply a message and to describe the situation about the advertisement and the car. It is also used to create the humorous effect on the advertisement, because the producer always denies Pier Brosnan’s idea about the advertisement. According to the context, the advertiser wants to describe the situation when you are driving on the car. These two implied meanings are categorized as generalized implicature since it is shown clearly on the advertisement.

5. CONCLUSION

Based on the discussion and finding, the writer concludes that the humorous effects on the advertisements are created through violating the maxim of cooperative principle and the use of implicature. Those are not only used to create humor but to deliver the aim of the advertisement. All of the ads violate the cooperative principle. There are 8 violations of cooperative principle and implied meaning in three advertisements. The maxim that mostly violated is the maxim of manner as there are three violations of the maxim of manner. It was done to create a humorous effect on the ads because of the ambiguity and unclear verbal expression that are created in the conversations. While, type of implicature that are mostly used to create humorous effect is categorized as generalized implicature because it makes viewer easy to get the intended meaning of the ads. The advertisers use generalized implicature and particularized implicature to imply the intended meaning of the utterances and the aim of the advertisements.

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