

THE IMPLICATURE OF PUBLIC ADVERTISEMENTS IN PALEMBANG

CHAPTER I

1. INTRODUCTION

1.1 Background Of Study

Language is a media of communication and as a tool of interaction with people's social life. Good communication for the speaker and listener is if the information conveyed by the speaker can be received directly by the listener. Communication requires "language" as a channel for news delivered and will provide understanding to the listeners. According to Sumarlam (2003, P.1), broadly speaking, the means of communication are divided into two types, namely spoken language communication and written language communication. Oral language communication is done by talking , while written language communication is characterized by writing.

Pragmatics is a branch of linguistics that studies spoken and written language. The understanding of pragmatics has been conveyed by many linguists working in the field of pragmatics. Several relevant meanings are presented in this section to get a clear picture of what pragmatics is all about. Grice (1975) defines pragmatics as the study of language which studies the relationship between language and its context. The context in question is programmed and codified so that it cannot be separated from the structure of the language.

Meanwhile, according to Tarigan (1986, P.34) Pragmatics is a general study of how context affects the way we interpret sentences. Pragmatics is the study of utterances and sentences about how we do things by paying attention to certain contexts. The context contained in pragmatics contains utterances that can be classified according to the type of sentence utterance. Searle (as cited in Rohmadi, 2010, P.21) suggests that pragmatically there

are three types of actions that are realized by a speaker, namely locutionary act, illocutionary act and perlocutionary act. Locutionary speech acts are speech acts to express something. Illocutionary speech act is an utterance that not only serves to say or inform something, it can also be used to do something. Perlocutionary speech acts are speech acts whose utterances are intended to express orders, provide information and influence the speech partner. Speech expressed in pragmatics contains messages that are intended to give, state or order or command the interlocutor. The message is something that is the main purpose of the existence of an oral and written communication. Messages are designed by communicators or speakers to be conveyed by speakers through certain communication channels. The encoding of the message will be adjusted to the characteristics of the channel chosen to convey the message to the communicant, because the communication channel determines how a message is packaged and received. Ritonga, (2005, P.20) Messages that reach the communicant will be received through the process of interpreting the message. There are several kinds of messages, one of which is social messages. Social messages are messages that are sociologically acceptable to society. This type of message can be applied to public advertisements.

Public advertisement is advertisement that is used to convey information, persuade or educate the reader or audience of the advertisement. Public advertising is designed for the benefit and welfare of the community. Aims to promote programs, activities held by the government or used by non-profit community organizations. The purpose of public advertising is not expected to gain economic benefits, but social benefits. The benefits are the emergence of additional knowledge, awareness of attitudes, and changes in the behavior of the people who see the advertisement. Public advertisement is an example of communication between the government and the community that uses pragmatic utterances. In public advertising, there is one type of pragmatic study, namely the implied meaning or implicature.

This is because public advertisements are made to provide appeals, information, and invitations to the public. and does not directly use the real meaning.

Now days the development of advertising is very fast, advertising is one way for companies to promote goods or services using media language, so that they benefit by placing advertisements on the media they want such as radio, television, newspapers and many other media. they can use it to promote the goods or services they offer, even now they can also advertise on billboards on the street. When placing advertisements, they do not directly use the words or the real meaning of the advertisement to attract public attention, sometimes they use words that are quite confusing and need to think about the meaning behind the words. Advertising tries to convince the reader that what is said in the advertisement is something true. In addition, advertisements also ask or invite readers to do what is advertised. Advertisements are not only informative, they are also interesting. Advertising is informative because it tries to provide information to the public. Advertisements are made as attractive as possible by using language that can attract and get the attention of the audience. Thus, people who see, read the advertisement will be impressed with what is advertised. Public advertisements are discourse because public service advertisements are a form of written discourse. It is called written discourse because in public service advertisements there are spelling, use of vocabulary, sentences, and grammatical rules that are delivered in written form. Public service advertisements also contain messages that the author wants to convey to the public, in the form of notifications, invitations, prohibitions, and appeals.

Palembang is a city center in South Sumatra which is of course a strategic place for the government to convey messages that are able to influence people. Public advertisements are advertisements that are often placed on billboards along the road. The level of the economy in the city of Palembang is very high, so there are lots of billboards that contain advertisements.

one of which is public advertising that aims as a notification, invitation, prohibition and appeal.

This advertisement makes researcher interested in researching it. Public advertisement is considered to be used as a medium for delivering messages or media to provide information to the public. However, public advertisements are considered as advertisements that do not attract public sympathy, this is due to the lack of attention for road users to read and understand these advertisements. The selection of public advertisements in Palembang as the object of research by looking for the types and the understanding of students as as a community representative is still considered new. some public advertisements are intended to minimize crime, drug abuse, understanding of the virus (covid-19) and so on. whether the students as a public representative understands or not about the advertisement.

1.2 Problems of study

Based on the introduction that has been mentioned above, the researcher formulates the research problem as follows:

1. What types of the implicature contain in the advertisements?
2. How many students understand the meaning of the advertisements?

1.3 Objectives of the Study

Based on the Formulation of problem above, the research objectives were as follows:

1. To find out the types of the implicature of public advertisements
2. To find out students' understanding on public advertisements

1.4 Significance of the Study

By analyzed the implicature of advertising in Palembang, the researcher hopes to provide several benefits for readers:

This research can provide additional information to the students in understanding the implicature of advertisements that are installed, and provide a sense of awareness of advertisements that have been installed, and can be used as references for other students to better understanding of implicature.

1.5 Limitation of the Study

To limit this research, the researcher focus on advertisements installed at Ulu-Iilir Palembang street on billboards. Researcher used 20 public advertisements containing appeals, warnings, directions and prohibitions. from the two areas divided into two parts, namely 10 areas sebrang Ulu and 10 for areas sebrang Iilir.