



YES/NO QUESTION ON CONVERSATION IMPLICATURE IN ADVERTISING E-COMMERCE

Bambang Prastio*, Abd. Syukur Ibrahim, Gatut Susanto, Istiqomah Nurzafira
State University of Malang

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ABSTRACT

The using of yes/no question is a productive tool for reaching the function of communication discourse. The aimed of this research is testified the function of yes / no question in implicature discourse on e-commerce advertisement. The sources of this research were 8 enterprises advertisement of e-commerce which had variation of e-commerce advertisements. This research is merged the conversation analyses and implicature on conversation. The question yes / no in implicature conversation have different functions, such as: ordering, asking, suggesting, and rejecting.

INTRODUCTION

A question is delivered in different ways by speaker during the interaction. The question has pattern as a marker or the characteristics of a certain question is called structure of question. Levinson (2010:2742) stated that the pattern of question is formed of a chunk of marker which is assigned as a will or wanted. One of question pattern is question yes or not. Zhu dan Wu(2011) stated question yes/no question is termed of question design. The question considers as a certain thing which delivered by the speaker and resulted the question is continue to communicate. Hamdani and Barnes (2018:2) stated that the question is important thing in an interaction.

The question is found in daily which is different in real meaning or the speaker is delivered a will indirectly. Desilla (2012:30)stated the understanding of utterance meaning in daily communication is difficult, while the understanding of interlocutor is indirectly question besides need a pragmatics knowledge especially in conversation

* Corresponding author.

E-mail addresses: bambangb409@gmail.com (Bambang Prastio), asibra@um.ac.id (Abd. Syukur Ibrahim), gatut.susanto.fs@um.ac.id (Gatut Susanto), isti.nurzafira@gmail.com (Istiqomah Nurzafira)

implicature. Weizman (1989:73) stated that the understanding of directly language is difficult and takes time. The conversation implicature is designed of what a will is showed by the speaker. Grice (1975) stated that the conversation implicature needs for knowing what the will of speaker is, for example asking for help or something. The result is an understanding of conversation implicature has purposed to know others willingness of speaker. The pattern of yes or not of a person by using conversation implicature is needed to know since the degree level of understanding in meaning needs to directly utter and expect to find utterance analyzes which are helped the meaning of the conversation implicature understanding. Based on the explanation, this research needs to do.

A commercial advertisement is considered as a phenomenon of language and communication, so there is an indication of implicature in conversation. Bruthiaux (2000:299) stated that the language on commercial advertisement is resulted in language phenomenon for consumers and indicated of meaning behind its language. The meaning of its language is understood by the advertisement writer. The development of technology makes the advertisement is delivered in different ways, for example using online advertisement. The online advertisement is important component, while the people nowadays really get touched (Pärssinen, et. al. (2018:179). The online advertisement in 4.0 revolution industry recently uses application, which is called e-commerce. Li dan Ku (2017:3) stated that e-commerce is ready to give any features and also satisfy the consumers, so they are chosen from general market to e-commerce. Furthermore, many e – commerce's advertised their application, then it makes the language phenomenon.

Some researches needed to be discussed. First, Hamdani and Barnes (2018) had topic about the pattern of Indonesian Language in daily conversation. Their research had seen the pattern of questioning with theory by analyzing the conversation and explaining the particle purpose in a question. Meanwhile, this research had seen the pattern under the e-commerce advertisement and functional of question utterance with pragmatics theory in implicature conversation. Then, Prastio, et. al. (2019) had topic declarative utterances in a conversation implicature using e-commerce advertisement discourse. His research had seen the function of its utterance by directing the declarative utterance in e-commerce advertisement. Meanwhile, this research purposed to understand the question yes/no in conversation implicature of e-commerce advertisement.

METHOD

This research used qualitative method. The types of research were pragmatics and analyses of utterances which were used to theoretical research. First, the implicature is a pragmatic phenomenon, so the pragmatics research used in this research. Second, the pattern of yes or no questioning in conversation used conversation analyses. As a result, the yes/no questioning used types analyze conversation and descriptive functional question research which was inside in the implicature conversation using pragmatics. The data of this research was transcribed of e-commerce advertisement with the context of utterances. Tabel 1 is showed the data sources.

Tabel 1. Data sources

No	Advertisement	Downloader	Types of advertiserment
1	Gojek Indonesia	50.000.000+	Online transportation
2	Bukalapak	10.000.000+	Online shop
3	OLX	10.000.000+	Online shop

No	Advertisement	Downloader	Types of advertisement
4	Traveloka	10.000.000+	Online shop
5	Shopee	50.000.000+	Online shop
6	Blibli	10.000.000+	Online shop
7	Akulaku	10.000.000+	Online shop
8	Pos Indonesia	10.000+	Delivery services

This research used instrument which made the researchers. The research instrument can be seen in table 2. The procedure of collecting the data in this research had five steps. First, the researchers downloaded the e-commerce advertisement on available site. Then, the data was audiovisual data which transcribed into readable text and also the utterances context. Third, the data identity is based on purposed of research. Then, the data were codification into table data collection. Last, the data were found which needed to classify and descriptive.

Table 2 Research Instruments

No	Focus	Description
1	Question Yes/No	The utterance of question has two alternative questionings between yes or no.
2	Function of questioning utterances.	The assumptions meaning of purpose utterance is a question which delivered to perlocutor.

RESEARCH FINDING AND DISCUSSION

Research Finding

There are four functions of utterances yes or no question inside the conversation advertisement e-commerce implicature which had functioned, such as: ordering, asking, refusing, and suggesting. Table 3 explains the results.

Table 3. Results of data

No	Question	The data results	Question function
1	Yes / No	8	Ordering
2	Yes / No	6	Suggesting
3	Yes / No	5	Refusing
4	Yes / No	7	Refusing
total	1 types	26 Data	4 functions

Discussion

The discussion of these results has separated into four parts based the utterances questioning. First, the pattern yes or no question have functioned as ordering. Second, the pattern of yes or no question have functioned as suggesting. Third, the pattern yes or no question have functioned rejecting. These are following explanation.

1. Yes / No functions as ordering

One of data pattern yes or no has function as ordering, the description as follow:

- (1) Jon : Tok dari sini ke panti biasanya Pak Hasan **ya**?
 (2) Saptok : Oh, Pak Hasan. Loh nggak mau ambil?
 (3) Jon : enggak deh, gue gofood aja.
 (4) Saptok : Ah bisa aja lo ambil yang tiga poin. Ya udah gue yang ambil, *thank you*.

Translation

- (1) Jon : Tok, from here, we re going to nursing home of Mr. Hasan, **yes**?
 (2) Saptok : Oh, Mr. Hasan. Don't want to take it?
 (3) Jon : Nope, ordering gofood.

- (4) Saptok: : Usually takes three points. By the way I take it, thank you.

This conversation happened between Jon and Saptok at motorcycle taxi station during drinking and waiting the customers order. Jon was less energy to take an customer order for cycling and in order to chose go food that have more points and profits. There is an notification which usually took by one of them. Jon started the conversation by asking Jon's brother. From the conversation in first line, Jon was asking the destination confirmation of Mr. Hasan, which he was a important person around their neighbor a long ago. Second line, Saptok responded and was clearly right about the Jon's question, then he asked Jon to take his customer. In third line, Jon responded that he was not intended to take Mr. Hasan because he could not a good profit by ordering him. Forth line, Saptok understood the reason Jon refused the customer and let by himself to take this customer. Saptok gave expression by shaking his head and said thank you.

The utterance data in first line is a kind of interrogative verbal with pattern two options alternative of questioning yes or not, here, it was used by the interlocutor in first line. The speaker was intended an utterance of questioning for a confirmation. Besides, either yes or not are using to hearer to asking his involvement of the speaker about the customer order. The data from conversation was an utterance of questioning yes or not with function as whole. By asking the perlocutor, the interlocutor asked to take order and let to take his customer.

The data finding are strong from several argumentations. First, the pattern by adding yes inside questioning yes or not. The question recently used pattern yes. The pattern yes usually finds in the end of sentence. Hamdani and Barnes (2018:4) stated that in Indonesia language recently adds a particle and pattern yes in the end of sentence. Yes pattern has shown high solidarity while conversation input. Wouk (2001:177) stated the pattern yes has many function, such as justification and confirmation. The purpose in questioning utterance interaction is ordering. Siemund (2018) stated that the interaction recently the speaker or perlocutur ordered by asking to the hearer or interlocutor.

(2) Yes/No functions as suggestion

The one of questioning yes or not has function to give suggestion, with description as follows:

	Translation
(1) Laki-laki 1 : Hai guys	(1) Man 1 : Hi, guys
(2) Laki-laki 2 : Hai bro	(2) Man 2 : Hi bro
(3) Perempuan 1 : Hai Tama	(3) Girl 1 : Hi Tama
(4) Laki-laki 1 : Mbak..	(4) Man 1 : Miss....
(5) Pelayan : <i>Seperti biasa?</i>	(5) Waitress : As usual?
(6) Laki-laki 1 : Yoi, yang biasa ya.	(6) Man 1 : Yes, as usual.
(7) Pelayan : Oke siap.	(7) Waitress : Okay.

The context of utterances happened between a servant as perlocutor, one ordering man as interlocutor, and another friend from interlocutor in a café that they were there. The locators in this utterance were already closed, as evidence, that the interlocutor came to the café where perlocutor works and perlocutor had been understood the perlocutor's ordering without asking for clarification. This conversation was starting by first man. Inline one, man number 1 came to his mate, before he made appointment to meet in café. The second and third line, man number 2 and girl number 1 was welcomed him by waving their hands' gesture. Forth line, man number 1 called the waitress for ordering beverages. The fifth line, the waitress came to them and asked the ordering by

raising question “as usual, okay?”. Line sixth, the man number was clearly agreed to order a portion of food (fried rice and water) as usual. Seventh line, the transaction between them happened and later the waitress went away to take their order.

The data utterance at fifth line has function as verbal interrogative with pattern two alternative answers. The questioning yes or not here was recently used by the waitress as speaker or interlocutor. The yes or not question here was used the waitress to confirm their food ordering. The function of yes or no question had purposed to suggest the customer by ordering the portion of meal as usual to enjoy at café. The function of the yes or not question has confirmed the purposed of the advertisement. Cheung (2010:355) stated the advertisement should have persuasive language by using suggestion to get profit. The persuasive language or driving to the implicature on conversation was needed to persuade the interlocutor or hearer as impress the hearer in marketing. Liu (2012) stated that the trader recently used the implicature on conversation to get the function as suggestion in ordering to persuade the buyer.

(3) Yes/No functions as asking

One of this yes or no questioning has function as asking, the description as follows:

- (1) Bli bos : Halo, ini ibunya Bejo ya?
- (2) Ibu Bejo : Oh, ya yaa.
- (3) Bli Bos : Saya bosnya Bejo. Kan Bejo nggak pulang kampung, ibu saya belikan tiket kesini ya? (sambil membuka aplikasi Traveloka) Bu tiketnya sudah saya beli ya.
- (4) Ibu Bejo : **Makasih ya pak. Adiknya Bejo ikut ya? (2/IE02/DT06/TVL)**
- (5) Bli Bos : Oh, oke (membuka aplikasi Traveloka untuk membelikan). Bu tiketnya sudah saya beli ya.

Translation

- (1) Bli Bos : Hello, is this Bejo's mother yes?
- (2) Mother Bejo : Oh, yes yes.
- (3) Bli Bos : I am boss of Bejo. Bejo is not going home, I bought a ticket for you from here, okay? (while opening Traveloka application). Mam, I already a ticket for you, okay.
- (4) Mother Bejo : **Thank you so much, Sir. Bejo's brother may join yes? (2/IE02/DT06/TVL)**
- (5) Bli Bos : Oh, okay (open Traveloka application to another ordering). Mam, the ticket already bought, okay.

The conversation context happened between Bejo mother as speaker or perlocutor with Bli Bos as hearer or interlocutor, which he is a boss of Bejo works. The conversation was happened via telephone. The speaker was located at village that could not understand how to buy plane ticket. Then, the hearer or interlocutor was bought ticket through Traveloka application. The hearer was called the speaker to give information that Bejo could not get home to village as a reason busy with his work during the Eid Al-Fitr. In the first line of conversation, Bli Bos called Mother Bejo which she is parents of Bejo (an employee of Bli Bos's business). The second line, Mother Bejo confirmed that she is the parents of Bejo. The third line, Bli Bos told his desire and purpose that he wanted to buy a ticket trip to Bali for his speaker or perlocutor. The reason for giving ticket trip was rewarded to the son's speaker that he was a good employee and also disciplined at work. The line forth, the speaker said thank you for buying trip ticket. Later, she asked in yes or no question to get additional ticket trip. The respond of the hearer was needed. The pattern of yes as additional in yes or no question was task question which a response was changed as an asking. Koshik (2002:1853) stated that particle yes in utterance has purposed that the interperlocutor wants to deal with something. This was delivered of conversation because she asked permission to take Brother's brother by buying his ticket also. The last line, the interperlocutor called her back and gave information that already bought a ticket for Bejo's brother.

(4) Yes/No functions as rejecting

The reason of a questioning yes or not has functioned as rejecting, the description as follows:

- (1) Istri : Pah, ke Bali yuk?
- (2) Suami : ***Ha? Emang ada tiket yang pas, tiket lagi mahalkan?***
- (3) Istri : Nih pah harganya pas, jamnya juga pas.
- (4) Suami : Aku pasrah deh.

Translation

- (1) Wife : Pah, let's go to Bali yeah?
- (2) Husband: Ha ? You there is a good price for ticket, ticket is high price right?
- (3) Wife : There is a good price, in good time.
- (4) Husband: Okay.

The context of the conversation happened between husband as speaker or perlocutor and wife as interlocutor in front of their house during the tea time and watched their kids. This conversation was the wife using her mobile phone checked plane's ticket and hotel booking room, as her desire wants to Bali for vacation. After seeing the ticket plane's price and booking room hotel was prices down, the sale was happened as reason in order asking the interlocutor to take vacation at Bali. The perlocutor asked to Bali that made the interlocutor acted hiccups on his dinking and showed face expression as not good to talk about it. The first line of the conversation, the perlocutor asked the interlocutor to have vacation to Bali while opening a ticketing website through her mobile phone. Second line, the perlocutor rised two question to ask about the ticket and prices. The utterances were said while using yes or no question. The third line, the interlocutor opened Shopee application to show the ticket prices and the departure schedule. The last line, the perlocutor gave an expression as disagreeing.

The data of utterance in second-line gives term of interrogative verbal with pattern by using two alternative answering. The question of yes or not here was used to husband to asking the ticket price. The function of utterance was to reject the perlocutor which wanted to go there. If there is a person has no interest in the interlocutor, he can refuse by using a question about the topic itself. Kareem (2014) stated that one way giving a refusal because feeling uninterested to sure could be asking back about that topic. The question of yes or not has pattern as communicative function. Heidari dan Afghari (2013) stated the pragmatics pattern of question yes or not has functioned, such as confirmed about the inviting, asking, refusing, and suggesting.

CONCLUSION

From the data using question of yes or not has several functions which effectively while wants to give a wanted indirectly. The functions of question yes or no in implicature of advertisement e-commerce are asking, suggesting, permitting, rejecting. From the data, it can be said that the adding yes in yes or no question that helps to confirm about several questioning functions or the purposed from the perlocutor and using utterances is persuasive influenced which effective to advertisement world.

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