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THE IMPLICATURE IN THE SLOGAN OF MOTORCYCLE ADVERTISEMENT

Eripuddin

Program Studi Pendidikan Bahasa Inggris Fakultas Keguruan dan Ilmu Pendidikan
Universitas Pasir Pengaraian

Abstrak

Dalam penelitian ini dibahas pelanggaran maksimum-maksimum berdasarkan prinsip kerjasama dan makna yang tersirat di dalam slogan sepeda motor yang diproduksi perusahaan Jepang yang menggunakan Bahasa Inggris. Tujuan penelitian ini adalah untuk mengetahui jenis maksimum yang dilanggar dan untuk mengetahui pesan yang terkandung dalam iklan sepeda motor tersebut. Data diambil dari 15 slogan yang terdapat pada iklan sepeda motor, baik yang diambil dari internet maupun pamflet-pamflet sepeda motor. Langkah-langkah dalam menganalisis data adalah mengumpulkan data, menganalisis data dan menampilkan hasil analisis. Dalam mengumpulkan data digunakan metode observasi. Untuk menganalisis data digunakan metode padan pragmatik teori Grice (1956) dan Mey (1994). Hasil analisis data dipresentasikan dengan metode informal dan formal. Berdasarkan hasil analisis tersebut, penulis menemukan bahwa pada 9 slogan para pembuat iklan melanggar maksimum kuantitas karena mereka tidak memberikan informasi yang cukup untuk mendukung ide yang mereka sampaikan. Pada 6 slogan lainnya mereka melanggar maksimum kualitas karena mereka tidak menyampaikan kebenaran tentang produk mereka. Sementara pelanggaran maksimum relevansi dan cara tidak ditemukan.

Kata Kunci: *Dampak, slogan, Iklan*

BACKGROUND OF THE STUDY

Advertisement is the important thing in marketing business nowadays. It provides and gives information about quality, size and type of products, goods, and services. It enables to relate between the advertisers messages and the consumers desires. It can attract the consumers' attention to buy the products. However, it can influence the consumers by giving the information about products, goods and services.

The advertisers create their message through the slogan indirectly. In other word, there is an implied meaning of slogan. There are several reasons for advertisers to exploit the implicit (Melehenko, 2003:6) language. The advertisers create a slogan to deliver their products, goods and services. The advertisers promote their messages indirectly. Sometimes, they use the unique language to attract the consumers.

The implied meaning of the slogan contains some messages of the advertisers. It is created to make the consumers believe toward the product and interest to buy the product. In this case, there is the directive function can be found in language of advertisement.

There is an implied meaning of slogan. There are several reasons for advertisers to exploit implicit language. The advertisers create a slogan to promote their products, goods and services. The advertisers deliver their messages indirectly. Sometimes, they use the unique language to attract the consumers.

Motorcycle slogan is the big issue in business nowadays. People prefer motorcycle to bus go to everywhere. This condition is used by people by using simple language in slogan. One example can be found in Honda product slogan (Supra fit) "THE POWER OF THE FUTURE"

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CONCLUSION

After doing this research, the writer finds out that most of slogans contain the implied meaning that delivers the advertisers' messages, ideas and thought. The implied meaning of these slogans represents the brand of product. It gives the information about the quality of product. Generally, the slogans are aimed to influence the consumers to buy the product. The slogans enable to bring the consumers to enjoy the product.

In this research, there are two violations of maxims exist in the slogan of motorcycle advertisements. First, nine slogans violate maxims of quantity because the advertisers do not give enough information about the quality, size and performance of motorcycle. Second, six slogans violate maxims of quality because they do not give evidence to prove the quality of product.

Based on the data, the writer finds out that the meaning of the slogan could be interpreted through the context. In advertisement, the advertisers try to make an interesting advertisement by using unique and attractive illustration in the slogan. It is done to get the consumers' attention in order that they memorize the motorcycle. They implicitly mention about the motorcycle. It means that there is a relationship between meaning of the context and the message presented in the slogans. Context can help the consumers to interpret meaning of the slogan. Context illustrates the quality and performance of product.

From the analysis, it is found that there are some messages delivered by the advertisers. They are the product are elegant, comfortable, and powerful. Besides, the products are also good looking. Therefore, the consumers may be proud of riding them.



(<http://www.google.com/logo-in-advertising>)

In this picture, the advertisers deliver message to the consumers about *Supra Fit* by using a slogan "THE POWER OF THE FUTURE". It means that they deliver an implied meaning to influence the consumers to buy the product. There are some possible interpretations about this slogan such as the slogan "THE POWER OF THE FUTURE" means *Supra Fit* motorcycle is the power gets the future. The consumers assume that *Supra Fit* motorcycle can be ridden go to everywhere successfully. But the advertisers do not give more information about how this motorcycle can help the consumers to get the success; in this case the advertisers violate the maxim of quantity. So, based on this phenomenon the writer is interested in analyzing about the implied meaning of the slogan with the title "The Implicature in the Slogans of Motorcycle Advertisements".

Advertising slogan usually uses the unique language to deliver the messages of the products, goods, and services. It means the consumers are expected to be able to interpret a slogan. There is the implied meaning of the slogan. Based on this problem, the writer would like to formulate the problems of

the research: (1) What are the types of violated maxims found in the slogans of motorcycle advertisement?, (2) What are the meanings of the implicature in the slogan of motorcycle advertisement? And (3) Is there relationship between implied meaning of slogan and product?

REVIEW ON RELATED LITERATURE

A. Reviews on the Previous Studies

The writer's research relates to the previous studies that discuss about the advertisements or slogans. They give the contribution to this research.

The writer found an article from internet written by Mutasa which entitled "*The Communicative Impact of Shona Commercial Advertisements*". The purpose of his research is to clarify the choice of British version of magazines to the English language. He finds out that the magazine in United Kingdom is located in Europe which is culturally and geographically closer to Austria and Slovakia. So, it uses the Austrian and Slovakian language.

The theories applied in this article are sociolinguistics and stylistics. The result of this research is to get the linguistics sense. The writer concludes that the consumers do not get the meaning of advertisement without relating the cultural aspect. Therefore, there is a difference between the article above and this research. Here, the writer finds the meaning by relating to the context of the slogan.

Twitchell investigates the editorial of the newspaper, which is entitled "*The Triumph Of Advertising In American*"¹. The purpose of the research is to find out the function of name of product in a film. He calls that is product placement in

¹ Twitchel, James B, *Adcult USA, The Triumph of Advertsing in American Culture* (New York: Columbia University Press, 1996)

The slogan "WINNING STYLE, WINNING PERFORMANCE, and "WINNING PERSONALITY" means the motorcycle are winning style, performance and personality. After reading the text, the consumers may assume that this motorcycle is the motorcycle which is winning style, performance and personality. They also assume that it can be comfortable to ride. But the advetisers do not give evidence about Revo motorcycle which is winning style, performance and personality. They are being economical with the truth of quality of Revo motorcycle. In this case, the advertisers violate the maxim of quality because they do not give evidence to prove that Revo motorcycle is winning style, performance and personality.

The advertisers create a message in the slogan ""WINNING STYLE, WINNING PERFORMANCE, and "WINNING PERSONALITY". The advertisers write the slogan by using the simple and interesting phrases, but it is not easy to interpret the slogan in many different perceptions. The consumers could use the context. The advertisers do some strategies in designing this advertisement in order to persuade the consumers. First, the advertisers use the orange and brown colors as the background of the picture. They make the picture of motorcycle more interesting. The orange indicates the natural condition and performance. It means the advertisers deliver message to the consumers that the motorcycle can add the performance. Second, the advertisers display a couple of people behind the picture. It means the advertisers convince the consumers that the motorcycle is comfortable for a couple of people. So, the implied meaning of the slogan "WINNING STYLE, WINNING PERFORMANCE, and "WINNING PERSONALITY" is that Revo motorcycle is comfortable to for the couple to ride.

background of the picture. The silver and black colors indicate the elegance and classic. Indirectly, the advertisers deliver a message to the consumers that the motorcycle symbolizes the elegance. Then, there is a phrase “honda tiger” behind the picture. Honda is a famous company. It implies that the motorcycle is a famous motorcycle because it is produced by a famous company. So, the implied meaning of the slogan “MINOR RUMBLE FISH” is the consumers look like elegance because they ride the famous motorcycle.

**10. WINNING STYLE, WINNING PERFORMANCE,
WINNING PERSONALITY**



(<http://www.google.com/logo-in-advertising>)

The picture above is one of Japan products that is produced by Honda Company. Its name is Blade 110 R. There are two motorcycles and couple people. The advertisers use a slogan “WINNING STYLE, WINNING PERFORMANCE, and “WINNING PERSONALITY”. The advertisers put three slogans to deliver the ideas, thought and message about this product.

movies. It can be found in name of cars, soft drinks, clothes and shoes.

The result of this research is that the language in the movies represents the brand of the product and the meaning can be interpreted by relating to the habit of the costumers. Therefore, there is a difference between the article above and the writer’s research. Here, the writer finds out the meaning by relating to the context of the slogan.

Heat who write that best sealing monograph *The Hidden Power of Advertising*² and has worked in advertising and marketing for 30 years assumes that the message in advertising always contain a little information and irrelevant into the product. He wrote about the target of advertiser in LCS advertisement. The result of the research is the advertisers imply the hidden power to influence the costumer to buy the LCD. There is relationship between language and power in the advertisement.

The writer found an article on the internet written by Klima which entitled “*Understanding Advertising*”³. Klima states that every communication act there are participants with their identities, experience, social and cultural background, located in specific situation; and therefore, it is more reasonable to view discourse as referring to the language in use. He tried to find the meaning of advertisement in Television magazine.

The theory applied in this article is discourse analysis. The result of this research is that that consumers interpret the advertisement should consider the situation of the advertisement.

From the fourth previous studies, most of the research is explained the role and the function of the language in the

² Heat, *Hidden Power of Advertising* (London, 2007), p.1.

³ Klima, Barбора, *Understanding Advertising*. Wien : Uiversity Wien

advertisement. However in this thesis the writer uses different data and the theory. In this thesis, the writer focuses on the analysis of the slogan of the motorcycle advertisement by using Gricean's Maxims theory by Grice and Context theory by Mey in order get the meaning that is delivered by the advertisers.

b. Definition of the Key Terms

Implicature is an indirect indication or an implicit significance (Implied meaning). That is something must be more than just what the words mean. An implicature is something meant, implied, or suggested distinct from what is said.

Slogan is a form of verbal logo that is used to attract audience's interest toward the product. However, it can be a rhyme or just a short phrase.

Advertisement is an organized method of communicating information about a product or service which a company or individual wants to sell to the people, a paid announcement that is conveyed through words, pictures, music and action

c. Theoretical Framework

This research is done based on the theory of implicature by Yule:

“In attempting to express themselves, people do not only produce utterances containing grammatical structures and words, they perform action via those utterances”⁴

This statement shows that the meaning of the utterance does not only relate to grammar and structures of the words, but

⁴ Yule,G, *Pragmatics*. (London: Oxford University,1996)

9. MINOR RUMBLE FISH



(<http://www.google.com/logo-in-advertising>)

The picture above is Tiger motorcycle that has the unique style and performance. It has blue color. The advertisers use slogan “MINOR RUMBLE FISH”. It is a simple phrase and easy to be remembered. The advertisers use black and silver as the background of the picture.

The slogan “MINOR RUMBLE FISH” means that Tiger motorcycle looks like rumble. It means the slogan describes about the performance and quality of tiger motorcycle. After reading the text, the consumers may assume that this motorcycle can be ridden to go some places because it has good power. But the advertisers do not give the consumers enough information about why Tiger motorcycle is rumble motorcycle. In this case, the advertisers violate the maxim of quantity because they do not say much about Tiger motorcycle.

The advertisers deliver a message in the slogan “MINOR RUMBLE FISH” about the product indirectly, so the consumers can not understand and interpret the meaning of the slogan. Consumers can get the meaning by seeing the context. First, the advertisers use the silver and black color as the

performance but simple form. There are some buildings behind the picture. The advertisers use slogan "SUPRA X-TREME SPORTY". The slogan is simple and short.

The slogan "SUPRA X-TREME SPORTY" means that the motorcycle is a strong motorcycle because "extreme" indicate the power. After reading the text, the consumers assume that this motorcycle can be ridden to go to some places because Supra motorcycle has good power. But the advertisers do not give the consumers enough information about why Supra motorcycle has good power. They make it to be economical by not giving the much information about the power of Supra motorcycle. In this case, the advertisers violate the maxim of quantity because they do not say much about Supra motorcycle.

The advertisers inform a message to the consumers in the slogan "SUPRA X-TREME SPORTY" indirectly. However, the context can help the costumer to interpret the meaning. First, the advertisers use the brown color as the background of the picture. It means the advertisers design the background of the picture to support the idea of the slogan. Brown color indicates the calmness and the natural condition. Second, there is the condition of the sky. It indicates the calmness. The advertisers give the additional information about the motorcycle by displaying some apartments building. Apartement is a comfortable place that has complete facilities. So, the implicature of the slogan "SUPRA X-TREME SPORTY" is that consumers could get the comfortable driving.

also the performance of the action. In others words, there is the implied meaning of the utterances. When the speakers express something, there are the messages implied in their language.

There are two concepts in analyzing the meaning, semantic level and pragmatic level. Semantic level is used to give the contribution in pragmatic analysis which is found in grammar or structure of the words.

a). Implicature

Implicature is the state of being implicated. There is the implied meaning of the utterance. The utterance cannot recognize the meaning as well as the meaning. In other words, the meaning differs from what is said. Grice stated that:

"What a particular speaker or writer means by a sign on a particular occasion . . . may well diverge from the standard meaning of the sign"⁵

Based on this statement, the writer comes to the conclusion that the meaning of the utterance can be predicted and interpreted in many aspects which depend on the context of the utterance or the people thinking based on their knowledge. People can give the meaning in many points of view or many perceptions because the utterance contains more than one meaning or message.

The implicature could be used to analyze the utterance including the language in advertisement. There are many language styles in a slogan advertising that use unique language. It sometimes makes the different interpretation in giving a meaning. Even though it is delivered by advertisers in many language styles, the aim of the advertisers persuade the consumers to buy the product. In others words, It means that

⁵ Grice,Paul, *Studies in the way of Words* (Cambriges: Harvard University,1957),p.7

the meaning of the slogan contains the purpose or benefit of products and to whom the message is delivered.

b). Gricean's Maxims

At the time, the hearers make the assumptions of the utterances. In this case is needed a framework for understanding how human cooperate socially in their language where it is hoped the message is delivered successfully. Grice called them Maxims. The Gricean Maxims refers to the way to explain the link between utterances and what is understood from them. The Maxims are based on the cooperative principles, by which the principle listeners and speakers must speak cooperatively and mutually accept one another to be understood in a particular way. The principle describes how effective communication in conversation is achieved in common social situations. Grice divides cooperative principle into four maxims:

1. The maxim of quality, the speaker's utterances should be truthful. They should not say what they think is false, or make statements for which they have no evidence.
2. The maxim of quantity, the speaker's utterances should be as informative as is required for the conversation to proceed. It should be neither too completed information, nor uncompleted information.
3. The maxim of relevance, the speaker's utterance should relate clearly to the purpose of the exchange. The meaning is relevance what is said.
4. The maxim of manner, the speaker's utterances should be perspicuous: clear, orderly and brief, avoiding obscurity and ambiguity. The speakers try to order or convince what is said.

the advertisers violate the maxim of quantity because they do not say much about Tiger motorcycle.

From the description above, the costumers do not get the exact meaning. However, the context can help the consumers to interpret the meaning. The advertisers use the silver as the background of the picture. It means the advertisers design the background of the picture to support the idea of the slogan. Silver color indicates the elegance. Indirectly, it can be assumed that if the consumers ride the motorcycle, they will look elegant. Second, the motorcycle has yellow and black color. In this case the advertisers try to bring the consumer's desire to be strong like a tiger. Tiger is strong animal that indicates the power of motorcycle. Therefore, the implicature of the slogan "TIGER SPORT CRUISER" is the advertisers want to attract the consumers by showing the superiority of Tiger motorcycle.

8. X-TREME SPORTY



(<http://www.google.com/logo-in-advertising>)

This picture above is one of Japan product that is made by Honda Company. Its name is Supra X. It has a good

The description above does not give the meaning of the slogan “RACE YOUR SPIRIT”. However the context can help the costumer to interpret the exact meaning. First, the advertisers use a natural panorama behind the picture such as jungle and the blue sky. This picture indicates about the adventure condition. Second, there is a man who rides the motorcycle in a high speed. It means the advertisers want to show that the motorcycle has a good power. To sum up, the implicature of the slogan “RACE YOUR SPIRIT” is that the advertisers convince the consumers to the adventure by using Bajay motorcycle.

7. TIGER SPORT CRUISER

The logo for the Tiger Sport Cruiser motorcycle, featuring the words "Tiger Sport Cruiser" in a stylized font with a tiger's head silhouette.



(<http://www.google.com/logo-in-advertising>)

Tiger is one of Japan products that is produced by Honda Company. It has a big size with the combination of black and yellow color. It also has the good performance and unique style. The advertisers use slogan “TIGER SPORT CRUISER”.

The slogan “TIGER SPORT CRUISER” means Tiger motorcycle is a cruiser After reading the text, the consumers assume that this motorcycle strong power because it is a cruiser motorcycle. But the advertisers do not give the consumers enough information about the power of Tiger motorcycle. They hide the meaning for competition in their business. In this case,

c). Context

Advertisers deliver their messages in the slogan indirectly. Meaning is not only implied in the text but also it is implied in the context of slogan. Mey states that:

“Context is a dynamic, not a static concept: it is to be understood as the surrounding, in the widest sense that enable the participants in the communication process to interact, and that make the linguistics intelligible”⁶

This statement describes that meaning of utterance can be interpreted from the context of the utterance. There is a relationship between language and context. Language is analyzed by considering the context. According to Yule⁷ context is all environment or circumstance in which language used. An utterance which is used in one context may have different meaning, in understanding an utterance of speaker; the hearer knows the context of the utterance. In other words, it makes the meaning of language more acceptable and understood.

METHODS OF THE RESEARCH

The type of this research is descriptive research. The research is done by following three steps; collecting data, analyzing data and presenting the result of the analyses.

The data are taken from some advertisements of motorcycle slogan as found in Japan product are written in English. They are included Yamaha, Honda and Suzuki product that are distributed in Indonesia.

In collecting data, writer uses the observational method by using Non Participant Observation. The writer collected the

⁶ Mey, L. J., *Pragmatics: An Introduction*, Blackwell: Oxford UK, 1994, p.38

⁷ *Ibid*, p.25

10 data from internet. To get information, the writer went to showroom to get the pamphlet of motorcycle. The data are not only in the form the slogans but also the pictures, background of the picture and some additional information about slogan. These can help the writer to analyze the implicature of slogan.

After collecting the data, the writer analyzes the data by applying the pragmatics identity method. In this step, the writer analyzes utterances of slogan and identifies the pictures generally. This can help the writer to get the implied meaning of slogan, and represent ideas, thought and messages of advertisers. Then, the writer analyzes the slogan by using Gricean' Maxims⁸ theory by Grice. After that, the writer analyzes the slogan by using Context theory by Mey to get the meaning that is delivered by the advertisers.

The last step is presenting the result of analysis. The writer presents the result of slogan analysis by using the formal and informal method. The meaning of the slogan is presented by using verbal language. There is further or detail information of slogan messages. Its aim is to give clearer explanation about result of the research.

THE IMPLICATURE IN MOTORCYCLE SLOGAN

A. Introduction

In this chapter, the writer analyzes and describes the Motorcycle slogan as found in fifteen motorcycle advertisements of Japan's product which are promoted in Indonesian marketing. There are two steps in analyzing it:

⁸ Grice, Paul, *Studies in the Way of Words* (Cambridge: Harvard University press, 1991)

6. RACE YOUR SPIRIT



(<http://www.google.com/logo-in-advertising>)

The picture above is a motorcycle that is produced by Bajaj Company. It has the big size and unique color. The style of the picture is unique. There is a person who rides it on a roadway. The advertisers use slogan "RACE YOUR SPIRIT". The text is simple and short but the meaning is difficult to be understood and caught by the consumers.

The slogan "RACE YOUR SPIRIT" means this motorcycle can race the consumers' spirit or adrenalin. After reading the text, the consumers assume that this motorcycle can race their adrenalin. It is supported by the picture. But the advertisers do not give evidence why Bajaj motorcycle can race their spirit. They hide the meaning for competition in their business. They manipulate the consumers about the power of Bajaj motorcycle to attract the consumers. In this case, the consumers violate the maxim of quality because they lie and do not give enough evidence about the quality of Bajaj motorcycle.

SPORT TOURING” in this product. The text is simple and short. The advertisers use the black color in the background of the picture.

The slogan “TIGER SPORT TOURING” means that the motorcycle is a comfortable to do touring and has big power. After reading the text, the consumers assume that this motorcycle is suitable to do touring because it has big power. But the consumers do not know the fact of Tiger power because the advertisers do not give the consumers enough information about why Tiger motorcycle is suitable to do touring. They hide the meaning for competition in their business. They are economical by not giving much information about the power of Tiger motorcycle. In this case, the advertisers violate the maxim of quantity because they do not say much about Tiger motorcycle.

The description above does not give the meaning of the slogan “TIGER SPORT TOURING”. However, the context can help the customer to interpret the exact meaning. First, the advertisers use the dark color in the background of the picture, so the picture looks elegant and classic. Second, the advertisers use the bright color behind the picture. It can be inferred as a future. It means that the advertisers invite the consumers to look the future by using the motorcycle. Therefore, it is inferred that by riding the motorcycle the costumers look like more elegant to get their future.

1. Describing the pictures of motorcycle in order to be easier to find the implied meaning in the slogan because it gives the contribution to analyze the meaning.
2. Analyzing the slogan by using the Grecian’s maxims and the context theory. Then the writer relates the description of the picture of motorcycle with the analysis of the slogan. It is done to get the analysis of the implicature in motorcycle slogans.

B. Analysis of The Implicature In The Slogan

1. REVOLUTION SPORTY, REVO YOUR STYLE



(<http://www.google.com/logo-in-advertising>)

The picture above is Revo motorcycle produced by Honda Company. It has blue color and a special style. The aim is to make new variation of the product and to attract the consumers’ attention. The advertisers use the slogan “REVOLUTION SPORTY and REVO YOUR STYLE”.

The slogan “ REVOLUTION SPORTY” mean that the motorcycle is a revolution motorcycle and if it is ridden, it can add the style. The slogan describes the performance and quality of Revo motorcycle. After reading the text, the consumers assume that this motorcycle can be ridden to go some places and can add their self confidence. But the advertisers do not give the consumers enough information about why Revo motorcycle is revolution motorcycle. They hide the meaning for competition in their business. They are being economical with the truth. In this case, the advertisers violate the maxim of quantity because they do not say much about motorcycle. It is not clear what revolution refers to.

From the description above, the costumers do not get the exact meaning. However, the context can help the costumer to interpret the meaning. The advertisers use the silver and the blue color as the background of the picture. It means the advertisers design the background of the picture to support the idea of slogan. The Silver color indicates the elegance and cleanness. As the result, the picture is apparently elegance and interesting to see. This picture has an important role to explain the slogan in general. Then, the advertisers write the word “REVO” is biggest that others words and give the silver color. Silver color is symbolized the elegance of product. It is inferred that by riding the motorcycle the costumer will look more elegant and sporty.

The advertisers create a message in the slogan “YAMAHA TOUCHING YOUR HEART”. The advertisers write the slogan by using the simple and interesting sentences, but it is not easy to interpret the slogan, because it gives a lot of different perceptions. In this case, the consumers could use the context. The advertisers do some strategies in designing this advertisement especially to persuade the consumers. First, the advertisers use the silver color as the background of the picture. It means the advertisers design the background of the picture to support the idea of the slogan. Silver color indicates the elegance. Indirectly, it can be assumed that if the consumers ride the motorcycle, they will look elegant. Second, the advertisers write the word “VIXION” at the right bottom of the picture. It indicates that the advertisers emphasize what the Vixion motorcycle. So, the implied meaning of the slogan “YAMAHA TOUCHING YOUR HEART” is the consumers look more elegance by using Vixion motorcycle.

5. SPORT TOURING



(<http://www.google.com/logo-in-advertising>)

The picture above shows Tiger motorcycle. It has big strong size and black color. It is one of the products of Honda Company that is made for men. The advertisers make a slogan”

4. YAMAHA TOUCHING YOUR HEART



VIXION
Special Edition

(<http://www.google.com/logo-in-advertising>)

The picture above shows a motorcycle of Japan product that is produced by Yamaha Company. This product is specialized for men because it has the big size. It has unique performance and has black color. The advertisers use a slogan “YAMAHA TOUCHING YOUR HEART”. It is made simple and short. The advertisers use the silver color in the background of picture.

The Slogan “YAMAHA TOUCHING YOUR HEART” means that this motorcycle can touch the consumers’ heart. In other words After reading the text, the consumers assume that this motorcycle has good performance. But the advertisers do not give the consumers enough information about why Vixion motorcycle can touch the consumers’ heart. They does not display some picture to support their idea. They hide the meaning of the slogan for competition in their business. They are being economical with much information. In this case, the advertisers violate the maxim of quantity because they do not say much about Vixion motorcycle.

2. SATRIA F25 HYPER UNDERBONE



(<http://www.google.com/logo-in-advertising>)

The picture above is Satria motorcycle that is produced by Suzuki Company. It is the New product of Satria motorcycle. It has good performance and has four strokes that combines red and black color on its body. The advertisers use the slogan “SATRIA F25 HYPER UNDERBONE”.

The slogan “SATRIA F25 HYPER UNDERBONE” means Satria F 125 has the hyper power. The consumers assume that Satria motorcycle can be ridden go to some places because it has the big power. The advertisers just present the picture of motorcycle and they do not give the consumers enough information about why Satria motorcycle has the hiper power. In the fact, They hide the meaning of the slogan for competition in their busines. They do not give much information about the quality of Satria motorcycle. In this case, the advertisers violate the maxim of quality because there is no evidence to prove that Satria motorcycle has hiper power.

The description above does not give a meaning of the “SATRIA F25 HYPER UNDERBONE”. However, the context can help the costumers to interpret the exact meaning. The context refers to the head of motorcycle behind the picture of motorcycle. The head is the central of power and thought. It means the advertisers invite the consumers to think about the quality of motorcycle. Then, the advertisers give additional information about the quality of motorcycle such as the advertisers put the word “4 stroke” at the botton of the picture. The word “4 stroke” can be inferred the power level of the motorcycle. It means that the motorcycle has a high level in its class. It is infered that by riding Satria motorcycle, the consumers may be regarded as high class and educated people.

3. YOUR STYLE, YOUR RIDE



(<http://www.google.com/logo-in-advertising>)

The picture above shows a motorcycle of Suzuki company. Its name is Sky Way that has red and black color.

The advertisers use slogan “YOUR STYLE and YOUR RIDE”. The slogan is simple and has a short text, but there is an implied meaning that represents the product.

The slogan “YOUR STYLE and YOUR RIDE” mean that the motorcycle is a style. It is assumed that this motorcycle can be be ridden to some places and can improve the confidence of the rider. Yet, the advertisers do not provide enough information about the reason why Sky Way motorcycle may improve the costumers’ performance. They hide the meaning for competetion in their busines. They do not give much information. In this case, the advertisers violate the maxim of quantity because they do not say much about Sky Way motorcycle.

The advertisers deliver a message in the slogan “YOUR STYLE and YOUR RIDE” about the product indirectly, so the consumers can not understand and intrepret the meaning of the slogan. Consumers can get the meaning by seeing the context. First, the advertisers use the red color on the slogan writing. It is made the same color with the motorcycle. The red color indicates the elegance and bravery. Indirectly, the advertisers deliver a message to the consumers that the motorcycle simbolizes the bravery. Then, there is a phrase “international motor” behind the picture. It implies that the motorcycle has good quality, that is international quality. It means the advertisers inform to the consumers that this motorcycle is international motorcycle.