AN ANALYSIS OF IMPLIED MEANING AS SEEN IN THE 
SLOGAN USED IN INTERNATIONAL CARS COMPANY

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Abstract

Slogan becomes the important thing to attract people to buy the product. In this thesis the writer describes about the implied meaning of the slogan that published by the car company all around the world. Implied meaning is the meaning which is not write in the text but very important to find because the society must know the real massage that the company wants to send. This study has two purposes: (1) to describe the massage in the slogan (2) to describe contexts that influence the slogan itself. In analyzing this slogan, the writer applies two kinds theory firstly is linguistic aspect theory and the secondly is non-linguistic aspect/factor. In linguistic aspect the writer input three theory they are, Grice’s theory about implicature, presupposition theory and context theory. Context become the main influence of the slogan there are four context Crabtree (1991:233) that influence they are, epistemic context, physical context, social context and linguistic context. The data are taken from internet. The writer use description technique to analysis the data. The data is text slogan and the picture of the slogan. The data is analyzing with applies Grice’s theory about implied meaning to find the message that implied in the slogan. In findings the writer classify into four group of context that influence the implied meaning of the slogan. The analysis and findings shows that the context that mostly influences the implied meaning is epistemic context.

Keywords: implied meaning, context, slogan, epistemic context, message

Introduction

Slogan becomes the important thing to attract people to buy the product, service or etc people who do not show their feeling at all when interacting with the other. One of the kinds of slogan is cars company slogan. They also bring some slogan for make everyone the user interesting with the product. The slogan has some rule or regulation that must be include in the slogan Pingyoad (2006:2) stated that “a slogan should be memorable, simple, and easy to understood.

There are many slogans that used in international cars company. In this research the writer wants to analyze the implied meaning of the slogan. Implied meaning is a meaning that is not explicitly stated. In directly, implied meaning is the unwritten stated that the slogan have to make the people interested to the slogan by making the best picture and the best word, phrase and sentence/sentences to explain the best of the cars that they produce.

Implicature or implied meaning is a technical term in the pragmatics subfield of linguistics, coined by H. P. Grice, which
refers to what is suggested in an utterance, even though neither expressed nor strictly implied (that is, entailed) by the utterance. For example, the sentence "Mary had a baby and got married" strongly suggests that Mary had the baby before the wedding, but the sentence would still be strictly true if Mary had her baby after she got married. Further, if we add the qualification "— not necessarily in that order" to the original sentence, then the implicature is cancelled even though the meaning of the original sentence is not altered.

In this research, the writer focused on Car Company which is sold their car in Indonesia but not all the cars company. The writer fined some implied meaning in cars slogan text, and the writer will analyze about the implied meaning of the text slogan and context influence the slogan. In this case the data is text slogan and the picture of the text slogan.

In this research the writer divided the theory into 2 parts, linguistic aspect and non-linguistic aspect. Linguistic aspect is all concepts which are from linguistic theory. The theory is implied meaning, presupposition and context. Non-linguistic aspect is color. Linguistic aspect firstly implied meaning Implicature is a state of being implicated. There is the implied meaning of the utterance. The utterance can not recognize the meaning as well as the meaning differs from what is said. Grice(1975) 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”.(1957:381)

The implicature could be used to analyze the utterance including the language in slogan. There are many language styles in a slogan that use unique language. It sometime 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 other words, it means that the meaning of the slogan contain the purpose of benefit of products and to whom the message is delivered.

Secondly Presupposition is The linguistic literature has tended to confine the presuppositional universe to one class of presupposing statements, those involving singular referring expressions by Frege (1892), Strawson (1950), and more recently Burton-Roberts (1989). History does not support this move: presupposition first emerged in the Western into two or more meaning components combining to yield the meaning contribution of the term in question. On Peter of Spain’s thirteenth-century investigation of “reduplicative” expressions like inquantum “insofar as”, such a particle presupposes (praesupponit) that a given predicate inheres in the subject and denotes (denotat) that the term to which it is attached causes that inherence (Mullally 1945:112).

The distinction between an expression praesupponit and that it denotat, while not formalized by the scholastics, contains the ungerminated seeds of what would later blossom as the Fregean doctrine of presupposition. When the case of the empty (non-denoting) singular term was reopened a century ago, the prevailing wisdom was Aristotle’s: every proposition is of subject-predicate form and is either
true or false. A given predicate may be affirmed or denied of its subject, and there are no external (propositional) connectives for a singular affirmation like (1) to hold,

(1) Socrates is ill
(2) Socrates is not ill

The subject referent must exist and the predicate must be predicable of it. A predicate may be truly denied of its subject as in (2) because the subject fails to exist, because the predicate fails to apply naturally to it, or because the predicate expresses a property the subject happens not to possess (in this case, if Socrates is well).

The last one is context. Context is very influential in communication when the speaker said something to someone. The speaker can know what he/she is going to say and the hearer can understand what the speaker expresses. Context is external factors that determine language communicative function.

According Leech (1983), context is any background knowledge, which is shared by speaker and hearer. It influences the hearer’s interpretation of what the editor means through the utterance. The meaning of utterances is determined not only by the literal meaning of the words but also by the context in which they occurred. Moreover Crabtree (1991:233) divides in four contexts that influence, they are firstly physical context is where the speaker takes place. Secondly epistemic context is background knowledge conversation shared by the speaker and hearer. Third linguistic context is utterances imitates to the utterance under consideration. Last one is social context is the social relationship and setting of the speaker and hearer.

Non-linguistic context is color. Color is According to Henry Dreyfus, Japanese, in contrast with Westerners, grasp colors on an intuitively horizontal plane, and pay little heed to the influences of light. Colors whether intense of soft, are identified not so much on the basis of reflected light or shadow, but in terms of the meaning or feeling associated with them. The adjectives used to describe colors, like iki (sophisticated or chic), shibui (subdued or restrained), or hannari (gay or mirthful), tend to be those that stress feelings rather than the values of colors in relation to each other. I’ve noted Mr. Dreyfus’ conclusions where applicable.

Color symbolism can vary dramatically between cultures. Research has also shown that most colors have more positive associations with them then negative. So, although some colors do have negative connotations (such as Black for a funeral or for evil), these negative elements are usually triggered by specific circumstances. People’s age also has an effect on how colors are perceived. For example, children tend to like bright, happy colors. I’ve included some of the meanings that each color can represent. There are 14 color they are:

Firstly is Black. Black is the color of the night, and of “evil.” Black can also be a color of elegance or class (such as a black-tie only event, and black evening gowns.) Black can also represent ideas such as power, sexuality, sophistication, formality, wealth, mystery, fear, evil, unhappiness, depth, style, sadness, remorse, anger, and mourning. Black can also represent a lack
of color, the primordial void, emptiness. It can also mean sorrow or mourning, in the Christian tradition of wearing black to funerals.

According to Henry Dreyfus, Black, *sumi*, is the color of mystery and solemnity; the color of the night. Black expresses the depths of the unknown, and encourages the imagination of a different world from that of daylight realities. Used by itself, black can represent bad luck or misfortune. Secondly is Black/White. Black and white stands for mourning and cheerless occasions. For example, traditional garb for a funeral is black and white. Black for the loss, and white for their passing onto the heavens. Third is Blue. Blue is the color of the Virgin Mary, and is associated with girls who have similar pure qualities. In addition, it is the color of water and the sea, with all the symbolic references already discussed for that element - that is, blue usually indicates femininity, life, purity, etc., just as water does. Blue can also symbolize peace, calm, stability, security, loyalty, sky, water, cold, technology, and depression.

According to Henry Dreyfus, indigo blue, *ai*, mirrors the color of the vast ocean surrounding the Japanese islands. This shade of blue is very commonly seen in Japanese art and clothing. Fourth is Brown. Brown represents the ideas of earth, hearth, home, the outdoors, comfort, endurance, simplicity, and comfort. Fifth is Gold. According to Henry Dreyfus, gold, *kin*, can evoke the sensation of looking upon waving fields of ripened rice stalks. Gold is also associated with royalty. It represents the color of the heavens, and is used to decorate statues of the Buddha and religious temples. Seventhly is Green. Green can represent nature, the environment, good luck, youth, vigor, jealousy, envy, and misfortune.

According to Henry Dreyfus, green, *midori* is regarded as the color of eternal life, as seen in evergreens which never change their color from season to season. In the word *midori*, both trees and vegetation are implied. One characteristic of Japanese culture can be found in the fusion of life and nature. Eight is Orange. Orange can represent energy, balance, warmth, enthusiasm, flamboyant, and demanding of attention. Ninth is Pink. The color pink usually serves two purposes. It can be used to show childish innocence, or a character's child-like personality. For example, Mami (the girl at the top of the page with the pink hair), very much wants to remain a child. She gets pleasure out of very simple, and 'childish' things. So, her hair is pink. Even so, Miho-chan also would like to grow up and become an adult woman... but she's also afraid of losing her childhood innocence. It can also be used to show a more flirtatious personality. Pink is normally a color associated with girls and femininity. Pink is considered a color of good health and life - we speak of people being "in the pink" or the "freshness" of a newborn babe. Lastly, pink is associated with sexuality, and purity. That is, a girl who is a virgin in heart and body. Pink is symbolic of pure love, for example. It is also the color used for sexual advertisements and such, to indicate the purity of the girls. Tenth is Purple. Purple can represent royalty, spirituality, nobility, ceremony, mysterious, wisdom, enlightenment, cruelty, arrogance, and mourning. Eleventh is Red. Red can symbolize many
things; from blood, to love, to infatuation. Basically red symbolizes strong emotions, or things of strong emotions rather than intellectual ideas. For example, red can symbolize excitement, energy, speed, strength, danger, passion, and aggression.

According to Henry Dreyfus, it is popularly felt that red, the color of blood and fire, represents life and vitality. Red also signifies the color of the sun: a symbol of energy, radiating its vitalizing life-force into human beings. Red is also looked upon as a sensual color, and can be associated with man's most profound urges and impulses. Ironically, red cats symbolize bad luck. Twelfth is Red/White. According to Henry Dreyfus, the word for red and white, *Kohaku*, is pronounced as one word in Japanese. *Ko* means red, while *haku* translates as white. Their use together immediately signifies happiness and celebration to the Japanese viewer. The combination of red and white in the decorative ornaments used on wedding or engagement presents - *noshi* or *kaishi*- has a compelling quality that suggests man's urge to create a bond between his own life and that of the gods. Red and white are also the colors of the uniforms that shrine maidens wear (denoting these colors divine nature.) Red and white are the colors of the Japanese flag; the red signifies the sun.

Thirteenth is Silver/ Grey. Silver/ Grey symbolizes, security, reliability, intelligence, staid, modesty, maturity, conservative, old age, sadness, and boring.

Fourteenth is White. White is a sacred and pure color. It's the color of angles and gods, as the color reflects that which is sacred and pure. It is also the color of doctors, nurses, and others in the health profession, as well as cleanliness. In fact, the Japanese refer to nurses as "Angels in White". White can also represent reverence, purity, simplicity, peach, humility, youth, winter, snow, good, cold, clinical, and sterile. Yellow. Yellow can symbolize joy, happiness, optimism, idealism, gold, dishonesty, cowardice, deceit, illness, and hazard.

**Method of Research**

In this research, the data were taken from the visual text and picture of slogan used in cars international company are taken from the internet. The address of the slogan and the visual in the internet is [http://www.thinkslogans.com/slogans/advertising-slogans/car-slogans](http://www.thinkslogans.com/slogans/advertising-slogans/car-slogans).

The writer will use observation to describe what the writer has seen and classify note since this note will be the basis for the data analysis (Gay, 2000: 232). The writer will do the some action to understand this thesis they are firstly searching the data slogan from internet. Secondly the writer is taking the data to the list data. Third taking note from the data. Fourth the writer is classifying the data. Fifth is analyzing the data based on the research question. Last step the writer makes conclusion

Analysis the data is activity how to organize the data. Data that accumulate is comment, picture, photo, documentary, report, and written data (Afifuddin, 2009: 145). The organize the data here that mean the writer make the text data into two part sentence and phrases. The data also just the text but the supporting data is picture of the data text.

The purposeful of organizing the data is to find the theme and concept in
order that easier to analyze the data. In this research the writer collect written data to be analyzed.

**Result and Findings**

**The implied meaning in cars company slogan**

The writer will analyze the data taken from the internet especially the text slogan. The writer will see the massage of the slogan.

**Datum 1**

**BEAUTY IS NOT ENOUGH (Alfa Romeo)**

Alfa Romeo Automobiles S.p.A is an Italian manufacturer of cars. Founded as A.L.F.A. (Anonima Lombarda Fabbrica Automobili) on June 24, 1910, in Milan, the company has been involved in car racing since 1911, and has a reputation for building expensive sports cars. The slogan beauty is not enough in semantically have the meaning the beautiful is not enough because there is more that beautiful that the company promise in this car. The implied meaning of this slogan is something more important that a beauty is machine because this is the company which is made expensive sport cars and sport cars need the best appearance or beauty car body and the best power of machine to be king of the road and defeat another car company.

**Datum 2**

**FEELS ITALIAN, WHEREVER YOU ARE (LAMBORGHINI)**

Lamborghini is one of biggest production sport car in the world they are from Italy. In Italy they have rival to against them leading the sport car market they are Ferrari. To make sure the consumers to choose Lamborghini the advertiser make a slogan “FEELS ITALIAN, WHEREVER YOU ARE” semantically the meaning of this slogan is you will feel like you are an Italian people wherever you are in this world. But in other hand from the picture take place in El Chico, El Chico is some place in USA. The implied meaning is if you drive this car you will feel you are Italian although you are American or you live in El Chico. The advertiser want to show to El Chico people this car is from Italy and in El Chico they do not have a car like this they just ride scooters.

**Datum 3**

**TAKE ADVENTURE WITH YOU (VOLVO)**

Volvo is one of Sweden car manufacture; they also build 4 WD (wheel
drive) cars for off-road. This is one of the Volvo cars it is Volvo XC90. The advertiser make a slogan for this car is “YOUR VOLVO XC90 TAKE ADVENTURE WITH YOU” semantically the meaning is this car is for adventure. From the picture we can see the car is so dirty because this car just back from off-road adventure and now still can drive in road, the implied meaning is this car will take you anywhere however off-road adventure or on-road adventure.

Datum 4

YOU’LL FEEL SAFE INSIDE (Land Rover)

Honda is a company from Japan. This car company brings the slogan “the power of dream” semantically the meaning is the power of the imagination. But in other hand this slogan influence by physical context with implied meaning is the car is create by the ability of wonderful imagination like in the picture there is a F1 car with the color of wonderful. This car is recommended for the people who like the wonderful created car.

Datum 5

The Power of Dream (Honda)

Land rover is one of British manufacture same company with jaguar, which specialises in four-wheel-drive vehicles. The advertiser brings the slogan “YOU’LL FEEL SAFE INSIDE” semantically that mean in the car you are safety. We can see from the picture there is some with a samurai outside and someone who drive the car inside. Seen in the picture the man inside the car is not afraid with the man in outside the car when he disturbs the driver. The implied meaning of this slogan is everyone

Datum 6

The Legend Meets Urban Soul (Mitsubishi)

Mitsubishi is a car company from Japan. The meaning of Mitsubishi is three diamonds like in the logo of it. In this Outlander Sport car the advertiser bring the slogan “The Legend Meets Urban Soul” in semantically the meaning is the city people meet the legend. The implied meaning is although the picture is still shrouded in shadow black, unmistakable figure on the page it is Outlander, a crossover type car that has been circulating in other countries. Overseas, the diesel-engined car can
accommodate seven passengers and the seat configuration change she can swallow a mountain bike intact, although the shape is smaller than the Pajero. Special version of the Outlander Sport, a passenger capacity of five people only. Outlander Sport is Mitsubishi vehicle product development results, performance blend of SUV toughness legend Pajero in the Dakar Rally and maximum comfort combined with premium sedan. The combination of this performance was strong animating urban use, powerful, comfortable and stylish but still reliable on field with road conditions more severe, should an SUV. This car is recommending for city people.

Datum 7
Checkmate (BMW)

BMW is a company from German. In Santa Monica they brings slogan “Checkmate” in semantically the meaning is a winning position in chess in which you have put the other player's king under a direct attack from which it cannot escape. But in this context BMW is the biggest three car company in the world so they make this slogan with implied meaning this is the best car nowadays and nothing can defeat this car because this car already defeat all cars company in the world. This car recommendation for the people who like to use the best car.

Datum 8
FIND NEW ROADS (Chevrolet)

Chevrolet colloquially referred to as Chevy and formally the Chevrolet Division of General Motors LLC. In this case Chevrolet car company campaign the slogan product is “FIND NEW ROADS” semantically meaning of this slogan is to get other way. The implied meaning is the company wants the costumer find something different or new experience with Chevrolet car and find new adventure way. This car is recommended for the person who likes traveling around the world.

Datum 9
LIKE NOTHING ELSE (HUMMER)

Hummer was a brand of trucks and SUVs, first marketed in 1992 when AM General began selling a civilian version of the M998 Humvee. In this case Hummer company campaign the slogan product is “LIKE NOTHING ELSE” semantically meaning of this text slogan is nothing will be the same with this. The implied meaning is this is the car with not any more car company can make like this because nothing in this world like this car by looking from the picture in slogan the
The writer can say like that and then there is a picture of the earth there. The company wants to say that it does not exist a car like this in the world or earth. This car is recommended for the person who wants to have something that against him especially rich people who want to show the quality of them.

Datum 10

ANOTHER DAY, ANOTHER ADVENTURE (Mini)

The new MINI Coupé is the latest member of the MINI family in the campaign. The “Another Day. Another Adventure.” The real meaning of this text slogan semantically is everyday and different adventure, the implied meaning is the company promise that everyone who buys this car will find different adventure everyday and MINI fans will be able to experience not only the sporty two-seater but also real driving fun through TV, print and the social web. This car is match with people who like mini car but also like to do adventure and visit some place.

Findings

In this part the writer want to show all the data that the writer found and general result of each of them in four part and each part have a table to make all data in one group.

The implied meaning that influence by epistemic context

This is the slogan that influence by epistemic context. Epistemic context is background knowledge conversion shared by the speaker and hearer that mean the hearer or the consumer in this context know already the meaning of the word, picture and place.

The car brands are Alfa Romeo (Physical context and epistemic context), BMW (Epistemic context and physical context), Chevrolet (Epistemic context and social context), HONDA (Epistemic context and physical context), HUMMER (Social context and epistemic context), Land Rover (Epistemic context and physical context), MERCEDES-BENZ (Epistemic context and social context), and Mini (Epistemic context, physical context).

The implied meaning that influence by physical context

This is the slogan that influence by physical context. Physical context is where the speaker takes place that mean the place where the speaker or company said or publish the slogan.

The cars brands are FERRARI (Epistemic context and physical context), LAMBORGHINI (Epistemic context and physical context), MITSUBISHI (Social context and physical context), SUZUKI(, TOYOTA

The implied meaning that influence by social context

This is the slogan that influence by social context. Social context is the social relationship and setting of the speaker and hearer that mean the company show the different of user or consumer that will use the car.

The car brand is NISSAN (Social Context and Physical Context)
The implied meaning that influence by linguistic context

This is the slogan that influence by linguistic context. Linguistic context is utterances imitates to the utterance under consideration.

The car brand is Mazda (Linguistic context)

The Result

The writer has some conclusion about implied meaning as found in slogan international cars company. After finding and analyzing the implied meaning and context influence the slogan. The writer found all the data is 15 slogan data. There are 8 slogans influence by epistemic context, 5 slogans influence by physical context, 1 slogan influence by social context and 1 slogan influence by linguistic context. Also there are some slogans influences by 2 contexts. Epistemic context is background knowledge share by speaker and hearer, and most context use is epistemic context because epistemic context is easy to use in slogan to make people easy to catch the implied meaning because they already know the context from them knowledge.

The writer realizes that this research is not complete because many of car company that the writer did not put in this thesis. The writer hopes some suggestions to make this thesis better and to be more complete. And then the writer suggest that this research need to be continued, because there are many things about slogan in international cars company which have not been touch in this study. The writer also hopes that another researcher not only observe the implied meaning as seen in international cars company slogan.
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