

Conversational Implicatures in Advertising Language of Pepsodent Toothpaste Products on Youtube Channel

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Abstract

This research aims to describe the form or type of conversational implicatures and functions contained in speech in the language of Pepsodent toothpaste advertisements on YouTube channels. The field of linguistics that is relevant in carrying out analysis in conversational implicature research is pragmatic theory. This research is descriptive qualitative in nature. The data collection method used in this research is the listening method followed by transcription techniques. Meanwhile, there are 3 methods used to analyze data in this research, namely the matching method with the basic technique used in this matching method, namely the determining element sorting technique (PUP), then the collection method with the basic technique for direct elements (BUL), as well as the analysis method. descriptive. The results of the discussion in this research show that there are several utterances that contain general conversational implicatures and specific conversational implicatures. And every utterance has 4 implicature functions, namely representative/assertive function, directive function, commissive function and expressive function.

Key words: Implicature, Pragmatics, Implicature function, Pepsodent, Toothpaste vertisement

How to Cite: Izabella Ramadhani Putri. (2025). Conversational Implicatures in Advertising Language of Pepsodent Toothpaste Products on Youtube Channel. *Journal of Media, Sciences, and Education*, 4(1), 16–22. <https://doi.org/10.36312/jomet.v4i1.103>



<https://doi.org/10.36312/jomet.v3i4.103>

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Introduction

It is undeniable that everyone really needs language to be able to communicate and interact with people in their environment or in cyberspace easily. Humans are social creatures. Therefore, humans cannot be separated from a language because language is a medium for humans to socialize with each other. As stated by Chaer (2011) that the word "communication" includes the meaning of understanding, speaking, listening, and responding to actions. Based on this statement, it can be interpreted that humans always use language to meet their daily needs. In addition to being a means of communication, language also has a role as a means of conveying information. Language is a system of sound symbols used by members of a society to work together, interact, and identify themselves (Kridalaksana, 2008:24). In general, language is used in writing and speaking.

In writing or speaking, it is not uncommon for speakers to express their arguments without stating the intent of the main point of their discussion directly, but there may be an implied or hidden meaning behind their speech. For example, in understanding a speech, the interlocutor does not only rely on the words spoken by the speaker or speaker, but they also pay attention to the phenomena around them. Apart from giving speeches, language functions are usually also found in various activities, one of which is in commercial activities in particular, such as promoting goods in the form of product or business advertisements.

According to Monle Lee and Carla Johnson (2007), in its development, advertising is no longer understood as a persuasive activity that is only carried out through simple message sharing activities, but also provides messages from the advertised product and can be digested and accepted by the common sense of the audience. This is done to improve the image and identity of certain advertising products. According to Saladdin (2002) Advertising or

advertising is one of the promotional tools, usually used to direct persuasive communication to target buyers and the public, namely the form of presentation of this advertisement is non-personal. While Nurhalizah (in Kriyanto: 2008) assumes that advertising is a form of non-personal communication that sells persuasive messages from clear sponsors to influence product buyers by paying a fee for the media. From these two understandings, it can be interpreted that advertising is also very important for human survival in knowing the information about the products they should buy. Advertising is classified as a form of marketing communication and is also used to convey certain information or appeals.

Nowadays, many people tend to like watching television or listening to the radio. In this regard, electronic media is utilized to advertise a product and it is the most effective solution to do so. However, the use of language and the choice of words to be uttered in an advertisement are certainly the main things that must be considered in showing the advertisement. One of the linguistic fields that can be applied to study language problems is pragmatic theory. Leech (2011:8) who is a linguist believes that pragmatics is the study of the meaning of speech in certain situations or contexts.

This study will examine the conversational implicature contained in the language of the advertisement of one of the toothpaste products "Pepsodent" on electronic television media. Pragmatic studies, especially implicature, can help reveal how advertisements use language to influence viewers in arousing product superiority. Pragmatics as a branch of linguistics that studies the use of language in a communicative context is very relevant to analyzing advertisements. The Pepsodent toothpaste advertisement itself is an advertisement that has been quite popular since long ago. Although the advertisement has been packaged very well, in this study, deeper knowledge will be explored about the language of the advertisement so that readers can also better understand the meaning of the speech of the advertising language. This is what also makes researchers interested in conducting research on implicature by raising the title "Conversational Implicature in the Language of Pepsodent Toothpaste Advertisements".

Method

This research is a research that uses a qualitative method that is descriptive in nature. This research method is used to obtain facts or phenomena that occur, especially in the meaning of the conversation or dialogue that occurs and to describe the form, type, and function of conversational implicatures in Pepsodent advertisements on Youtube channels and on television. The data from this study are in the form of short utterances from Pepsodent advertising characters, such as narrators, mother figures, fathers, children, doctors, and others. The data source for this study is a collection of several Pepsodent advertising videos with a duration of 30 seconds on Pepsodent's Youtube channel. The data collection method that will be used in this study is the Simak method. The Simak method is carried out by listening to the object of research. In this study, listening will be carried out on videos containing conversations between a child, mother, and father in order to find utterances that contain simak conversational implicatures. Then continued with the transcription technique. This transcription technique is the process of converting audio or video recordings into written text. Meanwhile, there are 3 methods used to analyze the data in this study, namely the matching method with the basic technique used in this matching method, namely the determining element separation technique (PUP), then the distribution method with the basic technique for direct elements (BUL), and the descriptive analysis method.

Results and Discussion

1. Forms of Conversational Implicature

Implicature is essentially divided into two types consisting of conversational implicature and conventional implicature. However, this study only focuses on conversational implicature. Conversational implicature also has two forms, namely general conversational implicature and special conversational implicature. General conversational implicature is an implicature whose presence in a conversation does not require a special context Grice (1975: 56). While the definition of special conversational implicature itself is an implicature that is found in a conversation and requires a special context (1975: 45). Based on the results of the research that has been conducted, the following will discuss the

results that have been found in the analysis of the form of conversational implicature in the language of Pepsodent toothpaste advertisements on the Youtube channel as follows.

Data 1

Context *A mother approaches her daughter who is standing in front of the mirror, looking at her beautiful face with her graduation decoration.*

Conversation *Mother: The one who is going to graduate is proud to smile with his teeth
Child: But my yellow teeth are what make me not proud
Mother: Just Pepsodent whitening, it removes 100% yellow stains to whiten teeth*

(Youtube. Ask Pepsodent, Sept 27, 2023)

The child's utterance that says "But my yellow teeth make me not proud" has the meaning that the child still feels insecure when his mother tells him to smile by showing his teeth because he has a problem with his teeth, which are slightly yellowish. The conversation in data one is a type of speech with a marker of general conversational implicature, because without a specific context of speech in the conversation, the meaning of the child's speech to his mother is clear, which states that the child is not confident because of his teeth.

Data 2

Context *Father approached Arif (his son) who was still in elementary school and was sitting watching television in the living room while waiting for the Maghrib call to prayer to break the fast.*

Conversation *Dad: Arif, I'm proud that your first fast will last until breaking the fast
Arif: thank God, Dad, but Arif hasn't had a drink all day, does my breath smell?
Dad: I brushed my teeth with Pepsodent during sahur*

(Youtube. Ask Pepsodent, Sept 27, 2023)

The utterance of the father (Papa) who said "Arif, I'm proud of your first fast, you'll be strong until the time to break the fast" has the meaning that the father praised Arif who managed to fast and was strong enough to hold back hunger all day until the time to break the fast on the first day. And Arif's utterance that responded to his father's praise "thank God, Pa, but Arif hasn't drunk all day, does my breath smell?" has the meaning that Arif feels grateful but he is also worried that his breath will smell because he hasn't eaten and drunk all day. The conversation in data two is a type of utterance with a marker of a special conversational

implicature form, because the utterance in the conversation will not be clear without context. In Arif's utterance "thank God, Pa, but Arif hasn't drunk all day, does my breath smell?" the answer sounds unconnected with the father's utterance "Arif, I'm proud of your first fast, you'll be strong until the time to break the fast". Because initially the father gave praise to Arif who managed to fast fully on the first day while Arif was still in elementary school. Arif's reply to his father sounded a little disjointed because he suddenly asked about his breath. However, in the context of the incident, it happened during the fasting month, so the sentence sounded clear if everyone knew the context.

Arif's utterance that says "thank God, Dad, but Arif hasn't drunk anything all day, does my breath smell?" has the meaning that Arif wants to make sure by asking his father whether Arif's breath smells because he is fasting in the month of Ramadan, which means that no food or drink has entered his mouth for the whole day. And the father's utterance that answers Arif's question "you've brushed your teeth with Pepsodent during sahur" has the meaning that Arif's breath will not smell because he has brushed his teeth using Pepsodent toothpaste during sahur. The conversation in data two is a type of utterance with a marker of a special conversational implicature form, because without a special context, the meaning of Arif and his father's utterances will not be clear. In the father's (papa's) utterance "you've brushed your teeth with Pepsodent during sahur" the answer sounds unrelated to Arif's question "thank God, Dad, but Arif hasn't drunk anything all day, does my breath smell?" Because in general if there is a question from someone it should be able to be answered with the words "yes/no" as a statement validating the questioner. However, because in the context of Arif's family always uses Pepsodent toothpaste, and Pepsodent is the best toothpaste product for a long time, indirectly the father answered Arif's question that his breath would not smell even though he used Pepsodent all day long.

Function of Conversational Implicature

In addition to the form of conversational implicature, this study will also discuss the functions contained in each utterance in the Pepsodent toothpaste advertisement. After analyzing the Pepsodent advertisement on the YouTube channel, it can be found that there are

4 implicature functions, namely representative function, directive function, commissive function, and expressive function. Based on the results of the research that have been presented, the following is an analysis of the implicature function in the Pepsodent toothpaste advertisement.

Data 3

Context	<i>Mother, father and child are doing their routine activities before going to bed, namely brushing their teeth in the bathroom.</i>
Conversation	<i>Father: time for Pepsodent Son: no, I'm sleepy (Mother comes over and contacts the doctor by scanning the QR phone) Doctor: Hi Zi..yep, the new Pepsodent repairs invisible small holes 10 times stronger in preventing cavities.</i>

(Youtube. Ask Pepsodent, 2 Sept 2022)

Based on the sentence excerpt above, the words "hai zi..yap, Pepsodent just repairs small invisible holes 10 times stronger to prevent cavities." are included in the representative/assertive implicature function because they are included in sentences that contain statements and descriptions. The meaning of the quoted words, the doctor stated clearly that Pepsodent toothpaste can help with cavities 10 times stronger which means it is

really effective. Indirectly, the speech promotes Pepsodent toothpaste to the audience by describing or explaining the advantages of Pepsodent in overcoming cavities even though the statement was not made directly.

Data 4

Context *Father invited his son who was watching television to brush his teeth with Pepsodent toothpaste because it was already night time.*

Conversation *Father: It's time for Pepsodent
Son: No, I'm sleepy*

(Youtube. Ask Pepsodent, 1 Sept 2023)

Based on the sentence excerpt above, the word "gak ah ngantuk." is included in the commissive implicature function because it is included in the refusal. The meaning of the quoted word is that the child refuses the father's invitation to brush his teeth because he is sleepy so he feels lazy to brush his teeth. And in the father's speech "Time for Pepsodent" Indirectly, the speech promotes Pepsodent toothpaste to the audience by directly mentioning the product brand which contains the commissive implicature function because the speech is included in the speaker's sentence that offers/invites the speech partner to do the speaker's wishes (Father).

Data 5

Context *Mother (P1) was singing with her daughter (P2) in front of the bathroom sink, suddenly father (P3) approached.*

Conversation *"I, teeth,," (Mother sings)
Child: try to guess mom's new song!
Father: (with a questioning expression after being given toothpaste by mother) "Pepsodent?"
Mother: "shhh" (While putting her index finger in front of her lips)*

(Youtube. Ask Pepsodent, 29 Agst 2023)

Based on the sentence excerpt above, the utterance "Guess mama's song!" is a directive function in conversational implicature because the speaker (P1) gives an order to the speech partner (P2). And P2's response, namely the utterance "Pepsodent?" is also a directive function because it is a question. The question uttered by P2 is a form of answer that is still not valid because he feels doubtful.

Data 6

Context *A girl (P1) was relaxing while eating snacks with her mother (P2), then she revealed that she liked strawberries*

Conversation *Child: I really like strawberries
Mother: Pepsodent Kids strawberry flavor that you like
Child: yeyy*

(Youtube. Ask Pepsodent, 31 Juli 2023)

Based on the sentence excerpt above, the words "I really like strawberries" are included in the expressive implicature function because the child expresses his emotional feelings that he really likes the taste of strawberries. Likewise with the word "yey" said by the child which means the child shows his joy because his mother provides strawberry-flavored Pepsodent toothpaste. Indirectly, the speech also intends to provide information to the audience to be

interested in using Pepsodent. The conversation between the mother and child states that Pepsodent toothpaste provides a new flavor variant, namely strawberry for children.

The analysis of the conversational utterance above is, the utterance "Please come in" spoken by the nurse is included in the declarative function in conversational implicature because the utterance shows that P1 allows P3 to enter the examination room. Then the doctor's utterance (P2) namely "good teeth, sir" is also a declarative function because it is a statement from someone who has the status of a doctor which is intended to convey or pronounce that the condition of grandfather's teeth is currently in good condition.

Conclusion

The results of the study on this conversational implicature study have explained the meaning of the utterances contained in the Pepsodent toothpaste advertisement conversation. And it was found that data 1 contains a general conversational implicature form, and data 2 contains a specific conversational implicature. Then, in addition to the implicature form, several implicature functions were also found, namely data 3 is a representative/assertive function, data 4 is a commissive function, data 5 shows a directive function, and data 6 shows an expressive function.

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