

**STKIP PGRI JOMBANG**

Pengembangan  
Pembelajaran  
Inovatif  
*dan*  
Inspiratif:

Menjawab  
Tantangan  
**Era**  
Milenial



**PROSIDING**

HASIL PENELITIAN PENDIDIKAN DAN PEMBELAJARAN  
PENGEMBANGAN PEMBELAJARAN INOVATIF DAN INSPIRATIF:  
Menjawab Tantangan Era Milenial



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HASIL PENELITIAN PENDIDIKAN DAN PEMBELAJARAN  
“PENGEMBANGAN PEMBELAJARAN INOVATIF DAN INSPIRATIF :  
MENJAWAB TANTANGAN ERA MILENIAL”**

**STKIP PGRI JOMBANG  
07 APRIL 2018**

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## \_\_\_\_\_Kata Pengantar\_\_\_\_\_



*Millennials*, atau juga dikenal sebagai generasi millennial, adalah kelompok generasi yang lahir antara tahun 1980-an sampai dengan tahun 2000-an. Dengan demikian generasi millennial adalah generasi muda yang sekarang berusia antara 17 – 37 tahun. Tidak dapat dielakkan, kelompok generasi inilah yang mulai sekarang akan banyak mengisi dan berwarnai corak kehidupan masyarakat *jaman now* dan kehidupan masyarakat pada masa yang akan datang. Generasi millennial inilah yang akan menentukan apakah bangsa kita akan mampu tampil setara dan mampu bersaing dengan bangsa lain dalam komunitas global.

Hasil riset yang dirilis oleh *Pew Riset centre* menjelaskan keunikan generasi millennial yang tidak bisa *dilepaskan* dari keberadaan teknologi internet dan budaya pop. Generasi millennial memiliki ketergantungan yang sangat tinggi dengan teknologi internet. Mereka juga lebih terbuka dengan berbagai ide baru dan gagasan dari sumber mana pun.

Porsi kelompok generasi millennial di Indonesia diperkirakan sebanyak 34% dari total penduduk. Kelompok generasi inilah yang dalam kehidupannya selalu mengandalkan kecepatan, dan cenderung suka pada hal-hal yang serba instan. Bila hal ini terus dijadikan pedoman dalam berperilaku, *maka* dikawatirkan akan memunculkan perilaku *cuek* dengan lingkungan sosialnya, individualis dan egosentris, cenderung mencari hal yang serba mudah, dan kurang menghargai sebuah proses. Kecenderungan ini menjadi tantangan utama bagi semua pendidik *jaman now*. Kegiatan pendidikan dan pembelajaran ditantang untuk mampu memberikan jawaban riil, bagaimana para pendidik harus mengembangkan kegiatan pendidikan dan pembelajaran yang relevan dengan karakteristik generasi millennial. Bagaimana keberadaan teknologi informasi dan komunikasi yang berkembang pesat justru dapat digunakan untuk membangun karakter positif generasi millennial agar kelak mereka dapat bersaing dalam komunitas global.

Saat ini, kajian tentang pendekatan pendidikan, pembelajaran, dan pengembangan sumber daya manusia yang secara spesifik diperuntukkan untuk memperkuat peran generasi millennial dalam era global *masih* belum banyak dikaji oleh para peneliti, akademisi, dan para pengembang sumber daya manusia. Kegiatan Seminar Nasional Hasil Penelitian Pendidikan dan

Pembelajaran dengan tema: “Pengembangan Pembelajaran Inovatif dan Inspiratif: Menjawab Tantangan Era Millennial” ini dirancang untuk mewadai hasil pemikiran, kajian, dan penelitian para akademisi yang menaruh perhatian besar pada isu tentang bagaimana mengembangkan kegiatan pendidikan dan pembelajaran yang mampu menjawab tantangan era millennial. Hasil pemikiran, kajian, dan penelitian ini diharapkan dapat dijadikan rujukan bagi para pendidik dan pengembang sumber daya manusia untuk mengantarkan tumbuhnya insan millennial yang berkarakter, cerdas, dan kompetitif.

Jombang, 31 Maret 2018

Panitia Seminar Nasional

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## THE IMPLICATURE OF CIGARETTE ADVERTISEMENT

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### Abstract

*Implicature is meaning derived from the words delivered in implied meaning by the speaker to the other. The objective of this study is how is the implicature implied in cigarette advertisement. The researcher uses qualitative design apply in this research. The source of data comes from YouTube especially the cigarette advertisements, while the data is utterance which contain implicature. The instrument of this study is documentation. Procedure of collecting data are finding out data and downloading cigarette advertisements in internet, watching each cigarette advertisements, comprehending each cigarette advertisements which contains implicature, and then giving code for the data already obtained. Meanwhile, procedure of analyzing data are data reduction, data presentation, concluded the data. The result shows that there are some implicatures in cigarette advertisement.*

**Key Words:** *Implicature, Advertisement, Cigarette Advertisement*

### Abstrak

*Implikatur adalah makna yang berasal dari kata-kata yang disampaikan dalam arti tersirat oleh pembicara ke yang lain. Tujuan dari penelitian ini adalah bagaimana implikasi dalam iklan rokok. Peneliti menggunakan desain kualitatif yang digunakan dalam penelitian ini. Sumber data berasal dari YouTube khususnya iklan rokok, sedangkan datanya berupa tuturan yang mengandung implikatur. Instrumen penelitian ini adalah dokumentasi. Prosedur pengumpulan data adalah mencari data dan mengunduh iklan rokok di internet, mengamati setiap iklan rokok, memahami setiap iklan rokok yang mengandung implikatur, dan kemudian memberi kode untuk data yang sudah didapat. Sementara itu, prosedur menganalisis data adalah reduksi data, penyajian data, menyimpulkan data. Hasilnya menunjukkan bahwa ada beberapa implikatur dalam iklan rokok.*

**Kata Kunci:** *Implikatur, Iklan, Iklan Rokok*

## INTRODUCTION

Implicature plays crucial role in communication. Grundy ( 2000 : 62 ) Implicature is like deixis in another way too because it allows us to communicate meanings as inferences rather than entailments. In this case, implicature is the meaning of communication, which such communications require face to face between the speaker and the listener, the listener can understand what the meaning implied which conveyed by the speaker, and benefits to strengthen the solidarity, for instance communication between family members and a friend of her or his son. Horn (2006:3) views that implicature is component of speaker meaning that constitutes an aspect of what is meant in a speaker's utterance without being part of what is said. Principally, implicature is what's delivered and the intended meaning by the speaker is very different with the lexical meaning. Therefore in the sentence uttered by the speaker to the listener needs grammatical structure to provide clear communication. It can be seen in some advertisement, such as: cigarette advertisement.

Saffer (1993:9) proposes that cigarette advertisement is tobacco advertising and promotion do increase cigarette consumption there is significant empirical literature that find no effect of tobacco advertising smoking. The cigarette advertisement comes from tobacco product. The advertisement is

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always important for each brand of cigarettes to increase cigarette consumption and also promotion. Based on the explanation above, the researchers want to study about implicature with the title “The Implicature of Cigarette Advertisement”.

## REVIEW OF RELATED LITERATURE

### 1. Pragmatics

Mey (2001:6) proposes that Pragmatics is the study of relation of signs interpreters, talk about messages and language users in contrast to traditional linguistics, which first and foremost concentrates on the elements and structures (such as sound and sentences) that the language users produce and also focuses on the language using humans. In this case, pragmatics is the relationship of language and messages used by the user specifically for the speaker and the listener focused on traditional linguistics. Meanwhile, Yule (1996:3) argues that Pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader). Pragmatics is the study of speaker meaning, the study of contextual meaning, the study how more gets communicated than is said, and the study of the expression of relative distance. In brief, pragmatics is the language used by the speaker to the listener in the communication process related sentences, words, in the sentences arrangement grammatically which contains of meaning.

### 2. Implicature

Mey (2001:61) views that implicature is derived from the verb, imply means to fold something into something else, which is implied is folded in, and has to be unfolded in order to be understood. From definition implicature is derived from a verb which the form of the word delivered in implied meaning by the speaker to the listener, a conversation is the actual language used by the speaker to the listener does not require utterance clearly. For example this dialogue:

A : Where is Petter

B : the light in his office is on

For explanation the dialogue above is actually ( B ) says that Petter in his office, but the utterance not directly or not clearly to ( A ).

Yule (1996: 97) states that implicature is about describe expression not indirectly something must be more than just what the words mean it is an additional convey meaning but also give the truth expression, usually occur in conversational. It is communication of the speaker and the listener and the listener's expectations to the speaker can be cooperative to deliver something more than a word contains a meaning. Davis ( 1998 : 13 ) proposes that implicature is systematically study cases in which speaker meaning differs from sentence meaning. He introduced the verb implicate and the cognate noun implicature as technical terms denoting "the act of meaning or implying something by saying something else. In brief, the meaning uttered by the speaker to the listener is different from the meaning of the sentences, while meaning the action from the speaker conveys something implied or said something the other, which are both related to verbs and also a noun.

## RESEARCH METHOD

In this study, the researcher uses qualitative design to know the objective of the research. The source of data comes from YouTube especially the cigarette advertisements, while the data is utterance which contained implicature. The instrument of this study is documentation. Procedure of collecting data are finding out data and downloading cigarette advertisements in internet, watching each cigarette advertisements, comprehending each cigarette advertisements which contains implicature, and then making code for the data already obtained. Meanwhile, procedure of analyzing data are data reduction, data presentation, concluded the data.

## FINDING AND DISCUSSION

The analysis of Implicatures are implied in the Cigarette Advertisement, as follow:

a) GG Mild

*"Style of New Generation."*(D1. I1. GGM. GGM )

The sentence appears in the last part of the advertisement. In the advertisement, there is man and woman. They take their new activity together. The advertisement shows that the world constitutes exciting youth world with matters and full of new things.

The advertiser of GG Mild adopts the main idea of the sentence *"Style of New Generation"* is include implicature. According to the sentence the advertiser delivers the meaning that this product gives new display, such as: the color pack of cigarette to smokers.

b) Lucky Strike

*"Turn on the Taste."*(D2. I2. LS. LS )

The sentence appears in the last part of the advertisement. In the advertisement, there are four people. They have different professions. The first man profession is as an employee of the office. The second man is as a mechanic. The third man is as a bartender and a women profession is as a photographer. They enjoy their life.

The advertiser of Lucky Strike adopts the main idea of the sentence *"Turn on the taste"* is include implicature. According to the sentence, the advertiser delivers the meaning that this product gives a full and pure sweetness to smokers.

c) Diplomat Mild

*"I Choose I Live."*(D3. I3. D. DM )

The sentence appears in the last part of the advertisement. In that advertisement there is demo occur to the highway and police also try to secure. A photographer man and some other on duty reporter covers news, make the decision is not easy his choice is determine next his life, become a photographer in a great demo, but he must ready gives what he has, whatever risk this is right choice, without regret and doubt. Based on the advertisement its shows that options take will be passed in the life.

The advertisers of Diplomat mild adopt the main idea of the sentence *"I choose I live"* is include implicature. According to the sentence the advertiser delivers the meaning that this product is good or better choice than the others so, they wish that the smoker prefers to buy their product, not the others.

Based on the above analysis, in each cigarette advertisement product contains implicature. There are some implicature in cigarette advertisement. This is in line with Mey's theory (2001:61), that the meaning derived from a verb which the form of the word delivered in implied meaning by the speaker to the listener, a conversation is the actual language used by the speaker to the listener does not require utterance clearly. The purpose of it is to persuade smokers or consumers, so that they are interesting in consuming cigarette.

## CONCLUSION

There are some implicature in cigarette advertisement, which the meaning derived from a verb which the form of the word delivered in implied meaning by the speaker to the listener, a conversation is the actual language used by the speaker to the listener does not require utterance clearly.

## Recomendation

Next researcher can develop implicature on other advertisement as the object of the research.

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