



Implicature on Trade Banner in Pekanbaru City

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Abstract: *The background of this research is that there are many trade banners in Pekanbaru City that have implied meanings in them. Merchants use implicature in their banners to make the banners more different and interesting for the readers. However, the use of this implicature often violates the principle of maxim of cooperation, which is not conveyed by the implied message between the speaker and the speech partner in the speech on the trade banner. The trade banners have directive implicature functions that contain persuasion, invitation, order and request. This research focuses on the function of directive implicature in trade banners in Pekanbaru City. The purpose of this research is to identify and explain the function of the directive implicature found in banners in Pekanbaru City. This research was conducted in 12 sub-districts in Pekanbaru City, Riau Province. This research lasted for 3 months, starting from June-August 2022. This type of research is descriptive-qualitative research. This data was obtained by taking data using image capture. The data are in the form of sentences contained in banners that have implications. The techniques used in analyzing the data are, (1) Identifying, (2) Classifying, (3) Analysing Data, (4) Presenting, (5) Concluding. Based on the results of the research on implicature in trade banners in Pekanbaru city, there are directive implicature functions intended to instruct, intended to request, intended to persuade, and intended to instruct. The findings of this research are, the function of directive implicature means invitation is the most data, which is 30 data.*

Keywords: *Implicature; banner; trade*

I. Introduction

One of the product marketing media that is considered effective and widely used is banners. Banners are usually in the form of cloth or a material known as flexy which contains information, slogans, logos, images, and so on. Banners are usually used as media notification and promotion of products or services. The type of banner that is often found is a trade banner. Trade banners are used to promote merchandise. Placement of trade banners is expected to be accessible to people. In addition to placement, the selection of content, colors, letters, and images must be as attractive as possible. This is so that the purpose of making banners can be achieved.

The various banner innovations are the fruit of the community's creative mindset. Sentences used in the creative process often have more meaning than words. There is something that is implied from what is written which is usually called the implicature.

According to Grice (in Yulianti and Utomo 2020) Conversations that can be translated or interpreted, or intended by speakers whose meaning is not the same as what the speakers actually said are called implicatures. In other words, implicature is a speech conveyed by the speaker that is not the same as the actual meaning that the speaker wants to convey to the speech partner.

Example:

Diana : This is your candy?

Dick: Yes. Take it if you want.

During the conversation, Diana asked about the ownership of a candy with the implied intention of asking for the candy. Dika as the interlocutor uses implicatures to conclude Diana's questions which contain implied meanings. Because of that, Dika offered Diana the candy.

So, it can be concluded that the implicature is an utterance uttered by the speaker that is different from the intention desired by the speaker. Simply put, implicature is the implied meaning of something stated.

Implicature is divided into two types, namely, conventional implicature and conversational implicature. Grice (via Hikmah and Irma, 2021) defines conventional implicature as a general meaning. Conventional implicature presupposes an understanding of an individual in general. For example, Sri is a Javanese, therefore she is very diligent at work. Even though the meaning of agreements like this is still often questioned, however, readers are expected to understand and accept their conventional nature. Furthermore, according to Grice (via Savitri, 2021) conversational implicature is interpreted as an implied meaning that arises because of what the speaker says. It can be concluded that conversational implicature is an implicature that appears in a conversation that is used to find out the meaning of an utterance.

Example:



The banner shows that the word Warning has a specific purpose. Generally the word warning has the meaning of being dangerous or not allowed to approach. Then accompanied by the next word, namely crispy mushroom products, then indirectly this sentence has an implied meaning because the writer wants to attract the attention of buyers so that buyers are interested in approaching their wares.

In relation to the implicature theory, Grice (via Yulianti and Utomo, 2020) divides into two sub-theories, (1) with regard to the meaning of communication, and (2) with regard to the use of language. The principle of cooperation includes the main sub-theories related to the use of language. This sub-theory is an effort to guide speakers and interlocutors so that they can

carry out cooperative conversations. Furthermore, Grice (via Yulianti and Utomo, 2020) classifies the principles of cooperation into four maxims. These maxims are, (1) the maxim of quantity is the maxim that the speaker gives sufficient and not excessive information, (2) the maxim of quality is the maxim that the speaker gives facts accompanied by evidence.

II. Review of Literature

According to (Sulfiana and Irma 2019) The function of implicature is divided into three, namely, implicature functions as assertive, implicature functions as directive, and implicature functions as expressive. Assertive implicature function, is a function that includes stating, stating rejecting, and accepting or affirming. The directive implicature function is a function in the form of inviting, advising, persuading, ordering, ordering, and asking or begging. Expressive implicature functions, namely functions in the form of self-deprecation, thanking, satirizing, and mocking.

Based on the function of the implicature above, it can be concluded that the function of the implicature includes inviting, ordering, persuading, ordering, asking, insinuating, advising, and encouraging. In this study the function of directive implicature will be the focus of research.

Implicature is very closely related to context. This cannot be separated because context is an element that involves the use of language between speakers and interlocutors. According to (Kridalaksana, 2011) context includes (1) social and community elements play a role in the speech delivered and (2) the same level of understanding becomes a factor because speakers and interlocutors understand each other's speech delivered.

Another expert who expressed his opinion was Suharlam (in Jenny 2016). According to him, context is to include everything that is outside the text and can affect the use of language, such as participants when speaking, situations when language is used, situations when language is produced, and so on.

The background of this research is the many trade banners in Pekanbaru City which have implied meaning in them. Merchants use implicatures in their banners so that the banners are more distinct and attractive to their readers. However, the use of these implicatures often violates the principle of cooperation maxim, namely the implied message is not conveyed between the speaker and the speech partner in the speech on the trade banner. The trade banner has a directive implicature function which contains inducements, solicitations, orders and requests. This research focuses on the function of directive implicatures in trade banners in Pekanbaru City.

The purpose of this study is to identify and explain the function of directive implicatures found on banners in Pekanbaru City. It is hoped that this research can become an additional reference in research in the field of linguistics related to implicatures. In addition, this research is expected to be relevant research for Indonesian language researchers.

This research was conducted in 12 districts in Pekanbaru City, Riau Province. This research lasted for three months, starting from June-August 2022. This type of research is descriptive-qualitative research. According to (Sugiyono 2018) Qualitative research methods are research methods based on philosophy that are used for scientific experiments in which the researcher is the main key to research. This study identifies and explains the conventional implicatures found on banners in Pekanbaru City. This data is obtained by taking data using

image capture. The data is in the form of sentences found on banners that have implicatures. The techniques used in analyzing the data are (1) identifying, (2) classifying, (3) analyzing data, (4) presenting, (5) concluding.

The same thing was conveyed by (Moleong 2018). According to him, qualitative research is research that functions to understand the problems faced by the research object. Starting from structure, perception, action, and the like. Then according to qualitative research (Hendryadi, Tricahyadinata, and Zannati 2018) is a natural research process. Qualitative research does not emphasize numbers in quantity, but rather data taken from interviews, field observations, and other documents.

This research is relevant to research (Rachmalina 2015), a student of the Indonesian Language and Literature Study Program, University of Riau, conducted a research entitled "Implicatures in the Novel *Api Tauhid* by Habiburrahman El Shirazy". This study discusses the implicature in the novel *Api Tauhid* by Habiburrahman El-Shirazy regarding form, meaning and violation of the principle of cooperation. This study aims to describe the implicatures used in the novel *Api Tauhid* by Habiburrahman El-Shirazy. The results of this study are the classification of implicature, meaning and violation of the principle of cooperation found in the novel *Api Tauhid* by Habiburrahman El-Shirazy. The difference between the research conducted by Rachmalina and the author lies in the limitation of the problem.

Research on implicatures was also conducted by (Siregar 2015), Student of the Indonesian Language and Literature Education Study Program, University of Riau, in 2019, with the title "Conversational Implicatures in Felicia Huang's Webtoon 304th Study Room Comic, A Pragmatic Review". This study aims to describe and analyze the types and functions of conversational implicatures found in Felicia Huang's Webtoon 304th Study Room comic. The research technique used is reading technique and note taking technique. The results of this study are 3 types of conversational implicature, 7 functions of implicature in Felicia Huang's Webtoon 304th Study Room comic. The difference in the research conducted by Robiatun and the author is Robiatun in the Webtoon 304th Study Room comic by Felicia Huang, while the researcher chose banners as the research focus.

Research conducted by (Pertwi 2019), student of the Indonesian Language and Literature Study Program, Diponegoro University, in 2019 with the title "Implicatures of Islamic Da'wah Memes on Instagram Social Media (Pragmatic Studies)". This study aims to identify the form of implicature, the function of the implicature, and the factors that influence the emergence of implicatures in Islamic da'wah memes on Instagram social media. The data in this study were analyzed using the distribution method and the matching method. The research results found in this study are implicature forms that have several functions, namely expressive, satirical, and reminding functions, directive functions of ordering, and assertive functions of stating, indicating, and providing clarity. The difference lies in the discussion of the problem, the mother discusses the implicature of the meme.

Research conducted by (Shaykhoh 2018), 2018, Universitas PGRI Madiun, with the title "Implicatures on Instagram Uploads of Matahari Department Store Products in April 2018 (Pragmatic Study)". This study aims to determine the integration between uploaded images and captions and implicatures that contain implied meaning in each upload on Matahari Department Store Instagram social media with the @mataharideptstore account. The technique used in this study is the technique of documentation and analysis. The results found in this study are the integration between captions and images on Matahari Department Store

Instagram uploads and the implicature on Matahari Department Store Instagram uploads shown by image uploads. The difference between Zulfaa's research and the author's is that Zulfaa examines an object of the Matahari Department Store Instagram social media account.

III. Result and Discussion

3.1 Function of Directive Implicature on Trade Banners in Pekanbaru City

a. Directive Implicature Function Meaningful Order

Conventional directive implicature means an order marked by an implicit order conveyed by the speaker to the reader with a specific purpose. In this study, 10 data were found out of the 66 existing data. However, the researcher includes 7 data because the implicature research on trade banners in Pekanbaru City is homogeneous. The meaningful implicature of orders can be seen as follows.

(1) : "BREAKFAST STOP!"



Data (1) includes implicatures with meaningful orders because of the context that accompanies them. The context contained in the banner is that the banner is on the side of the road and is displayed very clearly. It can be seen that the author offers some food and various drinks on his banner. The word "stop" on the banner does not contain the real meaning of stopping. The word "stop" contains a hidden meaning, namely an order. This is indicated by the companion sentence, namely, "Breakfast, vegetable rice cake, pecal rice cake, chicken soup, meat soup, fried noodles, fried rice, various drinks". The speech told the driver who read it to stop at the stall and have breakfast there.

(2) : "STOP!!! Here is: Ice Young Coconut Milk"



The banner in data (2) includes an implicature with a meaningful command because of the context that accompanies it. The context contained in the banner is that the banner is located on the side of the road and is clearly displayed. Seen on the banner, the stall owner provides coconut milk ice. The word "stop" on the banner does not contain the real meaning of stopping. The word "stop" contains a hidden meaning, namely an order. This is supported by the next sentence, namely, "Here is: Es young coconut milk". The story told passing motorists to pull over at the stall and buy the young coconut ice that was being sold.

(3) : “STOP!! THERE ARE SELLING ICE MIXED HERE”



The utterances in data (3) include implicatures with meaningful orders because of the context that accompanies them. The context that accompanies the trade banner is that the banner is very clearly visible as the seller offers mixed ice and places it on the side of the road. The word "stop" on the banner does not contain the real meaning of stopping. The word "stop" contains a hidden meaning, namely an order. This is because the word "stop" is followed by another sentence, namely, "Here are selling mixed ice". The speech instructs the reader to immediately stop and buy mixed ice at the shop.

(4) : “STOP..!! THERE IS CHICKEN PORN”



Data (4) is classified as an imperative implicature because there is context that accompanies the banner. The context contained in the trade banner is that the banner is located on the side of the road and is seen offering chicken porridge. The word "stop" on the banner does not contain the real meaning of stopping. The word "stop" contains a hidden meaning, namely an order. The word "stop" on the banner is followed by the sentence, "There is chicken porridge" which makes the banner have an implied meaning. The speech instructs the reader to stop at the stall and buy the chicken porridge that is being sold.

(5) : “STOP!! MAQIL DAILY SHOP PROVIDES WHOLESALE AND RETAIL”



The utterances in data (5) include implicatures with meaningful orders because of the context that accompanies them. The context that accompanies the banner is that you can see a commercial banner promoting his daily shop which is on the side of the road. The word "stop" on the banner does not contain the real meaning of stopping. The sentence, "Maqil Daily Shop provides wholesale and retail" makes the word "stop" contain a hidden meaning, namely an order. The speech instructs the reader to stop by and buy at the daily shop.

(6) : “Stop!!! There's Chicken Porridge & Mie Ayam Bagan”



Data (6) includes meaningful implicature orders because of the context that accompanies it. The context that accompanies the banner is that it is clear that the banner offers seller merchandise such as chicken porridge and chicken noodles. The banner is clearly displayed on the side of the highway. The word "stop" has the meaning of an order. This is because the word "stop" is followed by another sentence, namely, "There is chicken porridge and Bagan chicken noodles". The speech instructs the driver who reads the speech to stop at a stall selling chicken porridge and noodles and buy it.

(7) : STOP AMPERA TIGO DUNSANAK



The utterances in data (7) include implicatures with meaningful orders because of the context that accompanies them. The context that accompanies the banner is that the banner is in the student area, then it is clear on the side of the road that the merchant wants to promote his wares. The word "stop" on the banner does not contain the real meaning of stopping. The sentence, "Ampera tigo dun kinsmen" and an arrow to the left make the word "stop" contain a hidden meaning, namely an order. The speech instructs the driver to stop to eat at the Padang restaurant that owns the banner.

b. Directive Implicature Function Meaningful Request

Conventional directive implicature means a request marked by an implicit request conveyed by the speaker to the reader with a specific purpose. In this study, 12 data were found out of the 66 existing data. However, the researcher includes 3 data because the conventional implicature research on trade banners in Pekanbaru City is homogeneous. The conventional directive implicature of meaningful requests can be seen as follows.

(8) : "SLOWLY REDUCE THE SPEED...!!! DOCTOR'S LAUNDRY"



The utterances in data (8) include conventional implicatures which mean requests because of the context that accompanies them. The context that accompanies the banner can be marked by several things, namely, the banner is in the student area where many student areas provide laundry services, then the banner is on the side of the road, and it can be seen that the banner offers some of its services. The word "slowly" implies a request. The speech asked pedestrians and motorists to slow down their vehicles and to be interested in using the laundry services.

(9) : “ALON-ALON REK!! THERE'S CHICKEN GEPREK CAK KANCIL, Sambal ULEG AND SAMBEL EYES, LO NENDNG!!!”



The utterances in data (9) include conventional implicatures which mean requests because of the context that accompanies them. The context that accompanies the banner can be marked by several things, namely, the banner is in the student area where many student areas provide laundry services, then the banner is on the side of the road, and you can see the banner offering some of the food and drinks it sells. The word "alon-alon" which is Javanese means "slowly" implies a request. The speech asked pedestrians and motorists to slow down their vehicles and to be interested in buying the merchandise of the banner owner.

(10) : "Slow down Mom"s On the Left there is a FROSEN & OLEH2 outlet"



The utterances in data (10) include conventional implicatures with meaningful requests because of the context that accompanies them. The context that accompanies the banner can be marked by several things, namely, the banner is in a shopping center, then the banner is on the side of the road, and it is seen that the banner is offering some of its services. The word "slowly" implies a request. The speech asks pedestrians and motorists to slow down their vehicles and to be interested in buying the merchandise that the banner writer provides.

c. Function of Meaningful Directive Implicature of Persuasion

Conventional directive implicature means persuasion marked by implicit persuasion conveyed by the speaker to the reader with a specific purpose. In this study, 14 data were found out of the 66 existing data. However, the researcher includes 6 data because the conventional implicature research on trade banners in Pekanbaru City is homogeneous. Conventional directive implicature means persuasion can be seen as follows.

(11) : "BE CAREFUL THERE IS A CHICKEN WAREHOUSE, VIA GO FOOD BY GOJEK"



The utterances in data (11) include conventional implicatures with persuasive meanings because of the context that accompanies them. The context that accompanies the banner can be marked by several things, namely, the banner is in the student area where in the student area many sell chicken pieces, then the banner is on the side of the road, and it can be seen that the banner offers advantages, namely purchases can be made through Go Food by gojek. The word "careful" implies persuasion. This is because the sentence, "there is a chicken warehouse, via Go Food by Gojek" means persuasion to the reader. The speech attempts to persuade pedestrians and motorists to be careful in their vehicle speed and to be interested in buying broiler chicken at the banner writer's shop.

(12) : "BE CAREFUL!!! THERE IS A CHEAP SALE OF SPECIFICATIONS "RICE WITH YOUR MOTHER'S Blessing"



The utterances in data (12) include conventional implicatures with persuasive meanings because of the context that accompanies them. The context that accompanies the banner can be indicated by several things, namely, the banner is on the side of the road, and it can be seen that the banner is offering rice at a low price. The word "careful" implies persuasion. This is because of the sentence that accompanies him, namely "There is a cheap sale of groceries "rice with Mother's Blessing". This speech tries to persuade pedestrians and motorists to slow down their vehicles and are interested in buying rice or basic necessities at low prices.

(13) : “STOP!! THERE ARE REFILLED PERFUME PROVIDING SUPER LONG LASTING PERFUME”



The utterances in data (13) include conventional implicatures with persuasive meanings because of the context that accompanies them. The context that accompanies the banner can be indicated by several things, namely, the banner is on the side of the road and it can be seen that the banner offers a perfume that has a long-lasting shelf life. The word "stop" implies persuasion. This is proven from the sentence, "Super durable". This speech tries to persuade pedestrians and motorists to pull over their vehicles and are interested in buying perfumes with super long lasting durability

(14): "DO NOT LOOK LEFT THERE IS RICE PACKAGES SAVE 13000"



The utterances in data (14) include conventional implicatures with persuasive meanings because of the context that accompanies them. The context that accompanies the banner can be indicated by several things, namely, the banner is on the side of the road and it can be seen that the banner offers a package of economical rice at a price of 13,000. The word "don't" implies persuasion. This is proven from the sentence, "there is a rice package that saves 13,000". This speech tries to persuade pedestrians and motorists to slow down their vehicles and are interested in buying a package of frugal rice at a price of 13,000.

(15) : “WATCH UP!!! Slowly There Is Geprek Rice Field Chicken for only 12,000”



The utterances in data (15) include conventional implicatures with persuasive meanings because of the context that accompanies them. The context that accompanies the banner can be indicated by several things, namely, the banner is on the side of the road and it can be seen that the banner offers geprek chicken at a low price, namely 12,000. The word "watch" contains the meaning of persuasion. This is evidenced by the sentence, "slowly there is geprek paddy chicken" accompanied by an arrow to the right. This speech tries to persuade pedestrians and motorists to slow down their vehicles and are interested in buying geprek chicken at a low price of 12,000.

(16) : “DO NOT READ!! WANT TO CHANGE ENGINE OIL WITHOUT OPENING THE BOLT? YUK!! TO AHASS BUDI SERVICE USING NEW TOOLS.”



The utterances in data (16) include conventional implicatures with persuasive meanings because of the context that accompanies them. The context that accompanies the banner can be indicated by several things, namely, the banner is on the side of the road and it can be seen that the banner is offering oil change services with the latest tools. The word "do not read" contains the meaning of persuasion. This is evidenced by the explanation of the advantages of the service provider's place in the sentence, "change the engine oil without opening the bolt". This speech tries to persuade pedestrians and motorists to slow down their vehicles and are interested in using oil services provided by service providers.

d. Function of Meaningful Directive Implicature Solicitation

Conventional directive implicature means an invitation is marked by an implicit invitation conveyed by the speaker to the reader with a specific purpose. In this study found 30 data from 66 existing data. However, the researcher includes 4 data because the conventional implicature research on trade banners in Pekanbaru City is homogeneous. The conventional directive implicature of meaningful orders can be seen as follows.

(17) : “WATCH OUT! THERE IS JONG DJAMOER CRISPY LET'S STOP...”



The utterances in data (17) include conventional implicatures which mean invitations because of the context that accompanies them. The context that accompanies the banner can be indicated by several things, namely, the banner is on the side of the road and it can be seen that the banner offers its wares, namely crispy mushrooms. The word "be careful" makes the reader curious so be careful when driving and coupled with the word "let's go" which means inviting the reader to stop and buy crispy mushrooms at the shop.

(18) : “WATCH UP...!! DIKIRI THERE IS MAS TON GEPREK CHICKEN” (TIBP 05)



The utterances in data (18) include conventional implicatures which mean invitations because of the context that accompanies them. The context that accompanies the banner can be indicated by several things, namely, the banner is on the side of the road and it can be seen that the banner is offering its wares, namely geprek chicken. The word "watch" implies an invitation. This speech tries to invite pedestrians and motorists to slow down their vehicles and to be interested in buying the geprek chicken available at the shop.

(19) : “SLOWLY BE AWARE!! THERE'S A PANCONG”



The utterances in data (19) include conventional implicatures which mean invitations because of the context that accompanies them. The context that accompanies the banner can be indicated by several things, namely, the banner is on the side of the road and it can be seen that the banner is offering its wares, namely pancong cakes. The word "watch" implies an invitation. This speech tries to persuade pedestrians and motorists to slow down their vehicles and are interested in buying the merchandise that the author sells, namely kue pancong.

(20) : “STOP COME ON FIRST!!! EAT MISO RENDANG AND CENDOL DURIAN”



The utterances in data (20) include conventional implicatures which mean invitations because of the context that accompanies them. The context that accompanies the banner can be indicated by several things, namely, the banner is on the side of the road and it can be seen that the banner is offering its wares, namely miso rendang and cendol durian. The word "stop" implies an invitation. This speech tries to invite pedestrians and motorists to slow down their vehicles and are interested in buying their wares, namely rendang miso and durian condol.

Table1. Directive Conventional Implicature on Banners in Pekanbaru City

No.	Directive Implicature Functions	Amount
1.	Meant to order	10
2.	Meant request	12
3.	Meaning of persuasion	14
4.	Meant an invitation	30
Total data		66

Based on this description, it can be concluded that in this study the function of directive implicature was found to mean ordering, meaning to request, meaning to persuade, and meaning to order. The conventional implicature means that 14 data is found for persuasion, the conventional implicature means that 30 data are found, the conventional implicature means that 12 data are found, and the conventional implicature is that 10 data are found. In the results and discussion, only some data is attached because the data is homogeneous.

IV. Conclusion

From this study it can be concluded that there are three directive implicature functions on trade banners in Pekanbaru City. The total amount of data found in the study entitled Implicature on Banners in Pekanbaru City is 66 data.

Based on the results of implicature research on trade banners in Pekanbaru City it was found directive function means order, means request, means inducement, and means order. The directive implicature function means that 14 data are found, the directive implicature function is that 30 data are found, the directive implicature function is that 12 data are found, and the directive implicature function is that 10 data are found. In the results and discussion, only some data is attached because the data is homogeneous.

Based on the research found, that the directive implicature function means solicitation is the most data, namely 30 data. The least data found from trade banners is the directive

implicature function meaning the command, which is found 10 data. So, traders tend to use the directive implicature function to mean solicitation because promoting a trade will make the reader more interested in buying or approaching their wares.

Research with the title implicature on banners in Pekanbaru City has the most data, namely in the student area. In the student area there are lots of rival traders in promoting or selling their wares. Then, in the student environment there are also many traders who promote their wares with banners that have meanings that do not match what is written on the banners. With the creativity that pervades around the traders, other traders participate in writing or promoting their wares by using sentences with meanings that do not match those written on the banners.

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