

Pragmatics meaning of advertising discourse in Medan local newspaper

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Abstract - Pragmatics is the study of the aspects of meaning in which the speaker expressed or communicated and a listener interpreted it. In other words, pragmatics covered the study of language sense which is communicated by the language user. Meanings or language senses that is expressed by the language users implies beyond the meanings that are expressed in the writings. This paper focused on the advertising discourses that exposed in Medan, North Sumatera local newspaper; that is Analisa. The aim of this paper is to explore the pragmatics meaning of advertising discourses in Analisa newspaper, in which applied the theory of implicature, presupposition, coherence, and background analysis. The data collected were totally 120 advertising discourses. The technique of analysis data that were applied is descriptive analysis. The findings are revealed that Analisa newspaper consisted of 14 pragmatics meaning. Offering products are the most dominantly pragmatic meanings expressed in the newspaper. This shows that the purpose of commercial ads in the local newspaper tends to offer products for selling to the community and to market as well.

Keywords: advertising language, pragmatic meaning, intended meaning

1. Introduction

Discourse is the language aspects which is relatively complex. It covers language proponents such as phonemics, morphemic, words, phrases, clauses, sentences, paragraphs, and compositions. However, discourse constitutes a language aspect that is pragmatics-characterized. Moreover, user and discourse comprehension in communication need lots of language instruments. Therefore, the study of discourses becomes essential in a learning language process. The purpose is to support the language user to understand and communicate the language in a correct way.

Discourse analysis is one of the alternative ways of analyzing the content besides quantitative analysis which is mostly and dominantly applied. The quantitative analysis is more focused on the question “what”, while discourse analysis is more to observe on “how” derived from the messages or text. It shows how the content of the text in news and messages are delivered. By analyzing how structure grammatical construction which covered words, phrases, sentences and so on, discourse analysis is able to dismantle the latent senses of the text (Eriyanto, 2001: 15).

The style of language journalism is different to others language styles, specifically in a language advertising. The essential feature is abbreviation in a sentence, for instance, “*DPRD Siantar bentuk Pansus*” (*panitia khusus*), (Tribun, 5 Mei 2012), ‘Siantar’s Parliament constituted an extra ordinary committee’. Meanwhile, a metaphor is forming and appreciating from two sides. Metaphor language has more than a singular meaning, for instance, “*Bebas mandi bola*”. “*BI kenalkan Bank tanpa kantor*”, “*Markus dibidik PSSI*”, (Tribun, 5 Mei 2012). (‘Free ball bathing’; ‘Bank of Indonesia introduced bank without an office; ‘A broker is hired by Indonesian Football Association (PSSI)’).

The problem that is discussed in this paper is to elaborate on the pragmatics meaning that is mostly used in advertising discourses of Analisa newspaper. The aim of this paper is to explain the pragmatics meaning that is found in advertising discourses of Analisa, a local newspaper.

Pragmatics is a theory or a meaning that appears along with language mastery. It defined differently according to some language experts. Pragmatics is the theory of meanings which are expressed or communicated by the speaker and it is interpreted by the listener. In other words, it covers the meanings theory that is communicated by a language user. Meaning or sense that delivered by the speaker is beyond the meanings that are uttered in a text transcript. It means that pragmatics unit linguistics that is transformed into sounds, words, phrases, clauses, paragraphs, or others linguistics parts, such as:

Budi: *Bagus, film yang ditonton?* (‘How was the movie, it was good?’)

Ana: *Tidak sesuai dengan judulnya* (‘The movie is not matched to the title’)

Delivered meanings said that the movie that she watched is not good enough because the plot of the story is not matched to the title. Pragmatics and Semantics similarly used the meanings as for the core of communication. Semantics is focused on the minds of the speaker (competence, langue) whereas pragmatics is dealt with utterances (performance, parole) (Sudaryat, 2009: 120).

Pragmatics also is concerned with syntax. Both are used in the language parts. The difference, the syntax is focused on sentences as the object and isolative, while

pragmatics is focused on discourse (text) as the process of language function which is motivational. Nababan (1987) explained that pragmatics is dealt with the language usage effectively and natural use for speaking in such situation setting (Sudaryat, 2009: 120).

Mulyana (2005: 11) stated that speech implicature is literally something delivers sense that differs from the exact spoken. The different parts are the real message of the speaker that is not exposed explicitly. In other words, the hidden wishes, the latent words, and heart intentions. For instance: Double Eight English “*Stop Belajar*”!! *Kini saatnya bicara.*” (Analisa, Juni 2012) (‘Stop learning!! It’s time to speak up’).

Ads discourse in *Analisa* daily newspaper above contains implicature which defines by attending an English course in Double Eight English, it is not only learning but also practicing to speak English. Presupposition or allegation is an assumption or alleges dealt with impossibility happened, (divisibility), projection issues or trending mark information (Sudaryat, 2009: 124).

Allege is closely concerned with discourse inference that is a process that is carried out by the speaker in order to comprehend a discourse meaning in which is not conveyed verbally in a communication. A discourse inference is needed for defining an implicit discourse or literally referred to the intention. For instance: “a case of someone who loans some money to her neighbour” (Sudaryat, 2009: 125).

A good discourse contains cohesion and coherence. Coherence is a part of a discourse, as the structural organization semantically, the ideas which are coordinated in a well-organized to achieve the aims and the utterances precisely. Coherence constitutes a language formal aspect in syntax organization; the sentences are constructed in a dense and solid to produce utterances. Cohesion referred to an inter-sentence context in a discourse, whether in the grammatical structure or in lexical (Gutswinsky, 1976: 26 in Sudaryat, 2009: 151—152). Therefore, discourse can be said as a cohesive if there is a similarity language form as its context (inner language situation) and context (outside language situation).

In fact, we interpret coherently into a text in which it has no potential interpretation, such as: “*Mar, minta dibebaskan dari tuntutan JPU*” ‘Mar, asked for being released from judge’s charges’ (Tribun, 27 Juni 2012). When the readers read the newspaper, he/she has to create coherence meaning from the headline above that is someone has a name “Mar” asked for an exemption from prosecutor inside the court session. Based on the educational background and experience of the reader commonly can be assumed from reading a newspaper or watching television. Ability to create coherence meaning is based on what lies in a reader mind, not only from the text or discourse.

One’s ability to interpret automatically something which it is not written text and unspoken should be based on the basic structure of knowledge itself. The structure is likewise a close acquaintance pattern that derived from long experience used to interpret new experiences. The term for the pattern is a schema (plural: schemata). A schema is a prior knowledge structure that is kept in the minds previously (Yule, 2006: 146).

A permanent pattern is kept in a schema; we called it a frame. Everyone has its own frame together in a social group will be advanced into the prototype version. For instance, in a house frame, it assumed there will be components inside the house, such

as the kitchen, bedroom, and bathroom. In a common way, the assumption of a frame will be stated as it is written in the advertisement as follows.

A house for rent Rp.1.500.000,00. Call: 061-7323367

The first impression of the ads above is the house is rent for a year, not for a month, so it is based on a different experience for the price of a rented house. Even though, pragmatics problem is the same that is the reader uses knowledge structure previously that is already existed for interpreting for something that is not stated in the text.

Pragmatics meaning is meaning or sense that is interpreted by the language user. It covers implicature, presupposition, coherence, and educational background (Yule, 2006: 146). Pragmatics meaning is not written text, unspoken or unwritten. Refer to the theory about implicature, presupposition, coherence, and education background as explained above, so it concludes that pragmatics meaning that presented in the advertising newspaper covers 1. superiority a quality, 2. portraying a success, 3. low budget as a purpose, 4. offering facility, 5. analysing technology, 6. promoting quality, 7. sophisticated technology, 8. telecommunication service, 9. offering health and nurturing, 10. residential and property, 11. offering a low price, 12. healthy drink, 13. health information, 14. offering a product, 15. a medium of delivery, 16. recommendation, and 17. offering facility or eases.

2. Method

In this paper, the researcher applied descriptive method with documentation technique. A descriptive method defined as one of a method which describes all the object of the research objectively, the research is collected the sample, but all the population is analyzed and collected (Mahfoedz, et al., 2008: 21).

3. Results and Discussion

Pragmatics meaning is meaning or sense that is interpreted by the language user. It covers implicature, presupposition, coherence, and educational background (Yule, 2006: 146). Pragmatics meaning is not written the text, unspoken or unwritten. Refer to the theory about implicature, presupposition, coherence, and education background as explained above, so it concludes that pragmatics meaning that presented in daily Analisa advertising newspaper contains 14 pragmatics meanings.

Number	Pragmatics Meaning	Sum	%
1.	Offering products	46	38,3
2.	A medium of delivery	16	13,3
3.	Health information	15	12,5
4.	Low price at a target	10	8,3
5.	Accentuating quality product	8	6,6
6.	Offering ease or facility	6	5
7.	Superiority at the best quality	4	3,3
8.	Recommendation	3	2,5

9.	Offering freshness	2	1,6
10	Offering frugality	2	1,6
11	Offering conveniently	1	0,8
12	Strong and fast producing result	1	0,8
13	Residential and property	1	0,8
Sum		120	100%

Based on the table above, the widest pragmatics meaning is expressed in Analisa newspaper is offering products which are totally summed at 46 or 38,3%. Meaning of as a medium of delivery is totally at 16 or 13,3%. The meaning of Health information is in the sum of 15 or 12,5%. Meaning of a low price as a target is in the sum of 10 or 8,3%. Meaning of possessing the quality is totally sum up until 8 or 6,6%. Meaning of accentuating quality products is totally at 6 or 5%. Meaning of offering ease or facility is at the sum of 6 or 5%. Meaning of superiority as a quality is noted totally at 4 or 3,3%. Meanings of offering freshness are in the sum of 2 or 1,6%. Meanings of offering frugality are to the sum of 2 or 1,6%. Each meaning, of offering conveniently, the meaning of strong and producing results, and meaning of residential and property is at the sum of 1 or 0,8%.

These are some examples of pragmatics meaning in Analisa newspaper.

1. Offering products. “Jotun, more Jotun paint you bought, the more you grab the prize”. The advertisement above stated that by buying Jotun product you will get the prize.
2. A medium of delivery, “Simpedes Citizen Party”, Bank BRI services with a sincere heart”.

Advertisement above stated that newspaper as a medium of delivery to convey information to the public.

3. Health information, “You have diabetes? Gluco Block, the natural herbal formula to reduce, neutral and blockade glucose also to prevent diabetic complication.”

Advertisement above stated that newspaper as the medium of delivery health information that is gluco block product for diabetic cure treatment.

4. Low price as a target: “What’s for buying the second-hand? 100% brand new cars are 100 million (Hyundai Avega 2012).

Advertisement above stated that Hyundai products released new products at a lower price.

5. Superiority is the best quality. “Everybody can, everybody can” Suzuki Susi E.SS.

Advertisement above stated that Suzuki Susi E.SS products have more super quality than any other products.

6. Accentuating quality products, “Nissan Evalia, the most convenient in its class, most comforting in all along the way.”

Advertisement above stated that Nissan Evalia products are the most prominent products in the automobile industry the customers felt satisfied when they are driving the products.

7. Offering ease and facility. ” Get Down Payment in small paid, light installment, Hyundai Grand Avega”.

Advertisement above stated that Hyundai offered a facility with small paid Down Payment and light installment to the city public to own brand new car from Hyundai.

8. Superiority as the best quality, “Pick Up Mega Carry,” Don’t wrong to choose to pick up, choose the best one quality, that is a test-guaranteed”.

Advertisement above stated that pick up mega carry has superior quality as the prominent from the other products that are a test-guaranteed.

9. A recommendation, “Visit Philips exhibition”

Advertisement above stated that newspaper is as a medium of recommending to the public in order to visit the exhibition which is organized by Philips, the best-seller products.

10. Offering freshness, “Fresh out your day with baskin robbins, a healthy drink”.

The advertisement above stated that a product is offering the freshness to the costumes to drink healthy beverage of basking robins.

11. Offering frugality. “Suzuya, “ the lowest price Shopping in Suzuya”.

Advertisement above stated that newspaper provides public information to purchase in Suzuya as the place for offering frugality in shopping.

12. Offering fresh air, “Freshen air, moisture skin (LG Life is Good)”

The above advertisement shows that newspaper is a medium to offer products that provide freshness to the customers that are by buying AC under licensed by LG.

13. Strong and fast producing a result. “Mitsubishi Motors,” No. 1 to lift up heavy equipment, gain profits directly”.

The above advertisement shows that the newspaper is as a medium of conveying a product that is strong and easy to get the profit that is Mitsubishi to lift up and carry heavy equipment.

14. Residential and property, “Grand Boulevard”, “elite villa and business home-office in the center of Medan city, the cheapest price at this moment.”

The above advertisement shows that a newspaper is as a medium of delivering property info or regency to the public with a lower price and located in the center of Medan city.

4. Conclusion

Pragmatics meaning in Analisa newspaper is at the sum of 14 meanings, they are meaning of offering products, meaning of as a medium of conveying, meaning of health information, meaning of low price as a target, meaning of superiority of best quality, meaning of accentuating quality products, meaning of offering ease and facility, meaning of empowering the best quality, meaning of recommendation, meaning of offering freshness, meaning of offering frugality, meaning of offering fresh air, meaning of strong and fast product results, meaning of residential and property. The most prominent and use of pragmatics meaning is to offer products which are totally at the sum of 46 or 38,3%. This reveals that advertising is a medium of offering products and to introduce new product released to the city public.

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