A STUDY ON THE TYPES OF IMPLICIT INFORMATION OF THE DRUG ADVERTISEMENTS ON TELEVISION

A THESIS

In Partial Fulfillment of the Requirements
for the Sarjana Pendidikan Degree in
English Language Teaching

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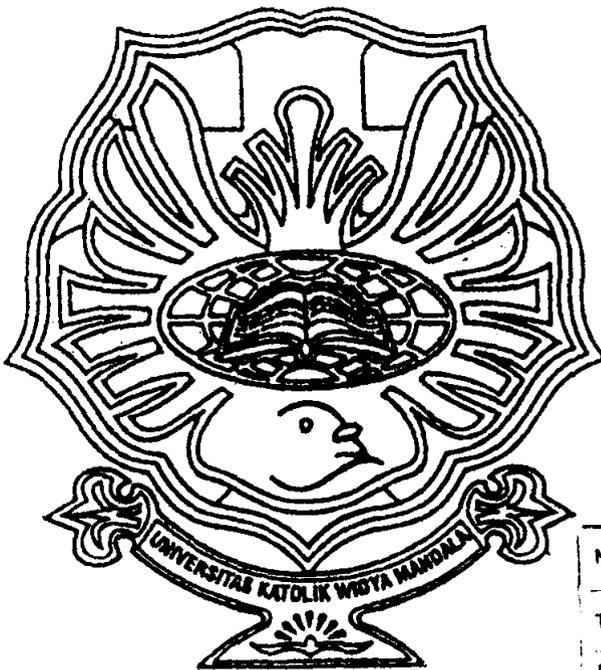
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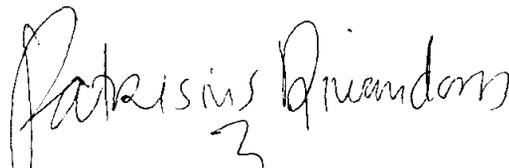
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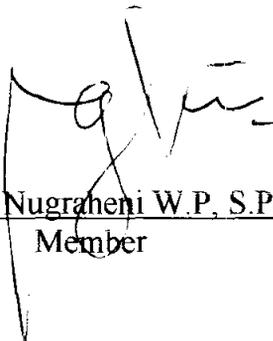
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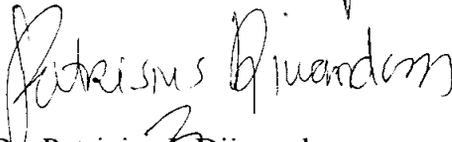
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ii

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ABSTRACT

Soehartini, Ingih. 1999. <u>A Study on the Types of Implicit Information of the Drug Advertisements on Television.</u> S-1Thesis. Graduate School of Widya Mandala catholic University, Surabaya.

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Key words: implicit information, advertising, broadcast media.

Being aware that the language of advertising is very special, it saw that every word in an advertisement is there for a reason; no word is wasted. The advertisement is trying to get the audience to buy a product, so it will put the product in the best possible light, using any advice, trick, or means legally allowed.

The language of Indonesia advertising in television, especially the drug advertisements, using special language that consists of implicit information to influence the television audience to be persuaded on their advertisements.

This study is intended to describe what are the types of implicit information that the audience can draw from the drug advertisements in television. It reviews some theories, namely: implicit meaning, advertisements, persuasive, and derivation of information.

In the data collection stage, the writer recorded 3 drug advertisements in television. Then, she showed the advertisements to 20 respondents that were interested in advertisements especially drug advertisements. Afterwards, the writer gave them questionnaires, which asked them what are the implicit information they can infer from each advertisements.

The finding of this research is, From the first advertisement the highest percentage, according to Renkema's categories is in the 'conversational implicature' category namely, 95%, because they derived the implicature according to co-operative principle (Renkema, 1993:159). On the Van Dijk And Kintsch' categories the highest percentage is in the 'plausibility'. The elaborative category is 5%. It is because the respondent uses her knowledge about topic under discussion to fill in additional detail not mentioned in the text, or to establish connections between what is being listened and related items of knowledge (Van Dijk and Kintsch, 1983:49-51).

In the second advertisement, the highest percentage of Renkema's categories (1993:159) is in the 'connotation' category and the highest percentage of Van Dijk and Kintsch' categories (1983:49) is in the 'faintest possibility' category because most of the respondents draw the implication from their cultural understanding.

In the last advertisement, the highest percentage according to Renkema's categories is in the 'conversational implicature' category (1993:159). And the highest percentage according to Van Dijk And Kintsch'

categories is in the 'plausibility' (1983:49)because they derived the implicature according to co-opreative principle.

The 'other' category might appear because there are some implications that cannot be regarded as the inferences. There are two categories to categorize these types of implications drawn namely, the automatic response and the unautomatic response. The automatic response cannot be concluded as the inferences because the process does not need more time. On the contrary, the unautomatic response can be concluded as the inferences, because it needs more time to process.

It is also because the time give may have been too short. The respondents also might have copied the others' work. And the respondents also do not have enough background of knowledge about language of drug advertisements. They may not have had a basic understanding about the typical features of the advertisements it is also found out that, background of knowledge blocked the making of inferences. In this study, the conclusion is the same as the finding. The conclusion is as an information may not necessarily contribute increasing the effectiveness of their advertisements.

TABLE OF CONTENT

CHAPTER III : RESEARCH METHODOLOGY

CHAPTER IV : DATA ANALYSIS AND INTERPRETATION OF THE FINDINGS

CHAPTER V : CONCLUSION AND SUGGESTION

BIBLIOGRAPHY

APPENDIX