

# **An Analysis of Implicature and Speech Acts on Scarlett Whitening Advertisement: Study of Critical Discourse Analysis's Sara Mills**

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**Abstract.** The aims of this study are to describe the usage of implicature and kinds of speech acts used by Scarlett Whitening's advertisement on Instagram captions and advertisement video on the Instagram official account Scarlett Whitening. Critical Discourse Analysis theory by Sara Mills will be the grand theory in this study. The implicature theory by Grice and Speech act theory by Searle will be conducted in this study. A descriptive qualitative method will be used in this study. The data in this study are kinds of words, phrases, and or sentences that contain implicature meaning from Scarlett Whitening's advertisement in the form of an Instagram caption or speech from star ambassador, Korean actor Song Joong Ki in a video of Scarlett Whitening's advertisement. The result shows that there is the usage of implicature and illocutionary speech acts in Scarlett Whitening's advertisement.

**Keywords:** Critical Discourse Analysis, Implicature, Speech acts, Advertisement, Scarlett Whitening

## **1. Introduction**

In this digital era, many interesting things can be developed in digital form. One of them is advertising. The public is treated to many interesting digital advertisements, both product and service advertisements. So that humanitarian issues arise regarding people's interest in buying an item just because they are interested in advertising. According to Saputra (2018), as many as 65,4% of advertisements influence the public to buy the goods or services offered. The rest is influenced by other variables. Danesi (in Syaikhoh: 2018), says that the term advertising comes from the Latin word, offering adverte, "directing attention to". This term describes any type or form of public announcement intended to promote a particular commodity or service, or to spread a social or political message. Pertiwi (in Nugroho: 2020) says that advertising is a strategy for communicating information to promote, know, and expect people to act as expected to achieve a satisfactory result in the form of increased sales of ideas, goods, services, and events. So, it can be said that advertising is very important in buying and selling. Advertising must appeal to attract people's attention and interest. Two advertising appeals are informative or rational appeals and emotional appeals. In the explanation that informative or rational

appeals fulfill consumer needs for practical, functional, and useful aspects of a product so that the message is factual, learning, and logical, Panuju (in Nugroho: 2020).

In making advertisements, copywriters must be able to hone their creativity. Both concepts or language are used in the advertisements. One of the creativities in the language is the usage of implicature. Implicature is a sub bab of pragmatics study. Pragmatic is the study of language which in its use is often distinguished or rather contrasted with the study of the language structure, Sperber and Wilson (Irma: 2019). Pragmatic is the study of meaning conveyed by speakers (or writers) and interpreted by listeners (or readers), Yule (in Irma: 2019). While the meaning of implicature according to Grice (in Yule: 2006: 171) that there are two kinds of implicature such as conversation implicature and conventional implicature. Conversation implicature refers to the understanding between the speaker and the partner. While conventional implicature is the implicature that doesn't occur or appear in the conversation and doesn't depend on the specific context of their interpretation. Implicature occurs because of a violation of the cooperative principle. Furthermore, Mey (in Rühlemann: 2018) says that conversation implicature focused on the way we understand the speech in conversation in accordance with what is heard. While conventional implicature is a certain expression in engaging a language from within itself. These implications cannot be related to the use of our language in conversation.

Then, copywriters must be paid attention to the speech acts used in saying something. Austin (in Saifudin: 2019) said that there are three kinds of speech acts such as locutionary, illocutionary, and perlocutionary. Austin (in Saifudin: 2019) said that locutionary speech act is the act of saying something. In the sense of providing information, speaking, asking, etc. While illocutionary is the act of doing something based on what he is saying. Illocutionary is what is gained by communicating the intention of gaining something. Through this speech, someone can create something new, do something, change the situation, etc. Simply, illocutionary is the intention of the speaker, Last is perlocution. Perlocution is what is produced or what is achieved by saying something such as convince, persuade, etc.

Searle (1979) has been developing the illocutionary be five:

1. Assertive, the speech act that aims to make the speaker convey the truth of what is conveyed such as concluding or complaining.
2. Directive, the speech acts that influence the interlocutor to do something such as asking, ordering, pleading, inviting, or giving advice.
3. Commissive, the speech acts that bind the interlocutor to perform an action in the future such as making a promise, swearing, or guaranteeing.
4. Expressive, the speech acts that express the speaker's psychological feelings or states such as apologizing, expressing condolence, thanking, expressing joy, sadness, and so on.
5. Declarative, the speech that causes a change in a person's status or condition such as firing, punishing, expressing feelings, and marriage vows.

In analyzing implicature and speech acts, the writer uses the theory of critical discourse analysis by Sara Mills to connect the link between image and Instagram caption. Discourse analysis has three views in terms of language. The first view is represented by

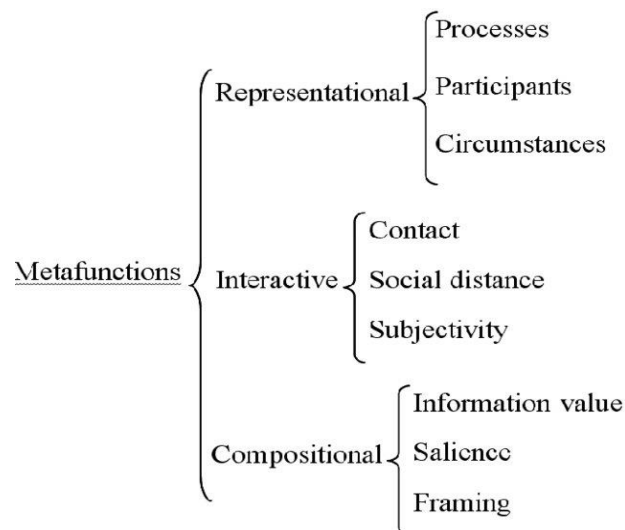
empirical-positivism. By adherents of this ism, language is seen as a bridge between humans and objects outside themselves. Human experiences can be expressed directly through the use of language without any obstacles or distortion. One of the characteristics of this thinking is that there is a separation between thought and reality. This view focuses on grammatical and syntactic correctness. The second view is constructivism. This view rejects the positivism-empirical thought that separates the subject and object of language. Constructivism considers the subject to control over certain intentions in every discourse. Language is understood as turned-on statements. The third view is the critical view. This view emphasizes the power that occurs in the process of production and reproduction of meaning. Language in a critical view is understood as a representation that plays a role in shaping the subject, discourse themes, and strategies in it. Critical discourse is used to uncover the power that exists in every language process. In this study, the author uses a critical view or paradigm. The model of discourse analysis ideas from Sara Mills is slightly different from the critical linguistic model, which focuses on the structure of language, and describes how it affects the meaning of the audience. In this analysis, Sara Mills looks at how the position of actors is displayed in the text. The point is that this position means who is the subject of the story and who is presented as the object of the story, which will then determine the structure of the text and how meanings are treated in the text. Furthermore, Sara Mills also tries to emphasize her attention to how readers and writers are presented in the text. This position will be related to placing the reader in one position and influencing how the text is to be understood and how social actors are placed. And finally, we find a description of the storytelling and see the position is shown in the text, making one party legitimate and the other parties illegitimate. To find out the analytical framework of the Sara Mills model, there are several parts that become important points so that they can be considered, and determine a deeper analysis process, namely: First, the position of Subject-Object, what we try to show is how the event is seen from the perspective of who is positioned as the narrator, and who is shown as the object or actor being told, then whether each of the two, namely players and social groups, has the opportunity to convey ideas and presence displayed by others. Second, writer-reader position. Here, Sara Mills will give an idea of how the reader's position plays a role and appears in the text, as well as how the reader shows himself in the text that is displayed then we try to find out which group the reader places himself in (Abdullah: 2019).

The research about Implicature in advertisement has done before by Irma and Sulfiana (2019) entitled *Analisis Fungsi dan Bentuk Implikatur dalam Iklan Sprite: Kenyataan yang Menyegarkan di Televisi*. This study contains a description of the implicatures contained in sprite advertisements, and in this study, the author uses conventional implicature theory. Then, on 2020, Nugroho made a research entitled *Analisa pragmatik pelanggaran maksim percakapan dalam iklan mie sedaap: sebagai proses kreatif pembuatan iklan*. The research described maxim violation in cooperative principles and utilization in the creative process of making mie sedap advertisement. The distinction between this research and the previous research is that in this study, the writer took advertising data not from the television advertisement but from the Instagram official

account. Then, the data taken is not only in the form of utterances but also in the form of written captions, also in this study, the writer analyzes the type of speech acts contained in the advertisement.

In this study, the writer chooses Scarlett Whitening's advertisement as an object of research. Scarlett Whitening is one of the beauty products belonging to an Indonesian actress, Felicya Angelista. Scarlett Whitening has some kinds of skin care products (cream, serum, face wash, and face masks), body care (scrub, lotion, and body shower), also hair care (shampoo and conditioner). What characterizes Scarlett Whitening is the very fresh and long-lasting fragrance extracted from the fruit and its distinctive fragrance. Then the reason why the writer chooses this object in doing the research is that the writer finds the interesting persuasion in every advertisement. The advertisement uses interesting persuasion in representing the fragrance of the product. It makes the writer interested in analyzing the issue.

Verbal grammar has limitations on language development in a visual form which is part of the multimodal elements of a text, such as pictures of gestures, motions, and sounds which are semiotic resources (Lemke, 1998). Therefore, as an effort to develop visual analysis, van Leeuwen coined a visual grammar system model with semiotic resources in the form of visual and verbal (multimodal) such as color, typography, and sound. And the tone pattern. This analytical model was further developed by Kress and van Leeuwen (1996, 2006) with reference to the theory of Functional Linguistics (SFL) proposed by Halliday (1985) which argues that language is part of social semiotics. Then, Kress and Leeuwen (1996, 2006) divided the visual grammar modeling into three metafunctions: representation, interactive, and composition. The three metafunctions are identical to the three language metafunctions in Halliday's theory of SFL (1985), namely



ideational, interpersonal, and textual functions. Representation includes elements of the process, participants, and circumstances; interactive includes contact, social distance, and subjectivity (modality); and composition includes information value, salience, and framing. Jewitt & Oyama (2001) describe the three metafunctions as something that unites elements of representation and interaction between individuals in a whole that we recognize as a type of text or communicative event.


## 2. Method

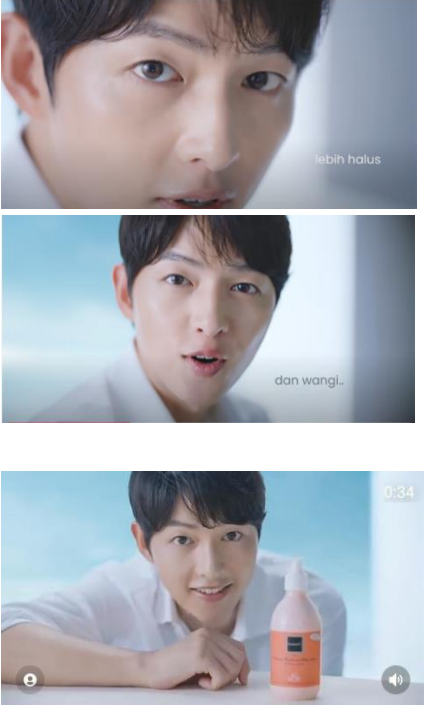
A descriptive qualitative method will be used in conducting the research. According to Anggraini (2020), A descriptive method is a method that explains data or objects naturally, objectively, and factually. Qualitative research is research that produces analytical procedures that do not use statistical analysis procedures or other quantitative methods. Sugiyono (in Irma: 2019) defines a qualitative method as a research method based on the philosophy of postpositivism, used to examine the condition of natural objects, (as opposed to experimentation) where the researcher is the key instrument. Data collection techniques are carried out by triangulation (combined), data analysis is inductive or qualitative, and the result of the research emphasizes meaning rather than generalizations. The data sources in this study are the speech of Song Joong Ki as Scarlett Whitening's star ambassador and 4 captions containing implicatures on the official Scarlett whitening Instagram account.

The steps of data analysis, firstly the writer determines video and ads posts containing implicatures in Scarlett Whitening's official Instagram account. Then, the writer captured layers (screenshots) of video clips containing text and captions on Instagram along with the posted images to determine the relevance between the speech and the posted image. Next, the writer analyzes the data based on Sara Mills' critical discourse analysis theory. Finally, the writer analyzes the data first to determine what is the implicature contained in the speech, and second to determine the types of speech acts contained in each Scarlett Whitening advertisement utterance.

## 3. Result and Discussion


### Data 1

Subject-Object Position	
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	 <p>Subject Position: In the data, the actor Song Joong Ki said the utterance about a happy life with “you”.</p> <p>Object Position: The expression of Song Joong Ki in saying the utterance reinforces speculation about a happy life with “you”</p>
<p>Position writer-reader (viewer)</p>	<p>Writer-reader (viewer) Position: The reader or viewer is served with a visualization of the handsome actor Song Joong Ki and the speech that shows happiness.</p>


Based on the analysis first data, we can conclude that the implicature means by Song Joong Ki’s utterance is Scarlett Whitening not a human or girl. It can see by the timing of 0:34, when Song Joong Ki says “glowing with Scarlett”. Then, the speech acts used by Song Joong Ki is illocutionary-expressive because in the utterance there is the expression of showing happiness.

Data 2

<p>Subject-Object Position</p>	 <p>Subject Position: There are two images of Scarlett Whitening’s product namely essence toner brightly and acne.</p> <p>Object Position: In the capture is written “Investasi untuk kulit”</p>
<p>Writer-Reader Position</p>	<p>The reader treated the image of essence toner brightly and acne by Scarlett Whitening with the irrelevant caption</p>

Based on the analysis of the second data, the implicature from the utterance “Investasi untuk kulit” means that using Scarlett Whitening’s product on the image is the same as we do investation on our skin. It means that in the future our skin will be healthier and well-groomed than it should be. Then, the kind of speech act is illocutionary-directive.

Data 3

<p>Subject-Object Position</p>	 <p>Subject Position: There is an image of body scrub variant coffee from Scarlett Whitening.</p> <p>Object Position: There is a caption which states “...tapi bukan kopi biasa loh, kopi ini punya manfaat untuk membantu mengangkat sel kulit mati dan membantu meregenerasi kulit sehingga tampak lebih fresh dan lembab”</p>
<p>Writer-Reader Position</p>	<p>The reader treated an image of body scrub variant coffee by Scarlett Whitening and the caption which telling the benefit of coffee.</p>

Based on the third data, the implicature of utterance “...tapi bukan kopi biasa loh, kopi ini punya manfaat untuk membantu mengangkat sel kulit mati dan membantu meregenerasi kulit sehingga tampak lebih fresh dan lembab” is a coffee of variant Scarlett Whitening’s product. Then, the speech act used by the caption is illocutionary-Assertive because on the utterance there is an information given by the speaker.



Data 4

<p>Subject-Object Position</p>	 <p>Subject Position: There is an image of shower scrub variant mango by Scarlett Whitening. On both the right and left sides there are the pieces of mango fruits and a shower sponge between two mango fruits.</p> <p>Object Position: Instagram caption “Yang cape yang cape~ Butuh yang seger-seger?..”</p>
<p>Writer-Reader Position</p>	<p>The reader treated an image of shower scrub variant mango by Scarlett Whitening and Instagram caption which describes mango freshness.</p>

Based on the fourth data, The implicature of the utterance “Yang cape yang cape~ Butuh yang seger-seger?..” is variant mango Scarlett Whitening’s product. Then, the kinds of speech act is illocutionary-directive because the utterance contained the speaker’s persuasion.

Data 5

<p>Subject-Object Position</p>	<p>Subject Position: There is an image of body scrub variant coffee by Scarlett Whitening and several coffee seeds on the right side.</p> <p>Object Position: The Caption on the first paragraph “Sekarang ngopi gak Cuma bisa usir ngantuk, guys! Tapi bisa usir kulit kusam. Gimana tuh caranya?”</p>
<p>Writer-Reader Position</p>	<p>The reader is treated by an image of body scrub variant coffee by Scarlett Whitening and several coffee seeds on the right side, also the interesting Instagram caption on the first paragraph about the information of coffee that will be given by the speaker.</p>

Based on the fifth data, we can make sure that the implicature of the utterance “Sekarang ngopi gak Cuma bisa usir ngantuk, guys! Tapi bisa usir kulit kusam. Gimana tuh caranya?” means that the coffee is one of the variant Scarlett Whitening’s products. Then, the kind of speech act is illocutionary-directive.

**Table 1.** Feeds on Instagram.

<b>Feeds</b>	<b>Containing implicature</b>	<b>Not containing implicature</b>	<b>Repost captions</b>
	23	520	50
<b>Total</b>	543		

Table 1 shows the total feeds on Instagram’s official account Scarlett Whitening from January 2021 to June 2022. From 543 total feeds, there are 23 feeds containing implicature because between the feed and caption there is an unrelevant of the subject-object position and writer-reader position, and 520 feeds are relevant between image and caption. Last, a total of 25 captions are reposted with different images. It can be two or three reposted on the Instagram feeds.

The feeds containing implicature are the feeds to promote the new product of Scarlett Whitening. The copywriter usually describes the fragrance of the new product by using clues such as telling the benefit or describing the fruit’s freshness if the product has a fruity aroma.

**Table 2.** Types of Illocutionary Speech Acts.

<b>Illocutionary acts</b>	<b>Assertive</b>	<b>Directive</b>	<b>Expressive</b>	<b>Commissive</b>
	186	200	102	55
<b>Total</b>	543			

Table 2 shows the types of illocutionary speech acts used by Scarlett Whitening’s advertisement. The assertive used to give the information about the benefit of Scarlett Whitening’s product or the benefit of the new product fragrance. The directive speech act is used to invite the reader to use Scarlett Whitening’s product. The expressive speech act is used to express the feeling of someone who has been trying Scarlett Whitening’s product. The commissive speech act is used to provide the guarantee of the use of the product.

#### **4. Conclusion**

As we know that advertisement is one of the best strategies in trading. Through an interesting advertisement, people can get interested to buy the product or use the service. So many ways to make an advertisement become interesting. We can play in a language usage such as using implicature. Based on the analysis, the usage of implicature is used to represent the fragrance of the variant product Scarlett Whitening. It becomes the characteristic of Scarlett Whitening’s advertisement in promoting the product. The kinds of speech acts used by the speaker are variative. It can be a form of questioning, informing, and persuading.

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