Implicature of Public Service Advertising Discourse and Pragmatic Implications on Electronic Media

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ABSTRACT

Public service advertising makes people aware and organizes their positions to dissolve problems. Conventional implicature is a literal definition, for example, expressed by structural elements of a sentence. Implicature of conversation is pragmatic implications taken through the principle of conversation. This study addresses (1) the type of implicature on public service ads on Instagram posts, (2) pragmatic implications on public service advertising on Instagram posts, (3) the implementation of electronic media community service ads as nonformal education. This study uses qualitative methods with conversations/statements in public service ads published by Instagram social media (@dinkeskaranganyar, @juliatmono.1, @unicefindonesia, @kemenkes_ri, @p2ptmkemenkesri, @rsnirmalasuri) in December 2020-October 2021. Documentation methods collect data. Of the 116 data found, 74% were conventional implicature, while 26% were conversation implicature. The pragmatic implications of public service advertising are classified into 7: the implications of calling, informing, insinuating, reminding, asking, informing, and suggesting. Public service ads on social media Instagram contain conventional implications and conversations, then the conversations/statements of the ad have pragmatic implications.

Keywords: *Implicature, Public Service Advertisement, Electronic Media*

1. INTRODUCTION

Language is one of the means of communication in everyday life. Sumarsono and Partana stated that language is a set of arbitrary vocal symbols people use to communicate. One of the main functions of language is the communicative function so that groups of people can interact and work together. The utilization of language embodies the representation of the character of the speaker [1]

The emergence and development of communication provide many benefits for humankind. Communication can be seen as a combined form of conscious activity to provide understanding and purpose. Effective communication can define the meaning of the interlocutor. A good communication strategy is beneficial in achieving communication goals [2]. Communication is not only in the form of events, it will also be a way to deliver impact for speakers and listeners. Communication activities cannot be separated from learning activities.[3].

Speakers don't always understand communication well. The interpretation is semantically insufficient when interpreting a procedure because the message conveyed is not written but implied. The linguistic meaning of an event is difficult because context influences linguistic meaning in language. This clarifies that the understanding of the speaker and the listener to the context must be the same.

Pragmatic studies are language studies that cannot be carried out without reviewing context. In pragmatic studies, context is the main thing because it studies the meaning of language use. Pragmatics is one of the studies that study the meaning that speakers pass to listeners. Pragmatics tends to learn language and speech functions rather than their structure and shape [4].

Yule stated that pragmatics includes three studies, namely the study of language meaning in context, meaning delivered directly by the speaker, and the study of expressions that limit participants to participate in certain conversations [5]. Pragmatics studies context-bound meanings. To convey the meaning of information, the speaker understands what is said and understands the context contained in the speech.

Pragmatics is one of the important plans in explaining the meaning of conversations related to the context of

implicature, which is important in speaking orally or in writing. Implicature is a clear and understandable explanation of the definition or implied understanding that is not conveyed directly in speech. Implicature describes something different from the true meaning of a statement, which may be different because the speaker does not explicitly explain. In other words, implicature is a will or a tucked speech. In analysis, one of the determining elements that move on the application of language in the context of implicature. In implicature, speech describes something different from what is expressed. Implicature is the trigger that makes up the speaker [1]. The essence of implicature is the hidden definition of a speech spoken by a speaker. Thus, implicature is used to describe differences that include "What is said" and "What is inferred".

The concept of implicature has four functions. (1) Implicature describes a meaningful functional explanation of unexplained linguistic facts, which are further included in "waste baskets of exceptions" by formal grammar theory. (2) The implicature can explain why a speech, for example a question, contains imperative meaning. (3) Implicature can simplify semantic explanations of differences between sentences. (4) Implikatur can describe various grammatical events that appear unrelated or contradictory but actually have communicative relationships [6].

Implicature is classified into two types, conventional implicature and conversational implicature. Conventional implications are implications derived directly from the meaning of the word, not the meaning of the principle heard (conversation). Conventional implications are the meanings of understanding and expectations contained in certain forms of language, but not expressed. In other words, conventional implicature is the literal meaning expressed by the structural elements of the sentence, the implicature of conversation is pragmatic implications derived from oral principles. The implicature of conversation is also referred to as nonconventional implicature, which is understandable, but the speech is less revealed.

Advertising is one of the indirect communication media because in its delivery requires media so that the recipient can easily access it. Advertisements that will be delivered to the public contain certain messages in verbal, non-verbal or scouting between the two. Verbal messages are usually delivered orally or in writing, while non-verbal messages contain meaning.

Various media gets along with the explosion of advertising products as an innovation. Thousands of commercial advertisements appear in print and electronic media. In the economic sphere, commercial advertising is made to ask people to use the products they offer. Therefore, commercial advertising is made to obtain as much profit as possible. This is in contrast to Public Service Advertising which leads to the interests of many people with a socially economic purpose, which is the improvement of people's well-being and life. An ad is said to be good when the ad has a persuasive nature. Persuasion occurs when a product that has been advertised provides additional benefits for the recipient.

Public service advertising appears consistently on social media by bringing social messages to revive people's concern for the problems they will face. Public service advertising persuasions the community by inviting them to realize and be able to manage positions so as not to dissolve with problems. Public service advertising is one part of social marketing promotion intending to campaign ideas or ideas for community service. This study chose public service advertising as a subject because it included ads that had the aim to improve the welfare of the community. Public service advertising receives social messages that are being talked about by many people easily.

Public service advertising exists for social purposes, not for benefits. Therefore, the media used to publish must reach all levels of society. Language in public service advertising has an important role in determining messages' availability to the community. Therefore, the language in advertising should be clear, concise, and persuasive.

Public service advertising can also be a means to implement educational values in the community. Education as a whole means all efforts designed to influence others, whether individuals, groups or communities, to carry out what education practitioners expect [7]. Public service advertising can be categorized into nonformal education because it has the same goal, namely the fulfillment of basic educational needs such as natural knowledge literacy, vocational skills, nutritional knowledge, and health social attitudes towards family and community life, general knowledge and citizenship, as well as self-image and life values. Nonformal education is an organized and consistent systematic effort outside the school system through social relationships that guide individuals, groups, and communities. This education aims to develop social attitudes and ideals to support the standard of living in material, social and mental relationships to achieve social welfare [8].

The research data were obtained in six Instagram account posts, namely @dinkeskaranganyar, @juliatmono.1, @unicefindonesia, @kemenkes_ri, @p2ptmkemenkesri, @rsnirmalasuri. Based on background, there are several problems studied in this study. (1) What kind of impact on Community Service Ads in Instagram posts? (2) What is the pragmatic implication of conversations/statements on Public Service Ads in Instagram posts? (3) How is the implementation of public media service.

Terkait dengan rumusan masalah, tujuan yang akan digapai yakni (1) menentukan jenis implikatur pada Iklan

Layanan Masyarakat dalam postingan instagram (2) mendeskripsikan implikasi pragmatis percakapan/pernyataan pada Iklan Layanan Masyarakat dalam postingan instagram. (3) Mengetahui implementasi iklan layanan masyarakat media elektronik sebagai pendidikan nonformal.

2. METHOD

This research uses a qualitative approach, with mechanisms of collecting, processing, analyzing, and presenting data. Qualitative research examines a natural object, while researchers become key instruments.[6]. This approach was chosen because it corresponds to the problem and the researcher's data source. This type of research is descriptive because it is expected to reveal the meaning of public service advertising on social media.

Data from this study is public service ads published in Instagram account posts @dinkeskaranganyar, @juliatmono.1, @unicefindonesia, @kemenkes_ri, @p2ptmkemenkesri, @rsnirmalasuri that contain the meaning of impact. Photos and posts on public service ads are the objects studied. The determination of the research subject is in line with the opinion that stated, "The subject of the study is an object, a variable that is attached to a place, a person, and one that must be solved in the research".

The method used by this research method is the documenting method, which is the description of events that passed. The data can be in images, writings, or the work of people who have messages. Documents complement the use of interview methods and observations in qualitative research. Researchers collect data, select, process, and store data in the form of photos in public service ads located in Instagram account posts.

This research data analysis technique uses matching methods. This method is a method of data analysis that has determinants outside, separate and not part of the language. The author uses the extra lingual matching method, which is a method whose usefulness analyzes extra lingual elements as if combining language problems with things outside the language. The extra lingual matching method becomes one of the language analysis techniques by synchronization [9]. This method is useful for knowing what types and pragmatic implications have been spelled out in the problem formulation.

3. RESULTS AND DISCUSSIONS

There are two types of implicature, namely conventional implicature, and conversational implicature. This division is based on the appearance of conversation rules. If the application of the rules correctly and directly, there can be direct implications that give birth to standard or conventional implications. The implicature does not require special conditions so that conclusions can be drawn. Another model that appears as a result of a violation of conversation rules is the implicature of the conversation. The existence of implicature exists if "What is said" is not the same as "What is concluded." Therefore, the implication is temporary (occurring when the conversation is taking place) and unconventional (something implied has no direct connection to the spoken speech).).
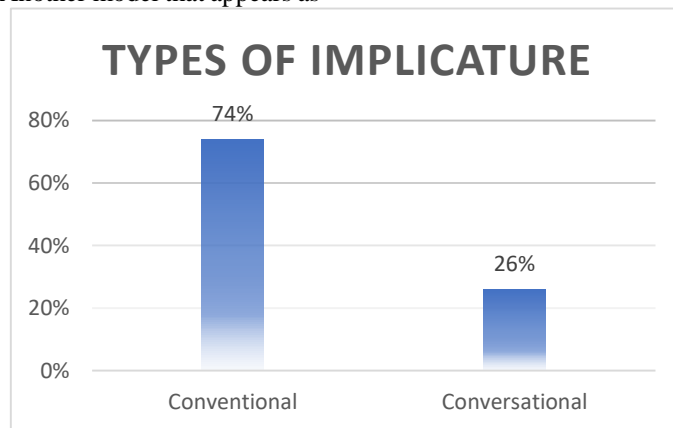

Figure 1. Types of implicature

3.1. Conventional Implicature

Conventional implications are understood or expected meanings but not expressed in any particular linguistic form. In other words, conventional implicature is the value of characters expressed as sentence elements in a structured form. The conventional implication is implicature that clearly defines the meaning of a word

and does not disavow the principle of dialogue. [10]. Here are the types of conventional implicatures illustrated in the diagram.
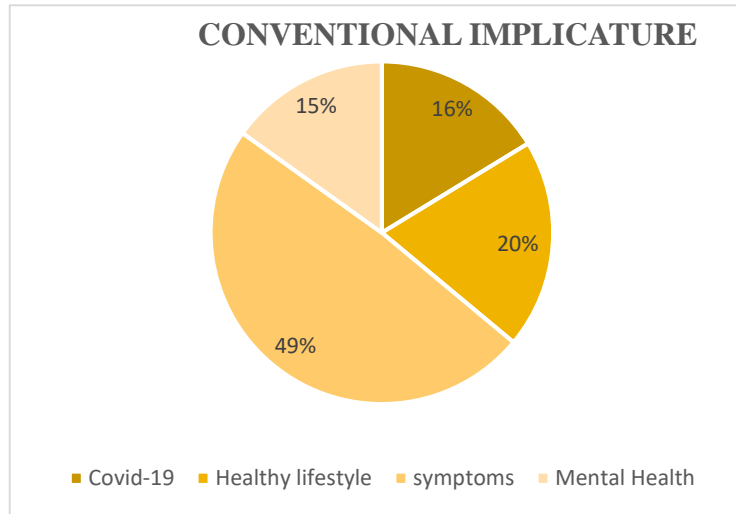

Figure 2. Classification of Conventional Implicature Ads

The diagram above shows the percentage of conventional implications in public service advertising. Public service advertising in disease symptoms is the most widely found, at 49%. Consecutively, healthy lifestyle advertising came second with 20%, covid-19 field 16%, and mental health gained a percentage of 15%. No wonder in public service advertising, many conventional implications are found. This is because the implicature is used to understand the hidden or implied meaning in a speech..

Table 1. Conventional Implications, Mental Health

Electronic Media	@unicefindonesia January 19, 2020
Community Service Advertising	

Context	On January 19, 2021, @unicefindonesia uploaded a public service advertisement containing information and knowledge about forms of bullying so that the public knows the form of bullying.
Type	Conventional Implicature
Pragmatic Implications	Appeal and remind

Based on data (1) Such Public Service Ads are included in the conventional implicature type. The statement contained in the ad is an appeal to learn about forms of bullying that can be prevented. This public service ad also protects people's behavior while being kind to others by minimizing the possibility of harassment. Bullying is bad behavior towards others for without clear reason.

Bullying has a tendency to be considered commonplace by society and is not considered a serious threat. These community service ads remind readers to always be vigilant in a variety of actions. In Indonesia itself, information about mental health disorders is minimal [11]. Therefore, education about mental health disorders needs to be done. Public service advertising can be a suggestion to spread information about mental health to the public so that people become more aware of their own mental health and others..

Table 2. Implikatur Konvensional, Gaya Hidup Sehat

Media Elektronik	@p2ptmkemenkesri
	28 September 2021

Community Service Advertising	
Context	28 September 2021, @p2ptmkemenkesri mengunggah ILM yang berisi informasi mengenai manfaat sehat yang bisa didapat dari bersepeda.
Type	Conventional Implicature
Implikasi Pragmatis	Inform

Based on data (2), public service ads are included in conventional implicature types. The meaning of implicature in this ad is to inform that exercising, especially cycling, has many health benefits. One of the benefits of cycling is that it improves mood and reduces stress. Thus, people should not be lazy to exercise. In addition to having many benefits for the body, cycling is also one of many people's sports. Cycling is a cheap and healthy sport [12]. Society, especially health workers, has an important role in changing mindsets and behaviors to implement Healthy and Clean Living Behaviors (PHBS). The four stages that need to be done are 1) introducing healthy behavioral ideas and methods, 2) identifying and developing strategies to change health behaviors, 3) motivating people to change health behaviors, and 4) understanding communication procedures and designing communication programs [12].

Table 3. Conventio, Covid-19

Elektronic	media@unicefindonesia July 9, 2020

Community Service Advertising	
Context	On July 9, 2020, @unicefindonesia uploaded a community service fish containing information to pay attention to air ventilation during indoor activities.On July 9, 2020, @unicefindonesia uploaded a community service fish containing information to pay attention to air ventilation during indoor activities..
Type	Conventional Implicature
Pragmatic Implications	Appealed

Data (3) indicates that public service advertising belongs to conventional implicature types. Implicature in the ad appeals to the public to pay attention to air ventilation when moving in the room. Ilkan also campaigned that the risk of spreading the covid-19 virus increased when active in the room. Thus, the public is asked to be more disciplined in improving health protocols. In addition, the ad lays out measures to reduce the risk of spreading the covid-19 virus. Readers and the public are reminded to always keep themselves exposed to the covid-19 virus. The use of ventilation determines indoor air quality because this facilitates the cycle of air from the outside in and vice versa [13].

Table 4. Conventional Implications, Symptoms of Disease

Electronic Media	@p2ptmkemenkesri
	October 8-9, 2021

Community Service Advertising	
Context	On October 8-9, 2021, @p2ptmkemenkesri uploaded a public service ad containing information about the symptoms of hypertension, who is at risk of hypertension. Why hypertension is dangerous, so the public should be more aware of the symptoms of hypertension.
Type	Conventional Implicature
Pragmatic Implications	Informing and Encouraging

Data (4) shows that public service advertising belongs to conventional implicature types. The meaning of implicature contained in this advertisement is information and information to the public about the symptoms of hypertension, who is at risk of developing hypertension, and why hypertension is dangerous if uncontrolled. Based on data (4), the ad exposes the symptoms of people with hypertension and exposes anyone at risk of developing high blood pressure.

People are encouraged to always maintain health so as not to experience hypertension which is one of the health problems [14]. Hypertension is a form of non-communicable disease (NCD) [15]. In addition to these diseases, there are still other NCDs whose symptoms are initially less realized by the public even though NCD itself is a chronic disease that is not transmitted from others and has a risk as a cause of mortality and disability.

3.2. *Conversation Implicature*

The implicature of conversation is a meaning that is understood but not expressed in words. Conversational or nonconventional implications are pragmatic implications hidden in a conversation. In communicating, speech often presents a pragmatic function, and in the address of the conversation, speakers are interconnected with the implicature of conversation [16]. The following looks at the types of conversational implicatures illustrated in the diagram.
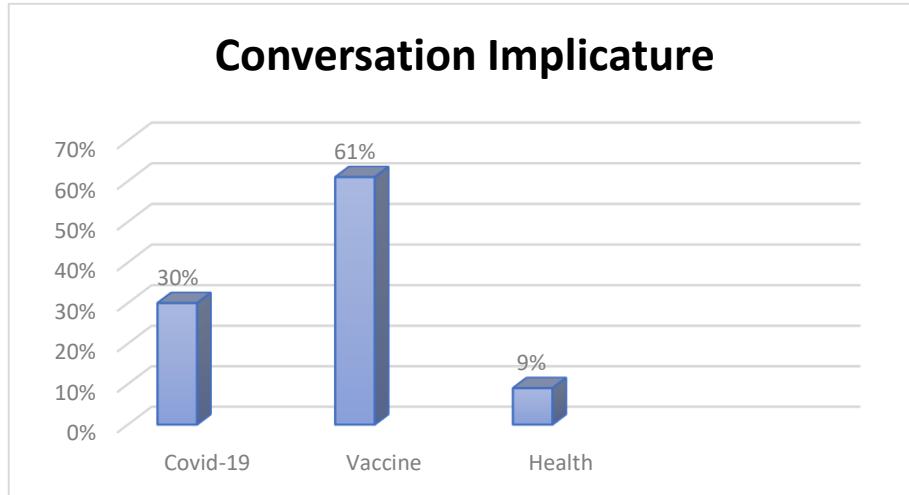

Figure 3. Classification of Conversation Implicature Ads

The diagram above shows the percentage of conversational implications in public service ads. Public service advertising in the field of vaccines is the most widely found at a rate of 61%. Ads in the field of covid-19 are 30%, while health ads get a percentage of 9%. Implicature is used to understand hidden or implied meanings in speech.

Table 5. Conversational Implicature, Vaccines

Electronic Media	@kemenkes_ri January 9, 2021
Community Service Advertising	
Contexs	This advertisement shows that the Indonesian Ministry of Health sent sms as the beginning of the Covid-19 vaccination program that was prioritized to health workers.
Type	Conversation Implicature
Implikasi Pragmatis	Menginformasikan dan Menghimbau

Data (5) shows that the public service ad (ILM) explains that early-stage Covid-19 vaccine recipients belong to priority groups: health workers, health support, and public service personnel. Vaccination provides immunity to a disease so that when a person is once exposed, he/she only gets mild symptoms. Therefore, the general public is asked to be patient because vaccination will be carried out gradually.

The speech "*kok kita ngga dapet SMS sih pak? Kan katanya vaksin buat semua masyarakat* (how come we don't have SMS anyway, hon? They said that vaccines are for all communities)" refers to why they have not received SMS from the Ministry of Health, while others have. The priority of vaccine recipients is health workers, health support, and public service personnel. Therefore, the general public is asked to be patient because vaccination will be done gradually. So, the type of implicature that exists in the conversation is the Conversation Implikature. The vaccine given to the community is one of the efforts carried out by the government to minimize the spread of the covid-19 virus. The purpose of the vaccine is so that the immune system or immune system is effective in the body's defenses. [17].

Table 6. Conversation Implicature, Covid-19

Electronic Media	@kemenkes_ri 15 Agustus 2021
Community Service Advertising	
Context	This ad discusses that inhaling hot steam has not been shown to be deadly to the virus but to be harmful to health.
Type	Conversation Implicature
Pragmatic Implications	Inform and encourage

As per the data (6), the public service advertisement explains that inhaling hot steam is not effective in destroying viruses in the body, which is very dangerous for health. The steam that is too hot can cause burns to the skin and respiratory apparatus. The right type of impact is the impact of conversation on speech "*kan katanya menghirup uap panas bisa matiin virus covid* (people said that inhaling hot steam can kill the virus)" said by the speaker. The role of context in this speech is no relationship between hot water vapor and the covid virus. The most powerful methods that can be done to prevent the Covid-19 virus are the discipline of health protocols (handwashing, using the mask, physical distancing, avoiding crowds, reducing mobility), Covid-19 vaccination, and always applying a clean and healthy lifestyle. So, the right type of implication in the conversation is the implicature of the conversation, which is about socializing healthy and clean living to prevent the spread of the Covid-19 virus. [18]. In addition, healthy and clean living education is one solution for the community, especially children—educating the public about preventing Covid-19 needs to be done, including the habit of wearing masks. Health promotion through social media is one preventive way. Education and use of social media to understand the dangers and transmission of the Covid-19 virus and health protocol can foster public awareness to obey the protocol [19].

Table 7. Conversation Implicature, Health

Electronic Media	@kemenkes_ri September 12, 2021
Community Service Advertising	
Context	This ad discusses that maintaining dental and oral health during the Covid-19 pandemic is also very important.
type	Conversation Implicature
Pragmatic Implications	Reminding and insinuating

Data (15) shows that the public service advertisement states that it is not only the health of the body that must be maintained during Covid-19. Dental and oral health should also always be considered because dental and oral health is very influential on the health of the body holistically.

The right type of implicature is the impact of conversation on the speech "*iya bu, bentar lagi ya. Masih sibuk nih* .(yes mom, wait a minute. I'm still busy)," my father said. So, the role of the context expressed by the father is different from the one implied. Mother said like that to remind you that the toothbrush is very important for dental and oral health before going to bed. The father can understand these speeches based on the context in the conversation. Maintain oral and dental health by brushing your teeth twice a day regularly, drinking more water, eating less sugary foods, avoiding smoking, and checking with the doctor at least once every six months. So, the right type of impact in the conversation is the Conversation Implicature. The higher the level of education and socioeconomic community and the many oral and dental diseases rates, the higher dental health services are required. One of them is basic dental services that have been provided by the Center for Public Health Services [20]. Brushing your teeth is one of the first dental and oral health care [21].

3.3. Implementation of Research as a Non-Formal Education

In general, education is planned to influence others, whether individuals, groups, or communities, to carry out educators' expectations [7]. These public service ads can be categorized into nonformal education because they share the same purpose. The aim is to fulfill basic educational needs such as literacy of natural knowledge, vocational skills, nutritional knowledge, health, social attitudes towards family and community life, general knowledge and citizenship, and self-image and life values.

Therefore, public service advertising on electronic media can be used as one example of nonformal education. The social messages conveyed in public service advertising are useful to foster a sense of what they are living in, which is a situation that threatens harmony and public life.

4. CONCLUSION

Based on the study results, several points can be concluded. First, the types of implications on instagram social media are conventional implicature and conversation implicature. Of the 116 data found, the type of impact included 74% of conventional implicature and 26% of conversational implicature. When spelled out the total appearance, the most impactful type is conventional implicature as much as 74%. Second, the pragmatic implications of public service advertising are classified into seven types, namely the implications of calling, informing, insinuating, reminding, asking, informing, and suggesting. Third, public service advertising on electronic media can be implemented into nonformal education examples in society.

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