

Implicature Analysis of Milk Advertising

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Abstract

This study aims to describe the types of implicatures contained in milk advertisements. This type of research is descriptive qualitative. The data collection method used in this study is the listening method with basic techniques as the basic technique. The free engagement listening technique can be used as an advanced technique. Note-taking techniques are also used in transcribing speech. To test the validity of the data, this study used the method of increasing persistence and using reference materials. The data that has been collected will be analyzed using a pragmatic equivalent technique using a determinant element sorting technique which has a research tool in the form of sorting power which is useful for differentiating reactions and hearing levels. From the results of the analysis the authors found more types of unconventional implicature, because the statements conveyed are not general in nature. The type of advertisement that is displayed has a conversation that only one speaker understands and that is a creative form of the advertisement that is presented. The advertisement does not seem boring and makes the audience curious. This research also has implications for the business of selecting attractive words in advertising.

Keywords: *analysis, advertisement of milk, implicature.*

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INTRODUCTION

Communication is a way to convey messages from question communicators, declarative sentences also function as statements, and also requests or orders function to ask or order. The use of this language functions to be targeted to the public or consumers. Meanwhile, the language that advertisers generally use to convey speech when promoting a product to consumers is a strategy in advertising, advertisers use a strategy, namely using direct, indirect and direct strategies (Taufik, 2018).

Advertising is the promotion of goods, services, companies, and an idea that must be paid for by a sponsor (Supriyanto, 2008). Gitosudarmo (2008) states that advertising is the main tool for companies to influence their consumers. Advertising can be done by a company through television, radio, magazines, newspapers, or it can also be in the form of posters which are then placed in strategic places. (Kotler & Armstrong, 2012) argue that advertising is a form of promotion of ideas and presentation, goods or services in groups by predetermined sponsors and requires payment. Advertising is one of the ways used by a company that aims to attract buyers.

Advertising is a form of promotion that is easy to recognize and also the most widely discussed by the public, this is due to the wide reach of advertising. According to Alexander advertising or advertising defines any form of non-personal communication about a product, organization, idea, or paid service by a known sponsor. The meaning of "paid" in the definition already mentioned indicates the fact that space or time for a message in an advertisement generally has to be paid for or purchased. The meaning of the word "nonpersonal" is an

advertisement that is spread in the mass media which is able to send messages to a large number of people at the same time (Yuwono, 2010).

The goal in advertising is to encourage awareness in the minds of consumers about the brand of a product, so that in the end the product brand becomes top of mind. The purpose of top-of-mind awareness (TOMA) is the name of a brand or brand that is mentioned for the first time by someone, and is in a special position in his mind. Simply put, the brand becomes the number one brand in the minds of buyers when juxtaposed with other brands. Top of mind describes the value of the mind share of the buyer, which reflects the superiority of certain brands in the minds of consumers for certain types of products. The brand is relatively stronger when compared to other competing brands. The higher the mind share of a brand, the stronger the brand is. There are several ways to reach the top-of-mind awareness level, one of them is by conveying messages more actively to the market. The message conveyed must be able to be creative in order to foster a not boring and positive impression (Taufik, 2018).

Advertising language is a part of various journalistic languages. Journalistic language has its own characteristics that can distinguish it from other varieties of language. The characteristic of the variety of language in journalism is that it is aligned with the purpose of journalistic writing and who reads the variety of journalism. Hohenberg argued that the purpose of all writing a journalistic work is to convey an idea, opinion, and information to readers in general. Then, the information must be conveyed in a clear, concise, thorough, interesting, and easy to understand manner. Advertising has language characteristics that are in harmony with language in the mass media, namely having solid, brief, straightforward, fluent, simple, clear, and interesting characteristics. Apart from the properties already mentioned, the most necessary trait is that the advertising language must have persuasive properties. This is intended so that the advertisements offered are able to attract the interest of those who read the advertisements to buy goods in the advertisements that have been read (Chaer & Agustina, 2010).

Television advertising is a type of advertisement that has a high level of effectiveness, so it can be used as the main choice in distributing advertisements. According to Kasali (1992) television has three strengths that make it the main choice in marketing products. (1) Television advertising has quite a strong influence. Pressure on two senses at once namely sight and hearing, television easily creates flexibility for creative works by combining sound, drama, movement, beauty, color, voice and humor. (2) Television advertising has strong influence. Television can influence audience responses. The majority of buyers will trust companies that advertise a product on television more than those that don't show it at all. (3) Television advertising can realize in saving costs. The ability to reach the target audience is a major advantage that other media do not have. This mass reach makes cost efficiency in reaching every layer of society at large (Taufik, 2018; Fawziyyah & Santoso, 2017).

The object used in this research is a milk advertisement. The author's reason for choosing milk advertisements is because the milk advertisements contained in this study have their own uniqueness, such as sentences that contain implicatures, meaning in utterances that have multiple meanings, and uphold Indonesian culture. Milk is one type of food and drink that has a fairly complete nutritional content needed by all age groups. According to Sediaoetama in (Wardyaningrum, 2011) Milk has a complete nutritional content compared to other drinks so that milk has many properties that are very beneficial for the body. Milk contains a lot of nutrients, such as calcium, phosphorus, zinc, vitamin A, vitamin D, vitamin B12, vitamin B2, amino acids and pantothenic acid.

Milk advertisements that are shown on television have their own uniqueness in their presentation. One of the uniqueness of the milk advertisements chosen as the object of this study, namely in terms of speech that causes misunderstanding and has a humorous effect, speech that has a double meaning, advertisements that uphold Indonesian cultural values, and creativity in displaying advertisements in various versions, so it is interesting to be the object of analysis. Based on these reasons, the authors chose milk advertisements as the object of this study.

The urgency of this writing is expected to be able to contribute knowledge about advertising insights and is expected to increase the creativity of ad serving, so that ads do not seem boring and ads can be easily remembered by viewers. This can improve the quality of products traded through advertisements, especially advertisements on television.

The approach used in this research uses pragmatic study theories as an analytical knife to analyze the data that has been obtained. Mey defines that pragmatics is a study that discusses the conditions in which human language is used which is determined through the context of society (Rahardi, 2005). Levinson states that pragmatics is the study of linguistics that studies the relationships between language and speech (Rahardi, 2005). In this study, the analysis used in analyzing the data is only using Pragmatic theory which discusses implicature according to Grice. Grice argues that implicature is an utterance that implies something different from what is actually said. Something "different" is the intent of the speaker stated explicitly.

Yule, (1996) argues that implicature is a prime example of the amount of information conveyed rather than what is said. Rustono, (1999) says that implicature is an implicit proposition or statement, namely something that the speaker may interpret, imply or mean, which is different from what he says. Etymologically, implicature is derived from the word *implicatum*, and nominally this word is almost the same as the word *Implication*, which means intent, understanding, involvement (Mulyana, 2001). There are two types of implicature, namely conventional implicature and implicature (conversational implicature) (Kuntarto & Gafar, 2016). Grice divides implicatures into two types, namely conventional implicature and conversational implicature (Leech & Carla, 2007). Conventional implicature does not require that it occurs in a conversation and does not depend on specific contexts to interpret it. Meanwhile, conversational implicature or implicature has more varied meanings and definitions. Understanding of "meaning speech" is very dependent on the context in which a conversation occurs.

Research that is relevant to this research, first (Fawziyyah & Santoso, 2017) which describes the form of implicature in cosmetic advertisements with a pragmatic approach. There are three forms of implicature in cosmetic advertisements, namely representative implicature, directive-representative implicature and expressive-representative implicature. The similarity with this research is that both use Pragmatic studies. The difference between this research and that found in this study is that in this research it uses representative implicatures, representative directive implicatures and expressive-representative implicatures, but this research uses conventional implicatures and non-conventional implicatures.

Next, Sulfiana (2019) entitled "Analysis of Functions and Forms of Implicatures in Sprite Ads: A Refreshing Reality", the author discusses pragmatic analysis of the sprite brand of soft drink products: refreshing facts and describes the functions and forms of implicatures contained in the ad. The similarity between this research and this research is that it uses the same theory, but with a different version of expert opinion. The difference between this research and this research that there are no implications in the field of education in schools.

Next is Setiaji (2017), in his research explaining the implicature contained in advertisements/slogans generally has an implied meaning to attract the public. The pragmatic meaning of swearing contained in advertising slogans means giving swear words, namely issuing bad words and humiliating something. The form of such a slogan is usually not imperative, but non-imperative. Advertising discourse on television contains special messages or implied meanings contained in an advertisement that aims to attract people's attention in choosing products and services. The similarities between this research and this research are that they both study the implicature and meaning contained in advertisements.

Next is Gaffar (2018), which will provide education to the public regarding the implicit meaning of advertisements so that the public can fully understand the meaning of advertisements. The similarities between this research and this research are that both use the meaning of implicatures in an advertisement. The difference between this research and this research is that this research only examines the meaning and implicature contained in

advertisements, but in this study examines the types of implicature. This thesis really helps the writer in analyzing the meaning of implicature in an advertisement.

From some of the explanations that have been explained, the purpose of this study is to describe the types of implicatures contained in milk advertisements and also to describe the true meaning contained in milk advertisements. This research is expected to be useful for the community, it is hoped that there will be no misunderstanding of the meaning of speech in advertisements. As well as for advertising agencies, it is hoped that they can add creativity in making advertisements.

METHODS

This research is a descriptive qualitative type, which describes a phenomenon, in this case a linguistic phenomenon in the form of a description (Sugiyono, 2012). This research was conducted in January 2022 in a place where research is possible. This research took data sourced from milk advertisements uploaded on the YouTube channel as objects of analysis, namely advertising milk products including: 1) Frisian Flag which was uploaded in 2013 with the Bolong version, This Milk Tea, Bli, Panen Mangga, and Komodo, 2) Bear Brand which was aired in 2015-2016 and uploaded in 2017 with the Teman Murni version, 3) HiLo which was uploaded in 2013 with the My Kid My Hero version, and Wipe It, 4) Dancow uploaded in 2019, 5) Lactogrow uploaded in 2018, 6) Milo uploaded in 2017, 7) Annum which was uploaded in 2017, 8) Procal Gold which was uploaded in 2017, 9) SGM which was uploaded in 2015, 10) Ultra Milk which was uploaded in 2015, 11) Zee which was uploaded in 2017 with the Mlorot Pants version. The data in this study were obtained based on online searches from Youtube media. This step was taken to facilitate the research process of data collection.

The data collection method used in this study is the listening method with basic techniques as the basic technique. The free-involvement listening technique can be used as an advanced technique. Note-taking techniques are also used in transcribing utterances. To test the validity of the data, this study uses methods to increase persistence and use reference materials. The data that has been collected will be analyzed using the Pragmatic equivalent method using the determinant element sorting technique which has a research tool in the form of sorting power which is useful for differentiating reactions and hearing levels. (Sudaryanto, 2015).

RESULTS AND DISCUSSION

Types of Implicatures in Milk Commercials that Have Ever Aired on Television

Conventional Implicature

In this study, conventional implicatures were found as many as 8 utterances. Conventional implicature usually occurs when the sentence uttered has a meaning that can be understood and accepted by the general public. The discussion of conventional implicature sentences can be seen as follows.

HiLo 1: "Grow up, not sideways"

In this data there is a slogan of the advertising brand HiLo milk, namely "Grow up, not sideways". The slogan is included in conventional or general implicature. The slogan sentence is a statement that has a true meaning and has no other meaning in it. This sentence or slogan can be understood or understood by everyone, because indeed in any growth it is always upward, not sideways. Without needing to explain, people already understand that what grows is up, not sideways. This statement has a similar direction to Mayura's opinion (2020).

HiLo 2: "Grow tall, don't wait"

In this data there is a conversation from a HiLo milk ad with the theme "Grow tall, don't wait later". The implicature contained in the conversational sentence above is included in conventional implicature or general implicature. The sentence "grow taller don't grow taller later" is a sentence that is understood by the general public. Growing tall is necessary to make it easier to do any activities that can't be done by someone who is less tall. Growing tall can

also be used to help with other needs, such as helping parents with work or other adult jobs. This statement has a similar direction to the opinion of Setiaji (2017).

HiLo 3: "Tyo, Donny can you help?"

The data contained in HiLo's advertisement for milk with the "Wipe It" version contains a sentence as follows "Tyo, Donny can you help?". The implicature contained in the sentence above is included in the conditional implicature because it is general in nature. The sentence on the data is said by a teacher to his students while holding a blackboard eraser, the aim is to get his students to help erase the writing on the blackboard.

These sentences were immediately understood by the two students to immediately help erase the writing on the blackboard. These sentences can mean different things under different circumstances, for example when a teacher holds a broom and then says the same sentence to his students, the instructions shown to his students are different.

Annum Materna 1: "Like a boxer when warming up, your heart beats much faster when you are pregnant"

In the AM1 data there is a sentence in the advertisement for Annum Materna milk with the "Boxing" version. The implicature contained in the ad is included in the conventional implicature, because it is general in nature. The sentence above is a sentence that has a real meaning and everyone knows that when you are doing a boxing warm-up or other sports warm-up, your heart will beat faster than usual. Likewise, with someone who is pregnant, their heart beats much faster than ordinary people. This statement is already known by the general public, both when warming up and when pregnant, the heart beats faster than usual. This statement has a similar direction to the opinion of Gaffar (2018).

Procal Gold 1: "Different children have different intelligence"

In this data there is a conversation contained in an advertisement for Procal Gold milk. The implicature contained in the sentence above is included in the conventional implicature because it is general in nature. The statement states that "different children have different intelligence" is an agreement that is agreed upon by the general public because indeed every child has different abilities or intelligence, even though each child is given the same nutrition and upbringing, each child certainly has a different grasping power. When every child receives a lesson or guidance, there are children who immediately grasp what is new or has learned, but there are also children who are slow in grasping what they have just learned.

This does not only apply to children, but also applies to teenagers and adults, because in essence every child or every adult also has a different absorption capacity in accepting new things. This statement has a similar direction to the opinion of Setiaji (2017).

SGM 1: "I know, everyone has someone close to them that they admire"

In the SGM 1 data there is a conversation contained in an advertisement for SGM Nutri Day milk with the version "7 Days of Drinking Milk Movement". The implicature contained in the sentence above is included in the conventional implicature because it is general in nature or a sentence agreed upon by the general public. The sentences in the data above show the true meaning and everyone knows that everyone must have someone close to them that they admire. Even though there are some people who admire someone who is far away from them or someone who is not near them, of course the first people they admire are those who are close to them. This statement has a similar direction to the opinion of Gaffar (2018).

Frisian Flag 1

Grandma: "How do you do this?"

Granddaughter: "Gini grandma" "just like that you can't"

The implicature contained in the conversational sentence above is included in the conventional implicature because it is general in nature. In the conversation above, the grandmother asked her grandson how to complete the puzzle game. The grandson immediately understood what his grandmother's question meant, then the grandson answered while giving a way to solve the puzzle game. The conversation falls into conventional implicature, because the granddaughter immediately understands what her grandmother means. This statement was

not only understood by the grandson, but also understood by the general public, because the grandmother asked while holding and giving the puzzle to her grandson.

Dancow 1

Child: "Mother can I or not?"

Mother: "yes you can"

In code D1 there is a conversation contained in a Dancow milk advertisement. The implicature contained in the sentence is included in the conventional implicature, because it is general in nature. The conversation was immediately understood by the mother when her child asked while watching the rain fall. The sentence "can you do it or not?" what the child says to the mother means that the child wants to play in the rain, then the mother allows her child's request to play in the rain, because the mother believes that her child will not get sick after playing in the rain. The mother believes that her child's endurance is able to play in the rain, because the mother provides Dancow milk which is rich in nutrition and immunity for the child. Every mother gives permission for her child to play, of course, looks at the child's health first, if the child is indeed unwell, then every mother will definitely not give permission for her child to play because it can worsen her child's health. This statement has a similar direction to Mayura's opinion (2020).

Unconventional Implicature

The unconventional implicatures found in this study are 12 utterances. Unconventional implicature usually occurs when the sentence being said has a different meaning than what is being said. The discussion of non-conventional implicature sentences can be seen as follows.

Frisian Flag 2: "Is this tea for me?"

"Milk how come it's called tea, it's milk right?"

"Yes, this is milk tea"

"Where's the tea?"

In the Frisian flag 2 data, the implicature contained in the Frisian Flag milk advertisement version "this is milk tea" is included in the unconventional implicature sentence, because it is not general in nature. The conversation is understood only by the speaker. The sentence that the interlocutor does not understand is "this is milk tea." The speaker's intention is to emphasize that this is milk, but uses a mixture of Indonesian and Sundanese which makes it difficult for the interlocutor to understand what the speaker is saying. The interlocutor interprets it as tea mixed with milk, contrary to what you see containing only milk, no tea at all. The meaning of "this is milk tea" here is not milk that is given or mixed with tea in it, or the word "tea" which means a drink, but the pronunciation of someone who comes from the Sundanese tribe has become a habit in showing something always accompanied by the word "tea". The word "tea" itself in Indonesian means "that". From the conversation, there was a misunderstanding of meaning which gave rise to a sentence containing a sentence of implicature.

Frisian flag 3

Child: "Mom, please hang up the umbrella!"

Mother: "what are you doing dear"

Child: "wait tomorrow okay"

The next day the child invited the mother to see the umbrellas that had been hung the previous day.

Child: "the mango is not broken anymore"

In the conversation of the Frisian Flag milk advertisement with the theme "harvesting mangoes" it is included in the unconventional implicature, because it is not general in nature. The conversation is only understood by one of the speakers. The purpose of the child is to ask his mother for help to hang the umbrella upside down over the mangoes so that the fallen mangoes are not damaged, so they are still fit to eat. The context in the conversation is only understood by a child or speaker, which is then understood by the mother or the interlocutor

when it has been explained by the child. This statement has a similar direction to Mayura's opinion (2020).

Frisian Flag 4

Child 1: "waah the milk is left, just for me okay"

Child 2: "Ah Bli only"

Child 1: "Why buy, just take this"

Child 2: "Just blind"

Child 1: "Eeeeh"

Child 2: "This milk is for Bli Jali, Bli Rako, Bli Made has also been drinking Bli, Bli is free"

Child 1: "Ooh Bli"

In a conversation from a Frisian Flag milk advertisement with the theme "Bli". The implicature contained in the ad is included in the non-conventional implicature, because it is not general in nature. The conversation is only understood by one of the speakers. During the conversation, the first child saw that there was only one milk left on the table and intended to ask for the milk. However, child 1 thinks that child 2's answer told him to just buy a new one. Even though the answer given by child 2 to child 1 was to tell child 1 to drink the milk that was on the table. The milk is indeed for child 1, because everyone who is there already gets their own portion of milk. The word "Bli" here is not an activity of buying milk or buying anything else,

The conversation above was carried out by two speakers from different regions which resulted in only one speaker understanding the speech given, an explanation is needed to understand the speech given by the speaker to the interlocutor. Conversations conducted by two regions or two different tribes have become the hallmark of Frisian Flag milk advertisements in their advertisements, so this advertisement seems funny and very interesting to be used as research data because it upholds and introduces Indonesian culture. This statement has a similar direction to the opinion of Halim (2016).

Frisian Flag 5

Father: "Buy more books ma'am, he said he wanted to buy an electricity voucher?"

Mother: "You can buy the electricity voucher using the Frisian Flag, the book too"

Father: "Frisian Flag?"

Mother: "Yes. There are points that can be exchanged for various vouchers"

In the data there is a conversation from a Frisian Flag milk advertisement with the theme "shopping vouchers". The implicature contained in the conversation is unconventional implicature, because it is not general in nature. The conversation is only understood or understood by one of the speakers. The father meant to give shopping money to the mother to buy electricity vouchers, but his son told him that he had read a new fairy tale book about Komodo dragons. The father gave a response from his son's statement. My father thinks that if my mother spends her shopping money to buy story books again, not to buy electricity vouchers. The mother emphasized that the fairy tale book that she got was a gift for buying Frisian Flag milk, not just getting a book as a gift, but there are also other prizes in the form of electricity vouchers and shopping vouchers. Based on this conversation, by buying Frisian Flag milk, there are many interesting prizes that are useful. These advertisements can attract consumers to buy these dairy products.

Frisian Flag 6

Child 1: "Hey, how many holes does the mosque have?"

Child 2: "What's the hole?"

Child 1: "that's what's in the can"

Child 2: "oh one hole"

Child 1 "ah you tea heureuy? Three atuh, tilu. Hurry up and get out. Cuuuur"

Child 2: "the only one this big"

In this data there is a conversation from a Frisian Flag milk advertisement with the theme "Bolong". In the conversation above, there is an unconventional implicature that is not general in nature, because the conversation is only understood by one of the speakers or is not

general in nature. During the conversation, child 2 gave the answer that there was only one hole in the can. However, child 1 thinks that if there is only one hole in one can, then a little milk will come out and it will also take a long time to fill one glass. Then child 1 explained that in 1 can of milk there should be at least three holes or three holes so that the milk that comes out of the can faster fills one glass. However, child 2 showed a can of milk which then showed a hole or a very large hole in the can of milk. Unconventional implicature occurs, because the conversation that occurs must be given an explanation so that the conversation can be understood by the speaker or the interlocutor. This statement has a similar direction to the opinion of Gaffar (2018).

Bear Brand 1 : “Feel the purity”

In the data there is a statement from a Bear Brand advertisement with the theme "pure friends" with the title "Feel the Purity". The statement in the Bear Brand advertisement is included in the non-conventional or non-general implicature, because it has several meanings. Feel the purity in the ad serving has several meanings namely.

- a) "Feel the Purity" can mean the purity of the advertised object, namely Bear Brand milk which is truly pure milk without any mixture of ingredients and has health benefits.
- b) “Feel the Purity” in the advertisement can mean a pure friendship as a friend, without any feelings, without anything. Friendship that is lived really purely on the basis of friendship.

Based on the meaning of the Bear Brand advertising statement with the theme of pure friends, it has a double meaning because the advertisement plays the role of friendship as well as promotes the advantages of Bear Brand milk. So that the sentence "feel the purity" is included in the non-conventional implicature. The meaning of "Feel the Purity" can mean the purity of the advertised object, namely Bear Brand milk which is truly pure milk without any mixture of ingredients and has health benefits, however "Feel the Purity" in the advertisement can also mean a pure friendship as a person. friends, without any feeling, without anything.

HiLo 4: "With my height it's easier to be a hero mom"

In the data contained in the HiLo milk advertisement with the theme "My Kid My Hero" there is a conversation as follows. "With my height it's easier to be a hero mom." The implicature contained in the sentence is included in the no-conventional implicature, because it is not general in nature. This conversation cannot be proven, because not all children who grow tall may not necessarily become heroes for their mother or parents, there is also a child who has grown tall but is reluctant to help his parents. This conversation can only be accepted by a few people, because every child has the nature of being obedient and willing to help their parents' work, but there are also children who, when they grow tall, don't even want to help their parents.

The sentence "With my height it's easier to be a hero mom" here doesn't mean to be someone who is always there and always helps or does something that his mother can't do, but the meaning of being a hero here means that the child is ready to help his mother if needed. Because a good mother certainly will not always rely on her child to do all her work. This statement has a similar direction to Sulfiana's opinion (2019).

Zee 1

Child 1: "you are tall now huh!"

Child 2: "not only tall but resourceful"

In the data above there is a conversation contained in a Zee milk advertisement. The implicature contained in the conversation above is included in the no-conventional implicature, because it is not general in nature. The phrase "not only tall but resourceful" is not fully acceptable to the general public, because not all children who grow tall or develop are resourceful. Basically humans are created equal, but habits and the environment can inhibit and can also differentiate the abilities of these children, therefore the conversation above is included in unconventional implicature because it is not general for everyone. This statement has a similar direction to Mayura's opinion (2020).

Milo 1: “victory can be achieved when you work together”

In the data above there is a sentence contained in an advertisement for Milo milk with the version "ball fight". The sentence "victory can be achieved when you work together" contained in this sentence is included in the unconventional implicature because it is not general in nature. Winning everything does not have to work together, but individuals can also win or win everything. That is, each competition has its own nomination, there are group nominations that require collaboration, there are also nominations that require individuals to work alone without requiring cooperation.

If you want to have a greater chance of winning everything, then working together is really necessary, not only in winning everything but working together can also be used for everything, for example in work, work can indeed be done alone but it will be easier if done together. Work will feel lighter when done in a collaborative way, but to win everything all ways can be achieved either by working together or by working alone or individually. This statement has a similar direction to the opinion of Halim (2016).

Lactogrow 1: "did you know that cheerfulness is a sign of good growth and development"

In the data there is a conversation contained in a Lactogrow milk advertisement with the version "Happy Wonderland". The implicature contained in the sentence above is included in the unconventional implicature, because it is not general in nature. The joy of each child cannot be generalized to other children in the process of growth and development, because each child has their own growth. Happiness is indeed believed to be one that can make children develop better than children who tend to be not or rarely cheerful, but that does not mean that children who have little or no joy cannot grow and develop properly, and vice versa. Growth cannot be measured only by looking at the joy of a child,

SGM 2: "There are lots of things you can do alone, but it's more fun when you do it together"

In the data above there is a sentence contained in an advertisement for SGM Eksplor milk with the version "both are better". The implicature contained in the sentence is included in the unconventional implicature, because it is not general in nature. The sentence states that "many things can be done alone, it turns out to be more fun when done together" the meaning of the sentence explains that everything will be more exciting or fun if done together or together, because doing fun will be more fun if done together, even though you can do it yourself, it will be more fun if you do it together.

In the meaning above, not everyone has fun or pleasure if they are together or together, there are times when someone will enjoy the fun when alone, but will feel foreign or not find fun if it is done together or together. Such statements are included in non-conventional implicatures because everyone has their own preferences.

Ultra Milk 1: "drinking milk helps you live your pleasure"

In the data above there is a conversation contained in an advertisement for Ultra Milk. The implicature in the sentence above is included in the non-conventional implicature because it is not general in nature. The phrase "drinking milk helps to live your pleasure" cannot be agreed upon by many people, because pleasure does not only come from drinking milk. One person's pleasure cannot be equated with another person's pleasure. Everyone has their own pleasure in life. For example, someone who is able to be grateful for what he has even without drinking or tasting milk is also included in enjoying.

Enjoying not only by drinking milk or tasting milk, but also by being grateful for a gift is also included in a blessing, being grateful for still being given the pleasures of life is also one of the most enjoyable pleasures. So enjoyment is not only limited to drinking milk and one person's enjoyment cannot be equated with other people's enjoyment, so this statement is included in an implicature sentence because not everyone has the same pleasure as other people's enjoyment so this sentence is a sentence that is not general in nature. This statement has a similar direction to (Mayura, 2020).

CONCLUSION

This study discusses the types of implicatures contained in various milk advertisements which are used as the object of analysis. Based on the results of the analysis, the authors found

more types of unconventional implicature, because the statements conveyed are not general in nature. The type of advertisement that is displayed has a conversation that only one speaker understands and that is a form of creativity from the advertisement that is presented. The ad does not seem boring and makes the audience curious.

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