FLOUTING THE QUALITY MAXIM IN BABY MILK SLOGANS SHOWN ON TV ADVERTISEMENTS

Setyoko Cahyo Dwi Putro and Emalia Iragiliati
Email: d.setyoko@yahoo.co.id; e_iragiliati@yahoo.com
State University of Malang

ABSTRACT: This study analyzes the flouting quality maxim in baby milk slogans. The primary data was English baby milk slogans shown on Indonesian TV advertisements, which flout the quality maxim. The findings of this study show that there are five slogans which flout the quality maxim by using metaphors. Metaphor is given as a motive or way to invoke the poetic quality. The poetic quality exposes the aesthetic appeal of advertisements’ language and it can be seen in three levels: in the phonological level appears rhyme and alliteration; in syntactical level appears parallel structure; in semantic level appears parallel meaning. Here, since the advertisements are shown on TV, the salient aspects of the context can be seen from three elements: layout of the slogan, keyword, and the display of the advertisement both in audio and visual. Moreover, this study found four reasons for flouting the quality maxim in English baby milk slogans shown on Indonesian TV advertisements, they are: interestingness, increasing the force of the message (effectiveness), competing goals and politeness. Then, each data exhibits all of those reasons.

Keywords: Flouting the Quality Maxim, implicature, slogan

Language has a big contribution in every single aspect of human life, particularly in communication. By using language, the speaker is able to make the interlocutors perform an action. Therefore, language is useful to be applied in commercial communication especially in advertising. Advertising is any controlled form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor that is used to inform and persuade the selected market (Bolen, 1984:4). There are various kinds of advertising such as visual, audio and audiovisual advertising. However, this study focuses on the audiovisual advertising. Audiovisual advertising refers to works with both sound and visual components, the production or use of such works, or the equipment used to create and present such works (Bolen, 1984:141). In the real life, it is easy to find out the application of audiovisual
advertising in electronic media, particularly on TV commercial. TV commercial or advertising is a span of television programming produced and paid for by an organization that conveys a message (Bolen, 1984:44). The main function of TV advertising is not only to inform the product, but also to attract and get more consumers by using slogan.

Slogan is a simple and catchy phrase accompanying a brand which encapsulates a product’s appeal and makes it more memorable (Bolen, 2005:27). In addition, every slogan in TV advertising has its own uniqueness and powerful words. Therefore, it allows the advertisers to use their propagandas message that, usually, contain implied meaning since it is a systematic effort to influence people’s opinions, to win them over to a certain view or side and to wider the range of the target market. The implied meaning in slogan belongs to one of the pragmatic fields that is implicature. Grice (1975) notes implicature as something that you can understand from what is said, but which is not stated directly. Generally, implied meaning occurs because the members in a conversation disobey or fail to observe, at least, one of the four maxims: maxim of quality, quantity, relation or manner. This phenomenon is often referred to as flouting maxims. The advertisers blatantly disobey Gricean maxims of efficient communication because they must do so with the intention of attracting consumers to pay attention to the advertised products. Yet, in this study, the researcher will only focus on analyzing the flouting maxim of quality.

Brown and Levinson (1987:214) state that flouting maxim of quality can be done by using four strategies: using contradictions, being ironic, using metaphors, and using rhetorical questions. Further, in analyzing the data, this study will focus on the off record strategy proposed by Brown and Levinson, particularly the strategy number nine that is using metaphors. The metaphors are used as a motive or condition that guide the viewers in catching the implied meaning of the slogan, indeed by extra processing effort. Moreover, there are many kinds of advertisements’ slogans which flout the maxim of quality on Indonesian TV advertisements, such as the advertisements of cigarette, motorcycle, food, drink etc. However, the researcher will analyze slogans which are used in English baby milk slogans seen on Indonesian
TV advertisements. Therefore, the researcher conducts this study which concerns the flouting maxim of quality in English baby milk slogans shown on Indonesian TV advertisements. Then, the researcher focuses the analysis on the off record strategy proposed by Brown and Levinson (1987:213) particularly by using metaphors and reasons for using indirectness proposed by Thomas (1995:143).

METHOD

In this study, the researcher uses qualitative method since it deals with the language data and its component. Johnson and Christensen (2004:359) state that qualitative research relies primarily on the collection of qualitative data (non-numerical data). The study is conducted by taking five English slogans of baby milk products, and followed by identifying whether those slogans disobey the maxim of quality or not, particularly using metaphors. The main source of the study is baby milk slogans. The researcher searches those slogans on Indonesian TV advertising. Then, the researcher only concerns with slogans that use English and flout the quality maxim. The data includes five baby milk slogans: Nutrilon Royal 3 with its slogans “life is an adventure”, Bebelac 3 with its slogan “you are my everything”. Then, “Life starts here” slogans of Nutrilon Royal, “Happy tummy, happy kids” for the product of Lactogen 3. The last is Wyeth Gold with its slogan “See the gold”. Later, the researcher directly record the video from TV or retrieve it by downloading from internet (www.youtube.com) in order to make it easier to be analyzed.

In this study, the researcher becomes the key instrument. Johnson and Christensen (2004:33) state that in qualitative research, the researcher is the instrument of data collection. The researcher is involved in collecting, analyzing, describing the data and generating the hypothesis. The data is collected by observing TV advertisements shown in January 2012 to January 2013. There are several steps in collecting the data. First, the researcher collects baby milk slogans from TV. Second, the researcher classifies those data into English and Indonesia then will focus only on English slogans. Third, the researcher identifies slogans that use metaphors to flout the maxim of quality.
The researcher is collecting the data throughout the process of interpreting and analyzing the data. Several steps that are done following the data collection, they are as follows: analyzing the data from baby milk slogans containing flouting relation maxim shown on Indonesian TV advertising, identifying those slogans based on Brown and Levinson strategy of flouting the quality maxim, by using metaphors, and coding the data. Coding data is the process of marking the data with symbols (Johnson and Cristensen, 2004: 502). Second, the researcher describes and explains those slogans. This second step includes the reason why each baby milk slogan is categorized into the type of flouting the quality maxim proposed by Grice (1975). In order to explore what strategy is used to flout that quality maxim and at the same time, the researcher tries to describe the implied meaning. Finally, the researcher tries to find out the reasons for flouting the quality maxim in English baby milk slogans shown on Indonesian TV advertisements based on Thomas’ theory (1995:143), reasons for indirectness.

FINDINGS AND DISCUSSIONS

This chapter demonstrates the main part of this study, namely research findings and discussions. Firstly, it will discuss the flouting quality maxim in baby milk products and then explore reasons for flouting the quality maxim in English baby milk slogans shown on Indonesian TV advertisements.

Flouting the Maxim of Quality in Baby Milk Slogan

This chapter shows the findings of flouting the maxim of quality in baby milk slogans. It will be presented in the form of table which covers the brands and slogans.

<table>
<thead>
<tr>
<th>No</th>
<th>Brands</th>
<th>Slogans</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Nutrilon Royal 3</td>
<td>Life is an adventure</td>
</tr>
<tr>
<td>2</td>
<td>Bebelac 3</td>
<td>You are my everything</td>
</tr>
<tr>
<td>3</td>
<td>Nutrilon Royal</td>
<td>Life starts here</td>
</tr>
</tbody>
</table>
4. Lactogen 3  Happy tummy, happy kids
5. Wyeth Gold  See the gold

Figure 1. **Nutrilon Royal 3 – Life is an Adventure**

Nutrilon Royal 3 is a brand of baby milk product shown on Indonesian TV advertisements. The slogan of this product is *Life is an Adventure*. This slogan includes in flouting the maxim of quality since the slogan lack of evidences. The existence of the flouting maxim of quality can be seen from the uses of metaphors in its slogan. The metaphor in this slogan is placed in the word *adventure*.

The metaphor of the word *adventure* is included in the poetic quality. Due to the existence of poetic quality, it invokes the aesthetic appeal. The aesthetic appeal is also supported by the presence of narration in the advertisement. The transcript of this narration is:

*I want to live my life to the absolute fullest
To open my eyes to be all I can be
To travel roads not taken, to meet faces unknown
To feel the wind, to touch the stars
I promise to discover myself
To stand tall with greatness
To chase down and catch every dream
Living a full life on the outside, starts on the inside*

From the narration of the slogan, poetic quality can be analyzed in three elements, they are: phonologically, syntactically and semantically. Phonologically,
the rhyme appears in the word (live : life) and (outside : inside). Besides, the narration also occurs the alliteration (travel : taken), (chase : catch), and (down : dream). In the narration of the slogan, it can be seen that the repetition of (to + Verb) are repeated eight times. Syntactically, it means that the narration has parallel structure. Besides, the parallel structure also can be seen in table below:

<table>
<thead>
<tr>
<th>Subject</th>
<th>Predicate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Verb1</td>
<td>Prep</td>
</tr>
<tr>
<td>I</td>
<td>Want</td>
</tr>
<tr>
<td>I</td>
<td>Promise</td>
</tr>
</tbody>
</table>

Table 2 shows that the structure of both sentences not really parallel. Both sentences parallel in the formation of Subject (I and I), Verb 1 (want and promise), and prep (to). In the existence of Verb 1 want and promise, both words are related each other. For example, a student, when he wants to be the champion in the class, he has to promise to himself that he will study hard. Therefore, semantically, the narration state if I want to live my life to the absolute fullest, so I promise to discover myself. It shows the relation between want and promise.

On the other hand, the metaphors can be explained as the false understanding. Literally, the slogan Life is an Adventure means life begins at birth and end at death. However, the literal meaning is expressed differently compared to the content of advertisement. The content of advertisement can be observed at the salient aspects of the slogan: from layout, keyword and display.

First, I will focus on the layout of the slogan. At this point, there are pictures of four children running on the beach, the advertised product (the package), and the slogan. The picture of four children who are running on the beach is in line with Magniz (1999:39) statement about a specific Indonesian culture, intimacy among others. By identifying the cultural dimension, the advertisers may gain more confidence that their advertised product and marketing messages will be accepted and
understood by the target audience (Gowda, 2011:4). After analyzing the layout, we can make a brief interpretation about this advertisement. Based on the layout, this slogan means that the advertised product is aimed for the children. Therefore, if children consume this advertised product, they will be happy and active in their life. In addition, to encourage the viewers’ interest, the advertisers show something about Indonesian culture, and the intimacy among others especially their friends.

The second topic is the keyword inside the slogan. In this slogan the keywords are “life is an adventure”, the keyword is “adventure”. At this point, the word “adventure” means exciting experiences. It is in line with the picture presented in the layout about children who are running with their friend on the beach. Based on the keyword, this slogan means that the advertised product can make the consumers have exciting experiences.

The last is advertisement’s display, both in audio and visual. Visually, this advertisement shows baby in the age of around three years old are running, playing with their friends, or having fun in the nature. All of those activities are related to the keyword inside the slogan that is “adventure”. In the transcript above, we can see that children want to fill his life with many great experiences. The evidence is salient in some phrases of the narration, such as: to open my eyes to be all I can be, to feel the wind, to touch the stars, etc. Based on the advertisement’s display, it means that in the age around three years old, children want to do a lot of exciting activities and experiences. However, before they begin to do those activities, they should prepare their condition to be ready for it. Thus, they need an appropriate additional nutrition that is Nutrilon Royal 3.
The other baby milk product shown on Indonesian TV advertisements is Bebelac 3. Bebelac 3 also has an interesting slogan that is *you are my everything*. This slogan also does flouting the maxim of quality since, literally, this slogan is considered as false information. However, the advertisers help the viewers by using the metaphors.

In this slogan, the word *everything* conveys metaphors that are used to express meaning. This word is useful to get the implied meaning of the slogan. Besides, the advertisers also show the narration of this advertisement by making it as a song. The narration demonstrated as follow:

*My first*
*my last*
*my everything*
*And the answer to*
*all my dreams*
*You’re my sun*
*my moon*
*my guiding star*
*My kind of wonderful*
*that’s what you are*
*my everything…*

This narration is made as a song to make the lyric more understandable. Based on the narration, it can be analyzed that it contains poetic quality. Because of the existence of poetic quality, the narration is having better aesthetic appeal. Based on Jakobson (1960), the aesthetic appeal may appear from three elements: phonological, syntactic and semantic elements.

Phonologically, the narration contains the alliteration (**fir**st : **la**st) and (**su**n : **moo**n). Besides, syntactically, the narration contains parallel structure in the repetition of the word *my* nine times and in the division of the narration. In narration, the division can be divided into three categories: phrase1 (in 1 to 5 line), sentence (in
6 to 8 line) and the last is phrase 2 (in line 9 to 11). Because of the existence of this parallel structure, the balance between one category into another can be achieved. Besides, the alliteration also makes the articulation sounded more beautiful and pleasant.

The metaphors not only can be seen at the poetic quality but also at the literal meaning. Literally, the *slogan you are my everything* means *you are my baby/my students*. However, this meaning is literally false, if it is correlated with the advertisements. In the advertisement, the advertisers want to show that *everything* is the most important thing; be they are mother or children, they have equal importance. In this case, this study will show the possibility of the salient aspects for viewers.

First, it can be looked at the layout of the slogan. The advertisement shows pictures of the advertised product (the package) and the slogan. In addition, in the package, there is a picture of a child who kisses his mom. After analyzing this layout, we can make a brief interpretation about this advertisement. This slogan means that mother is everything for her child, and vice versa.

The other salient aspect is the keyword inside the slogan. In this slogan, “*you are my everything*”, the keyword is “*everything*”. In this case, the word “*everything*” means the most important thing. It is in line with the salient information in the layout of the slogan which state that mother is the most important person for her child, and vice versa. Then, Bebelac 3 is the most important thing for mothers who want to make their children happy, active and healthy.

The last is placed in the advertisement’s display (audio and visual). Visually, the viewers of this advertisement will watch mothers with their children do something interesting, for example: joking, reading a book together, etc. In addition, this advertisement only presents mothers and their baby; there is no father, grandmother, uncle or other families in here. It can be proven from some phrases of the script, they are: *my last, my moon, my guiding star, etc*. Thus, based on the advertisement’s display, it means that mother is everything for her child since she has already given all of her best, such as: the best time and care.
Reasons for Flouting the Quality Maxim in English Baby Milk Slogans Shown on Indonesian TV Advertisements

Based on the theoretical framework, when the producers of advertisements flout the quality maxim, they must do it intentionally. In other words, they do flouting relation maxim because of some reasons. Thomas (1995:143) points out four reasons for doing this action, they are: interestingness, increasing the force of the message (effectiveness), competing goals and politeness. Moreover, the findings show that each datum from the whole data has all of those four reasons. The proofs and explanations of each data are as follows:

Table 3. Data of Reasons for Flouting the Maxim of Quality in Baby Milk Slogans

<table>
<thead>
<tr>
<th>No.</th>
<th>Products</th>
<th>Slogans</th>
<th>Reasons for flouting the quality maxim</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Interestingness</td>
</tr>
<tr>
<td>1</td>
<td>Nutrilon Royal 3</td>
<td>Life is an adventure</td>
<td>√</td>
</tr>
<tr>
<td>2</td>
<td>Bebelac 3</td>
<td>You are my everything</td>
<td>√</td>
</tr>
<tr>
<td>3</td>
<td>Nutrilon Royal</td>
<td>Life starts here</td>
<td>√</td>
</tr>
<tr>
<td>4</td>
<td>Lactogen 3</td>
<td>Happy tummy, happy kids</td>
<td>√</td>
</tr>
<tr>
<td>5</td>
<td>Wyeth Gold</td>
<td>See the gold</td>
<td>√</td>
</tr>
</tbody>
</table>

Based on the table above, there are five data of flouting maxim of quality found in baby milk slogans. Each data may have different reasons underlying the indirectness. However, in this study, the researcher finds that whole data consist all reasons for indirectness. Nutrilon Royal 3 with the slogan “Life is an adventure” has four reasons for its indirectness, they are: interestingness, increasing the force of one’s message, competing goals and politeness. The other slogans, “You are my
everything” (Bebelac 3), “Life starts here” (Nutrilon Royal), “Happy Tummy, Happy Kids” (Lactogen 3) and “See the gold” (Wyeth Gold) also have the same reasons, they are interestingness, increasing the force of one’s message, competing goals and politeness.

Lactogen 3 – Happy tummy, happy kids

Lactogen 3 is a baby milk product. It has a slogan, “happy tummy, happy kids”. This slogan has four reasons for its indirectness, they are: interestingness, increasing the force of one’s message, competing goals and politeness.

The evidence of the interestingness and effectiveness of this slogan can be found in the strategy used by the advertisers to flout quality maxim that is by using metaphors, the first strategy to be off record proposed by Brown and Levinson (1987:213). The metaphor of this slogan is placed in narration that has the poetic quality. In the poetic quality, there is aesthetic appeal. The metaphors inside the part of the slogan that is happy. The aesthetic appeal of this slogan can be seen through the phonological, syntactic and semantic aspects. Phonologically, it can be observed from the alliteration of (ha happy : tummy). In this word, both (happy and tummy) have the same pronunciation in the end of the word that is / I /. Semantically, it can be seen in the table as follows.

Table 4. The Formation of the Slogan

<table>
<thead>
<tr>
<th>Adj</th>
<th>Noun</th>
<th>Adj</th>
<th>Noun</th>
</tr>
</thead>
<tbody>
<tr>
<td>Happy</td>
<td>Tummy,</td>
<td>Happy</td>
<td>Kids</td>
</tr>
</tbody>
</table>

From the table above, it can be seen that the formation of the slogan is parallel. It has the parallel in Adj + Noun. By the existence of parallel structure, it makes the slogan easy to memorize. By flouting relation maxim, the advertisers deliberately cause their viewers extra processing effort in order to get the implied meaning. Therefore, it can be used to create the viewers interest. Besides, the extra processing effort may add extra attention-holding effect that can make this advertisement more effective and
also impress the viewers which will be helpful in establishing brand loyalty. In addition, there is a repetition word inside the slogan that is “happy” which makes this slogan sounds harmonized to be pronounced.

For the third reason that is competing goals, the evidence can be found from the length of this slogan. This slogan is brief and short, but still persuasive. It only consists of three words, they are: “happy”, “tummy”, “kids”. As the result, this slogan will be memorable and at the same time, foster the viewers’ curiosity since there is no direct relation between the slogan and the advertised product.

Then, the last but not least reason is politeness. In this slogan, the advertisers apply the theory of politeness by using metaphors. By using metaphors, the advertisers become more polite in delivering their goals. They just give a reason to purchase by using a slogan “happy tummy, happy kids” rather than directly ask the viewers to buy the product. Based on the context, the slogan means that when the children’s stomach feels good, they will always happy. Therefore, if parents want their children to be happy, they have to think first about the stomach of their children. They should choose the best product that will make their children’s stomach in a good condition to make their children happy. Here, the best product is Lactogen 3, because this product consist of some substances that are good and save for the children, such as: Probiotic Lactobacillus Reuteri which can help protect their digestion, LA/ALA, etc.

In conclusion, the slogan of Lactogen 3 has four reasons behind its flouting maxim of quality or indirectness, they are: interestingness, increasing the force of the message (effectiveness), competing goals and politeness.

**Wyeth Gold – See the gold**

Wyeth gold has a slogan, “see the gold”. In this slogan, the researcher finds all of the reasons for indirectness proposed by Thomas (1995:143), they are: interestingness, increasing the force of the message (effectiveness), competing goals and politeness.
The interestingness and effectiveness of this slogan is placed in the strategy used by the advertisers that is by using metaphors. From its narration, it can be understood that this advertisement contains poetic quality. The feature of poetic quality found in the aesthetic appeal. Phonologically, it is found the rhyme of this advertisement, they are (melihat : diingat) and (kulihaat : kuingat). Basically, both rhymes have the same base word that is (lihat : ingat), the difference only place in the prefix. The first rhyme is added by the prefix *me*- and the second is added by the prefix *ku*-. Then, the syntactic of this narration is presented in the table as follows:

Table 5. Syntax of the Narration

<table>
<thead>
<tr>
<th>Noun (N)</th>
<th>Verb (V)</th>
<th>Adjective (Adj)</th>
<th>Preposition (Prep)</th>
<th>Pronoun</th>
</tr>
</thead>
<tbody>
<tr>
<td>ku-</td>
<td>lihat</td>
<td>Semua</td>
<td>dalam</td>
<td>kedipku</td>
</tr>
<tr>
<td>ku-</td>
<td>ingat</td>
<td>Semua</td>
<td>dalam</td>
<td>ingatku</td>
</tr>
</tbody>
</table>

Table 5 clearly shows that the structure is parallel. In both sentence, the structure is similar: N + V + Adj + Prep + Pronoun. It means that the advertisers intentionally make this narration is included in the principle of equivalent.

By flouting relation maxim, the advertisers deliberately cause their viewers extra processing effort in order to get the implied meaning. Therefore, it can be used to create the viewers interest. Besides, the extra processing effort may add extra attention-holding effect that can make this advertisement more effective.

For the third reason that is competing goals, the evidence can be found from the length of this slogan. This slogan is brief and short, but still persuasive. It only consists of three words, they are: “see”, “the”, “gold”. Accordingly, this slogan will be memorable and at the same time, foster the viewers’ curiosity since there is no direct relation between the slogan and the advertised product.

Finally, the last but not least reason is politeness. In this case, the advertisers apply the theory of politeness in the slogan by using metaphors. By using metaphors, the advertisers become more polite in delivering their goals. They just give a reason to purchase by uttering a slogan “see the gold” rather than directly ask the viewers to
buy the product. Contextually, the slogan means that in the age around three years old, the children’s memory is still developing to remember many things. Everything that they observe will be absorbed, remembered and applied in their life. Therefore, the parents should give the best nutrient to encourage their children’s intelligence, and here the appropriate one is Wyeth Gold milk because this product consists of some essential substances (e.g. Lutein, Alfa Protein, etc.).

From the explanation above, we can conclude that Wyeth gold’s slogan has four reasons for indirectness proposed by Thomas (1995:143) behind its flouting maxim of quality, they are: interestingness, increasing the force of the message (effectiveness), competing goals and politeness.

CONCLUSIONS AND SUGGESTIONS

Flouting the quality maxim as one of the non-observance of Gricean maxims is frequently used by the advertisers in baby milk slogans. In this study there are three conclusions proposed by the researcher. The first conclusion is proposed to answer the general research question whether English baby milk slogans shown on Indonesian TV advertisements flout relation maxim by using metaphors or not, and the specific research question on the ways to get the implied meaning conveyed by the slogans.

Based on Brown and Levinson (1987: 214), using metaphors is one of the strategies used by the speaker to flout the quality maxim. Literally, by using metaphors the meaning of an utterance is false. From the data, metaphor is given as a motive or way to invoke the poetic quality. The poetic quality exposes the aesthetic appeal of advertisements’ language, and it can be seen from three levels: in the phonological level appears ryme and alliteration; in syntactic level appears parallel structure; in semantic level appears parallel meaning. By doing so, the speakers do not convey their real meaning explicitly, thus there will be implicature. Grice (1975) notes that conversational implicature are often dependent on the salient aspects of some particular context. Here, since the advertisement is shown on TV, the salient aspects of the context can be seen from three elements, they are: layout of the slogan,
the slogan particularly in the keyword, and the display of the advertisement both in audio and visual. Therefore, if the viewers want to understand the implicature, they need to analyze the salient aspects through those three elements. In addition, here, the researcher finds that inside each slogan occurred a keyword which can be used to get the implied meaning.

The next conclusion is aimed at answering the specific research problem related to the reasons for flouting the quality maxim in baby milk slogans. Based on the reasons for indirectness by Thomas (1995) in Chapter One, the researcher finds four reasons for flouting the quality maxim in baby milk slogans, they are: interestingness, increasing the force of the message (effectiveness), competing goals, and politeness. It can be seen that every single data observed projects those four reasons.

It is suggested that this study can be used as a reference for students of linguistics in understanding the flouting of quality maxim in advertisements. Besides, it is also useful for viewers in understanding how metaphors and the salient aspect of advertisements guide the viewers to catch the implied meaning of slogans. The last, this study is conducted for future researchers in studying the flouting maxims. Since there are not many previous studies directly related to the subject, researchers who are interested in flouting maxims can use this study as one of their references to conduct other aspect of flouting maxims.

REFERENCES
