

# Investigating Sexual Content Advertisement: Delivering A Message in Business Communication

Kadek Adyatna Wedananta

<sup>1</sup> Universitas Pendidikan Nasional, Jl. Bedugul No.39, Sidakarya, South Denpasar, Denpasar City, Bali 80224

<sup>1</sup> adyatnawedananta@undiknas.ac.id

ARTICLE INFO	ABSTRACT
<p><b>Keyword:</b> Conversational Implicature; Condoms Advertisement Slogans; Business Communication;</p>	<p>In an external business communication, it could be fascinating to delve into sexually explicit advertisement slogans, such as those for condoms. This advertisement uses oblique language to promote the product because it primarily facilitates sexual encounters. Therefore, it may be fascinating to discuss the phenomenon of advertisers using implicit slogans to attract customers to their products. This study aims to investigate condom advertisement slogans by using the conversational implicature and the violation of cooperative principles or maxims, as well as the perceptions of business class students regarding the analysis of slogans as an important skill to acquire in business communication. It was descriptive qualitative research that involved analyzing 15 contraceptive advertisement slogans and interviewing 15 business students. The result contained 100 percent particularized implicature, 100 percent violation of the maxim of quantity, 100 percent violation of the maxim of manner, 73 percent violation of the maxim of quality, and no violation of the maxim of relevance. In conclusion, advertisers of condoms used particularized implicature and violated cooperative principles or maxims in their slogans to avoid conveying informative messages when promoting their product (condom), which is prohibited by their advertising rule. Nonetheless, advertisers continue to create slogans relevant to the products so that certain individuals can easily comprehend the message conveyed by the slogans. In addition, students in the business class agreed that this analysis could help them select the most appropriate words for a given product. According to them, the world's borders are now blurred or nonexistent, allowing western and eastern cultures to overlap and erotic content to be easily inserted. Therefore, strategies for inserting utterances without causing conflict must exist. In addition, they stated that as an entrepreneur who must acquire business communication skills, they will be exposed to a great deal of advertising, including erotic content advertisements. The author suggests that future research analyze additional slogans in erotic content advertisements, employ additional analysis techniques, and investigate business communication cases in greater depth.</p>

## 1. Introduction

Advertising may serve as a marketing instrument for the promotion of a product because it effectively conveys the message from the producers to the customers, particularly in persuading them to purchase a product or service. The language employed in advertising may be either explicit or implicit. In explicit advertising, the message is communicated directly to the consumer, whereas in implicit advertising, consumers are left to draw their own conclusion. A previous study that researched about implicature in advertisement was the study from Maiska (2013) where this paper examined the conversational implications inherent in the Kartu As (SIM Card) advertisement. The study revealed that the primary objective of using conversational implicatures was to emphasize the message related to the promotion of the product, and that implicit advertising appeared to have a significant effect on consumers. Similarly, an advertisement for condoms is likely to employ implicit

language to promote the condom product. Because the condom appears to be a forbidden product in many nations because it could lead to unrestricted sexual activity, the intent of the product's advertising is to use implicit language. This statement is strengthened by RMIT Vietnam News (2014), the findings indicate that discussing condoms can be as unpleasant for many people as discussing sex, as it is believed that discussing this topic may encourage people to engage in sexual activity. In addition, the World Health Organization (WHO 2001; WHO 2005) and the United Nations (UN 2006; UNAIDS 2002, cited in Wikipedia, 2020) report that Most nations prohibit unrestricted sexual activity, particularly for minors, and have prostitution laws.

Consequently, it is unlikely that condom advertisements are permitted to include instructions for use. Due to this restriction, the advertising of this product makes inventive use of implicit language for condom advertising. For example, the slogan "Nice guys finish last" conveys the message that the product (condom) can prevent you from having an orgasmic experience. Therefore, it appears that advertisers of contraceptive products use implicature in their slogans or advertisements to avoid conveying an informative message.

It is intriguing that the use of implicit meaning (implicature) in advertising could enhance its effectiveness in multiple ways. In order to answer these research questions, the purpose of this study was to determine the conversational implicature used in condom advertisement slogans and the manner in which they convey the message to customers:

1. How do Conversational Implicatures convey the message in Condoms Advertisement Slogan?
2. How the business class students perceive the analysis of the slogans as a relevant thing to learn in business communication?

This study will presumably be useful to future researchers who are interested in linguistics feature analysis and conversational implicature analysis. In addition, it may assist individuals in comprehending the implicit meaning of particular utterances, such as condom advertisement slogans, and assist advertisers in creating appropriate slogans or terms for condom product advertisements in order to avoid government bans. Moreover, it may aid language lecturers interacting with business class students in discussing advertising and serve as a factor for language lecturers planning business class syllabi or course materials.

## **2. Research Methods**

### **Research Design**

This study used descriptive qualitative research to analyze data by describing language phenomena through explanations or discussion questions. In this study, the researcher applied Grice's theories of Conversational Implicature and Cooperative Principle to characterize the additional meaning conveyed in condom advertisement slogans. In addition, 15 students in a business class were interviewed as a sample to determine their perspective on the analysis of the advertisement slogan.

### **Participants/ Samples**

The researcher analyzed 15 condom advertisement slogans and interviewed 15 business class students as a purposeful sample to determine the perception of the advertisement slogan analysis.

### **Data Collection**

The writer used documentation method which according to Arikunto cited in Astutik (2015) this is a technique in which information is gathered from newspapers, magazines, books, etc. In this study, the author collected data solely from online images of condom advertisements. In addition, 15 business class students were selected as a purposeful sample to be interviewed by the researcher in order to determine their perceptions of the advertisement slogan analysis.

## List of the Data

Code	Slogans
A.1	Go out with a bang.
A.2	Playtime is better for grown ups
A.3	Handle with care, Always come prepared
A.4	All the best things come wrapped, Always come prepared
A.5	Make your own equations (1 + 1 + condom picture = 0)
A.6	We saw. We conquered. We came
A.7	Delay the climax
A.8	All it takes for a safe future
A.9	If your partner starts shedding clothes, Break the glass
A.10	One small step for a man, a giant leap for both of you
A.11	Dear Dinosaurs, Population control is easy. You didn't have to go extinct. Sincerely, Durex
A.12	Nice guys finish last
A.13	So many positions, so much time
A.14	Want to see the tower?
A.15	Not every man wants to be the fastest in the world

## Data Analysis

In this research, according to Sudaryanto cited in Nirmala (2015), in order to demonstrate the representations, the researcher employed the referential method, displaying the referents of the implicatures and Grice Cooperative Principles used or omitted in the condoms advertisement slogans. In addition, in Sudaryanto cited in Panjaitan & Herudjati P (2015), The researcher also used the pragmatic identity method to investigate the implicit meaning used by the creators of advertising slogans and how customers or readers may interpret them. Moreover, researcher also used an interactive data analysis model (Miles & Huberman, 1994) that consists of three activities, including data reduction, data display, and conclusion, to analyze collected data of business class students' perceptions.

## 3. Results and Discussion

The outcome reflects 100 percent of the slogan's Particularized Implicature. It indicates that the advertisement can only be comprehended by a select group of individuals with specific knowledge about condoms and sexual activity. For instance, these slogans are difficult for children and intellectual adolescents to comprehend. Another finding pertains to the transgression of cooperative principles or tenets. It demonstrates that there is a 100 percent violation of the maxims of quantity and manner, and a 73 percent violation of the maxim of quality. Advertisers must violate the quantity maxim in order to make their product less informative. Since the slogans were not informative, there would be ambiguity in their meaning, as evidenced by their violation of the manners maxim. Even though not 100 percent, a violation of the quality maxim also occurred. It indicates that the advertisers attempted to persuade consumers by stating the product's potency, but there was insufficient evidence. However, the maxim of relevance was not violated. It indicates that advertisers continue to make their slogans pertinent to their products. By recognizing the slogan's applicability, certain individuals, such as adults, can readily grasp its implicit meaning. Some of examples provided below but for more details, it can be seen on appendix number one:

#### A.7 Delay the Climax

Our product (condom) can delay your climax during sexual activity. (the underlying meaning). The slogan is classified as a particularized implicature because the reader must infer that the mentioned climax involves sexual activity. Based on Grice's principle of cooperation, this statement violates the maxim of quantity because it lacks specific information so that it can only be comprehended by certain individuals. In other words, the term "climax" is incapable of conveying any general meaning. This statement also violates the quality maxim. By the slogan, the advertiser implied that their product is capable of producing climax when performing sex delay, but this cannot be proven because there are numerous cases in which individuals cannot delay climax due to genetic factors or impotence. This statement also violates a manners maxim. It demonstrates ambiguity and lack of specificity because it remains unclear what delayed climax will occur. This sentence employs the maxim of relevance because it provides pertinent context regarding the product. This advertisement is for condoms; therefore, the imperative "delay the climax" is related to condoms, as the climax is the most important moment to delay when engaging in sexual activity.

#### A.9 If your partner starts shedding clothes, break the glass.

Our product (condom) can be utilized in the event of a sexual emergency. (the underlying meaning). The slogan is classified as particularized implicature because readers must infer that they can use this product if they need to engage in intercourse in an emergency. Based on Grice's principle of cooperation, this statement violates the maxim of quantity because it lacks specific information so that it can only be comprehended by certain individuals. For instance, when a child sees this slogan, they may not understand what it has to do with shattering the glass. This statement also violates a manners maxim. It demonstrates ambiguity and lack of specificity because it is unclear which glass should be broken and under what circumstances the companion begins to shed clothing. This utterance employs a quality maxim. By the slogan, the advertiser implied that their product can be used for sex-related emergencies. It can be demonstrated because any prophylactic can be used prior to sexual activity. This sentence employs the maxim of relevance because it provides pertinent context regarding the product. For instance, the phrases "shedding clothes" and "break the glass" with a picture of a condom in the glass indicate that this condom can be used in an emergency situation involving sexual intent. As previously stated, particularized conversational implicature is an implicature in which readers must make inferences to understand the intended meaning of utterances or communications. In addition, it could be said that the consumers require specific knowledge to comprehend the implicit meaning. For example:

#### A.11 Dear Dinosaurs, Population control is easy.

You didn't have to go extinct. Sincerely, Durex. Because it prevents pregnancy, our product (condom) can help control the population. (the underlying significance). As the slogan is a specific implication, it is up to the reader to determine how this product can be used to control the population. Some people who lack this knowledge may be confused by the slogan's meaning, or they may presume certain inferences in order to determine its meaning.

Business Communication is the transmission of information from one person to another within and outside of the business environment. According to Bovee and Thilt (2017), there are six phases to the communication process, including the sender's possession of an idea or concept, the sender's transformation of the concept into a message, the messenger's transmission of the message, the message's reception by the recipient, the recipient's interpretation of the message, and the recipient's response and feedback to the sender. Thus, particularized conversational implicature leads readers to make inferences to understand the intended meaning of utterances or communications. In addition, it could be said that the consumers require specific knowledge to comprehend the implicit meaning.

### **Business Class Students' Perception toward the Analysis of Advertisement Slogans as a Relevant Thing to Learn in Business Communication**

In order to answer the second research question, it was determined that business class students agreed that this analysis could be useful for them to learn producing appropriate words for

a specific product. They stated that the global world now exists with blurred borders or no borders at all, so western and eastern cultures can overlap and sexual content can be easily inserted, so there must be strategies for inserting utterances without causing conflict. In addition, they stated that as an entrepreneur who must master business communication skills, they will be confronted with numerous cases of advertising, including erotic content advertisements.

#### 4. Conclusion

The author came to the conclusion that advertisers of condoms were using particularized implicature and violating some cooperative principles or maxims in their slogans in order to avoid informative messages in promoting their product (condom), which is forbidden by their advertising rule. However, advertisers continue to make slogans relevant to the products so that certain individuals can readily comprehend the message the slogans convey. In addition, students in the business class concurred that this analysis could assist them in learning how to select the most suitable words for a given product. According to them, the global world now has blurred or nonexistent borders, so western and eastern cultures can overlap and sexual content can be readily inserted. Therefore, there must be strategies for inserting utterances without causing conflict. In addition, they stated that as an entrepreneur who must master business communication skills, they will be exposed to numerous instances of advertising, including erotic content ads. The author suggests that future research analyze additional slogans in erotic content advertisements, employ additional analysis techniques, and delve deeper into business communication cases.

#### 5. References

- Astutik, I. K. A. F. (2015). the Use of Word Search Game To Develop Students' Mastery of Vocabulary of the Seventh Year Students of Mts Tarqiyatul Himmah in the Academic Year of 2013 / 2014.
- Levinson, S. C. (1983). Pragmatics. In Cambridge University Press.
- Maiska, K. P. (2013). The Generalized Conversational Implicatures Analysis in Kartu As Advertisement. *Anglicist*, 2(1), 25–34.
- Miles, M. B., & Huberman, A. M. (1994). Qualitative Data Analysis (2nd Edition). *Sage Publications*.
- Nirmala, D. (2015). Javanese Cultural Words in Local Newspapers. *Humaniora*, 27(3), 293–304.
- Panjaitan, S. G., & Herudjati P, J. (2015). the Choice of Politeness Strategy Used By Sentilun in Sentilan-Sentilun Talk Show.
- RMIT Vietnam News. (2014). The condom taboo. *RMIT Vietnam News*. Retrieved from <https://www.rmit.edu.vn/news/condom-taboo>
- Yule, G. (1996). Pragmatics. In Oxford University Press.