

# REPRESENTING IMAGE AND TARGETED CUSTOMER OF SUB-BRANDS CIGARETTE PRODUCT THROUGH THE TAGLINE OF *GUDANG GARAM* ADVERTISEMENTS

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## ABSTRAK

Perusahaan rokok biasanya menggunakan berbagai macam strategi untuk mempromosikan produknya. Pembuatan slogan yang menarik untuk iklan dapat membangun posisi produk dan ketertarikan pembeli. Penelitian ini bertujuan untuk menjelaskan bagaimana Gudang Garam menampilkan gambaran dari produknya melalui slogan iklan dengan menggunakan presuposisi. Selain itu, hal ini dilakukan untuk menjelaskan bagaimana Gudang Garam menampilkan pembeli yang ditargetkan melalui slogan iklan dengan menggunakan referensi. Penulis menggunakan metode dokumentasi untuk mengumpulkan 29 (dua puluh sembilan) slogan iklan Gudang Garam sebagai total populasi. Sampel diambil dengan menggunakan teknik *purposive sampling* untuk memilih slogan yang berisi presuposisi dan referensi. Penelitian ini menggunakan metode deskriptif kualitatif dan metode agih untuk menganalisis data. Hasil dari penelitian ini menunjukkan bahwa gambaran keberadaan produk lebih menonjol. Terlebih lagi, *pronoun* digunakan secara langsung sebagai ekspresi penunjukan untuk menunjuk pembeli yang mereka targetkan. Berbagai macam slogan dalam produk yang sama kemungkinan memiliki bermacam-macam strategi untuk menunjukkan gambaran produk dan pembeli yang ditargetkan.

Kata kunci: Presuposisi, Referensi, dan Slogan Iklan

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## 1. INTRODUCTION

### 1.1 Background of the Study

A company commonly uses some strategies to introduce their products. One of those strategies is advertisement. To build customer's awareness and interest of a product, a

company usually chooses interesting words for the tagline of their product advertisements that are suitable for representing the image of the product and to reach the targeted customer.

One of interesting advertisement phenomena is cigarette advertisement phenomenon. In this study, the writer analyzes the tagline of *Gudang Garam* cigarette as one of the oldest cigarette factories in Indonesia. As one of the third biggest brands for tobacco product in 2014 which has 17 sub-brands with different image and targeted customer. The writer analyzes the language phenomenon of their advertisement taglines as cigarette advertisements must obey a particular rule under PP No. 109 Year 2012 about The Security of Addictive Substance in The Form Tobacco Products for Health.

Under this rule, tobacco product advertisements are not allowed to show cigarette in their advertisements. They are also not allowed to use words or sentences which can provoke people to smoke, such as 'buying cigarette is a kind of charity' because the company gives scholarship, or 'be the champion by smoking' because the company supports sport championship.

## **1.2 Scope of the Study**

In this project, the writer focuses the study on taglines of 17 *Gudang Garam* sub-brands that contain presupposition and reference.

## **1.3 Purpose of the Study**

The purpose of analyzing the presupposition and reference in advertisement taglines of 17 *Gudang Garam* sub-brands is aimed at:

1. Describing how *Gudang Garam* represents the image of their product through their advertisement taglines by using presupposition.
2. Discussing how *Gudang Garam* represents their targeted customer through their advertisement taglines by using reference.

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## **THEORETICAL FRAMEWORK**

## 2.1 Pragmatics

Pragmatics is a part of linguistic study which focuses on the meaning produced by speaker which is then interpreted by listener (Yule, 1996: 3). Generally, pragmatics is related to the study of speaker meaning, the study of contextual meaning, the study of how it is more communicated than is said, and the study of the expression of relative distance.

## 2.2 Presupposition

Yule defines presupposition as an assumption of speaker before they make an utterance that will influence listener to achieve what speaker's intention (1996: 25). Yule divides presupposition into six types.

**Table I. Potential Presupposition (Yule, 1996: 30)**

No	Type	Example	Presupposition
1	Existential	The X	X exists
2	Factive	I regret leaving	I left
3	Non-Factive	He pretended to be happy	He was not happy
4	Lexical	He managed to escape	He tried to escape
5	Structural	When did she die?	She died
6	Counterfactual	If I weren't ill	I am ill

In existential presupposition, the speaker gives information about an existed thing to the listener. Existential presupposition is shown not only by a possessive construction but also by definite noun phrase. In factive presupposition, the information given by the speaker that comes after a word such as 'know', 'be' with 'aware', or 'realize' can be known as a fact. Thus, the presupposition that is given by the speaker is something really happen.

In non-factive presupposition, the information given by the speaker is not supposed to be true. Thus, presupposition here has an opposite meaning with the speaker's utterance. In lexical presupposition, the speaker chooses word with its asserted meaning that will be interpreted with presupposition into another non-asserted meaning by the listener.

In structural presupposition, the speaker gives information by using a certain sentence structure that a part of the sentence is assumed to be true and the listener accepts it as true. For example, in the *wh*-question structure, the information given inside this construction is known as true by the speaker and the listener. In counterfactual presupposition, the presupposition that is given by the speaker is not only wrong but also opposite or contrary with the fact.

### **2.3 Reference**

According to Yule, reference is, “an act in which a speaker, or writer, uses linguistic forms to enable a listener, or reader, to identify something.” (1996: 17). There are three referring expressions that are defined by Yule (1996: 17), they are proper nouns, noun phrases, and pronouns.

1. Proper noun is used to refer to something which its exact name represents the exact thing. A pragmatic connection between the proper name and the object is associated in one community that the proper name has another referent which is accepted by the community. For example, the name ‘Shakespeare’ can probably refer to an artist, a book, a writer, etc.
2. Noun phrase can be definite and indefinite. An indefinite noun phrase has three possibilities to identify referent. It can identify an existence entity physically, it can identify an entity should exist, or it can identify an entity does not physically exist.
3. Pronoun is a word which represents something and it is usually pointing to a thing such as ‘he’, ‘your’, ‘them’, or ‘it’.

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## **2. METHODOLOGY**

### **3.1 Research Design**

The writer applies a descriptive qualitative method in this research as she describes how *Gudang Garam* represents the image of their products and their targeted customers

through their advertisements' taglines by using presupposition and using reference. The data are in the form of written text, so it is suitable for this research as Polkinghorne stated that, "Qualitative method relies on linguistics rather than numerical data, and employing meaning-based rather than statistical forms of data analysis." (Elliot, R. and Timulak, L., 2005: 147).

### 3.2 Data

The data are taken from 17 (seventeen) *Gudang Garam* sub-brands with 29 (twenty nine) *Gudang Garam* advertisements' taglines as the total population. The sample is taken by using purposive sampling technique for choosing taglines that contain presupposition and reference. Using purposive sampling technique, the data are not taken based on level, random or area but they are taken based on certain purpose because there is limited time, resources, or fund (Arikunto, 2010: 183).

### 3.3 Method of Collecting Data

The writer uses documentation method to collect the data since the data are in the form of written text, picture, or masterwork from someone that are the past event record.

### 3.4 Method of Analyzing Data

To analyze the data, the writer uses *agih* method or distributional method. In the basic technique, the writer sorts out a certain word of language based on its immediate element as Immediate Divide Element Technique (*BUL/ Bagi Unsur Langsung*). Then, the writer uses two sub-techniques which are *lesap* sub-technique and substitution sub-technique.

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## 4. DISCUSSION

### 4.1 Presupposition and Image of Product

**Table II. Percentage of Types of Presupposition  
in *Gudang Garam* Sub-brands Taglines**

Types of Presupposition	Amount of taglines	Percentage
Existential	8	42%
Factive	4	21%

Lexical	6	32%
Structural	1	5%
Non-factive	0	0%
Counterfactual	0	0%
Total	19	100%

There are 5 (five) *Gudang Garam* sub-brands with 8 (eight) taglines that contain existential presupposition which are *Gudang Garam Djaja*, *Gudang Garam Merah*, *Gudang Garam Surya Pro*, *Gudang Garam Surya Pro Mild*, and *Gudang Garam Taman Sriwedari*. There are 2 (two) sub-brands with 4 (four) taglines that contain factive presupposition which are *Gudang Garam Djaja* and *Gudang Garam Nusa*. Besides, there are 6 (six) sub-brands with 6 (six) taglines that contain lexical presupposition which are *Gudang Garam International*, *Gudang Garam Djaja*, *Gudang Garam Merah*, *Gudang Garam Surya 12*, *Gudang Garam Surya Exclusive*, and *Gudang Garam Nusantara*. Then, only one sub-brand tagline contains structural presupposition which is *Gudang Garam Surya 12*. There is no tagline that contains non-factive presupposition and counterfactual presupposition in *Gudang Garam* advertisement.

The image of product in *Gudang Garam* sub-brands which contain existential presupposition in the taglines shows the existence of *Gudang Garam* sub-brands product, for instance, ‘*GUDANG GARAM DJAJA, DJAJA Di Kondangan DJAJA Di Lapangan*’ (*Gudang Garam Djaja*). This tagline has ‘*DJAJA*’ word that is used repeatedly on the second part of the tagline. In this tagline, the word ‘*DJAJA*’ in Indonesia (*Jaya*) can represent both the sub-brand name and the meaning of glory. It means that *Gudang Garam Djaja* wants to represent their product existence and their glorious product to their targeted customers.

Then, the image of product in the taglines with factive presupposition shows more about the fact of the quality in *Gudang Garam* sub-brands. In ‘*GUDANG GARAM NUSA, Totalitas Sebuah Kualitas*’ (*Gudang Garam Nusa*), ‘*Totalitas Sebuah Kualitas*’ means the

totality of quality. It is also referred to *Gudang Garam Nusa* in the first part of tagline. This sub-brand wants to show the fact that in producing *Gudang Garam Nusa* cigarette, there is totality to make the best quality of cigarette.

The image of product in the taglines with lexical presupposition has both quality image and specific image of the targeted customers, for example, ‘*GUDANG GARAM DJAJA, Di Kantong Pas Di Hati Puas*’ (*Gudang Garam Djaja*). It shows that this sub-brand has image of not expensive cigarette that people in the middle class or low rate income are still able to buy, but the quality is still good and it is still able to make them satisfied.

The one that has different specific image of the targeted customers and quality image is ‘*GUDANG GARAM INTERNATIONAL, Pria Punya Selera*’ (*Gudang Garam International*). This sub-brand does not show the quality directly in this tagline but they encourage the quality image to their customers’ opinion that if they are real man, they will know how good quality of *Gudang Garam International* cigarette.

The tagline with structural presupposition is ‘*GUDANG GARAM SURYA 12, Taklukkan Tantanganmu*’ (*Gudang Garam Surya 12*). This tagline has imperative structure in the second part of the tagline which ‘*Taklukkan Tantanganmu*’ means the targeted customers are asked to conquer their challenge. Thus, this sub-brand wants to build the image of product that is manliness, bravery, and this product is worth enough to accompany the targeted customers who want to take the challenge.

#### 4.2 Reference and Targeted Customer

**Table III. Percentage of Referring Expression**

**in *Gudang Garam* Sub-brands Taglines**

Referring Expression	Amount in taglines	Percentage
Proper noun	5	33%
Noun phrase	4	27%
Pronoun	6	40%
Total	15	100%

There are 4 (four) sub-brands that contain proper noun as referring expression which are *Gudang Garam Djaja*, *Gudang Garam Surya Pro*, *Gudang Garam Surya Pro Mild*, and *Gudang Garam Taman Sriwedari*. Then, there are 2 (two) *Gudang Garam* sub-brands that contain noun phrase as referring expression which are *Gudang Garam Merah* and *Gudang Garam Surya 12*. Besides, 4 (four) sub-brands that contain pronoun as referring expression are *Gudang Garam International*, *Gudang Garam Merah*, *Gudang Garam Surya 12*, and *Gudang Garam Halim*.

Based on the data above, all proper nouns as referring expressions in the taglines refer to the sub-brands name even though it does not show directly. For instance, '*GUDANG GARAM TAMAN SRIWEDARI, Kopi Disruput Sri Dhirup*' (*Gudang Garam Sriwedari*), there is a repetition '*Sri*' in the second part of the tagline. The word '*Sri*' refers to sub-brand name of *Gudang Garam Taman Sriwedari* as its nickname. If we do not include the first part which is the sub-brand name, then '*Sri*' in Indonesia society is name of person. Then, it will make ambiguity that the targeted costumers will not understand what the message is.

For noun phrase as referring expression, Peregrin (2000: 270) stated that Russell theory of reference shows definite singular noun that is not proper noun can refer to specific noun. The writer found this kind of noun phrase in the tagline '*Coba Merah TJAP GUDANG GARAM MERAH. Meriah, Euy.*' (*Gudang Garam Merah*). The word '*merah*' which means 'the red' in the beginning of the tagline does not refer to the common color but it refers to sub-brand name of *Gudang Garam Merah*. Thus, noun phrase in this tagline does not refer to the targeted customers but it refers to the sub-brand name.

Whereas the tagline '*GUDANG GARAM SURYA 12, Selera Pemberani*' (*Gudang Garam Surya 12*) has noun phrase as referring expression that is '*pemberani*' which means 'the daredevil'. This noun phrase refers to the targeted customers who have bravery. The message of bravery here is related to the risk of cigarette consumption.



Pronoun as referring expression that is used in the taglines refers to the targeted customers. The sub-brands show the targeted customers either specifically or generally, for example, ‘*GUDANG GARAM MERAH, Nyalakan Merahmu*’ (*Gudang Garam Merah*). Pronoun ‘*mu*’ in English ‘your’ shows that it points directly to the targeted customers to general people. There is also pronoun that shows the specific targeted customers which is in ‘*GUDANG GARAM MERAH, Kreteknya Lelaki*’ (*Gudang Garam Merah*). The word ‘*lelaki*’ or ‘man’ in the tagline is pointing to specific gender for the targeted customer which is male.

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## 5. CONCLUSION

1. There are 19 (nineteen) taglines of *Gudang Garam* advertisements containing four types of presupposition, they are existential presupposition, factive presupposition, lexical presupposition, and structural presupposition, while there is no tagline containing non-factive presupposition and counterfactual presupposition.
2. The images of product that are shown in *Gudang Garam* advertisements’ taglines by using presupposition are the image of product existence, the image of product quality, and the image of specific targeted costumers.
3. There are 3 (three) referring expressions that are used in *Gudang Garam* advertisements’ taglines, they are proper noun, noun phrase, and pronoun.
4. Referring expressions that are used in *Gudang Garam* advertisements’ taglines differently represent the targeted costumers. Proper noun refers to the sub-brands name, noun phrase refers to the sub-brands name and the specific targeted customers, and pronoun refers to the specific and general targeted costumers.

As the majority of tagline analysis result, *Gudang Garam* advertisement shows more the image of product existence by using the existential presupposition and they target specific or general customers by using pronoun as reference in their taglines.

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