AN ANALYSIS OF ENTAILMENT FOUND IN COSMETIC AND FAST FOOD ADVERTISEMENT

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ABSTRACT

This research intended to find out the types of entailment found in advertisements for cosmetics and fast food, to persuade audiences, readers, viewers or listener to take action on products, services and ideas. In conducting this research, the research uses a qualitative method with content analysis because the data were collected from a document, in form of words and the explanation of the result. The researcher used note-taking the advertisement sentence and identifying the entailment found as to get valid data. The objective of the research are: (1). To know the types of entailment found at advertisement. (2). To know the dominant types of entailment found at advertisement. After anlyzing the data, the findings showed that two types of entailment used in cosmetic and fast food advertisements are: one-way entailment which occurs 10 times and two-way entailment which occurs 6 times. The dominant type of entailment in the advertisement was one-way entailment with 10 times or 62.5%. The recommendation of this research is suggested for the English students, for the hearer, for the English students, for the teachers, lecturers to give additional knowledge about how the sentences are related to each other in terms of their meaning.

Keywords; *Entailment, Advertisement*

Introduction

About the meaning of sentences, people have some logical concepts which relate the meaning of one sentence to the others. It is important to understand the relations between sentences. When a sentence is related to another sentence, the idea becomes stronger. One such relation is called entailment. Entailment is a term derived from formal logic and is now often used as part of the study of semantics. All the other essential semantic relations like equivalence and contradiction can be defined in terms of entailment. Griffiths (2006: 1) defines semantics as one of the two main branches of linguistics, and it is the study of meaning. Semantics is divided into three types of relation: lexical relation, phrasal relation, and sentential relation. Lexical relation deals with synonymy, antonym, and hyponymy, while phrasal relation is focused on the noun-centered meaning or verb-centered meaning. Besides, contradiction, paraphrasing, and entailment become the main concern of sentential relations. As cited in HilyatusSa'dah (2014) according to Yule

(1998: 4) differentiates the term semantics, syntax, and also pragmatics. He stated that syntax is about the relationships between

linguistic forms and how it is arranged and formed. Then, pragmatics is about the relationship between linguistic forms and their users. The last, the relationship between linguistic forms and the real things in the world to which the linguistic forms refer is called semantics. Semantics questions how words relate to things, not to the users or contexts. And the conclusion about the meaning of semantics according to the experts above semantics is the study of meaning in language.

There are 2 problems in this research. First problem is, what types of entailment found at advertisement?. The second problem is, what is the dominant types of entailment found at advertisement?. As stated by Griffith (2006: 25) entailment happens when the truth of one proposition depends on the other. It means that the truth of two propositions correlates with one another. However, according to Rambaud (2012: 70), entailments are related to the knowledge of a particular language, and it has nothing got to do with the knowledge of the truth. In other words, in entailment, the meanings of two sentences correlate to each other without regarding the reality of the world. Therefore, the research of entailment is under the study of semantics, not pragmatics. Furthermore, the phenomenon of

entailment can be found in daily conversation. However, most people are not aware of it. In some cases, it is very important to understand the relation between the meaning of one sentence and the other, since it may cause misunderstanding.

Advertisement is mass media content intended to persuade audiences, readers, viewers, or listeners to take action on products, services, and ideas. The idea is to drive consumer behavior in a particular way regarding a product, service, or concept. Yet, some other scholars disagree, Cook (1992: 255) as cited in Noureldin Mohamed Abdelaal (2014) states that advertisements can amuse, inform, misinform, worry or warn. The advertisement works on the simple phenomenon of buying time and space in mass media to reach out to the targeted group of consumers. This process of deciding what to say, when to say, how to say, whom to say, and where to say requires skills, knowledge, and research. That's why at times advertisement is referred to as a mixture of science and art. The scope of advertising has broadened over the last decade or two. Advertisement in the last few decades has come a long way, from merely informing the prospect of the availability of products and services to a skillful strategy in marketing to making the brand an extension of people's attitudes and personalities.

Advertisement as a process of communication benefits both, the marketer and the consumer. The marketer gets a ground to communicate about his brand and the consumer gets knowledge of the brand this awareness assists the buyer in the purchase process and finally choosing a brand. The power of advertising is such that even the number one brand in the world believes and invests in it! Advertisement is in a state of change due to the growth of digital technology, online communication, consumers accustomed to the commercial environment, and an increase in clutter. The message in an advertisement has an informative and persuasive aim, which is to provide information while influencing the community. The purposes contained in the advertisement are not infrequently implied and also mode. The use of mode in a language act does not intend to change the purpose of the speech, but only as a way to convey an intention

Based on the explanation above, researchers are interested in studying entailment found in advertisements. The reason research is important for people to understand the concept of entailment is that by having a deeper understanding then every hearer will be able to get what the speaker wants to speak. Therefore, the

researcher chose the title "AN ANALYSIS OF ENTAILMENT FOUND ON COSMETIC AND FAST FOOD ADVERTISEMENT". There are two problems which are going to answer here. The first problem is the types of entailment found in the advertisement, and the second is the most dominant type of entailment found in the advertisement. In analyzing the data, the researcher will be using the theories from Crystal and Griffiths (2006: 27) there are for types of entailment. They are One-way entailment, Two-way entailment, Negative entailment, and Metaphorical entailment. The researcher analyzed the advertisement language found on YouTube consisting of 9 videos.

Leech (1981) as cited in Karim Nazari Bagha (2011) Semantics is the study of meaning in language. We know that language is used to express meanings that can be understood by others. But meanings exist in our minds and we can express what is in our minds through the spoken and written forms of language (as well as through gestures, action, etc.). Semantics is that level of linguistic analysis where meaning is analyzed. It is the most abstract level of linguistic analysis since we cannot see or observe meaning as we can observe and record sounds. Meaning is related very closely to the human capacity to think logically and to understand. So when we try to analyze meaning, we are trying to analyze our capacity to think and understand our ability to create meaning. Semantics concerns itself with "giving a systematic account of the nature of meaning".

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To understand the semantic meaning, we have to bring together three main components: the context, in which a sentence is used, the meanings of the words in the sentence, and its morphological and syntactic structure. For example, suppose you say to me:

1) My dog chased a cat under the house.

Because (1) contains the pronoun my, part of its meaning depends on the fact that you uttered it "my" refers to you. So to some extent, the semantic meaning of a sentence depends on the context of use – the situation in which the sentence was uttered, by a particular speaker, to a particular addressee, at a particular time, and so forth. The semantic meaning of (1) also depends on the meanings of the individual words dog, chased, a cat, etc.; therefore, the semantic meaning depends on the lexicon of English. In addition, the morphological and syntactic structure of the sentence (1) is crucial to its meaning. If the words were rearranged to a cat under the house chasing my dog, it would mean something different. So semantic meaning depends on the grammatical structure of the sentence.

Now let's think about the speaker's meaning of (1). Suppose that you know I've lost my cat and you say (1) to me. In that case, it would be likely that your speaker's meaning is to inform me that my cat may be hiding under the house and to suggest that I go there to look for it. To understand where this meaning comes from, we need to bring together two components. First, the semantic meaning is certainly part of the picture; there is some kind of connection between your saying that your dog chased a cat under the house and you're suggesting that I look for my lost cat under the house. But for me to understand your speaker's meaning, I have to assume that we both know my cat is missing, that you know I want to find it, and that you want to see that my cat is safely back home. These are additional aspects of the context of use that help to determine your speaker's meaning.

The study of truth or truth conditions in semantics falls into two basic categories: the study of different types of truth embodied in individual sentences (analytic, contradictory, and synthetic) and the study of different types of truth relations that hold between sentences (entailment and presupposition). An analytic sentence is necessarily true simply by the words in it. For example, the sentence a bachelor is an unmarried man is true not because the world is the way it is, but because the English language is the way it is.

Part of our knowledge of ordinary English is that bachelor "means" an unmarried man, thus to say that one is the other must necessarily be true. We do not need to check on the outside world to verify the truth of this sentence. We might say that analytic sentences are "true by definition." Analytic sentences are sometimes referred to as linguistic truths because they are true by the language itself.

According to Hjorland (2012), relations between concepts or meanings are under the study of semantic relations. Fromkin, Rodman, and Hyams (2011: 173) divide semantic relations into three: lexical, phrasal, and sentential relations. The meaning relationships among words are under the field of lexical relations. Yule (2011:104) explains further that the three of those relations are synonymy, antonymy, and hyponymy. As stated by Yule (2006: 104), when two or more words are synonymous, their meanings are closely related. In some cases, the words are substituted for each other. For example, for asking someone's answer, people can say "What was his answer?" or "What was his reply?" The words answer and reply in those two questions have the same meaning. In contrast to synonymy, Trask (2007: 256) defines antonymy as the relation of a word, such as when the two words have completely different meanings. Antonymy can be gradable antonyms, binary antonyms, or converse pairs. Gradable antonyms reveal the extreme opposite of a series of the word, such as hot and cold or big and small. Then, the second kind of antonymy is binary antonymy. A binary antonym is when the existence of a word exhausts the possibilities of the existence of another word, such as alive and dead. While the words such as wife and husband or above and below are examples of converse pairs. Yule clarifies this by saying that if A is B's husband, then B is A's wife; if A is below B, then B is above A. The last type of lexical relation is hyponymy. In Yule's opinion (2006: 106), hyponymy is the relationship between two words or more which one is a kind of the meaning of another. For example, the horse is a hyponym for the animal, which means that horse is a kind of animal.

According to Fromkin, Rodman, and Hyams (2011: 189), the second semantic relation is in a phrase which is called phrasal relations. This kind of meaning relation can be noun-centered meaning or verb-centered meaning. The example of noun-centered meaning relation can be found in adjective-noun combinations, such as a good friend, and noun compounds, such as doghouse and pickpocket. Then, the verb-centered relation is closely related to the thematic roles of

the verb. Thematic roles in the sentence "the boy found a red brick" are agent and theme, while in the sentence "the boy put the red brick on the wall" are agent, theme, and goal. The knowledge about finding and putting decided the thematic roles. As stated by Fromkin, Rodman, and Hyams (2011: 195), the last semantic relation is the sentential meaning relation. The meaning of noun phrases and verb phrases in a sentence is built on their meaning. The other parts of speech like adverbs also add and or affect the sentence's meaning. Finally, related to this type, Murphy (2013: 8) argues that there are three main sentential semantic relations. They are contradiction, paraphrase, and entailment. Fromkin, Rodman, and Hyams (2011: 198) define contradiction as a sentence relation in which the truth of a sentence means the falseness of another sentence. Kreidler (1998: 299) also adds that contradiction is the relation between two opposite propositions. It means that if one is true, the other must be false. Fromkin, Rodman, and Hyams (2003: 198) give an example of contradiction. The sentence Elizabeth II is Queen of England contradicts Elizabeth II is a man. A queen is always a woman and never a man. Thus, if the first sentence is true, the second must be false. Another example is that if Scott is a baby is true, it is false that Scott is an adult because someone is never being a baby and an adult at the same time. In conclusion, if a sentence is said to be the negation of the other then they are in a relation of contradiction. The two other sentential meaning relations, paraphrase, and entailment have a similarity. Hurford and Heasley (2007: 113) explain that the relationship between the two relations is parallel to the relationship between hyponymy and synonymy. They add that if synonymy is symmetric hyponymy, the paraphrase is symmetric entailment. According to Crystal (1998: 350), paraphrasing presents some alternative versions of sentences to express the same meaning. She gives examples of paraphrasing: The dog is eating a bone, a bone is being eaten by the dog, and it's the dog that is eating a bone. The three sentences have a single semantic representation. Finally, the explanation of entailment is described in the following.

Entailment is a term derived from formal logic and is now often used as part of the study of semantics. All the other essential semantic relations like equivalence and contradiction can be defined in terms of entailment. Entailment is not an inference in the normal sense because our knowledge of the truth or falsity of a statement does not derive from our empirical knowledge of the world but from our knowledge of a particular

language where the lexical relations between words hold. Entailment happens when the truth of one proposition affects the other one (Griffiths, 2011: 25). Those two propositions must correlate with one another. In short, entailment is a relationship between sentences where the truth of one sentence necessarily implies the truth of the other. The phenomenon of entailment can be found in daily conversation, but most people rarely recognize this phenomenon since they are not aware of its emergence. According to some scholars, entailment can be divided into several types. However, every scholar has their own opinion about the types of entailment. Hence, the researcher classifies entailment into four types; which are one-way entailment, two-way/mutual entailment, negative entailment, and metaphorical entailment.

One-way entailment is a term that refers to a relation between a pair of sentences. The truth of the second sentence necessarily follows the truth of the first. Furthermore, Kreidler (1998: 86) in HilyatusSa'adah (2014) illustrates this kind of entailment. It is when two propositions are labeled as 'p' and 'q'. If 'p' is true, 'q' must also be true, but if 'q' is true, it does not necessarily follow that 'p' is also true since it can be false. For example, if the sentence John is married to Sarah is true, then the sentence John is married to someone is true. However, if the sentence John is married to someone is true, then the sentence John is married to Sarah is not always true. Thus, one-way entailment is a strict entailment since when one sentence is true, the other sentence must also be true, and if one sentence is false, the other is also false.

In contrast with one-way entailment, two-way entailment has a meaningful relationship, and the sentences that contain two-way entailment paraphrase each other. A paraphrase carries a fact that is expressed differently. It is the relation between two propositions; when one is true or false, the other one always follows. Moreover, Fromkin, Rodman, and Hyams (2011: 197) say that paraphrase or two-way entailment is sometimes expressed in terms of active-passive pairs. For example, the sentence John shoots the bird and the bird was shot by John is about two-way entailment or paraphrase. The entailment is expressed in active-passive pairs. The second sentence is the passive form of the first sentence, and the first sentence is the active form. The idea of both sentences is the same, but the way of delivering them is different. That is why two-way entailment and mutual entailment are categorized into one type of entailment.

a. Negative entailment

Negative entailment is entailment that is expressed in a negative form. For example, it's a chair entails it's not a plate. The truth of the first and the second sentence is in semantic relation to entailment although the second sentence is presented in the form of negative expression. The last type of entailment is metaphorical entailment.

b. Metaphorical entailment

Metaphorical entailment is the imparting of a characteristic of the source domain to the target domain. The source domain is the metaphorical image, while the target domain is the concept receiving metaphorical treatment. Therefore, the relationship between the source and the target domain is regarded as entailment or specifically called metaphorical entailment. When the source domain is interpreted to be the target domain, metaphorical entailment happens (Kovesces, 2003: 121).

Advertising is mass media content intended to persuade audiences, readers, viewers, or listeners to take action on products, services, and ideas. The idea is to drive consumer behavior in a particular way regarding a product, service, or concept. Yet, some other scholars disagree, Cook (1992: 255) in Noureldin Mohamed Abdelaal (2014) states that advertisements can amuse, inform, misinform, worry or warn.

Advertisements can be used to refer to text, audio, video, photography, and graphic designs. Advertising can be channeled through many tubes like newspapers, magazines, radio and television broadcasts, stage shows, websites, billboards, posters, wall paintings, cars,…etc. Advertisement as a process of communication benefits both, the marketer and the consumer. The marketer gets a ground to communicate about his brand and the consumer gets knowledge of the brand this awareness assists the buyer in the purchase process and finally choosing a brand. The goal of an advertisement is to influence the public to be interested in something that is advertised.

The definition above can be concluded that an advertisement is a tool of communication used to attract the attention of potential consumers by offering a company's products with pictures and words which are interesting contained in electronic media and print media

Research Method

In conducting this research the researcher used descriptive qualitative research because in this research the observer collect the data, made an analysis, and made conclusions. According to Polkinghorne (2005: 137), "Qualitative research is inquiry aimed at describing and clarifying human experience as it appears in people's life and researchers using qualitative methods gather data that serve as evidence for their distilled description". It means qualitative is a research design where the researcher presents the data using a description.

According to Ritchie and Lewis (2003), the "qualitative method is the method that is used to get information about social phenomena". The data of qualitative research is not calculated but shown by the description of the result. The researcher gathers and analyzes the data consisting of words form, so the research design belongs to qualitative research. From the explanation above we could conclude that researchers who used qualitative research, should be objective to give an opinion in their research. According to Craswell (2009:4) said that qualitative research is an approach to exploring and understanding the meaning individuals or groups describe to a social or human problem. There are many different of qualitative research Ary at all (2010: 457) content or document analysis is a research method applied to written or visual materials to identify specified characteristics of the material. The materials which can be analyzed can be such as textbooks, newspapers, web pages, speeches, television programs, advertisements, musical compositions, or any of a host of other types of documents.

Data are an important aspect of the research it is because without the data the research cannot be conducted. The data are information that searches to be solved the problem. Furthermore, the primary data of this research is the form of a sentence that is suitable for entailment found in advertisements. The secondary data is the advertisement video which shows the context and could help the researcher in analyzing the data. And the data source is entailment found in the advertisement. The advertisement was downloaded from the internet. In this study, the researcher was taken the data from the advertisements sentence in the video.

An instrument is a tool used to obtain, measure, and analyze data from subjects around the topic. The instrument of this research is the researcher herself. The researcher as a human instrument would observe the data from the advertisement, collect the data, analyze the data, and make the conclusion of the research. In this research, the researcher took the data from the advertisement language (Ary, 2010: 424).

Qualitative researchers also have several data-gathering tools available for their investigations. The most widely used tools in qualitative research are interviews, document analysis, and observation. One of the most important tasks of researchers in the behavioral

sciences is the selection and/ or development of dependable measuring instruments. A research study can be no better than the instruments used to collect the data. A variety of tests, scales, and inventories are available for gathering data in educational research, especially for quantitative studies. Researchers need to be aware of the strengths and limitations of these data-gathering instruments so that they can choose the one(s) most appropriate for their particular investigation. If an appropriate standardized instrument is available, the researcher would be wise to choose it because of the advantage in terms of validity, reliability, and time saved (Ary, 2010: 252).

In collecting the data, the method used was library research. In library research, there are no respondents involved in this research as commonly used in quantitative research. In applying the library research, there were some techniques used to collect the data such as observing the advertisement, note-taking the advertisement sentence, and identifying the entailment found. The sample in this study is the sentences in advertisement videos that contain elements of entailment in advertising language. Sampling in this research uses purposive sampling or samples that are determined following the research title, namely text that contains elements of entailment on the advertisement. Sampling research does not require a large sample but rather refers to the existing problem. Data collection directs sampling and sampling in turn also directs researchers to increasingly data specific in answering the problem.

According to Ary (2010: 530), in qualitative research, the data collecting method and technique of data analysis are tried inseparably because the data analysis method and technique have been started when the researcher conducted the data collection technique. Therefore, the researcher used the qualitative data analysis technique, and there were several steps of examining the data: identifying the data to categorize them into which types of entailment and approaches to detect entailment, classifying the data based on the types, and approaches to distinguish them from each other, analyzing the classified and coded data to answer the research questions, checking the accuracy of the data, reporting the data in the finding and discussion, and drawing the conclusion of the data. In analyzing the data, the researcher has done the steps below:

a) Identifying, the researcher identified the data collected from the utterance in the advertisement.

b) From the identification, the researcher categorizes the data into types of entailment found in advertisements.

c) The researcher defined appropriating and omitted inappropriate utterances from the data above.

d) Describing and analyzing the chosen utterances which include types of entailment found in advertisements.

e) Then after the researcher has done the steps above, the writer made the conclusion and suggestion based on the data analyzed.

Finding and Discussion

In this chapter, the researcher used library research with a descriptive qualitative approach. The researcher collected the data from Youtube of advertisement that contains the entailment types.

No. data	Utterances	Types of Entailment
1	Truly sensational	Two-way entailment
2	Fire up sense	One-way entailment
3	Well you can find it at McD	One-way entailment
4	The beauty of no artificial preservatives	One-way entailment
5	We're here to help who's helping us on by keeping our lines on	One-way entailment
6	$6 can buy you 2 Aby's sandwiches that are two happiness	Two-way entailment
7	Tomorrow can only be better with Wendy's breakfast	Two-way entailment
8	You and Wendy's breakfast tomorrow looking good	Two-way entailment
9	24 hour mate wear, control oil and shine, made to smooth	One-way entailment
10	Full buildable coverage non-settling, non-streaking, non-caking and made to camouflage	One-way entailment
11	Foundation 12 hour ultra mate wear, control oil and shine made to absorb. Made to perform, studio fix	One-way entailment
12	It turns every little lash into bold sexy lashes	Two-way entailment
13	Lash blast mascara adds an instant of volume, ad a pow to your bow	Two-way entailment
14	Introducing Jafra advanced dynamics a complete skin care line featuring products for every skin type	One-way entailment
15	Jafra latest glycol science technology to help produce the appearance of fine lines and wrinkles while helping to moisturize	One-way entailment
16	Lip color with 24 hour stay power from covergirl	One-way entailment

After the data are collected, then the researcher analyzes and interpreted the data. There are two research findings of this research are:

1. The researcher watched the videos and writes the script. The researcher found at least 16 entailments in the advertisement. The entailment is 10 one-way, 6 two-way, 0 negative, and 0 metaphorical.
2. The dominant type of entailment found in the advertisement is one-way with 10 entailments (62.5%).
3. The table above shows that the total numbers of data are 16 data from the advertisement videos containing Entailment Types. In the table, we can see that the categories of entailment Types found in the advertisement are one-way entailment with 10 data (62.5%), followed by two-way entailment with 6 data (37.5%).

Discussion

In this research, the researcher discusses the types of entailment in the advertisement. Entailments are related to the knowledge of a particular language, and it has nothing got to do with the knowledge of the truth. In other words, in entailment, the meanings of two sentences correlate to each with each other without regarding the reality of the world. Entailment happens when the truth of one proposition depends on the other. Moreover, Rahmawati (2017) analyzes a semantic analysis of entailment in the Da Vinci code movie. This research is to identify the types of entailment, describe the orders of entailment, and explain the approaches to detect entailment uttered by the characters of Da Vinci. The difference between this research with Rahmawati is the object. Based on the research findings above the researcher also discuss the four types of entailment based on Crystal and Griffiths (2006) namely one-way entailment, two-way entailment, Negative entailment, and Metaphorical entailment.

Conclusion

After analyzing the data on types of entailment in the advertisement. Conclusions are drawn as follows:

1. There are four types of entailment occurring in the conversation advertisement. They are one-way entailment, two-way entailment, negative entailment, and metaphorical entailment. One-way entailment which occurs 10 times (62.5%) is on the first rank. Then, the second rank is two-way entailment which occurs 6 times (37.5%). After that, the other two types are not found in advertisements.
2. Related to the second objective there is the dominant type of entailment. The dominant

types of entailment in the advertisement were one-way entailment with 10 times or 62.5%.

Suggestion

1. This research was suggested for the hearer to find and understand the meaning of entailment.
2. This research was suggested for the English students to acknowledge the language phenomena, especially the phenomenon of entailment. Therefore, in learning semantics, especially on meaning relation it is important to be understood to build a successful conversation.
3. This research was suggested for lectures, this result can give additional knowledge about how the sentences are related to each other in terms of their meaning. Moreover, the research also gives additional examples of the meaning relation of entailment in daily life.

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