

Implicature of Kacang Dua Kelinci Advertisements on The Version of Teman Kebersamaan and Its Implication in Speaking Course

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Abstract. Various types of advertisements appear on television and it is not only a means to convey or promote a product but also as a tool to convey messages. In this paper, the writer wants to know how the implied messages or implicatures appear in an advertisement and its implications on the Conversation for Specific Purposes subject. Kacang Dua Kelinci advertisement on the version of Teman Kebersamaan is taken as a data source. The data of this study is the narratives in the advertisement. The approach in this study is qualitative with content analysis. The theory used to analyze the data is the implicature theory of Grice, the semiotic theory of Peirce and the relevance theory of Sperber & Wilson. The conclusions of this analysis are kacang dua kelinci advertisement on the version of teman kebersamaan shows the meaning implied that mobile phones are not only a device that is able to get people closer but also to get people away. By knowing the meaning implied of the advertisement helps the students to choose what the quite easy way to motivate, understand in getting the ideas in improving English speaking skill. An advertisement would be one of the topic discussion and learning model in speaking course. By using it, the students would be more confidence, high motivation, curiosity, and creativity in speaking.

Keywords: implicatures, semiotics, Kacang Dua Kelinci advertisement on the version of teman kebersamaan, speaking course

1 Introduction

Technology developments are so diverse, this diversity greatly facilitates and benefits its users. People have the freedom to choose information media both in printed and electronic, and most of people enjoy online media for its availability. Various information needed by the community can be obtained easily, from entertainment, sports, business economics, and religion. Each media has to compete to present information well in accordance with the needs of its readers/viewers.

The increasing development of information technology has become an attraction for entrepreneurship. This is evidenced by the increasing number of companies introducing their products or services on electronic and online media through advertisement. Their products and services advertisements disseminates information that is needed and enjoyed by people.

Currently, online media is very popular since it can be enjoyed anytime and anywhere. However, it turns out that television is still one of the information media that is still attracting people. Television is an electronic media that presents a variety of programs in an audio-

visual, that is, people can enjoy television shows by listening and viewing images. This makes the messages of television are quicker and easier to understand. Companies also prefers television to online media in advertising their products or services. Through this media, people can enjoy various entertainment and news that aired and at the same time see their advertisement needed during the broadcast. Sometimes people are intentionally reluctant to change

Their television channels in order to see a product advertisement. Advertisements on television will be easier to understand since they are packed in interesting audio visuals. In an advertisement as well as in everyday conversation more is communicated than is said [1]. On the other hand, there are even advertisements that are intentionally aired, not merely to introduce products or services but also to disseminate messages about a phenomenon that exists and frequently enlivens with humor for entertainment and laughter.

Lots of advertisements, which are packed in interesting and funny way, can motivate viewers not only to buy the products but also to understand the moral message in the advertisement. For example, public service advertisements and cigarette advertisements that do not visualize a smoker but the scene is full of moral messages. Viewers can enjoy these advertisements and understand the moral messages. Through advertising, viewers would know and understand the moral message and this would fosters their sensitivity in society.

In order to create an entertaining impression, there are a lot language rules violated in advertisement. There are a lot of shiftings and violation of the principle of cooperation proposed by Grice. Sometimes the speech of speakers and hearers in the advertisement are not comprehended but viewers comprehend the message in the advertisement. It turns out that in a communication, something that needs to be considered is the context of speech and its relevance. Without fulfillment of one of those existing maxims, an implicature arises

Implicature is part of pragmatic studies. Pragmatics or conversational Implicature, as something which is implied in conversation, that is, something which is left implicit in actual language use; the way we understand an utterance in conversation in accordance with what we expect to hear [2]. In a conversation, sometimes speakers do not directly say their intention. This happens with a number of considerations such as the similarity of knowledge background, the message is quickly conveyed, and the desire to save the faces of speakers and hearer. Thus, the discussion of implicature is very important in this study.

This paper focuses on the meaning implied in an advertisement aired on television. Advertisements sometimes do not only promote a product but at the same time insert certain messages about a phenomenon that is developing in the community. One of those advertisements that the writer wants to review is the Kacang Dua Kelinci advertisement on the version of Teman Kebersamaan. The advertisement is about 30 seconds long and it does not have a dialogue but only a narrated speech supported by scenes that represents the narration.

The reason of choosing the advertisement of Kacang Dua Kelinci as a data source is this advertisement carries the message of a phenomenon that is developing in the community. This phenomenon is quite interesting, along with the development of technology, especially mobile phones with various attractive and complete features that attract many people's attention. Many people are competing to replace their communication device with a more complete and sophisticated device, starting from the specification and application to the quality of the camera on the cellphone. This sophistication ironically creates a phenomenon that is very different from the function of the mobile phone itself. At first a cellphone is created to facilitate communication, so that the people from different ocean, continent, and time can create a timeless communication between one to another. However, recently, mobile phones are not only a device that is able to get people closer but also to get people away.

There have been many previous studies examining speech acts in an advertisement. In this study, the writer wants to review an advertisement with implicatures in messages and the implementation of this study in the course of speaking in ABA BSI Jakarta.

The speaking is one of the subjects that prioritizes speaking skills. Sometimes students find it difficult to choose what is quite easy for them to understand, enjoy, and motivate them to get ideas in developing their English skills in practice at the speaking subject. Most of students only make studies about daily routine, how to order in a restaurant, hotel, flight, and movies review. Through this study, the writer hopes that the advertisement will be used as one of the topic of discussions for students in exposing ideas about the implied message in an advertisement, as well as the intention of an advertisement. This study is compiled into one topic raised in the speaking course at ABA BSI Jakarta.

2 Literature Review

2.1 Pragmatics

Pragmatics is one of the discussion in linguistics. Pragmatics is the study of contextual meaning, is the study of the speaker meaning, and also as the study of how more gets communicated than is said [3]. It means that pragmatics is the of speakers meaning based on context of utterances.

2.2 Speech Act

Aspects of speech situation include speakers, hearer, utterance goals, utterance as a form of act and utterance as a product of a verbal act. Related to the utterance aspects of the speaker and hearer, it is affirmed that the hearer is the target of speech of the speaker [4].

in each speech there are SPEAKING, namely Settings, Participants, Ends, Act of sequences, Keys, Instrumentalities, Norms, and Genres ", are involved in each speech [5].

Speech act is basically when someone says something, he also does something. For example, when someone uses the verb of promise, apologize, name, and pronounce.

I promise to accompany you tomorrow

I apologize for all the mistakes I have made

I name this ship El Marry

The speech is called performative speech, while the verb is also called performative verb. Still according to Austin, those speeches can be done if there are three conditions that must be fulfilled in performative speech [4].

In speech acts into there are three different types of actions: locution, illocutionary, and perlocutionary acts. There are three actions are locution, illocutionary, and perlocutionary can be explained as actions to express something, to do something, and to influence. For example, I will come to your party, at a glance the speech is a statement that the speaker says that he would come to the party, but if the speech is said to a friend who will hold a party, then the speech has illocutionary of Promise. It means that there is an intension when we say something, so the hearer should know the situation and context of utterances.

In every utterance has different purposes, sometimes the speaker also has different way to utter something. For example the speaker chooses to utter in direct or indirect speech. The illocutionary act is divided into five, namely:

illocutory act is divided into five, namely:

Representative is as a suggestion or swear

Directives is as a command, request, or invite

Commissive is as an 'undertaking, promising, threatening, and offering.

Expressive is as a thanking, congratulating, welcoming, complaint, and apologize.

Declarations is as a declaration and naming [6].

2.3 Implicature

Implicature is used to explain what may be interpreted, suggested, or intended by speakers that are different from what is actually said by speakers. Thus, the implicature can be said as the implicit meaning of a speech.

So that the conversations to run efficiently, not to waste time and effort, speakers must adhere to the Principles of Cooperation (PoC), known as 4 maxims:

The maxim of quantity, where one tries to be as informative as one possibly can, and gives as much information as is needed, and no more.

The maxim of quality, where one tries to be truthful, and does not give information that is false or that is not supported by evidence.

The maxim of relation, where one tries to be relevant, and says things that are pertinent to the discussion.

The maxim of manner, when one tries to be as clear, as brief, and as orderly as one can in what one says, and where one avoids obscurity and ambiguity

There are two types of implicatures or implied meanings, both are conventional implicatures and non-conventional implicatures or conversational implicatures

Examples:

Conventional Implicatures Even Udin also gets an A in this course

The conventional implicatures of the utterance is that Udin never received an A.

Non-conventional implications or conversational implicature

Will you join our group?

I have never been permitted by parents and I have to arrive at home after Isya prayer.

In everyday life, not all speeches or answers to a question are presented by complying with PoC, this is due to the need to maintain social relations. The noncompliance to Grice's PoC is done to maintain face. With the violation of maxims, the speaker packs her/his speech in an indirect or implied speech, in pragmatics it is known as Implicature. The use of Implicature or indirectly speech utterances is based the motivation to reduce the impact of speech. This happens if the speech has the potential to threaten the faces of speakers and hearer. A face-threatening act of speech is called Face-Threatening Act (FTA). To reduce the threat of face, speakers and hearer will do face-saving act.

Thus, to save the face of the speaker and hearer or to minimize FTA, each speech must be considered very carefully and also how to convey it. Many speakers choose to speak their speech in an indirect or vague way, but frequently, the speakers immediately express their intentions [7].

2.4 Relevance Theory

Maxim of qualitative, quantitative, and manner are still be able succeed due to the relevance.

The relevance theory is also known as the principle of relevance, this principle contains guarantees for speakers of Sperber and Wilson, so that it can be concluded that:

Every speech contains a guarantee of the relevance of the reliable speaker.

The task of the speaker is to understand the speech of the speaker by looking for the relevance. For that, the speaker takes into account the context (since the cognitive abilities of each person are different)

In a conversation that includes the speech in a situation, it arises a meaning in interaction [8].

2.5 Semiotics

The three relevances in more detail, based on the object, the sign includes:

Icon The icon is a sign that the relationship between the signifier and the signified is the same as the natural form. Or in other words, the icon is the relationship between signs and objects or references that are similar, for example, portraits and maps.

Indeks Index is a sign that indicates the existence of a natural relationship between signifier and signified that are a causal relationship, or signs that directly refer to reality. The most obvious example is smoke as a sign of fire.

Symbol Symbols are signs that show the natural relationship between the signifier and the signified, the relationship is arbitrary based on the convention (agreement) of the community [9].

2.6 Advertisement

Advertisement is seen as an information system that is very important for producers and consumers. A company or producer chooses advertising as a way to convey information and influence consumers by using informative and persuasive language so that they can enter and understand the consumers lead them to buy their products. Therefore, advertisement must be made in good languages, idioms, implicatures, speech acts, and the context of language users [10].

2.7 Speaking

Speaking is the act to give or response of someone feeling about something through language, such as they can express their need, question, expression in daily life and social interaction with another people by speaking. But sometimes, in speaking class students worried about some mistakes, speaking slowly with lowest voice, fearful of criticism, had poor vocabularies and pronunciation, or just simply shy. Learners or students who have no linguistics competence often speak slowly, take too long to take utterances, do not participate actively in conversation, their spoken English language do not sound natural, have poor grammar and pronunciation [11]. It means that in speaking, the speakers must have linguistics competence and good in pronunciation and good grammar so that between speakers and hearers understand each other about the purpose and need.

2.8 Teaching Speaking

Some people assume that teaching speaking is an activity to help student to improve their speaking skill by improving some vocabularies. On the other hand, the fact is in teaching

speaking not only study how to speak well but also how to get the idea, how to understand the instruction. Teaching speaking is does not only teach the students to produce spoken words to express, their feeling, idea and mind, but also to make the students active in negotiating meaning using social knowledge of the situation and the topic [12]. There are several factors that influence learning of speaking skill for instance of mother tongue outside and inside classroom environment. It means that the teachers have to explain difficult concept and attract to the students in classroom, so that they can produce the vocabularies, feeling and idea.

2.9 Review of Relevance Literature in the Field

There are some previous research which also discuss about implicature in advertisements. These articles are very important and also relevance to this analysis. On his article, Fajr4i said that implicatures can perform many function in advertisement. The advertisement in a few word and just show the picture will cost-effective by saving words space, easy to remember, aouruse the audience's curiosity, attact and retain attention and make the advertiserable to avoid responsibility to defend the implied claims [13].

Widiana in her article entitled "A pragmatics Study On Jokes and The Implicature in Broadcast Message" attempt pragmatics and implicature analysis in broadcast message. It is in the form of joke which content of implicature. The finding of this analysis is kind of implicature content in them. Besides that, the writer also mentioned in detail analysis implicature is devided into implicature related to gender, culter, and social phenomeona. The last one is implicature may not only be use to give entertainment but also to soften the satire and criticism something [14]

Next previous article comes from Lutfi and Younis in their article entitle "The-Counter of Cooperative Principle in Selected Advertisements in English". In their article is based on the observation about language in advertisement is often vague, ambiguous, and indirect. It means that sometimes the audience difficult to figure out the meaning of the advertisement, so the audience must know how to understand the meaning of it. The conclusions of this article are (1) advertiser can not help violating and flouting the conversation maxim as away of promotingthe expressive effect of advertisement, sparking thinking, and encouraging customer to purchase a product or service. (2) implicature are indispensable in advertisement as they greatly contribute to easier and better understanding of message of the advertisement. (3) In advertisements counter-cooperative principle plays a great roll in the meaning constraction and comprehension phenomena in the advertisements[15]

3 Method

The writer choses Kacang Dua Kelinci advertisement on the version of Teman Kebersamaan as a data source that will be examined in terms of the implicature of the advertisement. The approach in this study is qualitative with content analysis. The data used in this advertisement is in the form of audio visual consisting of scenes that are played by a group of young people, husband and wife and the narrative behind the advertisement. Data retrieval is done by watching the advertisement several times, then transcribing the speech heard from the advertisement and analyzing the meaning. The writer takes about three days to observe and understand the implied meaning in the advertisement and to link the scenes and phenomena that occur in the community within the period of time the advertisement aired. The

analysis used is descriptive analysis referring to the narrative and scene data in the Kacang Dua Kelinci advertisements on the version of Teman Kebersamaan, all narratives in this advertisement are the supporting data in this analysis of implicatures. The goals of this analysis are to analyze the effectiveness of understanding the meaning implied in an advertisement and to design learning model in speaking by understanding the advertisement from its implied or express theme and content of the message in improving students' speaking skill.

4 Finding and Discussion

The writer chooses the version of Kacang Dua Kelinci advertisement on the version of Teman Kebersamaan as a data source. This advertisement depicts the excitement of a group of young people, husband and wife who are enjoying their togetherness, such as doing hobbies, adventure, watching soccer matches together and exchanging stories. But ironically, the scene is accompanied by a very contradictory scene, which is when the togetherness is presented, they are busy with their mobile phones. The scene is coupled with a narrative that helps viewers understand the purpose behind the advertisement.

Identification of implicatures in kacang dua kelinci advertisement on the version of teman kebersamaan. By using these narrative, the writer wants to know the message implies in the advertisement. The narrative is as follows:

- | | |
|-----------|--|
| 1st scene | :“Ini yang dibilang ngumpul?” (Is this what is called hanging out?)
“Semua sibuk dengan gadgetnya”. (Everyone is busy with their gadget) |
| 2nd scene | :“Saling bicara tanpa menatap mata” (Talking without looking to each other)
“Ga ada cerita, ga ada canda tawa” (No stories, no laughter) |
| 3rd scene | :“Ga ada cerita, ga ada canda tawa” (No story, no jokes) |
| 4th scene | :“Taruh gadgetmu, ambil dua kelinci” (Put away your gadget, take Dua Kelinci)
“Pakai duajari tanganmu, buat membuka teman ceritamu, rasakan kebersamaan yang sebenarnya” (Use your two fingers, to open your story lines, taste the real hanging out) |
| 5th scene | :“Renyahnya, gurihnya, selalu ada di setiap cerita” “Kacang Dua kelinci, teman kebersamaan.” (crisp, tasty, always in every story, Kacang Dua Kelinci is a friend to hang out) |

Through these pictures of kacang dua kelinci advertisement on the version of teman kebersamaan, the writer finds some implicit messages. The Illocutionary Act in Kacang Dua Kelinci Advertisement on the version of Teman Kebersamaan can be seen in some pictures below:



Fig. 1. First scene “Ini yang dibilang ngumpul?” (Is this what is called hanging out?)
“Semua sibuk dengan gadgetnya”. (Everyone is busy with their gadget)

The first scene depicts a group of young people who will be traveling together waiting for the arrival of the train. In this situation, there is togetherness and cheerfulness between them, but ironically it was not a conversation between them that warms the atmosphere but their gadgets. Various activities they do through gadgets, some of them are replying to messages, updating status, playing games, or just waiting for likes. It is then followed by a scene of a husband and wife who are on vacation or picnic on a boat, but instead they look at each other with full warmth of love, they are busy with their mobile phones. This situation is accompanied by a speech from the narrator in the advertisement ini yang dibilang ngumpul? (Is this what is called hanging out? Semua sibuk dengan gadgetnya (Everyone is busy with their gadget).



Fig.2. Second Scene “Saling bicara tanpa menatap mata” (Talking without looking to each other)
“Ga ada cerita, ga ada canda tawa” (No stories, no laughter)

The second scene depicts a family gathering of parents and their daughter. It is clear in the scene that parents are busy with their mobile phones and they ignore their son sitting among them. Their daughter is seen asking something to his father, but the father answers without looking at his daughter's face.



Fig.3. 3rd scene “Ga ada cerita, ga ada canda tawa”
(No story,no jokes)

The next scene depicts by a group of young people who are watching a football match, logically when nobar (nonton bareng – Watching together) the audience focuses on the match, occasionally cheering or commenting on the players. While in this scene, they are busy with their mobile phones even when the goal is scored, only one who shouts and no one cares about what is happening. This scene is accompanied by a speech Saling bicara tanpa menatap mata, Ga ada cerita, ga ada canda tawa (Talking without looking to each other, no story, no laughter”).



Fig.4. 4th scene “Taruh gadgetmu, ambil dua kelinci” (Put away your gadget, take Dua Kelinci)

The fourth scene looks different from the previous scene. Each of the characters in the advertisement is depicted by placing their mobile phones together. By showing this picture the writer try to interpret the meaning of it. The message of this picture in the advertisement wants to tell to the audience it is time for us to put mobile phone for a moment when we are in a group, try tobe more concern arround us, and just be wise in using gadget. Just try to enjoy togetherness by laughing, sharing with looking to each other, and also appreciate someone else.



Fig.5. 5th scene “Pakai dua jari tanganmu, buat membuka teman ceritamu, rasakan kebersamaan yang sebenarnya” (Use your two fingers, to open your story lines, taste the real hanging out)

They are trying to enjoy togetherness by laughing, joking, and enjoying a snack called by the narrator with the words of Teman ceritamu (open your story lines), Kacang Dua Kelinci. The situation is described full of intimacy, laughter, and excitement expressed through the utterance of renyahnya, gurihnya, selalu ada di setiap cerita (crisp, tasty, always in every story).

From a number of scenes and speeches in Kacang Dua Kelinci advertisement of the version of Teman Kebersamaan (friends of togetherness), it has implicatures that the development of technology in various features and the diverse types of social media, which makes the people easier to communicate through the distance, there is one amazing side.

The ease of communicating through various social media tends to reverse the reality of bringing the distance closer and making the people away. This is proven when some friends, husband and wife or parents with children gathers together without talking to each other, not full of warm laughter but getting busy with their gadgets and more ironically each of them actually communicates with someone who is far from them.

Referring to the phenomenon in the community today, based on Kacang Dua Kelinci advertisement on the version of Teman Kebersamaan, it conveys a message that gadgets have shifted its functions from initially as a means of communication into a lifestyle for showing people's existence in cyberspace. People does not any longer greet each other and talk to each other, they prefer to write a status of overflowing joys, sadness, blasphemies and even satire. The impact of this phenomenon is the erosion of the feeling of mutual care, they are busy with themselves and their friends in cyberspace.

Beside the moral message in Kacang Dua Kelinci advertisement on the version of Teman Kebersamaan, the writer also found illocutionary acts on the advertisement. This can be seen from the speech in the form of:

This speech of Taruh gadgetmu, ambil Dua kelinci (Put away your gadget, take Dua Kelinci) is in this advertisement about food products in the form of light easy-to-get snacks with various choices of types and flavors. The advertisement is created in very interesting characters that are adjusted to the age of the consumer who like roasted peanut

The speech of taruh gadgetmu, ambil dua kelinci (Put away your gadget, take Dua Kelinci) has the illocutionary power to command. This can be seen from the speech of Kacang Dua Kelinci producers to give command to their consumers to buy the product. The speech of ambil Dua Kelinci does not use the word kacang (bean) since some of the consumers have

known that Dua Kelinci were attached to a well-known roasted peanuts snack brand of Dua Kelinci

The power of commanding speech is also contained in the utterance of *Pakai dua jari tanganmu, buat membuka teman ceritamu, rasakan kebersamaan yang sebenarnya* (use your two fingers, to open your story lines, taste the real hanging out). The producers indirectly want the people to buy their products since the products are very good and suitable to be enjoyed together. So, this product is symbolized as a story line who is able to create togetherness. In addition to the speech of *renyahnya, gurihnya, selalu ada di setiap cerita* Kacang Dua Kelinci, *teman kebersamaan* (crisp, tasty, always in every story, Kacang Dua Kelinci is a friend to hang out) represents the producer's intention that if consumers buy and enjoy the snack together, it will create a relaxed and pleasant atmosphere and full of jubilant laughter not to mention the tasty roasted bean.

The advantage of this advertisement is that the sensitivity to the phenomenon that is developing in the community, namely the shifting function of the gadget that has impacts on the decreasing concern for others. This advertisement is enough to fling on excessive gadget users, such as mobile phones, that use their mobile phones not only as a communication tool that is able to get people closer but also be able to distance people from the other. People tend to express their social values, care, and even sympathize and empathize to something simply by writing status. The examples are in Ramadhan, Idul Fitri holidays, Christmas, and many more. People say greeting to relatives, friends, even to parents through the status on social media or in chatting groups.

This advertisement seems to indicate that gadgets, especially social media really have become a quite worrying habit that must raise their awareness as a gadget user. This habit would become culture and it would create a feeling that they do not need other people around them.

The Advertisement Interpretation Results

The scene of Kacang Dua Kelinci Advertisement on the version of *Teman Kebersamaan* is played by a group of young people, a husband and wife, and a family that involves father, mother, and children who are gathering and do their activities. But when they are gathering, they only focus on their mobile phones. This is a symbol of the decrease of the value of caring, togetherness and friendship.

The scene of Kacang Dua Kelinci Advertisement on the version of *Teman Kebersamaan* is played by a group of young people. It symbolizes the age of a person entering maturity and becoming productive. if at that age the value of caring has begun to fade, then what will happen in 10-20 years later? The scene played by the parents also depicts the worry of how parents would become a role model for their children. They should show the value of togetherness and caring for the sake of their children and grandchildren as the next generation in the future.

5 Conclusion

Based on the analysis above, the writer finds that there are some illocutionary acts of commanding from producers to consumers to buy Kacang Dua Kelinci products since this type of snack can bring togetherness, caring, and cheerfulness as crisp and tasty as the products. This can be seen from the speech of *Taruh gadgetmu, ambil dua kelinci, Pakai dua jari tanganmu, buat membuka teman ceritamu, rasakan kebersamaan yang sebenarnya* (Put

away your gadget, take Dua Kelinci, use your two fingers, to open your story lines, taste the real hanging out) And renyahnya, gurihnya, selalu ada di setiap cerita, Kacang Dua kelinci, teman kebersamaan (crisp, tasty, always in every story, Kacang Dua Kelinci is a friend to hang out)

Whereas, the implicature that appears in this advertisement is that this advertisement wants to insert a message for the community that the development of the gadgets technology would change people's attitude in the community. This can be seen in the words of *Ini yang dibilang ngumpul?* (Is this what is called hanging out?) *Semua sibuk dengan gadgetnya.* (Everyone is busy with their gadget), *Saling bicara tanpa menatap mata* (Talking without looking to each other) *Ga ada cerita, ga ada canda tawa* (No stories, no laughter). This is the atmosphere of a growing young adult to become the next role models and what would they become in ten or twenty years in such of atmosphere? This advertisement is a bit of a reminder for everyone on how to quickly get noticed and immediately modify this atmosphere.

The writer finds that it is not too difficult to understand the direct and indirect messages in an advertisement. Therefore, the writer implies this research on the speaking course in ABA BSI Jakarta. By introducing ways to understand an advertisement from its implied or expressed theme and content of the message, it will greatly help students to find ideas on how to analyze an advertisement and based on the results of this study. The writer can imply this advertisement as one of the discussion material in the speaking course. Besides that, introducing ways to understand an advertisement will make confidence, curiosity, motivation, creativity grow faster.

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