



Recognising entailment on fast food and snack utterances in YouTube commercials

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ABSTRACT

This study examines the use of entailment in fast food and snack commercials on YouTube, with the aim of identifying and comprehending the types of entailment present, as well as determining the most dominant type employed. A qualitative descriptive method was adopted, and content analysis was used to examine selected commercials. Utterances from these commercials were transcribed and analyzed to identify patterns of entailment. The data were collected through purposive sampling, focusing specifically on fast food and snack commercials that demonstrated entailment features in their language. The findings reveal the presence of two types of entailments: one-way entailment and two-way entailment. Of the 13 utterances identified, 11 were categorized as one-way entailment, in which the truth of one proposition implies the truth of another. The remaining two utterances demonstrated two-way entailment, where both statements mutually imply each other and express equivalent meanings in different forms. The findings indicate that one-way entailment is the most dominant type used in the sampled commercials. The study offers insights into how entailment functions as a linguistic feature to reinforce key messages in the commercials, providing a foundation for further research on semantic strategies in media discourse.

Keywords: entailment; fast food and snack utterances; linguistics; qualitative research; YouTube commercials

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INTRODUCTION

Background of the Study

In today's modern media world, commercials greatly influence social norms and customer behavior, as they often convey implicit meanings that can be examined through linguistic analysis, such as entailment (Hasanah, 2014; Pangaribuan, 2022). Understanding the relationship between sentences is very important because the meaning of each sentence becomes stronger when connected to the others (Katz, 2022; Griffiths, 2006; Yule, 1996).

Commercials, usually referred to as advertising or ads, are messages that are financially supported by companies to market their products, services, or ideas through different media platforms (Rani et al., 2023). Commercials are a means of communication that offers advantages to consumers as well as marketers. Marketers

utilize advertising as a means to promote their brand, while consumers gain knowledge regarding the product. Nevertheless, commercials face constant transformations as a result of technical advancements and changes in consumer behavior. Commercial messages have the goal of providing information and exerting influence on others, typically with an underlying objective, and use various methods to successfully convey the message (Begum, 2021).

However, the majority of individuals hardly acknowledge this occurrence due to their lack of awareness. Individuals should allocate greater focus to each statement to determine if there is an implication.

In modern linguistics, it is employed to examine language from the point of view of its users, specifically focusing on the choices they make, the challenges they encounter

when using language in social interactions, and the effects their language use has on other participants in a communication act (Crystal, 2008). Pragmatics is a highly dynamic and rapidly expanding discipline within modern linguistics and the philosophy of language. It has also gained prominence in cognitive science, artificial intelligence, informatics, neuroscience, language pathology, anthropology, and sociology in recent years (Huang, 2014). Entailment, one of the elements in pragmatic studies, occurs when one proposition's reality influences the other's validity (Griffiths, 2006). Essentially, entailment refers to a connection between two statements in which one sentence is a necessary consequence of the other (Rahmawati, 2017). In the commercial domain, language use is more than just words; it is a strategic tool to captivate, influence, and connect with the audience. Its importance lies in its ability to drive engagement, establish trust, and ultimately, convert interest into action (Katz, 2022). In this case, entailment occurs where the logical relationship of the truth of one utterance ensures the truth of another statement being delivered in commercial ads.

Therefore, the researchers are intrigued by the exploration of entailment in fast food and snack commercials as it plays a crucial role in guiding audience interpretation and eliciting intended responses. Therefore, examining the linguistic features employed in fast food and snack commercials provides insight into the implicit communicative strategies that reveal how meaning is strategically constructed as persuasive messages. This study aims to identify and comprehend the types of entailment present in fast food and snack commercials, as well as to determine which types are most dominant.

Accordingly, this study is guided by two main research questions: what kinds of entailment are found in fast food and snack commercials on YouTube, and what types of entailments are most commonly present in these commercials. Addressing these questions will help clarify how entailment functions as a communicative tool in advertising.

Literature Review

Several studies have been undertaken to investigate the concept of entailment. Nevertheless, there are various distinctions between the prior research and the present

research. The study conducted by Pangaribuan (2022) demonstrated the entailment in cosmetics and fast-food advertisements. The analysis revealed four distinct types of entailment present in the discourse: one-way entailment, two-way entailment, negative entailment, and metaphorical entailment. One-way entailment was the most prevalent, occurring 10 times and constituting 62.5% of the instances. Two-way entailment ranked second, observed 6 times, and accounted for 37.5% of the occurrences. The other two types of entailments, negative and metaphorical, were not present in the advertisements. Thus, one-way entailment was the dominant type, representing 62.5% of the total occurrences (Pangaribuan, 2022).

Meanwhile, the second previous study was conducted by Hasanah (2014). This study examined the occurrence of entailment and implicature in advertising language, with a specific emphasis on the concealed connotations within advertisement slogans. The study sought to reveal the utilization of these linguistic strategies in advertising to impact customer perceptions and behavior. The researcher employed a qualitative methodology to examine nine advertisement slogans sourced from diverse media outlets, such as television and newspapers. The participants were instructed to interpret the slogans, and their responses were examined to ascertain if they observed implicatures, entailments, or both. The results indicated that a significant number of advertising slogans generate implicatures rather than entailments. Implicatures are further meanings that may not necessarily be deduced logically from the original statement. The study emphasized the need to comprehend the differentiation between implicature and entailment in the language used in advertising. Advertisers frequently utilize implicature to craft more persuasive and captivating messages, capitalizing on the audience's inclination to infer deeper connotations (Hasanah, 2014).

The third previous study was conducted by Laudry et al. (2022). This study explores presupposition and entailment within the film using a descriptive qualitative research method. The study aimed to gain a deeper understanding of the participants' actual experiences and the contexts in which they express themselves. Utilizing George Yule's theory, the researchers identified six types of

presuppositions: Existential, Factive, Lexical, Structural, Non-factive, and Counterfactual. The data were collected from the film's script. The analysis revealed two instances of structural presupposition and two instances of non-factive presupposition. However, the researchers found no instances of counterfactual presupposition or entailment. The study concluded that structural presupposition is the most prevalent type of presupposition in the screenplay of "Beauty and the Beast" (Laudry et al., 2022).

The three articles have similarities and differences. The similarities are that the three articles focus on linguistic studies, especially in the context of language use in commercials or entertainment media such as films, all of these studies use a qualitative approach in their analysis, and the general purpose of these studies is to understand how certain language uses, such as entailment, implicature, and presupposition, affect the audience's perception or understanding of the text or content being analyzed. The difference is in the subject and context of the research. The first article focuses on cosmetics and fast-food advertisements, the second on advertising language in general, and the third on the script of the movie "Beauty and the Beast." The second difference is in the type and results of analysis. The first study analyzes the types of entailments in advertisements, the second examines implicature in advertising slogans, and the third analyzes presupposition in movie scripts. The last is the difference in research findings. The findings of the three studies are different. Although they all pertain to language use in a specific communication context, the findings from each study provide different insights into how language is used and understood by audiences.

There are both similarities and differences between the previous research and the current study. The similarities include a focus on language use within the context of communication and the employment of descriptive qualitative methods. However, the current research differs by specifically examining entailments in fast food and snack commercials on YouTube.

Theoretical Framework

Pragmatics

One of the three main subfields of semiotics, together with semantics and syntactics, is

referred to as pragmatics. It is employed to examine language by focusing on its users, specifically their decision-making processes, challenges encountered during social interactions, and the effects of their language use on other participants in communication. The field centers on a domain that intersects sociolinguistics, extralinguistic context, and semantics; nevertheless, it is currently unable to define this "area" precisely. As of right now, no cogent pragmatic theory has been developed, mostly due to the wide range of subjects it must take into consideration, such as presuppositions, speech acts, conversational implicatures, deixis, and discourse structure (Crystal, 2008). Pragmatics is the field of study that examines the connections between linguistic structures and the individuals who employ them.

Entailment is one of the central concepts studied within pragmatics, a branch of linguistics that examines how meaning is interpreted in context beyond the literal meaning of words and sentences (Yule, 1996). Pragmatics focuses on the relationship between linguistic form, speaker intention, and listener interpretation, aiming to explain how people understand implied or context-dependent meanings in communication (Kreidler, 1998; Griffiths, 2006). Within this field, entailment serves as a key analytical tool for understanding the logical relationships between statements, helping to determine how the truth of one statement necessarily implies the truth of another.

Studying language through pragmatics allows for examining an individual's conceived meanings, beliefs, intentions, or aims, and the particular actions (such as asking) they engage in during speech. An inherent drawback lies in the arduous task of consistently and objectively analyzing these complex human ideas (Yule, 1996). Pragmatics is a component of the study of human language, and can thus be characterized as a subdivision of the scholarly field of linguistics. It has surfaced in the relatively recent past, specifically within the previous 50 years, but has now become a significant and growing field that is continuously growing and evolving. Furthermore, pragmatics, a field of study that focuses on concepts, theories, and approaches, is being applied by professionals in various fields. This

encompasses further fields of linguistics, such as sociolinguistics, stylistics, and psycholinguistics, as well as various disciplines like artificial intelligence, clinical psychology, and even law (Chapman, 2011). Pragmatics focuses on the utilization of these instruments in purposeful communication. Pragmatics concerns the interplay between the understanding of meaning and our understanding of the world, while considering the specific situations in which language is used (Griffiths, 2006).

Entailment

According to Crystal (2008), entailment refers to the logical relationship between two statements, where one statement necessarily follows from or is implied by the other. Entailment, a concept originating from formal logic, is frequently employed in the field of semantics and is also referred to as entailingness (Crystal, 2008). Entailment is a logical connection between two statements in which the truth of the first statement ensures the truth of the second statement. For instance, the statement "I can see a dog" entails the statement "I can see an animal." It is impossible to simultaneously affirm the first statement and reject the second statement. Within current semantic discourse, entailment is now distinguished from presupposition, mostly due to its distinct behavior when negated. By negating the language that implies another sentence, the relationship of implication is invalidated. Therefore, the statement "She can see an animal" does not imply the statement "She can see a dog". Entailment occurs when one argument logically necessitates another. Another example, such as the statement "Alan lives in Toronto," entails "Alan lives in Canada" (Brinton, 2000).

Scholars have categorized entailment into various types, each offering a unique perspective on its classifications (Kreidler, 1998; Griffiths, 2006; Yule, 1996). Despite these differing viewpoints, some commonalities exist among scholars. Griffiths, for instance, classifies entailment into one-way entailment and two-way entailment. His theory suggests that the nature of entailments can vary based on their directional relationship (Griffiths, 2006).

One-way entailment differs from two-way entailment, which is sometimes referred to as 'paraphrasing'. It occurs when the second sentence directly follows as a

consequence of the first (Brinton, 2000). Kreidler further explains this type of entailment using two propositions, 'p' and 'q'. If 'q' can be false, it does not necessarily mean that 'p' is true. However, if 'p' is true, then 'q' must also be true. For example, the statement "John is married to Sarah" entails that John is married to someone (Kreidler, 1998).

According to Griffiths, two-way entailment between sentences can be defined as a paraphrase (Griffiths, 2006). Two-way entailment involves an implication relationship where sentences that exhibit two-way entailment can be paraphrased with each other as well. A paraphrase provides information contained in a manner that is expressed in a distinct way. Furthermore, paraphrasing involves expressing the meaning of a phrase or sentence in a different way (Kreidler, 1998). It pertains to the relationship between two statements such that if one is true or false, the other must also be true or false. This concept, also known as two-way entailment, is often referred to as active-passive pairs. For example, the sentences "the mosquito bites the baby" and "the baby is bitten by the mosquito" illustrate a two-way entailment or paraphrase relationship, where the second statement is the passive form of the first, which is in the active voice. However, not all active-passive pairs serve as paraphrases (Fromkin et al., 2003).

In addition to Griffiths, Murphy has his own categories of entailments, distinguishing between negative entailment and mutual entailment. Mutual entailment is synonymous with Griffiths concept of two-way entailment or paraphrase. Thus, Murphy describes this type of entailment as propositional synonymy rather than word usage. For example, the statement "Forget about closing the window" means "Let the window open". Both sentences convey the same concept, but their delivery methods differ (Murphy, 2003).

Murphy also addresses negative entailment, which refers to entailment expressed in a negative form. For example, "It's a cat" implies "It's not a cow". These sentences are semantically linked in an entailment relationship, despite the second sentence being expressed negatively (Murphy, 2003).

In addition to Griffiths and Murphy, Lakoff and Johnson introduce the concept of metaphorical entailment, which involves

transferring characteristics from a source domain to a target domain. The source domain is the metaphorical image, while the target domain is the concept being described metaphorically (Lakoff & Johnson, 2008). This connection is known as metaphorical entailment. A metaphorical image must be constructed by the speaker in order to create metaphorical entailment. Kovesces, cited in Sa'adah (2014), provides the example, "His anger finally came out." It is often understood that rage cannot physically manifest itself, as it is an abstract concept. However, in the given line, the anger was metaphorically shown as "coming out" to express the subject's emotional state of becoming angry. In this case, the source domain is the metaphorical image "His anger finally came out", whereas the target domain is the concept "he became angry" (Sa'adah, 2014).

Commercial

Commercials, usually referred to as advertising or ads, are messages that are financially supported by companies to market their products, services, or ideas through different media platforms (Rani et al., 2023). In addition, according to Bovee et al. as cited in Begum, commercial is a method of conveying information to certain individuals without direct personal interaction (Begum, 2021). It has a significant impact on products and services through recognized sponsors, utilizing various types of media. According to Katz, commercials in the media fulfill the functions of providing information, establishing connections, and providing entertainment. The information provided informs people about the availability of goods and services for purchase and utilization (Katz, 2022). Furthermore, commercials use text to gain curiosity and attract specific consumers. Advertising is developed for both subjective and objective reasons. Subjective reasons are related to the excessive description of excellence and do not provide certainty, while objective reasons lead to definite advantages, which offer clear benefits. Advertising producers employ a variety of linguistic techniques and positive strategies to effectively describe their offerings and achieve their goals. Put simply, persuasive language is used to increase the desires of potential consumers (Rani et al., 2023).

Pragmatics, entailment, and commercials complement each other by

enhancing communication effectiveness, especially in advertising. Pragmatics examines how language is used in context, considering the speaker's intentions, social settings, and the effects on the audience. This is essential for creating advertisements that resonate with the target audience by aligning with their expectations and cultural context. Entailment provides a logical structure for clear and coherent messaging, ensuring that claims made in advertisements logically support and reinforce each other. Commercials apply these principles to persuade and inform consumers effectively, using pragmatic strategies to address audience needs and entailment to construct logically sound messages. This integration ensures that advertisements capture attention, convey meaningful messages, and persuade the audience, thereby achieving marketing goals.

The main focus of the research is Griffiths' classification of entailment into one-way and two-way entailment. One-way entailment occurs when the truth of a proposition directly results from another, whereas two-way entailment involves a bidirectional meaning relationship between sentences. The study emphasizes the nuances of these entailments, demonstrating their importance in understanding the logical relationship between prepositions in language.

METHOD

Research Methodology

This study adopted a qualitative descriptive approach, employing content analysis to gather and interpret the data. According to Sugiyono (2013), qualitative research generates descriptive data that can be expressed either verbally or in writing, emphasizing its role in exploring and understanding the meanings that individuals or groups assign to social or human issues. In line with the definitions, the study aims to provide an objective, factual, and systematic account of the data, its features, and the relationships within the phenomena under investigation. Content analysis, as defined by Sugiyono (2013), involves examining written or visual materials to identify specific characteristics, including those found in various media such as advertisements, speeches, and web content. Accordingly, the unit of analysis in this research consisted of utterances from fast food and snack

commercials on YouTube, specifically those that contain elements of entailment in their language.

Sample

Purposive sampling was applied to ensure that only relevant samples, utterances that exhibit entailment, were selected for analysis.

Research Instrument

In this study, the researchers served as the primary instrument, observing, transcribing, and analyzing the data. This human-centered approach enabled the researchers to interpret the linguistic nuances of the commercials effectively.

Data Collection

The data collection process involved several steps, including watching selected commercials, transcribing the spoken utterances, and identifying instances of entailment. Through these processes, utterances exhibiting the characteristics of one-way entailment and two-way entailment were identified and prepared for further analysis.

Data Analysis

The data analysis was conducted using qualitative content analysis, which emphasizes description rather than quantification. Each transcribed and identified utterance was analyzed and categorized based on the type of entailment it exhibited, either one-way or two-way entailment.

These utterances were categorized based on careful interpretation of the language used in the commercials, and the categorization was grounded by the linguistic theory elaborated previously. Once categorized, the data were presented using a descriptive method to highlight patterns and the dominant types of entailment present. This approach ensured a comprehensive understanding of how entailment functions within the specific

context of fast food and snack advertising on YouTube.

FINDINGS AND DISCUSSION

Research Findings

Based on the analyzed data, this study has selected 13 utterances exhibiting entailment features. Among these, 11 demonstrate one-way entailment, where the truth of one statement necessarily entails the truth of another, and 2 utterances were identified to exhibit two-way entailment, meaning they essentially convey the same meaning but with different wording. The description of each utterance and its entailment properties will be further explained in the discussion section.

Discussion

The researchers aimed to provide a qualitative interpretation of the data results in this section by providing a thorough explanation of the entailment characteristics present in each utterance that was the focus of the study.

Kreidler defined entailment as a relationship between two statements that implies if one is true, the other must also be true (Kreidler, 1998). Furthermore, an entailment is a connection in which the truth of one phrase inevitably implies the truth of another. For instance, *She has blonde hair* entails *She has hair*, which implies that if she has blonde hair, then she surely has hair. Crystal (2008) refers to entailment as the truth of the second statement that follows the truth that relies on the first statement, but not necessarily the other way around. Certain scholars propose that there are various categories and definitions of entailment. For this reason, the researchers separate entailment into two categories following Griffiths, who distinguishes entailment into two distinctions *i.e.*, one-way and two-way entailment. His concept states that entailments might vary depending on whether a relation is one-way or two-way (Griffiths, 2006).

Table 1

The number of utterances of each entailment.

No	Entailment	Utterances
1	One-way Entailment	11
2	Two-way Entailment	2

Table 2

The utterances exhibit one-way entailment.

No	Utterances	Type of Entailment	YouTube Links
1	<i>"build your whopper, barbecue, bacon, more cheese no shocker".</i>	One-way entailment	OWE 1
2	<i>"the mouth-watering, big mac,".</i>	One-way entailment	OWE 2
3	<i>"Taste so good, it will make you dance".</i>	One-way entailment	OWE 3
4	<i>"it's not an average chocolate bar, its kinder bueno".</i>	One-way entailment	OWE 4
5	<i>"if you want a better breakfast you'll never forget, Wendy's that breakfast".</i>	One-way entailment	OWE 5
6	<i>"choose wisely, choose Wendy's breakfast \$3 deal".</i>	One-way entailment	OWE 6
7	<i>"this isn't just a Lunar New Year ad, this is a spicy Lunar New Year chicken ad--".</i>	One-way entailment	OWE 7
8	<i>"with the new 'Shroom and Swiss it'll warm your hands".</i>	One-way entailment	OWE 8
9	<i>"Savor the boldest bubbles, entertain your taste buds".</i>	One-way entailment	OWE 9
10	<i>"The longer I chew it, the fruitier and fruitier it gets".</i>	One-way entailment	OWE 10
11	<i>"When you crave the uncomfortable, try spicy pringles scorchin".</i>	One-way entailment	OWE 11

Table 3

The utterances exhibit two-way entailment.

No	Utterances	Type of Entailment	YouTube Links
1	<i>"This is a spicy Lunar New Year ad—A red, hot, spicy, Lunar New Year chicken ad".</i>	Two-way entailment	TWE 1
2	<i>"lay's chili, spice that's just right".</i>	Two-way entailment	TWE 2

One-way Entailment

A statement is one-way entailment does not paraphrase the other phrases unless one of the others appears to likely be the conclusion of another. This entailment is only viable in one direction. For instance, if *My jacket is navy* is true, then *My jacket is blue*, which follows it must also be true that is because navy is one of the shades of blue. On the other hand, if *My jacket is blue* is true, then *My jacket is navy*, which entails it is not always true, that is because blue is not always in the shade of navy. As a result, if the first statement is true, then the second must be true, but not the other way around. This is referred to as strict entailment or one-way entailment. Based on the data obtained from YouTube commercials of fast food and snack utterances, there are at least 11 entailments characterized as one-way entailments.

The utterance *"build your whopper, barbecue, bacon, more cheese no shocker"* appears to exhibit one-way entailment. This is because the main idea of the first sentence, *build your whopper*, a type of burger bread, does not always entail the main idea in the second sentence, *barbecue,*

bacon, more cheese, which, on the other hand, entails the main idea of the first sentence. In other words, the main idea of the second sentence is derived from the first sentence, but not vice versa. One can't say that *barbecue, bacon, and cheese* are the only toppings that are available for *building* or creating a burger.

The second utterance, *"the mouth-watering, big mac"* implies that the speaker finds the Big Mac appealing. However, it doesn't guarantee that every mouth-watering food is always a Big Mac. Therefore, the second statement entails the first sentence, but the first sentence does not always entail the second sentence. Similarly, the third utterance, *"Taste so good, it will make you dance"* is another example of one-way entailment where the first part describes the taste, while the second part offers a potential reaction to that taste. Remember that one-way entailment occurs when two different facts are expressed in a sentence, one of which is likely to be the conclusion of the other. This argument is also applied to the other three data in the table, namely, the 8th, 9th, and 11th. The utterance *"with the new 'Shroom and swiss it'll warm your*

hands" in number 8 shows two distinct facts with one of them likely to be the conclusion of the other, the sentence *"it'll warm your hands"* in number 8, *"entertain your taste buds"* in number 9, and *"the fruitier and fruitier it gets"* in number 11, are likely to be the sentences that entail the preceding sentences and were expressed as the conclusion of the statements before them.

The sentence *"It's not an average chocolate bar, it's kinder bueno"* indicates another form of one-way entailment. The main idea of the first sentence, *not an average chocolate bar* does not always follow the main idea of the second sentence, *kinder bueno*. However, the truth uttered in the second statement is indeed correct in referring to the sentence preceding it, but the truth of the first sentence shall not always refer to the second statement in this sentence. In other words, Kinder Bueno is indeed not an average chocolate bar, but an average chocolate bar shall not always be Kinder Bueno. This shows a hyponymic relation between the two sentences where *Kinder Bueno* is subordinate or co-hyponymy of the superordinate *The Rare (not an average) Chocolate Bar*. Similar to the other one-way entailment utterance, *"if you want a better breakfast you'll never forget, Wendy's that breakfast"* and *"choose wisely, choose Wendy's breakfast \$3 deal"*. The second main idea in each sentence entails the main idea of each sentence preceding it. *Wendy's that breakfast* in this argument particularly claims that *Wendy's* is the answer to that specific desire. However, the main idea of the first sentence is not equivalent to the main idea of the other sentence which follows it. In other terms, the truth of the preceding statement indicates the truth of the statement following it, where *Wendy's* is indeed a better breakfast according to the statement uttered before it, but a better breakfast does not only suggest *Wendy's* breakfast. Likewise, the truth of the second sentence in *"Choose Wendy's \$3 deal"* is a fulfilling condition of the first sentence, *"Choose wisely"*. It indicates that *Wendy's* is supposedly the answer to that desire, according to the first sentence, but choosing *Wendy's \$3 breakfast deal* simply suggests *Wendy's \$3 breakfast deal* as one of the wise choices.

The utterance *"this isn't just a Lunar New Year ad, this is a spicy Lunar New Year chicken ad--"* indicates a one-way entailment because the main idea of the first preceding

sentence implies the truth of the other following sentence. In this case, a *spicy Lunar New Year chicken ad* is not the only kind of ad that could be referred by the main idea of the first sentence, *"Lunar New Year ad"*. The sentence aims to tell us that *spicy Lunar New Year chicken ad* is not just an ordinary ad specifying the word *spicy* and *chicken*. For this reason, the second sentence entails the first sentence, complementing the clarity which was intended to be implied in the second sentence. Comparably, the utterance *"When you crave the uncomfortable, try spicy pringles scorchin"* is a one-way entailment, fulfilling the condition of the first sentence, *"when you crave the uncomfortable"*, means the situation in the second sentence, *"try spicy pringles scorchin"*, is potentially relevant. However, people can't necessarily say for sure that Pringles will cause discomfort, but it is presented as a potential solution. In other words, trying spicy Pringle's *Scorchin'* doesn't guarantee someone craves the uncomfortable. For this reason, the truth employed in the first sentence implies the truth of the sentence entailing it. Hence, this sentence demonstrates a one-way entailment.

Two-way Entailment

Paraphrasing is described as a two-way entailment between phrases (Griffiths, 2006). As opposed to one-way entailment, two-way entailment is used to paraphrase the semantic meaning implied in each sentence. Consequently, the second phrase must also be true if the first phrase is true, and vice versa. Rambaud claims that this entailment is referred to as "equivalent" (Rambaud, 2011).

According to Aini and Ariyanti, in two-way entailment, the two paragraphs have the same main ideas. Two or more sentences with the same meaning can be said to have two-way entailment (Aini & Ariyanti, 2021). They repeatedly expressed an idea. However, different terms are used in those sentences to express the same meaning. By employing two-way entailment, the speaker intends to draw the audience's attention to the main idea of the statement. The data obtained from YouTube commercials of fast food and snack utterances for this category are fewer than those of one-way entailment.

The utterance *"This is a spicy Lunar New Year ad—A red, hot, spicy, Lunar New Year chicken ad"* is a two-way entailment

categorized by the first phrase *This is a spicy Lunar New Year ad*, in this sentence, people understand that the ad is characterized by spiciness. The second phrase *A red, hot, spicy Lunar New Year entails a spicy Lunar New Year ad*, further elaborating on the attributes of the spice, specifying that its features are *red, hot, and spicy*. Each phrase reinforces and adds depth to the overall portrayal of the advertisement. Therefore, both parts of the statement mutually entail each other, providing complementary information about the advertisement, resulting in a two-way entailment where each part enriches the understanding of the other.

The word *chili* in the first phrase and *spice* in the second phrase are different expressions that intend to convey similar meanings. They imply the characteristics of each other, forming a mutually reinforcing relationship between the word *chili* and its attribute, *spice*. Thus, the slogan "*lay's chili, spice that's just right*" is a two-way entailment.

CONCLUSION

The result of this study directly addresses the key issues raised in the initial problem statements: what kinds of entailment are found in fast food and snack commercials on YouTube, and what types of entailments are most commonly present in these commercials. (1) The study identified two types of entailments: one-way entailment and two-way entailment. (2) The study revealed 14 utterances of entailment, with the most common form being one-way entailment, which exhibited 11 utterances, where one statement in a sentence implies the truth of the other statement in the same sentence. Furthermore, 2 utterances that exhibited the features of two-way entailment, sentences that convey the same message with different wording, were also identified and were the least used form of entailment in food commercials in this study.

By applying a descriptive qualitative method, and through processes such as transcribing, identifying, analyzing, and categorizing entailment, the findings contribute to a deeper understanding of how entailment operates within the language of commercials, that is, offering insights into the implicit meanings conveyed through carefully structured statements. Further research could explore the specific impact of different entailment types on consumer

behavior, examining how particular forms of implicit meaning shape perceptions, attitudes, and purchasing decisions. Such studies could combine linguistic analysis with experimental or survey-based methods, which help bridge the gap between linguistic inquiry and insights into consumer response.

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