

Persuasive Meanings and Consumer Positioning through Conventional Implicature in *Milwaukee's* Modular Storage System Promotional Texts

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Abstrak

This research investigated the use of conventional implicatures in *Milwaukee's* Modular Storage System promotional text and examined how these implicatures contributed to persuasive meaning-making and consumer positioning within advertising discourse. Although implicature has been tested in consumer-oriented advertising, limited attention has been given to industrial advertising contexts. To address this gap, the research employed a qualitative document analysis approach. The data consisted of 30 advertising statements collected from *Milwaukee's* official websites, promotional campaigns, product descriptions, and marketing materials related to the PACKOUT™ Modular Storage System. The analysis focused on identifying conventional implicatures and examining their persuasive and positioning functions. The findings affirmed five categories of conventional implicatures. Customization-Oriented Persuasive Implication became the most dominant category (26.7%), followed by Efficiency Implication (23.3%), Customization and Flexibility Implication (20.0%), Durability and Reliability Implication (16.7%), and Professional Identity Implication (13.3%). These implicatures generated persuasive meanings associated with product excellence, productivity enhancement, adaptability, reliability, and professional competence. Furthermore, the promotional texts construct a textual representation of consumers as quality-oriented buyers, efficient problem-solvers, independent decision-makers, dependable professionals, and skilled industry experts. The research concluded that conventional implicatures function as strategic persuasive resources in industrial advertising discourse by simultaneously communicating product value and constructing desirable consumer identities. The findings contributed to research on pragmatics, advertising discourse, and consumer communication by highlighting the role of indirect meaning-making in shaping consumer perceptions and brand positioning.

Keywords: *Pragmatics, conventional implicature; advertising discourse; consumer positioning; persuasive communication*

A. INTRODUCTION

Advertising has evolved beyond its traditional role of promoting products and services to become a strategic form of communication that shapes consumer perceptions, identities, and purchasing behavior. In contemporary markets, promotional texts do not simply convey

information; they construct meanings that influence how consumers interpret products, brands, and their own positions within particular social and professional communities (Azzahra & Heryono, 2023). As competition intensifies across industries, advertisers increasingly rely on carefully crafted linguistic choices to differentiate products and establish persuasive connections with target audiences. Consequently, advertising discourse has become an important area of inquiry within linguistics, communication studies, and marketing research (Mohammed & Rasheed, 2025).

Language performs a central role in the persuasive effectiveness of advertising. Through specific lexical choices, evaluative expressions, and rhetorical strategies, promotional texts can influence how consumers perceive products and make purchasing decisions. Advertising language has been shown to elicit emotional responses, build trust, construct desirable brand images, and strengthen purchase intentions (Atlas, 2011). Since promotional texts seek not only to inform but also to persuade, language stands as a strategic communicative resource that guides audiences toward particular interpretations and behavioral responses. Advertising discourse is therefore characterized by the interaction between explicit messages and implied meanings. Rather than presenting information directly, advertisers frequently rely on inferential communication that encourages consumers to derive additional meanings beyond what is overtly stated. According to (Reynolds, 1996), promotional texts should be understood as complex discourse events in which language interacts with visual elements, cultural assumptions, social contexts, and audience expectations. On the other hand, (Watanabe & Tanaka, 2000) argued that advertising communication often depends on pragmatic interpretation, allowing advertisers to communicate persuasive meanings indirectly through contextual inference. Such indirect communication enables promotional texts to remain concise while simultaneously conveying multiple layers of meaning.

Recent developments in advertising research further emphasize the importance of persuasion as a communicative process rather than merely an informational function. In contemporary media environments, persuasive effectiveness is influenced by consumers' cognitive and emotional engagement with advertising messages. (Muhanna et al., 2026) explored that advertising should be viewed as a persuasion environment in which communicative elements shape users' psychological processing and behavioral responses. Moreover, (Sarran & Datt, 2026) demonstrated that consumers' interpretations of advertising messages significantly affect trust formation and purchase intentions, highlighting the importance of linguistic and communicative strategies in influencing consumer behavior. These findings suggest that the effectiveness of advertising is closely related to how meanings are constructed and interpreted by audiences rather than solely to the information being communicated.

This study seeks to investigate the types of conventional implicatures engaged in *Milwaukee's* Modular Storage System promotional texts and to examine how these conventional implicatures contribute to persuasive meaning-making and consumer positioning within advertising discourse. For this reason, the research addresses the following research questions:

- a. What types of conventional implicatures are employed in *Milwaukee's* Modular Storage System promotional texts?
- b. How do these conventional implicatures contribute to persuasive meaning-making and consumer positioning within the advertising discourse?

To answer these questions, the research applied a qualitative document analysis approach to examine selected *Milwaukee* promotional texts and interpret the relationship between conventional implicature, persuasive communication, and consumer positioning. The findings

are expected to contribute to the growing body of research on advertising pragmatics by extending the discussion of implicature beyond consumer-oriented advertising and into the context of industrial advertising discourse. From a discourse perspective, advertising also participates in the construction of social identities and consumer roles. (Fairclough, 2021) maintained that discourse contributes to the production of social relationships, identities, and systems of knowledge.

Conventional Implicature and Meaning Construction

Although (Grice, 1991) originally defined conventional implicature as meanings associated with specific conventional linguistic expressions, subsequent studies in advertising pragmatics have shown that recurring evaluative and persuasive expressions may function as stable sources of implied meaning within particular discourse communities. Therefore, this study adopts a discourse-pragmatic perspective, treating conventional implicature not as a purely semantic phenomenon triggered by lexical markers, but as conventionalized persuasive implications embedded in industrial advertising discourse.

Pragmatic studies focused on communication involves more than the literal meanings encoded in linguistic expressions. Meaning is often conveyed indirectly, requiring audiences to draw inferences based on contextual knowledge and communicative intentions. (Grice, 1989) theory of implicature provided a foundational framework for understanding how speakers communicate meanings that extend beyond explicit utterances. According to (Grice, 1989), implicatures enable listeners to derive additional interpretations from discourse through inferential processes, allowing communication to remain both efficient and meaningful. Conventional implicatures, in particular, are associated with linguistic expressions that conventionally generate supplementary meanings while remaining distinct from propositional content. These meanings contribute to the interpretation of discourse without necessarily altering the truth conditions of an utterance.

Recent developments in pragmatic research suggest that implied meanings may gradually become conventionalized through repeated usage and social acceptance. (Su & Zhang, 2025) argued that pragmatic meanings develop through a process of entrenchment and conventionalization in which context-dependent interpretations eventually become widely recognized communicative meanings. This perspective highlights the dynamic relationship between linguistic form and inferred meaning, demonstrating how recurring pragmatic interpretations may influence discourse practices over time (Bi, 2019).

Within advertising communication, implicatures function as persuasive resources that enable advertisers to communicate product qualities indirectly. Rather than explicitly claiming superiority, reliability, or effectiveness, promotional texts frequently rely on inferred meanings that encourage audiences to construct favorable evaluations independently. (Rahmawati et al., 2022) found that public service promotional texts extensively employ both conventional and conversational implicatures, with conventional implicatures representing the dominant category in their dataset. Their findings demonstrate that implicatures contribute to various pragmatic functions, including informing, reminding, persuading, and encouraging audience responses.

Advertising Discourse and Persuasive Communication

Advertising discourse represents a specialized form of communication designed to influence audience attitudes, perceptions, and behavioral intentions. From a pragmatic perspective, advertising messages operate not merely as informational texts but as strategic communicative

acts that guide audience interpretation. (Balanesu, 2014) stated that advertising discourse is particularly suitable for pragmatic analysis because communicative intention often takes precedence over literal meaning, making inference an essential component of message interpretation. Advertising language therefore functions through carefully constructed linguistic strategies that encourage consumers to derive desired meanings from promotional messages. Persuasion constitutes a central objective of advertising discourse. (Motreniuc, 2024) emphasized that persuasive communication in advertising seeks to influence consumers by combining linguistic, semiotic, and pragmatic resources that shape attitudes and decision-making processes. Through slogans, evaluative language, and implied meanings, promotional texts encourage audiences to adopt particular perspectives toward products and brands (Rosenbaum-Elliott et al., 2018). Persuasion thus emerges not solely from explicit product descriptions but also from subtle communicative mechanisms that affect how consumers interpret and evaluate advertising messages.

Similarly, Mohammed and (Mohammed & Rasheed, 2025) demonstrated that persuasive language in advertising frequently operates through pragmatic mechanisms such as speech acts, emotional appeals, and credibility-building strategies. Their research shows that linguistic choices contribute significantly to motivating consumer action, reinforcing the view that persuasion is fundamentally a communicative process shaped by language use. (Makhliyo & Kizi, 2025) further argued that pragmatic persuasion in advertising relies on the interaction between speech acts, implicature, and cultural adaptation. Promotional texts often achieve persuasive effectiveness by encouraging audiences to infer meanings rather than presenting promotional claims directly. Such indirectness enhanced audience engagement because consumers actively participate in constructing interpretations, thereby strengthening the persuasive impact of advertising discourse (Hu & Luo, 2016).

Consumer Positioning in Advertising

Consumer positioning refers to the process through which advertising discourse constructs particular identities, values, and social roles for target audiences. Rather than simply presenting product features, promotional texts frequently communicate who consumers can become through product usage. Brand positioning therefore extends beyond product differentiation and contributes to the formation of consumer perceptions and self-identification. Research on advertising effectiveness indicates that positioning strategies significantly influence consumer purchasing decisions. (Hidayat et al., 2024) found that persuasive communication; impact, empathy, and communication quality contribute substantially to advertising effectiveness and influence how consumers evaluate products and brands. Their findings suggest that successful advertising does not merely promote products but strategically positions consumers within meaningful interpretive frameworks (Sarran & Datt, 2026).

A similar perspective is offered by (Khan et al., 2019), who demonstrated that advertising language influences consumer perception through interpersonal communication strategies, cultural references, and identity-oriented messages. Their research explained that brand promotional texts often personalize communication and employ culturally embedded meanings to establish stronger connections with consumers. Such strategies enable promotional texts to position audiences as members of particular social, cultural, or professional groups while simultaneously enhancing brand appeal. Furthermore, brand management research emphasizes that positioning plays a central role in shaping brand image and consumer interpretation. (Rosenbaum-Elliott et al., 2018) explained that effective brand positioning depends on

establishing meaningful points of difference and desirable associations that distinguish products from competitors. Advertising discourse serves as a primary mechanism through which these associations are communicated and reinforced.

B. METHOD

This research employed a qualitative approach to investigate the persuasive meanings and consumer positioning constructed through conventional implicatures in *Milwaukee's* Modular Storage System promotional texts. Qualitative research is particularly suitable for examining communicative phenomena because it enables researchers to explore meanings, interpretations, and contextual understandings embedded within language use (Creswell, 2009). According to (Daymon & Holloway, 2010), Qualitative research seeks to understand how individuals and groups construct meaning through communication, making it highly relevant to research in marketing communication and advertising discourse.

Qualitative research is also associated with an interpretive paradigm, which views meaning as socially constructed through communication and interaction rather than as an objective reality. From this perspective, promotional texts are not merely informational texts but communicative artifacts through which meanings, identities, and values are negotiated between advertisers and audiences. Moreover, qualitative studies are particularly useful for exploring subjective meanings and communicative processes within marketing and public relations contexts (Watson & Spence, 2007). The present research therefore adopts an interpretive orientation in order to examine how conventional implicatures embedded in advertising language contribute to persuasion and consumer positioning (Choi, 2023).

Research Design

The research applied a qualitative document analysis design. Document analysis is widely recognized as an appropriate method for examining recorded forms of communication because it allows researchers to systematically evaluate textual materials and derive meanings from them. (Glenn A. Bowen, 2011) defined document analysis as a systematic procedure for reviewing and interpreting documents to gain understanding, generate empirical knowledge, and identify meaningful patterns. The choice of document analysis was based on the nature of the data. Since the study focused on advertising slogans, promotional statements, and marketing texts rather than consumer responses, the promotional texts themselves served as the primary source of analysis. This approach allowed the researcher to investigate how persuasive meanings were encoded within the advertising discourse and how those meanings potentially influenced consumer interpretation (Paul & Handford, 2012).

Furthermore, document analysis is particularly valuable in communication research because documents preserve communicative intentions in their original form and can be repeatedly examined throughout the analytical process. Document analysis enables researchers to identify recurring themes, categories, and interpretive patterns through systematic textual examination.

The study focused on *Milwaukee Tool*, a globally recognized manufacturer of professional-grade power tools and storage systems. Among its product lines, the Modular Storage System represents one of the company's flagship product categories designed for professional contractors, technicians, and skilled tradespeople. Unlike conventional consumer advertising that often emphasizes lifestyle appeal, *Milwaukee* promotional texts frequently highlight durability, efficiency, productivity, and professional expertise. These characteristics make *Milwaukee* promotional texts particularly suitable for investigating how conventional implicatures contribute

to persuasive communication and consumer positioning. The selected promotional texts were treated as examples of industrial advertising discourse, where persuasive messages are directed toward consumers who identify themselves as professionals or skilled workers. Consequently, the promotional texts provide a rich context for examining how language constructs professional identities and product-related values.

Data Source and Sampling

The data for this study consisted of 30 advertising statements related to the Milwaukee PACKOUT™ Modular Storage System. The corpus comprised advertising slogans, promotional headlines, product descriptions, marketing taglines, and campaign statements published through Milwaukee's official communication channels. The data were collected from five primary sources: (1) the official Milwaukee Tool website, (2) the official PACKOUT™ regional websites, (3) the official Milwaukee Europe website, (4) official Milwaukee press releases, and (5) official Milwaukee promotional videos published on YouTube. These sources were selected because they represent the company's authorized marketing communication and provide authentic advertising texts intended for professional consumers.

The advertising materials were collected from publications released between 2021 and 2026, while the corpus compilation and verification were conducted during June 2026. Only textual advertising content was extracted from each source to ensure consistency with the study's focus on linguistic analysis. Visual elements, photographs, product images, typography, layout design, and audiovisual components were excluded from the analysis because the study specifically investigates the linguistic realization of implied persuasive meanings. To provide an overview of the corpus, Table 1 summarizes the characteristics of the advertising data analyzed in this study.

Table 1. Corpus Description

Characteristics	Description
Product	Milwaukee PACKOUT™ Modular Storage System
Number of advertising statements	30
Language	English
Data type	Advertising slogans, promotional headlines, marketing statements, product descriptions
Data sources	Official Milwaukee Tool website; Official PACKOUT™ websites; Milwaukee Europe website; Official press releases; Official YouTube promotional videos
Publication period	2021–2026
Corpus collection period	June 2026
Unit of analysis	Individual advertising statements

Data Collection Procedure

Data collection was conducted through a systematic document review process. According to Bowen, document analysis requires researchers to identify, select, evaluate, and synthesize relevant documents before proceeding to interpretation.

The data collection process involved the following stages:

1. Locating *Milwaukee* Modular Storage System promotional texts from official marketing platforms.
2. Identifying textual units containing promotional or evaluative statements.
3. Extracting advertising slogans, headlines, and key promotional phrases.
4. Organizing the selected texts into a corpus.
5. Preparing the corpus for coding and thematic interpretation.

The collected data were subsequently classified according to their communicative functions and potential implicatures.

Analytical Framework

The analytical framework integrated three complementary perspectives:

1. Conventional Implicature
2. Persuasive Communication
3. Consumer Positioning

The first analytical layer focused on identifying conventional implicatures embedded in advertising expressions. The second layer examined how these implicatures contributed to persuasive meanings. The promotional texts construct a textual representation of consumers into three-stage framework allowed the researcher to move from linguistic form toward broader communicative and marketing functions. To ensure trustworthiness, the research employed prolonged engagement with the data through repeated reading and iterative interpretation. Merriam and Tisdell emphasize that credibility in qualitative research can be enhanced through systematic procedures, transparent documentation, and consistency between data and interpretation. In addition, all interpretations were grounded in textual evidence extracted directly from the promotional texts. The use of documented coding procedures and explicit analytical categories further strengthened the dependability of the findings.

Following Bowen's recommendations, analytical decisions were documented throughout the research process to maintain transparency and establish an audit trail of the research.

C. RESULTS AND DISCUSSION

Results

The analysis of 30 advertising statements collected from *Milwaukee's* Modular Storage System promotional texts revealed five recurring categories of conventional implicatures. This promotional texts generate a conventionalized persuasive implication. These categories were identified based on recurring implied meanings embedded within slogans, promotional statements, product descriptions, and advertising headlines. The identified categories include Customization-Oriented Persuasive Implication, Efficiency Implication, Customization and Flexibility Implication, Durability and Reliability Implication, and Professional Identity Implication.

Table 2. Distribution of Conventional Implicatures

Category	Frequency	Percentage
Customization-Oriented Persuasive Implication	8	26.7%
Efficiency Implication	7	23.3%
Customization and Flexibility Implication	6	20.0%
Durability and Reliability Implication	5	16.7%
Professional Identity Implication	4	13.3%
Total	30	100%

As shown in Table 2, Customization-Oriented Persuasive Implication emerged as the most dominant category, accounting for 26.7% of the dataset. This was followed by Efficiency Implication (23.3%) and Customization and Flexibility Implication (20.0%). The remaining categories consisted of Durability and Reliability Implication (16.7%) and Professional Identity Implication (13.3%). The distribution indicates that *Milwaukee's* advertising discourse primarily emphasizes product superiority and work efficiency while simultaneously promoting adaptability, reliability, and professional competence.

Table 3. Representative Data for Each Category

Code	Promotional texts Statement	Conventional Implicature Category
ADS01	<i>The industry's most durable and versatile storage system</i>	Superiority
ADS02	<i>Most versatile. Most durable.</i>	Superiority
ADS11	<i>The most versatile and durable modular storage system in the industry</i>	Superiority
ADS13	<i>Help keep you organized and remove downtime while on the go</i>	Efficiency
ADS22	<i>Delivering increased versatility, productivity and safety to the jobsite</i>	Efficiency
ADS23	<i>Achieve optimal organization and efficiency</i>	Efficiency
ADS03	<i>Build your PACKOUT™ modular storage system</i>	Customization
ADS08	<i>Designed to provide users with the ability to interchange and interlock</i>	Customization
ADS21	<i>Numerous configurations that best suit their needs</i>	Customization
ADS18	<i>Ultimate wear and tear defense</i>	Durability
ADS19	<i>Helps prevent damage from water and jobsite debris</i>	Durability
ADS25	<i>Designed for industry professionals</i>	Professional Identity
ADS27	<i>Carry out your work as efficiently as possible</i>	Professional Identity

The classification presented in Table 3 demonstrates that conventional implicatures in *Milwaukee's* Modular Storage System promotional texts are not distributed randomly but instead follow recurring communicative patterns. Across the dataset, the promotional texts consistently employ linguistic expressions that encourage consumers to infer meanings beyond the literal content of the promotional statements. These inferred meanings contribute to the construction of product value, user expectations, and professional identity. Although each promotional texts promotes specific product features, the identified implicatures reveal broader persuasive intentions embedded within the advertising discourse. A closer examination of the corpus indicates that the five categories differ in both their linguistic realization and communicative focus. Customization-Oriented Persuasive Implication primarily relies on evaluative and comparative expressions that position *Milwaukee* as a market leader. Efficiency Implication emphasizes productivity and workflow optimization through performance-oriented language. Customization and Flexibility Implication foregrounds user autonomy and adaptability, while Durability and Reliability Implication highlights protection and long-term performance. Finally, Professional Identity Implication extends beyond product attributes by associating product ownership with expertise, competence, and occupational achievement. The following sections discuss each category in detail by examining representative advertising statements, their linguistic characteristics, and the implied meanings generated through conventional implicatures.

To facilitate a more systematic presentation of the findings, each category is analyzed separately. The analysis focuses on three interrelated aspects: the linguistic features employed in the promotional texts, the implied meanings generated through conventional implicatures, and the recurring communicative patterns observed across the dataset. This approach allows the research to identify how *Milwaukee* strategically utilizes conventional implicatures to communicate product advantages while simultaneously shaping consumer perceptions and expectations.

1. Customization-Oriented Persuasive Implication

Customization-Oriented Persuasive Implication emerged as the most dominant category in the corpus, accounting for eight out of thirty advertising statements (26.7%). This category is characterized by the use of evaluative and superlative expressions that position *Milwaukee's* PACKOUT system as superior to competing storage solutions. Although direct comparisons with competing brands are absent, the promotional texts repeatedly employ lexical choices that encourage consumers to infer comparative advantage.

Table 4. Customization-Oriented Persuasive Implication Data

Code	Promotional texts Statement
ADS01	<i>The industry's most durable and versatile storage system</i>
ADS02	<i>Most versatile. Most durable.</i>
ADS11	<i>The most versatile and durable modular storage system in the industry</i>
ADS20	<i>Freedom to stack and lock</i>
ADS22	<i>Delivering increased versatility, productivity and safety to the jobsite</i>
ADS24	<i>The ultimate tool storage solution</i>
ADS28	<i>Quick access to tools, parts, and materials</i>
ADS30	<i>The most versatile, reliable and portable modular storage system in the</i>

industry

One of the clearest examples of Customization-Oriented Persuasive Implication appears in ADS01:

The industry's most durable and versatile storage system.

At the literal level, the statement presents two product attributes, namely durability and versatility. However, the superlative marker *most* introduces an additional layer of meaning. The statement implicitly suggests that competing storage systems are less durable and less versatile. This implied comparison is not explicitly stated, yet it becomes available to consumers through pragmatic interpretation. The promotional texts therefore positions *Milwaukee* as the benchmark against which alternative products are evaluated.

A similar pattern can be observed in ADS02:

Most versatile. Most durable.

The omission of a grammatical subject makes the statement concise and memorable. Nevertheless, the repeated use of the superlative form *most* strengthens the impression of market leadership. The textual evidence suggests to infer that no competing storage solution offers an equivalent combination of versatility and durability. The statement functions as a condensed superiority claim that relies on implication rather than direct comparison. Another notable example is ADS24:

The ultimate tool storage solution.

Unlike ADS01 and ADS02, this statement does not employ a comparative adjective. Instead, the adjective *ultimate* implies completeness, superiority, and finality. The term suggests that the product represents the highest possible standard within its category. As a result, the textual evidence suggests to perceive competing alternatives as incomplete or less effective.

In conclusion, the Customization-Oriented Persuasive Implication category demonstrates *Milwaukee's* tendency to construct product value through indirect comparative positioning. The promotional texts consistently portray PACKOUT as a leading solution within the storage-system market, encouraging consumers to infer excellence, market leadership, and competitive advantage.

2. Efficiency Implication

Efficiency Implication was identified in seven advertising statements, making it the second most dominant category in the corpus. This category is characterized by lexical items associated with productivity, organization, optimization, workflow improvement, and performance enhancement. Unlike Customization-Oriented Persuasive Implications that position the product against competitors, efficiency implications focus on the practical benefits that users may experience when utilizing the PACKOUT system. The promotional texts consistently frame organization as a pathway to improved work performance and reduced operational disruptions.

Table 5. Efficiency Implication Data

Code	Promotional texts Statement
ADS13	<i>Help keep you organized and remove downtime while on the go</i>
ADS17	<i>Easily transport your products over a variety of rough terrain</i>
ADS22	<i>Delivering increased versatility, productivity and safety to the jobsite</i>
ADS23	<i>Achieve optimal organization and efficiency</i>
ADS27	<i>Carry out your work as efficiently as possible</i>
ADS28	<i>Quick access to tools, parts, and materials</i>
ADS12	<i>Optimal organization in a workshop environment</i>

An example can be found in ADS13:

Help keep you organized and remove downtime while on the go.

The lexical expression *remove downtime* is particularly significant. Literally, the statement refers to reducing interruptions during work activities. Pragmatically, however, it implies that users will experience greater productivity and smoother workflow management. The promotional texts does not explicitly claim that the PACKOUT system increases work performance, yet the textual evidence suggests to infer this relationship through the association between organization and productivity.

3. Customization and Flexibility Implication

Customization and Flexibility Implication was identified in six advertising statements. This category emphasizes user autonomy, adaptability, and personalized storage arrangements. The promotional texts frequently highlight the modular nature of the PACKOUT system, encouraging consumers to view the product as a customizable solution rather than a fixed storage unit.

Table 6. Customization and Flexibility Implication Data

Code	Promotional texts Statement
ADS03	<i>Build your PACKOUT™ modular storage system</i>
ADS04	<i>Fully customize</i>
ADS05	<i>Customize now</i>
ADS08	<i>Designed to provide users with the ability to interchange and interlock</i>
ADS21	<i>Numerous configurations that best suit their needs</i>
ADS29	<i>Fully customize their storage for site, transit, and shop</i>

ADS03 provides a clear example:

Build your PACKOUT™ modular storage system.

The imperative verb *build* suggests active participation. Rather than presenting a ready-made solution, The lexical choice conveys that users can create a storage configuration tailored to their individual requirements. The promotional texts therefore positions consumers as decision-makers who exercise control over their organizational systems.

4. Durability and Reliability Implication

Durability and Reliability Implication was identified in five advertising statements. This category focuses on resilience, protection, and long-term performance under demanding working conditions.

Table 7. Durability and Reliability Implication Data

Code	Promotional texts Statement
ADS15	<i>Heavy duty and durable jobsite storage solutions</i>
ADS16	<i>Built to support heavy weight loads</i>
ADS18	<i>Ultimate wear and tear defense</i>
ADS19	<i>Helps prevent damage from water and jobsite debris</i>
ADS30	<i>The most versatile, reliable and portable modular storage system in the industry</i>

For example is ADS18:

Ultimate wear and tear defense.

The noun *defense* evokes protection and resistance. Although the statement does not explicitly mention product longevity, the textual evidence suggests to infer that the storage system can withstand challenging work environments and prolonged use.

A similar pattern can be observed in ADS19:

Helps prevent damage from water and jobsite debris.

The phrase *prevent damage* implies reliability and security. The statement positions the product as a protective barrier against external threats, thereby reducing risks associated with tool storage. The Durability and Reliability Implication category demonstrates *Milwaukee's* emphasis on protection, resilience, and long-term performance. The promotional texts consistently imply that the PACKOUT system provides dependable storage solutions capable of withstanding harsh environments and intensive professional use.

5. Professional Identity Implication

Professional Identity Implication was identified in four advertising statements. Unlike the previous categories, this category focuses less on product attributes and more on the social and occupational identities associated with product usage.

Table 8. Professional Identity Implication Data

Code	Promotional texts Statement
ADS25	Designed for industry professionals

ADS26 Build and customise your tool storage strategy

ADS27 Carry out your work as efficiently as possible

ADS22 Delivering increased versatility, productivity and safety to the jobsite

ADS25 provides the most explicit example:

Designed for industry professionals.

The statement directly identifies the intended user group. Pragmatically, it implies that ownership of the product is associated with expertise, competence, and professional credibility. The textual evidence suggests to perceive themselves as members of a skilled occupational community. The expression suggest that professional success is linked to efficiency and effective organization. By using the PACKOUT system, the textual evidence suggests to identify with values such as competence, productivity, and professionalism.

The Professional Identity Implication category demonstrates that *Milwaukee* promotional texts construct more than product value; they also construct user identity. The implied meanings consistently associate PACKOUT ownership with professional expertise, workplace competence, and occupational achievement. Consequently, the promotional texts position consumers as skilled professionals rather than ordinary product users.

Discussion

The results indicate that conventional implicatures function as important persuasive resources in *Milwaukee's* Modular Storage System promotional texts. The five categories identified in the corpus which indicates that persuasive communication is achieved not only through explicit product descriptions but also through meanings that the textual evidence suggests to infer. The dominance of Customization-Oriented Persuasive Implication suggests that *Milwaukee's* advertising discourse relies heavily on comparative positioning strategies. Statements such as “The industry's most durable and versatile storage system” and “The ultimate tool storage solution” communicate more than product characteristics; they implicitly construct a hierarchy in which *Milwaukee* occupies the highest position within the market. This finding supports Kizi's (2025) argument that advertising persuasion frequently depends on indirect evaluative meanings rather than direct promotional claims. Instead of explicitly criticizing competing products, *Milwaukee* employs superlative and evaluative expressions that encourage consumers to generate favorable comparisons independently.

Moreover, the prevalence of Efficiency Implication demonstrates that industrial advertising extends beyond product promotion and becomes a discourse of productivity. Expressions such as “remove downtime” and “achieve optimal organization and efficiency” implicitly associate product use with improved work performance. These findings align with previous studies suggesting that advertising language often functions through inferential communication that links products with desirable outcomes rather than merely describing their features (Rahmawati et al., 2022). In the present research, efficiency emerges as a persuasive value that connects organizational systems with professional success. The findings therefore suggest that conventional implicatures operate as strategic communicative devices that allow *Milwaukee* to communicate superiority, productivity, flexibility, and reliability without relying on overt persuasive claims. Through implication rather than direct assertion, the promotional texts maintain linguistic economy while simultaneously generating rich persuasive meanings.

A significant finding of this research is that conventional implicatures do not merely communicate product attributes; they also contribute to the construction of consumer identities. The analysis revealed that each implicature category generated particular forms of consumer positioning. Customization-Oriented Persuasive Implications positioned consumers as quality-oriented buyers, Efficiency Implications constructed consumers as productive problem-solvers, Customization Implications portrayed them as independent decision-makers, Durability Implications framed them as dependable professionals, and Professional Identity Implications explicitly associated them with expertise and occupational competence. These findings support contemporary perspectives on advertising discourse which view promotional texts as mechanisms for constructing social identities rather than simply transmitting information. Through repeated references to efficiency, productivity, customization, and professional performance, *Milwaukee* promotional texts encourage audiences to perceive themselves as members of a skilled occupational community. Product ownership is therefore associated with competence, preparedness, and expertise rather than merely with storage functionality.

The Professional Identity Implication category provides particularly strong evidence for this process. Statements such as “Designed for industry professionals” explicitly define the intended audience, while other expressions indirectly reinforce professional values through references to productivity, organization, and performance. As a result, consumers are not only invited to purchase a storage system but also encouraged to adopt an identity associated with professionalism and workplace excellence. This finding extends previous studies on advertising pragmatics, which have largely focused on consumer goods, beauty products, and social media promotions (Marlina & Saifullah, 2022; Rahma et al., 2026). Unlike these studies, the present research demonstrates that industrial advertising employs conventional implicatures to construct occupational identities and professional communities. Consequently, consumer positioning emerges as a central communicative function of industrial advertising discourse.

The present research contributes to the growing body of research on advertising pragmatics in three important ways. First, it extends the application of conventional implicature theory to the context of industrial advertising discourse. Previous studies have predominantly examined implicatures in consumer-oriented advertising, whereas the current research demonstrates that conventional implicatures also play a significant role in professional and industrial marketing communication. Second, the research highlights the relationship between conventional implicature and consumer positioning. While earlier research has primarily focused on identifying and categorizing implicatures, the present findings illustrate how implied meanings contribute to the construction of consumer identities. The results therefore suggest that conventional implicatures should be understood not only as linguistic phenomena but also as strategic tools for shaping audience perceptions and social positioning. Third, the research contributes to advertising discourse research by demonstrating that persuasive communication frequently operates through indirect meaning-making processes. *Milwaukee's* promotional texts consistently rely on implication, inference, and evaluative language to communicate product advantages and professional values. This finding reinforces the argument that persuasion in advertising is often achieved through what is implied rather than what is explicitly stated. From a practical perspective, the findings may provide useful insights for advertisers and marketing practitioners. The results indicate that indirect persuasive strategies can effectively communicate product superiority while simultaneously fostering desirable consumer identities. By integrating conventional implicatures into advertising messages, organizations may strengthen audience

engagement, reinforce brand positioning, and promote stronger associations between products and professional values.

D. CONCLUSION

This research investigated the use of conventional implicatures in *Milwaukee's* Modular Storage System promotional texts and examined how these implicatures contribute to persuasive meaning-making and consumer positioning within advertising discourse. Based on the analysis of 30 advertising statements collected from official *Milwaukee* promotional materials, the findings revealed that conventional implicatures are systematically employed as persuasive communication strategies rather than merely linguistic embellishments. With regard to the first research question, five categories of conventional implicatures were identified. The most dominant category was Customization-Oriented Persuasive Implication, accounting for 26.7% (8 occurrences) of the dataset. This category was characterized by the use of superlative and evaluative expressions such as most durable, most versatile, and ultimate, which implicitly positioned *Milwaukee's* PACKOUT system above competing storage solutions. The second most frequent category was Efficiency Implication with 23.3% (7 occurrences), emphasizing productivity, workflow optimization, and organizational effectiveness. This was followed by Customization and Flexibility Implication at 20.0% (6 occurrences), which highlighted adaptability and user control. Durability and Reliability Implication represented 16.7% (5 occurrences) of the data and focused on resilience, protection, and long-term performance. Finally, Professional Identity Implication accounted for 13.3% (4 occurrences), emphasizing occupational competence, expertise, and professional credibility. The analysis suggests that *Milwaukee's* advertising discourse relies heavily on implied meanings to communicate product value. Rather than presenting direct comparative claims, the promotional texts encourage consumers to infer superiority, efficiency, flexibility, and reliability through strategic linguistic choices. These findings confirm that conventional implicatures function as effective persuasive resources that allow advertisers to communicate favorable product evaluations indirectly while maintaining concise and memorable advertising messages.

The research therefore extends existing research on advertising pragmatics by demonstrating that conventional implicatures perform functions beyond meaning enrichment. In the context of industrial advertising discourse, they operate as strategic mechanisms for constructing desirable consumer identities and reinforcing brand positioning. Unlike previous studies that focused primarily on beauty products, social media promotions, or consumer-oriented promotional texts, the present research highlights how conventional implicatures function within professional and industrial marketing contexts to connect product attributes with occupational values and workplace performance. From a theoretical perspective, the findings contribute to the fields of pragmatics, advertising discourse, and consumer communication by illustrating the relationship between conventional implicature, persuasive communication, and consumer positioning. The research supports the view that advertising persuasion frequently depends on indirect meaning-making processes in which consumers actively participate in constructing interpretations. From a practical perspective, the findings suggest that advertisers may benefit from incorporating conventional implicatures into promotional messages as a means of communicating product advantages while simultaneously fostering desirable consumer identities and strengthening brand differentiation.

Overall, the findings indicate that conventional implicatures perform a central role in *Milwaukee's* advertising discourse by simultaneously communicating persuasive meanings and

constructing professional consumer identities. Through indirect meaning-making strategies, the promotional texts transform product features into symbolic representations of expertise, productivity, reliability, and professional excellence, thereby strengthening both product appeal and consumer positioning.

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