

AN UNDERGRADUATE THESIS

**A SEMANTIC ANALYSIS
OF ENGLISH ADVERTISEMENT SLOGAN**

By:

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Tarbiyah and Teacher Training Faculty
English Education Department

STATE INSTITUTE FOR ISLAMIC STUDIES OF METRO
1443 H/2021 M

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**A SEMANTIC ANALYSIS
OF ENGLISH ADVERTISEMENT SLOGAN**

Presented as a partial Fulfillment of the Requirements
For the Degree of Sarjana Pendidikan (S. Pd)
In English Education Department

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The Honorable the Head of Tarbiyah Department
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It has been agreed so it can be continued to the Tarbiyah Faculty in order to be discussed on the Munaqosyah. Thank you very much.

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Assalamu'alaikum Warahmatullahi Wabarakatuh

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Sudah kami setuju dan dapat diajukan ke Fakultas Tarbiyah dan Ilmu Keguruan Institut Agama Islam Negeri Metro untuk diseminarkan sebagai syarat untuk menyusun skripsi.

Demikian harapan kami dan atas perhatiannya, kami ucapkan terima kasih.
Wassalamu'alaikum Warahmatullahi Wabarakatuh

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A SEMANTIC ANALYSIS OF ENGLISH ADVERTISEMENT SLOGAN

ABSTRACT

BY:

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The purpose of this study was to analyze the types of meaning contained in English advertising slogans. The researcher used several English slogans as a sample. This study examines the kinds of meaning contained in English advertising slogans.

In this study, researchers used descriptive qualitative methods to identify the kinds and how to analyze the kinds of meanings on the English advertising slogans. Descriptive qualitative research emphasizes the description of the kind of meaning in slogans. Data collection was carried out using observation and documentation methods. The object of this research is the kind of meaning in English advertisement slogans.

The results showed that affective meaning is the type of meaning that occurs most often. Of the 20 data that have been collected, there are 7 (35%) types of affective meaning, followed by denotative meaning with 5 slogans (25%) and connotative meaning with 5 slogans (25%), the last one is social meaning with 3 slogans (15%)

Keywords: *Semantics, English Advertising Slogan, Qualitative Method*

ANALISIS SEMANTIK
DALAM SLOGAN IKLAN BERBAHASA INGGRIS

ABSTRAK

Oleh:
KHOLIFATUL AZIZAH

Tujuan dari penelitian ini adalah untuk menganalisis jenis makna yang terdapat dalam slogan iklan berbahasa Inggris. Peneliti menggunakan beberapa slogan berbahasa Inggris sebagai sampel. Penelitian ini mengkaji jenis-jenis makna yang terdapat dalam slogan iklan berbahasa Inggris.

Dalam penelitian ini, peneliti menggunakan metode deskriptif kualitatif untuk mengidentifikasi jenis serta bagaimana menganalisis jenis makna dalam slogan iklan berbahasa Inggris. Penelitian deskriptif kualitatif menekankan pada pendeskripsian dari jenis-jenis makna dalam slogan. Pengumpulan data dilakukan dengan menggunakan metode observasi serta dokumentasi. Objek dari penelitian ini adalah jenis makna dalam slogan iklan berbahasa Inggris.

Hasil penelitian menunjukkan bahwa affective meaning adalah jenis makna yang paling sering muncul. Dari 20 data yang telah dikumpulkan, terdapat 7 (35%) jenis makna affective, disusul dengan makna denotative dengan 5 slogan (25%) dan connotative meaning dengan 5 slogan (25%), yang terakhir adalah social meaning dengan 3 slogan (15%)

Kata kunci: *semantik, slogan iklan berbahasa Inggris, metode kualitatif*

STATEMENT OF RESEARCH ORIGINALITY

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States that this undergraduate thesis is originally the result of the researcher's research, in exception of certain parts which are excerpted from the bibliography mentioned.

Metro, September 2021

The Researcher



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Menyatakan bahwa skripsi ini secara keseluruhan adalah asli hasil penelitian penulis, kecuali bagian-bagian tertentu yang dirujuk dari sumbernya dan disebutkan dalam daftar pustaka.

Metro, September 2021

Peneliti



KHOLIFATUL AZIZAH
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MOTTO

فَإِنَّ مَعَ الْعُسْرِ يُسْرًا ﴿٥﴾

For indeed, with hardship will be ease

(Al-Insyirah: 5)

The brick walls are there for a reason. They're not there to keep us out. The brick walls are there to give us a chance to show how badly we want something.

(The Last Lecture by Randy Pausch)

DEDICATION PAGE

This undergraduate thesis would highly be dedicated to:

1. Almighty Allah SWT thanks God all about the precious gift inside to me.
2. My great father and mother, Mr. Suryani and Mrs. Wiyanti Ari Maghfiroh who always contribute their support, power and advice for my life and my study, thank you a lot for your everlasting love and incessant prayer. May Allah SWT bless you. Aamiin.
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8. All of my beloved friends, who have been the best friends and help the researcher in the study.

The researcher realizes that this undergraduate thesis is far from perfect, but the researcher hopes that this research is of some benefits for all the readers in general and for all the knowledge seekers in particular.

Metro, September 2021
The researcher,



Kholifatul Azizah
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CHAPTER I

INTRODUCTION

A. Background of Study

A language is a tool used by humans to communicate with others. Language is generally used by humans to interact with their social environment it means that language is a key of communication in connecting the people. The language uses symbols, sounds, and words in the process of conveying meaning, thoughts, ideas, or feelings.¹

Talking more about language, of course, it is common knowledge that in this world there are many languages because almost all countries have their own native language. One of the most widely spoken languages in the world is English. English as an international language is used in many countries in the world, either as a national language or as a foreign language. In Indonesia itself, English is categorized as a foreign language that is quite commonly used. Students in Indonesia get English as their foreign language subject. Today, the use of English is becoming more and more common. The use of English can be found in several areas, for example in education, politics, economics, mass media, advertising, magazines, and others.

In this enterprise era, business competition is unavoidable. Companies must compete to promote their products. The media commonly used by companies to promote their products is to use advertising. Advertising itself

¹ Trisna Dinillah Harya, "Sociolinguistics (Code: Code Switching and Code Mixing)," *LENTERA: Jurnal Ilmiah Kependidikan* 11 (2018): 88.

contains persuasive messages aimed at the most potential consumers of the goods or services offered.

As an international language, the use of English in the world of advertising is quite common. Ads themselves can be found anywhere and in various forms, but people tend to ignore them. The more it is ignored, the more creative advertisers are finding ways to make their ads more eye-catching. In the eyes of advertisers, apart from an attractive design, the use of slogans can also add to the appeal of an advertisement. In an advertisement, the advertiser wants to convey a message which, if it is too long and verbose, will certainly not attract attention, so slogans are the most effective way to convey the message.

Furthermore, the slogan itself is a group of words used to describe a product, using words that are easy to read, pronounce, and easy to remember. Besides in Indonesian, slogans in English are also quite common to use. However, understanding the meaning to be conveyed by the slogan in English is quite complicated. This happens because of a lack of mastery and understanding in English, in addition to short phrases in slogans and usually using less common word choices that aim to beautify the slogan or to make the slogan more unique, it can make it difficult for readers or listeners to understand the meaning of the slogan.

As a linguistic phenomenon, the language in the slogan has been designed and planned with great consideration to achieve the desired goal. The goal is to attract the attention of different people to the slogan. However, there are

still quite a lot of people who have difficulty in interpreting a slogan so that the message advertisers want to convey is not right on target.

Departing from this phenomenon, this study will discuss how to interpret a slogan and categorize it into types of meaning. This study uses the theory of meaning from Geoffrey Leech. Leech divides meaning into seven categories, namely conceptual/denotative meaning, connotative meaning, social/stylistic meaning, affective/emotive meaning, reflected meaning, collocative meaning, and thematic meaning.

However, not all types of meaning are used in slogans. In line with that, only four types of meaning will be used in this study, namely conceptual/denotative meaning, connotative meaning, social/stylistic meaning, and affective/emotive meaning. This study also only focuses on slogans in the types of food and beverage advertisements, skin care, and electronic goods. Researchers use television and internet (social media, YouTube, and website) as a place to collect data. Hence, the writer was interested in identifying the types of slogan using semantic theory. Furthermore, the writer conducted research entitled “A Semantic Analysis on English Advertisement Slogan”

B. Research Questions

Based on the background above, the researcher tried to analyze English advertisement slogan semantically. The research question that was analyzed was “What kinds of meaning found on English advertisement slogan?”

C. Objectives and Benefits of the Research

1. Objectives of the Research

Generally, the objective of this research was to analyze the English Advertisement Slogan by semantic theory. Specifically, this research was conduct to analyze the types of meaning in English advertisement slogan.

2. Benefits of the Research

By doing this research, the researcher expected to have benefits for:

a. For the Students

Theoretically, the result of this research expected to give insight contribution on semantic analysis field. Practically, the student will be able to learn semantic trough the advertisement slogan which really close to them. It will improve their ability in semantic analysis.

b. For the Lecturers

Theoretically, this research expected to be one of the reference options or additional references in semantic learning and give a contribution that is to prove that theory of meaning can be applied to understand an advertisement. Practically, this research provides a new way of learning semantic by using advertisements that we know are very close to us.

c. For Other Researchers

This research might have lacked in many aspects but hopefully, it can give beneficial information to be used in further research, especially in a semantic field.

D. Previous Research

This research will be conducted by considering several studies that have been done related to the use of semantic analysis. Research by Septiyani Munfiqoh entitles “The Semantic Analysis of the Advertisement “English Slogan” on Television”. The purpose of this study is to understand how to analyze an English slogan contained in advertisements on television. In this study, researchers examined several aspects of semantics such as lexical meaning and grammatical meaning.

Furthermore, Dwi Fita Heriyawati and Fitria Febriyanti wrote in their journal entitle “Semantic Analysis on Advertisement Slogan”. This study uses a descriptive qualitative technique to conduct this research. The result of the research showed that there is 31% connotative meaning found, 17% for affective meaning, 24% for reflected meaning, social meaning had 10%, conceptual meaning and collocative meaning with 7%, and the last is thematic meaning with 5 %.

Another research conducted by Halimatus ZahroYanangingtyas entitles “Functional Semantic Analysis on Nivea's Printed Advertisement”. The purpose of this study is to explore the meaning of Nivea's printed advertisement. This research only focuses on the functional meaning or commonly called associative meaning. The results of this study indicate that there are 44% connotative meaning, 29% for affective meaning, reflected meaning had 3%, collocative meaning with 18%, and stylistic meaning had 3%.

CHAPTER II

THEORETICAL REVIEW

A. The Concept of Semantic

1. The Definition of Semantic

The term semantic was introduced in the late nineteenth century by the French linguist Michel Breal. The word semantic describes the origins of the western culture of linguistic analysis in the writings of Greek thinkers from the fifth century BC onwards. Semantics comes from the ancient Greek word *semantikos*, an adjective meaning 'related to signs', derived from the noun *sēmeion* "sign".²

Semantic is defined by Palmer as a term used to study meaning.³ In line with Lyons who defines semantics as the study of meaning.⁴ Meanwhile, according to Kate Kearns semantics is related to the literal meaning of a word and the meaning of a combination of words (sentences) which together form the core of meaning.⁵ Furthermore, John I. Saeed defines semantic as a study that studies the meaning communicated through a language.⁶

4. ²Nick Riemer, *Introducing Semantics* (United Kingdom: Cambridge University Press, 2010),

³Frank R Palmer, *Semantics: Second Edition* (United Kingdom: Cambridge University Press, 1976), 1.

⁴John Lyons, *Semantics*, vol. 1 (United Kingdom: Cambridge University Press, 1977), 1.

⁵Kate Kearns, *Semantics* (USA: Macmillan Press LTD, 2000), 1.

⁶John I Saeed, *Semantics*, 2nd ed. (United Kingdom: Blackwell Publisher, 2003), 3.

Furthermore, Dwi and Fitria argue that semantic is a science that studies how listeners or readers interpret the meaning behind the speaker's words or the author's writing.⁷

Moreover, Trisna Dinillah Harya state that semantic is one of linguistics branch, which discuss about language meaning, or it can be said that meaning is most important thing in studying semantics term. A part of semantic studies is literal and non-literal meaning. Literal meaning is when the speaker says something that has natural meaning or does not have other meaning. Furthermore, non-literal meaning is when the speaker utters something that has different meaning or has hidden meaning.⁸

In addition, Kreidler explained that semantic is the study of how language is structured and expresses meaning.⁹ From the various explanations above, it can be concluded that semantics is the study of the meaning contained in a language in the form of words or sentences.

2. The Definition of Meaning

The main issue in semantic study is meaning. Meaning is closely related to the human ability to think logically and understand something. Therefore, when we try to analyze meaning, we are like trying to analyze our own ability to create meaning.¹⁰

⁷Dwi Fita Heriyawati and Fitria Febriyanti, "Semantic Analysis on Advertisement Slogan's," *ELITE JOURNAL: Journal of English Linguistics, Literature, and Education* 1, no. 1 (June 2019): 45.

⁸ Trisna Dinillah Harya, "An Analysis of Figurative Languages Used in Coelho's Novel Entitled 'Alchemist,'" *Premise Journal* 5, no. 2 (October 2016): 45–46.

⁹Charles W Kreidler, *Introducing English Semantics* (London: Routledge, 1998), 3.

¹⁰Sandra Yunira et al., "Re-Visits the Grand Theory of Geoffrey Leech: Seven Types of Meaning," *Journal of Research and Innovation in Language* 1, no. 3 (December 2019): 106.

Nick Riemer explains that meaning refers to the ideas or discoveries that lie behind a language, such as the things a language refers to and the translation of words into a language.¹¹

Furthermore, Burhanudin Rais in his journal explains that meaning is an inseparable part of semantics. In general, the meaning of a sentence depends on the relationship between words and morphemes contained in a sentence, as well as the meaning formed from these combinations.¹²

From the various descriptions above, it can be concluded that meaning is a thought, idea, or something referred to by a language that can be formed from the relationship between words and morphemes in a sentence.

3. Types of Meaning

In a book entitled semantics: the study of meaning, Geoffrey Leech divides meaning into seven types, each types shows a different function in communication. Here are seven types of meaning according to Leech:

¹¹Riemer, *Introducing Semantics*, 2.

¹²Burhanudin Rais and Pratomo Widodo, "Semantic Analysis of Fraudulent Ads In Facebook," *LiNGUA* 14, no. 1 (June 2019): 162.

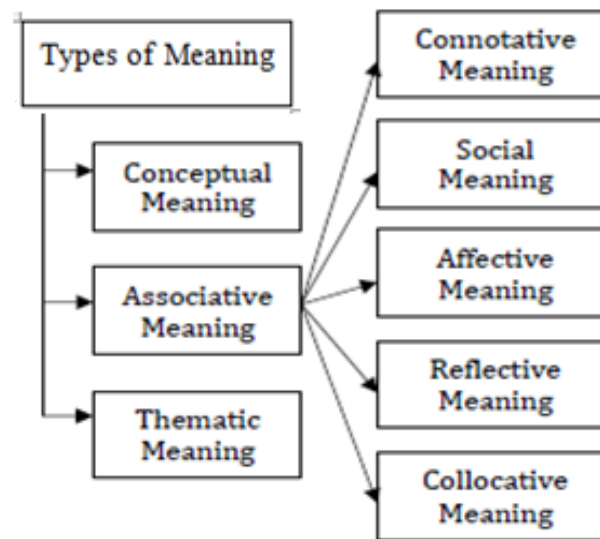


Figure 1.Types of meaning by Leech

a. Conceptual/ Denotative Meaning

Denotative or cognitive meaning is the same as what Leech calls conceptual meaning. This meaning is considered a major factor in linguistic communication. Leech considers conceptual meaning as the main part because it can be compared in terms of organization and structure with the syntactical and phonological level of language.¹³

Furthermore, Leech reveals that the purpose of conceptual/denotative meaning is to provide each interpretation of a sentence, explain the abstract symbol which is its semantic representation, and pinpoint exactly what we need to know if we want to distinguish meaning from all possible meanings.¹⁴

¹³Geoffrey Leech, *Semantics: The Study of Meaning*, 2nd ed. (United Kingdom: Penguin Books, 1981), 9.

¹⁴Leech, 11.

Furthermore, Alan Cruse defines denotation as an aspect of meaning in linguistics that can be used as a basis for making true statements about the world. Cruse gave an example of the word "dog" this word can refer to certain things but not to other things.¹⁵

Another opinion was expressed by Alice Mwihiaki, according to him conceptual meaning refers to the logical meaning of speech and is considered a basic component of grammatical competence. . According to her, conceptual meaning is the basic meaning or universal meaning and can be found at the lexical level, as well as clauses or simple sentences.¹⁶

Example:

- 1) Doni is a *man*.
- 2) Dona is a *woman*.

From the example above can be seen that the word *man* can be directly interpreted as a person + an adult + has biological properties of a male. While the word *woman*, can be directly interpreted as a person + an adult + has biological properties of a female.

From the explanation above, it can be concluded that the meaning of denotation is the meaning that shows the correct interpretation of a word. In this increasingly modern era, we can easily find out the meaning of a word using a dictionary.

¹⁵Alan Cruse, *A Glossary of Semantics and Pragmatics* (Edinburgh: Edinburgh University Press, 2006), 45.

¹⁶Alice Mwihiaki, "Meaning as Use: A Functional View of Semantics and Pragmatics," *SWAHILI FORUM* 11 (2004): 130.

b. Associative Meaning

So far, conceptual meaning only describes the meaning of a word. Whereas words also acquire associative meanings from the social environment and from the culture in which the language is used.¹⁷

In line with Alice Mwachiki's opinion, he states that associative meaning describes the combination of language use that refers to certain mental connections.¹⁸ The connection comes from the closeness of experience in the real world rather than from the linguistic context.

In other words, the meaning of a word can have a relationship with aspects outside the language. For example, the word black can be associated with sadness or darkness. From the explanation above, it can be concluded that associative meaning is a type of meaning connecting language with aspects outside language such as culture or social environment. Associative meaning itself has several types, namely connotative meaning, social meaning, affective meaning, reflective meaning, and collocative meaning.¹⁹

¹⁷Geoffrey Finch, *How to Study Linguistics: A Guide to Understanding Language* (New York: Palgrave Macmillan, 2003), 15.

¹⁸Mwachiki, "Meaning as Use: A Functional View of Semantics and Pragmatics," 131.

¹⁹Leech, *Semantics: The Study of Meaning*, 23.

c. Thematic Meaning

According to Leech thematic meaning refers to how to communicate with the way the speaker or writer arranges the message, in terms of the order, focus, and emphasis. It is often felt that active sentences have different meanings than passive sentences, even though in a conceptual framework they seem the same.²⁰

Example:

- 1) Kayla painted the house (active sentence)
- 2) The house was painted by Kayla (passive sentence)

These two sentences have different communicative values because of different contexts. The active voice seems to answer the implicit question "What did Kayla paint?" while the passive sentence answers the implicit question "Who painted the house?"

However, in essence, Leech states that the thematic meaning is about the choice between alternative grammatical constructions, for example in the sentences "Tomorrow I plan to have an outing" and "I plan to have an outing tomorrow". In addition to grammatical construction, stress and intonation can also highlight information in one part of a sentence.

²⁰Leech, 19.

4. Types of Associative Meaning

a. Connotative Meaning

Leech defines connotative meaning as the communication value of an expression based on what it refers to. The connotative meaning is positioned above the pure conceptual meaning.²¹ Leech gave an example of the word “woman” (+HUMAN, -MALE, +ADULT) which can be explained as a connotative meaning if it is given values other than its denotative meaning which is considered to represent a woman. These values are obtained from the views accepted by an individual or a group or the whole society.

Furthermore, William O'Grady defines connotative meaning as a set of associations of meaning that can arise from the use of a word.²²

Example:

- 1) A wife of noble character is her husband's *crown*.
- 2) There's no place like *home*.

From the example above can be seen that the word *crown* which literally means a round decoration worn on the head but in this sentence the word *crown* can't be interpreted directly. On the other hand the word *crown* can connote as honor or luxury. The word *home* also can connote as a place of warmth, comfort, and full of affection.

²¹Leech, 12.

²² William O'Grady and John Archibald, *Contemporary Linguistic Analysis: An Introduction*, vol. 8th (Toronto: PEARSON, 2016), 186.

In line with the explanation above, it can be concluded that in connotative meaning the meaning of something cannot be separated from values or things outside of the subject of observation itself.

b. Social Meaning

Social meaning or can also be referred to as stylistic meaning according to Leech is a condition where a piece of language can convey the social situation of the language user. Leech explains that some of us recognize some words or pronunciations as part of a dialect that can tell us something about the geographic origin or social status of a speaker. Another thing that can help us determine the social relationship between speaker and listener is the scale of "status" usage, for example starting from formal English into everyday language and finally becoming English slang.²³

Quoted from Leech, Crystal and Davy have categorized the dimensions of socio/stylistic variation as follows:²⁴

- 1) DIALECT (the language of a certain area or a certain social class)
- 2) TIME (the language of a certain time unit such as the seventeenth century, etc.)
- 3) PROVINCE (the language of science, law, ads, etc)
- 4) STATUS (slang, polite, colloquial, etc)
- 5) MODALITY (the language of jokes, speech, lectures, etc)
- 6) SINGULARITY (the style of Hemingway, or Dickens, etc)

²³Leech, *Semantics: The Study of Meaning*, 14.

²⁴Leech, 14.

Example:

- a) My *mom* is a teacher.
- b) His father *died* in a fire.

From the example above can be seen that the use of the word *mom* indicate an informal (colloquial) choice of words. While the use of the word *died* indicate an impolite choice of word.

From the explanation above, it can be concluded that social meaning is the meaning that contains information about the social condition of its users and refers to the world selection style due to social differences and places of activity.

c. Affective Meaning

Affective meaning or emotive meaning is about how language can reflect the personal feelings of a speaker, including his attitude towards the listener, or his attitude towards something being discussed. Factors such as intonation are also important in affective meaning.²⁵

Still, according to Leech, most of the affective meanings are parasitic; it means that in expressing emotions, affective meaning sometimes use form from other meanings such as conceptual, connotative, and stylistic are needed. For example when using words, such as *Aha!*, and *Yipee!* to express friendliness. These two words are used to express emotions using stylistic forms.²⁶

Example:

²⁵Leech, 15–16.

²⁶Leech, 16.

1) I'm *Lovin'* it

2) *Shut up!*

Judging from the example above can be seen that the use of the word *lovin'* indicates a feeling of pleasure or joy. Meanwhile, the phrase *shut up!* shows feeling of displeasure or anger.

From the explanation above, it can be concluded that affective meaning or it can also be called emotive meaning is the meaning that describes the feelings or attitudes of the speaker towards the listener or towards something that is being discussed.

d. Reflective Meaning

Leech defines reflective meaning as meaning that appears in the case of multiple conceptual meanings or meanings that appear in a word due to the existence of multiple concepts in the word. Leech gave an example of the phrases *The Comforter* and *The Holy Ghost* which both represent The Third Person of the Trinity.²⁷

Example:

1) She took the *drugs*.

2) My family *runs* a catering business.

Judging from the example above, it can be seen in the example one word *drug* has two conceptual meaning. The first is the medicine that is used when we are sick, the second is illegal drugs that are used for pleasure and create addiction. Meanwhile, the word *run* has two

²⁷Leech, 16.

senses of meanings, the first is literally to move along faster than walking and to control/manage something.

e. Collocative Meaning

According to Leech, collocative meaning consists of associations a word that is obtained because of the meaning of words that tend to appear in their environment.²⁸ He gave an example of the words "pretty" and "handsome" which both refer to the meaning of "good-looking", but can still be distinguished by the range of nouns that are likely to appear together or collocate. :

Pretty: girls, boys, women, flowers, etc.

Handsome: man, boy, car, overcoat, etc

Example:

1) *Beautiful* women.

2) *Chronic* bronchitis.

From the example above, it can be seen that the word *beautiful* is often used to define women, flowers or landscapes. While, the word *chronic* is often chosen to describe the disease than the word *bad* for example.

B. The Concept of Advertisement

1. The Definition of Advertisement

Advertisement etymologically comes from Greek which means "leading people to ideas". According to Philip Kotler, advertising can be

²⁸Leech, 17.

interpreted as any form of an effort to present and promote non-personal ideas, goods, or services carried out by a sponsor that requires payment.²⁹

Meanwhile, Chris Hackler argues that advertising is one type of promotional mix, and is a management tool that specifically promotes, mediates, and is paid for it.³⁰

Furthermore, Jef I. Richard in Shimp stated that advertising is a form of paid communication that comes from an identifiable source, and is designed to make the recipient buy now or in the future.³¹

The conclusion that can be drawn from the above explanation is that advertising is an activity of presenting information in this case a product or service that is carried out by a paid sponsor and addressed to the public in the hope that they will buy a product that is offered now or in the future.

2. The Objective of Advertisement

According to Russell H. Colley in Kotler, the purpose of advertising is a communication task that has a certain level of achievement and is conveyed to people at a certain time.³² According to Kotler, advertising objectives can be mapped into four types, namely:

a. Informative Advertising

²⁹Philip Kotler et al., *Principle of Marketing* (USA: Prentice Hall Europe, 1996), 756.

³⁰Chris Hackler, *Advertising and Promotion* (London: SAGE Publication, 2005), 7.

³¹Terence A. Shimp, *Advertising, Promotion, and Other Aspect of Integrated Marketing Communications* (USA: South-Western, 2012), 182.

³²Philip Kotler and Kevin L. Keller, *Marketing Management* (New Jersey: PERSON, 2012), 504.

The purpose of informative advertising is for consumers to know new products or updates from existing products. In addition, the purpose of informative advertising is to create brand awareness so that consumers will know more about a brand.

b. Persuasive Advertising

Persuasive advertising aims to convince consumers to want to buy the product or use the services offered.

c. Reminder Advertising

This advertising aims to make consumers want to buy more of the products or services offered.

d. Reinforcement Advertising

The purpose of reinforcement advertising is to convince consumers who have bought or used a product that they have made the right choice.³³

3. Misconception about Advertisement

Critics said that advertising only makes the price of a product higher and encourages consumers to buy things they don't really need. However, the American Association of Advertising Agency (4A's) denied this; they gave their responses to four common misconceptions about advertising, namely:

a. Advertising makes consumers buy something they don't need.

³³Kotler and Keller, 504–5.

According to advertisers, no one is able to force consumers to buy what they want, whether they are free to buy or not.

- b. Advertising makes products cost more.

Advertisers create advertisements with the aim of increasing demand so that a product can be mass-produced which makes the production process more efficient.

- c. Advertising wasted production money.

Advertisers argue that advertising strengthens the economy by moving products to the market and helping the mass media.

- d. Advertising makes bad products sell.

Advertisers argue that advertising can persuade people to buy but that a good product makes them want to buy again. With good advertising, bad products will actually die faster.³⁴

4. Function of Advertisement

Many businesses or non-profit organizations use advertising to promote their products or movements. This is because advertising has five important functions in communication, namely:³⁵

- a. Informing

One of the important functions of advertising is to publicize the brand, both new and existing brands. Advertising makes consumers aware of the new brand, provides an understanding of the new features

³⁴Ralph E. Hanson, *Mass Communication: Living in a Media World*, 7th ed. (USA: SAGE Publication, 2018), 713–14.

³⁵ Shimp, *Advertising, Promotion, and Other Aspect of Integrated Marketing Communications*, 188–90.

and benefits of the advertised product, and creates a positive image for a brand. Because advertising is an efficient form of communication that can reach a large number of people, it facilitates the introduction of new brands and increases the demand for existing products.

b. Influencing

Good advertising can influence potential customers to try the products and services offered. Advertisements made by companies either directly to customers (B2C) or business partners (B2B) provide them with reasonable arguments and emotional appeal to compare one brand with another.

c. Reminding and Increasing Salience

Advertising keeps the company's brand in the minds of consumers. This encourages the memory of consumers when a need arises related to the advertised product. The influence of past advertising allows brands that have been advertised to appear in the minds of consumers as potential buyers. This phenomenon has to do with making a brand more salient; that is, advertising enriches the memory imprint for a brand in such a way that the brand comes to mind.

d. Adding value

A company can add value in three basic ways, by innovating, improving quality, and changing consumer perceptions. Advertising adds value to a brand by influencing perceptions. Advertising is

considered effective if it causes the brand to be seen as more stylish, more elegant, of higher quality, more prestigious, etc.

e. Assisting other company efforts

The primary role of advertising is to facilitate other marketing efforts. For example, advertising can be used as a means of sending coupons or sweepstakes prizes and attracting attention. Another important role is to assist the sales staff. Advertising pre-sells the product and provides a valuable introduction to the sales force so that the seller is better prepared before direct contact with the buyer.

C. The Concept of Slogan

1. The definition of the slogan

Quoted from the journal Tatjana Dubovičienė, Geoffrey Leech defines a slogan as a short phrase used by a company in its advertisements to show the identity of a brand. Leech believes that slogans are more powerful than companies' logos because they are easy for people to read and remember.³⁶Slogan is also more able to represent the main idea in an advertisement than companies' logos.

Another opinion defines a slogan as a collection of words that are interesting or can be said to be striking and easy to remember, made to convey information.³⁷A slogan can also be a message that the brand wants

³⁶Tatjana Dubovičienė and Pavel Skorupa, "The Analysis of Some Stylistic Features of English Advertising Slogans," *Man and the Word / Foreign Languages* 16, no. 3 (2014): 63.

³⁷Ervina CM Simatupang, "Syntactic and Semantic Analysis on Slogans of Aviation Companies in Asean Countries," *English Journal Literacy UTama* 3, no. 2 (September 2019): 123.

to convey to current customers or potential customers and is usually contained in an advertisement.³⁸

In Shankel and Denton's view slogans are important symbols in society, which can be defined as phrases or expressions using the right words, capable of evoking an emotional response, suggesting something to do, and performing a persuasive function.³⁹

In conclusion, a slogan can be interpreted as a collection of words that are arranged interestingly so that they are easy to remember and aim to convey information or for persuasion purposes.

2. Slogan Characteristics

The following are some of the characteristics of a slogan.⁴⁰

a. Message clarity

The main purpose of a slogan, of course, is to convey a clear and focused message to consumers to demonstrate the benefits provided by a product. Therefore, it is very important to ensure that the message to be conveyed leads to a good interpretation.

b. Inclusion of benefit

Slogans in this case can help shape consumer perceptions of a product. Benefit-based positioning tends to attract a better response from consumers. Therefore, slogans that include benefits are expected to be preferred over those that don't.

³⁸Mayukh Dass et al., "A Study of the Antecedents of Slogan Liking," *Journal of Business Research*, 2014, 2, <https://doi.org/>, <http://dx.doi.org/10.1016/j.jbusres.2014.05.004>.

³⁹Xing Lu, "An Ideological/Cultural Analysis of Political Slogans in Communist China," *Discourse & Society* 10, no. 4 (1999): 492.

⁴⁰Dass et al., "A Study of the Antecedents of Slogan Liking," 2–3.

c. Creativity

One of the key criteria that can determine advertising creativity is divergence, namely the extent to which an advertisement is new or different. Creative advertising produces a pleasant emotional response and tends to be liked. Likewise, with slogans, message originality can play an important role in increasing recognition, motivating information processing, and increasing preferences.

d. Brand and Product appropriateness

In the brand communication literature, the discrepancy between the message and the brand can increase the cognitive load of consumers, forcing consumers to produce counter-arguments against the message, and view the brand in a less positive way. Therefore, slogans that match the product category will also be preferred over those that don't.

e. Rhymes and Music

A slogan is not only characterized by the message it carries but also by how it is delivered. One of the most frequently used tools is rhymes and music. Stylistic elements such as rhyme, antithesis, metaphor, and also have been proven to have a positive impact on advertising. While the music used in advertising can serve as a reminder, which can make the audience more receptive to the brand message by creating a better state of mind.

f. Brand name inclusion

A slogan is a message that aims to highlight the advantages or uniqueness of a product and associate it with the brand. However, recent research has shown that slogans that include a brand name make customers feel that the ad is too persuasive than one that isn't.

g. Length

The cognitive cost model states that customers have limited cognitive abilities, which affect their performance in decision making and their affective responses to stimuli. As a result, if the cognitive load required to process information increases, the understanding of that information tends to decrease. Therefore, shorter slogans will be easier to understand than long ones.

3. Basic Principles in Designing Effective Advertisement Slogans

In making advertising slogans there is no definite recipe that can ensure a slogan becomes successful. However, some suggestions are provided as guidelines adopted from the relevant literature.⁴¹

a. Broaden your horizon

In a business strategy, knowledge of where a business is and where it will go is very important. This requires a long-term view. Slogans that define a business too narrowly will make it difficult to develop a business, although a slogan can be changed it is best to avoid it from the start.

b. Every slogan is a tool for brand positioning

⁴¹ Chiranjeev Kohli, Lance Leuthesser Leuthesser, and Rajneesh Suri, "Got Slogan? Guidelines for Creating Effective Slogans," 2007, 420–21, <https://doi.org/doi:10.1016/j.bushor.2007.05.002>.

Every slogan should clearly describe the positioning of a brand.

A brand can be positioned in many ways, generally positioned on features or benefits. A brand should have a clear position and a slogan should highlight the main strengths of the brand, again in a clear way.

c. Link the slogan to the brand

Besides being used consistently in advertising, using a slogan in the packaging of a product is very important considering the many levels of memory of the slogan. Slogans should be able to remind someone of the brand and not to competitors. Although including the brand name in the slogan is considered to limit the creativity of the slogan itself, the benefits are enormous.

d. Repeat the advertising slogan

Repetition of the slogan in the advertisement is very necessary because in the same time span many advertisements appear. So keeping the slogan consistent from ad to ad creates repetition that makes the slogan of a brand memorable and strengthens the image of a brand.

e. Use jingles

There is ample evidence that using jingles improves short-term memory. But with enough time and repetition, ads that use jingles will be more memorable than those that don't.

f. Use the advertising slogan from beginning

Slogans are one of the main components of the identity of a brand. The use of slogans from the beginning of the formation of a brand is very important because in the early days it is a time when a product builds an image that they want to highlight to the public.

g. Be creative

The principle of “keep it simple” is not an absolute rule in a slogan. Most slogans are kept as simple as possible to keep them short. However, several studies have shown that slogans with an intermediate level of syntax and semantics trigger deeper and more memorable thought processes than simpler ones.

CHAPTER III

RESEARCH METHODOLOGY

A. The Characteristic and Type of the Research

It has been believed that several methods can be applied in research, either qualitative, quantitative, classroom action research, or research and development. In this case, the researcher analyzes types of meaning in advertisements slogan. So the researchers used a qualitative research method to analyze the type of meaning in English advertisement slogan.

According to Creswell, qualitative research aims to explore and understand social problems from an individual or group point of view.⁴² Researchers make data interpretations based on what they see, hear and understand.⁴³ Qualitative research uses a multi-method involving an interpretative and naturalistic approach to the subject matter.⁴⁴

The characteristic of this study is descriptive qualitative research. Descriptive qualitative analysis is used because it describes the general characteristics underlying the data. Descriptive qualitative research is useful because it can provide important information about the general condition of a

⁴² John W Creswell, *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*, Third Edition (USA: SAGE Publication, 2009), 4.

⁴³ Creswell, 176.

⁴⁴ Norman K Denzin and Yvonna S Lincoln, *The Landscape of Qualitative Research: Theories and Issues* (United Kingdom: SAGE Publication, 1998), 3.

group.⁴⁵ Therefore, researchers use descriptive qualitative research to *analyze the kinds of meaning on English advertisement slogan*.

B. Data Source

To discover important and accurate data, the researcher must gather data from a qualified and credible source. There are two kinds of data sources namely primary source or firsthand information and secondary source or secondhand information.⁴⁶ In this research, the advertisement slogans collected from various platforms such as television, and internet (social media, website, and YouTube) as the primary source.

The advertisements that will be used in this research are only ads for food and beverage, skincare, and electronic products. Then, the secondary source was taken from outside of the advertisement itself like books, e-books, journals, that were related to the research. In this study, the type of meaning that will be analyzed is limited to four types, namely connotative meaning, denotative meaning, social/stylistic meaning, and affective/emotive meaning.

C. Data Collecting Technique

In general, qualitative research requires various data sources such as interviews, documents, and observations. Then the researcher reviews all the data, makes it sense, and arranges them into categories or themes that limit the source of the data.⁴⁷

⁴⁵Geoffrey Marczyk, David Dematteo, and David Festinger, *Essentials of Research Design and Methodology* (New Jersey: John Wiley & Sons, Inc, 2005), 16–17.

⁴⁶Sutanto Leo et al., *English for Academic Purposes: Essay Writing* (Jakarta: Andi Publisher, 2007), 83–84.

⁴⁷Creswell, *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*, 175.

In collecting data, researchers need instruments or tools to collect various data sources. In this study, the instrument used was documentation and observation. The term document does not only refer to written data, documents can also be interpreted as a wide range of visuals, physical, or written material.⁴⁸

Documents can be in a personal form such as autobiographies, letters, or diaries. There are also official documents such as reports, minutes, files, etc. Apart from these two types of documents, there are also documents of popular culture such as movies, videos, books, etc.⁴⁹

Furthermore, observation can be interpreted as an intense interaction between the researcher and the subject being studied in an environment within a certain period of time.⁵⁰

In the data collection process, several steps must be completed by the researcher. Those are:

- a. Deciding the advertisement.
- b. Read the slogan on the advertisement.
- c. Analyze the type of meaning used in the advertisement.

D. Data Analysis Technique

Data analysis is a process of reviewing, selecting, and classifying data intended to formulate hypotheses and process them into a conclusion or theory

⁴⁸Donald Ary, Lucy Cheser Jacobs, and Chris Sorensen, *Introduction to Research in Education*, 8th Edition (Canada: Wadsworth Cengage Learning, 2010), 442.

⁴⁹Ary, Jacobs, and Sorensen, 442.

⁵⁰David Wilkinson and Peter Birmingham, *Using Research Instruments: A Guide for Researcher* (London: RoutledgeFalmer, 2003), 116.

in the research finding.⁵¹ Meanwhile, Creswell states that instead of using statistical data, qualitative research usually analyzes words or images to describe the main phenomenon being studied.⁵²

In this study, researchers used content analysis as a data analysis technique. Content analysis is one of the data analysis techniques commonly used in qualitative research. The focus of content analysis is to analyze or interpret recorded material to study or identify the specific characteristics of the material. The material can be analyzed such as letters, films, public records, textbooks, advertisements, themes, reports, tapes, or other documents.⁵³

In analyzing data, researchers used several steps as follows:

1. Deciding the advertisement.

In the first step, the researcher looks for advertisements that use English in their slogan. Researchers used advertisements taken from the internet and television as data sources.

2. Identifying the data.

In this step, the researcher identifies the meaning contained in each of the advertisement slogan. The researcher uses a dictionary as the first step in identifying the meaning of the slogan. The researcher used Cambridge online dictionary and Merriam Webster online dictionary to find out the literal meaning of a word. Furthermore, the researcher will

⁵¹Izzati Suhaila, "Appraisal Analysis on Jokowi's Speech," *Proceedings of the 2nd English Education International Conference (EEIC) in Conjunction with the 9th Annual International Conference (AIC)*, Universitas Syiah Kuala, September 18, 2019, 20.

⁵²John W Creswell, *Educational Research Planning*, Fourth edition (USA: PEARSON, 2011), 18.

⁵³Ary, Jacobs, and Sorensen, *Introduction to Research in Education*, 29 & 457.

analyze whether the meaning of the word is used appropriately, or the word is associated with things outside the meaning of the word.

3. Classifying the data.

After identifying the data, the researcher classified the data based on the kinds of meaning.

4. Counting the data.

The data that has been obtained from the previous step is calculated to find out which one is more dominant between the types of meaning used in the advertisement slogan.

5. Displaying and drawing a conclusion.

In this step, the researcher displayed the results of the data computation using tables and graphs. After that, the researcher made a conclusion as the last step.

CHAPTER IV

RESULT OF THE RESEARCH

A. Research Finding

Data from this study were collected by conducting qualitative research. Based on the data from the observation, there was some result, shorted by kind of meaning form that appeared in the slogans. All of the data was taken from the slogan that appears on television or internet (social media, website, and YouTube). The data was only an English advertisement slogan.

Corpus 1

Slogan: *Healthy Inside Fresh Outside*

The slogan comes from the You C 1000 advertisement that often airs on television. The word *healthy* and *fresh* in the sentence aims to describe the feeling after drinking the product. The phrase *healthy inside* describes that the body in good condition/health. While the phrase *fresh outside*, can be interpreted that the body feel fresh and more energetic. The slogan represents emotional feelings after consumers use the product.

From this explanation, it can be concluded that the slogan belongs to emotive meaning. As has been explained that affective/emotive meaning relates to how the attitude or feeling of the speaker or writer, in this case, is the advertiser of what is conveyed. The advertiser wants to convey that after consuming this product the body becomes healthy and fresh.

Corpus 2

Slogan: *A New Standard for Style*

The following slogan comes from Dell branded laptop products. Lexically, the word *new* means that something is different from the previous one, the word *standard* itself means a quality level of the product, while the word *style* can be interpreted as a distinctive quality, form, or type of something.

From the definition above can be seen that these products define itself as the new measuring tool of a laptop product in terms of quality, form, or type. This slogan is used to offer something new and more sophisticated. Every word used shows every meaning to be conveyed. The advertiser wants to convey that this product is different and new standard for other similar product. From the explanation, it can be seen that the kind of meaning of this slogan is denotative meaning. As explained before, denotative meaning is the meaning that emphasizes the real meaning of each word used.

Corpus 3

Slogan: *Beauty is Fun*

This slogan comes from a local skincare brand called Azarine. The word *beauty* according to the meaning of the dictionary is a person or thing that is beautiful. While the word *fun* means the feeling of joy. The use of the word fun expresses the feeling of joy to show that beauty is something that brings joy or happiness.

From the explanation above, it can be concluded that the slogan contains affective meaning. Advertisers want to show that this product can not only improve skin but can also bring happiness to its users. It has been explained before that affective meaning is related to the feelings of the speaker who in this case is the advertiser.

Corpus 4

Slogan: *Have an Aice Day*

Have an Aice day is a slogan for an ice cream product that is quite common. The word *aice* in the slogan cannot be found in the dictionary. The word *aice* in this slogan is categorized as a homophonic pun, which is when a word is used because it sounds similar but has a different meaning. In this case, the word *aice* is similar to the word *nice*.

In line with the explanation above, it can be seen that there is a use of language style used in the slogan. So, it can be concluded that the meaning of the slogan is included in the social/stylistic meaning. The stylistic meaning used in the sentence is to show the stylistic style of the slogan. The stylistic element in the slogan is found in the use of the word *aice* which is used to replace the word *nice*.

Corpus 5

Slogan: *Let Your Skin Do the Talking*

In the slogan *let your skin do the talking* from this Nivea product there is the phrase *skin do the talking*. The word *skin* combined with the word *talking* cannot be interpreted directly because the skin cannot speak. The skin

itself is a thin layer that covers the body, serves to protect the organs underneath, and does not function as an organ for speech. So that further understanding is needed to understand the meaning of the sentence.

From the explanation above, the slogan is related to connotative meaning. Connotative meaning itself emphasizes something behind the real meaning. In the slogan, the word *skin* is described as if it can speak. The advertiser wants to illustrate that if the skin can speak it will show the benefits of the product. But in the real life, a skin is not an organ that functions to speak. Normally the function of skin is to protect the organs underneath. Finally, it can be conclude that the meaning of this slogan is connotative meaning.

Corpus 6

Slogan: *My Precious*

This slogan is the slogan of the Dove soap product. The word *precious* lexically means valuable or important and not to be wasted. Advertisers want to express precious feelings towards excellent product quality. After using this product, customers are expected to feel this product is valuable and important so that they use it again.

From the explanation above, it can be concluded that the slogan belongs to the type of affective meaning because it expresses the feelings of the speaker, in this case, the advertiser. This is reinforced by the word *my* which further confirms that the product is refer to something belonging to or

associated with him or herself. The word *my* is express personal feeling of the writer/speaker.

Corpus 7

Slogan: *Real Orange Pulp*

The slogan *Real Orange Pulp* is the slogan of a beverage product, namely *Floridina*. The word *real* according to the dictionary mean really exist and not imaginary. Meanwhile, the word *orange* refer to the name of fruit and the word *pulp* means a soft and wet substance often produce by crushing something.

In line with the definition above, it can be seen that the slogan want to inform that the product uses real orange pulp, the information is conveyed using word *real*. From the explanation above, it can be concluded that the type of meaning appear in this slogan is denotative meaning. As explained before, denotative meaning is the meaning that emphasizes the real meaning of each word used.

Corpus 8

Slogan: *Trust me, It Works!*

In the slogan of the L-Men beverage product, there are phrase *Trust me*, the word *trust* in this slogan is used with the aim of convincing consumers to trust the product being promoted, reinforced by the word *me* which encourages advertisers' desire to consumers trust it.

In the next sentence, *it works!* there are the word *works* which in this slogan is used to express the effectiveness of the product. Advertisers use the

phrase *it works!* to convey the advantages of the product. The use of exclamation points in the sentence illustrates the emotions of advertisers who want to convince consumers that their products are working. So it can be concluded that this slogan belongs to the type of affective meaning. In line with the definition of affective meaning is the language that used to describe or to reflect the personal feelings of the speaker or writer.

Corpus 9

Slogan: *No Stripping, No Drying*

The following slogan comes from an advertisement for Cetaphil products. The slogan contains two phrases. The first phrase is *no stripping*, when viewed from the dictionary meaning *stripping* means to peel something. When combined with the previous word it can be interpreted as no peeling. Furthermore, the second phrase is *no drying*, according to the dictionary meaning *drying* means without natural moisture. When combined with the previous word it can be interpreted as not dry.

From the explanation above, it can be seen that the use of each word is following its use. No word is used to refer to anything else. In the advertisement, the advertiser explains the advantages of the product, that it does not exfoliate the skin and does not dry out the skin. So it can be concluded that the type of meaning in this slogan is denotative meaning. As it known that denotative meaning is the meaning that emphasizes the real meaning of each word used.

Corpus 10

Slogan: *Soylution*

Soylution is the slogan of the Soyjoy diet snack product. Judging from the word used as a slogan, it appears that the word is not in the dictionary. The word *soylution* belongs to compound puns the word itself relies on two words mixed into one usually to make a joke.

The word *soylution* itself is a combination of the word soy which is the main ingredient of soyjoy products, and solution which means that the product can be a solution for consumers who want to consume snacks while on a diet. Judging from the use of pun, it can be concluded that the slogan of *soylution* is included in the type of social/stylistic meaning. The stylistic meaning used to show the stylistic style of the slogan so it can make it more interesting. The stylistic element in the slogan is found in the use of pun which used to make the slogan the slogan look unique.

Corpus 11

Slogan: *Taste of Friendship*

This slogan is the slogan of the beverage product namely Fruity Latte Olatte. The word *taste* lexically means a special sense that can feel and distinguish tastes. While *friendship* lexically means a feeling or relationship that a friend has.

From the definition above, it can be seen that the word *taste* cannot be interpreted directly. The word *taste* is not used to describe one's feelings towards a friendship. The word *taste* in this slogan connotes the flavor variant

of the beverage product. Meanwhile, the word *friendship* is used to describe the friendships of customers to the products. So it can be concluded that the meaning of the slogan is friendship between the customers and the products that have many flavors. In line with the previous explanation, it can be conclude that the type of meaning of the slogan is connotative meaning. Connotative meaning itself emphasizes something behind the real meaning.

Corpus 12

Slogan: *Kind to Skin*

This slogan comes from a skin care brand called Simple. Lexically, the word *kind* means not causing harm or damage, while the word *skin* means a thin layer that covers the body, serves to protect the organs underneath.

Judging from the definition above, literally the meaning of the slogan is to explain that this product doesn't causing harm or damage to the skin. The word *kind* in the slogan is used to inform that this product safe to use and does not harm or damage the skin. From the explanation, it can be concluded that the type of meaning in this slogan is denotative meaning. It can be seen from the definition above that the use of each word is following its use.

Corpus 13

Slogan: *Beauty Beastie*

This slogan comes from a local cosmetic brand, Emina. The word *beauty* according to the meaning of the dictionary is a quality of being

pleasing the sense and mind. Meanwhile, the word *beastie* in this slogan is taken from the dictionary, means a person's best friend.

Judging from the definition above, it can be concluded that the meaning of the slogan is included in the connotative meaning. Connotative meaning itself emphasizes something behind the real meaning. Judging by the definition of the word *beastie* which means a person's best friend then the word *beauty* cannot be interpreted directly. The word *beauty* in this slogan shows the condition of something so it is not common to be someone's friends. In this slogan the word *beastie* connotes the product as a human who can be someone's friend. In this slogan, the word *beastie* is used to explain that beauty products from Emina are friends for consumers. The word *beastie* is associated with the function of the product which is to make the user looks beautiful.

Corpus 14

Slogan: *A Perfect Fit for Every Need*

This slogan is Acer's slogan for its laptop products. Lexically, the word *perfect* means that something is completely true, precise, and accurate. Meanwhile, the word *fit* means suitable for something, and the word *need* means a thing that someone must-have. So it can be seen that the slogan wants to inform that the product is very suitable for every consumer's need.

From the explanation above, it can be concluded that the type of meaning contained in the slogan is denotative meaning. As it known that denotative meaning is the meaning that emphasizes the real meaning of each

word used. In this slogan, advertiser informs that the product is suitable for all the needs of the user using simple word. Advertisers in this case want to convey the exact purpose of this product in simple sentences to attract consumers' attention. All words that construct the sentence of this slogan have real meaning that we can easily understand and find in a dictionary.

Corpus 15

Slogan: *Clearly the best you!*

The following slogan is the slogan of the mobile phone product from OPPO. Lexically, the word *clearly* is used to emphasize that what has been said is obvious and true, while the word *best* is used to describe something that is of the best type or quality. In this slogan, the advertiser wants to emphasize that it is clear that the product is the best by use the word *you*.

The word *best* in the slogan expresses the feeling of pleasure toward a good quality of the product. The use of the word *you* aim to increase confidence that this product is the best. From the explanation, it can be concluded that this slogan belongs to the type of affective meaning. In line with the definition of affective meaning is the language that used to describe or to reflect the personal feelings of the speaker or writer.

Corpus 16

Slogan: *Life Companion*

This slogan comes from Samsung's Galaxy S4 series products. Lexically, *life* in the dictionary sense means a state of living while *companion* means a person or an animal that spends a lot of time with you. From the two

meanings of the word, it can be concluded that the meaning of a *life companion* is a friend for life.

From the explanation above, it can be seen that the word *companion* cannot be interpreted directly. The word *companion* connotes something with the product; it presupposes the product as a person who can be someone's life partner who accompanies the daily life of the user. Because it is used in everyday life, this product is assumed to be life companion. Therefore, it can be concluded that the slogan is included in the type of connotative meaning, because the meaning cannot be interpreted directly. Connotative meaning emphasizes something behind the real meaning.

Corpus 17

Slogan: *Born to be Loved*

Born to be loved is a slogan from a local beauty product, Emina. Lexically, the word *born* means the start to exist, while the word *loved* means that you like something. The word *loved* in this slogan shows feelings of loving or liking for the product.

From examining the meaning of each word, it can be concluded that the meaning of this slogan belongs to affective meaning. Because the advertiser in this slogan wants to show that this product was created to be loved. *Love* itself is used to show someone's feelings. It can be seen that the advertiser wants to express his love for this product. As previously explained, affective meaning is a kind of meaning that reflects the speaker or writer

personal feeling, including the attitude toward the listener or something that uttered.

Corpus 18

Slogan: *Color Your Day*

The following slogan comes from a mobile phone product manufactured by Vivo. Lexically, the word *color* means to give color, while the word *day* means a period of time from morning to night (a period of 24 hours). From this explanation, it can be seen that the word *color* cannot be interpreted directly.

The use of the word *color* in the slogan means that the product is expected to bring new colors to the daily life of users, it also connotes that the user's days will become colorful after using this product. The word *color* in this slogan is also used to inform consumers that the product has a very good level of sensitivity to color. From this explanation, it can be concluded that the type of meaning used in this slogan is connotative meaning.

Corpus 19

Slogan: *Makes You Nu*

Makes You Nu is the slogan of the Nu Green Tea beverage product. Lexically, the word *makes* means to create or prepare something while the word *Nu* cannot be found in the dictionary. The word *Nu* in this slogan is also homophonic pun when a word is used because it sounds similar but has a different meaning. In this slogan, the word *Nu* is similar to the word new.

In line with the explanation above, it can be seen that there is a use of language style used in the slogan. So, it can be concluded that the meaning of the slogan is included in the social/stylistic meaning. As already explained, the stylistic meaning used to show the stylistic style of the slogan so it can make it more interesting. The stylistic element in the slogan is found in the use of pun which used to make the slogan the slogan unique.

Corpus 20

Slogan: *Snacking with no Worries*

The following slogan is the slogan used by snack products from soyjoy. Lexically, the word *snacking* means to eat a snack while, the word *worries* are the feeling of being anxious about somebody or something. If interpreted literally, the meaning of the slogan is so that consumers do not worry when eating snacks.

The word *no worries* in the slogan is used by advertisers to express feelings of calm to consumers. Advertisers want to reassure consumers that the product will not make you gain weight after consuming it so that consumers don't have to worry. From this explanation, it can be concluded that the type of meaning of this slogan is affective meaning. Affective meaning is used to describe the speaker's/writer's feeling in this case is the advertiser.

B. Interpretation

In this research, the interpretation of the English advertisement slogan that was published on television or social media was classifying into table and pie. Table and pie could be used to make the data easy to be understood. In

this research, the researcher presented the table and pie that represent of the data after analyzing. The following table describes the kind of slogan:

Table 1
The Result of Analyzing Kind of Meaning

Corpus	Slogan	Kind of Meaning			
		DM	CM	AM	SM
1	Healthy Inside Fresh Outside			✓	
2	A New Standard for Style	✓			
3	Beauty is Fun			✓	
4	Have an Aice Day				✓
5	Let Your Skin Do the Talking		✓		
6	My Precious			✓	
7	Real Orange Pulp	✓			
8	Trust me, It Works!			✓	
9	No Stripping, No Drying	✓			
10	Soylution				✓
11	Taste of Friendship		✓		
12	Kind to Skin	✓			
13	Beauty Beastie		✓		
14	A Perfect Fit for Every Need	✓			
15	Clearly the best you!			✓	
16	Life Companion		✓		
17	Born to be Loved			✓	
18	Color Your Day		✓		
19	Makes You Nu				✓
20	Snacking with no Worries			✓	
Total		5	5	7	3
Percentage		25%	25%	35%	15%

Notes:

1. DM : Denotative Meaning
2. CM : Connotative Meaning
3. AM : Affective Meaning
4. SM : Social Meaning

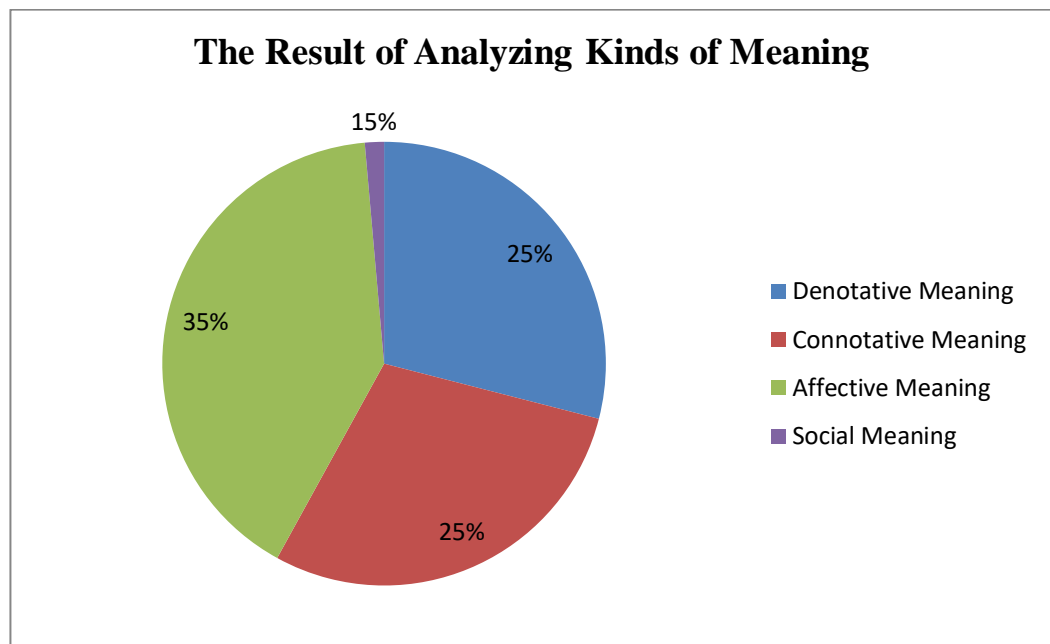


Figure 2. The Result of Analyzing Kinds of Meaning

The conclusion of the data analysis described that most of English advertisement slogan were affective meanings. It was shown by the result of the data gained that 7 slogans from 20 slogans were use words that refer to the feelings of the slogan maker. Slogan categorized as affective meaning that it: *Healthy Inside Fresh Outside, Beauty is Fun, My Precious, Trust me, It Works!, Clearly the best you!, Born to be Loved, and Snacking with no Worries*. Nevertheless, 5 slogans were a connotative meaning because the word used in the slogan was doesn't refer to the real meaning of the words.

Slogan categorized as connotative meaning that it: *Let Your Skin Do the Talking, Taste of Friendship, Beauty Beastie, Life Companion, and Color your Day*. Furthermore, there are 5 slogans was denotative meanings because the word that uses in the slogan is the real meaning that can be found in the dictionary. Slogan categorized as denotative meaning that it: *A New Standard for Style, Real Orange Pulp, No Stripping, No Drying, Kind to Skin, and A Perfect Fit for Every Need*. The last one, there are 3 slogans was social meaning because the word that uses in the slogan deliver the language style that exists in society. Slogan categorized as social meaning that it: *Have an Aice Day, soylution, and Makes You Nu*.

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusions

In this chapter the researcher discusses the conclusion of this research entitled *A Semantic Analysis on English Advertisement Slogan*. The conclusion is concluded from the research result and discussion that had been analyzed by the researcher.

The researcher analyzed four kinds of meaning. Those are denotative meaning which emphasizes the real meaning of each word used, connotative meaning which emphasizes something behind the real meaning, affective meaning which related to the feelings of the speaker including his attitude towards the listener, or his attitude towards something being discussed, and social meaning which referred to condition where a piece of language can convey the social situation of the language user.

In this research affective meaning becomes the most dominant meaning in the English advertisement slogan. There are 7 slogans and it has the highest percentage about 35%. It is followed by denotative and connotative meanings. They both have 5 slogans and it has a percentage of about 25%. Meanwhile, social meaning is the least compound which is only 3 slogans and it has a percentage of about 15%. The kinds of meaning have found 20 (100%) in total.

B. Suggestions

From the conclusion above, the researcher recommends some suggestions. The following suggestions are as follows:

1. For the students

The students especially for English Students Department should learn more about meaning because it can help the student to understand the meaning of the word/sentence.

2. For the teacher

The teacher and educator should give the student experience and material about meaning especially of the slogan in learning literary work. So, the student can more easily understand how meaning is formed.

3. For further researcher

The researcher hopes that the result of this research can be used as a reference for other researchers who want to know about word/ sentence meaning especially in a slogan. However, there are many things that can be analyzed in meaning such as reflective meaning, collocative meaning, and thematic meaning.

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APPENDICES

1. The Blueprint of Semantic Analysis

NO	THEORY	INDICATOR	REFERENCE
1	Denotative meaning identified the meaning based on their literal concept, the literal concept found out by the meaning in dictionary.	<ul style="list-style-type: none"> The meaning is based on the literal meaning, and no hidden meaning. The meaning is the same as dictionary meaning. 	Geoffrey Leech. 1974. <i>Semantics: The Study Of Meaning</i> . (UK; Penguin Press)
2	Connotative meaning is the communicative value of an expression according to what is referred to.	<ul style="list-style-type: none"> The meaning can't be taken directly. 	
3	Social/Stylistic meaning is the meaning which an expression conveys about the contexts or social circumstances of its use.	<ul style="list-style-type: none"> The meaning is refers to the speaker style of speaking. 	
4	Affective/Emotive meaning refers to the speaker's or writer's attitude or feeling towards what is said.	<ul style="list-style-type: none"> The meaning is belongs to the speaker or writer feeling. 	

2. Table 2 (List of Kinds of Meaning in Advertisement Slogan)

Corpus	Slogan	Kind of Meaning			
		DM	CM	AM	SM
1	Healthy Inside Fresh Outside			✓	
2	A New Standard for Style	✓			
3	Beauty is Fun			✓	
4	Have an Aice Day				✓
5	Let Your Skin Do the Talking		✓		
6	My Precious			✓	
7	Real Orange Pulp	✓			
8	Trust me, It Works!			✓	
9	No Stripping, No Drying	✓			
10	Soylution				✓
11	Taste of Friendship		✓		
12	Kind to Skin	✓			
13	Beauty Beastie		✓		
14	A Perfect Fit for Every Need	✓			
15	Clearly the best you!			✓	
16	Life Companion		✓		
17	Born to be Loved			✓	
18	Color Your Day		✓		
19	Makes You Nu				✓
20	Snacking with no Worries			✓	
Total		5	5	7	3
Percentage		25%	25%	35%	15%

Notes:

1. DM : Denotative Meaning
2. CM : Connotative Meaning
3. AM : Affective Meaning
4. SM : Social Meaning



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Semester : VII

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		I	II		
1.	Kamis 5/11-2020		✓	Acc ch I continue to ch-II.	
	Selasa 9/3-2021		✓	Enrich theories about Semiotic.	
	Rabu 24/3-2021		✓	Acc. Ch II Continue to ch. III.	
	Selasa 30/3-2021		✓	Build data per corpus.	

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No	Hari/ Tanggal	Pembimbing		Bimbingan Yang Dikonsultasikan	Tanda Tangan Dosen
		I	II		
1.	Jum'at 9 April 2021	✓		- Correct your writing - journal articles	
2	Senin 12 April 2021	✓		- Revision is ok - Ace for seminar	

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Semester : IX/2021

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1.	selasa 21/8/21	I	- missing / revisi - abstract / revisi - chapter I: revisi gambar the figure 1	
2	senin 9/9/21	I	- revisi is ok - ACC for munaqasyah	

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Nomor : B-0780/In.28/J/TL.01/03/2021
Lampiran : -
Perihal : **IZIN PRASURVEY**

Kepada Yth.,
Drs. Mokhtaridi Sudin, M.Pd IAIN
METRO
di-
Tempat

Assalamu'alaikum Wr. Wb.

Dalam rangka penyelesaian Tugas Akhir/Skripsi, mohon kiranya Saudara berkenan memberikan izin kepada mahasiswa kami, atas nama :

Nama : **KHOLIFATUL AZIZAH**
NPM : **1701070181**
Semester : **8 (Delapan)**
Jurusan : **Pendidikan Bahasa Inggris**
Judul : **AN SEMIOTIC ANALYSIS OF EDUCATION
ADVERTISEMENT ON RUANG GURU**

untuk melakukan prasurvey di IAIN METRO, dalam rangka menyelesaikan Tugas Akhir/Skripsi.

Kami mengharapkan fasilitas dan bantuan Saudara untuk terselenggaranya prasurvey tersebut, atas fasilitas dan bantuannya kami ucapkan terima kasih.

Wassalamu'alaikum Wr. Wb.

Metro, 22 Maret 2021
Ketua Jurusan,



Ahmad Subhan Roza M.Pd.
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**SURAT KETERANGAN IZIN RISET
Nomor : P.24/In.28/U.1/OT. 1/04/2021**

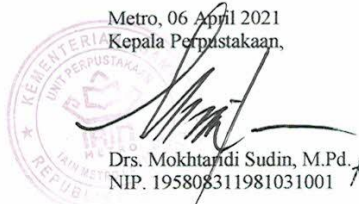
Berdasarkan Surat Ketua Jurusan Tadris Bahasa Inggris Nomor : B-0780/In.28/J/TL.01/03/2021 tanggal 22 Maret 2021 tentang Permohonan izin prariset penelitian di Perpustakaan IAIN Metro, dengan ini memberikan izin kepada :

Nama : KHOLIFATUL AZIZAH
NPM : 1701070181
Semester : 8 (Delapan)
Jurusan : Tadris Bahasa Inggris

Untuk mengadakan pra-riset penelitian yang berjudul : "AN SEMIOTIC ANALYSIS OF EDUCATION ADVERTISEMENT ON RUANG GURU" di Perpustakaan IAIN Metro.

Demikian surat izin riset penelitian ini kami buat untuk dapat dipergunakan sebagaimana mestinya.

Metro, 06 April 2021
Kepala Perpustakaan,



Drs. Mokhtandi Sudin, M.Pd.
NIP. 195808311981031001



KEMENTERIAN AGAMA REPUBLIK INDONESIA
INSTITUT AGAMA ISLAM NEGERI METRO
FAKULTAS TARBIYAH DAN ILMU KEGURUAN

Jalan Ki Hajar Dewantara Kampus 15 A Inggmulyo Metro Timur Kota Metro Lampung 34111
Telepon (0725) 41507; Faksimili (0725) 47296 Website: www.tarbiyah.metrouniv.ac.id; e-mail: tarbiyah.iaim@metrouniv.ac.id

Nomor : B-1548/In.28.1/J/TL.00/05/2021
Lampiran : -
Perihal : **SURAT BIMBINGAN SKRIPSI**

Kepada Yth.,
Umi Yawisah (Pembimbing 1)
Trisna Dinillah Harya (Pembimbing 2)
di-

Tempat
Assalamu'alaikum Wr. Wb.

Dalam rangka penyelesaian Studi, mohon kiranya Bapak/Ibu bersedia untuk membimbing mahasiswa :

Nama : **KHOLIFATUL AZIZAH**
NPM : 1701070181
Semester : 8 (Delapan)
Fakultas : Tarbiyah dan Ilmu Keguruan
Jurusan : Pendidikan Bahasa Inggris
Judul : **A SEMANTIC ANALYSIS OF ENGLISH ADVERTISEMENT SLOGAN**


Dengan ketentuan sebagai berikut :

1. Dosen Pembimbing membimbing mahasiswa sejak penyusunan proposal s/d penulisan skripsi dengan ketentuan sebagai berikut :
 - a. Dosen Pembimbing 1 bertugas mengarahkan judul, outline, alat pengumpul data (APD) dan memeriksa BAB I s/d IV setelah diperiksa oleh pembimbing 2;
 - b. Dosen Pembimbing 2 bertugas mengarahkan judul, outline, alat pengumpul data (APD) dan memeriksa BAB I s/d IV sebelum diperiksa oleh pembimbing 1;
2. Waktu menyelesaikan skripsi maksimal 2 (semester) semester sejak ditetapkan pembimbing skripsi dengan Keputusan Dekan Fakultas;
3. Mahasiswa wajib menggunakan pedoman penulisan karya ilmiah edisi revisi yang telah ditetapkan dengan Keputusan Dekan Fakultas;

Demikian surat ini disampaikan, atas kesediaan Bapak/Ibu diucapkan terima kasih.

Wassalamu'alaikum Wr. Wb.

Metro, 10 Mei 2021
Ketua Jurusan
Tadris Bahasa Inggris


Andianto, M.Pd
NIP. 19871102 201503 1 004



KEMENTERIAN AGAMA REPUBLIK INDONESIA
INSTITUT AGAMA ISLAM NEGERI METRO
FAKULTAS TARBIYAH DAN ILMU KEGURUAN

Jalan Ki. Hajar Dewantara Kampus 15 A Iringmulyo Metro Timur Kota Metro Lampung 34111

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SURAT TUGAS

Nomor: B-2480/In.28/D.1/TL.01/06/2021

Wakil Dekan Akademik dan Kelembagaan Fakultas Tarbiyah dan Ilmu Keguruan Institut Agama Islam Negeri Metro, menugaskan kepada saudara:

Nama : KHOLIFATUL AZIZAH
NPM : 1701070181
Semester : 8 (Delapan)
Jurusan : Tadris Bahasa Inggris

- Untuk :
1. Melaksanakan observasi/survey di PERPUSTAKAAN IAIN METRO, guna mengumpulkan data (bahan-bahan) dalam rangka menyelesaikan penulisan Tugas Akhir/Skripsi mahasiswa yang bersangkutan dengan judul "A SEMANTIC ANALYSIS OF ENGLISH ADVERTISEMENT SLOGAN".
 2. Waktu yang diberikan mulai tanggal dikeluarkan Surat Tugas ini sampai dengan selesai.

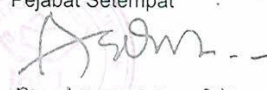
Kepada Pejabat yang berwenang di daerah/instansi tersebut di atas dan masyarakat setempat mohon bantuannya untuk kelancaran mahasiswa tersebut.

Demikian surat tugas ini dikeluarkan untuk dilaksanakan dengan penuh rasa tanggung jawab.

Dikeluarkan di : Metro
Pada Tanggal : 28 Juni 2021

Wakil Dekan Akademik dan
Kelembagaan,

Mengetahui,
Pejabat Setempat


Dr. As'ad, S.Ag., S.Hum., MH
NIP. 19750505 2001121002


Dr. Yudiyanto S.Si., M.Si.
NIP 19760222 200003 1 003



**KEMENTERIAN AGAMA REPUBLIK INDONESIA
INSTITUT AGAMA ISLAM NEGERI METRO
UNIT PERPUSTAKAAN**

Jalan Ki Hajar Dewantara Kampus 15 A Iringmulyo Metro Timur Kota Metro Lampung 34111
METRO Telp (0725) 41507; Faks (0725) 47296; Website: digilib.metrouniv.ac.id; pustaka.iain@metrouniv.ac.id

**SURAT KETERANGAN BEBAS PUSTAKA
Nomor : P-720/In.28/S/U.1/OT.01/07/2021**

Yang bertandatangan di bawah ini, Kepala Perpustakaan Institut Agama Islam Negeri (IAIN) Metro Lampung menerangkan bahwa :

Nama : KHOLIFATUL AZIZAH
NPM : 1701070181
Fakultas / Jurusan : Tarbiyah dan Ilmu Keguruan/ Tadris Bahasa Inggris

Adalah anggota Perpustakaan Institut Agama Islam Negeri (IAIN) Metro Lampung Tahun Akademik 2020 / 2021 dengan nomor anggota 1701070181

Menurut data yang ada pada kami, nama tersebut di atas dinyatakan bebas dari segala administrasi di Perpustakaan Institut Agama Islam Negeri (IAIN) Metro Lampung.

Demikian Surat Keterangan ini dibuat, agar dapat dipergunakan seperlunya.

Metro, 22 Juli 2021
Kepala Perpustakaan

Dr. As'ad, S. Ag., S. Hum., M.H.
NIP.19750505 200112 1 002



**KEMENTERIAN AGAMA REPUBLIK INDONESIA
INSTITUT AGAMA ISLAM NEGERI METRO
FAKULTAS TARBIYAH DAN ILMU KEGURUAN**

Jl. Ki. Hajar Dewantara 15A Iningmulyo Metro Timur Kota Metro Lampung 34111
Telp. (0725) 41507 Fax (0725) 47296 Website: www.metrouniv.ac.id, e-mail: iaim@metrouniv.ac.id

SURAT KETERANGAN BEBAS PUSTAKA

Yang bertanda tangan di bawah ini, Ketua Jurusan Tadris Bahasa Inggris Fakultas Tarbiyah dan Ilmu Keguruan (FTIK) Institut Agama Islam Negeri (IAIN) Metro menerangkan bahwa:

Nama : Kholifatul Azizah
NPM : 1701070181
Jurusan : Tadris Bahasa Inggris

Telah menyelesaikan administrasi peminjaman buku pada jurusan/Prodi Tadris Bahasa Inggris.

Demikian surat keterangan ini di buat untuk digunakan sebagaimana mestinya.

Metro, September 2021
Ketua Jurusan TBI

Andjanto, M.Pd
NIP. 1987 1102 201503 1 004



KEMENTERIAN AGAMA REPUBLIK INDONESIA
INSTITUT AGAMA ISLAM NEGERI METRO
FAKULTAS TARBIYAH DAN ILMU KEGURUAN

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Nomor : B-2479/In.28/D.1/TL.00/06/2021
Lampiran : -
Perihal : IZIN RESEARCH

Kepada Yth.,
KEPALA PERPUSTAKAAN IAIN
METRO
di-
Tempat

Assalamu'alaikum Wr. Wb.

Berdasarkan dengan Surat Tugas Nomor: B-2480/In.28/D.1/TL.01/06/2021, tanggal 28 Juni 2021 atas nama saudara:

Nama : KHOLIFATUL AZIZAH
NPM : 1701070181
Semester : 8 (Delapan)
Jurusan : Tadris Bahasa Inggris

Maka dengan ini kami sampaikan kepada saudara bahwa Mahasiswa tersebut di atas akan mengadakan research/survey di PERPUSTAKAAN IAIN METRO, dalam rangka menyelesaikan Tugas Akhir/Skripsi mahasiswa yang bersangkutan dengan judul "A SEMANTIC ANALYSIS OF ENGLISH ADVERTISEMENT SLOGAN".

Kami mengharapkan bantuan Bapak/Ibu untuk terselenggaranya tugas tersebut, atas fasilitas dan bantuannya kami ucapkan terima kasih.

Demikian surat izin ini kami sampaikan, atas bantuan dan kerjasamanya kami ucapkan terima kasih.

Wassalamu'alaikum Wr. Wb.

Metro, 28 Juni 2021
Wakil Dekan I,


Dr. Yudiyanto S.Si., M.Si.
NIP 19760222 200003 1 003



**KEMENTERIAN AGAMA REPUBLIK INDONESIA
INSTITUT AGAMA ISLAM NEGERI METRO
UNIT PERPUSTAKAAN**

Jalan Ki. Hajar Dewantara Kampus 15 A Iringmulyo Metro Timur Kota Metro Lampung 34111
Telepon (0725) 41507; Faksimili (0725) 47296; Website: www.pustaka.metrouniv.ac.id; e-mail: pustaka.iaim@metrouniv.ac.id

**SURAT KETERANGAN IZIN RISET
Nomor : P.51/In.28/U.1/OT. 1/07/2021**

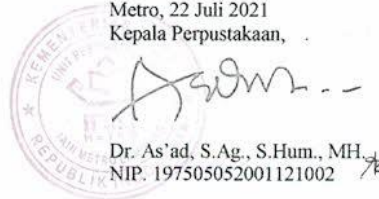
Berdasarkan Surat Wakil Dekan I Nomor : B-2479/In.28./D.1/TL.00/06/2021 tentang Permohonan izin riset penelitian di Perpustakaan IAIN Metro, dengan ini memberikan izin kepada :

Nama : KHOLIFATUL AZIZAH
NPM : 1701070181
Semester : 8 (Delapan)
Jurusan : Tadris Bahasa Inggris

Untuk mengadakan riset penelitian yang berjudul : "A SEMANTIC ANALYSIS OF ENGLISH ADVERTISEMENT SLOGAN" di Perpustakaan IAIN Metro.

Demikian surat izin riset penelitian ini kami buat untuk dapat dipergunakan sebagaimana mestinya.

Metro, 22 Juli 2021
Kepala Perpustakaan,



Dr. As'ad, S.Ag., S.Hum., MH
NIP. 197505052001121002

CURRICULUM VITAE



KHOLIFATUL AZIZAH was born in Bumi Nabung, on June 18th 1998. She is daughter of happy couple namely Mr. Suryani and Mrs. Wiyanti Ari Magfiroh.

She took her elementary school for 6 years at SD Negeri 5 Bumi Nabung from 2005-2011. She continued her study in SMP Negeri 2 Bumi Nabung then graduated on 2014. After she graduated from junior high school, she decided to continue her study in SMA Negeri 1 Rumbia then graduated on 2017. Then, she was registered as an S1 student of English Educational in State Institute for Islamic Studies (IAIN) of Metro on 2017-2021.