

Semantic Analysis on Advertisement Slogan's

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ABSTRACT

The objective of this study is to analyze types of meaning that used on the advertisement slogan's. This study used descriptive qualitative. The instrument of this research is the researchers herself. The main data was collected by taking a screenshot from the website of beauty, electronic, and technology product. The researchers found 42 types of meaning in 30 advertisement slogans which were published from March up to May 2019. To clarify the accuracy of the data, the researchers used theory and investigator triangulation. The results showed that connotative meaning is the most type of meaning with 31%, reflected meaning or situational meaning had 24%, affective meaning is 17%, 10% for social meaning or socio-cultural meaning, conceptual meaning or lexical meaning and collocative meaning or textual meaning with 7%. The lowest type of meaning is thematic meaning with 5%. Thus, the types of meaning created an expressive, influential, and impactful advertising slogans.

Keywords: Semantics, types of meaning, advertisement slogan

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INTRODUCTION

Language cannot be separated with the whole of a person's life. The function of language stands as a communication tool to make an interaction with others. Language is formed in two aspects that are written language and spoken language. Written language is the language displayed in written text such as novel or poem. While spoken language is used in speaking such as conversation. Cameron in Munfiqoh (2012) elaborated that language is used by children for increasing the cognitive ability to solve their problems. This means since childhood, language is used as the main instrument to achieve successful communication. In communication aspect, language has functions to exchange information, make negotiation, deal with an agreement, and finishing any activities. The problem appears if the listener does not catch the meaning of language. In spoken language, the listener can directly ask what the speaker means. Another case, the readers cannot directly know what the writer had written in a book or novel. It will cause a misinterpretation with the meaning of language. Whether the listener or the speaker, it is important to know and comprehend the meaning. To make the meaning can be delivered and accepted easily, people can explore the meaning of language through linguistic study.

The different level of analysis is divided into three kinds; they are; Phonology is the study that analyzed sound system of language. Syntax used to check sentence based on grammatical order. And semantics as the branch of linguistic study for understanding and investigating the meaning.

Semantics is the study of how the listeners interpret the meaning behind what the speaker says and also how the readers understand the meaning what the writer writes. According to Saeed (2016) the meaning that is communicated through language can be studied in semantics. This implicitly means that the meaning is created through the language used in communication. The meaning of language that is agreed by people also draws the language symbol. It is related to the opinion of Filip in Agung (2016) the meaning that is expressed by any language has a characteristic as a symbolic system. The sense of the speaker can be caught if the listener realizes what the speaker means. The principle of semantics states that the meaning will be different when it was formed by different writing (Suprpto, 2010). Thus, people must agree and obey the rules for achieving the meaning agreed by social life.

Meaning is a basic way of understanding what is talked about. Leech (1981, p.9) had described seven types of meaning that are conceptual meaning, connotative meaning, social meaning, affective meaning, reflected meaning, collocative meaning, and thematic meaning. Conceptual meaning is the real meaning of the words stated in dictionary. Mwihi (2004) said that conceptual meaning or literal meaning has special features. It is caused since conceptual meaning stands as primary or universal meaning without know how the process is. Connotative meaning is the meaning of words more than conceptual meaning normally. The meaning associates with expression and emotional aspects based on culture and the experience of the individual. The example is the word *sea*. In dictionary, *sea* is the expanse of saltwater, but *sea* associates with the sense of danger based on the experience of the individual. The third kind of meaning is social meaning. Social meaning depends on social circumstances of the speaker's culture such as the difference of tones and styles from various background of life. It indicates that social roles affect social meaning. A person who communicates with personal feeling or attitudes of the speaker is called affective meaning. The expression of the speaker's emotion is determined by the situation of the occurrence of the speaker. This meaning also depends on the tone of voice and the intonation of the speaker.

The next is reflected meaning. The understanding of reflected meaning is affected by one sense to another sense. Leech (1981) stated that collocative meaning is the meaning occurs through association with other words. Collocative meaning correlates an appropriate word with another word to make good sentences. The association of words will convey a sense of meaning in good sentences. The last type is thematic meaning. In thematic meaning, the sentences are written based on grammatical order or thematic structure. Thematic meaning aims to emphasize the message of the sentence. Another theory that the researchers takes to accurate the data is the theory from Suryawinata (2003) since it is almost same with Leech (1981). In Suryawinata (2003) classified five types of meaning that are lexical meaning or conceptual meaning, grammatical meaning or thematic meaning,

textual meaning or collocative meaning, situational meaning or reflected meaning, socio-cultural meaning or social meaning.

The types of meaning usually relate to the advertisement slogans. The slogan usually uses a catchy phrase to attract the attention of the consumer. The use of effective advertising slogan will affect the consumer to buy the product. According to Duboviciene & Skorupa (2014) slogan is written in short and memorable language. A simple slogan can be accepted and remained in the consumer's memory. Furthermore, in the recent era, mostly advertising slogans use semantics standard to write a good slogan. From those explanations, there are many previous studies in doing the similar field of the research. The newest findings between the previous studies with the researchers' study can be known from the theory, the types of meaning, and the objects.

RESEARCH METHOD

This study is descriptive qualitative. The main instrument was the researchers herself to directly participate in conducting the data, categorizing the data in the corpuses, interpreting the data, and making conclusion. Documentation was the second instrument used in this research since the researchers compiled the advertisement slogans to obtain the information. The primary data was written advertisement which were published from the official website on March up to May 2019. The first step of data collection was browsing advertisement slogans specialized for beauty, electronic, and technology product in each official websites. Then, the researchers took advertisements which were written in English language. In data reduction, the researchers classified the slogans based on Leech theory. The types of meaning based on Leech theory that had the same meaning as Suryawinata theory were grouped in other corpuses. After that, the researchers analyzed the type of meaning that emphasized most on the advertisement slogan. Next, the researchers interpreted the meaning of the slogan based on types of meaning theory and concluded the findings. The researchers combined two theories by Leech (1981) and Suryawinata (2003). Furthermore, the researchers also used investigator triangulation to get the accuracy of the data.

FINDING AND DISCUSSION

Conceptual meaning or lexical meaning is found in LG 3D Glasses slogan "Bring the Action in Close". The meaning of *close* in dictionary is near or knowing something very well. As 3D glasses, the meaning of close is suitable with the function of this product. The product is made to view specific visual information and enjoy looking at the entertainment. It is being an alternative glasses to look much illusion of three dimensional images. The slogan "Flash that Flush" in Silky Blush Stick slogan also has type of conceptual meaning. In dictionary, *flush* means redness of the face. The use of this blush is designed to add color on the cheeks or in other parts of the face. Thus, it is same with the aim of the product. The last slogan that has type of conceptual meaning is "Every finish, Every Fetish" in Urban Decay Lip Colors slogan. Based on the dictionary, *fetish* has the meaning as something which wants to be given too much attention. The product offers 150 lips colors

to make the user feels more confident. An appropriate aim of the product and the meaning of the slogan is from the use of this product to attract more attention.

The second type is connotative meaning. The word *million* in the slogan “1 Purifier, 10 Years, Million of Breaths” has the type of connotative meaning. According to Leech (1981:12) connotative meaning is an expression that depends on what language refers to. This implies that connotative meaning wants to deliver something hidden behind the real word. The number of *1.000.000* on the slogan connotes the meaning of much, many, most of, or a lot of. This product emphasizes that LG Puri Care product can clean the dust to save the people in the world. The word *sensitivity* in the slogan Sony Camera a7S II connotes something with the product. It is symbolized the product as a person who can be sensitive. The slogan “Sensitivity Mastered” aims to be capable in taking picture quickly whether in an impossible condition. The sentence “Elevate your Home with Glass” in LG OLED E8 TV type of connotative meaning. Here, the word *glass* is connoted as TV product. Connotation meaning is given since the word *glass* cannot be defined as the conceptual meaning normally. The *world colors* in the slogan “Unlock the world’s colors” connotes as a good something. Sony TV product wants to satisfy the consumer to enjoy watching the program. It is related to the aim of the product which wants to deliver the most up to date programs and news. The slogan “Tiny but tough. Premium imaging anywhere” is called connotative meaning. It connotes as the highest quality of the image that is taken from Sony Camera RX0 II. The slogan implies that the product still is capable to take the best images although the camera is in a small form.

Next, the slogan “Music to take you further” has the sense of type connotative meaning. The features of headphones can work properly whether on the tack or under the ocean. The phrase *new way* on the slogan “A New Way to Interact” connotes as a new smartphone. LG Company has made a new smartphone to develop smartphone innovation in interacting with people around the world. *Extremes* in the slogan “Built for extremes” consists of connotative meaning. The Walkman is made for people who like exercising in dangerous place. The use of connotative meaning is to share the experience that associates with the expression of someone. In the slogan, the word *rulers* connotes as the differences which can separate the couple. The meaning of “Love breaks all rulers” associates that the feeling of love that is brought by Estee Lauder fragrance does not care about anything that breaks its relationship. The meaning of *tattoo* in “Inked up with tattoo intensity” slogan is connoted as the power of Maybelline eyeliner to create the thickness eyes like a tattoo. Normally, *black* means the darkest of color and *white* is the color of fresh or snow. But, in the slogan “Feel the new freshness of black and white”, *black* and *white* connote as a pack of Deodorant product. In the slogan “Pick a statement that inspires you”, *statement* means the word that people want to say. Silky company wants to deliver that by having this lipstick, the user can take control before says something. The last slogan that has connotative meaning is “Send dark circles into hiding”. The word *hiding* can be referred to a process of human to keep something out of sight. Then, the slogan “Bigger, Blacker, Badder” has the same suffix –er. It is same with the words *harder* and *larger* in the slogan “Work harder. Live larger” includes as social meaning since it delivers language style. The same rhyme –er on the sentence creates the slogan more pleasing. The meaning of the slogan is LG Tablets

offers a variety of software application in the big screens and sleek designs. The repetition of suffix –oom on “Boom, Boom, Bloom” also make the slogan more attractive. Then, the same suffix –ish on the slogan “Every finish. Every fetish” creates an interesting slogan.

The fourth type is affective meaning. The word *great* in Sony Camera expresses the feeling of pleasure to show the amusement towards a good quality of the product. While the word cool in the slogan “Raid the fridge without losing your cool” wants to express happiness feeling because LG InstaView Refrigerator is made from an easy door to keep the cold inside. *Freshness* in the “Feel the new freshness of black and white” slogan represents a sense of emotion after the consumer uses the product. Another slogan “Boom, Boom, Bloom” also shows the enthusiasm of the user to the product. It appears because Mac Cosmetics gives a pleasant and fresh feeling. The slogan “I can so I did” presents the confidence of the person to make something. The advertiser emphasizes that all impossible will be possible after using the product. Affective meaning also appears on the slogan “Bigger, Blacker, Badder”. The slogan shows that the Mascara product can make the eyelash in darken, thicken, lengthen form. For the slogan “Fresh, radiant, bright-eyed”, affective meaning appears because the product aims to refresh the eyes to face the next day.

Next, the meaning of shake on the slogan 4K movies. Less shake” does not indicate the real meaning to shake something. It indicates that the camera has the specification of steady action to make clear images. The real meaning of elevate is raise something to a higher position, but in the slogan “Elevate your Home with Glass”, the word glass means *make the room*. By using LG TV, the interior design of home looks more elegant. The word *control* in the slogan “Intuitive Control is at Hand” means as the capability of the product to click or choose the entertaining programs by LG Magic Remote. The meaning of *unlock* as open a door using a key is different from the meaning on the Sony TV slogan. It represents that the product offers many entertaining programs from all over the world. It related to the meaning of *grab* on the slogan “Grab the best life” that cannot be represented the meaning normally. *Grab* stands as the speed of the product to get an important moment in life. *Raid* on the slogan “Raid the fridge without losing your cool” presents other senses. It expresses the strength of the product to catch the fridge.

Another meaning of *unlock* is also shown as the meaning showing something in the slogan “Unlock beauty of now”. The sense of *party* has different meaning if it is created on the slogan “Party in a Palette”. The product stimulates the consumer’s creativity to create the best look in eyeshadow creation palette. Reflected meaning can remove another sense in the same expression such as in the slogan “Flash that flush”. The word *flash* means as shining the face with the redness from the Silky blush stick. Another sense of affective meaning also can be seen on the slogan “Micellair goes expert-our new makeup remover”. Here, *goes* means that micellair product becomes an expert makeup remover. Collocative Meaning happens if the word associates with another word. It will give the sense of attraction from the slogans. The type of collocative meaning can be seen on the phrase *beauty sleep* on the slogan “Maximize every second of your beauty sleep”, *new makeup remover* on the slogan “Micellair goes expert-our new makeup remover”, and *bright eyed* on the slogan “Fresh, radiant, bright eyed”. The use of thematic meaning in writing the slogan will

emphasize the consumer to focus attention on the slogan. The slogans that have collocative meaning are in the slogan "Love breaks all rulers" and "Micellair goes expert-our new makeup remover".

In 30 advertisements slogans of Beauty, Electronic, and Technology product, the researchers found 42 types of meaning based on Leech theory (1981). While, in Suryawinata (2003), the researchers categorized 17 types of meaning. The results showed that the highest type of meaning is connotative meaning with 31% data. It showed that the advertisement slogans often used other words to connote or symbolized something based on experience, culture, and society. The lowest percentage of data is thematic meaning with 5% data. Reflected meaning has 24% percentage data. It indicated that the advertiser wants to deliver a new sense of words although in the same expression. Then, social meaning is 10% percentage data and 17% percentage data for affective meaning. While the same percentage data of 7% for conceptual meaning and collocative meaning. The total data showed the types of meaning from the largest to the smallest are connotative meaning, reflected meaning, affective meaning, social meaning, conceptual meaning, collocative meaning, and thematic meaning. From 42 types of meaning, the researchers found 18 types of meaning in Electronic and Technology product. Connotative meaning is the dominant type of meaning with 44% percentage data. The second type is reflected meaning with 33%. While 11% percentage data for affective meaning. Social meaning and conceptual meaning has the same data with 6% percentage data. In Beauty product, the researchers found 24 types of meaning where connotative meaning and Reflected meaning become the most types of meaning with 21% percentage data. The next type of meaning is reflected meaning with 17% percentage data. The same 13% percentage data for affective meaning and collocative meaning. The lowest types of meaning are conceptual meaning and thematic meaning with 8%. These results have similarity findings with the previous study from (Irfan, 2017). The dominant type of meaning that appears in *Samsung* advertisement slogans is connotative meaning. Another result also has the same as previous study from (Kurniawan, 2017). In Maher Zein selected songs, connotative meaning becomes the dominant type of meaning. It is caused because the association of meaning with other things in connotative type gives different sense. Furthermore, thematic meaning becomes the lowest types of meaning since the low target of the consumer cannot be got effectively.

Conceptual meaning or lexical meaning delivers the slogans to emphasize the aim of the product. As the highest type of meaning, connotative meaning symbolize something behind the real meaning. The sentence in social meaning or socio-cultural meaning has the function to deliver language style in order to make the slogans more pleasing and interesting. Then, reflected meaning or situational meaning is elaborated the new sense of the word in the same expression. The sense of meaning is created by depending on the situation of where and when the slogans are used; so that it increases new senses to the phenomenon. It gives an impact for the listener's response toward the advertisement. The association of word with another word in collocative or textual meaning is used to convey different meaning and own sense to the slogan. Next, thematic meaning aims to take consumer's attention to the advertisement. Based on the elaboration above, the results of this research are line with Leech theory. The explanation of types of meaning are supported

by theory. The use of types of meaning in advertisement is useful for the consumer to catch and understand more about the meaning of the slogan.

CONCLUSION

Based on the findings and discussion of this research, the researchers conclude that types of meaning determines successful communication between the readers and the advertisers. Leech (1981) elaborated seven types of meaning that are: (1) Conceptual meaning is the real meaning of the word that found in the dictionary, (2) Connotative meaning is the connotation of real word based on culture, history, and the experience of the speaker, (3) Social meaning is the meaning that delivers the language style in social culture, (4) Affective meaning is the meaning that is communicated with the feeling or attitudes of the speaker, (5) Reflected meaning is the meaning of sense that is affected by another sense in the same expression (6) Collocative meaning is the correlation between word and another word to make good sentences, and (7) Thematic meaning is written based on grammatical order and thematic structure. Therefore, based on Suryawinata (2003) to clarify the meaning that has the same meaning with Leech (1981) such as (1) Conceptual meaning or lexical meaning, (2) Thematic meaning or grammatical meaning, (3) Collocative meaning or textual meaning, (4) Reflected meaning or situational meaning, and (5) Social meaning or socio-cultural meaning. In 30 advertisement slogans, the researchers elaborated 42 types of meaning. This research resulted 18 types of meaning that were written in Electronic and Technology product that are Conceptual meaning (1), Connotative meaning (8), Social meaning (1), Affective meaning (2), and Reflected meaning (6). Connotative meaning was the dominant type of meaning appeared in this product. While, the researchers found 24 types of meaning that were published in Beauty advertisement that are Conceptual meaning (2), Connotative meaning (5), Social meaning (3), Affective meaning (5), and Reflected meaning (4), Collocative meaning (3), and Thematic meaning (2). The most type of meaning was connotative meaning and effective meaning. The types of meaning create the unique advertisement slogans. Successful communication can be achieved if the consumer knows the meaning of slogan and the advertiser uses the best types of meaning in writing the slogans. The researchers also present several suggestions. The first, the researchers expect that the results of this study can enrich knowledge about types of meaning in semantics theory. Secondly, the suggestion addressed to the advertiser for using types of meaning in writing slogans to make the slogan more expressive and attentive. Lastly, the researchers expects that the results of this study can be an inspiration for the next researchers to explore and learn semantics theory especially on the types of meaning subject.

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