

# MEANING ANALYSIS OF ENGLISH SLOGANS ADVERTISEMENT

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## **Abstract**

*This study intends to analyse the text meaning of the slogan. As we know, the usage of the word in slogan text is so meaningful. Sometimes the meaning of the word in slogan has a figurative meaning and commercial purposes. The writer uses 30 kinds of English slogan as the object of the research, 7 slogans come from the advertisements that serve a service and 23 slogans come from the advertisements that serve a product. In this research, the writer uses the qualitative method. The collected data of English slogans advertising from the English newspapers or English magazines are analyzed qualitatively based on related theory or approaches, such as Semantics and stylistics. From 30 kinds of slogan, the writer finds 7 slogans that not contain a figurative language. Usually the producer uses an ordinary word in making their slogan. So the meaning can be understood from its denotation. There are 8 slogans that use hyperbole as a figurative language in order to describe the product.*

*Key Words: Slogans, advertisements, figurative meanings, semantics, stylistics*

## **Analisis makna pada slogan iklan komersial berbahasa Inggris**

### **Abstrak**

Penelitian ini mengkhususkan untuk meneliti arti dalam slogan. Seperti yang kita ketahui, penggunaan kata dalam teks slogan iklan sangatlah bermakna. Kadang arti dari slogan iklan tersebut memiliki makna yang dikiasan ataupun dapat juga bersifat komersial. Penulis menggunakan 30 jenis slogan iklan berbahasa Inggris sebagai objek kajian. 7 slogan iklan berasal dari iklan yang menawarkan jasa dan 23 jenis iklan yang menawarkan barang. Dalam penelitian ini, peneliti menggunakan metode kualitatif. Pengumpulan data diperoleh dari majalah – majalah ataupun koran – koran yang mana akan diteliti secara kualitatif dengan menggunakan pendekatan ilmu semantik dan stylistik. Dari 30 jenis slogan iklan berbahasa Inggris, peneliti menemukan bahwa ada 7 slogan iklan yang tidak menggunakan majas Terdapat 8 jenis slogan iklan yang menggunakan majas hiperbola yang mana bertujuan untuk memasarkan produk mereka.

Kata kunci : slogan, iklan, makna kiasan ( majas ), semantik, stylistik.

## A. INTRODUCTION

One important thing that has a connection with human being especially people is language, because people are a social creature that cannot live alone and always must make an interaction with other. So, people need others in their life to make this life balanced. In making a relationship with the other, people use a language for communication. It is suitable with the definition of the language itself. According to Chomsky as quoted by Kentjono( 1984 ) *Bahasa adalah suatu system yang arbitrer yang digunakan oleh manusia untuk komunikasi* (Language is an arbitrary vocal symbol used by human being for communication).

Sapir as quoted by Alwasilah (1990) says language is *a purely human and non-instinctive method of communicating ideas, emotion, and desire, by means of a system of voluntarily produced symbol*. So, it is understood that language is the important thing for human being in making a relationship with others.

Beside the basic function of the language, it is necessary to understand communication it self. *“Komunikasi adalah suatu proses yang mana informasi disampaikan antara satu individu ditukarkan melalui system symbol, benda, atau tingkah laku.”* (Communication is a process by which information exchange between individuals through a common system of symbol, signs, or behavior).

The processes of communication also have some purposes. One of them is a commercial purpose in advertisement. Advertisement uses communication in order to promote the product to the consumers. In this situation the speaker is the producer and the listener is the consumer, the producer sends information about their product and the message that the producer wants to send is their own product, and the costumer is the listener that will receive information

from the producer. From the message in advertisement field, the costumer will know and understand about the product from the slogan or maybe from the picture of the product.

The word of slogan of advertising usually has special characteristics, like persuasive characteristic. G.R. Miller as quoted by Stiff (1994) says *persuasive communication as any message that is intended to shape, rein force, or change the responses of another, or other*. Miller identified three dimensions of persuasive activity:

1. The processes of response shaping
2. Response rein forcing
3. Response changing

The slogan that usually the costumers read is response re-inforcing. Response re-inforcing is a persuasive that takes place in advertising industry. Usually the advertisers introduce their new product and services in mass media with jiggles and slogans. Slogan is a short phrase that is easy to remember and is used by an advertiser, organization, or other group.

Persuasive is an action that has a purpose to influence or encourage mind, manner or opinion of someone with some reasonable reasons. There are two things that can be used by the producer to make a very persuasive slogan. They are good diction and style. Sometimes the words in slogans are meaningful of figurative language, such as, metaphor, synecdoche, irony, analogy, etc.

The producers create an interesting word in order to get many customers. The producer uses figurative languages to make it more interesting. Therefore, the writer thinks to analyze the meaning of the slogans using a stylistic and semantics theories.

Stylistic is a branch of the linguistics. Stylistic is a method about the style of language. The definition of stylistics is a method of textual interpretation in which primacy of place is assigned to language. Another definition about stylistics is simply defined, as the linguistics study of style, is rarely undertaken for its own sake, simply as an exercise in describing what use is made of language.

While, Semantics is one of the branches from linguistics that dealing with the meaning of words and sentences or we can say that semantics is the technical term used to refer to the study of meaning. And the definition of the meaning is what referred to or indicated by sounds, words or signals.

1. Scope of the problem

In this research, I focus on analyzing the meaning of slogan English advertising using figurative language and stylistic.

2. Formulation of the problem

In this research, I would like to explain (1) What are the most commons figurative language used by the producer in making an English slogan seen from the figurative language and stylistics? And (2) What are the meanings of the slogans used in advertisement?

## **B. DISCUSSION**

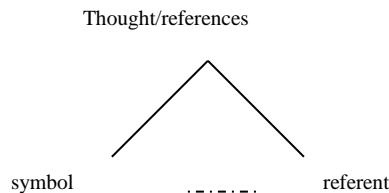
1. Semantic

Semantics is one of the branches of linguistics dealing with the meaning of words and sentences or semantics is the technical term used to refer to the study of meaning. The study of meaning in language is called *Semasiology* or semantics. And the definition of the meaning is what referred to or indicated by sounds, words or signals. For example; Sounds represented by the letters *house* ( in the written from the language) signified the concept ( the picture of house).

a. The concept of meaning in semantics

According to Ferdinand de Saussure (1998: 5) every linguistic signs consist of two components, they are signified, the sign that will be given a meaning. It is a kind of concept or thought reference from a certain sign, and the second is signifier, the sign that will give the meaning in other words, each linguistic sign will have sound component and concept (meaning) component.

Other definition of meaning according to Odgen and Richard (2006:2) can be illustrated as a triangle, as follows:



- 1) The symbols of this curse are the linguistic elements- the word, sentences, etc.
- 2) The referent is the object, etc.
- 3) And the thought or references is a concept.

According to that triangle, Odgen and Richard said that there is no direction link between symbol and referent. The link is via thought or reference, the concept of our minds.

b. Non-literal meaning

Non- literal meaning uses of language in semantics are traditionally called figurative language and are described by a host of rhetorical terms including metaphor, irony, metonymy, synecdoche, hyperbole and litotes.

Example :

- 1) I'm hungry
- 2) I'm starving
- 3) I could eat a horse
- 4) My stomach thinks my throat's cut

The examples above are the example from figurative language. If we see from the grammatical meaning, we can get different meaning. But, if we use figurative in order to get the meaning, we will know both of them describe some one that feels hungry.

Sometimes non-literal meaning describes something in untrue or impossible terms in order to achieve some special effects. On closer examination, it is difficult to draw a firm line between literal and non-literal uses of language. For one things, one of the ways language changes over time is by the speaker meaning shifting the meaning of words to fit new conditions. One shift is by metaphorical extension, where some new ideas is depicted.

## 2. Stylistic

### a. Definition of stylistic

Stylistic is a method of textual interpretation in which primacy of place is assigned to language. Another definition about stylistics is as the linguistic study of style; it is rarely undertaken for its own sake, simply as an exercise in describing what use is made of language.

The aim in studies style is to explain something, and in general, literary stylistics has, implicitly or explicitly, the goal of explaining the relation between language and artistic function. The object in stylistics is literal words or phrase.

The connection between stylistics and literature bring two important caveats, such as :

- 1) The first is that creativity and innovation in language use should not be seen as the exclusive preserve of literary writing. Many forms of discourse such as; advertising, journalism, popular music- even casual conversation often display a high degree of stylistic dexterity, it would be wrong view dexterity in language use as exclusive to canonical literature.
- 2) The second is that the techniques of stylistic analysis are as much about deriving insights about linguistics structure and function as they are about understanding literary texts.

b. The Theory in Stylistics

For Ohmann, an author's style is his characteristic way of writing. The task of the student of style is to identify in some precise way it is that distinguishes one way of writing from another.

Ohmann argues that the study of style is dependent on a theory of linguistics and theory of semantics because these two latter theories describe the system of language. He also argues that the concept of style implies that the words on the page could be changed without changing the basic meaning. Style, then, involves the notion that there are alternative ways of saying the same thing

c. Cognitive stylistics

Like in semantic, there is also cognitive stylistic; the focus of cognitive stylistic is about interaction between dialogue, discourse and social interaction in cognitive turn in stylistics. Both as a tool for exploring the interaction dimension of literary discourse in the broader sense and as a method for examining patterns of dialogue fictional characters in the narrow. So, in other word it can be said that, cognitive stylistics is

intended to supplement rather than supplant, existing methods of analysis, it does aim to shift the focus away from models of text and composition toward models that make explicit the link between the human mind and the process of reading. A further stimulus to cognitive turn was provided by the object of analysis it self, literature.

d. Approaches in stylistics

In order to achieve some purposes, there are some approaches to define the concept of style differently, such as:

- 1) Dualism restricts style to those choices of manner rather than matter and of expression rather than content. The dualist assumes the style as the dress of the thought; it differs between what has to say and whom it is presented to the reader. Another concept is style as a manner of expression. So, there are different ways to convey the same content.
- 2) Monism, in the contrary of dualism, argues about the inseparability of style. According to them, it is a mistake to distinct between the form and the meaning.
- 3) Pluralism emphasizes the concept of the style in terms of language function. This approach distinguishes various meaning according to the various function. Language performs a number of different functions and any pieces of language is likely to be the result of choices made on different functional levels.

e. Metaphor

In stylistic also metaphor is a part of cognitive stylistics. Because the important feature of cognitive stylistics has been interest in the way we transfer mental constructs, and especially in the way we map one mental representation into another when we read texts. Stylisticians and cognitive poeticians have consistently drawn attention to this system of conceptual transfer in both literary and in everyday



discourse, and have identified two important tropes, or figure of speech. Though which this conceptual transfer one trope is metaphor.

Metaphor is a process of mapping between two different conceptual domains. Like in semantic, the domains are known as the target and the source domain. The target domain is the topic or concept that we want to describe through the metaphor while the source domain refers to the concept that we draw upon in order to create the metaphorical construction.

Example : she really blew her lid

In this statement the target domain is our understanding of the concept of anger because it is the concept we wish to describe through the metaphor. Importantly, the relationship between metaphor and linguistic form is an indirect one, which means that we can express the same conceptual metaphor through a variety of construction.

### 3. Figurative Language

Figurative language is the language, on the whole, favored by rhetoricians, poets, fiction writers, lovers, and the like. Negatively, figurative language is the language that avoids speaking directly or plainly about the subject under examination. Positively, figurative language is the language that either speaks symbolically about the subject or heightens the musicality of the language when speaking about the subject. The term figurative language itself is a figure: it is reduction / condensation/crystallization (metonymy) for a vast field of languages.

Some kinds of figurative language such as; personification, hyperbole, simile, irony, metaphor and metonymy.

#### a. Personification

Personification is a kind of figurative language where physical object is further specified as being a person.

Example :

- *Life has cheated me*

In each of these cases, the italic word such as; life, cancer and theory are non-human things but changed become human things. In personification sentence both of those words are changed into human things.

b. Metonymy

Metonymy is a figurative language where imputing human qualities to things that are not human such as : theories, disease, inflation, etc. in the example below there are no actual human being referred to.

Example :

- *The ham sandwich* is waiting for his cheek.

c. Synecdoche

Synecdoche is, by far, the strangest figurative language. It is the one with which most unfamiliar in terms figurative language. Conceptually, as it will become clear. As a word, however, it is rarely used in polite company. In other word, synecdoche is a figurative language where the part stands for the whole.

Example :

- We need a couple of *strong bodies* for our team = ( strong people )

d. Metaphor

Metaphor is a way of conceiving of one thing in term of another, and primacy function understands.

Example :

- Love is a collaborative work of art
- Time is money

e. Hyperbole

Hyperbole is a rhetorical term for exaggeration or overstatement, usually deliberate and not meant to be taken too literally.

Example:

- A flood of tears
- Waiting for ages
- As old as the hill

f. Irony

Irony is a rhetoric words with an implication opposite to their usual meaning. Irony is a comment, maybe humorous or mildly sarcastic.

Example:

- In a difficult moment, an act of kindness makes things worse, and some one says: “well, that’s a lot better, isn’t it?”

g. Analogy

Analogy is a comparison or correspondence between two things because of a third element that they are considered to share. An analogy is usually framed in order to describe or explain the nature of something.

Example :

- “ let me give you an analogy. Time is like a river. Just as the river flows from higher to lower ground, so time flows from the past into future. “

h. Simile

A figurative language, in which a more or less fanciful or unrealistic comparison is made, is using like or as.

Example :

- Run like the wind ( said of clumsy )

She speaks as *run like the wind*, so I cannot understand what she says.

- Like a fish out of water (said of a person uneasy in an unfamiliar situation)

The headmaster looks *like a fish out of water* when he speech in the stage this morning.

#### 4. Finding and Analysis

##### a. Description of Data

The writer uses the English slogan as the object of the research. The data are collected from magazines and newspaper in one week. The slogans come from the advertisements that serve a service can see from no 1- 7 or advertisements that serve a product from no 8-30. The data that the writer obtains can be presented on the table below:

No	The name of the Advertisement	Slogan
1.	Star Cruises (Malaysia Airlines)	“ The Leading Cruise Line in Asia Pacific”
2.	Garda Otto	“Don’t Worry, be Happy”
3.	Indosat	“The future is here”
4.	Adira Finance	“Brings tomorrow today”
5.	Express Mail	“We only stop at red light”
6.	Service	“Something always comes from nothing”
7.	MSA Cargo	“ Like no place else”
8.	Iklan Jalan	“ Connecting People”
9.	Nokia	“Smart Choice for Living”
10.	The Jakarta	“One is never enough.... buns to die for”
11.	Resident	“Ideas for Life”
12.	Roti Boy	“The Power of Dream”
13.	Panasonic	“If slim is not enough”
14.	Honda	“The Professional’s City”

15.	Claviton	“The boutique Airline”
16.	Bintaro City	“Where skincare meets healthcare”
17.	Adam Air	“Your Flying Partner “
18.	Murad	“Italian self service Restaurant “
19.	Sriwijaya Air	“Good friend, great pizza”
20.	Pronto	“ We make people fly “
21.	Pizza Hut	“ Fly is Cheap”
22.	Lion Air	“Classical in its modern”
23.	Wing Air	“ I’m lovin it”
24.	Al-Batros McD Greeny	“Where luxury and greeny blend in a harmony”
25.	Canon	“Delighting you always”
26.	Hypermart	“Low prices and more...”
27.	Chili’s Restaurant	“We don’t stay at once spot”
28.	Rejoice	“Leave your hair “
29.	Medison (Hair treatment)	“ We are the expert”
30.	Donatelo	“ Love your feet”

b. Data Analysis

In analyzing the data, the writer uses the data from the table above. First, the writer writes the slogan, and after that the writer explains the explicit meaning using stylistics way. If the writer finds a kind of figure language in that slogan, she will classify that slogan in figurative language like personification, simile, hyperbole or simile.

**C. CONCLUSION**

Based on the analysis of 30 kinds of English slogan that has been made, the writer can conclude as the following:

1. The writer uses 30 kinds of English slogan as the object of the research, 7 slogans come from the advertisements that serve a service and 23 slogans come from the advertisements that serve a product.
2. From 30 kinds of slogan, the writer finds 7 slogans that not contain a figurative language. Usually the producer uses an ordinary word in making their slogan. So the meaning can be understood from its denotation.
3. There are 8 slogans that use hyperbole as a figurative language in order to describe the product.
4. Mostly, the writer finds a personification as a figurative language in transportation advertisement. From 30 kinds of slogan, the writer finds 9 kinds of personification uses by the producer in making their slogan.
5. Another figurative language that the writer finds in 30 kinds of slogans are; irony, synecdoche, analogy and metaphor.

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