

THE ANALYSIS OF ASSOCIATIVE MEANING IN *SAMSUNG*

ADVERTISEMENT SLOGAN

A GRADUATING PAPER

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A FINAL PROJECT STATEMENT

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THE ANALYSIS OF ASSOCIATIVE MEANING IN SAMSUNG ADVERTISEMENT SLOGAN

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ABSTRACT

Samsung is a big company which comes from South Korea and famous in the world. There are many products which have been made by *Samsung*, one of them is in electronics. In media, *Samsung* promote their product using advertisement. In Indonesia, there are many *Samsung* advertisements in English, especially in slogan. It is difficult to understand the meaning or the message of advertisement by Indonesian. That is the reason why the researcher interested in observing *Samsung* advertisement slogan. This research aims to investigate types of associative meaning *Samsung* advertisement slogan based on Leech's theory of semantics. This research uses descriptive qualitative method, and collects the data by library research. The data are obtained from www.samsung.com/id/home/. The result shows that in *Samsung* advertisement slogan, there are several types of associative meaning, they are connotative meaning (11 data), social or stylistic meaning (1 datum), affective meaning (1 datum), reflected meaning (2 data), and collocative meaning (0 datum). The advertiser uses connotative words to make their advertisement more meaningful and sense able. It can be identified that connotative meaning is the most dominant in *Samsung* advertisement slogan.

Keywords: *Slogan, advertisement, associative meaning, print, Samsung advertisement*

ANALISIS MAKNA ASSOCIATIVE PADA SLOGAN IKLAN SAMSUNG

Oleh: Asep Hilmil Irfan

ABSTRAK

Samsung merupakan sebuah perusahaan besar yang berasal dari Korea Selatan dan terkenal di dunia. Ada banyak produk yang telah dibuat oleh *Samsung*, salah satunya dalam elektronik. Di media, *Samsung* mempromosikan produknya dengan menggunakan iklan. Di Indonesia, Ada banyak sekali iklan *Samsung* yang menggunakan Bahasa Inggris, khususnya dalam slogan. Makna iklan tersebut sangat sulit dipahami oleh orang-orang Indonesia. Hal inilah yang membuat peneliti tertarik untuk menelaahnya. Penelitian ini bertujuan untuk mengetahui jenis-jenis makna *associative* dalam slogan iklan *Samsung* berdasarkan teori semantik Leech. Penelitian ini menggunakan metode deskriptif kualitatif dan mengumpulkan data dengan kajian pustaka. Data tersebut diambil dari www.samsung.com/id/home/. Hasil dari penelitian ini menunjukkan bahwa dalam slogan iklan *Samsung*, ada beberapa jenis-jenis makna *associative* yang muncul yaitu, makna konotatif (11 data), makna sosial atau stilistik (1 data), makna afektif (1 data), makna reflektif (2 data) dan makna kolokatif (0 data). Pengiklan menggunakan makna konotatif adalah untuk membuat iklannya lebih bermakna dan bisa dimengerti. Itu bisa diidentifikasi bahwa makna konotatif lebih dominan dalam slogan iklan *Samsung*.

Kata Kunci: *Slogan, iklan, makna asosiatif, cetak, iklan Samsung*

DEDICATION

THIS GRADUATING PAPER, I DEDICATE TO:

MY BELOVED PARENTS

MY LITTLE BROTHER

MY BIG FAMILY, YAYASAN SITI FATIMAH KUNINGAN

MY FRIENDS, ENGLISH LITERATURE 2013

MY LECTURES, ENGLISH DEPARTMENT,

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MOTTO

“With self-discipline, all things are possible”

-Theodore Roosevelt-

“Perhaps it is our imperfections that make us so perfect for another”

-Jane Austen-

“Start where you are. Use what you have. Do what you can.”

-Arthur Ashe-

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I realize that there is no such thing as perfection. Possibly, there are some mistakes in my graduating paper, thus there is a need for them to be revised. That is why, I do appreciate the readers who are willing to give their criticism and advice to improve my graduating paper.

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Yogyakarta, October 5, 2017



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CHAPTER I

INTRODUCTION

1.1 Background of Study

People is social being and they are live in togetherness to complete each other. People need a language to communicate with others. By communicating, people can express the ideas, opinions, informations, and so on. According to Keraf, “the function of language is a means of communication among members of the public, a communication is held by using the sound produced by the human vocal organs” (1987: 17). Therefore, it is clear that the primary function of language is to convey better information and communication. While the aim of communication is to convey the messages. Every word definitely have meaning, whether it is direct meaning or indirect meaning. As stated by Alwasilah, “language is a purely human and non-instinctively method of communicating ideas, emotion, and desire, by means of a system of voluntarily produced symbols” (1990). So, it can be understood that language is very important in dealing with society and social interaction.

In communication, people need to uses language that understood by others, so the message of the language can be reached. This idea has been stated in holy Quran surah An-Nisa verse 63:

أُولَئِكَ الَّذِينَ يَعْلَمُ اللَّهُ مَا فِي قُلُوبِهِمْ فَأَعْرِضْ عَنْهُمْ
وَعِظْهُمْ وَقُلْ لَهُمْ فِي أَنْفُسِهِمْ قَوْلًا بَلِيغًا ﴿٦٣﴾

“Those men,-God knows what is in their hearts; so keep clear of them, but admonish them, and speak to them a word to reach their very souls” (Q. S. An-Nisa: 63) (Ali, 1994: 79).

From the verse above, according to Tafsir Al-Maraghi, the meaning of *qaulan baliga* in that verse is that words which trace would you instill in their souls (1986: 124). In other words, it can be defined that the word *baliga* means correct and the meaning is clear. In addition, it is also means using effective words, being to the point, communicative, and easy to understand. Therefore, the communication is right on the target. Then the use of language and the message should be adapted to the intellectual level of the listener or reader. In other words, it should be adapted with context and situation, certainly in a language that is easy to understand by people.

From the definition above, it can be concluded that Islam teaches its adherents to deliver the message by using effective words. The message must give benefit to the hearer. Therefore, the meaning of the message can be delivered from speaker to the hearer clearly. Then there is no misunderstanding from the speaker to the hearer.

Furthermore, there is a study of the meaning of language, namely semantics. Semantics is a branch of linguistics. As stated by Palmer, “semantics is the technical term used to refer to the study of meaning, and since meaning is part of language, semantics is a part of linguistics” (1981: 1). Semantics is also a part of the structure language associated with the expression and structure of meaning. Then semantics is a branch of linguistics that studies the meaning in relation with the expression as well as units of language such

as words, phrases, clauses, sentences, and discourse. Regarding to the use of language, the researcher considers advertisement is as one type of communication means which uses language as the main core to deliver its message through the use of slogan and other elements.

People need many things to fulfill what their needs in daily life. Sometimes they feel confused how to find it because there are many choices with different brands and different features. They need some information to choose the best one and suitable with their needs. Hence, there is an advertisement which provides much information of the product being advertised. The information in an advertisement is constructed through a language which is different from the daily language.

Advertisement is a medium to convey information about the products from a company that will be sold to consumers. In other words, advertisement gives information of product to the people. Mihalicek in language files indicated, “advertisement is an activity of delivering the message from a company to the audience using language” (2011: 657). Therefore, in making advertisement, the first thing that must be considered by a company is the use of language. In their advertisement, language should be fascinating, short, and clear because it will persuade the consumers to buy the products offered by the company.

Advertisement language is different from the language used in daily life. It must be persuasive. Institute of practitioners in advertising agencies

stated, “advertising is the most persuasive possible selling message to the right prospects for the product or service at the lower possible cost” (Jefkins, 1997: 5). From the statement, it is clear that the language that is used in advertisement more attractive and influential. Thus, it should be interested and the message should be easy to accepted by consumers.

To deliver a message, there must be a path or media to deliver it. As well as in creating advertisement, there are some media that are used to promote a product. The first is print advertisement, including magazine and newspaper. Second is electronic advertisement, including radio and television. Third is digital media interactive, including internet. Fourth is out of home media including, outdoor advertisement like billboards, and in means of transportation like bus, taxi, and subway advertising. Fifth is direct mail media, including e-mail, sales letters, postcards, catalogs, etc. Sixth is other media, including DVD and VCD (Arens as cited in Istinganatun 'Aliyah, 2015: 3).

One medium that is commonly used to promote a commercial product is printed media, including magazines and newspapers. In printed media, there are several elements in it, such as “headline, illustration, subhead, body copy, captions, boxes and panels, slogans, logotypes (logos), seals, and signatures” (Bovee, 1982: 307). Although each element in the print media plays an important role on determining success or failure of an advertisement, the most important element is slogan. It is the first thing seen by the reader. Then in writing the slogan, the words must be short, understandable, and easy to remember. As stated in *Contemporary advertising* book, Bovee says “the

effective slogan should be short, easy to understand, memorable, and easy to repeat” (1982: 316). Therefore, slogan has an important role on determining the success or failure of a promotion in the advertisement, especially, for the company which wants to promote their product. They need to use effective word to make good slogan. It also needs to appropriate with situation and condition.

Nowadays, people to find anything including advertisement is a lot easier by the existence of internet. Hence, the researcher limits this study to make it more focus on English slogan mobile phone and the data from this study are taken from the website www.samsung.com/id/home/. The researcher chooses the slogan of *Samsung* Indonesia's website because there are a lot of mobile phone slogans use English. In addition, *Samsung* is a big company that comes from South Korea and their product is famous in the world. Based on *Internal Data Corporation* (IDC), *Samsung* is no one in marketing electronics area (22.8 %) and has made 72 million unit of phones in 3 months (2017). Then *Samsung* is a product that has gotten many award-winnings technology and consumers demands. In the event of *Consumer Electronic Show* (CES) 2016, *Samsung* gets 38 awards. A number of award-winning *Samsung* products are gear S2, Galaxy S6, Edge +, tablet Galaxy View, and the newest *Ativ Book 9 Pro*, and others. CES Innovation Awards program itself is an annual competition to appreciate the design and engineering in technology products for the consumer. These reviews shows that *Samsung* has many customers and

awards, included in Indonesia and also there are many *Samsung* advertisements in media, such as television, newspaper, internet, and others.

The problem here, Indonesia is a country that uses *Bahasa* but there are still some companies that promote their product using English, for instance, cigarettes, perfumes, electronics, fashions, cosmetics, households, foods and beverages, appliances, and including *Samsung* advertisement. It can make difficult to understand the meaning, especially in slogan. Whereas slogan written in advertisement is greatly affects the product. Some people will be difficult to understand the meaning that is contained in the slogan if it is in English language. Therefore, this study is going to discuss *Samsung* advertisement slogans, especially mobile phone in Indonesia that use English. The researcher analyzes the type of associative meaning. By knowing the meaning which contained in the slogan, the consumers are able to know the purpose and meaning of the advertisement. In addition, this research will be useful for the advertisers and linguistics students.

On the other hand, as it has been explained previously, the language used in advertisement is different with the language spoken by most Indonesian. Sometimes people or consumers are not able to understand and to knowing the message beyond the slogans because sometimes it contains implicit meaning. People usually consider the slogan text in advertisement as common text. There is an example of *Samsung* advertisement slogan: *Do Big with Mini*. It needs such a deeper knowledge to understand the meaning. Some of Indonesian people who do not have good English competence cannot

understand the meaning. It is exactly because the language that is used in the slogan has a beyond meaning. Moreover, people or consumers must read the slogan repeatedly to get the message of the slogan. Therefore, in order to get good interpretation on the meaning of advertisement slogan, people need to know the meaning that is used in advertisement slogan. The use of the lexical choices will influence how people interpret the meaning of slogan and how they get reaction to buy the product. Thus, the researcher decides to analyzes *Samsung* advertisement slogan especially mobile phone through semantics theory by Geoffrey Leech to show the type of associative meaning and also interpretation of meaning to know the whole meaning in mobile phone *Samsung* advertisement slogan.

This research is expected to provide new insights to the reader about the types of associative meaning by Geoffrey Leech. That theory analyzes the meaning of *Samsung* advertisement slogan comprehensively. Then the theory is not complicated in giving the explanations. It is quite easy to understand. It gives explanation on type of associative meaning in detail and simple way. The detail of this theory will be explained in the next chapter.

1.2 Research Question

Based on the background of study above, the researcher formulate one question; what are the types of associative meaning that is appeared in *Samsung* advertisement slogan?

1.3 Objective of Study

The objective of this research is mainly to answer the question of research question above. What the researcher wants to explain the types of associative meaning that is appeared in *Samsung* advertisement slogan.

1.4 Significances of Study

This research is important because of some reasons. This study becomes comprehensive to understanding types of associative meaning in advertisement and this study also gives some contributions to people who concern in advertisement area, linguistic students especially who study semantics, and other reseachers. For people who concern in advertisement area, it gives new perception related to advertisement. They also should be more careful to make an advertisement, for example by giving attention to the words or slogan. Then for the linguistic students especially who study on semantics, this study can be used as a reference to comprehend application of Leech's theory.

1.5 Literature Reviews

There are many linguistic researchers talk about the types of meaning and advertisement. First, a research that is written by Laksono Budi Wibowo, student of Gadjah Mada University Yogyakarta, entitled "Pragmatic Study of Printed Mobile Phone Advertisement". The data were collected from mobile phone advertisement taken from Indonesian daily newspaper *Kompas* during July 2012. He finds fifteen printed mobile phone advertisement. He uses

pragmatic theory to examine each advertisement for its structure, illocution, and characteristics. The research questions of this thesis are, what is the type of sentence used in printed mobile phone advertisement, what is the type of illocution used in printed mobile phone advertisement, what is the purpose of printed mobile phone advertisement, and what is the structure of printed mobile phone advertisement. The result of this thesis shows that most of the advertisements use declarative sentence (8 out of 15), 6 advertisements use imperative, and 1 advertisement uses interrogative. Then this thesis also shows that 8 out of 15 illocutions are direct and literal, 7 for indirect and literal, and there is no illocution non-literal. The last, this thesis shows that 11 out of 15 advertisements were aimed to give information, 3 out of advertisements were aimed to improve the product and company brand.

Second is a research that written by Asri Agusulistyaningrum, a student of Sanata Dharma University Yogyakarta, entitled “Gaya Bahasa Dan Diksi Dalam Iklan Komersial (Suatu Kajian Semantik)”. This research uses descriptive method. The data were taken from “Sindo” News in February-March 2014 edition. It discusses about figurative of speech and diction in commercial advertisement. The research questions of this thesis are, what are the figure of speech that used in commercial advertisement and what are the diction that used in commercial advertisement. The result of this thesis are the stylistic devices found in the advertisement were comparison, contradiction, connection, and repetition. The comparison enveloped 11 personifications and 5 anticipations. Moreover, it discovered seven hyperboles and two ironies as

included in contradiction. In the connection stylistic device was found out 15 metonymies, 14 asyndeton, 11 ellipsis, and 2 erotesis. Repetition stylistic device covered 5 assonances, 4 epizeuksis, and 1 alliteration. Furthermore, the dictions that is used in the advertisement were six common words, 3 special words, 4 abstract words, 1 concrete word, 5 popular words, 23 knowledge of words, 2 original words, 27 absorption words, 27 synonyms, and 8 antonyms.

The third is a research that written by Nanang Eko Wahyudi, a student of State Islamic University Sunan Kalijaga Yogyakarta, entitled “The Associative Meaning of Love in Both Wali’s “Cari Jodoh” And Fabrizio Vaneillo’s “I No Can Do” Songs”. The researcher uses qualitative method. It discusses associative meaning (semantics) and words that is used in that songs. The research questions of this thesis are, what are the semantics similarities and differences between Wali’s song “Cari Jodoh” and Fabrizio Vaneillo’s song “I No Can Do” in express love, and what words are used in Wali’s song “Cari Jodoh” and Fabrizio Vaneillo’s song “I No Can Do” to express love. The result of this thesis shows that first, the songs are similar in its theme and use of poetic freedom but they are different in the grammatical structure and in the relationship speaker and hearer. Second, it is in terms of word that contain in the song, “I No Can Do” Song has 9 connotative meanings, 24 stylistic meanings, 19 affective meanings, 3 reflective meanings, and 6 collocative meanings. Then, “Cari Jodoh” Song has 6 connotative meanings, 20 stylistic meanings, 16 affective meanings, 0 reflective meaning, and 4 collocative meanings.

Fourth is a research written by Succintitacinti Kumara Dewi, a student of Gajah Mada University Yogyakarta, entitled “The Implicature of Cosmetic Advertisements in *Oriflame* Catalogue”. This research uses descriptive qualitative method. The data were taken from fifth edition Catalogue issued during 13 April - 10 May 2013. The research uses pragmatic theory and the data are limited into two areas: the form of the language and illocutions. The research question of this thesis are, what are elements of printed cosmetic advertisements and what is the type of illocution used in printed cosmetics advertisements. The results of this thesis are cosmetic advertisements consist of headline, subhead, body copy, slogan, and the sentence in the advertisement categories in types of illocutionary act: direct-literal illocutionary, direct-non-literal illocutionary, non-direct literal illocutionary, and non-direct – non-literal illocutionary. It is also concluded that cosmetic advertisements use, first indirect literal illocutionary act to give information about the product and to persuade the readers to buy and it is politer than the other types of illocutionary acts. The second is direct literal illocutionary act because it promotes the product to the reader straight forwardly.

Fifth is a research written by Lazfihma, the student of Yogyakarta State University, entitled “Analisis Gaya Bahasa Dalam Slogan Iklan Minuman di Televisi”. By using descriptive qualitative method, she discusses language style in advertisement slogan, especially tea and coffee from 2011-2013 edition. The research questions of this thesis are, what is the language style that is found in advertisement slogan tea and coffee in television and how the

semantic meaning that consist in language style advertisement slogan tea and coffee in television. This thesis uses stylistic and semantic theory. The result of this research shows that there are (1) 10 categories of language style that consists of 3 metaphors, 18 hyperboles, 4 personifications, 3 alliterations, 4 assonances, 8 repetitions, 3 retires question, 2 synecdoche, 2 ellipses and (2) denotative meaning. They consist of advertisement slogan of tea and coffee in television.

This research is different from all those prior research. It talks about semantic meaning that is found in *Samsung* advertisement slogan. The data were taken from www.samsung.com/id/home. This research uses semantic theory, especially associative meaning by Geoffrey Leech to solve the problem. This research analyzes the advertisement through different point of view. What make this research different from those four-previous study is theory used and also the data.

1.6 Theoretical Approach

This study focuses on analyzing mobile phone *Samsung* advertisement slogan. Then the researcher analyses the types of associative meaning using semantic theory by Geoffrey Leech.

1.6.1 Types of Associative Meaning (Semantics)

According to Leech, there are 7 kinds of meaning (1981: 9) but it is divided into three types. They are conceptual meaning, associative meaning (connotative meaning, social or stylistic meaning, affective

meaning, reflected meaning, collocative meaning), and thematic meaning.

First, conceptual meaning is the kind of meaning that has the clearness of meaning and context bound. Second, associative meaning has procedures to show meaning clearly beside cognitive meaning, lexeme, or word relating to something out of the linguistics context. It defines that every lexeme has some meanings that indicates something to the reference. In associative meaning, there are five types of meaning. They are:

1. Connotative meaning, according to Leech as cited by Djajasudarma, connotative meaning means what is communicated by virtue of what language refers to (1999: 18).
2. Social or stylistic meaning is the meaning that is influenced by a person's geographic and social status.
3. Affective meaning is associated with the feeling of speaker.
4. Reflected meaning, the kind of meaning that has double meanings in one word.
5. collocative meaning is a type of meaning that has the same meaning in one word but it will be different meaning when in the context of a different sentence.

Then the third, thematic meaning is a type of meaning that make one word in the sentence become a main idea of the sentence.

1.7 Method of Research

Generally, the methods of research are including some major components as the following:

1.7.1 Type of Research

Based on the research design, this study uses descriptive qualitative method of research. Descriptive qualitative is the research when people requests an answer to question systematically using a predefined set of procedures to answer the question and collects evidence (Natasha, 2005: 1). Moreover, this research does not need a kind of questionnaire as in quantitative research. Satory said that in qualitative research, the researcher needs to use the real setting and context which cannot be found by using questionnaire (2013: 27). Besides, this research also uses kind of descriptive method in making hypothesis of the research. According to Sugiyono, descriptive type is single working with one variable or could be more (2008: 56). It means that, the researcher does not make any comparison among the variables. Therefore, this research gives a brief and clear explanation of the description about types of associative meaning in mobile phone *Samsung* advertisement slogan.

1.7.2 Data Sources

Data sources are subjects where the data can be gotten (Arikunto, 2006: 129). Therefore, the data source of this research is *Samsung*

Indonesian website www.samsung.com/id/home/. The main data of this research are *Samsung* advertisements. Then the data of this research are mobile phone of *Samsung* advertisement slogans.

1.7.3 Data Collection Technique

Data collection technique that is used in this research is read-write technique. Creswell said that process is including organizing and preparing the data, an initial reading through the information, coding the data, representing the findings in tables, graphs, figures, and interpreting the findings (2009: 186). Reading technique is a way of read to get the data. Here, the researcher reads and observes all of mobile phone *Samsung* advertisement slogan. Then writing technique is a way to write all of data. The data collection techniques are described below:

1. Searching *Samsung* advertisement slogans that are used English in the internet including magazines, newspapers and website to support the data;
2. Downloading and selecting *Samsung* advertisement slogan especially mobile phone used English from the website, www.samsung.com/id/home/ ;
3. Identifying *Samsung* advertisement slogans of mobile phone that are used English;
4. Eliminating the data which have the same slogan;
5. Writing and listing all the selected slogan in the table.

1.7.4 Data Analysis Technique

Data analysis is a process to organize and to arrange the data into categories and describing them to get hypothesis as it is recommended by data (Moleong, 2006: 280). Therefore, after collecting data, the reseacher analyzes the data using the following steps to get the findings:

1. Presenting the data, the purpose of this presenting the data is rich and detail, including: the advertisement in brief and gathered words
2. Interpreting and identifying each slogan meaning based on Semantics theory.
3. Drawing the conclusion based on the findings.

1.8 Paper Organization

This paper is arranged into four chapters. The first chapter is introduction which contains the background of study, reason of choosing topic, and significances of the study. Then, it includes research question, objective of study, significances of study, literature review, theoretical approach, methods of research and paper organization. The second chapter is theoretical background. The third chapter consists of research findings and discussion. The last chapter of this paper is conclusion and suggestion.

CHAPTER II

THEORETICAL BACKGROUND

This chapter presents and describes the theoretical background included the description about semantics, types of associative meaning, advertisement, slogan, and background of *Samsung* Group. As stated by Cooper and Schinder in Sugiyono that theory is one of systems used by the researcher to impose the data in order to classify them in the meaningful way (2008: 84).

2.1 Semantics

Semantics becomes paramount thing in linguistic area as Chomsky stated that studying semantics is very important to understand language in linguistics. Therefore, the linguists stated that the study of semantics as part of linguistics and semantics becomes the comparable object with other linguistics areas (Chaer, 2014: 285). Then Chaer stated,

Word semantics is formed from a derivation from Greek verb *sēmainō* “to mean” or “to signify”. The noun semantics and the adjective semantic are derived from *sēmantikos* “significant”; semiotics (adjective and noun) comes from *sēmeiōtikos* “pertaining to signs”; semiology from *sēma* “sign” + *logos* “account”; and semasiology from *sēmasia* “signification” + *logos* (2013: 2-3).

The relation between linguistics and semantics has begun since Ferdinand de Saussure as a father of linguistic claim that semantics is a part of linguistics by

his work entitled *Course de Linguistique Generale* (Djajasudarma, 1999: 2). His work influenced a lot of any linguist rationales. In the other definition, semantics is the branch of linguistics dealing with the meaning of words and sentences (Hornby, 1973: 1068)

In addition, semantics is linguistics that studies about meaning. It is concerns with what sentence and other linguistics object express, not arrangement with syntactic parts and pronunciations (Katz, 1972: 1). It deals with the expression of linguistics objects such as used by word, phrases, and sentences. In other words, semantics is the study of relationship between linguistics forms and things in the world that is how words literally connect to things (Yule, 1996: 4). It means that, there is relation between semantics and things in the world. Then Griffith added,

Semantics is the study of word meaning and sentence meaning. If the people dealing with the meaning without considering the context, it means they are engaged in semantics and they just need the literal meaning of sentences. The literal meaning of a sentence is based on just the semantic information that you have from your knowledge of English (2006: 6).

From the definition above, it can be understood that semantics is a part of linguistics and it only studies about word and sentence meaning without considering the context. Nevertheless, people may have different method to analyze the meaning of language because there is no general agreement about the nature of meaning or the way in which it should be described.

In other sides, semantics also have some close relations with social sciences like sociology, anthropology, philosophy, and psychology. Sociology has a close

relation with semantics because sociology is scientific study of the nature and development of the society and social behavior. It has something to deal with semantics. It is to identify a certain expressions or utterances which can indicate the identities or characteristics of particular group or person in a community. Then anthropology has a close relation with semantics because anthropology is the study of human race especially of its origin, development, custom, and belief. It needs semantics to analyze the meaning of a language which can provide the cultural classification of the language users (Chaer, 2013: 4).

Semantics also has function and becomes important to the analysis. There are two functions, first, semantics has a function as a communication to convey ideas, argument and also information. The second is the process of human effort to understand the nature of meaning involves the mental ability by the use of reasoning and opinion. As stated by Leech,

Semantics is central to the study of communication; and as communication becomes more and more crucial factor in social organization, the need to understand it becomes more and more pressing. Semantics is also at the center of the study of the human mind-thought process, cognition and conceptualization (1981: IX).

Therefore, it can be concluded that semantics is the study of meaning which can be used for better communication in society. Semantics also can be used to understand literary works and utterances.

Semantics is appropriate to use on studying the typology of meaning in the language of advertisement. It is because semantics deals with the meaning of

language that is used by people in order to convey their proposed meaning of speaking or message of a language used. Furthermore, the researcher is going to explain types of associative meaning based on Leech's theory.

2.2 Types of Associative Meaning

Semantics theory is always concerned with certain procedure of meaning that is referred or indicated by sounds, word or signals (Hornby, 1995: 726). Leech distinguished the meaning into three types of meaning. They are conceptual meaning with logical, cognitive, or denotative content; thematic meaning, what is communicated by the way the message is organized in terms of order and emphasis; and associative meaning which is divided into five types of meaning (connotative meaning, stylistic meaning, affective meaning, reflected meaning, and collocative meaning) (1981: 9).

On the other definition, associative meaning is a meaning of lexeme or word relating to something out of the linguistics context (Chaer, 2007: 293). Associative meaning is the meaning which is owned by a word and it has a relationship with something beyond the language. For example, the word *jasmine* is associated with something holy or sanctity, the word *black* is associated with the meaning of darkness and sadness; the word *red* is associated with the meaning of brave, etc. (Chaer, 2014: 293).

Associative meanings have a deeper implicit meaning from the conceptual meaning and it is more related to the level of understanding of people's mental. Then the difference between the conceptual meaning and the associative meanings

can be done based on the relationship of meaning of a word with another word. Associative meaning can be affected by the culture and the human experience. Words or lexemes in society sometimes have many interpretations which are really different from the linguistics context. For more information, each types of associative meaning are given below.

2.2.1 Conotative Meaning

Connotative meaning is the meaning that refers to the additional or suggested meaning of a word, phrase, and sentence. As stated by Leech, “connotative meaning is the communicative value of an expression had by virtue of what it refers to, over and above its purely conceptual content” (1981: 12). The word *woman*, for instance, it is conceptually defined by three features; human, female, and adult. Then the three properties *human, female, and adult* must provide a criterion of the correct use of that word. These contrastive features, translated into real word terms, become attributes of the referent (that which the word refers to). Meanwhile, there is a multitude of additional, non-criterial properties that we have learnt to expect a referent of *woman* process. It includes the physical characteristic such as *having womb*. It also contains psychological and social properties such as *gregarious* and *having maternal instinct*.

Connotative meaning is also associated with emotional associations that comes out by a word. The example is the word *moon* which is not only used in denotative meaning as the round object which moves in the sky around the earth and can be seen at night, but also raises connotative meanings that can be associated

with romantic word which is so often used in terms of romance or love. It is based on the experience of people. Another example, the word *child* is defined as a young human being but there are many other characteristics. People associate *child* such as; amusing, lovable, sweet, noisy, irritating, etc.

Thus, although the meaning is personal, it is also possible to have similar meaning with others. As stated by Kreidler, “connotation refers to the personal aspect of meaning, the emotional associations that the word arouses. Connotations vary according to the experience of individuals, because people do have common experiences, some words have shared connotations” (1999: 45). In other words, the connotative meaning of a term builds on the basic conceptual attributes to include the various additional non-criterion properties that people have come to learn to expect a referent possess. It can be concluded that, connotative meaning includes a circle of concept and feeling that includes emotion level and characteristic of human sense around the meaning of word.

2.2.2 Social or Stylistic Meaning

Another type of associative meaning that Leech distinguished is social or stylistic meaning. It is about the piece of language which expresses the social events where there is the use of language. As stated by Leech, “social meaning is that which a piece of language conveys about the social circumstances of its use” (1981: 14). Social meaning relates to the use of language to establish and regulate social relations and to maintain social roles. Language that people used in communication is related to the social circumstances of the speaker’s culture because the dialects

appear from background's life variety. The differences of tones, styles, and choices of words will influence their speaking.

The English style has recognized some main dimensions' variation. Further, Leech also stated that there is a category of the main dimension of stylistic variation to distinguish on each dimension which shows something from the different style (1981: 14). It appears in certain language; they are:

- a. Dialect (the geography language area or social class);
- b. Time (the language of the eighteenth century, etc.);
- c. Province (language of law, of science, of advertising, etc.);
- d. Status (polite, colloquial, slang, etc., language);
- e. Modality (language of memoranda, lectures, jokes, etc.);
- f. Singularity (the style of Dickens, of Hemingway, etc.).

From the definition above, it can be concluded that a language has different style from other language, it is depending on location and culture. Thus, it relates to the style of word selection in differentiate the social class and certain activities of society (Chaer, 1995: 73). Then it is sometimes influenced by local diction or geographical dialect regarded to vocabulary or certain lingual aspect (Subroto, 2011: 49). The example is in *Bahasa*, there are *rumah*, *pondok*, *istana*, *keraton*, *kediaman*, *tempat tinggal*, and *residensi*.

2.2.3 Affective Meaning

Affective meaning is the meaning associated with the feeling of a speaker to the listener or the object that being discussed. As stated by Leech, it is kind of

language which reflects the personal feelings of the speaker or writer including his attitude to the listener or his attitude to something that is uttered (1981: 15). In this meaning type, the feeling of speaker or writer to the hearer or reader is clear. In other word, it is the expression or communication of emotion or feeling of the speaker about something that is happened according to the situation.

The tone of voice is really important to show the emotion since the listener will understand the feeling of the speaker if he is sad, angry, bad, or happy through the intonation of the speaker. The example is *you are stupid*. The speaker might feel annoyed by using word *stupid*. It will be more clear if the intonation used is stressed and in a high tone. Additionally, this meaning has been indicated by its sense or the emotive word. If the word, phrase, and sentence have a stressed sense of emotion, it can be categorized as an affective meaning. Therefore, it is defined as the sense of a word that shows the speaker or writer's feeling to the hearer or reader or the topic.

2.2.4 Reflected Meaning

It deals with lexical level of language which raises in case of multiple conceptual meaning. In other word, reflected meaning is what being communicated through association with another sense of the same expression or the meaning which arises in case of multiple conceptual meaning when the sense of word parts of our response to another sense (Leech, 1981: 16). This is usually caused when one sense of word affects our interpretation to another meaning. Therefore, it is possible to make either secondary or substitution meaning for the same words which are

reflected to familiar reference of the word in society. Moreover, this meaning mostly refers to the taboo, sacred condition, and attitude. For example:

Are limbs, so *dear* achieved, are sides,

Full-nerved – still warm – too hard to sir?

These lines from *Futility*, a poem on a dead soldier, Wilfred Owen overtly uses the word *dear* in the sense ‘expensive(ly)’, but also alludes, one feels in the context of the poem, to the sense ‘beloved’ (Leech, 1981: 16). It can be concluded that reflected meaning is a word that has several meaning, but still appropriate with context situation.

2.2.5 Collocative Meaning

Collocative meaning deals with word which is associated with another word in order to make the word becomes a good phrase and sounds correct. According to Leech, “collocative meaning communicated through association with words tends to occur in the environment of another word” (1981: 17). Lexeme *collocative* is derived from the lexeme *collocate* to be collocation. According to *Cambridge Advance Learner’s Dictionary*, to collocate is a condition when a word or phrase is often used in another word or phrase, in a way that sounds correct to people who have spoken to their language all their lives, but not might be expected from the meaning.

In the other word, it refers to associate of word because its usual co-occurrence with certain types of words such as, big business not large or great. It means that the word *big* is more suitable with word *business*. Then the word *pretty*

and *handsome* for instance. The word *pretty* tends to collocate with *girl, woman, villages, garden, flower, etc.* and the word *handsome* tends to collocate with *boys, man, car, overcoat, etc.* Therefore, it can be concluded that people should use correct word or special category of collocative meaning because all of words depend on the association of meaning which comes from environment.

From the explanation about types of associative meaning above, it can be concluded that associative meaning is divided into five types of meaning and they can associate with other things. It is referring to the knowledge of reader or hearer. To make the types of associative meaning easy to understand, it can be simplified in the following table:

Table 1. Types of Meaning Based on Leech's Theory (1981: 23).

ASSOCIATIVE MEANING	1. CONOTATIVE MEANING	What is communicated by virtue of what language refers to.
	2. SOCIAL MEANING	What is communicated of the social circumstances of language use.
	3. AFFECTIVE MEANING	What is communicated of the feelings and attitudes of the speaker/writer.
	4. REFLECTED MEANING	What is communicated through association with another sense of the same expression.
	5. COLLOCATIVE MEANING	What is communicated through association with words which tend to occur in the environment of another word.

As mentioned previously that semantics is a study about meaning in language and in semantics there are three types of associative meaning which can associate with other sense. Here, the researcher uses associative meaning to analyze the meaning in advertisements, especially mobile phone *Samsung* advertisement slogan. The meaning of words or phrases in *Samsung* advertisement slogan are different from the usual words. People might have some varieties of assumptions toward objects as well as words. The meaning of the word always depends on the context where the words are uttered.

2.3 Advertisement

People need many things to fulfill their needs in daily life. Sometimes they feel confused how to find their needs because there are many choices with different brands and different features. They need some information to choose the best one and suitable with their needs. Hence, there is an advertisement which provides many information of the product being advertised. The information in the advertisement is constructed through a language which is different from the daily language.

Advertisement is a medium to promote the products to the public. Advertisement is the commercial communication about a group of companies and their products which convey to the people through the media that are general such as radio, newspapers, television, and others (Lee and Johnson, 2004: 3). It is almost the same as opinion from Bovee and Arens, “the nonpersonal communication of information, usually paid for and usually persuasive in nature, about products (good

and services) or ideas by identified sponsor through various media” (1992: 7). It means, advertisement is a medium to promote the products.

From the definitions above, it can be concluded that advertisement is communication of information or the way to promote a product, service, and idea by using persuasive language to attract attention from the consumers. In addition, advertisement also has some useful functions. As stated by Tjiptono,

Advertising has 4 main functions, namely to inform to the public about the product (informative), influenced people to buy the product (persuading), updated information that has been received by the community (reminding), and create a new atmosphere when the public receives information (entertainment) (2001: 139).

According to Bovee and Arens, there are five functions of an advertisement. they are:

- a. To identify and to distinguish the product;
- b. To convey information about product (about the characteristics of privileges and sales locations);
- c. To persuade the consumers to buy the product and use the product;
- d. To extend the product of distribution and increase consumption of the product;
- e. To build brand preferences and loyalty (1982: 8).

From the explanation above, it can be concluded that one of the most basic functions of advertisement is to identify products and differentiate them from others. Advertisement is used to convey information about the product, to inform, to report, and describe the features. In other words, advertisements are not only to

promote the product and persuade the public to buy the product but also to get the benefit toward the use of the product.

Based on the medium used by the advertisement, it can be divided into two categories. They are electronic media advertising and print media advertising. Electronic media advertising is advertising used electronic devices based on media such as television, radio, telephone, and internet. Whereas print media advertising is advertisement created and installed by printing techniques such as in newspapers, magazines, billboards, posters, pamphlets, etc. Both of those media use language as a communication tool to express ideas, messages, and information of a product. Print media such as magazines and newspapers are used by the company to put the printed advertisement. It is one of the effective advertisements used by the company to promote the product or service.

2.3.1 Electronic Advertisement

Advertisements are arranged with a certain structure. Typically, the structure of an advertisement consists of several elements with their own functions. According to Bovee, “the elements of an advertisement are the headline, illustration, subhead, body copy, captions, boxes and panels, slogans, logotypes (logos), seals, and signatures” (1982: 307).

The first is headline. It is often called as the title of advertisement because it is located in above highlighted, and generally uses bold letters. As stated by Bovee, “headlines are the word in the leading position in the advertisement that usually set in larger type than other portion of the advertisement” (1982: 307). It is

important thing in determining the success or failure of an advertisement, because it explains briefly what will consumer gets from these advertisements.

The second is illustration. It is usually created in the form of a picture or photo of a product, model, or scenery. In an advertisement, illustration is often a main attraction for drawing; or illustration is the first thing seen by consumer and it can be used to convey the implicit message in the advertisement. As stated by Vestegaard & Schroder, “illustration have a great connotative force” (1985: 42-43).

The third is subhead. According to Bovee, “subhead usually appears in a smaller type size than headline and almost invariably larger than the body copy or text type size” (1982: 310). Not all advertisements have a subhead. The subhead is not included in the most important element. Sometimes the company does not use the subhead in the advertisement.

Fourth is body copy. It is a more detailed explanation of the message and longer than the headlines and subhead. According to Bovee, “body copy tells the complete sales story and its logical continuation of the headline and subhead” (1982: 311). Body copy is also used to explain the ideas of advertisement, to be the selling point of the advertisement.

Fifth is boxes and panels. According to Bovee, “boxes and panels are generally used for advertisement that contain coupons, special offers, contest rules, and order blanks, specially, a box is text around which a line has been drawn and a panel is an elongated box that usually runs the whole length or width of an advertisement” (1982: 315).

Sixth is slogans. Slogan is the most important element in an advertisement, because slogan will be read at first by the consumer. As stated by Sugarman, “slogan in an advertisement is primarily designed to do one thing and one thing only: get you to read the first sentence of the copy” (1998: 29). Slogan is used to get the attention from the hearer, the reader, or the consumer. Usually the company creates the slogan using phrase or sentence which is memorable and attractive.

Seventh are logotypes and signatures. According to Bovee and Arens, “logotypes (logo) and signature are special designs of the company’s name or product name” (1982: 316). It means that logotypes and signature is symbol of a company. Usually, there is in the corner or middle of advertisement. Then the last is seal. According to Bovee and Arens, “the seals indicate acceptance by such organizations as the Good Housekeeping, Underwriters’, laboratories, and parents’ institute that are given only when a product meets standards established by these institution” (1982: 316).

2.4 Slogan

According to *Cambridge Advanced Learner’s Dictionary*, slogan is a short easily remembered phrase, especially one used to advertise an idea or a product. Slogan is laconic phrase and a company uses it in its advertisement. Whereas, based on Granat, “slogan is tag line that express on phrase of advertisement and it is an importance item by company” (2003: 76). It means that slogan is a short phrase and a paramount element in advertisement. In addition, as the most important part in advertisement, slogan should attract the costumer’s attention. Therefore, an

advertising slogan should obey the following rules: attentive value, memorability, and readability, selling power (Leech, 1966: 23).

The first rule of advertising slogan is attentive value. The language of advertisement slogan must be persuasive. It must bring the advertised product into attention, focus on its quality and service in the most attractive way, clearly outline the reason for buying it, and leave a memorable impression on what has been said about the product. Therefore, the important effect of the advertisement slogan language is what is referred to as “attentive value”.

Second is memorability and readability. An advertisement slogan has to make a lasting, longer impression on the audience, as it is to affect the audiences’ buying behavior. It has to make people to remember it either consciously or unconsciously. Memorability is much dependence on readability. Readability puts much emphasis on the simple, colloquial style, and familiar word or vocabulary. It is to make the message easy to read, while the phonological make the message easy to remember, contribute significantly to the memorability.

Third is selling power. People in business must consider the power of slogan, either because they use it themselves or their competitors use it. An ordinary customer buys what they are influenced directly or indirectly, consciously or unconsciously. All of these effects participated together can be summarized as the final criterion of the advertising slogan, selling power. It concerns about the questions how human sells products and services. One basic way of increasing the selling power is to make a product seem unique.

2.5 Background of *Samsung Group*

Samsung group is a multinational conglomerate corporation headquartered in Samsung town, Seoul, South Korea. It is the world's largest conglomerate by income with annual profits of US \$ 173.4 Billion in 2008 and it is South Korea's largest company. The meaning of the Korean word Samsung is *Three stars*. Then with only 30,000 won (about \$27 USD), *Lee Byung-chull* started Samsung on March 1 in 1938, as a trading company based in Taegu, Korea. The small company of only 40 employees started as a grocery store, trading and exporting goods produced in and around the city, like dried Korean fish and vegetables, as well as its own noodles. The company grew and soon expanded to Seoul in 1947 but left once the Korean War broke out. After the war, Lee started a sugar refinery in Busan that was called *Cheil Jedang*, before expanding into textiles and building the (then) largest woolen mill in Korea.

In 1972 – 1979, Samsung started to sell washing machine and changed from Samsung Petrochemical to Samsung heavy Industries. In 1976, Samsung had sold one million B&W television and started to export color TV. After that Samsung founded several industries of Samsung company again, such as Samsung Construction, Samsung Fine Chemicals, and Samsung Precision Co. (Samsung Techwin). In 1978, Samsung had sold four million black and white televisions. Then before 1980, Samsung was produced microwave ovens.

In 1993, Samsung began to focus on three industries - electronics, engineering, and chemicals. The reorganization included selling off ten subsidiaries

and downsizing. With renewed focus in electronics, Samsung invested in LCD technology, becoming the largest manufacturer of LCD panels in the world by 2005. Sony partnered with Samsung in 2006 developed a disable supply of LCD panels for both companies, which had been an increasing problem for Sony, which had not invested in large LCD panels. While the partnership was nearly a 50-50 split, Samsung owned one share more than Sony, giving them control over the manufacturing. At the end of 2011, Samsung bought Sony's as the partnership and took full control.

Samsung announced the Gear VR in September, 2014, which is a virtual reality device developed for use with the Galaxy Note 4. Also in 2014, Samsung announced that they will begin selling Fiber Optics to glass manufacturer Corning Inc. By 2015, Samsung had more US patents approved than any other company, being granted over 7,500 utility patents before the end of the year. Samsung released a fitness smartwatch in 2016 called Gear Fit 2, as well as wireless earbuds called Gear Icon X. In the end of the year, the Gear G3 smartwatch was announced to the public. (www.lifewire.com/history-of-samsung-818809).

CHAPTER III

RESEARCH FINDINGS AND DISCUSSION

In this chapter, the data analysis is done in accordance with the formulated research question. The researcher uses the most relevant theories with the topic of this study to analyze the data. Therefore, the researcher analyzes the data based on semantics' theory especially associative meaning. The data are selected by the researcher to answer the problem by using semantics' theory to develop or improve the linguistically encoded the types of associative meaning, that appear in the data. The analysis of research is as follow:

3.1 Research Findings

This part explains the finding of the data being analyzed. The data of this research are obtained from *Samsung* advertisement's slogans. The data are analyzed based on the type of associative meaning. There are five types of associative meaning suggested by Leech, they are (a) connotative meaning, (b) social or stylistic meaning, (c) affective meaning, (d) reflected meaning, and (e) collocative meaning. The researcher found 13 *Samsung* advertisement slogans that are used English in internet. They are connotative meaning which have the biggest amount (11 data), social or stylistic meaning (1 datum), affective meaning (1 datum), reflected meaning (2 data), and collocative (0 datum). Therefore, it can be seen that *Samsung* advertisement slogans are dominantly used connotative meaning. It is the most frequent data. Then in the middle is reflected meaning, and the least are

affective and social or stylistic meaning. The data are going to be explained in discussion.

3.2 Discussion

This sub-chapter explains the entire the data in further description. The data is clarified in explanation. The researcher classifies the data into types of associative meaning. Then the researcher explains the reason why the data into categories of associative meaning, give some explanation of behind meaning in the data, and give the conclusion. It is easy to understood by the reader and gives some advantages to clarify the meaning of *Samsung* advertisement slogan.

Datum 1. Samsung Galaxy S7 edge



Rethink What a Phone Can Do

This slogan has associative meaning type of connotative meaning because it can be connoted with other things. Connotative meaning is a communicative that has value and it can refer to the other additional (Leech, 1981: 12). Therefore, it can be seen from the word *do* on *Rethink What a Phone Can Do*. The word *do* has

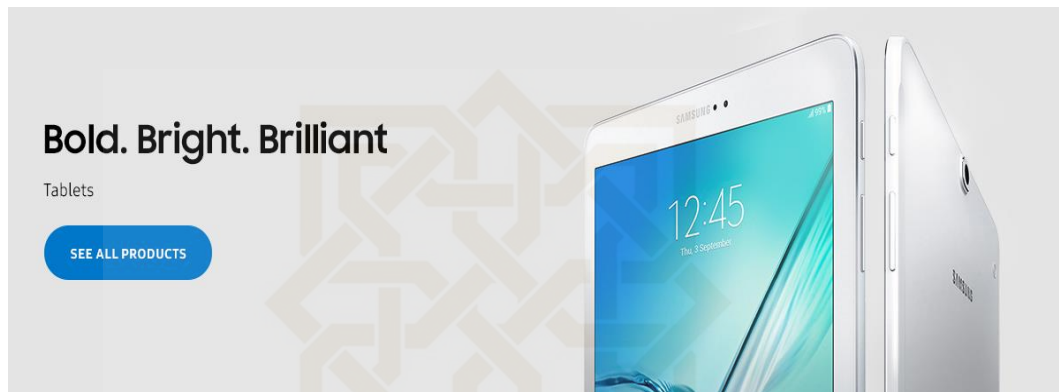
connotative meaning because it cannot describe as the real meaning of *do* normally. The word *do* is normally described as act something in a word or utterances done by human, but in this sentence the word *do* is combined with *phone* as the doer or agent of *do*. The word *phone* is a symbol of a person which can do anything. In this slogan, it can be assumed that the word *phone* is alive because of its features. Namely, first, this phone is slim and big screen, that can help the users feel comfortable to hold the phone. Second, this phone has a good camera, that can support the users to take a picture. Third, this phone has fast processor, big RAM, and long live battery, that can help the users to browsing anything with comfortable. This slogan means that this phone will give the users many information by its features.

Here, the advertiser use the word *do* on *rethink what a phone can do*, because as explained before that the word *do* can associate as act something which is done by human. The advertiser wants to tell the consumer to rethink about this phone. The word *rethink* means that to think again that this phone has capability as human. It means that this phone has been made by new design and features.

From the definition above, it can be concluded that this phone can do anything for the users and make the users feel comfortable and satisfied by its features. The associative meaning type of connotative meaning is dominantly appeared in this slogan. Certainly, it is analyzed based on context of advertisement. When people see an advertisement, the first thing that appeared in the reader's impression is how the language is used. An advertisement's language should

persuade costumers. That is why most of language in advertisement is persuasive language.

Datum 2. Samsung Galaxy Tab A



Bold. Bright. Brilliant

This slogan has associative meaning types of affective and reflected meaning are appearing in this slogan. Affective meaning is a meaning appeared from personal feeling of speaker or writer and included their attitude (Leech, 1981: 15). Hence, personal feeling in this slogan is the advertiser. The advertiser feels happy because the phone was made by good features. The expression of happiness can be seen from the words *Bold*, *Bright*, and *Brilliant*.

Then reflected meaning is appeared in this slogan because in words *Bold*, *Bright*, *Brilliant* have several meanings. Reflected meaning is the meaning which is appeared from multiple denotative meaning and it can refer to another meaning (Leech, 1981: 16). It means that one word has several meanings.

First, the word *Bold* has meaning *brave*, *noticeable*, and *no shy*. It shows that the advertiser feels conviction to the phone because the phone can compete

with other brands. Second, the word *Bright* means *happy, light, and intelligent*. It shows that the phone has good capability. Third, the word *Brilliant* means *very good, clever, and shining*. It can be concluded that the words *Bold, Bright, and Brilliant* represent to the advertiser feeling. All of those feelings are described on features of this phone.

The reason why the advertiser uses words *Bold, Bright, and Brilliant* in this slogan because the advertiser wants to shows that *Samsung* company has made new mobile phone product and it gives solution offered to the consumer. It is representing from the feeling of advertiser, as explained before. Then they words can associate with human characteristics. Actually, the phone cannot have characteristic as human but here the advertiser uses it to make an advertisement more attractive.

From the explanation above, it can be concluded that associative meaning types of affective and reflected meaning are dominantly appearing in this slogan. It has clear from the text or body copy of advertisement. The function of the text itself is to make clear the message and the meaning of slogan. In additionally, people are interested in the advertisement slogan and they want to know more advantages of having phone.

Datum 3. Samsung Galaxy S6 edge



Next Is Now

There is supporting sentence in this advertisement, that is:

The world's first dual-edge display was born from a need to create something new, that's how we built Galaxy S6 edge from the ground up. Now, it's an upgrade. In every sense of the world.

This slogan has associative meaning type of connotative meaning. It can be seen from the word *next* on *Next is Now*. The word *next* can associate with *future*, and the word *future* itself has meaning a period of upcoming time. Here, the advertiser uses the word *next* and following by word *now*. The word *now* means at the present time, not in the past or future. The reason why the advertiser uses words *next* and *now* because the advertiser wants to say that *Samsung* company has made good innovation in mobile phone for the future but it is already now. On the other hand, *Next is Now* means that having this phone is like holding the future in user's hands. It is like anticipating for special moment where the users are unsure but excited, mind-blowing, and definitely satisfied. Also, it can support people's daily activities which relate to hobby, work, or only for fun.

Then the word *next* can be associated with feature this phone. the products suit well as it comes with some unique hardware features that have never been introduced in any other smartphones. It comes up with its really newly designed smartphone *Samsung. Next is Now* means that this phone was made for next generation or the company gave new innovation in technology for future to improve the consumers' life, innovate, and changed things for the better. It can be seen from the word *next* which means singular the time that will come after the present or the events that will happen. Hence, it can be concluded that associative meaning type of connotative meaning is dominantly appeared in this slogan. It is clear from the text or body copy of advertisement. The function of the text itself is to make easy to understand the message and meaning of advertisement slogan.

Datum 4. Galaxy A 2017



Related to the semantics, there are cases of connotative meaning that appear and they are going to be discussed below:

The associative meaning type of connotative meaning appears in this slogan. It can be seen from the word *smartphone*. The word *smartphone* can be

connoted with a person who has attitude but it is impossible for a phone to do such *attitude* which means doing something. Generally, a phone only has some features and it is operated by person. If it is related to this context, the slogan *smartphone with attitude* means that the phone has function and good features. It was designed for condition now and the user feels comfort with that phone. Then the word *attitude* on *smartphone with attitude* has connotation meaning because it cannot be defined as the real meaning of *attitude* normally. The word *attitude* normally defines as a feeling or opinion about something or someone, or a way of behaving that is caused by this. For example, *it's often very difficult to change people's attitudes*. Generally, the word *attitude* is used by person, but in this slogan the word *attitude* is combined with the word *smartphone* which is things as a doer of *attitude*. It can be assumed that company wants to tell the consumers that this phone was made with good features. As explained before that slogan *Smartphone with attitude* means that this phone was adapted with now days' condition. It can be seen from the word *attitude* which means that everyone can use this phone. It can be assumed that this phone is easy to operate.

Datum 5. Samsung Galaxy Tablet



Read, Stream, Game, and More

This slogan has associative meaning type of connotative meaning. It can be seen from each of four words that is used in the slogan. First, the word *read* has meaning to look at words or symbols and understand what they mean. It means that the user can read anything by using that phone, for example, the user can read digital newspaper, journal, Al-Qur'an, and others. Second, the word *stream* has meaning to listen or to watch video on phone directly from the internet rather than download it and save it first. It is clear that the user can watch the videos by using this phone, for example, watching videos in *YouTube*, watching movies, and others. Then the word *Game* has meaning as an entertaining activity or sport, especially one played by children or the equipment needed for such an activity. The Last is the word *more*. In this context, the word *more* has meaning as a larger or extra number or amount. The advertiser used word *more* here because this phone is not only to read, stream, and game, but also more than them. Then it is to make the consumer feel enthusiastic with this product.

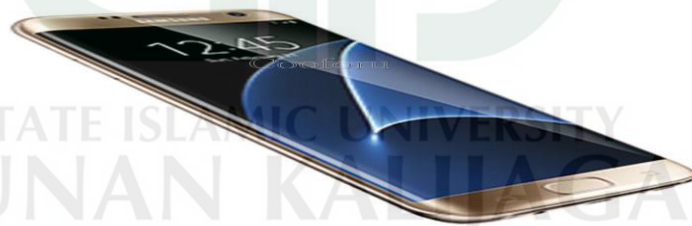
So, from the explanation above, it can be assumed that this phone is more advanced than any other products. It can be seen from the words *read, stream, game, and more*. Namely, this phone has the most up to date menu and it is full of specification inside the features and the applications. It makes people's life classier, simpler, and more fun. As a real-life companion, this phone helps and brings the consumer closer and captures those fun moments when they are together.

From the explanation above, it can be concluded that conceptual meaning is dominantly appears in this slogan, because every word that used in this slogan is based on dictionary and it is suitable with its features. Then it cannot be connoted or associated with others things.

Datum 6. Samsung Galaxy S7

Slim in a big way

Big screen. Slim profile. So you can get more photos, movies and games on the Quad HD Super AMOLED display, and fit it all in your back pocket.



Slim in Big Way

This slogan has associative meaning type of connotative meaning. It can be seen from the word *Slim* on *Slim in Big Way*. Generally, the word *Slim* is used by human to say or to express the body-shape. Nevertheless, in this case the advertiser uses word *Slim* to present or to promote the product. Generally, the human body is

strong, although they are thin. So that is why the advertiser uses the word *slim* in this slogan, because the advertiser wants to deliver that even though this phone is slim, but this phone is strong. It can be assumed that this phone is like human characteristic. On the other hand, the phrase *Big Way* also has connotative meaning. It can be seen from the word *way*. Actually, the word *way* has meaning route, direction, path, or method but here the word *way* can associate with the screen of this phone. It is combined with the word *big*. Then, why the advertiser uses word *way* not word *screen* in this slogan. There are two reasons. First, as explained before that the word *way* has several meaning such as route and direction. All that words have meaning long or particular way and it is not limited. Second, it is only to make more attractive in advertisement. For the first reason, it has correlation with the word *screen* and it is clear from the image of this advertisement above. Therefore, the phrase *Big Way* means big screen. The screen of this phone is 5.1 inches with resolution 1440 x 2560 pixels. It is stressed by the features of phone which has the *Quad HD Super AMOLED* display and feature *scratch-resistant glass (Corning Gorilla Glass 4)*. It is clear that the meaning of *Big Way* is big screen.

From the explanation above, it can be concluded that associative meaning type of connotative meaning is dominantly appearing in this slogan. When people read an advertisement slogan, the first thing that shapes in their impression is how the language that is used. An interesting advertisement language can persuade consumers.

Datum 7. Samsung Galaxy Note 7



The Smartphone that Think Big

The associative meaning type of connotative meaning is appeared in this slogan. It can be seen from the word *think* on *the smartphone that think big*. The word *think* has connotative meaning because it cannot define as the real meaning of *think* normally. The word *think* is normally defined as to believe something or to have an opinion or idea which is done by person or the word *think* can associate with a process of human thought to get the idea or opinion. In this slogan, the word *think* is combined with the word *smartphone* as the doer of *think*. The word *smartphone* can associate as a symbol of person which can consider anything. Therefore, it can be assumed that the word *smartphone* is alive because it can think as human, but actually the phone cannot think as person. The phone only can be operated by person.

Thus, the phrase *think big* can be assumed as think different because *Samsung* company has made this phone different with other phone products. It can be seen from the features this phone, for example a water resistant body and *S Pen* (IP68), top of the line security that combines *Samsung Knox* with biometric

authentication including a new iris scanning feature, and the best in class entertainment capabilities with HDR video streaming capabilities. So, it can be concluded that associative meaning type of connotative meaning dominantly appears in this slogan. Then as explained before that the function of the slogan is to make clear the message of advertisement.

Datum 8. Samsung Galaxy Tab A (7.0, 2016)



Chic and modern all around

Chic and Modern All Around

This slogan has associative meaning type of connotative meaning. It can be seen from the word *chic* on *chic and modern all around*. The advertiser uses the word *chic* to make or to get attention from the consumer. The word *chic* can associate with stylish and fashionable. It means that this phone is good looking, for example, *I like your haircut, it's very chic*. On the other hand, the phrase *modern all around* means that this phone was designed and made by using the most idea or innovation. Therefore, slogan *chic and modern all around* has sense that the phone comes with an elegant design and smooth curves with modern feature style and a special rhythmic pattern on the back, making soft grip, comfortable, and safe.

Nevertheless, to make the explanation clear, the researcher explains about this phone based on the context. This phone has several features, for instance, this phone has modern looking, while a special rhythmical pattern on the back completes with a soft, comfortable, and secure grip. This phone is also remarkably slim profile along with its extended battery life. So the consumer can take it anywhere in style. It can be concluded that associative meaning type of connotative meaning is dominantly appear in this slogan. Then the function of language style in advertisement is to make it become attractive and the point to make the reader attracted to product.

Datum 9. Samsung Galaxy J1 (SM – J100HZWDXID)

Grip it in style

Form follows function with the new Galaxy J1. Its rounded edge and slim profile accentuate its simple yet sleek, modern design. It's stylishly tactile in the palm of your hand. At only 8.9 mm thick, it provides a very comfortable grip.



Grip It in Style

The associative meaning that is appeared in the slogan *Grip It in Style* is type of reflected meaning. It can be seen from the word *grip*. The word *grip* has several meaning with different context. Look for sentences below:

1. This trial has *gripped* the whole nation.
2. Then he turned towards me and I was suddenly *gripped* by fear.

3. The baby *gripped* my finger with her tiny hand.

The word *grip* in the sentences above has different sense. The first *grip* has means as *interest* to keep someone's attention completely. It means that the people interested with that news. Then the second *grip* has meaning as *emotion*, when an emotion such as fear grip someone, and someone feels it strongly. It means that he or she feels shocked when he or she turns towards to him or her. Whereas, the third *grip* has meaning as *hold*. It means that the baby clutches finger someone. If it relates to this slogan, the word *grip* means as *hold*; because it relates to the features of the phone, namely slim body, a rounded border featuring simple, and modern design. Then fit and style can feel in the grip of user's hand with a thickness only 8.9 mm which provides a very comfortable to grip.

In the other hand, the meaning of *grip it in style* is *Samsung* company wants to tell the consumer that this phone has superior. For instance, the user can be easy to hold this phone. It can be seen from the word *grip* as explained before. Then this phone has good *style* which means good looking. It can be seen from the word *style*. The word *style* has meaning a particular shape or design, especially of a person's hair, clothes, or a piece of furniture. It can be concluded that associative meaning type of reflected meaning is dominantly appearing in this slogan.

Datum 10. Samsung Galaxy Tablets



Work Smarter and Play Harder

The slogan *Work Smarter and Play Harder* has two types of associative meaning. There are connotative and stylistic meaning. For more detail, it is going to explain below.

First, based on *Cambridge Advanced Learner's Dictionary*, the words *work* and *smart* have several meaning. Generally, the word *work* has meaning as an activity, but it can associate or connote with other thing such as *creation*. *Creation* means something that is created as a result of effort. Usually, the word *work* is combined with word *hard*, for instance, *I will hard work to achieve my dream*. Then generally the word *smarter* has meaning clever or intelligent; but it can associate or connote with *stylish*. *Stylish* means high quality. So it can be assumed that the phrase *work smarter* means this phone was created by high quality. In addition, the phrase *work smarter* is an activity which is done by a person, but in this case, the phrase *work smarter* refers to the phone as a worker. The phone here is as if alive.

Second, the word *play* also has several meanings, such as an activity which done by human, for instance, *Steve play football with Joni*. Here, the advertiser uses

the word *play*, because it can associate or connote with human and human can play anything. Generally, human has big energy and it is also supported by word *harder* which means not easy to breakdown. It can be assumed that the phrase *play harder* means this phone has big energy or strong.

From the explanation above, it can be concluded that the slogan *work smarter and play harder* means that this phone can operate more than other phones. It can be seen from the words *smarter* and *harder* which is indicated that this phone is more sophisticated. It is also supported by features and applications such as portability comes with a smooth, powerful performance, High Display (HD) screen, the memory can be added, and this phone is also reliable to entertainment.

On the other hand, this slogan also has stylistic meaning. There is repetition on *work smarter and play harder*. It can be seen from the suffix *-er* (*smarter* and *harder*). The advertiser uses rhyme *-er* on *smarter* and *harder*, because the advertiser wants to make slogan more attractive by using language style. It can be concluded that associative meaning types of connotative and stylistic meaning are dominantly appeared in this slogan.

Datum 11. Samsung Galaxy Tab 3V



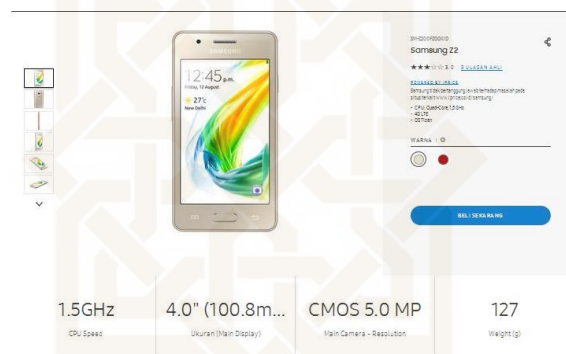
Super Light, Slim Design

This slogan has associative meaning type of connotative meaning. It can be seen from the word *super*. The word *super* can associate with human, because human has characteristic like that. The word *super* can connote as strength or strong, powerful, and excellent. If it relates to this context, the word *super* combine with word *light*. It means that the word *super* refers to the *light*. It can be assumed that this phone has brightness screen or more light. The advertiser uses word *super* to make the phone equal with human and to make it more attractive the consumer. It is also to make the consumer enthusiastic with this phone.

In addition, the word *slim* has associative meaning type of connotative meaning. As explained before in *datum 6*, the word *slim* can associate with human body. For example, *you look so slim in those trousers*. In this case, the advertiser uses the word *slim* to promote the product, because the word *slim* has character “not easy to be broken”. It is same with human body. Here, the word *slim* is combined with word *design*. It can be assumed that *slim design* is slim shape. It was supported

by the feature of this phone. This phone has 9.7 mm deep. It means that this phone is slim. Then this phone has 322 weight. It means that this phone is light in weight. Therefore, it can be concluded that associative meaning type of connotative meaning is dominantly appeared in this slogan.

Datum 12. Samsung Z2



Blazingly Fast

This slogan has associative meaning type of connotative meaning. It can be seen from the word *fast* on *blazingly fast*. The word *fast* can associate or connote with car and motorcycle, for instance, *the police car was going so fast, it must have been chasing someone*. The word *fast* has meaning moving or happening quickly. The advertiser uses word *fast* in promoting the product, because the advertiser wants to tell the consumer that this phone can browse with quickness access. Then to make it clear, it is also supported by body copy that says, “*Just the boost you need. With enhanced 4G features for more stable frequency levels you enjoy faster data network speeds and crystal clear calling capabilities*”. In addition, the word


blazingly has meaning very bright, hot, and powerful. For example, *we quickly grew tired in the blazing sunshine*. Therefore, it can be assumed that the meaning of slogan *Blazingly Fast* is, the consumer can enjoy the faster internet access.

From the explanation above, it can be concluded that associative meaning type of connotative meaning is dominantly appeared in this slogan. It can be analyzed by the context of advertisement. In addition, the function of body copy is to make clear about the message in advertisement.

Datum 13. Samsung Galaxy V Plus

Simple yet versatile

If you're looking for a smartphone that's simple yet powerful, the Samsung Galaxy V Plus is perfect for you. It comes packed with the key features you want in a top-notch smartphone, maximising your mobile life.



Simple yet Versatile

This slogan has associative meaning type of connotative meaning. It can be seen from the words *simple* and *versatile*. The word *simple* has meaning easy to understand or easy to use; not difficult, for example in other context, *it's simple to find our house*. It means that this phone is easy to operate. Then according to *Cambridge Advanced Learner's Dictionary (CALD)*, the word *versatile* has real

meaning as able to change easily from one activity to another or able to be used for many different purposes, for example, *a leather jacket is a timeless and versatile garment that can be worn in all seasons*. It means that this phone is useful for the user. Then it can be concluded that *simple yet versatile* means the company wants to introduce the phone to the consumer that it is simple, powerful, and useful. Therefore, this phone is suitable with the consumer who wants a simple phone totally but useful. Although this phone is simple, this phone has good features and design.

CHAPTER IV

CONCLUSION AND SUGGESTION

After analyzing the data from *Samsung* advertisement slogans, the researcher elaborates the conclusion and gives some suggestions related to this study.

4.1 Conclusion

In identifying the data, the researcher found that there are four types of associative meaning that appear in *Samsung* advertisement slogan; they are connotative meaning (11 data), social or stylistic meaning (1 datum), affective meaning (1 datum), and reflected meaning (2 data). Meanwhile, one type of associative meaning which is not appearing in the data is collocative meaning. It means that almost all of language of *Samsung* advertisement slogan covers the extrinsic aspect of language or it can associate and connote with other things.

From this research, it can be concluded that applying semantic theory in communication is very important and it has advantages especially in the advertising. In order to make a successful communication, between advertisers and consumers, knowing about meaning of words or sentences is a crucial thing. It helps the reader or consumer in understanding and interpreting the language that is used in advertisement. In addition, for advertisers have to be careful in using the language and giving the association of meaning in their advertisement in order to bring the purpose of advertisement into the reality.

4.2 Suggestion

Based on the research of this study, the researcher gives some suggestions that can be considered by future researchers who study the academic courses in the related topic, especially who are interested to meaning study.

First, this study analyzes one element of the advertisement, slogan. The researcher suggests other researchers to conduct research, especially about the semantics and pragmatics in all elements of advertisement. It will be deeper analysis because all elements of advertisement are a unity in building a message.

Second, this research finds the messages from the semantics (associative meaning). It will be better if other researcher analyses the language advertising by using theory of persuasion or theory of discourse analysis because in discourse analysis, the ideology of the advertisement will be shown. It is important to know the ideology of the advertisement because sometimes, an advertisement has ideology in persuading the target audiences.

Third, this study analyzes the advertisement from *Samsung* Company in Indonesia, the researcher suggests other researchers to analyze the advertisements from other *Samsung* companies. Others researchers also can compare (for example, between *Samsung* Indonesia and *Samsung* America, or between *Samsung* and *Apple*), so it will show the differences and similarities. In that manner, the deficiency and advantages of companies can be known.

The last, it is suggested for advertisers to use other words in writing their advertisements in order to make readers or consumers easier and faster in catching the message without avoiding the sense of figuration and persuasion.



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APPENDIX

Data types of associative meaning in *Samsung* advertisement slogans:

Notes:

Conno : Connotative Meaning

Soc/Sty : Social/Stylistic Meaning

Affe : Affective Meaning

Reff : Reflected Meaning

Collo : Collocative Meaning

Advertisement Slogan	Types of Associative Meaning				
	Conno	Soc/Sty	Affe	Reff	Collo
1. Samsung Galaxy S7 edge: <i>Rethink What a Phone Can Do</i>	✓	-	-	-	-
2. Samsung Galaxy Tab A: <i>Bold. Bright. Brilliant</i>	-	-	✓	✓	-
3. Samsung Galaxy S6 edge ⁺ : <i>Next Is Now</i>	✓	-	-	-	-
4. Samsung Galaxy A 2017: <i>Smartphone with Attitude</i>	✓	-	-	-	-
5. Samsung Galaxy Tablet: <i>Read, Stream, Game, and More</i>	✓	-	-	-	-
6. Samsung Galaxy S7: <i>Slim In a Big Way</i>	✓	-	-	-	-
7. Samsung Galaxy Note 7: <i>The Smartphone that Think Big</i>	✓	-	-	-	-
8. Samsung Galaxy Tab A (7.0, 2016): <i>Chic and Modern All Around</i>	✓	-	-	-	-
9. Samsung Galaxy J1: <i>Grip It In Style</i>	-	-	-	✓	-

10. Samsung Galaxy S4: <i>Work Smarter and Play Harder</i>	✓	✓	-	-	-
11. Samsung Galaxy Tab 3V: <i>Super Light, Slim Design</i>	✓	-	-	-	-
12. Samsung Z2: <i>Blazingly Fast</i>	✓	-	-	-	-
13. Samsung Galaxy V Plus: <i>Simple yet Versatile</i>	✓	-	-	-	-

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