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This study focuses on semantic which concern with the types of meanings. It is limited in some gadget slogans from PC Media magazine, edition of January – March 2016, brochure, banner and billboard that showed off in Hitech mall Surabaya on 23 of May 2016. The researcher analyzed the English slogan of gadget advertisement especially, laptop, tablet, and camera mobile phone product. The laptop, tablet and camera which is used as the data are from all kinds type and brand. While the kinds of mobile phone which is taken as the data is only smartphone types from all of brand.

- a) Advertisement is something (such as a short film or a written notice) that is shown or presented to the public to help sell a product or to make an announcement.



- b) Slogan is a simple phrase or a short group of words which is easy to remember, easy to pronounce and pleasing to the ear. It is used on the context of politic, commercial, religion and others as the expression of the idea.
- c) Gadget is a small tool or a machine, used for a particular purpose. It is a tool or an application that can enhance your experience on a computer or mobile device.
- d) Type of meaning is kinds of meanings which is used to differ the meaning based on the situation and condition. According to Leech there are seven kinds of meaning, they are conceptual and association, association meaning is divided into five, they are connotative, social, affective, reflected and collocative, then the last type is thematic.
- e) Printed advertisement is a form of advertising that uses physically printed media, such as magazines and newspaper