CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter discusses the theoritical framework. The linguistic theory on semantic relation that is needed to anlyze the data. The theoritical frame work consist of semantic, kinds of meaning, advertisement language and slogan.

2.1 Semantics

Semantics is one of the branches of linguistics studying about meaning and it is considered as a major branch of linguistics devided to study of meaning in language (Crystal, 1991:428). Based on Charles W. Kreidler (1998:3) semantics is the systematic study of meaning and linguistic semantic is the study of how languages organize and express meanings. It means that, semantics is study about the meaning which contain in a language, a code, or another representations. Meaning in linguistic semantic is much needed for us to limit ourselves to the expression of meanings in a single language.

Study about meaning is needed for those who want to be a good speaker or writer to express their idea. From this definition, we have to know what is meant by meaning. Based on the theory of semantic, meanings are the ideas or concepts that are able to be transferred from the speakers' mind to the heares' mind, in the forms of one language or another (Fromkin, 1983:140). It means, meaning is the purpose of the writer or the speaker which wants to conveys to the interlocutor or

the reader. By understanding the meaning the interlocuter or reader will understand about the purpose or the topic is talking.

Having clear communication with others is from undertanding the meaning about what is said. To understand meaning is not only in speech language but also in written language such as about the slogan of advertisement. Therefore, studying the meaning of speech language or written language is needed, to know and to understand about the content of the communication.

2.2 Kinds of Meaning

Semantics is concerned with the aspect of meaning in language. Work in semantics, deals with the description of word and sentence meaning. There are certain kinds of meaning or certain aspects of meaning in linguistics.

According to Charles W. Kreidler (1998:41) the kinds of meaning include reference and denotation, connotation, sense relations, lexical and grammatical meaning, morphemes, homonymy, polysemy, and lexical ambiguity. According to George leech (1974:18) there are conceptual, connotative, social, affective, reflected, collocative, and thematic. Mansoer Pateda (2001:96) stated that kinds of meaning include a cognitive meaning, ideational meaning, denotasional meaning, and proposional meaning, while according to Abdul Chaer (2007: 289) kind of meaning include lexical, grammtical, and contextual meaning, referential and non referential meaning.

All of those are kinds of meanings with different references. The researcher only take a focus in seven types of meaning in semantic based on Geoffrey Leech (1974), because according the researcher this theory is simple and suitable to analyze the advertisement slogan. The kinds of the meaning are:

a) Conceptual Meaning.

Conceptual meaning is sometimes called denotative meaning, or cognitive meaning. It is clear and logical definition of a word based on the structure and the form of the word. Larson noted that denotative meaning is also called as basic meaning. Leech stated that conceptual meaning is the most important type of meaning among the others.

Conceptual meaning is reasonable meaning, the original which appeared first. it is appropriate and in accordance with the meaning of reality. It is the reference of a sentence as opposed to its sense. Conceptual meaning refers to the logical sense of the utterence and is recognizable as a basic component of grammtical competence.

For example the word "woman" can be shown as:

Woman = "human, female, adult".

Boy = "human, male, young".

Needle = "thin, sharp, steel instrument"

The aim of conceptual meaning is to provide an appropriate semantic representation of a sentence or statement. Conceptual meaning helps us to distinguish one meaning from the meaning of other sentences.

b) Connotative Meaning.

Connotative meaning is something more than the dictionary meaning. It refers to a meaning that is implied by a word from the thing which is described explicitly. Connotation refers to the personal aspect of meaning.

In some cases, connotation can also be similar to <u>symbolism</u>. For example, the connotation of a red rose is love and passion, and if an author refers to a red rose while it is talking about a relationship, the reader will have a perception that this is connotation or symbolism. Another example the words childish, childlike and youthful have the same denotative but different connotative meanings. Childish and childlike have a negative connotation as they refer to immature behavior of a person. Whereas, youthful implies that a person is lively and energetic.

According to Leech (1974: 40-41) connotative meaning is the communicative value an expression of what it refers to, over and above its purely conceptual content. It will be clear if we are talking about connotation, we are in fact talking about the "real word experience". Although all the speaker of particular language speaks the language exactly the same conceptual framework, actually each of them has individual perception of words.

c) Social Meaning.

Social meaning is the meaning of language conveys about the circumstances of its use. Social meaning is related to the situation in which an utterance is used. It refers to the use of language to establish nd egulate social

relations and to maintain social roles. It is concerned with the social circumstances of the use of a linguistic expression. For example some words inform us about the regional and social background of the speaker :

• "I ain't done nothing." it tells us about the speaker, he or she probably a black American

Stylistic variation represent the social variation, this is because styles show the geographical region social class of the speaker. Style helps us to know about the period, field and status. Some words are similar to others as far their conceptual meaning but they have different social meaning. Example:

- The word horse, steed, nag are synonymous. But they have various social meaning
- "Steed" is used in poetry, "horse" is used in general, while "nag" is slang

So, according to the social situation, a sentence has various meaning, it may be uttered a request, an apology, a warning or a threat.

d) Affective Meaning.

According to Leech affective meaning refers to what is convey about the feeling and attitude of the speak through use of language (attitude to listener as well as attitude to what he is saying). It means the effect of word evoked in the reader or listener. It is what is conveyed about the personal feelings or attitude toward the listener. For Example:

In order to get people attention to be quiet, we might say,

- "I'm terribly sorry to interrupt, but I wonder if you would be so kind as to lower your voice as a little" or
- "Will you belt up"

Factors such as intonation and voice timbre are also important here. The sentence (1) is politeness expression but it can be reserved by tone of biting sarcasm; sentence (2) can be turn into a playful remark between intimates if said with the intonation of a request.

e) Reflected Meaning.

Reflected meaning is the meaning, which arises when a word has more than one conceptual meaning or multiple conceptual meaning. It refers to the term which have more than one meaning surfaces at the same time, so there is kind of ambiguity. For example: on hearing the Church service, the synonymous expressions The Comforter and The Holy Ghost both refer to the Third Trinity, but the Comforter sounds warm and comforting, while the Holy Ghost sounds dreadful, (a ghost is more frequent and familiar in no religious sense).

f) Collocative Meaning.

Collocative meaning describes words that regularly appear together in common use (within certain context) or a familiar grouping of words, especially words that habitually appear together and thereby convey meaning by association. For example the words pretty and handsome share common ground in the meaning of good looking. But may be distinguished by the

range of noun in which they are like to occur or collocate; Pretty woman and handsome man. The ranges may well match although they suggest a different kind of attractiveness of the adjectives.

g) Thematic Meaning.

This is the last category of meaning, thematic meaning is the meaning which is communicated by the way in which the speaker or writer organizes the message, in terms of ordering, focus, and emphasis. Thus, active is different from passive though its conceptual meaning is the same. Thematic meaning helps us to understand the message and its implications properly. For example, the following statements in active and passive voice have same conceptual meaning but different communictive value.

- Mrs. Anita gave the first prize
- The first prize was given by Mrs. Anita

In the first sentence who gave the prize is more important, but in the second sentence what did Mrs. Anita give is important. Thus the change of focus change the meaning also.

2.3 Advertisement Language

Language has a powerful influence over people and their behavior. This is especially true in the fields of marketing and advertising. The choice of language to convey specific messages with the intention of influencing people is vitally important. Visual content and design in advertising have a very great impact on

the consumer, but it is language that helps people to identify a product and remember it.

Advertisement is a commersial socialitation designed to sell some goods, service or similiar. It can be in the form of word, picture, sign, notice and etc. As the statement above one of the important advertisement is language. Based on Stan Rapp and Tom Collins (1955:152) that the language of advertisement must be informative and to persuasive. By the word informative means that the word used in the advertisement must be short, clear and appropriate. It is not too long and prolix, explain everthing which does not need and have relation with the advertisement. The language of advertisement must be appropriate too, it does not contain of pornography or violence words. While, the word persuasive means the word used in advertisement can influence the people. Persuasion is an umbrella term of "influence"; in the sense that, persuasion can effort to influence an individual's "beliefs, attitudes, intentions, motivations, or behaviors" (Seiter 2010:33). The persuasive language used to affect the belief of the person, in this context, the consumers to buy the goods or services that are offered by the producer in an advertisement.

In addition the other important element of advertisement is slogan. Goddard (2003:127) describes slogan as a phrase designed to be memorable, attaching to a product or service during particular advertising campaign. Through the slogan the advertiser can convey the quality, superior, benefit or other message which relate with the product in order to attract and to persuade the people.

Thus, advertisement is as an instrument of communication. It has the intended effect of persuading the audience and moving them to action. Bakanauskas (2004: 77) declares and highlights that the most significant component of advertisement is its textual part. Text is perceived as a linguistic sign describing some state, actions and feelings. Based on Leech (1966:59) "printed advertisement generally consists of five elements; headline, illustration, body copy, signature lines identifying the product or brand, and standing or contact details."

Textual part of printed advertisment contain of any information about the product or service offered. In example the use of pronoun in the text of advertisement also has its own meaning which consist of information: The first person singular narrator 'I' – a character in the story itself; this kind of text sounds more personally; the narrator talks to us. Example:

- "I'm a big looser."
- "I am unique."

The first person plural narrator 'We' – This may evoke the effect the whole company or association talks to the consumer. It makes a corporate impression. Example:

• "We bring Olympic energy to your home."

The third person narrator 'He', 'She', 'It', 'They' or 'no pronoun' it is 'an observer' of events, telling us about actions or product:

• "In their eyes, they can tug forever."

• "Stop seeing broken hair everywhere."

In addition, except the word, the picture of advertisement used, also has meaning which can make the consumer get the message on the advertisement. Through the picture, it helps to add more information about the goods, group, or service offered.



2.3 Example of cigarette slogan advertisement

The picture above is the example of the corelation between text and picture in advertisement. Two signs (verbal and visual signs) contained in the cigarette advertisement have a relationship between text with images. In the text "Gapai Mimpi Go Ahead" the advertiser used teenager as the model who is in the bottom of the sea and tried to climb the stairs to the surface. The teenager model strength the main target of the advertisement. While the teenaer who wants to reach the surface, strength the meaning that smoking is in line with the spirit of a teenager who likes challenges.

So, It can be concluded that advertising language is a persuasive language which is simple and short statement. This language has informative function. Thus, the way the informative language of the advertisement is presented, must

deal with the concept of persuasion. In addition, there are some elements that support to the understand themesage of advertisement, they are internal and external. Internal elements are from the language and visual while the external elements are from the target of advertisement or the place. However advertisement is everywhere around us: in newspapers, in magazines, on billboards along the streets, on television, in radio, etc. The effects of the advertising influence us whether we like it or not.

2.4 Slogan

Developments in technology and information in this era have a positive impact for humans to convey information to the public. Many ways have done to convey ideas, products and services. One way that is often done by people is by writing slogans placed in strategic places with a purpose can be seen by many people.

Slogan is the motto or phrase used in the context of the political, commercial, religious and other expression of an idea or purpose. Based on Indonesian big dictionary fourth edition, slogan is a short sentence that interesting or striking and easy to remember, to tell you something or purpose of a group or organization of political parties and others. Sutopo said that the slogan is a short phrase that is interesting or striking and memorable customarily aims to foster the spirit or motivation. From some of those, can be concluded that slogan is usually in the form of phrase or short sentence with the words exciting and memorable to explain ideas or goals of an organization, product or service.

The point is slogan has function to differentiate one product or brand from other products, while also underscoring the company's mission. It is one of important element of advertisement to know about advantage or benefit of product, service or organization.

2.4.1 The Characteristic and Kinds of Slogan

As the other language, every language has their own character likewise slogan, here the characteristics of slogan:

- a) The words are short, interesting and memorable. Hopefully, by the short, interesting and memorable words, it can give the depth impression to every customer or others. The reader becomes affected and follows the messages conveyed by the slogan.
- b) The form is phrase, clause or sentence. A good slogan should be made as simple as possible but still understandable. So, avoid long sentences for a slogan. Although the main purpose of a slogan as one tool to communicate the values and benefits of a product, but a slogan that is too long will eliminate the meaning of a product
- c) It can be a motto of a group of organisation. It is important to have slogan in a organisation because it can be encouraging and motivation for the member, and also as the principle and ideology of the organization.

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There are some types of slogan are as follows:

1) Environmental slogan

It is a slogan that associated with the environment both personal and

social. The content of this slogan is usually about the socialization to

keep the cleanliness, beauty and neatness of the environment

Example: Clean and green are the most beautiful dream we have

2) Health slogan

This slogan is usually found in pharmacies or hospitals. This slogan

contains about message to always live a healthy life. It purpuse to be an

inspiration for people to realize the importance of health in life.

Example: Prevention is better than cure

3) Motivational slogan

This slogan customarily contain motivation in doing something

positive. The words of motivation or encouragement created with the

intention of giving encouragement, motivation and support to everyone.

Example: Never ever ever give up

4) Political slogan

This slogan relates to political issues, or generic election of political

figures. The purpose is to invite the community to determine the choice

of many potential participants of the generic election.

Example: Katakan tidak untuk korupsi

5) Commercial slogan

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This slogan relates in the marketing and advertising of a product or

service. Through effective slogan, usually of a product will be more

easily recognized by the public and will be easier to remember. It is

usually about a short explanation and information of a product or

service that consumers want to buy or use.

Example: Instant noodle product's slogan, *Indomie seleraku*.

6) Company slogan

This slogan is about the performance of a company. The information

presented in this slogan associated with the company's activities or the

the vision and mission of the company.

Example: Lion Air's slogan We make people fly

2.5 Previous Reseach

Regarding on this study, the researcher found some other researchers which

the topic are related:

First is from Srudji (2014). She presented the analysis of lexical meaning

and contextual meaning English song by Avril Lavigne. The researcher took five

songs from different album. She used descriptive qualitative method to explain the

finding of her study. In the result of her study, she explained the lexical meaning

found in the Avril's song as suitable as the meaning in the dictionary. Yet in the

fact it is different with the meaning in the context. In other hand the contextual

meaning in the Avril's song refered to term in the song lyric. However this

reseach is less explanation and discussion. There is no clear eplanation for what

are the term which is include in the lexical and contextual meaning. This stuy has different focus and object with the peresent reseach.

The second is Purningsih (2013). Her research aims to find out the contextual meaning covering field, tenor, and mode, and the connotative meaning in English slogan texts on television advertisements, especially those of beverage products. In terms of their connotative meaning, the researcher found that almost of texts slogans have positive connotations regarding the benefits of the product. This positive message is indeed as the persuasive function to sell the product. This reseach also different with this present study from the focus discussion. She used English slogan from televion while this present study only used printed English slogan from magazine, banner, brochure and billboard.

The last study of semantic can be seen from Ali (2015). He analyzed the type of meaning used in the English translation of surah Mudatstsir and analyzed the message that involved in that surah. The result of his study that, there are two kinds of meanings involved in the surah, namely lexical and sentential while the message which involved in that surah were dominated with religious surah. His research has same focus discussion with this present study. The thing that makes it different is from the object, the kind of meaning as the focus and the theory used. He used theory from Lyon while this present study used Leech theory.