

REVIEW OF RELATED LITERATURE

2.1 Semantics

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 hearers' 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 convey to the interlocutor or

Having clear communication with others is from understanding 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.

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.

[illegible]

a) Conceptual Meaning.

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 utterance and is recognizable as a basic component of grammatical competence.

Woman = “human, female, adult”.
 Boy = “human, male, young”.
 Needle = “thin, sharp, steel instrument”

[illegible]

- 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 similiar to others as far their conceptual meaning but they have diferent social meaning. Example:

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

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

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- "I'm terribly sorry to interrupt, but I wonder if you would be so kind as to lower your voice 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 communicative 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 commercial socialization designed to sell some goods, service or similar. 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 everything 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 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 advertisement 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 loser.”
- “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.”

Advertisement is everywhere around us: in newspapers, in magazines, on billboards along the streets, on television, in radio, etc. The effect of advertising influence us whether we like it or not.

Slogan

Developments in technology and information in this era have made it easier for humans to convey information to the public. Many ways have been used to convey ideas, products and services. One way that is often done by people is using slogans placed in strategic places with a purpose can be seen in the following example.

Slogan is the motto or phrase used in the context of the commercial, religious and other expression of an idea or purpose.

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2.4.1 The Characteristic and Kinds 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 enviroment

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 purpose 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

6) Company slogan

Example: Lion Air's slogan *We make people fly*

Regarding on this study, the researcher found some other reseachers which the topic are related:

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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 television 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 reseach 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.