



**Table 4.2 Counting of Meaning Type Used in Gadget English Slogan**

Type of Meaning		Type of Product				Total
		Smart-phone	Laptop	Tablet	Camera	
<b>Conceptual</b>		4	5	5	0	14
<b>Assosiative</b>	<b>Connotative</b>	4	4	0	1	9
	<b>Social</b>	0	0	0	0	0
	<b>Affective</b>	1	0	0	0	1
	<b>Collocative</b>	0	0	0	0	0
	<b>Reflective</b>	0	0	0	0	0
<b>Thematic</b>		0	0	0	0	0
<b>Total</b>		9	9	5	2	24

The table shows that there are three types of meaning which is mostly used on English slogan of gadget advertisement. The types are conceptual meaning, connotative meaning and affective meaning. It can be seen from the table that the conceptual meaning is the highest kind of English gadget slogan. From the data found, there are 14 slogans which used conceptual meaning. 4 slogans are from smartphone, 5 slogans are from laptop and 5 slogans are from tablet. Then, it is followed by connotative meaning 9 slogans. 4 slogans are from smartphone, 4 slogans are from laptop and 1 slogan is from camera. The last type is affective meaning. It is only found 1 slogans from smartphone product.

After showing the total number of each types meaning used in the English gadget slogan, later on the researcher classifies and explains each English gadget slogans in each type of meaning which is found.

#### 4.1.1.1 Conceptual Meaning

The conceptual meaning is also called denotative meaning. It is clear definition of word based on the concept, the idea, the structure and the form of the word. The researcher found 14 conceptual meanings in the English slogan of gadget advertisement. There are 4 slogans of smartphone, 5 slogans of laptop, 5 slogans of tablet and no slogan of camera product. Each data above is discussed below.

### a) Laptop English slogans

1) Performance with no limits

This slogan has meaning *kinerja tanpa batas*. It has conceptual meaning type. The slogan is telling the consumer about the product. The word “performance” refers to the quality of the laptop and the effectiveness of a computer system. How the laptop works as good as possible. While the word limits, it refers to weakness of the laptop such as some error or problems which often appears on Laptop. So the slogans means that this laptop can use easily and well without worrying about the problem or error in the middle of using the product.

2) Better by any measure

This slogan has meaning *lebih baik dari segala ukuran*. It is found on Dell laptop. It has conceptual meaning. The word “measure” as in the literal meaning is size, or degree. In this slogan the “measure” refers to the degree of the quality, the battery, the speed, the memory, the performance which is had by the product. While the word “better” wants to compare

The meaning of this slogan is *kekuatan lebih dengan Vanbook*. It is kind of conceptual meaning. It can be seen from the slogan that encloses the name of the product, *Vanbook*. “Extra power” here explains about special quality of the product. The word “power” in the slogan refers to the long life battery. The word “extra” means that the long life of battery is more than usual, that is 7 hours 20 minutes. So, it means that this product is special and different with others from the aspect of the battery longlife, 7 hours 20 minutes is the long duration that is indefinitely having by the other products.

This slogan has meaning *hancurkan batas*. It is kind of conceptual meaning from the word *Vanbook*, name of the product in the slogan. The concept of this slogan is mostly same with the slogan before, because it has same brand. This slogans is explain about the speciality of the battery long life. The word “break” means this product wants to change the usual standart of the battery power. Whereas the word “limit” refers to the thing that want to break, that is battery duration life.

5) Change is easy

The slogan has meaning *merubah itu mudah*. The meaning of this slogan is kind of conceptual type, because it is as suitable as the superiority of the product offered. “Change is easy” this sentence refers to the lid or the cover of laptop which can be changed as we want easily. There are various motives can be choosen. This product has unique designed by the lid can be played off and change whenever you want. So the slogan is really right concept which reflects the idea of the new model.

### b) Smartphone slogans

1) See at the speed of light

This slogan has meaning *lihatlah kecepatan dari cahaya*. It is found on the brochure of ASUS ZenFone smartphone which has camera two laser complited by the fastest auto focus laser. The phrase “the speed of light” refers to the auto focus laser which able to catch the picture fast and clear. The fast of the lacer light for about 0.03 second. The camera at ASUS ZenFone can catch the picture faster although in the low light condition. So by having this smartphone you can catch your moment perfectly on the short time.

## 2) The STAR in your hand

This slogan has meaning *STAR di tangamu*. It is kind of conceptual meaning because the copywriter encloses the name of the product, *STAR*.

This slogan is simple, short and clear. “The STAR in your hand” is like an invitation of the advertiser to the consumer to have this product. The advertiser wants the consumer to get and use this product as their communication tool.

3) My phone my tablet

This slogan has meaning *teleponku tabletku*. It is clearly that this slogan is kind of conceptual meaning. The used of pronoun “my” sounds that the advertiser talks to us that she or he has a gadget which is multifunction, it can be phone and tablet. This slogan has really simple word to explain the product. However the slogan doesnt give much information about the special quality of product. It is just said “my phone my tablet” means this product is practice.

4) The phone for every scene

The meaning of this slogan is *telepon untuk setiap situasi*. This slogan has conceptual meaning. The copywriter describes the product in simple and short words. The word “scene” can be meant place or situation in the literal meaning. So, as written on the slogan, the phone can use in wherever and whenever you are. It does not need special time or place to use this phone. It is always suitable with our situation. Indirectly this slogan tells us that the phone is easy and practice to use. By having and use this product, it will not bother the user. Because it is designed to help and make easy the people job in their daily activity.

1) ASUS fonepad fun and call in one

This slogan has meaning *fonepad ASUS hiburan dan komunikasi menjadi satu*. The conceptual meaning of the slogan can be seen from name of the product in the slogan. This slogan is mostly same with other slogans which tells that the product offered is multifunction. The word “fun” refers to the entertain applications inside of the fonepad such as game, internet, social media, camera and etc. The word “call” refers to the function as the communication tool. It is kind of product which add together the two things be one. It is not only able to call but also as the entertainer when we are bored.

## 2) Exploring fun

The meaning of this slogan is *jelajahi hiburan*. it is kind of conceptual meaning. The word “fun” means enjoyment or pleasure. The fun thing of this product refers to the application or feature which is had by the product. The application which can amuse the consumer when they have bad day or they spend a leisure time. Whereas the word “exploring” is the invitation of the advertiser to enjoy of having and using the product. This slogan is based on the concept or idea offered that the tablet has much fun inside that can be entertainment for the user.

3) Explore your world through TREQ Tablet and smartphone

The phrase has meaning *Jelajahi dunia melalui TREQ tablet dan smartphone*. The name of product in the slogan indicate that this slogan is kind of conceptual meaning. The copywriter does not use any complicated words to offer the product. The word “explore” in the literal meaning is the action of searching for the purpose of discovery of information. “Explore your world” means through the sophisticated of the product the advertiser invite you to know something new about this world. You are not only able to call all people everywhere but also you can find the information about everything through the feature of smartphone.

4) Complete your day with mobile computer

This slogan has meaning *lengkapi harimu dengan komputer yang mudah dibawa*. It is kind of conceptual meaning. Mobile is an adjective which has meaning capable of moving readily (especially from place to place). “mobile computer” is effectively any computing device not limit in its location. So the slogan invites us to have the kind of the mobile computer, “tablet”. By having this product it can complete the necessary of hight technology in this modern era. The product is really practice device and it can bring everywhere and use everywhere which does not bother the user.

5) More speed more fun

This slogan has meaning *lebih cepat lebih menyenangkan*. It is kind of conceptual meaning because the meaning is suitable as the concept of the product offered. “Speed” means quick or fast. The fast processor of a



mobile computer is kind of quality that make the product searched and choosen by the consumer. The speed of the product will affect the consumer feeling. the consumr will feel more comfort and fun if their mobile computer works fast. So in this case the advetiser tells the consumer that this tablet is right choice to have because the speed quality that will not make them annoyed.

#### 4.1.1.2 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 it describes explicitly. From the 24 data are found 4 slogans of laptop, 4 slogans of smartphone, no slogan of tablet and 1 slogan of camera that have connotative meaning.

### a) Laptop slogans

1) Get the best of both worlds Dell XPS

This slogan has meaning *dapatkan dua hal terbaik dari dunia Dell XPS*.

This slogan is kind of connotative slogan where the word “world” does not refer to the real world but the product offered, that is Dell XPS. While the word “both” it refers to two things which can be enjoyed at the same time. This product offers the free Microsoft designer bluetooth mouse for who buys this laptop. So, the slogan describes a situation in which we can enjoy the advantages of two very different things at the same time.

## 2) The art of flexibility

This slogan has meaning *seni dari sifat lentur*. The connotative meaning of this slogan can be seen from all of phrase . The word “art” is ususally reffer to the beautification while the word “flexibility” refer to the thing which can be bent easily. However the slogan is representative the laptop product offered. The laptop is designed to be shaped on some mode, they are notebook mode, stand mode, pad mode, tent mode, and display mode. So the word flexibility refer to the some mode which is had by the product. It does not mean that this laptop can be bent but the design of the mode is flexible.

3) Have a colorful holiday

The slogan has meaning *miliki liburan yang penuh warna*. It shows the connotative meaning. “A colorful holiday” refers to a holiday which is filled by the vanbook laptop. This laptop has some colors , red, blue and black. Having this laptop such as you have colorful holiday as likeas the color of the laptop. By having this laptop your holiday never be bored although you only stay at one place because you can play the feature insidethe laptop. It alsoo has cool color of which can be choosen as your favorite. So, through the slogans the copywriter want to convey that the product is easy to bring anywhere and everywhere while you holiday. It has fun features which can be played while you have bored time to make your time be cheerful again.

4) Your true soulmate goes faster

1) Your smart partner

[illegible]

## 2) C- series lighten your life

The meaning of this slogan is *Seri-C sinari hidupmu*. It is clear that this slogan has connotative meaning. The thing which is usually “lighten” the life refers to the sun. The light of the sun always bright and beneficial for the life. It also can be enjoyed for every people in this world. That might be the message which want to convey the copywriter through the slogan. The smartphone can give advantage for the people who use it.

3) Slim, simple, stylish, strong, speedy

The meaning of this slogan is *ramping, sederhana, gaya, kuat, cepat*. All of those adjectives commonly used to describe human character although some of the words sometimes used to describe thing too. This slogan used those adjective to describe the smartphone character. It is “slim” which can bring everywhere easily because it is not heavy put in the bag or the pocket. “Simple” but “stylish”, although the mode of the smartphone is simple but it can be choose to keep stylish and fashionable because stylish is not always glamour. Then “strong” and “fast” both of those words refers to the quality of the smartphone. Strong machine and fast response and processor are presented to make the people comfort and satisfied when use this product.

4) I am faster than faster

This slogan has meaning *saya lebih cepat dari pada yang lebih cepat*. It is kind of connotative meaning. In this slogan there are two word “faster”. The first “faster” here refers to the superiority of the smartphone. This

1) It will change your world

#### 4.1.1.3 Affective Meaning

[illegible]

**a) Smartphone slogans**

This slogan has meaning *saya gaya dan saya tau itu*. Based on researcher opinion this slogan includes of affective meaning type. It describes the personal feeling of having and using the smartphone. The using of pronoun “I” as if the advertiser talks to us about what she or he felt. The word “stylish” is kind of adjective that has same meaning with fashionable, or elegant. It is kind of character that having elegance or taste in manners or dress. So the the word “stylish” in the slogan refers to the appearance. This smartphone, whereas from the quality, the color, the shape, those things can make the user feels more fashionable and confidence when the consumer use it.

Interpretation is the way something explained or understood. It is the opinion of what something means. So, interpretation meaning is meaning which is explained by a listener or reader as well as the message caught by them. In this part the internal and external elements help the researcher to interpret the English slogan of gadget advertisement. The internal element such as language and visual while external elements is the target of advertisement.



9		See at The Speed of Light	Seeing the high technology of this smartphone the
10	<b>Laptop</b>	Get The Best of Both Worlds	It tells the benefit and advantage of having the laptop, the consumer will get the best thing offered from the laptop.
11		Performance with no Limits	This laptop does not have weakness as the other products. It is good quality and minimum error.
12		The Art of Flexibility	It tells us that the laptop has laptop can be shaped on some mode as offered as the product
13		Better by Any Measure	It is good from any aspect. The quality, the performance, the speed, the memory is better than other product.
14		X-tra Power with Vanbook	The power here refers to the strength of battery, which is extra long life more than usual.
15		Have a Colorful Holiday	The laptop helps the consumer having great holiday although only stay in a place by spending the time playing the feature inside.
16		Break The Limit with Vanbook	This product wants to make the weakness on other laptops does not happen in this brand. So, it uses the word break. It wants to tell that the weakness does not find in this laptop.
17		Your True Soulmate Goes Faster	This laptop can be real partner to company you do the activity and job. The fast processor which does not bother you.
18		Change is Easy	This slogan has correlation with the superiority of the laptop. The new unique





The finding of the interpretation meaning and the type of meaning used in the English slogan of gadget advertisement shows the correlation between those two things. The conceptual meaning has simple interpretation than connotative and affective. The English slogan which has conceptual meaning usually encloses the name of the product and the word refers to the product directly. Whereas the interpretation of connotative and affective is little bit complicated because the word used does not refer to the product directly.

This section, discusses the finding of data analysis. As has been mentioned that interpretaion is the way something explained or understood. It is the opinion of what something means. Meaning is what the source or sender expresses, conveys in their message to the receiver. Understanding the meaning of a word, phrase or sentence is significant part of communication. Through understanding it we can get the information. As the researcher mentions in the previous chapter, there are seven types of meaning based on Leech (1974). They are conceptual meaning, assosiative meaning which is devided into connotative, social, affective, collocative, and reflective then the last meaning is thematic. Yet, all the meanings are not always on a word, a phrase or a sentence.

Connotative meaning is also found in these slogans. There are 4 slogans of smrtphone, 4 slogans of laptop, no slogan of tablet and 1 slogan of camera. The connotative meaning is marked by the word which does not have the real meaning. The interpretation meaning of this type refers to the itended meaning. It is an expression of what refers to, for instance the word “smart partner” does not refer to the human but the smartphone which able to help your job in the daily life. The connotative interpretaion needs something which is associated with the thing.

[illegible]

smartphone slogan and camera slogan. Affective meaning is the meaning which contains personal feelings of someone toward listener or target of utterance. The interpretation meaning of this type is like the copywriter has had and used the product. They tried to make sure the consumer that they enjoy the feature, application, performance and other benefit of having the product. The feeling which is conveyed usually positive feeling. It aims to persuade or influence the consumer to buy, to get and to use the product.

This result of the findings has answered the two research problems that have been mentioned in the chapter one. However meaning of a word, a phrase and a sentence depend on the perception of each person. Between one person and other will have different meaning of word, phrase and sentence because they have different perception of the thing that they think.

In addition, comparing with the other researches done before, there are different focus in my research. Here, the researcher does not put the focus only on the two types of meaning, denotative and connotative. The researcher focuses on the seven types of meaning used in the English gadget slogan. The use of English gadget slogan especially smatrphone, laptop, tablet and camera as the object, makes this present research be different with the research before. They commonly used lyric of English song, random advertisement of beverage and food slogan and English translation of Al Qura n surah.

The researcher's reason used slogan advertisement as the object because it is interesting. The language of advertisement slogan is various kinds but it has the same aims at persuade and influence. An advertisement is a communication tool

between producer and consumer which commonly found in everywhere around us. It can be shared, seen and read to all people in this world no excepted. The English which is commonly used in the slogan cannot be understood by all people. Therefore, the researcher analyze the English slogan of advertisement to enrich the knowledge about the slogan meaning and the types of meaning usually used in the gadget advertisement. So it can help to minimize the misunderstanding message which is conveyed by the advertiser.

A slogan advertisement must be able to reflect the whole information of advertisement and make sure the consumer to follow the invitation of advertiser. Slogans on the gadget advertisement are represented by the word that able to reflect the purpose of the advertisement. It is not complicated, easy to remember and contain the superiority of product offered.