CHAPTER IV

FINDINGS AND DISCUSSION

This chapter is about finding and discussion of the thesis. It provides the answer of two researcher problems that have been presented in the first chapter.

4.1 Findings

In this section the researcher presents the analysis of types of meaning and interpretation meaning in the English slogan of gadget advertisement especially smartphone, laptop, tablet, and camera product.

The use of slogan in the advertisement gives the short explanation and information of the product to the people. The information only contains what the consumer needs to know. It sometimes contains the name of the product and usually the information how it can benefit the customer.

4.1.1 The Types of Meaning Used on English Gadget Slogan

Based on Leech (1974) there are seven types of meaning. They are conceptual, assosiative which is devided into: social, affective, colocative and reflective then the last type is thematic. From the 24 slogans are found some different types of meaning. The number of each types is found also different. The table below is made in order to make the readers find the number and the type of meaning easier.

Table 4.2 Counting of Meaning Type Used in Gadged English Slogan

Type of Meaning		Type of Product				
		Smart- phone	Laptop	Tablet	Camera	Total
Conceptual		4	5	5	0	14
	Connotative	4	4	0	1	9
Assosiative	Social	0	0	0	0	0
	Affective	1	0	0	0	1
Asso	Collocative	0	0	0	0	0
1	Reflective	0	0	0	0	0
Thematic		0/4	0	0	0	0
Total		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 gadged 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 teeling the consumer about the product. The word "performance" refers to the quality of the laptop and the effectiveness of a compter 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 degree of the product with others. The advertiser want to inform the consumer that it is the righ choice for you because from any degree that mentioned above this laptop is more excellent than others.

3) X-Tra power with Vanbook

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 bettery 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 undefinitely having by the other products.

4) Break the Limit with Vanbook

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.

c) Tablet slogans

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 bee 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 s logan 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 entertaiment 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 throught 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 1slogan 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

The slogan has meaning *teman sejatimu bergerak lebih cepat*. This slogan shows the connotative meaning from the "word true soulmate". True soulmate here does not refer to human or animal but it refers to the laptop product which offered. This laptop can be your true soulmate to work for the office worker, to do homework for the students, to play game for the gammer, etc. It also offers the fast quality so the user of this product will not feel annoyed for the slow response of the product. Therefore, it can be the suitable partner wherever and whenever when needed.

b) Smartphone slogans:

1) Your smart partner

This slogan has meaning *pasangan pintar kamu*. From the meaning of the slogan the researcher concludes that it has connotative meaning. It can be seen from the phrase "smart partner". The word "smart" usually refers to human who has brain to think and to learn something while the word "partner" also commonly refers to human which can give suggestion and help each other. Yet, in this era the smart partner is not always human or people, a smartphone can also be your smart partner in your life. The modern era makes smartphone be a thing which must be had for some people becuase it has many function to make easy our joband bussiness. So the slogan wants to convey to the people that smartphone is a right choise to be your smart partner in this era because the high technology and the feature inside can help the human to do their job easily.

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 easly 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 choise 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

smartphone offers the the high speed RAM and faster fingerprint unlocking. While the second "faster" in this slogan refers to other smartphons products. This slogan promote the smartphone by comparing it with others. The advertiser tells that that the faster quality which is had by this smartphone is different and better than other fast smartphones.

c) Camera slogans

1) It will change your world

This slogan has meaning *ini akan merubah duniamu*. It is found on the digital camera. Based on researcher's opinion this slogan includes in the connotative meaning category because it does not use the word which explain the quality or the performance of the product. The phrase refers to the effect of having the camera product. The camera as if as able to change your world because the different feature not like others. It automatically takes the shot when you get close. So taking picture with your friend, family and all people you love will be more fun and easy. We needn't bother to press the button, just take the potition closer it will take your picture automatically.

4.1.1.3 Affective Meaning

Affective meaning of word is more personalized definition of the word than the generalized concepts associated with connotation. Affective meaning is more directly a reflection of the speaker's personal attitude or feelings towards the listener or the target of the utterance. From the data, only found one slogan that used affective meaning, that is smartphone product:

a) Smartphone slogans

1) I'm stylish and I know it

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.

4.1.2 Interpretation Meaning of English Gadget Slogans

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 interprete the English slogan of gadget advertisement. The internal element such as language and visual while external elements is the target of advertisement.

Here the researcher presents the short interpretation of gadget English slogan in the form of table.

Table 4.1 Interpretation meaning of gadged English slogan

No.	Gadget	English Slogan	Interpretation	
1		I am Faster than Faster	The slogans tells that this smartphone has one superiority which is more sophisticated than other smartphone. It shows of the faster system that faster than others.	
2	Smartphone	The STAR in Your Hand	It invites us to use and buy this smartphone	
3		I'm Stylish and I Know it	The slogan tells to the consumer that by using this smartphone it can increase their perfomance. This smarphone makes us look more fashionable	
4		My Phone My Tablet	This smartphone is kind of practice product which can be phone and tablet all at once.	
5		Your Smart Partner	This smartphone can be your partner life to help you do your job in daily life. The high feature will make you easy to finish your job	
6		C- Series Lighten Your Life	This smartphone can be benefit for our life by the function that can help the people.	
7		Slim, Simple, Stylish, Strong, Speedy	It tells the feature which is had by the smartphone, the body is slim easy to bring, simple but stylish, the quality is strong and speed.	
8		The Phone for Every Scene	This smartphone is suitable for any condition and situation	

9		See at The Speed of Light	Seeing the high technology of this smartphone the
10		Get The Best of Both Worlds	It tells the benefi 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	Laptop	The Art of Flexibility	It tells us that the laptop has laptop can be shaped on some mode as offered as the product
13	4	Better by Any Measure	It is good from any aspect. The quality, the performance, the speed, the memory is better that other poduct.
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 speding the time playing the feature inside.
16		Break The Limit with Vanbook	This product wants to make the weakness on other laptops does not happend 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 prosesor which does not bother you.
18		Change is Easy	This slogan has corelation with the superiority of the laptop. Thethe new unique

			cover design that can be change easily.
19		ASUS fonepad Fun and Call in One	This fonepad is multifunction. It can be the tool for communication and the tool to entertain us.
20		Exploring Fun	Enjoy every feature in the tablet
21	Tablet	Explore Your World through TREQ Tablet and Smartphone	Take the benefit of having TREQ tablet or smartphone which can use to comunicate all people everywhere. To know the other side of the world like culture, education, and other news through the features of the product.
22	4	Complete Your Day with Mobile Computer	The day that you have will be more complete by having the tablet which is easy to bring anywhere and everywhere.
23		More Fun More Speed	The speed system of the tablet will make the concumer more satisfied and comfort.
24	Camera	It will Change Your World	The camera will make your day more colorful. Taking picture with friend, family or people we love will be fun by the feature of the camera.

The table above shows the interpetation of the English slogan found in PC Media magazine, brochure, banner and billboard. There are 9 slogans of smartphone, 9 slogans of laptop, 5 slogans of tablet and 1 slogan of camera. Seeing on the table, and read the explanation before some of the slogans can be understood easily. It is caused the words used are simple and as suitable as the product offered but some of them are ambiguity like there is no corelation

between the product and the words of slogan used. Some of slogans are interpreted by seeing on the picture as the extra information. The extra information also got from the quality of the product offered. It usually has corelation with the English slogan of the product.

The finding of the interpretation meaning and the type of meaning used in the English slogan of gadget advertisement shows the corelation between those two things. The conceptual meaning has simple interpretation than connotative and afective. 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 afective is little bit complicated because the word used does not refer to the product directly.

4.2 Discussion

This section, discusses the finding of data anlysis. 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.

After analyzing some gadget English slogans especially smartphone, laptop, tablet and camera product which is got from PC media magazine, brochure, banner and billboard in the Hi-tech Mall Surabaya. The researcher found that there are three types the most used in the gadget English slogan. There are conceptual, assosiative of connotative and assosiative of affective meaning.

The interpretation meaning of each slogan found is also depend on the type of meaning used. Conceptual meaning is the most used in the English slogan of gadget advertisement. There are several slogans used conceptual meaning. There are 5 slogans of laptop, 4 slogans of smartpone, 5 slogans of tablet and no slogan of camera. The interpretaion of this type is able to undertsand easily. The word used are simple, short and clear. The slogans which have conceptual meaning usually containt of the name of the product, the kinds, the benefit, and the superiority of the product offered. It aims at helping the consumer catch the message in the English slogan of the gadget product easily.

Conotative 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 interpretation needs something which is associated with the thing.

Affective meaning is the fewest meaning found in the English gadget slogan. The researcher only found two slogans used affective meaning. They are

smartphone slogan and camera slogan. Affective meaning is the meaning which containt of personal feelings of someone toward listener or target of utterence. The interpretaion 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, aplication, performance and other benefit of having the product. The feeling which is conveyed usually positive feeling, it aims at 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 advetisement 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 execpted. 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.