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Later on from the seven types of meanings: conceptual, associative connotative, associative social, associative affective, associative reflective, associative collocaive and thematic, the researcher found three types which mostly used. The types are conceptual, associative connotative and associative affective.

Firstly, the researcher found 14 slogans used conceptual meaning. There are 6 laptop slogans: *performance with no limit, better by any measure, extra power with Vanbook, break the limit with Vanbook, change is easy*, 3 smartphone slogans; *the STAR in your hand, my phone my tablet, the phone for every scene* and 5 tablet slogans; *ASUS fonepad fun and call in one, exploring fun, explore your world through TREQ tablet and smartphone, complete your day with mobile computer, more speed more fun*. Based on the reseacer analysis those slogans has conceptual meaning because they are as suitable as the idea or concept of the product offered. It usually containt of the quality or fiture of the product. The word used to explain the product is the real word without using any parable.

Secondly, the type of meaning found in the gadget English slogan is associative connotative. There are 4 slogan of smartphone; *I am faster than faster, your smart partner, C-Series lighten your life, slim simple stylish strong speedy*, 4 slogans of laptop; *get the best of both worlds Dell XPS, the art of flexibility, have a colorful holiday, your true soulmate goes faster* and one slogan of camera; *it*

Thirdly, type of meaning found in the English gadget slogan is assosiative affective. There is one slogan, from smartphone product; *I am stylish and I know it*. The slogan is type of assosiative affective meaning because it describes the personal feelings of the writer to the product. The using of affective meaning as if the advertiser wants to invite the consumer feel the same feeling by using the product.

The conceptual meaning is the mostly used in the English slogan of gadged advertisement. It is caused the conceptual meaning is easy to understand. By using the real word, it will be easier to explain the quality of product offered. Text of slogan is advertiser's way to attract, and to influence the consumer. It is also part of communication tool between the advertiser and the consumer, if the text easy to catch by the consumer, it will develop the sale.

At the end of this study, the researcher would like to offer suggestion for the future research. Study about meaning of English slogan can be analyzed from some aspects, such the researcher has mentioned in the background of study. It can be from sociolinguistics, stylistics, semantics, pragmatics and semiotics. The next researcher who wants to analyze the same theme about meaning, they can

