VAGUENESS IN COCA-COLA ADVERTISING SLOGANS

THESIS



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2020

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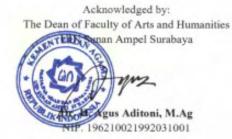
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ABSTRACT

Mutmainah, S. (2020). Vagueness in Coca-Cola Advertising Slogans. English Department, UIN Sunan Ampel Surabaya. Advisor: Murni Fidiyanti, MA.

Keywords: vagueness, associative meaning, advertising slogans.

This thesis discussed the vagueness in Coca-Cola advertising slogans. The researcher used the theory of vagueness by Nicholas J.J. Smith and the theory of associative meaning by Geoffrey Leech. This research aims to identify the characteristics of vagueness in the advertising slogans. This research also interpreted the meaning of vagueness used the theory of associative meaning to understand the clear meaning behind the vague words or phrases contained in the advertising slogans. Therefore, two research questions answered in this study, such as (1) The characteristics of vagueness in Coca-Cola advertising slogans. (2) The meaning constructed by vagueness in Coca-Cola advertising slogans.

The methodology used in this research is descriptive-qualitative methodology. By this methodology, the researcher identified the characteristics of vagueness and interpreted the meaning of vagueness related to all words and pictures in the advertising slogans. Then, the researcher identified the types of associative meaning based on the analysis. Before analyzing, the researcher collected the advertising slogans pictures from some official websites of Coca-Cola. The researcher underlined all vague words in every data then started to analyze the data.

As the result, all characteristics of vagueness are found in the slogans and all types of associative meaning are applied in the slogans. Such as the word "the feeling", "smile", "the great taste", "real", "go better", "sign", "life", "Cool", "things", "the real thing", "good", "refreshed", and etc. In every slogan, there was found one or two vague word or phrase. They built imprecise meaning and caused vagueness.

ABSTRAK

Mutmainah, S. (2020). *Ketidakjelasan dalam Slogan Iklan Coca-Cola*. Program Studi Sastra Inggris, UIN Sunan Ampel Surabaya. Pembimbing: Murni Fidiyanti, MA.

Kata Kunci: ketidakjelasan, makna asosiatif, slogan iklan.

Skripsi ini membahas ketidakjelasan dalam slogan iklan Coca-Cola. Peneliti menggunakan teori ketidakjelasan dari Nicholas J.J. Smith dan teori makna asosiatif dari Geoffrey Leech. Penelitian ini bertujuan untuk mengidentifikasi ciri-ciri dari ketidakjelasan didalam slogan iklan Coca-Cola. Penelitian ini juga menafsirkan makna dari ketidakjelasan menggunakan teori makna asosiatif untuk memahami arti yang jelas dibalik kata-kata yang tidak jelas yang terkandung didalam slogan iklan Coca-Cola. Oleh karena itu, dua pertanyaan penelitian telah dijawab didalam studi ini, seperti (1) Ciri-ciri dari ketidakjelasan didalam iklan slogan Coca-Cola. (2) Makna yang dibangun oleh ketidakjelasan dalam iklan slogan Coca-Cola.

Penelitian ini menggunakan metode deskripsi-qualitatif. Dengan metode ini, peneliti mengidentifikasikan karakteristik dari ketidakjelasan dan menafsirkan makna dari ketidakjelasan itu, mengaitkan dengan semua kata dan gambar yang ada dalam slogan. Kemudian, peneliti menganalisis jenis-jenis makna asosiatif berdasarkan analisis tersebut. Sebelum menganalisis, peneliti mengumpulkan gambar-gambar slogan iklan dari beberapa situs resmi Coca-Cola. Peneliti menggaris bawahi semua kata yang tidak jelas di setiap data kemudian memulai untuk menganalisis data-data tersebut.

Sebagai hasilnya, semua ciri-ciri dari ketidakjelasan ditemukan didalam slogan-slogan tersebut dan semua jenis dari makna asosiatif digunakan dalam slogan-slogan tersebut. seperti kata "rasa itu", "senyuman", "rasa paling hebat itu", "sungguhan", "menjadi lebih baik", "tanda", "kehidupan", "dingin", "hal-hal", "hal yang sebenarnya", "baik", "menyegarkan", dan lain sebagainya. Dalam setiap slogan, ditemukan satu atau dua kata atau prase yang tidak jelas. Mereka membangun arti yang tidak jelas dan menyebabkan ketidakjelasan.

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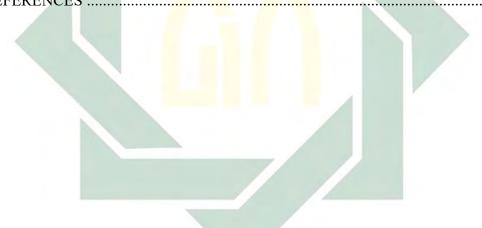
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CHAPTER I

INTRODUCTION

This part provides an introduction to the study. It includes the background of the study, research problems, significance of the study, scope and limitation of the study, and definition of the key terms.

1.1 Background of Study

In business, some factors contribute to build a success business such as marketing strategy (Burnett, 2008, p.3). One of part in marketing strategy is advertising. Advertising is the best way to communicate with the customers to persuade them to take action (Kenechukwu, 2013, p.951). It is not just about commercial promotion, but it also shows the idea of text which is aimed to boost the image of personal, group, or organization, such as stated by Goddard (1998, p.10). It is also consolidated by Bertens (2013, p.251), he stated that advertising also plays a vital role for a company to promote its sales and increase the incomes, so that it is exposed not only to be informative but also persuasive properly. Advertising is used to inform the customers about the brands available in the market and any variety of products useful to them. Usually, it is done by using various media types with different techniques and methods most suited. In mass media, it should be more fascinating, exciting, and creative furthermore in this world of globalization. Duda stated that (2013, p.6) advertising is always exposed to people everywhere. Finally, everything in an advertisement will affect customer

desirability, such as the actor, clothes, statement, language and etc. Persuasive language in advertising is needed to attract the consumer to consume the goods, services, or ideas advertised (Kenechukwu, 2013, p.952). In addition, a set of words also includes a factor that can interest the audience of advertising. Advertiser must arrange a set of words as well to make a persuasive, concise, and understandable advertising such as in advertising slogans.

People will see slogans as a part of advertising, especially mass media, both in electronic or printed media. According to Duda (2013, p.11), a slogan is a way to build the memorable image and value of a product by a set of words that usually accompanies or comes after the brand name product. Hence, in this present research, the researcher focuses on analyzing advertising slogans. The advertising slogans that will be analyzed in this research are Coca-Cola advertising slogans made by The Coca-Cola Company. American Marketing Association in 2013 stated that Coca-Cola Company always changed its slogans for nine times as of the year (2000), meanwhile, some companies leave their slogans unchanged for decades, this statement found in Duda (2013, p.11). A survey done by World Panel on (2018) in the edition of Kantar Worldpanel's Brand Footprint report (http://kantarworldpanel.com) informs that Coca-Cola is number one best seller product in the world for the sixth year running. Specifically, it has been chosen by more than 1 billion times in a year by consumers globally. Based on this fact, the researcher analyzes how Coca-Cola advertising slogans use one linguistic feature phenomenon that recently was found in advertising slogans.

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Various slogans use some words that have a vague meaning which then causes various questions in people's minds, this kind of linguistics phenomenon is called as vagueness.

According to Ronzitti (2011, p.125), vagueness is included in the semantic core of linguistic phenomenon which creates a problem or threat to its simple picture of meaning. In daily linguistic problems, vagueness is frequently considered as ambiguity, but actually, both of them are different. Ambiguity happens when a statement semantically has unrelated meaning and enable to approach with separate dictionary entries. However, vagueness happens when a statement has definite meaning but lack of specification. Ronzitti (2011, p.125) enlightened that vagueness is about problem of 'meaning' in linguistic expression. Vagueness might be used to appear the purpose of the writer or a speaker. Some researchers have determined the function of using vagueness, such stated by Pan (2012, p.2530), the function of vagueness based on Grice's theory of cooperative principle are such as; make communication easy, lead conversation more persuasive but not rude, provide protection against uncertainty and have no limitation to time or place. Deemter (2010, p.10) also clarified that vagueness is not always a bad thing and it is an unavoidable phenomenon. On the other side, Lawry (2006, p.10) construed that vague concept is an essential issue in natural language which also has an essential function in communications around people within a shared linguistic context. Furthermore, 'vague' concept recently comes

confusion in people's mind because of its fuzzy boundaries. Hyde (2008, p.52) supported this impression with his declaration that vagueness potentially build logical problem.

Based on these all statements, it wraps up that the study of vagueness has become an important aspect of linguistic phenomena, especially on advertising slogans which currently appear in various media and places of human life. Recently, there has been growing interest in vagueness moreover it must focus on one aspect of business that is an advertisement which also will be a valuable knowledge for knowing the trick in advertising slogans arrangement. However, the development of vagueness is a classic problem in many linguistic researches such as about the definition, function, various types, and the others.

There are some researchers who have brought up some problems with vagueness in numerous fields in language use. The first previous literature coming from the College of Beijing Union University China, written by Weiwei Pan (2012) by the title "An Analysis of Vagueness in English News from Grice"s Cooperative Principles". Pan said that if newspapers do not contain vague language, the degree of reliability and veracity will be reduced, and its contents will not be trust-worthy at all. The vague language also considered as a feature which can help and give more strength to the artistic effects of the news which cannot be directly expressed by detailed information or the exact number found in the English newspapers. The scope of that analysis is based on the theory of Maxims Pragmatics, which is Grice's Cooperative Principle. It should be limited to 4 categories of maxims principles, like maxims of quality, quantity, relevance, and manner. This research has tried to cover why journalists prefer to use vague language in their news and identified the function of using it related to the Maxims principle. However, the news those are taken as the data on this research are spread, it means they are not coming from one institute only of news program, most of them coming from CNN news, but several from another country that is not an English country. This research also did not give a clear explanation for the decision of which words are classified as vague and how the word can be vague. This research also served in-consistent conclusion about the function of vagueness.

The second research conducted in Inner Mongolia University of Technology China, written by Fang Xi (2013) under the title "A Study on the Vagueness in English Language Teaching from the Pragmatic Perspective". Fang Xi in his journal has analyzed how vagueness used in the daily process of teaching English, either by teachers or students and what is the function that will be got by teachers or students. He tried to expose in detail, in every angle of the learningteaching process at class and every part vagueness appears such as in grammar, pronunciation, lexis, discourse, and when doing evaluation based on pragmatics perspective. It will be a larger analysis because all field of vagueness possibility in class is discussed, such as vague language teaching, namely, teaching with reference to Chinese, practice based on text, and a thorough understanding of English culture. Unfortunately, the researcher did not mention clearly whose theory as the theoretical framework of pragmatics used to analyzed and did not obviously show how the students and teacher can get the benefit from using vagueness, and there is no specific way how language can be identified as vague because there is no more detailed explanation for vague, types, or characteristics used and specific theory by any author. The next previous study about vagueness also collected by Indra Grietena (2010) that is "Vagueness of Expression in Public Speeches: Interpreter's Strategies and Techniques". The researcher served the idea of vagueness and the implications in public speeches for conference interpreters, based on linguistic and philosophical aspect. The basic theoretical framework is Relevance Theory (RT) by Sperber and Wilson as a tool to analyze the idea of deriving the meaning in speech exchanges by integrating inferential model with parsing account then elaborated by inference in a particular context. The study's fundamental purpose is to analyze techniques applicable and appropriate strategies for interpreters to interpret vagueness in public speeches. The researcher gave emphatic diversification between vagueness and ambiguity. However, this action could not clear the characteristics of vagueness yet. If there is no measurement of how vagueness happens, it still causes consciousness to identify a vague word.

All of the previous research analyzed vagueness in any aspect and answered various questions about vagueness such as the advantages, benefit of using vagueness, and also gave techniques and strategies for interpreters. However, there is still not found yet a clear explanation for the characteristics of vagueness and clarification for the meaning of vagueness. Almost all of previous studies use the same theory, that is pragmatics aspect, cooperative principle by Grice's theory, and another did not identify specific theory used. Hence, this present study analyzes vagueness in the semantics aspect, that is exploring the meaning of vague terms founded in data after clarifying the basic characteristics of vagueness to get the best understanding and show clearly about the way to make a determination that a word is classified as vague. A lot of linguists and philosophers create the theory of vagueness. In this occasion, the researcher uses the theory of Nicholas J.J. Smith (2008) for the characteristics of vagueness and the semantic theory of Geoffrey Leech (2010) about the types of meaning to analyze the meaning constructed by vagueness in advertising slogans and to understand the way to define a vague terms or vague words based on types of meaning. One of type of meaning is associative meaning, Leech (1981, p.23) concluded that it is unstable meaning. This conclusion gives a similar understanding of vagueness: 'unstable', 'unclear', or 'vague'. Here, the researcher analyzes the advertising slogans based on Smith's theory, about characteristics of vagueness and semantics theory about types of meaning.

Fortunately, this research focuses on analyzing one kind of product that is Coca-Cola advertising slogans. This present research can get the general pattern

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of vagueness in the advertisement of the best seller product in the world (Coca-Cola as the best seller product in the world based on Kantar observation) by analyzing its advertising slogans. Moreover, Bloomer (2005, p.15) stated that advertisement is as a tool to communicate to the customer, which refers to any message, not just the highly structured symbolic messages of language.

Using a qualitative way could give the best understanding to the reader while reading this research. By analyzing advertising slogans in the characteristics of vagueness and the definition of vague terms based on the type of meaning, this research can be specific and excavate deeply about how to know a vague word and to interpret it using associative meaning as a type of meaning in semantic rules. Vagueness will always be a vague concept of linguistic phenomena if there is no clear explanation and understandable way to analyze, and in this present research, the researcher presents the response.

1.2 Research Problems

The researcher takes up two problems to be resolved in this research, there are:

- How are the characteristics of vagueness in Coca-Cola advertising slogans?
- 2. How does vagueness construct the meanings of Coca-Cola advertising slogans?

1.3 Significance of the Study

The researcher wants this study to become valuable, helpful, and gives functional knowledge to all readers and the researcher. After knowing the use of vagueness in the advertising slogans made by The Coca-Cola Company, the researcher hopes that it can give researchers and readers more knowledge about the characteristics, interpretation of meaning, example, and other explanations of vagueness. Hence, this knowledge properly drives us to apprehend general patterns of marketing strategies in creating an advertising slogan as promotion advertising. Finally, this research can allow the greatest understanding of how to make better advertising slogans and influence people using vagueness in advertising slogans.

In addition, the researcher also hopes that this study can be practiced, not just for analyzing, but also useful practically in daily especially for work or entrepreneurship practically, such as for everyone who works in any business or marketing area to understand the way to increase the ability of marketing and promotion. Creativity is needed in every model of communication, included advertising to get the best result, such as stated by Lapanska (2006, p.17) that advertising is becoming a way of communication between the creator of the advertisement and the consumer to tell about the product.

1.4 Scope and Limitation of Study

This research is bounded in some scope. It focuses on analyzing characteristics of vagueness to find vague words, then interpreting the meaning of vagueness in Coca-Cola advertising slogans. The meanings are interpreted based on Leech's theory that is a type of meaning which focused on associative meaning as the way to understand the meaning sense of vagueness.

1.5 Definition of Key Terms

In analyzing this research, the researcher used some key terms that should be known by all readers. These are the definition of key terms:

a. Vagueness

Vagueness is a set of words that usually have homogeneous meaning or lack of specification or has fuzzy boundaries. It is a kind of semantic phenomenon which concerns the problem of meaning and possible to cause unequal interpretation of meaning.

b. Advertising

Advertising is the placement of announcements and persuasive messages nonpersonal communication of information, usually paid for and promote products, services or ideas by an identified sponsor through the various media.

c. Slogan

Slogan is the catchphrases that appear after a logo or brand name in an advertisement and usually they are very unforgettable.

d. Coca-Cola

Coca-Cola is also called coke; it is a kind of carbonate soft drink product manufactured by the Coca-Cola Company and supplied to many countries in the world.

CHAPTER II

REVIEW OF RELATED LITERATURE

2.1 Vagueness

Vagueness exists as a common language phenomenon in human's life. People may show some vague words when they are speaking or writing. A lot of concept of physical objects has lacking discretion for their characteristics (Felkins, 1996, p.1). Vague words appear if a statement has un-precise meaning or it can be predicated meaningfully, there is no exact object according to a crucial standard of precision (Robert, 2011, p.8). Sometimes vagueness is considered as ambiguity, but both vagueness and ambiguity are not same, they have differences. Information is called ambiguity if it has more than one meaning and can make the reader or listener imagines the description complexly. In contrast, information is called as vagueness if it has exact meaning but lacking in detail then makes the reader or listener imagine the description with a lot of precision. However, Keefe (2003, p.10) stated that definitely words can be both ambiguous and vague.

There is not always meant that all vagueness is a problem, as Russell's clarification (1923, p.2), when he invented an appropriate language to avoid vagueness it is not suitable for public occasions. This statement means that vagueness is a natural language that is needed also in human life. According to Rooij (2011, p.3) someone needs some requirements to be successful and productive for understanding the meaning based on truth-conditional semantics,

such as identify the meaning of sentences with the true conditions or the circumstances. He also stated (2011, p.2) that almost any lexical categories are possible to be vague expression. Classical vague expressions are adjectives such as the words; tall, fast, adolescent, and etc. For instance, the word "tall", declaring that someone is "tall" when he has 160 centimeters tall will not always true, it can be based on the variety with the locale or habitually in the surrounding of case. We may agree that someone is "tall" and someone is "short", but there are numerous of people who are hard to decide as "tall" or "short".

The occurrence of specific linguistic features were used both in written and spoken text, included vagueness (Hinkel, 2002, p.12). A vague word has general and homogeneous meanings which essentially always depend on the context used. In the foreground of semantic features, it refers to object, concept, and event which may have a lack definition and lack of boundaries in the nonlinguistic world.

2.1.1 Characteristics of Vagueness

In concentrating on the problem of vagueness, knowing the precise superficial description of the phenomenon is a necessary to be explained (Horwich, 1997, p.929). This will be the theoretical presupposition which rise to understand the characteristics of vagueness. The characteristics of vagueness according to Nicholas J.J. Smith (2008, p.133-140) consist of 3 characteristics, they are borderline cases, blurred boundaries, and sorite-paradox.

a. Borderline Cases

A word which has no borderline case is possible to be vague extremely. An expression will have very general meaning if it has no borderline case which related to the topic discussed. There must be a sharp division between the case to which 'a predicate' (vague) *F* applies, the case to which it does not applies, and the borderline case (Smith, 2008, p.133). In simplicity, it considers a predicate *F*; if X_I is true, and X_n is false, then there must be a statement that Fx is neither true nor false. If the corresponding object "Xi" is the borderline cases for *F*. This is one of characteristic vague, that every predicate which admits of borderline cases is vague.

b. Blurred boundaries

If in borderline case characterization, someone can have more than one sharp line around the 'vague predicate' F, but it does not exclude two concentric sharp lines. Therefore, in blurred boundaries, it is crucial to capture what is essential to vagueness. However, when it comes to getting a clear understanding of vagueness and its associated problems, the blurred boundaries metaphor is too slippery to be of real help. Hence, it is not precise of perspicuous enough to be useful.

c. Sorites- paradox

In sorites-paradox, there must be a striking and perplexing argument. It will be compelling but we do not accept it. However, people will tend to accept the premises and the reasoning, but not the conclusion. We are just taken it but not

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convinced it. The concept of sorites-paradox is *"if there a grain is taken from a heap, then could the heap still be called as a heap"*. This parable portrayed the sense of sorites-paradox in a discourse.

2.1.2 Meaning

Meaning study is a kind of study in semantics aspect of language study. It is confirmed by Leech in his book (1981, p. ix), he said that semantics is the study of meaning which becomes a center of communication, it grows to be more fundamental in social organization, and it causes a necessary to be understood. Recently, someone says more than he has literally said (Kyburg, 2000, p.584). Meaning is commonly referred to as the intention behind a language or the translations of words between languages. Riemer stated in his book (2010, p.2) that the primary mission of semantics, in this case, is to differentiate between various types of meaning and understand what position each of them has inside a principled theory of language. Hence, there are some types of meaning based on Leech's division in his book "Semantics-The study of meaning" (1981, p.9-23) that are categorized to be three general divisions.

2.1.3 Types of Meaning

There are some types of meaning to show how methods of study appropriate to one type may be appropriate to another. In a form of outline, types of meaning consist of conceptual meaning, thematic meaning, and associative meaning (Leech, 1981. P.9). Hence, associative meaning is divided into 5 categories, there are connotative meaning, stylistic meaning, affective meaning, reflected meaning, and collocative meaning. Types of meaning based on Leech's theory can be concluded in this following diagram below:

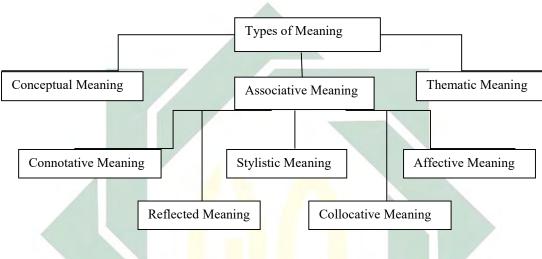


Figure 2.1. Types of Meaning

1). Conceptual Meaning

Conceptual meaning is commonly recognized as a central power in language communication and it has an essential function of language. It is also identified as denotative or cognitive meaning. To understand language, there must be language skills which have to belong, including phonological representation, syntactic representation, and semantic representation. When a human deliver his idea, he does a process of 'Encoding' (start with 'semantic representation' - 'syntactic representation' – 'phonological representation'), but when a human tries to understand someone's declaration, he needs to do 'Decoding' (start with 'phonological representation'- 'syntactic representation' – 'semantic representation') to get the ideal means.

2). Thematic Meaning

Thematic meaning is a meaning which is communicated based on the way of speakers or writers arranges their message, it can be based on the sequence, focus, or stressing of the statement. For instance, passive and active sentences will give different effect for interpretation. Hence, thematic can be construction of grammatical alternative, intonation, or stressing.

3). Associative Meaning

This is a summary term for some types of meaning which have unstable meaning, open-ended, variable character, and possible to be analyzed in terms of scales or range rather than in discrete analysis. Associative meaning can cover:

a. Connotative Meaning

The content of connotative meaning is the same as conceptual, but there is a communicative value of an expression depends on what it refers to. For instance, the word 'woman' in connotative meaning, it is not just referred to 'physical' characteristics of 'woman', but also 'psychological and social', and larger to another context such as skill that usually belong to 'woman', as like cooking, elegant, motherhood, using make-up, feminine, and so on.

The reference used in connotative meaning can depend on the perspective of an individual, or society which might be different to some extent, from society to

society in various places and from era to another era. Connotation meaning also describes the speaker's experience in 'the real world' when expressing his concept or can describe the listener's experience when listening to an expression. Connotative is not a specific matter in language, but it accompanies language in the communication system, as like visual art and music. It is possible to cause an overlap in language and visual communication, where mostly happen in advertising language. Connotation has a more extent rather than conceptual, it is unstable or frequently changed depends on culture, historical period, and someone's experienced background. In simplicity, all speakers have the same conceptual framework, but not every speaker says their concept in the same language, hence someone chooses to use connotative meaning. The next fact about connotative meaning is that it is vague and open-ended opposite conceptual meaning. Every characteristic of referent which is identified subjectively or objectively might contribute connotative meaning of the expression which represents, and it becomes the base to investigate the conceptual meaning behind.

b. Stylistic Meaning

Stylistic meaning is a word that shows the social circumstances of its use. Sometimes, some words or utterances can show the identity of someone's origins or backgrounds, and called as dialect. Language need to be fit with the conditions, circumstances, and audiences. Because of that, there must be various styles to utter a concept through language. The styles of language can be based on dialect, historical time, the status of the relationship, formal or informal, the ways to deliver the idea, and so on. People may have the same concept of meaning, but there must be the different effects of communication, as a result, there are no synonym words which truly the same. For instance, the word 'horse' is used for casual condition, but to give poetical effect usually the word is 'steed', and to communicate with children commonly use the word 'gee-gee'. Between those three different vocabulary, they give different effects of meaning based on their social circumstances.

c. Affective Meaning

Affective meaning indicates that language can depict the speaker's feelings, including his attitude to the hearers or his attitude about something he explains. Some factors can affect a language, such as politeness, tone of voice (intonation, and voice-timbre). Affective meaning used to express emotions, but it needs to use conceptual, connotative, or stylistic meaning as mediators. Leech summarized that affective meaning is a thing that is communicated to the feeling and attitudes of the speaker or writer.

d. Reflected Meaning

Reflective meaning is meaning which appears in multiple conceptual meaning if a conceptual word builds part of our response to another concept. If a sense of word has dominant suggestive power, it will completely remove another meaning. However, only such as in a poem, reflective meaning works in vague circumstances. Leech concluded that what is communicated through association with another sense of the same expression is reflected meaning.

e. Collocative Meaning

Collocative meaning consists of words associations acquired which are caused by word meaning that tend to appear in its circumstance. A word is possible to have definite collocation, such as the term 'pretty' for woman and 'handsome' for man, which will give a sense of co-occurrence, and this case is known as collocative meaning. Sometimes, the sense of co-occurrence is caused by stylistic dissimilarity or conceptual dissimilarity.

2.2 Advertising

Advertising or advertisement, based on Goddard (1998, pg.6) is an idea that is purposed to develop an image of organization, group, or person, included commercial promotion of a product. Tsany (2016, pg.20) informs that advertisement is used to be found around us, in electronic media such as television, radio, internet or printed media, such as newspapers, magazine, billboards along the street, etc. Its form also can be spoken or written or both. However, advertisements usually use transactional language which prioritizes the content of the communication, such as explanation by Widyahening (2015, pg.71).

Furthermore, some internal and external elements support to understand the message in an advertisement. Internal elements are from the language, audio, and visual that are used in the advertisement. External elements are such as the figure who plays on the advertisement and the place where the advertisement is taken.

All of the elements are conducted to give influence to the audience properly. According to Tsany (2016, pg.17), a good advertisement also needs to be informative besides persuasive. Based on that condition, the language will be one of the most influential and important elements in an advertisement. Advertising or

There are some structures of advertising text based on Duda (2013, pg.9-11) which is used primarily in written, and also occasionally used in spoken, such as advertising on TV or Radio. The structure of advertising text includes *Brand Name, Headline, Slogan,* and *Body Copy*.

The smallest element in advertising text is "Brand Name". The brand name can identify a single product and categorize the product, a line of products, or the producer. The principal purpose of the brand name linked to the product is building powerful and comprehensible assumptions in potential customer's minds. Intelligibility, melodiousness, and memorability are the strategy to create the brand name. Uniqueness and conspicuousness also allocate the brand name product to become more stand out within the market competition. The second, a structure in advertising text which is a little longer than the brand name and usually accompany it but also as the most conspicuous textual part is "Headline". It usually shows the vision of products, should be outstanding, readable, motivate the customer to continue reading, and effective (clear and have memorable points). The longest text in advertising structure which contains of overall concept of a product advertised and will make the advertisement much stronger is "Body Copy". The most important purpose of a longer body copy is to persuade customers for the quality of products. The text written on body copy must be coherent, consistent, and easy to be read as much as possible. It should depict the headline as well and the point in the direction of the slogan, finally it should provide a coherent conclusion. Hence, the structure of advertising that becoming the object of research in this study is advertising slogans.

The other important element of advertisement is the slogan. According to Duda (2003, pg.127), the slogan is a phrase designed to be memorable, attaching to a product or service during a particular advertising campaign. Slogan is used also to suggest people about the quality of the product, superior, benefit, or other messages which relate to the product to attract and to persuade them. An advertising slogan must connect an idea that is offered to the brand of the product.

Duda (2013, pg.11) also explained that slogan is the shortest part of traditional advertising text apart from the brand name. It is used to connect the brand name with the product, service, or idea being advertised. It usually expresses a value or purpose of advertisement shortly and memorably. There are three types of slogans distinguished by Duda (2013, pg.11) according to their function and duration of their service, there is a product slogan, a campaign slogan and a corporate slogan. Sometimes, a placed slogan, collected with a strong visualization, or only text. Slogan as part of company identity has function based on its long term used and repetition. As a result, some companies change their slogans rarely in a period or a year.

CHAPTER III

RESEARCH METHODS

In this section, the researcher explained the approach used in this study as the research design and the process of collecting the data. In discussing the data collection, this part mentioned data sources and instruments used in this study, and the technique of data collection, and data analysis in the end.

3.1 Research Design

The researcher conducted this study by using the descriptive-qualitative method to convey the vagueness and the slogans interpreted by the types of associative meaning. In this qualitative research, the researcher needed to use the context and textual data, which could not be found by using neither interview nor questionnaire. Completely, the researcher gave a brief and clear explanation of the vagueness and associative meaning in Coca-Cola advertising slogans. This research also used descriptive type by describing or identifying whatever the object explicitly without giving any treatment to the object researched (Triswanto, 2010, p.17). Finally, this approach is considered can be the most proper approach for this research.

3.2 Data Collection

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This part explained all about the data collected for research, the data sources, instruments used for collecting data, the technique of collecting the data, and data analysis.

3.2.1 Research Data

The data of this research were taken from sentences, phrases, words, and images contained on the advertising slogans. The advertising slogans were Coca-Cola advertising slogans which were taken from some English countries in the world, they are; UK, USA, Ireland, and Australia. The researcher took the various slogans in different period since 1957 until 2016, and different websites of official companies in those countries.

3.2.2 Data Source

The data sources of this research were from Coca-Cola Company websites. Coca-Cola products were sold in various countries in the world, and they have their own website company in each country. The data were taken from website companies of several English countries, included the U.S.A, (United States of America), UK (United Kingdom), Ireland, and Australia. The advertising slogans were in the form of images and text, totally there are 18 slogans have chosen by the researcher. The official websites of Coca-Cola Company are listed in the following table below:

Table 3.1. Websites of Coca-Cola

No.	Sources (website)
1.	https://coca-colacompany.com
2.	https://coca-cola.co.uk
3.	https://coca-cola.com.au
4.	https://coca-cola.ie
5.	https://us.coca-cola.com

3.2.2 Research Instrument

The research instrument in this study used the human instrument. That was the researcher herself to do analysis in this research and to interpret the meaning. The researcher collected the data by downloading the pictures of the advertising slogans from Coca-Cola Company websites. After that, the researcher saved them in a computer laptop.

3.3 Data Collection

The data collections were from sentences, phrases, words, and images on the advertising slogans used the theory of vagueness by Nicholas J. Smith and associative meaning by Geoffrey Leech. The researcher used some steps to collect the data, it is illustrated on the graphic below: **Step 1** Downloading the data and saving to the computer

Step 2 Selecting the data to be analyzed

Step 3 underlining the word, phrase, or sentence

Figure 3.1. The Process of Collecting Data

- 1. The researcher downloaded the pictures of advertising slogans and saved them into folder "Coca-Cola Advertising Slogans" on Laptop.
- 2. The researcher selected the advertising slogans to be analyzed.
- 3. The researcher underlined the words "hrases, or sentences in the slogans which contained vagueness. Next, the researcher identified the characteristics of vagueness and interpreted the meaning with the associative meaning theory, to answer research problem number one and two.

3.4 Data Analysis

The next step that did by the researcher was analyzing the data. The researcher analyzed the data from advertising slogans; they are; words, phrases, sentences, that have been underlined. This study focused on vagueness by Nicholas. J. Smith and associative meaning by Geoffrey Leech. The researcher did several steps for analyzing data. The steps are divided into 2 kind of

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processing, there are the process of identifying and the process of analyzing, the detail explained in the following point.

3.4.1 Identifying

In this first session, the researcher identified all of Coca-Cola advertising slogans collected based on the sentence, phrase, or words. Then, the researcher identified their literal meaning.

3.4.2 Analyzing

After identifying the data, the researcher analyzed the data from the slogans, they are; words, phrases, sentences, that have been underlining. Furthermore, the images of slogans also contribute when analyzing process. This study focused on analyzing the characteristics of vague nd continued for interpreting the meaning of vagueness based on the associative meaning.

1. The researcher showed the image of slogan and described the image in the slogan briefly. Example:

Data 1



Figure 3.2: Example Coca-Cola Slogan

This is the slogan of Coca-Cola on 1979. The picture portrayed a hand is holding a Coca-Cola.

2. The researcher described the literal meaning of slogans and underlined the vague words or phrases.

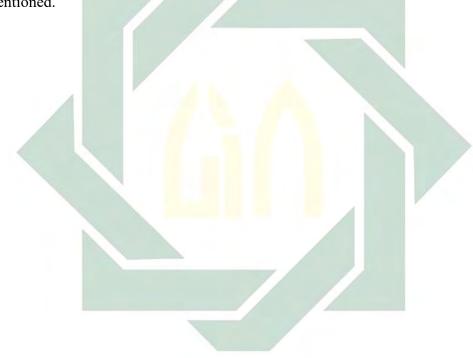
That slogan declared a sentence "Have a Coke and a smile". The advertiser ordered the audience of slogan to have a Coca-Cola and have a smile. The verb of this slogan is the word "have", and the object of "have" is "a Coke or Coca-Cola" and "a smile". The coke has been represented on the picture, but the smile is not represented there, this is the uniqueness. The meaning of word "smile" based on Oxford dictionary is (1) an expression of the face with the corners of the mouth turned up, (2) showing amusement, happiness, etc. This word can be potentially vague, because it has fuzzy meaning.

The slogan: "Have a Coke and a smile"

3. The researcher analyzed the characteristics of vagueness by correlating the sentences, phrases, words, and images contained in the slogans.

Here, the researcher analyzed logically how the word became a vague based on the characteristics of vagueness has been construed in Chapter II. Finally, there must be a characteristic founded such as blurred boundaries, borderline case, or sorites-paradox. 4. The researcher interpreted the meaning of vagueness in the slogans used the theory of associative meaning.

The last, the researcher interpreted the meaning used the theory of the rules of associative meanings by Geoffrey Leech. After interpreting the clear meaning of vague word, in the end of analysis, the type of associative meaning is also mentioned.



CHAPTER IV

FINDINGS AND DISCUSSION

This part supplied the findings and the discussion of the research study. The researcher presents the result of the study of vagueness characteristics and the meaning of vagueness as associative meaning in Coca-Cola advertising slogans.

4.1 Findings

The researcher presented the findings of the characteristics of vagueness and the associative meaning contained in the advertising slogans. The way to present the findings is as follows: the first, she presented the advertising slogans and underlined the vague words. The second, she analyzed the characteristics of vagueness. The third, she explained the meaning to analyzed the associative meaning in the advertising slogans. The findings of vagueness characteristics and associative meaning in the data are illustrated in these charts below:

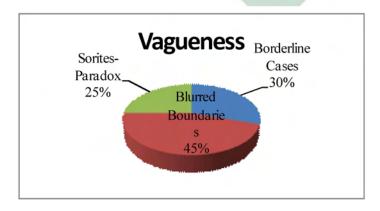


Figure 4.1. The Characteristics of Vagueness in Coca-Cola Advertising Slogans

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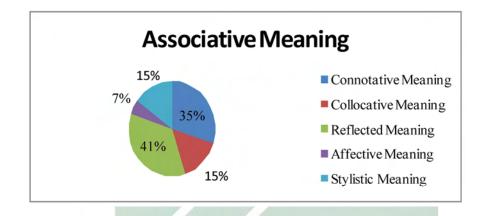


Figure 4.2. Associative Meaning in Coca-Cola Advertising Slogans

Both of charts portrayed the percentage of vagueness characteristics and the associative meaning findings in the data. Hence, the data were explained in this chapter also.

4.1.1 Vagueness by Blurred Boundaries

Data 1 :





Figure 4.5. Coca-Cola advertising slogan¹

The slogan shows the pictures of Coca-Cola products, there are two bottles which pinned: the original taste and zero sugar. It tells that Coca-Cola has two variations, that is the original (with sugar) and the coke without sugar (zero sugar).

The sentence in the slogan is "Choose Great Coke Taste with or without Sugar". The advertiser asks the customer to choose a great Coke taste, that is Coca-Cola which has two variations: with sugar or without sugar. The phrase "a great coke taste" must identify the product promoted here, but the word "great" make this slogan becomes rather unclear. In Oxford dictionary, "great" is an adjective word which means as (1) very large in size, quantity, or degree (2) used for emphasis (3) very good in ability or quality (3) very good or pleasant (4) important and impressive (5) healthy, fine (6) used in compounds to show a further generation. These all make the word "great" becomes potentially vague, because the meaning might be so difference, such as if it means very large in size, so how the measurement, is it must big?, if it is the quantity of the product, is it must be more than 1 billion then called as "great"?.

The slogan is: "Choose Great Coke taste with or without sugar"

An adjective word has a high opportunity to be vague in a statement, because people must have various illustration in their mind when identifying an adjective. This case happens in this slogan, with the word 'Great'. Someone who sees the phrase 'Great Coke Taste' will think about at what point something can be categorized as 'great' ?, is it categorized based on people's opinion? or because the product is favorite? or what?, and how 'a great' coke taste is it ?, what is the specification of great coke taste? There is no specification about precise taste such as sweet, or no so-sweet, or something else, and there is no theory for contents that must be had by the product. This word 'great' make the phrase "great coke taste" become vague, because the word 'great' has characteristic of vagueness, that is <u>blurred boundaries</u>.

As a vague word, 'great' also has associative meaning. The meaning of 'great' can be solved when knowing this case. The word 'great' is attached to complete the phrase 'coke taste', and the consumer of a coke must be known the taste. Coca-Cola is the pioneer of Coke and the most popular Coke in the world. The coke has its taste as characteristics, so 'the great' means that the taste of the coke is the best. It is the portrayal of Coca-Cola as the number one coke in the world, which must be the most favorite and also the most delicious taste. In simplicity, the word 'great' gives the meaning agrees with the collocation, because the collocation is 'Coke taste', so 'great' must mean as "the most delicious flavor of coke", this is called as <u>Collocative Meaning</u>.

Data 2:



Figure 4.7. Coca-Cola advertising slogan²

The slogan depicted the Coca-Cola with the name "Coke" and continue the sentence with the word "is it !". The brand of product is Coca-Cola, and "Coke" is the name of a kind of product. The can of product here is not named as "Coca-Cola" but "Coke" represented that Coca-Cola is the one and only Coke recommended.

The sentence of this slogan is "Coke is it !". The advertiser told that a coke is it. The Coke means as Coca-Cola and after "is", the word "it" is used to explain the "coke". In Oxford dictionary "It" is (1) a pronoun that used as a subject or object of a verb or after a preposition (2) animal or thing mentioned earlier (3) baby, esp one whose sex is not known. The word "it" has some possible meaning, which make this word becomes vague, such as what it refers to, a person or wealthy.

The slogan is: "Coke is it !"

In this slogan, there is the reference word "it". The sentence has been complete, but the word "it" bring people mind to consciousness. The subject of the sentence is "Coke" and what "it" refers to ?.is "it" refer to the picture ?, or the word in that slogan?. This word becomes vague because it has no specification. Based on this analysis, the characteristics belong to this word is <u>blurred</u> <u>boundaries</u>.

This sentence exposes a reference word that is the word "it", with the word "Coke" as the subject of sentence. If someone looks at this slogan, he may guest that "it" is back to the subject "Coke", but the term "is" actually may have another intention. This case called as Referred Meaning. The meaning of "it" indicates to the product that is kind of "Coke", "it" affirms that "Coke is their product" (The product which is being advertised). It can be said that "it" has multiple sense of meaning in this slogan, or called as <u>Reflected Meaning</u>.

Data 3:



Figure 4.15. Coca-Cola advertising slogan³

The slogan consists of the image product. It is a bottle of Coca-Cola with a lot of straws on it. The straws have various style and color. It seems like the

portrayal of life, so colorful and divergent. The name of product written there is "Coke".

The statement attached in the middle of the image is "the Coke side of life", and the word "Coke" is the stressed word there. The Coke means as Coca-Cola .The advertiser tells to the customer that Coca-Cola is the coke side of life. The unique word attached in this advertising slogan is "life". Based on Oxford dictionary, "Life" means as (1) ability to breathe, grow, reproduce, etc which makes people, animals, and plants different from the objects (2) state of being alive as human being (3) living things (4) period between birth and death (5) period during which something continues to exist or function (6) punishment of being sent to prison for life (7) experience and activities that are typical of all people's existence (8) particular way of living (9) quality of being lively and exciting (10) living model, used as the subject in art (11) story of somebody's life. a lot of these possibilities made the word "life" becomes vagueness and made this slogan to be vague and need to be clarified, such as is "life" the representative of every humans in this world, if yes is it categorized by the "age" or "profession" or something else?.

The slogan is: "The Coke side of life"

This slogan consists of a noun phrase that is "the coke side of life". The first noun phrase "The coke side" must refer to the product that is "a bottle of Coca-Cola". However, an interesting term comes after it, that is "Life". Why this word "life" can attach here?, what is the purpose?, what kind of life is it?, or in

what aspect of life is it mean?. Is 'life' the same as 'world'? or is it like kinds of activities done by humans in the world ?. This word has blurred meaning which has brought this word to be such kind of vagueness. it has a characteristics of vagueness that it <u>blurred boundaries</u>.

The word "life" becomes a vague word in this slogan. It is vague because its conscious meaning when it becomes a phrase accompanies "the coke side". This consciousness can be answered by knowing the meaning of its associative meaning. Related to the picture, there is an illustration that the bottle of Coca-Cola is full of colorful and varying inhalations. This impression expresses the meaning of "life" implicitly. "Life" must be full of color and varying, such as the inhalations. An inhalation and a bottle are such as a couple. A bottle will never be completed without an inhalation as the completer. This illustration wants to express as the metaphor of the product, precisely about "the product" related to "the life of people". By using this word "life", then the product will have a closer impression of people's life. However, "life" is not always mean as everything happens in people's lives, but it refers to the "lifestyle of people especially in consuming a beverage". This word is used to build the sense of getting closer to the consumer of the product based on social relationship, that is named as <u>Stylistic</u> meaning of its associative meaning.

4.1.2 Vagueness by Borderline Cases

Data 4 :



Figure 4.9. Coca-Cola advertising slogan⁴

This slogan used by the company for advertising on 1969 until 1971. In that slogan there a lot of Coca-Cola pictures. The images of product seems like illustrated that Coca-Cola is "the real thing" as like the words in the slogan.

The sentence in the slogan is "It's the real thing. Coke". The advertiser stated to the audience that Coca-Cola is the real thing and it is a Coke. The phrase "real thing" is potentially make this slogan vague because it build imprecise meaning about "the real thing". In Oxford dictionary, the word "real" an adjective word which means as (1) existing as a fact (2) true or actual (3) genuine and not false or artificial, as an adverb it mean as very. While, the word "thing" means as (1) any unnamed object (2) personal possession, clothes, etc (3) fact, event, situation, or action (5) general situation as it affect (6) what is needed or socially acceptable (7) used to talk to or about a person or animal, to show how you feel about them. This phrase becomes potentially creating vagueness in this slogan, such as how 'real" means?, is it mean "becoming a thing which can be touched"?, or just like "a dream which can come true"?.

and need to be clarified.

The slogan is: "It's the real thing. Coke"

This slogan arranges a sentence that becomes vague because it is too obscure to be understood, especially because of the existence of the word "thing". This word side by side with the word "real" to be a phrase, which caused this phrase to become a vague phrase. "The real thing"? What means by this phrase, might be a problem to be understood, "what such of thing is it ?". However, the word "real" attached to affirm the word vague "thing:" here. The advertiser expresses the meaning by making a vague word such as "thing", it has no <u>borderline case</u> which becomes a characteristic of vagueness.

The advertiser said "thing" as the vocabulary choice in the slogan, but actually, he wants to say another meaning. Figure 4.7 attached Coca-Cola pictures as the product promoted, which is a Coke. Coca-Cola is a kind of beverage and a kind of Coke, and the word "thing" must indicate this product. "Thing" means the Coke, "the real Coke" is Coca-Cola, that is the intention of the slogan. In this case, <u>connotative meaning presents in the form of the word "thing"</u>.

Data 5:

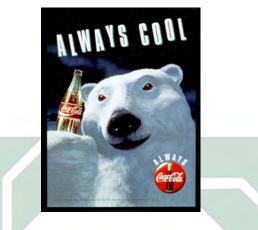


Figure 4.4. Coca-Cola advertising slogan⁵

This slogan consists of a simple statement, that is "Always Cool". The slogan showed the portrayal of a pole bear which hold Coca-Cola in the night. She looks the product with her starred eyes

The sentence in the slogan is "Always Cool", it tells that the product is always be cool. The word "Cool" can be an adjective or verb form. As an adjective "Cool" in Oxford dictionary means as (1) not hot or cold; fairly cold, (2) calm, not excited (3) showing no interest, enthusiasm (4) used about a sum of money to emphasize how large it is (5) very good, fine. In other side, as a verb the meaning is (1) become or make something cooler (2) become calm or less excited. The word "Cool" has various meaning, even though, the possible meaning in the dictionary might be opposite, such as "very good" and "showing no interest". This word become a vague word and needed to be analysis. If this word means as "cool or not hot", then how is the measurement?, is 23°C has been cool?, the measurement need to be clarified.

The slogan is: "Always Cool"

The word "Cool" is illustrated in the image of slogan with the existence of pole bear and the starred eyes. "Cool" has another sense of meaning and ambiguous, one consciousness appears in people's mind that is "Is it a temperature of a thing or is it characteristics of a person?". This slogan has built multiple sense of meaning, in another side, the producer illustrates it with "a pole bear" in the picture to corroborate the sense of 'cool', but in another point of view, the eyes of pole bear illustrated the sense of "amazing " to the product which will show the image of the product. The judgments that might arise when people think about this slogan is such as "Is cool happen because the pole bear holds the product and make the product to be cool ?or she hold the product because she likes the product, and she thinks that it is something wonderful ?". There is no certain borderline case to identify 'cool' has one of vagueness characteristic, that is a borderline case.

Because the word 'cool' in this slogan is vague so it has associative meaning. This product frequently and better served in cool temperature, but on another side, the advertiser wants to build the image that the product is "impressive" because this word drives the audience to multiple concepts of meaning that is 1). Temperature of product, 2). Image of product, so the word has Reflected Meaning. Such as stated by Leech in his book (1974, p.16), that reflected meaning is a meaning which appears in multiple concept of meaning.

Data 6:



Figure 4.6. Coca-Cola advertising slogan⁶

The slogan was advertised by the company in 1963, it portrayed a bottle of Coca-Cola with a sentence besides it. The sentence "things go better with Coke" was created bigger and bigger in every word. The word "things" is the smallest size of letter, and the word "Coke" is the biggest size.

The slogan told the reader that things will go better with the Coca-Cola. the word "things" may represent many things. The word "things" is a noun in plural form, according to Oxford Dictionary means as (1) any unnamed object (2) personal possession, clothes, etc (3) fact, event, situation, or action (5) general situation as it affect (6) what is needed or socially acceptable (7) used to talk to or about a person or animal, to show how you feel about them. Unfortunately, the "things" means in the slogan is not explained. Is it the human activity?, if it is an activity, then what kind of activity?, working or studying or included sleeping also?. This condition makes it become potentially vague.

The slogan is:"Things go better with Coke"

This slogan contains some words which constrain to vagueness. The first is 'Things', this word builds a lot of perception in the audience's mind, such as whether the word 'things' mean as 'tools', 'equipments', 'instrumentations', or 'events' or 'activities'. There is no <u>borderline case</u> which makes this word vague, moreover, it has a position as the subject in this sentence, finally, it causes the main conscious of the idea of the sentence. This consciousness adds more and more by the existence of the word 'better'. This word also becomes vague, because there is no exact measurement of a thing which is considered as 'better'. This word has <u>blurred boundaries</u>. The final consciousness is when both of those words are combined. The questions might appear in people's minds are such as; what aspect 'things' will run 'better'? , this must appear an obscure perspective on people's brains. In the end, it can be said that the words 'things' and 'better' are vagueness.

Both of words need to be interpreted their meanings, to break down the intention of the slogans. The word 'things' refers to 'everything' that people do such as an event, a party, or the other activity that presents the Coke in it. This word has a connotative meaning, because as has explained by Leech (1974, pg. 12) that the communicative value of this word is based on what it refers to. The second is the word 'better' as the connotative to the subject noun of this sentence, that is 'Things go better', it means that 'things' will be 'run well' if there is 'a Coke'. Both of these words have a <u>connotative meaning</u> which needs to be known their meaning in order this slogan can be understood.





Figure 4.11. Coca-Cola advertising slogan⁷

In this slogan, there is no image of a bottle or a can of Coca-Cola, but there is only the color of Coca-Cola product as the icon that is Red and white, and the color of the beverage, that is dark brown which is similar to black. Around of the text of slogan, there are a lot of bubbles. This image of slogan portrayed that the text is in the bottle of Coca-Cola or build the effect of zoom in to the content of product. the bottle of Coca-Cola usually is red, and the text usually white, and the color of Coca-Cola is dark-brown, these all make a complete condition like this slogan.

The slogan consists of text "Coca-Cola. Make it real". The text "Coca-Cola" is the brand name of product, and this is normally pinned in every product promoted. The sentence "Make it real" is like an imperative sentence, which begun with the verb "make", and then the word "it" must refer to the thing has been mentioned before, that is "Coca-Cola". The advertiser asks to the readers to make the Coca-Cola becomes "Real". In Oxford dictionary, the word "real" an adjective word which means as (1) existing as a fact (2) true or actual (3) genuine

and not false or artificial, as an adverb it mean as very. This word "Real" is potentially vague, such as is it mean "becoming a thing which can be touched"?, or just like "a dream which can come true"?, this needs to make clearer.

The slogan is: "Coca-Cola. Make it <u>real</u>"

Coca-Cola company have ever portrayed the slogan "Make it real" for their product. There is a reference "it" in this slogan, which is usually becoming vagueness, but the object noun "it" is not vague in this slogan because "it" referred to the subject which represented in the picture that is "Coca-Cola". However, the word comes after "it" becomes a vague, that is the word "real". What actually means by the word "real"?, How then Coca-Cola can be real?, in what aspect Coca-Cola is real?. This sentence becomes so vague with the word "real", it has no <u>borderline case</u>.

The word "real" is uncertain and vague, and it is a possible thing to break the point of its meaning with associative meaning. "Make the Coca-Cola real" is the simple way to say the meaning of that slogan, but then another question, what mean by "real", is Coca-Cola unclear?. This is the question, the word 'real' means as the effort to make Coca-Cola which is such as a dream comes true. The advertiser is building the image of Coca-Cola to be such a dream or "so incredible", by using the word "real". However, the factual meaning of "real" is about consuming Coca-Cola. The advertiser calls the audience to consume Coca-Cola by arranging the sentence "Make it real" or in simplicity means "Drink Coca-Cola". However, the advertiser tries to hyperbole his purpose to invite everyone 'drink Coca-Cola' by using a stylistic word which gives a poetic effect. This is a kind of <u>stylistic meaning</u>.

Data 8:



Figure 4.13. Coca-Cola advertising slogan⁸

This slogan actually has a simple picture pinned that is a circle with the text in. the circle used the icon color of Coca-Cola that is red, and the text is white like normally color and style text used in coca-cola product. The circle is seems like has the effect of 3 dimension, such as wants to express the word "Sign" in the slogan.

The sentence in the slogan is "Sign of Good taste". The advertiser may tell that Coca-Cola is the sign of a good taste. The "taste" must refer to the taste of product. The word "Sign" based on Oxford dictionary means as (1) thing that shows that something exists or is present (2) notice, board, etc that gives a warning, directions, advertises a business, etc (3) movement of the hand, head, or etc to tell something (4) marked or symbol used to represent something. If the sign is "a notice" of something, so how is the form?, is it just like a written text, or spoken? or an image?, these should be clearer.

In addition, the word "good" has so many meanings in this dictionary, the researcher writes the possible meaning for "good" in this slogan, that word can be an adjective or because it accompanies the word noun "taste" so it must be an adjective word, and the meaning such as (1) better, best (2) a high quality (3) pleasant; that you enjoy or want (4) able to do something well (5) morally right, or acceptable (6) well behaved (7) beneficial, suitable (8) used as an expression of approval, agreement, etc (9) great in number , amount, or degree (10) thorough (11) likely to provide something . The word "good" completed the meaning of the word "taste", even though "taste" is not vague, but this phrase becomes vague because the word "good" is vague. This sentence becomes vague because the word "Sign" and "Good". As vagueness, there must be a measurement or specification about the "taste" categorized as vague, is it because the taste is not so sweat, or must be sweat, or it can refresh human's body, or it is cool, or so on. The slogan is: "Sign of Good Taste"

This slogan has more than one vague word. The first vagueness is the word "Sign", and the next is "Good". The word "Sign" has synonym with "symbol", and this situation make the audience ask around this advertising, "What is sign mean here ?", "What kind of sign is that?" or "How is the sign", and the other detail of "sign". Finally, it creates <u>blurred boundaries</u>, which is one characteristic of vagueness.

The next word vague in this advertising slogan is the word "Good". There is no detailed specification about "good", "what is mean by the word 'good'?". Because this word is collocated with the word "taste", so what kind of taste that can be categorized as "good" actually?. These all consciousness made consciousness because the word "good" does not have a borderline case. Finally, the word "good" becomes vagueness because it has no <u>borderline case</u>.

The words which posit as vagueness in this advertising slogan are "Sign" and "Good" must be broken open the meaning, in order the purpose of this slogan can be cleared out. The word "sign" is like something which left out as a symbol of the existence of something. In this case, "sign" means as a symbol of the existence of Coca-Cola. This word is colloquial language, which can give image "closer to the consumer" in the social aspect. That is the purpose of <u>Stylistic</u> <u>meaning</u> as associative meaning in this slogan.

On the other side, the word "good" is the collocation of the word "taste", which the meaning must be suitable with the collocation. In thesaurus dictionary "taste" is the flavor of some quality, so the most suitable meaning of "good" is as same as "delicious". This word is mentioned as <u>Collocative Meaning</u>.

4.1.3 Vagueness by Sorites-Paradox

Data 9:



Figure 4.3. Coca-Cola advertising slogan⁹

This is the advertising slogan used by company in 1988. The slogan illustrated the image of a can of Coca-Cola Classic. The coke seems so cold with the water cling around the can and a lot pieces of ice under the can.

A sentence attached in the slogan is "You can't beat the feeling", this is kind of negative sentence. The advertiser told strongly to the readers that they will not be able to beat the feeling. This sentence becomes vague, because the sentence seems like an un-complete sentence. In the end of sentence, there is a phrase "The Feeling". This phrase becomes a noun form, it can be formed from the basic word "Feel" or indeed with "-ing" form to be "Feeling". In Oxford dictionary "The Feel" means as (1) sensation caused by touching or being touched, (2) act of feeling or touching. Whereas, "Feeling" means as (1) something felt through the mind or the senses, (2) belief; vague idea. By this fact, this phrase potentially makes the slogan becomes a vague, because it has a vague meaning which builds a vague idea in people's mind, such as what feeling is it mean?, if it is a sense, what kind of sense?, sense of delicious or sense of cool?, this word need to be understood.

The slogan is: "You Can't Beat The Feeling !

This slogan has a vague phrase, it is "The Feeling". The phrase "The Feeling" is vague because it builds imprecise meaning. The questions that possible to grow in people's minds are such as, is "The Feeling" mean as the taste of product which portrayed on the picture?, or is "The Feeling" mean as the mood of the customer who has consumed the product ?, Is 'The Feeling' caused by consuming the product ?, having the product?, or how that feeling means exactly? If someone just touches the product but do not drink it, so is it named as "feeling"? From this analysis, 'The feeling' has a characteristic of vagueness that is <u>Sorites-paradox</u>.

"The Feeling" has unstable meaning, so that it included in associative meaning. The advertiser creates this slogan to build a branding of product in people's minds, so "The Feeling" must refer to the product, even though it is considered as the feeling of someone but it must be caused by consuming the product. "YOU CAN'T BEAT THE FEELING" means that there is nothing that can strike "the feeling" that will consumer get if he consumes this product. As like the can which is taken round by the ice and create e sense of a very cold beverage, and this sense or "feeling" must be felt by the consumer. The phrase "The Feeling" reflected to another sense of word response and arise a multiple conceptual meaning, which is reflected in the effect of the product and the feeling of the consumer. It means, "The Feeling" has <u>Reflected Meaning</u>, as like stated by Leech (1974, p.16) that reflected meaning appears in multiple conceptual meaning if a sense-meaning of word response to another sense.

Data 10 :



Figure 4.8. Coca-Cola advertising slogan¹⁰

This slogan was made in a simple way, there is no picture besides of the sentence. Hence, every word in the sl _____; has different style and color. Such as the word "be" and "refreshed" used green color as like illustrating the nature or characteristic of refresh.

The sentence pinned in the slogan is "Be really refreshed, drink Coca-Cola". The advertiser asks to the audience of slogan to be really refreshed with drink Coca-Cola. It means that Coca-cola will make that consumers very refresher if they drink it. The word stick out in this slogan is the word "refreshed". The word "refreshed" can be a passive form or past participle from the basic word "Refresh". Based on Oxford dictionary, "Refresh" as a verb means as making something feel less tired or hot, and as an adjective it means as (1) pleasantly new or different (2) making you feel less tired or hot. Finally, this word build vagueness for the slogan, such as is "refresh" means "cool" or can make someone relax?, it needs to make clearer.

The slogan is: "Be really refreshed, Drink Coca-Cola"

The sentence in this slogan is an imperative sentence that ensures that customers will "be really refreshed" if they "drink Coca-Cola". A word that possible to raise the audience's distraction is the word "refreshed" as the point of this advertising slogan. Premises which come because this word "refreshed" are such as "what "refreshed" means exactly?", is "refreshed" same like "fresh of air"?, or is it like "cool down"?, "energize"?, or "restore". If the product is cool but it does not make someone who drinks it to feel 'refreshed', so could it call as 'refreshed' also? or how about if the beverage can add someone's energy but that one does not feel 'refreshed', could it call as 'refreshed'?, or in the opposite, how if someone feel 'refreshed' after drink the beverage but it does not energize, is it called as 'refreshed'?. Finally, this slogan becomes vague because "refreshed" has a characteristic of vagueness that is <u>sorites-paradox</u>.

As vagueness, the word "refre ' ''' has an unclear meaning which can be cleared by interpreting the meaning. After the word "refreshed", there is a verb "Drink", which means "refreshed" has explicit meaning that the sense of "refreshed" belongs to a person which he felt in his body after drink this product. This product "Coca-Cola" is a beverage which is usually served cool or "cool" is better to drink, so that if a man drinks it, he will feel "sense of refreshed in his body" because this product is drunk when cool. This word "refreshed" actually show the advertiser's mind and his attitude to what he talked about, and also his attitude to the audience. He tried to transfer his mind to the customer that the customer will "be really refreshed" if consume the products. The meaning of this word can be known if we know the scope of the discussion, or it is known as an <u>affective meaning</u>.



Figure 4.10. Coca-Cola advertising slogan¹¹

The slogan was booming when 2009 used as Coca-Cola advertising. The slogan shows a bottle of Coca-Cola which has been opened or without a cover. It delivered a message such written in the slogan that is "open happiness".

The sentence "open happiness" was carried in the slogan. The word "open" has been represented in the image of slogan, that is a bottle which has been opened. The advertiser such asks the audience to open happiness together with open Coca-Cola. the word "happiness" is a noun which formed from an adjective word "happy" which means as (1) feeling, giving or expressing pleasure (2) satisfied that something is good o right; not anxious (3) willing or pleased to do something (4) go-lucky (5) not worrying about the future. This word "happiness" becomes vague if it is not clarified, is it means as like the point 5, not worrying about future, but still has a burden can categorized as "happiness", or is it because "the dream" that someone wants is coming true?.

The slogan is: "Open Happiness"

One of Coca-Cola advertising slogan that ever been so popular included in Indonesia is the slogan "Open Happiness". In the slogan, there is a simple picture, that is a bottle of Coca-Cola without cover, as the representation of the word "open". However, the next word is "happiness", what the intention of this word actually ?, what is mean by "happiness"?, this word causes a lot of interpretation in people's mind, such as how the measurement of happiness ?. If someone feel unstressed, is it enough to be called as "happiness"? or when someone can smile, is it enough to be called as "happiness"? or when someone feels happy for a moment then feel unhappy after a moment, is it can be said that the person get happiness?. Here is the instance of <u>sorites-paradox</u> which belongs to the word "happiness". As a result, this slogan becomes vague because the word "happiness" is vagueness.

The word "happiness" is possible to have another meaning inside of the literal meaning of "happiness", or it may be as the representation of something, this case can be solved based on Associative meaning theory. Based on the picture above, Coca-Cola is the only picture that is demonstrated and illustrated without a cover as the representation of the word "open". The next question is stuck on the next word "happiness", why the word "happiness" which comes after "open"? Why it is not "Coke" or "Coca-Cola" as the picture represented?. His word

"happiness" actually wants to deliver a message and value of having Coca-Cola, that is "a happiness". If someone open Coca-Cola (consume this product), it means that person will get happiness also. The advertiser suggested in the audience's mind that his product is the source of happiness or can make the consumer happy. In sum, the "happiness" indicated the product "Coca-Cola". The slogan creator has built the image of Coca-Cola, "open Coca-Cola" is the same as "open Happiness". The word "happiness" has given multiple sense of meaning or called as reflected meaning in <u>associative meaning</u>.

Data 12:



Figure 4.12. Coca-Cola advertising slogan¹²

The slogan portrayed a woman with a red dress who held a bottle of Coke, and the coke is Coca-Cola, it is known from the circle named "Coca-Cola" in the slogan. The woman physically similar to American people or western people, it represented the origins of Coca-Cola, that is from American and also consume by western people mostly.

The sentence attached in the slogan on the top of the person there is "Have a Coke". The phrase "a Coke" has been known clearly that it means as Coca-Cola, because of the circle with the name "Coca-Cola" pinned there. However, the word "have" has some meaning which make it blurred. The word "have" has a lot of meanings, it can be an auxiliary verb or a verb, used for forming perfect tense, negative, and interrogative, and etc. In Oxford dictionary, "have" is strong form which the singular form use "has" (1) own, hold or possess (2) let a feeling or thought come into your mind (3) suffer from an illness (4) experience something (5) eat, drink, or smoke something (6) perform a particular action (7) give birth to something (8) produce a particular effect (9) receive something (10) suffer the effect of something dose to you (11) cause something to be done by someone else (12) allow something (13) entertaining someone in your home (14) be in a very bad condition, be unable to be repaired (2) be unable to accept a situation any longer. So many meanings are possible as the meaning of "have". This condition make "have" becomes vague and need to be explained, as like is "have" means as "belong something" but it does not always "buying", or is it means "belong something" but does not mean as "consuming"?.

The slogan is: "<u>Have</u> a Coke"

The other name of Coca-Cola is a Coke, it is a popular name in society especially American. That slogan invites the audience to "have a Coke" or means

"Have Coca-Cola!". People may think about whereas the intention of the company to say "Have", what is the meaning of "have" here ?.how the way to 'have' a coke ?, is 'have' really means as 'having'?, if someone 'has' Coke but do not 'consume' it, is it means as 'have'?, what do 'have' actually means as 'have'? Coke is had by a person or had by a body of person (drink/consume). The word "have" becomes vagueness because it has <u>sorites-paradox.</u>

The vague word in this slogan "have" is a verb that makes the sentence becoming an instruction sentence. Based on literal meaning this word may mean "belonging something", however, is the meaning suitable with the intention of the advertiser ?. This word needs to enlighten chronologically. "A Coke" in this advertising slogan indicates to the product that is Coca-Cola. It is a product which has been sold in the whole of the world. The way to have this product is "buy this product first". The purpose of using this word "have" actually orders the audience "to buy" the product, but because the company wants to make it more softly, so they use the word "have". There is different purpose between the word and the mind of advertiser but the word can represent the meaning. It is kind of connotative meaning, Leech (1974, pg.12) has explained that <u>Connotative</u> meaning has communicative meaning based on what it represented.

Data 13:



Figure 4.14. Coca-Cola advertising slogan¹³

This slogan is one of the booming slogan of Coca-Cola, even though becomes a song entitled "Have a Coke and a Smile" too. The images pinned there is a hand which grip a can of Coca-Cola. The hand showed in the image is like hand of someone who offers Coca-Cola, such as wants to represent the word "have" in the slogan. Besides of the image there is a txt of slogan. The theme of color used here is like normally, that is red and white.

The text of slogan put here is "Have a Coke and a Smile". The advertiser invites the audience to have a Coca-Cola and have a smile. Coca-Cola has been portrayed in the slogan as the product promoted, but the smile is becomes vague then. In Oxford dictionary, "smile" as a noun means as expression of the face with the corners of the mouth turned up, shc is amusement, happiness, etc. There is a lot of possibilities as the expression of smile based on this dictionary because the statement "etc" in the end. This word in the slogan may have another meaning behind of the word "Smile". Finally, this word becomes vague in this statement. "smile" when it is represent as "the corners of mouth turned up", and how about if that smile is not showing "the happiness"?, because not all of "smile" is showing "the happiness", is it classified as "smile" also?. These word become vague due to the intention of the person also.

The slogan is: "Have a Coke and a Smile"

In this slogan, there is a vague word. The word noun "smile" give such unrelated meaning with the previous word noun "Coke", what is the relationship between them both?, what is the meaning of "smile" actually in this slogan?, what kind of smile is it ?. A lot of perception exists when the audiences see this slogan with the word "smile" attached. It has vagueness characteristic, that is <u>soritesparadox.</u>

The word "smile" is vagueness in this sentence. It must have associative meaning, because of its unclear meaning. It can be clearer by doing the process of interpreting the meaning. The noun phrase "A smile" has a connection with the previous noun phrase "A Coke", which is connected with connector "and". There must be a relationship which gives influence to the meaning of "A smile". The sentence is "Have a Coke and A Smile", if it is separated will be "have a Coke" and "have a smile", such kind of suggestion or proposition statement. Then continue by the noun "A Coke" which means the product, because Coke is the other name of Coca-Cola. After that there are noun phrases which at glance seems do not have any relationship with it, that is "A Smile". The "smile" here maybe as the symbol of happiness, because usually people "do smile" when they feel happy.

The targets of this slogan must be the audience, but why the audience must "smile" and feel happy?, the answer is in the previous noun phrase, that is because they "have a Coke". Implicitly, the product will give "smile" or happiness to the customers who have it. In this case, there are associative meaning that is <u>Reflected meaning</u>.

4.2 Discussion

After presented the findings in the previous chapter, the discussion is presented in this session currently. This study purposed to recognize vagueness in Coca-Cola advertising slogan, identify the characteristics, and interpret the meaning based on Associative meaning theory. Two research questions organize the discussion in this research. The first is the characteristics of vagueness in advertising slogans. The second is the meaning of advertising slogans. To answer the research questions, the researcher used the theory vagueness from Nicholas J.J. Smith about the characteristics of vagueness, and the theory of associative meaning based on Geoffrey Leech (1974). The characteristics of vagueness are revealed in the word vague with the analysis then, the meaning is interpreted based on types of associative meaning used.

Vagueness often used in advertising slogans of course along with the purpose of advertisement, which is to persuade the audience about the product advertised. Vagueness is a natural language phenomenon that shows that a word meaning is often so imprecise or underspecified and there is no clear-cut boundary between true and false (Pinkal, 1996, p. 185). Vagueness need to be interpreted to get the best understanding of meaning, such as interpreting used the theory of types of meaning. Associative meaning is kind of meaning which shaded unstable meaning.

A vague meaning in advertising may be a normal thing as long as there is no falsehood. However, Bertens (2013, p. 286) in his book explains that advertising must be clear, the advertiser must give true information and pay attention to the ethics of advertising. He stated that advertising need to be controlled by government, advertiser, and society in order there is no manipulation in advertising (2013, p.297). According to his observation (2013, p.286), Manipulation and falsehood are done in advertising frequently which make society complains in advertising practices which is not deal with the ethics. He mentioned there are four factors that must be considered to apply the principle ethics of advertising: the intention of advertiser, the content of advertising, the condition of public or the audience of advertising, and the culture in advertising. The advertising slogan consists of a set of words or sentences which made to influence the audience too about the product. Finally, language has also become the most important thing in an advertisement which can influence people (Kesuma, 2012, p.61). In creating an advertisement, the advertiser must be honest and say the fact about the product, do not deceive. God asked humans to be fair in business and always be honest, even though when promoting something or

product such as in advertising. A verse in Al-Qur'an affirms this principle of business, that is in Al-i-Imron:77

إِنَّ الَّذِينَ يَشْتَرُونَ بِعَهْدِ اللَّهِ وَأَيْمَانِهِمْ ثَمَنًا قَلِيلًا أُولَٰئِكَ لَا خَلَاقَ لَهُمْ فِي الْآخِرَةِ وَلَا يُكَلِّمُهُمُ اللَّهُ وَلَا يَنْظُرُ إِلَيْهِمْ يَوْمَ الْقِيَامَةِ وَلَا يُزَكِّيهِمْ وَلَهُمْ عَذَابٌ أَلِيمٌ

Meaning: "Indeed, those who exchange the covenant of Allah and their [own] oaths for a small price will have no share in the Hereafter, and Allah will not speak to them or look at them on the Day of Resurrection, nor will He purify them; and they will have a painful punishment." (Q.S. Al-i-Imron: 77)

Allah SWT has threatened humans who do not keep trusteeship and not be honest with a lot of torture at the end of the world. Honesty is not only the key to success in a business, such as lead by Prophet Muhammad P.B.U.H, but honesty is very important also in this modern era, especially to build trusty in a business. He exposed that basically, "advertising" is a process to praise the product offered. There must be commendation, which may consist of rightness or falsehood. If an advertisement consists of facts about the product and it is right, the advertiser must tell it because it consists of information about products that needed to be known by the customers. However, if the advertisement contains false commendation, it means that this advertisement has falsehood or deception. This action can be found much in the media recently.

Vagueness founded in Coca-Cola advertising slogans has some characteristics: Borderline case, Blurred boundaries, and Sorites-paradox. In general, in every Coca-Cola advertising slogans analyzed, there must be vagueness, at least 1-2 vague words or phrases. As a result, the characteristics of vagueness consist of 3 elements, there are borderline case 5 words, blurred boundaries 9 words, and sorites-paradox 5 words. Every vague word or phrase can be interpreted as the meaning based on the theory of types meaning. However, the vagueness founded in Coca-Cola advertising slogans consists of some types of Associative meaning, there are: connotative meaning found 6 slogans, collocative meaning 3 slogans, affective meaning 1 slogan, reflected meaning 6 slogans, and the last is stylistic or social meaning 3 slogans. Reflected and Connotative meaning becomes the most types of meaning used by Coca-Cola advertising slogans.

In this present research, the researcher showed the way to identify a vague word or phrase in detail, chronologically, and logically. The previous research has analyzed vagueness based on Maxim's theory that is Grice's Cooperative Principle, explained the function of vagueness used by journalist in the newspaper, and explained how vagueness used in the daily process of teaching English and the function of using vagueness. finally, this research enriched them all.

Those all is different with this present study, This study can reveal the specific ways how a word can be identified as vague because it analyzed based on characteristics of vagueness, which is the theory by Nicholas J.J. Smith which has been explained in his book (2008). Besides of this, the researcher also interpreted the meaning of the vague words, the meaning of vagueness need to be understood

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because the words must be full of vague and make confusion to people's mind. The researcher interpreted the meaning used theory of associative meaning by Geoffrey Leech. So, the researcher revealed the characteristics and meaning or vagueness in detail to serve a better understanding of vagueness.

Besides of giving best understanding in analyzing vagueness, characteristics of vagueness, the way to interpret based on associative meaning, he The researcher also related the study to principle ethics of advertising such as stated by Bertens (2013) and Islam perspective, such as take some verses in Al-Qur'an which can support the argument. On the other side, the contribution of this study is to convey the implied meaning in advertising slogans. Finally, the readers can find the meaning and messages contained in the slogans.

The data used in this research is only written data, that is advertising slogan. However, there is a lot of kinds and models of advertising which should be known more also. Furthermore, advertising in television has become more dominant than other media used for advertising (Bertens, 2013, p.285). It is possible to be discussed for the future research.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter consists of the conclusion and suggestion. The researcher concludes the whole of this research then suggests the next researchers who want to analyze vagueness in the different subjects of the research.

5.1 Conclusion

In this part, the researcher concludes this research about vagueness analysis in Coca-Cola products' advertising slogans based on the findings and discussions in the previous chapter. This research concerns the sentences, phrases, words, and images contained in the advertising slogans. The researcher used the vagueness theory of Nicholas J.J. Smith and associative meaning theory by Geoffrey Leech to interpret the meaning of vagueness founded in the advertising slogans.

From the previous chapter, the researcher has two research questions to answer in the findings. The first is to identify the characteristics of vagueness in the slogans. Based on the findings, vagueness characteristics included the borderline case, blurred boundaries, and sorites-paradox, such as the slogan "You can't beat the feeling". The phrase 'The Feeling' is vague because it builds imprecise meaning. The questions that possible to grow in people's minds are such as, is 'The Feeling' mean 'the taste of product' which portrayed on the picture?, or is 'The Feeling' mean 'the mood of the customer' who has consumed the product ?. Is 'The Feeling' caused by consuming the product?, having the product?, and how that feeling means?. If someone just touches the product but does not drink it, so is it named "feeling"?. From this analysis, 'The feeling' has a characteristic of vagueness that is Sorites-paradox.

The second research question is to interpret the meaning of vagueness in the advertising slogans used the theory of the associative meaning. The slogan "You can't beat the feeling" has unstable meaning, so that it included in associative meaning. The advertiser creates this slogan to build a branding of product in people's minds, so 'the feeling' must refer to 'the product', even though it is considered as 'the feeling of someone' but it must be caused by consuming the product. There is nothing that can strike 'the feeling' that will consumer get if he consumes this product. The phrase 'The Feeling' reflects to another sense of word response and arises a multiple conceptual meaning. It means, "The feeling" has reflected meaning.

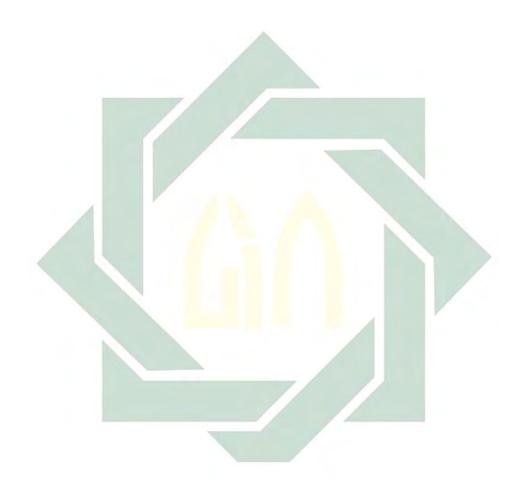
Some of the previous research about analyzed vagueness based on pragmatics point of view, but this research served vagueness analysis to correlate with the semantics aspect. Because no research revealed the detailed characteristics of vagueness and interpret the clear meaning through associative meaning so the findings of the present study are noteworthy. However, this study only covered vagueness based on its characteristics, while there is some aspect of vagueness that can be revealed such as the purpose of using vagueness, the functions, advantages, and others. Hence, the data used in this research only advertising slogans in written text, it could not cover the spoken advertising, or other aspects such as conversation, speech, etc.

This research needs to be continued if the researcher or readers would like to discern the pattern of vagueness used in advertising, moreover about the advantages of using vagueness in advertising. If the next researcher can mention the detail of every word included in vagueness, it may become an exact measurement of vagueness and the next researcher can know the vagueness words usually used by advertisers to advertise their products.

5.2 Suggestion

After conducting this research, there is some weak point in this study. So, the researcher suggests to the next researcher who is interested in the study of vagueness and associative meaning to deals with the subject of the research in the form of spoken text such as the spoken advertising, speech, conversation, in advertising aspect or another aspect such as politics, moreover, a lot of ambiguity and vagueness could happen in political affairs. However, vagueness also can be found in the spoken as well as written language.

The next suggestion is for identifying another aspect of vagueness, such as the purpose of using vagueness after identifying the vague words, phrase, or sentence. In the previous research, there is not founded a research that could identify the vague words, phrases, sentences, identify the characteristics, and also the purpose of using it. Besides, the meaning of vagueness also can be interpreted not only using associative meaning, but also another meaning theory in linguistic aspects, either in semantics or pragmatics aspect.



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