

**SEMANTIC ANALYSIS OF BEAUTY PRODUCT
ADVERTISEMENT SLOGAN**

THESIS



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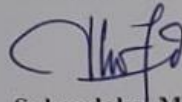
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SLOGAN**

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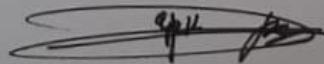
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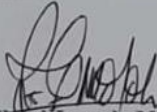
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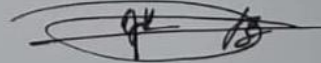
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ABSTRACT

Maghfiroh, S.M. (2022) *Semantic Analysis of Beauty Product Advertisement Slogan*. English Department, Faculty Arts and Humanities. UIN Sunan Ampel Surabaya. Advisor: Suhandoko, M.Pd.

Keywords: semantic meaning, characteristic slogan, slogan beauty product advertisement.

The purpose of this study was to analyze the types of semantic meanings and characteristics of the slogans which contained in beauty product advertisement slogans. The sentence in slogan of beauty product advertisement (Adeeva, Something, Vaseline, Emina, Laneige, Dove, Avoskin, Innisfree, Ms Glow, Make Over) has a meaning and purpose to describe the product being advertised. Therefore this study was conducted to understand the meaning and purpose of the slogan. No one focused on the slogan in beauty product advertisements combined with analyzing the characteristics of slogans. So, this study will answer the formulation of the problem in this study, namely (1) What types of meaning are found in beauty product advertisement slogans and (2) What are the characteristics of slogans in beauty product advertisements.

This research was conducted using descriptive and qualitative methods to analyze the type of semantic meaning and the characteristics of slogans in beauty product advertisements. Before that, the researcher collected data in the form of slogan text from several advertisements that had been downloaded. Then, identify by giving code to words that contain semantic meaning and words that contain the characteristics of slogan. Next, analyze the types of semantic meanings and the characteristics slogans that found in beauty product advertisement slogans by providing a description.

The researcher found 3 types of semantic meaning by Leech (1983) in the advertising slogan of beauty products, namely conceptual meaning, connotative meaning, and affective meaning. This study also found 10 types of slogans characteristic by Foster (2001), and each slogan has more than one slogan characteristic. Remember that this research is still limited in the objects and theories used, the researchers suggest to further researchers to add visual objects in the form of images or videos and sound also use more detailed theories.

ABSTRAK

Maghfiroh, S.M. (2022) *Analisis Makna Semantik dalam Slogan Iklan Produk Kecantikan*. Program Studi Sastra Inggris, Fakultas Adab dan Humaniora. UIN Sunan Ampel Surabaya. Pembimbing: Suhandoko, M.Pd.

Kata kunci: makna semantik, ciri khas slogan, slogan iklan produk kecantikan.

Tujuan dari penelitian ini adalah untuk menganalisis jenis makna semantik dan ciri khas slogan yg terdapat dalam slogan iklan produk kecantikan.

Kalimat pada slogan produk kecantikan (Adeeva, Somethinc, Vaseline, Emina, Laneige, Dove, Avoskin, Innisfree, Ms Glow, Make Over) memiliki maksud dan arti untuk menjelaskan produk yg di iklankan, oleh karena itu penelitian ini dilakukan untuk memahami maksud dan arti dari slogan tersebut. Belum ada penelitian yang fokus menganalisis pada slogan iklan produk kecantikan dan digabungkan dengan menganalisis ciri khas slogan. Maka dari itu studi ini akan menjawab rumusan masalah dalam penelitian ini yaitu (1) Jenis makna apa saja yg ditemukan dalam slogan iklan produk kecantikan dan (2) Apa ciri khas slogan dalam iklan produk kecantikan.

Penelitian ini dilakukan dengan menggunakan metode deksriptif dan kualitatif untuk mengetahui jenis makna semantik dan ciri khas slogan dalam iklan produk kecantikan. Sebelum itu, peneliti mengumpulkan data berupa teks slogan dari beberapa iklan yg sudah di download. Kemudian mengidentifikasi dengan memberikan kode pada kata yg mengandung makna semantik dan kata yg mengandung ciri khas slogan. Selanjutnya menganalisis jenis makna semantik dan ciri khas slogan yg ditemukan dalam slogan iklan produk kecantikan dengan memberikan deskripsi.

Peneliti menemukan 3 jenis makna semantik Leech (1983) yg ada pada slogan iklan produk kecantikan yaitu makna konseptual, makna konotatif dan makna afektif. Studi ini juga menemukan 10 jenis ciri khas slogan Foster (2001), dan pada setiap slogan memiliki lebih dari satu ciri khas slogan. Mengingat bahwa penelitian ini masih terbatas dalam objek dan teori yg digunakan, maka peneliti menyarankan kepada peneliti selanjutnya untuk menambahkan objek visual berupa gambar atau video dan suara serta menggunakan teori yg lebih detail lagi.

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CHAPTER I

INTRODUCTION

This chapter introduces the present study. It explains the background of the study, the problems of the study, the significance of the study, the scope and limitation, and the definition of key terms.

1.1 Background of the study

Advertisement is part of sending messages in the form of promotion delivered through the media and addressed to the public. The function of advertisement is crucial to influence consumers to be interested in buying or using the company's products. According to Gilson & Berkman (1980, p.11), advertisement is a persuasive communication media that is designed in such a way as to produce responses and help achieve marketing objectives. Many advertisements use digital media. In addition to making advertisements look more attractive, a slogan is usually used. A slogan in an advertisement product is used to provide information about their products to consumers. Every slogan always has a meaning that describes a product which is advertised. A slogan is a term or a short sentence that is interesting or flashy and easy to remember in delivering messages in advertisements. The purpose of the slogan is to influence other people to buy a product in the advertisement. Usually, the elements slogan is short, concise, clear, engaging, and essential. Urdang and Robbins (1984, p. 18) slogan is a group of words that is easy to read, easy to say, and easy to remember.

According to Moeliono (2007, p. 117), slogans are attractive, striking, and easy-to-remember sentences to convey something. Slogans are made to inform, invite, or influence the reader. From the expert explanation above, it can be concluded that slogans are interesting words or sentences used as expressions of ideas or goals that are easy to remember to convey something. People who read the slogan can be interested in the product being advertised. Slogan's characteristics should give an impressive impression, be reminded about the product, a simple slogan, has a strategy, and provides an impression or a definite sense that refers to the product. Each slogan usually has a different meaning. Some advertisements usually use an indirect expression in their slogan. It means there are purposes and meanings that contain in the slogan. Such as in beauty product advertisements.

Slogan makers are trying to make advertising with unique designs and create a slogan with interest because it affects the consumer. The sentence in the slogan has a meaningful purpose, therefore, to know the implicit meaning of the sentence contained in the slogan, a more in-depth analysis is needed, namely analyzing the meaning in a sentence. Semantics is a linguistics branch that studies the meanings of a language, code, or another type of representation. In other words, semantics is the study of meaning.

Chaer (1989, p. 60) states that semantic discusses the existing context that determines the relationship between a word and the meaning of an expression or discourse. Another opinion about semantics is given by Leech (1981, p. 9)

Semantics is central to the study of communication, and as communication becomes more and more crucial in social organization, the need to understand it becomes more and more pressing. Leech (1974, p. 19) divides meaning into seven different types. They are conceptual meaning, connotative meaning, social meaning, affective meaning, reflected meaning, collocative meaning, and thematic meaning.

There are some related studies made previously. The previous studies related to semantic meaning were conducted by Endah (2017), Lesmana (2018), Heriyawati & Fitria (2019), and Ellish (2017). Endah analyzed advertisement slogans that focus on fast food advertisements. She took 75 text data from 10 famous fast food brands. Her research aims to find the types of meanings and explain how the meanings are used in the advertising slogan. She uses descriptive qualitative methods and applies theories from G Leech. Her research found that the dominant meaning in the slogan of fast food advertising is conceptual meaning.

In 2018, Lesmana studied not focus on the slogan. She just analyzes text in cosmetics online advertisements. In her study, Lesmana used seven types of semantic meaning from G. Leech. Her research aims to find out the types of meanings in cosmetics advertisements and explain the ways. The results of her study found the most dominant meaning in online cosmetics advertising is connotative meaning. From the 15 advertising data, there are nine that use connotative meaning.

In 2019 related study from Wati & Fitria's journal. They have analyzed the types of meanings in the advertising slogan, but they don't focus on one product type. They analyzed some products, such as electronic products and technology products. Their research uses descriptive qualitative methods and uses the theory of investigator triangulation. Their study found 42 types of meanings in 30 advertising slogans, and the most common types of meaning were connotative meaning.

In 2017 this was the last related study from Ellish. She analyzed 27 slogan shoes advertisements with used some theory. First is Kindler's theory for analyzed types of meaning, Then, Riemer's theory for analyzed word meaning, and Foster's theory for analyzed characteristic slogan. In a characteristic slogan, Ellish only found one characteristic in every slogan, while if examined in more detail, each slogan has more than one type of characteristic. Therefore this study will analyze in more detail about characteristics slogan. Then based on the previous studies, no one focused analyzed about slogan in beauty product advertisements that combined with analyzed the characteristics slogans. So, this research is different from previous studies because the researcher focused on analyzing the types of semantic meaning and analyzed in more detail the characteristics of slogans in beauty product advertisements.

The researchers choose the slogan of beauty products as research data because beauty products are always in demand by many people, especially women. So in advertising slogans, their use an interesting sentence to influence buyers. Many interesting sentences in the slogan are to be analysed, so researchers

are interested to know what type of meaning in the slogan of beauty product advertisements and describes the characteristics of the beauty product's slogan.

The researcher chose to analyze the semantics meaning because semantics is a linguistics branch that studies the meanings of a language, code, or another representation type. So semantic meaning is suitable for identifying the sentence meaning in slogan advertisement. The researcher chose to analyze a slogan's characteristics because it has as many characteristics as possible for a slogan to be formed perfectly and interest. Therefore to find and explain the types of characteristics used in the slogan, this analysis is needed.

2.2 Problems of the Study

This research aims at answering the problems of the study formulated as follows:

- a. What types of semantics meanings are found in slogan beauty product advertisements?
- b. What are the characteristics of the slogan in beauty product advertisements?

2.3 Significance of the Study

This research is expected to be a reference in linguistics, especially in semantics science, to understand the meanings of beauty products in advertising slogans. The other benefit is to understand carefully about the slogan so that one can choose the advertised product based on the skin's need, then the possibility of a wrong choice can be avoided.

2.4 Scope and Limitation

In this study, the researcher makes the scope and limitations of the study. The scope of this study is to analyze the types of semantics meanings in slogan of beauty product advertisement. A limitation of this research is only analyzes the text in the slogan.

Then the researcher analyzes the characteristics of the slogan. A limitation of this research is the researcher only analyzes the text contained in the slogan, and the characteristics, the researcher limits this research to only use 10 types of characteristics.

2.5 Definition of Key Terms

Semantics is the study of the meaning of words and sentences contained in a language.

Advertisement is a message that is conveyed with the aim of introducing a product to an audience with a certain media platform. Advertisement is one of the most important instruments in the marketing process.

A slogan is a short sentence that is easy to remember and interesting and aims to explain or inform a product or activity.

CHAPTER II

REVIEW OF LITERATURE

This chapter introduces the review of the literature. Then, it described the relevant theories used in this study, such as semantic and slogan.

2.1 Semantics

Semantics is the study of meaning. The meaning referred to here is the meaning of language in the form of words or sentences. The word semantics comes from the Greek, sema (noun), which means a sign or symbol. In Greek, several words form the basis of the semantics terms, namely semanticos (meaning), semainein (interpret), and sema (sign). Semantic is part of linguistics, which talks about the meaning of an expression or word in a language.

Hurford and Heasley (1983, p.1) state that semantics is the study of meaning in language". Chaer (1989, p.60) gives another opinion that semantics discusses the relationship between words and concepts or meanings of words and objects or things that are referred to by meanings outside of language. The existing context determines the meaning of a word, expression or discourse.

Palmer (1981, p.1), added that semantics is part of language and part of linguistics. A more detailed opinion is explained by Griffiths (2006, p.1), that semantics as a science toolbox for the study of meaning, encoding in language vocabulary, and a pattern to form more meaning in more detail up to sentence level. Crystal (2008, p.428) semantics is a major brunch of linguistics devoted to the study of meaning in language.

Another opinion from Leech (1981, p.9), semantics as the study of meaning or the centre that studies communication and communication becomes the most important factor in the scope of social organizations that need the knowledge to understand it. Semantics is also a centre that studies human thought processes, cognition, and conceptualization. All of this is closely related to how we classify and convey experiences about the world we know through language. In his book, Geoffrey Leech (1974, p.9) distinguishes the meanings of seven types: conceptual meaning, connotative meaning, stylistic meaning, affective meaning, reflected meaning, collocative meaning, and thematic meaning.

In this study, the researcher only focuses on 2 types of semantics meaning (Conceptual meaning and Connotative meaning) to analyze the slogan advertisement. There is some reason why the researcher only use 2 types of semantics meaning. The first is because of the 2 types of meaning most often found in previous research. The second reason is to shorten the study, which does not have a lot of time.

2.1.1 Conceptual Meaning

Conceptual meaning is meaning that emphasizes logical meaning. Sometimes this meaning is called denotative or cognitive or the dictionary meaning, which indicates the concepts. Although there is a possibility that there are differences in conceptual meanings for each person who uses language, in this study, it is assumed that conceptual meanings are meanings written in the dictionary.

Example: “*Mother*” in the dictionary meaning of that word is *human being female and mature*.

2.1.2 Connotative Meaning

Connotative meaning is the communicative value of expression according to what is referred. The word 'woman' in conceptual meaning only means human, not male, and adult. But in the connotative meaning, there are additional traits referred to, both physical, psychological, or social. For example, the connotation of weak psychic nature, easy to cry, cowardly, etc. is attached to the word woman. Or it can also be interpreted as a word used to suggest a different association than its literal meaning, which is known as denotation. For example, blue is a colour, but its also a word used to describe a feeling of sadness.

Connotative meaning is also a word that exists along with denotative meaning or the same word but has a different purpose. Connotative meaning is subjective and not shared in the same way by all speakers of a language. (Leech 1974, p.15), degree of the connotative value will be different for everyone since the way they perceive something in this universe, and their individual language experience is different; it depends upon the culture, geographical area, and historical period. It emerges as a result of affective or emotional feelings.

For example: “*That is good performance until I felt sleepy*” the sentence not describe that the performance is excellent, but the sentence trying to say when saw the performance felt bored.

2.1.3 Stylistic Meaning

Stylistic meaning is the meaning of a word that indicates the user's social environment. Several utterances or words as dialects show the origin of speakers according to the geographical or social environment. This meaning also shows something about the social relationship between the speaker and the listener. Stylistic meaning is also the meaning caused by the use of language. The effect of using this language will affect the emotions or feelings of readers. The use of this type of meaning is often found in literary works. In a literary work, language style is the dominant thing used. Thus, the stylistic meaning is closely related to literary works, and now the stylistic meaning is also found in several slogan advertisements.

For example: *"It's finger licking good"*

Finger lickin is together with the occurrence of an adjectival compound as a new word. There appears metonymy here with the connection finger-lickin', it is common knowledge that something delicious sometimes makes people lick or suck their fingers after finishing eating. From the example, explain that the stylistic meaning is used to persuade the readers to enjoy and feel happy with the products.

2.1.4 Affective Meaning

Leech (1997, p.20) Affective meaning is the meaning of a word that reflects the speaker's personal feelings, including the speaker's attitude towards the listener, or the speaker's attitude about something he said. Affective meaning is meaning that arises due to reaction listener or reader in the use of words or

sentences. Because affective meaning is related to the listener's reaction or reader in the dimension of taste, then affective meaning is also related to language style.

There are reactions related to the listener or reader's feelings after hearing or reading something in the affective meaning. Affective meaning sometimes can cause a sensation in the minds of the listeners or readers.

Factors such as intonation and voice echo are also important here. A polite impression can be reversed if a sharp sarcasm is used. A rough impression can be transformed into a casual warning among close friends if delivered with a request's gentle intonation. Different use of stress and intonation will provide different meanings that affect feelings and attitudes when communicating through an utterance.

For example:

- 1.) "I'm terribly sorry to interrupt, but I wonder if you would be so kind as to lower your voice as a little."
- 2.) "Will you belt up."

The sentence above has the same purpose of getting people's attention to be quiet. But factors such as intonation and voice timbre are also important here, the tone of biting sarcasm sentence can deserve the impression of politeness in the sentence (1), then in the sentence (2) can be turned into a playful remark between intimates if delivered with the intonation of a mild request.

2.1.5 Reflected Meaning

Reflected meaning (what is communicated through association with another sense of the same expression) refers to terms that have more than one

meaning surfaces at the same time, so there is a kind of ambiguity. It is as if one or more unintended meanings were inevitably thrown back instead, like light or sound reflected on a surface. Leech (1974, p.19) says, “Reflected meaning is the meaning which arises in cases of multiple conceptual meanings when one sense of a word forms part of our response to another sense.” It is the product of people’s recognition and imagination. We are easy to find reflected meaning in poetry because of heightened sensitivity to language in all respects.

Example: *it’s waaaaay better than fast food..*

The word “waaaaay” is a shock, its miss-spelled, the insertion of the sound impression of the product enhances its efficacy and acceptability. Miss-spelling is a common trait among the youth in their written discourse. Such an expression touches the target audience as the youth habitually consume fast food.

2.1.6 Collocative Meaning

Collocative meaning is the meaning that arises from the use of several words in the same environment. Collocative meaning is also interpreted as meaning related to certain characteristics of several words that are synonymous. These words must be suitable and appropriate. It is part of word meaning suggested by the words that go before or come after a word in question. For instance heavy news (a piece of sad news), heavy schedule (a very tight schedule), fast colour (the colour that does not fade), a fast friend (a reliable friend), the fast woman(a lady of easy virtue), etc.

For example, the word beautiful and handsome share common ground in the meaning of good looking but can be distinguished by the range of nouns they are like or collocate; pretty woman and handsome man. The word *pretty* is collocated with a *girl, flower, garden, colour village*, etc. The word *handsome* is collocated with a *boy, man, vessel, car*, etc. Not all differences in potential co-occurrence to be explained as collocative meaning. Some may occur due to stylistic differences, others to conceptual differences (Leech, 1974, p.20).

Example :

- a. Charging phone for a long time **damage** the battery
- b. Charging phone for a long time **hurt** the battery

The word “**damage**” and “**hurt**” is a synonym; both can talk about the bad effect on something. But sentence 1 is correct than sentence 2 because when we talk about battery phone, the word damage is used to explain the bad condition of the phone battery caused by the thing. We may categorize a word as collocative if the word has one or two synonyms, which are very similar in their meanings, but there is a slight difference between them. That is why we sometimes find out specific words that only suit one of two similar words.

2.1.7 Thematic Meaning

Thematic meaning is the last type, Leech (1974, p.22) says thematic meaning is communicated according to how the speaker or writer organizes his message, in the sense of sequence, focus and emphasis. The communicative value is also influenced by the use of active sentences and passive sentences.

Example:

1. I plan to have an outing tomorrow
2. Tomorrow I plan to have an outing

The sentence above has different communicative values that suggest different contexts. The active sentence in number 1 will answer the implicit question, "when will you have an outing?" while in the passive sentence, number 2 will answer the implied question, "what will you do tomorrow?" Thematic meaning is the meaning of words that arise cause the emphasis or focus of the conversation in a sentence or statement.

2.1 Advertisement

Advertisement is news or messages to persuade and encourage people to be interested in the goods or services offered. Advertisers are usually promoted through advertising media such as television, radio, newspapers, magazines, the internet, etc. According to Burke (1980, p.6), Advertising is a sales message directed at a mass audience that seeks through persuasion to sell goods, services, or ideas on behalf of the paying sponsor. Advertisements contain public notice and influence the reader to do what the advertiser wants. The advertisement is part of promoting or marketing the products made in the form of posters and videos, usually promoted using television, banners, posters, billboards, etc., with various interesting and compelling sentence texts.

2.2 Slogan

According to Moeliono (2007, p.117), Slogans are sentences that are interesting, flashy, and easy to remember to convey something. Slogans are short, interesting, and easy to remember short sentences or words used to inform or convey information. In the short sentence of the slogan, there is a broad meaning. Almost the same as advertisement text, slogans are made to encourage someone to do something. Either obey the rules or buy a product. Because the main goal is to invite, another opinion from Tom Altstiel (2006, p.165) explains that the taglines could also be slogans, signature lines, or theme lines. Usually, after a logo, the slogan will appear in the print ad or at the end of the ad. Still, only some advertisements use the slogan even though the slogan is the most important thing in the ad to make buyers more interested because the main purpose of the slogan is to build and strengthen a product's presence.

2.1.1 Characteristic of Slogan

Characteristics of the slogan are perfectly formed tagline should have as many of these characteristics as possible. (Foster, 2001, p.3). The slogan should be easy to remember to easily recognize the product and make people interested in the product through the slogan advertisement. For a slogan to be formed perfectly, it must have as many characteristics as possible.

Actually, there are 23 types of characteristic slogans, and the researcher only focuses on 10 types of characteristics. There are three reasons why the researcher only uses 10 type. The first is to shorten the study, which has little time. Second there are several types of characteristics that are similar, and third

there are types of characteristics that if used to analyze the need third-person interviews. While this research is research that does not involve other people.

Table 2.1 Characteristic of Slogan

Characteristic of slogan	
A slogan should be memorable	A slogan should reflect the brand's personality
A slogan should recall the brand name	A slogan should be strategic
A slogan should include a key benefit	A slogan should be simple
A slogan should be believable	A slogan should be original
A slogan should impart positive feelings	A slogan should not be meaningless

a. A Slogan Should Be Memorable

Foster (2001, p. 4) said that a slogan should be memorable. A slogan that should be memorable is a slogan with alliteration in the sentence, and the slogan has a short sentence that is easy to remember.

b. A Slogan Should Recall The Brand Name

Foster (2001, p. 8) said a slogan should recall the brand name. Ideally, the brand name should be included in the line.

c. A Slogan Should Include A Key Benefit

A key benefit slogan is a slogan that includes the main benefits of the product. Foster (2001, p. 9) states that a slogan should consist of a key benefit.

d. A Slogan Should Be Believable

Foster (2001, p. 17) said a slogan should be believable. It means believable slogans that describe their products honestly based on facts.

e. A Slogan Should Impart Positive Feeling

Foster (2001, p. 12) states that a slogan should impart a positive feeling. It means a slogan sentence containing positive affirmation so that it also creates positive feelings.

f. A Slogan Should Reflect The Brand Personality

Foster (2001, p. 12) said that a slogan should reflect the brand's personality. It means that a slogan describes the identity of the brand.

g. A Slogan Should Be Strategic

Be strategic slogan makes a slogan that has an element to persuade. Foster (2001, p. 13) explains that a slogan should be strategic.

h. A Slogan Should Be Simple

Foster (2001, p. 15) said that a slogan should be simple. A simple slogan is a slogan sentence that is not wordy and has no more than three words.

i. A Slogan Should Be Original

Foster (2001, p. 15) explains that advertising originality is king. Therefore, if there are slogan advertisement which has similarity with others, it means that the slogan is not original.

j. A Slogan Should Not Be Meaningless

Foster (2001, p. 22) said that a slogan should not be meaningless. It means that every slogan sentence must have meaning and purpose.

CHAPTER III

RESEARCH METHODE

This chapter introduces the research methods. It describes the research design, data and data source, research instrument, the technique of collecting data, and the technique of analyzing data.

3.1 Research Design

The type of research method used to investigate the data is a descriptive qualitative method. Surakhmad (1994, p. 139) said that qualitative research is research methods applied by collecting data, analyzing data, and making conclusions. Qualitative research emphasizes the depth of data obtained by researchers. If researchers can get data clearly and in detail, so the quality of the study is considered important. Researchers try to analyze slogans in beauty product advertisements to find out the types of semantic meanings and describe slogans' characteristics through this method.

3.2 Data Collection

This part is an explanation of the method used to collect the data. Data collection consisted of research data, data sources, research instruments, and data collection techniques.

3.2.1 Research Data

The data of this research are the words and sentences from the slogan of beauty product advertisements. The researcher analyze the semantic meanings and

explain the characteristics of the slogan beauty product advertisement. This study's data source is the form of slogan text advertisements taken from an internet website and instagram.

Table 3.2.1 Research Data of Beauty Product Advertisement

No	A Brand of Beauty Product Advertisement	The Slogan of Beauty product Advertisement
1.	Adeeva	1. I Love My Body & I Love My Skin 2. Its Colourful Explosion 3. Be Kind To Your Skin It's Got You Covered 4. Beauty Is Whatever Brings Perfect
2.	Somethinc	5. Suggestions Based On Your Age 6. Friendly For All Skin Types 7. It's Time For Skin Repair
3.	Vaseline	8. Locks In Moisture To Help Dry Skin Heal 9. Keep Skin Amazing
3.	Emina	10. Holiday Beauty Survival Kit 11. It's A Cream To Your Tint!
5.	Laneige	12. Recharge Dehydrated Skin While You Sleep 13. Flawless Look Anytime Anywhere
5.	Dove	14. Reveal Beautiful Glowing Skin
6.	Avoksin	15. Best Product To Keep Your Skin Healthy
8.	Innisfree	16. Healthy Beauty
9.	Ms Glow	17. Real Men Take Care Of Their Skin
10.	Make Over	18. Stay On Color

3.1.1 Data Source and Subjects of the Study

The data from this study are words and sentences has contained semantic meaning in slogan beauty product advertisements. The data source of this research is in the form of slogan text.

3.1.2 Research Instrument

The instrument in this research is the researcher her self. In qualitative research, the instrument or the tool for conducting research is the researcher herself by collecting, analyzing, and interpreting data based on theory.

3.1.3 Data Collection Technique

The researcher used several steps in collecting data.

1. The researcher searched beauty product advertisements on the internet, such as websites and instagram, and then chose an advertisement that contained slogans.
2. After that, the researcher downloaded the beauty product advertisement as an image.
3. Then, collected the slogan's text from the picture in the table.
4. Before to identified, the researcher made codes to help make analysis easier. The code is presented in Table 3.1 and Table 3.2

Example : “Your’e beauty shine”
CTM

Table 3.2 Codes on The Types of Semantic Meaning

Types of Semantic Meaning	Code
Conceptual Meaning	CM
Connotative Meaning	CTM
Affective Meaning	AM
Reflective Meaning	RM
Collocative Meaning	CLM
Thematic Meaning	TM

Table 3.3 Codes on The Characteristic Slogan

Types of characteristic slogan	Code
A slogan should be memorable	C1
A slogan should recall the brand name	C2
A slogan should include key benefit	C3
A slogan should be believable	C4
A slogan should impart positive feelings	C5
A slogan should reflect the brand personality	C6
A slogan should be strategic	C7
A slogan should be simple	C8
A slogan should be original	C9
A slogan should not be meaningless	C10

Table 3.4 Applying The Code of Characteristic Slogan

No	Slogan of beauty product Advertisement	C1	C2	C3	C4	C5	C6	C7	C8	C9	C10
1	I love my body and i love my skin	√				√				√	√
2	Its colorful explosion	√							√	√	√
3	Be kind to your skin it's got you covered					√		√		√	√
4	Beauty is whatever brings Perfect							√			√
5	Something Suggestions based on your age		√							√	√
6	Friendly for all skin types									√	√
7	Its time for skin repair			√				√		√	√
8	Locks in moisture to help dry skin heal			√						√	√
9	Keep skin amazing			√					√	√	√
10	Holiday beauty survival kit							√		√	√
11	Its a cream to your tint!							√		√	√
12	Recharge dehydrated skin while you sleep			√						√	√
13	Flawless look anytime Anywhere			√						√	√
14	Reveal beautiful glowing Skin									√	√
15	Best product to keep your skin healthy						√	√		√	√
16	Healthy beauty	√					√		√	√	√
17	Real men take care of their Skin				√		√			√	√
18	Stay on color	√							√	√	√

3.1 Data Analysis

After collecting data, the researchers analyze the data collected by several processes.

1. Identifying the data

The author identified each text in the slogan of beauty product advertisement based on Leech's theory about semantic meaning and Foster's theory about the characteristic slogan. The researcher identified slogan text and gave code for words with semantic meaning and characteristic slogans.

After identifying, the researcher classified the data by the semantic meaning types and characteristic slogans.

2. Classifying the data

After identifying the data found, the author grouped the semantic meaning and the characteristic slogan based on each type.

3. Analysing the data

The researcher analysed the slogan text using semantic meaning based on Leech's theory. Then, the researcher explains the results of the semantic meaning that found according to the type marked with codes. After analysed the type of semantic meaning, the researcher described the characteristic slogan by Leech's theory.

4. Concluding the data

After the three steps, identifying, classifying, and analysing the data, then the last step is to draw conclusions from the research results. The researcher

makes a brief and clear conclusion from the results of this study to answer all the problem formulations.



CHAPTER IV

FINDINGS AND DISCUSSIONS

In this section, the researcher presents the results and discussion of the research. It begins with the type of semantic meaning in slogan beauty product advertisement. Furthermore, the researcher explains the characteristics of the slogan in beauty product advertisements.

4.1 Findings

The purpose of this chapter aims to answer two research questions. The first is what type of semantic meaning is found in the slogan of beauty product advertisement, and the second is an answer about the characteristic of the slogan in beauty product advertisement.

4.1.1 Types of Semantic Meaning in the Slogan of Beauty Product Advertisement

Semantic meaning study is about the meaning contained in a word or sentence. The analysis of semantic meaning is important because it makes it easier for someone to understand the message contained in the word or sentence. As in the advertisement slogan sentence, the slogan maker uses special words in the slogan text to convey the desired message, which aims to make the advertisements more attractive. In this case, of course, there are certain words that not everyone understands the meaning of these words. Therefore, it is necessary to analyze the semantic meaning. Based on Leech's (1974) theory of semantic meaning, this research found 18 data from the slogan advertisement, which had been classified

in the diagram figure. This research found three types of meaning there are: conceptual meaning, connotative meaning and affective meaning.

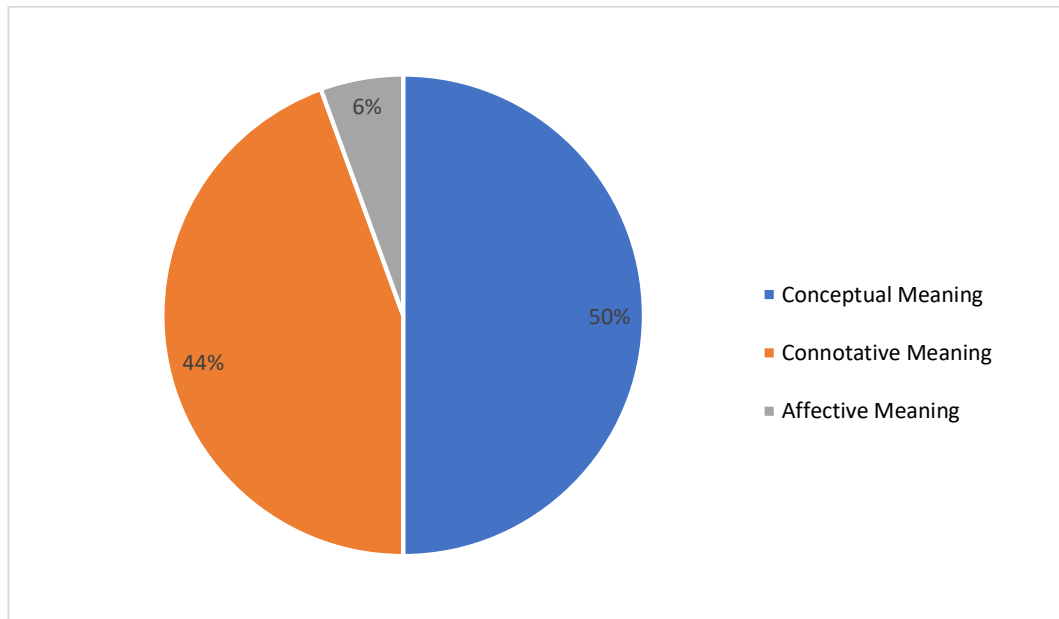


Figure 4.1.1 : Semantic Meaning in Slogan of Beauty Advertisement

Figure 4.1 shows the data already collected were 18 slogan sentences containing the type of semantic meaning. The most dominant type of semantic meaning is the conceptual meaning, consisting of 10 data. Then, connotative meaning with 7 data, and the last found is affective meaning only found 1 data. In this chapter, the researcher explains the data analysis and discussion about semantic meaning used in the slogan of beauty product advertisements. In this chapter, the researcher presents the result to explain the type of semantic meaning used in the slogan of beauty product advertisements. The researcher identified them into a subfield of conceptual meaning, connotative meaning and affective meaning.

4.1.1.1 Conceptual Meaning

Conceptual meaning is the original meaning that emphasizes logical meaning it means that the conceptual meaning is the meaning written in the dictionary (Leech, 1974, p. 19). For example, in the slogan of beauty product advertisement, the researcher found 10 contain types of conceptual meanings. The explanation below presents the data in more detail.

Data 1

“Stay on Color”

The sentence above is the slogan from Make over's lipstick product which was uploaded by the website on April 18, 2019. This slogan contains **Conceptual Meaning** because the word *Stay* in oxford dictionary means *“to continue to be in a particular place for a period time without moving away”*, this explains that the lipstick colour not easy to moving away, for example, like when drinking with a glass, the color of the lipstick will not transfer to the glass because the lipstick is transferproof. Therefore, through this slogan, the creator wants to inform the consumer that the lipstick product is long-lasting and transfer-proof.

Data 2

“Locks In Moisture To Help Dry Skin Heal”

Slogan sentence above is from Vaselline moisturizer product that Instagram uploaded on May 11, 2019. The slogan sentence contains Conceptual Meaning. It show in the word **“Lock”** because, in oxford dictionary means *“To fasten something”* in this slogan has meaning *to fasten or keep* because it relates to the word **moisture** which is the benefit of the product. The word *Locks* refers

to *moisture to help dry skin heal*, which explains that this product has the benefit of keeping skin moisturising and healing damaged skin.

Data 3

*“Somethinc’s **Suggestions** Based On Your Age!”*

The sentence above is the slogan skincare product from Somethinc brand that was uploaded by the website on December 30, 2021. The slogan sentence contains conceptual meaning because the word **Suggestions** is the real meaning. In the oxford dictionary it means *“An idea or a plan that you mention for somebody else to think about”*. The slogan maker has an idea or plan to make consumers know that the advertised product is suitable for their age. This is indicated by the word **Suggestion** which refers to the word *Age* which means that this product is recommended and adjusted based on age. The advertiser wants to inform consumers through this slogan advertisement that this product is suggested based on age so that those who want to use this product can adjust the product they choose according to their age.

Data 4

*“It’s Time For Skin **Repair**!”*

The sentence above is the slogan from the serum product Somethinc’s brand, uploaded by the website on May 17, 2021. The slogan sentence shows the conceptual meaning because the word **Repair** is the original meaning that has the message to be conveyed. In oxford dictionary, it has the meaning *“To fix something that is broken”*. In dictionary, it has the meaning **Fix, which is the same as Repair, which** refers to something that has been broken. In this slogan,

the word **repair** aims to treat or maintain, which refers to the word **skin**. The meaning of this slogan is want to inform that this serum is a product which is formulated to treat damaged skin. The creator wants to convey to the consumers that this product has benefits to help repair and treat damaged skin.

Data 5

*“Holiday beauty survival **kit**”*

The slogan sentence above is from Emina’s advertisement lipstick product which was posted on the website on December 20, 2017. The slogan sentence contains conceptual meaning because it shows the real meaning. It can be seen from the word **Kit** in the oxford dictionary means “A *set of tools or equipment that you use for a particular purpose*”. In this slogan sentence, the word **Kit** refers to lipstick products which are *beauty equipment* in the form of lipsticks with a small packaging and small shapes so that they are easy to use for travelling anywhere. The word **Kit** relates to the word **Holiday** because the creator wants to remind women that even though they are on vacation, they don't forget to bring beauty equipment, one of which is this lipstick product. Through this slogan, the advertiser wants to give the impression that this lipstick product is suitable for use when travelling and on vacation.

Data 6

*“Best Products To Keep Your Skin **Healthy**”*

The sentence above is the slogan from Avoskin’s skincare product that was posted by the website on February 25, 2022. The slogan sentence contains conceptual meaning, because the word **Healthy** in the Merriam-webster dictionary

means *free from disease*. This product is *safe* for the face and body skin because this avoskin brand uses a natural ingredient. The word healthy in this slogan sentence refers to the word *best product* because it aims to tell clearly that this product is surely the best product for treating their skin. Furthermore, through this slogan sentence, the slogan maker wants to inform the consumer that this product uses a natural concept, meaning that the ingredients used in this beauty product are made from natural ingredients.

Data 7

“Healthy Beauty”

The sentence above is the slogan’s skincare product from Innisfree brand. That was uploaded by instagram on May 8, 2019. This slogan contains Conceptual Meaning because it shows the original meaning. It shows in the word ***Healthy*** because in merriam-webster dictionary it has the meaning *free from a disease* which means that this product is free from chemicals that are harmful to the skin because the ingredients used in this product are natural ingredients, so it is safe for the skin and face. The word ***healthy*** in this slogan relates to the word ***beauty*** it means that the creator wants to inform all people that this product is a natural skin care product for healthy beauty.

Data 8

“Real men take care of their skin”

This slogan sentence from Ms Glow’s skincare product was uploaded by Facebook on January 28, 2020. This slogan sentence contains Conceptual Meaning because it shows the original meaning. It can be seen from the

word **Men**, in oxford dictionary its means “*An adult male human*” which shows that the advertised product is specifically for use by an adult male. The word **Men** in this slogan is followed by the word **Take care** which has the intention to inform an adult male to care more about taking care of their face and skin. The creator uses the word “**Men**” to make clearly understand that the product is formulated for an adult male. Through these slogans, the creator wants to influence an adult male to be interested in using skincare products from MS Glow.

Data 9

“Flawless Look Anytime Anywhere”

The sentence above is the slogan from Innisfree’s BB cushion product. It was uploaded by the website on April 9, 2019. The slogan sentence contains Conceptual Meaning, it can be seen from the word **Flawless** because it shows the original meaning, which indicates the purpose of the slogan. In merriam-webster dictionary, the word **Flawless** means *Having no flaw or perfect*. The word flawless means “**perfect**”, which shows that the product is a bb cushion or base make-up with the advantage of covering the flaws on the face so that it looks perfect. The slogan maker uses the word **flawless**, which refers to the word *anytime, anywhere*, because it wants to convey to the consumers that this product has advantages and can cover blemishes with long durability at all times.

Data 10

*“It’s a **cream** to your tint !”*

The sentence above is the slogan from Emina lip cream product uploaded by Instagram on February 8, 2019. This slogan contains Conceptual Meaning because the word **Cream** in Merriam-webster dictionary means *Liquid*, which refers to a lip product with a soft texture and Tint, *a shade of a particular colour* that refers to a lip product colour. This is of course, called conceptual meaning which is the original meaning conveyed in Emina’s advertisement. What is meant by the advertiser with the slogan sentence is want to inform that the lip product is different from others. The creator wants to introduce lip tint with a creamy texture which is smooth and mild for lips. This emina product they are made from a soft creamy mousse.

4.1.1.1 Connotative Meaning

Connotative meaning is a word that has other connotations. According to Leech (1974, p. 14) Connotative meaning is the communicative value of an expression according to what is referred to beyond conceptual meaning. In this section, there are 8 data results that contain connotative meanings, below is a more detailed explanation.

Data 11

*“Beauty is **whatever** brings perfect....”*

The sentence above is the slogan from Adeeva’s skincare products that were uploaded by Instagram's official account on May 7, 2018. The slogan *Beauty is whatever brings perfect* contains connotative meaning because the

word “**whatever**” refer to the word *beauty* which has connotation meaning that in whatever situation you are beautiful, even though you have imperfect facial skin such as having acne, dull skin color and blackheads, you must still be grateful.

The slogan is reminder to always be grateful under any circumstances, be grateful by taking care of facial skin using advertised beauty products. Through this slogan sentence, the slogan maker wants to convey that if they want to be beautiful, they must treat their face and skin by using skincare products from Adeeva.

Data 12

*“Be **kind** to your skin it’s got you covered”*

The slogan sentence above is from Adeeva’s body lotion product which Instagram uploaded on July 9, 2018. In this advertisement, the slogan contain Connotative Meaning. It shows in the word **Kind** because in the oxford dictionary, its means “*Friendly*”, but in this advertisement, it has the connotation *treat*, because it refers to the word **skin** which means that the slogan sentence persuades people to treat their skin with body lotion products from adeeva. Connotative meaning is also found in the word **covered** because, in the oxford dictionary means “*something having a layer*” what is meant by *layer* is a body lotion product which applied to the skin will **protect** the skin from the sun, so in this slogan, the word **covered** has meaning *protect* because it refers to the body lotion that has benefit to protect the skin.

Data 13

“Friendly For All Skin Types”

The slogan above is from *Somethinc*’s serum product which was uploaded by the website on Maret 17, 2021. The slogan in *Somethinc* product advertisement contains Connotative Meaning. Connotative Meaning shown in the word ***Friendly*** because in the oxford dictionary means “*behaving in a kind and pleasant*”, but in this slogan, it has another meaning, the word ***friendly*** has connotation *suitable* because it refer to the word *skin* which explains that this serum product is *suitable* used for all skin type. The creator used the word ***friendly*** to inform the consumer that this serum product is different from other brands because the serum products are usually adjusted based on skin type problems. However, in this serum product, only one serum can solve all skin type problems.

Data 14

“Keeping Skin Amazing”

The slogan sentence from Vaseline body lotion product was uploaded by the website on April 15, 2019. The slogan shows Connotative Meaning, because the word amazing in original meaning is *awesome*, but it has another meaning in this slogan. The word ***Amazing*** in this slogan has the connotation *of beautiful* because it refers to the word *skin* which explains that it has good condition. The word *Keeping* invites people to keep their beautiful skin. Through this slogan, the creator wants to inform the consumer to keep their skin in perfect condition by using a body lotion product from Vaseline.

Data 15

*“**Recharge** Dehydrated Skin While You Sleep”*

The slogan sentence above is from Laneige sleep mask product that Instagram uploaded on May 12, 2018. This slogan advertisement contains Connotative Meaning. It shows in the word **Recharge** because the word recharge in the oxford dictionary means “*To fill a battery with electrical power*” but this slogan, it has the connotation *of moisturizing* because it refers to the word *dehydrated skin*, which means that this sleep mask product is used to moisturizing dehydrated skin that is applied to the face while sleeping. Therefore, through the slogan, the creator wants to inform about a water sleeping mask product that functions to moisturize dehydrated skin while sleeping.

Data 16

*“Reveal Beautiful **Glowing** Skin”*

The sentence above is the slogan from Dove’s bath soap product which was uploaded by website on Agustus 23, 2018. This slogan show Connotative Meaning, it can be seen from the word **Glowing** which is in merriam-webster dictionary has meaning *producing light* which is in literally means shiny, but in this slogan sentence it has connotation that means “*Flawless*” which refer to the word *Skin* after use dove’s product. This product is a bath soap that can make the skin look clean, smooth, and flawless. It shows in the word **glowing**, which explains the result after using the product. The creator wants to persuade the consumer through the slogan sentence to show the product's benefits.

Data 17

*“Its colourful **explosion**...!”*

The slogan sentence above is from Adeeva’s lipstick product which was uploaded by Instagram on April 21, 2018. The slogan sentence contains Connotatif Meaning. The word **Explosion** in merriam-webster dictionary has meaning “*The violent bursting such as a bomb*” but in this slogan sentence, the word **explosion** has connotation “*many*” which refers to the word *colorful*, which explains that the color lipstick products have *many* variant colors. Therefore, this slogan sentence uses connotative meaning in the word **explosion** to make the slogan looks more attractive.

4.1.1.3 Affective Meaning

Leech (1974, p.19) explain that affective meaning is the meaning which describes a speaker’s personal feelings, including the attitude related to the words. In the slogan beauty product advertisement, the researcher only found one data that contained affective meaning. Below is data present in more detail.

Data 18

*“I **love** my body & I **love** my skin”*

The slogan sentence above from Adeeva’s body lotion product that was uploaded by instagram on May 4, 2020. This slogan advertisement contained affective meaning because the word **love** in oxford dictionary means “*to have verry strong feelings and caring for somebody/something*”, it show that the word **love** is convey a feeling to caring the body. The word *love* refer to the word “*I*” which describe about personal feeling that want to convey the consumer for

loving and caring themselves by treating their body using body lotion products from Adeeva. Using body lotion to treat the body skin is a form of self-love because if one uses beauty products as daily skincare will make the body skin healthy in good condition.

4.1.1 Characteristics of the slogan in beauty product advertisement

Foster (2001, p. 3) explains that a perfectly formed slogan should have as many characteristics as possible. In this part, the researcher presents the result of the characteristic slogan beauty product advertisement. From 18 slogans, the researcher found 10 types of characteristics used in beauty product advertisement.

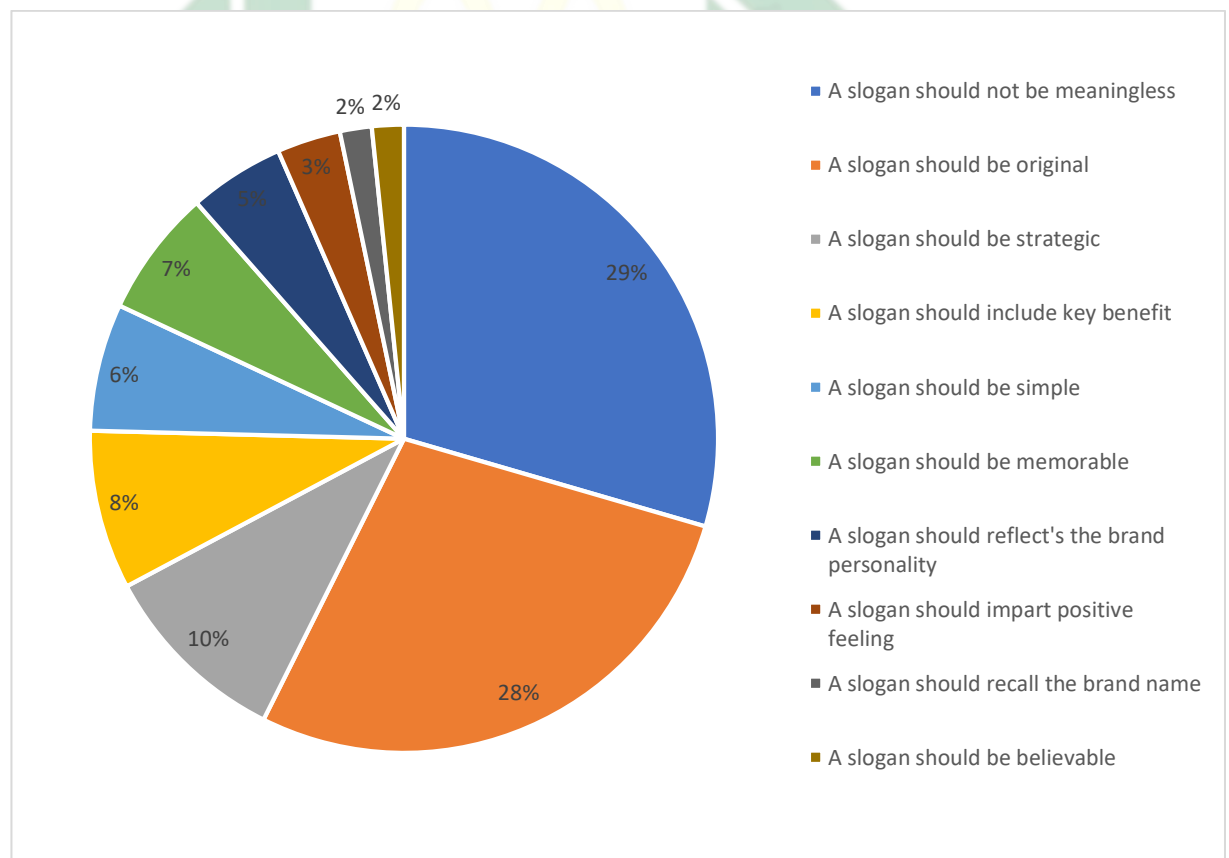


Figure 4.1.2: The Characteristic of Slogan in Beauty Product Advertisement

Figure 4.2 shows the characteristics that are used in the slogan of beauty product advertisement. It showed that there were 10 characteristics used in slogan beauty

product advertisements. The most dominant characteristic is the characteristic a slogan should not be meaningless. There are 18 slogans, and all of has the characteristics a slogan should not be meaningless. Then, the least found characteristics of a slogan should recall the brand name, and a characteristic of a slogan should be believable. Each consist of 2 data. Below is present the explanation in more detail.

4.1.1.1 A Slogan Should Not Be Meaningless

Foster (2001, p. 22) said that a slogan should not be meaningless. It means that every slogan sentence must have meaning and purpose. In this characteristic, 18 slogan has meaning and purpose. So, all of the slogan data, include the characteristic, should not be meaningless because all of the slogan data has meaning and purpose.

Data 1

“I love my body & i love my skin”

The slogan sentence above is from Adeeva body lotion product. This slogan includes characteristic of should not be meaningless. It happened because the slogan sentence has the purpose of giving positive affirmations. It shows in the word “**i love**” that want to invite people to love themselves by taking care of their body and skin with the product being advertised.

Data 2

“Its colorful explosion”

The slogan above from Adeeva lipstick product. The slogan above has characteristic should not be meaningless because the slogan above has meaning

and purpose that show in the word **"colorful"** which want to inform the consument that the lipstick product has many variant color.

Data 3

*"Be kind to your skin its got you **covered**"*

This slogan from Adeeva body lotion product. This slogan also include characteritsic of a slogan should not be meaningless because this slogan has meaning and purpose. It show in the word **"covered"** which has purpose that if use the body lotion product will covered or protect the skin.

Data 4

*"**Beauty** is whatever brings perfect"*

The slogan above from Adeeva skincare product which include characteristic of a slogan should not be meaningless. This slogan has meaning and purpose that being **"beauty"** will make feel perfect.

Data 5

*"**Somethinc suggestion** based on your age"*

This slogan sentence from Somethinc sunscreen product. This slogan include characteristic of a slogan should not be meaningless because this slogan has meaning and purpose. It can be seen in the word **"Suggestion"** which show that the meaning and the purpose of this slogan is to inform the consument that this product adjusted by age.

Data 6

*“**Friendly** for all skin type”*

The slogan above from Somethinc serum product. The slogan include characteristic of a slogan should not be meaningless because this slogan has meaning and purpose. It can be seen in the word “**Friendly**” which show that the meaning and purpose of this slogan is to inform the consument that this product suitable for all skin type.

Data 7

*“Its time for skin **repair**”*

The slogan sentence above from Somethinc serum product. The slogan has meaning and purpose that indicated in the word “**Repair**” which means that want to show to the consument that this product use to repair damage skin. So, this slogan include characteristic of a slogan should not be meaningless because this slogan has meaning and purpose.

Data 8

*“Locks in moisture to **help** dry skin heal”*

The slogan above from Vaseline moisturizer product. This slogan include characteristic of a slogan should not be meaningless because this slogan has meaning and purpose. The purpose of this slogan show in the word “**Help**” which means that this slogan want to inform the consumen that the product can help to moisturizing dry skin.

Data 9

*“**Keep** skin amazing”*

This slogan from Vaseline body lotion product which include characteristic of a slogan should not be meaningless. It can be seen in the word *“**Keep**”* that has meaning this product can protect the skin.

Data 10

*“**Holiday** beauty survival kit”*

The slogan above from Emina lipstick product. The slogan has purpose which show in the word *“**Holiday**”*. It want to remind to the consumer although on vacation don't forget to bring beauty kit or beauty equipment. So, this slogan include characteristic of a slogan should not be meaningless because this slogan has meaning and purpose.

Data 11

*“Its a **cream** to your tint”*

The slogan sentence above from Emina lip tint product. The slogan include characteristic of a slogan should not be meaningless. It show in the word *“**Cream**”* which has meaning that this lip tint product has creamy texture.

Data 12

*“**Recharge** dehydrated skin while you sleep”*

The slogan above from Laneige sleepmask product. The word *“**Recharge**”* in slogan sentence has meaning replenish energy to dehydrated skin. So, this slogan include characteristic of a slogan should not be meaningless because this slogan has meaning.

Data 13

*“**Flawless** look anytime anywhere”*

This slogan from Innisfree BB cushion product. The slogan sentence contained characteristic of a slogan should not be meaningless because the slogan has meaning and purpose. The purpose of this slogan show in the word “**Flawless**”, which means that the product can make the face look perfect without blemish because it is covered with BB cushion product.

Data 14

*“**Reveal** beautiful glowing skin”*

This slogan sentence from Dove bath soap product. The word “**Reveal**” in slogan sentence has purpose that want to invite people to be confident and express their beautiful skin with using this product. From this explanation it can be concluded that this slogan contained characteristic of a slogan should not be meaningless because this slogan has purpose.

Data 15

*“**Best product to keep your skin healthy**”*

The slogan sentence above from Avoskin serum product. This slogan contained characteristic of a slogan should not be meaningless, because this slogan has meaning. It show in the word “**Healthy**” which has meaning that this product good and safe because use natural ingredients.

Data 16

*“**Healthy Beauty**”*

This slogan from Innisfree skincare product. The word **“Healthy”** in the slogan sentence has purpose that want to show to the consumer that this product use natural ingredient. Therefore, the slogan sentence use the word healthy to represent that the product good for maintaining healthy skin. So, this slogan sentence contained characteristic of a slogan should not be meaningless because this slogan has purpose.

Data 17

*“Real **men** take care of their skin”*

This slogan sentence from Ms Glow Men skincare product. This slogan contained characteristic of a slogan should not be meaningless because this slogan has meaning. It show in the word **“Men”** which has meaning that this product is specially formulated for men.

Data 18

*“**Stay** on color”*

The slogan sentence above from Make Over lipstick product. The slogan has characteristic of a slogan should not be meaningless because the slogan has meaning. It can be seen in the word **“Stay”** which has meaning that the lipstick product long-lasting.

4.1.1.2 A Slogan Should Be Original

Foster (2001, p. 15) explain that advertising originality is a king. If there are slogan advertisement which has similarity with others, it means that the slogan is not original. In this analysis there are 18 slogan and 1 of them is not original

because it has similarities with other slogan advertisement. So, in this characteristic there are 17 original slogan.

In this section, the researcher only show one original slogan because if the researcher explain the data one by one, it will wordy and be worthless because all of has same reason. The researcher also shows a slogan that is not original because the slogan has similarities with other. Below is the explanation in more detail :

The Original Slogan : *I love my body and i love my skin*

The slogan above from Adeeva body lotion product, this is one of the slogan that included characteristic of a slogan should be original because based on the analysis search technology by Google, there was no other slogan that same with the slogan above.

Not Original Slogan : *Beauty is whatever brings perfect*

This slogan from Adeeva skincare product which has similarity with Code's brand skincare product. This slogan is not original because there is other advertisement which has similarity with the slogan.



4.1.1.3 A Slogan Should Be Strategic

Be strategic slogan is make a slogan that has element to persuade. Foster (2001, p. 13) explain that a slogan should be strategic. Some companies can effectively convey their business strategy in their slogan sentence.

Data 37

“Be kind to your skin its got you covered”

The slogan sentence above from Adeeva body lotion product. This slogan contained characteristic of a slogan should be strategic because this slogan has element to persuade the consument. It show in the word **“Be kind”** which want to persuade the consument to love their skin by using body lotion product which can covered the skin from the sun.

Data 38

“Beauty is whatever brings perfect”

This slogan from Adeeva skincare product. This slogan has element to persuade the people, so this slogan contained the characteristic of a slogan should be strategic. It show in the word **“Beauty”** which want to persuade the people to become beauty. The slogan sentence persuade if become beauty will make feel perfect in any case. Then, if the people want to become beauty they will interested to buy a skincare product that being advertised. This is a marketing strategy created by the slogan maker to persuade the consument.

Data 39

*“It’s **time** for skin repair”*

The slogan sentence above from Somethinc serum product. The slogan sentence has element to persuade the people which show in the word *“It’s **time**”*. The word show that the creator wants to persuade buyers through the slogan by reminding the time to repair the skin. By using the word in the slogan, the advertiser hopes that the consumer will be persuaded to buy the advertised product.

Data 40

*“**Holiday** beauty survival kit”*

The slogan sentence above from Emina lip product. This slogan include of strategic characteristic because has unsure persuade which show in the word *“**Holiday**”*. The word *“**Holiday**”* is theme that used to promote the new products with holiday-themes packaging. The creator persuades the consumer by creat holiday-themed packaging to inform consumers that this product is suitable for bring on vacation because the packaging is travel pack.

Data 41

*“It’s a **cream** to your tint!”*

This slogan from Emina lip tint product. This slogan contained characteristic of a slogan should be strategic because this slogan has unsure persuade. It shown in the word *“**Cream**”* which want to persuade the consumer with present the advantage of this product. The word ***cream*** represent the advantage of this lip tint that has a creamy texture. The creator use this strategic

slogan as strategic marketing to give impress the consumer that this product different from other lip color because usually the product lip tint has liquid texture but this product has a creamy texture.

Data 42

*“**Best product** to keep your skin healthy”*

This slogan from Avoskin skincare product. This slogan contained characteristic of a slogan should be strategic because this slogan has unsur persuade. It show in the word “**Best product**” which shows that the word is used to persuade people by claiming that this product is the best product for treat the skin.

4.1.1.4 A Slogan Should Include a Key Benefit

A key benefit slogan is a slogan that includes the main benefits of the product. Foster (2001, p. 9) a slogan should include a key benefit. The researcher found five slogan which contained the characteristic include a key benefit. Below is more explanation that present them in detail.

Data 43

*“Its time for skin **repair**”*

The slogan sentence above from Somethinc serum product. The slogan sentence has characteristic of a slogan should include a key benefit. It can be seen in the words **repair** which shows that the key benefit of this product is to **repair** the skin. This slogan use key benefit to inform clearly and convince the consumer that this serum product able to repair and treat of the skin.

Data 44

*“Locks in moisture to help dry skin **heal**”*

The sentence above is a slogan from Vaseline moisturizer product. This slogan has characteristic of a slogan should include a key benefit. It indicated in the word “**Heal**” because this product is a moistureizer that has benefit to heal dry skin.

Data 45

*“**Keep** skin amazing”*

The slogan above from Vaseline body lotion product. This slogan contained characteristic of a slogan should include a key benefit, it shown in the word “**Keep**” because it wants to inform and explain to the consumers that the key benefit of this product is to keep skin in good condition because this product is a body lotion that is useful for keeping skin healthy.

Data 46

*“**Recharge** dehydrated skin while you sleep”*

The slogan above from Laneige sleeping mask product. This slogan sentence included characteristic of a slogan should include a key benefit. It show in the word “**Recharge**” because it represent the benefit of the product. It has meaning moisturizing. So, the key benefit of this product is to keep moisture skin when sleeping at night because this product is a sleeping mask that is used to maintain skin moisture while sleeping.

Data 47

“Flawless look anytime anywhere”

The slogan sentence above from Innisfree BB cushion product. This slogan contained characteristic of a slogan should include a key benefit. It show the word “**flawless**” that represent the key benefit of this product. this product is bb cushion that has benefit to cover the blemish on the face so it make look **flawless**.

4.1.1.5 A Slogan Should Be Simple

Foster (2001, p. 15) said that a slogan should be simple. Simple slogan is a slogan sentence that not wordy, have no more than three words and easy to remember.

Data 48

“Its colorful explosion”

The slogan above from Adeeva lipstick product. The slogan sentence include characteristic of a slogan should be simple because its not wordy and have no more than three words.

Data 49

“Keep skin amaizng”

The sentence above is the slogan from Vaseline body lotion product. The slogan included characteristic of a slogan should be simple, because the slogan have no more than three words.

Data 50

“Healthy Beauty”

The slogan sentence above from Innisfree skincare product. The slogan sentence is not wordy because no more than three words, so the slogan sentence included characteristic of a slogan should be simple.

Data 51

“Stay on color”

The slogan above from Make Over lipstick product. The slogan contained characteristic of a slogan should be simple because the slogan sentence have no more than three words.

4.1.1.6 A Slogan Should Be Memorable

Foster (2001, p. 4) said that a slogan should be memorable. A slogan should be memorable is a slogan that has alliteration in the sentence and the slogan that has short sentence so easy to remember.

Data 52

“I love my body and i love my skin”

The slogan sentence above from Adeeva body lotion product. This slogan include characteristic of a slogan should be memorable because there is alliteration in the first and last sentence which make the slogan easy to remember.

Data 53

“Its colorful explosion”

The slogan above from Adeeva lipstick product. The slogan included characteristic of a slogan should be memorable, because the slogan has short sentence which make easy to remember.

Data 54

“Healthy Beauty”

This slogan sentence from Innisfree skincare product. This slogan also has characteristic of a slogan should be memorable. It show because this slogan has short sentence that make it easy to remember.

Data 55

“Stay on color”

The slogan above from Make Over lipstick product. The slogan above has short sentence that make it easy to remember, so this slogan contained characteristic of a slogan should be memorable.

4.1.1.7 A Slogan Should Reflect The Brand Personality

Foster (2001, p 12) said that a slogan should reflect the brand’s personality. It mean that a slogan describe the identity of the brand.

Data 56

*“Best product to keep your skin **healthy**”*

This slogan sentence from Avoskin skincare produtc. The slogan has characteristic of a slogan should reflect the brand’s personality. It show in the

words “**Healthy**”, because its reflect the identity of this brand. The identity of this brand is a product that uses natural ingredients. The word *Healthy* represent that the products are safe for treating skin, because use natural ingredients that make skin healthy.

Data 57

“Healthy Beauty”

The slogan above from Innisfree skincare product. The slogan included characteristic of a slogan should reflect the brand personality, because the word “*Healthy*” show the personlaity of the brand. The personality of the brand is a skincare product that used natural ingredient which can treat the skin in a healthy without harmful ingredients.

Data 58

*“Real **men** take care of their skin”*

The slogan sentence is skincare product from Ms Glow Men. This slogan include characteristic of a slogan should reflect the brand personality. It show in the word “**Men**” which reflect the personality of this brand. The personality of this brand is a skin care product that is formulated and specifically for men.

4.1.1.8 A Slogan Should Impart Positive Feeling

Foster (2001, p. 12) a slogan should impart positive feelings. Its mean a slogan sentence that contained positive affirmations so that it creates positive feelings as well.

Data 59

“I love my body and i love my skin”

The slogan sentence from Adeeva skincare product. This slogan has characteristic of a slogan should impart positive feeling. It show because the word **“Love”** is an expression of positive feelings, it indicated invites people to self-love by treat of their skin body using the skincare products in the advertisement. When people are able to self love, it will be easier to feel positive things so they will be more feel happy and routin to take care of their bodies.

Data 60

“Be kind to your skin its got you covered”

The slogan above from Adeeva body lotion product. This slogan included characteristic of a slogan should impart positive feeling. It is shown in the word **“Be kind”** because the word has meaning love. Love is positive energy, If people loves their body, they will take good care of their body skin. so that, the slogan maker wants to invite people to love their skin and protect their skin with skin care product in the advertisement.

4.1.1.9 A Slogan Should Recall the Brand Name

Foster (2001, p. 8) said that a slogan should recall the brand name. Ideally the brand name should be include in the line.

Data 61

“Somethinc’s suggestion based on youre age”

This slogan sentence from Somethinc sunscreen product. The word **“Somethinc”** is the brand name of the product. The slogan of this product

mention the brand name in the sentence. It means that this slogan included characteristic of a slogan should recall the brand name.

4.1.1.10 A Slogan Should Be Believable

Foster (2001, p. 17) said that a slogan should be believable. It means, believable slogan is a slogans that describe their products with honesty based on facts.

Data 62

*“Real **men** take care of their skin”*

This slogan sentence from Ms Glow Men skincare product. This slogan has characteristic believable, it shown in the word “**Men**” because it indicate the fact of the slogan. The fact of the slogan explains that the product specifically for men. So the slogan sentence convince the consumer in order to entrust their choice to use skin care products based on gender.

4.2 Discussion

This study aims to facilitate and make it easier for the readers to find the meaning contained in the slogan advertisement using semantic meaning analysis and characteristic slogans used in the beauty product advertisement slogan.

Leech (1974, p.11) defines semantic meaning as the meaning contained in a word or sentence. Analysis of semantic meaning is important because it makes it easier for someone to understand the message contained in the word or sentence. The slogan maker uses special words in the slogan text to convey the desired message, which aims to make the advertisements more attractive. In this case, of course,

there are certain words that not everyone understands the meaning of these words. Therefore, it is necessary to analyze the semantic meaning.

According to Foster (2001, p.3), the characteristic slogan is a slogan sentence with one of the characteristics to be perfectly formed. Analysis of the characteristics slogan is important because it informs the people that want to create a slogan. To make a slogan with perfectly formed, they should use one of the characteristic that will make a good slogan and catch people's attention.

With regards to the first research question, what type of semantic meaning is used in slogan beauty product advertisement. This study found 3 types of semantic meaning that is conceptual meaning, connotative meaning and affective meaning. The most found type is conceptual meaning. Leech (1974, p.10) affirms that conceptual meaning is logical or literal. Using words that may have conceptual meaning in an advertisement slogan aims to convey the literal message contained in the slogan. In accordance with dictionary meaning that make the consumers can understand easily. This is in line with Endah (2017) that words containing conceptual meaning are preferred. In her research, she analyzed the slogan in fast food advertisements, and the dominantly also conceptual meaning. It happened because many people easily understood the original meaning contained in the dictionary. If people understand the meaning of the slogan, they will be more interested in buying the product in the advertisement.

The least found about type of semantic meaning is affective meaning. According to Leech (1974, p. 19), affective meaning is a meaning that describes the speaker's personal feelings. So, it is rarely used in slogans beauty product

because in beauty product advertisement need the slogans with a clear description to make the consumer understand about the product that being advertised.

With regards to the second research question, what are the characteristic that used in slogan beauty product advertisement. This study only focused on 10 characteristics, and the researcher found all types of characteristics. The most commonly found is characteristic; a slogan should not be meaningless. The use of this type is commonly found because every slogan must have a meaning. It aims to promote the advertised product to influence buyers easily. This finding same with what has been found by Endah (2017) that the most commonly found in advertising slogans is conceptual meaning because conceptual meaning refers to the logical meaning that many people easily understand.

The least found about type of characteristic was characteristic; a slogan should recall the brand name, and a slogan should be believable. These two characteristics are at least found because it is not interesting and too difficult for many people to understand, so it is not enough to influence consumers. While beauty product advertisements require a slogan that has meaning to describe the product to influence the consumer. This finding contradicts with what has been found by Ellis (2017) because his study only found one type of characteristic in each slogan. Whereas if examined in more detail, one slogan has more than one characteristic type. While in this study, each slogan has more than one type of characteristic.

The slogans of beauty products advertisement are important because they are part of promoting advertised products. There are many competitors in the

beauty product business, so a good marketing strategy is needed. One strategy to make a product attractive is creating an attractive slogan with a clear sentence so that people are easily attracted to buying the product.



CHAPTER V

CONCLUSION AND SUGGESTIONS

As the final part of this study, this chapter provides a conclusion by briefly explaining this research's overall results and findings. In addition, the researcher also provides suggestions for the next research.

5.1 Conclusion

This study found 3 types of semantic meaning in slogan beauty product advertisement with 18 data. The most found in slogan beauty product advertisement is conceptual meaning with 10 data. This conceptual meaning is used to explain clearly the message contained in the slogan so that consumers easily understand it. In addition, connotative meaning is also found. In connotative meaning, there were 7 data, connotative meaning is the meaning used to beautify the sentence in the slogan that will make it more interesting. While the least found types of semantic meaning is affective meaning. It only found 1 data in slogan beauty product advertisement. Affective meaning is used to describe words that relate to someone's feelings.

Furthermore, this study also analyses the characteristic of the slogan. This study only focuses on 10 type of characteristics. Each slogan has more than one characteristic. The most found characteristic is a slogan should not be meaningless because to make a good slogan, of course, it must have meaning and purpose. Foster (2001) argued that a perfect slogan should have as many of the characteristics as possible one of them makes a slogan that has meaning.

5.2 Suggestion

For general readers, the results of this study provide knowledge and information about the true meaning contained in slogan beauty product advertisements that can make readers better understand the meaning. Therefore, the writer suggests the reader read and understand the slogan carefully so that they can decide to choose the advertised product based on the reader's needs and the possibility of a wrong choice can be avoided. This study also can motivate the slogan makers to use the language of the advertisements to be more attractive and meaningful in delivering information and message on their product to make consumers receive useful information from the slogan advertisements. Dealing with the study of meaning and characteristics, the researcher suggests that the next researcher will find out not only kinds of semantic meanings or characteristics but also find out semantics meanings in different ways to get data resources or analyze the image and video contained in the advertisement.

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S U R A B A Y A

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