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Research Article

# How to Attract Viewers through Advertisement Slogans? A Case on Figurative in Semantic Study

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**Abstract:** An advertisement is the promotion of a product, brand, or service to customers in order to pique their attention and increase sales. Advertisement comes in many forms, like video, picture, and song. The main purpose of advertising is to make the product or brand known to the public and bought by people. In advertising, the producer or company will use the slogan as the product identity itself. Slogan can give bridge the advertisement about the image of product. In slogan there are short words, often memorable to send a message of the advertisement to the people. This study aimed to analyze the type of figurative language used in advertisement slogan. The design of this research is descriptive qualitative method. In this research, the researchers focused on English slogan of Indonesia advertising. The data were collected from internet, newspaper and television. Furthermore, the collected data were analyzed by Kennedy's (1983) theory. The researchers found there were 15 English slogan of advertisement. Based on the data analysis, the result of the research showed that the most types figurative language used in advertisement slogan was Metaphor (33,33%) or 5 slogans, personification (26,66%) or 4 slogans, hyperbole (26,66%) or 4 slogans and symbol (13,33%) 2 slogans. The researchers did not found type of figurative language Simile, Litotes, Synecdoche, Allusion, Paradox, Irony, Ellipsis and Metonymy in advertisement slogans. As we can see, the dominant type of figurative language used in advertisement slogan was Metaphor with total amount 5 slogans (33,33%) from the data.

**Keywords:** Advertisement; Figurative; Semantics; Slogan; Viewers

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## 1. Introduction

Language is one of important thing in human life. Without language, we cannot communicate with each other. [13] stated that language is a system of sounds, words, and patterns that humans use to express their thoughts and feelings. It means language is the way through which we share our ideas, feelings, views, and thoughts with others. Language is a set of signals by which we communicate [2]. Not only in spoken, language also can convey the feeling and ideas through written. The important thing from language is humans can understand what they are talking about. The purposes of language are to communicate, discuss and to get information.

In this world, language is not only one. There are thousand languages in the world. Every country has their nation language. Indonesia, English, Mandarin, Spanish are several languages in this world. English is international language nowadays. It makes all of student in Indonesia must learn English since elementary school until senior high school. In the education field, learning and understanding language is very important. The students do not only understand the language but also understand the meaning of language.

Not only in the education field, in business field language also important. There are several types of meaning in linguistics. Figurative language is one of part of linguistics that should we understand.

[8] states that figurative language is the intended meaning does not coincide with literal meanings of word; sentence or other had an eye to specific purpose [12]. Meanwhile, [6] explains that figurative language includes from deviation, either in thought or expression [7]. From definition above, figurative language is word or sentences that have hidden meanings. Figurative language also can interpret when saying one thing and its meaning in another.

Nowadays, mass media is one of tool to get information and communication with each other. People can get information through print media or electronic media every day. Read the magazine, newspaper can help us to know interesting information. Electronic media also present informative news through headline news, peoples also can find interesting news. In print media or electronic media, we also can find information about daily needs. What products are suitable for us through advertisement.

[10] argue that advertising is a type of communication that consists of information and the concept of a product that is aimed at by concurrently seeking a good. Advertisements, according to [3], are the most convincing messages for prospective consumers. An advertising can be used as a marketing technique by the producer. Advertisements can be found in practically all forms of mass media, including radio, newspapers, magazines, and, most notably, television. The producers have many ways to attract consumer to buy their product. The more attractive the delivery of advertisements, it makes candidate consumers will be more interested in product.

In delivering messages, advertisements also require slogans. Where, the message to be conveyed to candidate customers is made in the form an interesting slogan. [3] clarified that "the meaning of a slogan is a brief statement with compelling character, and the sentence order is not as normal." Similarly, [5] classify advertising slogans as one of three components of brand identity. According to [4], the major role of the slogan is to convey the core brand message in the target audience's consciousness and to provide the message that the firm pretends to transmit to the target audience.

People may not always comprehend what an advertisement intends when they employ a slogan because what is usually said is not necessarily the same as what they wish to express. The connotation is usually implied by the maker or advertiser. The producer tried to make interesting advertisement to attract the consumers. Usually, slogans consist of only a few words to make it easy to remember.

Based on the background that has been discussed, the researchers formulate the problems in this research are 1. What types of figurative language are used in the advertisement slogan? 2. What is the dominant types of figurative language used in advertisement slogan? The objectives of study are 1. To describe the figurative meaning in advertisement slogans. 2. To identify the type of figurative meaning used in advertisement slogan. The researchers focused only 15 advertisements slogan.

The researchers hope this research can be used to additional reference for discussion about figurative language. The researchers also hope the reader can able to know the form of figurative language and can classify figurative language on advertisement slogan.

## 2. Materials and Methods

In analyzing figurative meaning in advertisement slogan, qualitative research was used by the researchers. The researchers used descriptive qualitative for analyzing figurative meaning in slogan of advertisement. [1] defined qualitative research is a research where data are collected in the form of words or pictures rather than numbers [15]. Hence, [14] explained that the purpose of qualitative research is to examine, discover, describe, and explain the quality of elements of social influence that cannot be described or illustrated using a quantitative method. The subject of this research was the slogan from some

advertisements. The researchers chose some slogan from advertisement. The slogans of advertisement analyzed were *Fitbar, Chitato, You C1000, Big Cola, Tebs, Burger King, Fitbar, Indomie, Roma slai olai, Roma malkist, Nutrilon royal, Kopiko, Sasa, Delfi, Ultra milk*.

Meanwhile, the object of this research was Advertisement slogan from Indonesian product, such as food product and beverage product. The instrument of research is a tool or facility used by researchers to collect data in order to make their work easier and the results better, in a more careful, full, and systematic manner so that they can be more easily processed [11]. In this research, the researchers themselves were the main instrument, because the collecting and identification of the content slogan of advertisement were found by the researchers themselves. The researchers directly observed the English slogan of product in mass media because the researchers did not need a questionnaire.

In collecting data, the researchers used the sound, picture, text, videos of advertisement as the source of data. In collecting data, the researchers made observation by following the steps:

1. The researchers looked for the slogans of advertisement from mass media, such as television, newspaper, or internet
2. The researchers selected the slogans belong to food and beverage product.
3. The researchers wrote down the data.

The descriptive approach was utilized by the researchers to analyze the data in this study. According to [9], a descriptive method is a type of research approach that employs the techniques of seeking, gathering, classifying, analyzing, interpreting, and eventually producing conclusions. For analyze data, there are steps of descriptive method, as follow:

1. Searching the slogan of advertisement from internet and advertisement from television
2. Collecting the data from advertisement
3. Classifying the data into figurative language
4. Analyzing analyzing the slogans of advertisement that showed figurative language.
5. Drawing conclusion based on the data have been got.

### 3. Results

In this research, researchers made the samples of data. The data's written on the table form, and it was taken from internet and television, as follow:

**Table 1.** List of Advertisements and their Slogan

NO	BRAND	SLOGAN
1.	Chitato	Life is never flat
2.	NU Green Tea	Makes you new
3.	Big Cola	Think big
4.	Tebs	Tea with shocking soda
5.	Burger King	Taste is King
6.	Indomie	Taste of Asia
7.	Roma Slai o'tai	Color up you day
8.	Ultra Milk	Makes you move
9.	So Good	So good is very good
10.	Nutrilon royal	Life is an Adventure
11.	Roma Malkist	Roma malkist my energy
12.	Delfi	Taste takes you away
13.	Tepung bumbu Sasa	Extra crispylicious
14.	You C1000	Healthy inside, fresh outside
15.	Kopiko	So Coffee

The researchers classified the data of figurative language used in advertisement slogan on the table. The data display will be arranged according to kinds of their classification.

**Table 2.** Types of Figurative language found in Advertisements' Slogan

NO	Kind of Figurative Language	Brand	Slogan
1.	Personafication	Burger King Roma slai olai You C1000 Dancow	Taste is King Color up your day Healthy inside, fresh outside Grow happy, Baby happy
2.	Metaphor	Chitato Big Cola Ultra Milk Nutrilon Royal Roma malkist	Life is never flat Think big Makes you move Life is an adventure Roma malkist my energy
3.	Hyperbole	Tebs So Good Delfi Sasa	Tea with shocking soda So Good is very good The premium taste takes you away Extra crispylicious
4.	Symbol	Indomie Kopiko	Taste of Asia So Coffee

#### 4. Discussion

To answer research questions about type of figurative language, the researchers used Kennedy (1983) theory to analyze the data about figurative language in advertisement slogan. The researchers took 15 advertisements slogans Indonesian product. The most type figurative language used in advertisement slogan was Metaphor (33,33%) or 5 slogans, personification (26,66%) or 4 slogans, hyperbole (26,66%) or 4 slogans and symbol (13,33%) 2 slogans. The researchers did not found type of figurative language Simile, Litotes, Synecdoche, Allusion, Paradox, Irony, Ellipsis and Metonymy in advertisement slogans. As we can see, the dominant type of figurative language used in advertisement slogan was Metaphor with total amount 5 slogans from the data.

Based on past research, some scholars were interested in metaphorical language. One of them is Rohmah Desi Ekoyono, who wrote a paper titled "Analysis of metaphorical language employed in English slogans of commercial beverage goods" in 2019. The purpose of this research is to examine the metaphorical language employed in commercial beverage product advertisements in English. The researchers applied X.J. Kennedy's idea (1983). This study used 30 commercial beverage product English slogans. The descriptive qualitative research approach was employed to analyze the data in this study. According to the research, there are five slogans that use metaphor as figurative language, five slogans that use simile as figurative language, six slogans that use hyperboles, six slogans that use personification, two slogans that use litotes, and one slogan that uses synecdoche. The second and most figurative language in the English slogan was simile and hyperbole.

#### 5. Conclusions

After analyzing Figurative language in advertisement slogan, the researchers concluded as follow: there are kinds of figurative language. There are four Personifications in advertisement slogans, consist of Taste is king, color up your day, healthy inside fresh outside, grow happy baby happy. Meanwhile, metaphor there are five slogans that are life is never flat, think big, makes you move, life is an adventure, Roma Malkist my energy,

There four Hyperboles, that are tea with shocking soda, so good is very good, the premium taste takes you away, and extra Crispylicious. The last kind of figurative language in advertisement slogan is Symbol. There are two symbols that are taste of Asia and So coffee. The social language of using figurative language in advertisement slogan is to make potential customer interest with product and then buy the product. Slogan is important thing in advertising. So, the company choose interest sentence to become slogan.

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