

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Language is a system of sounds that we can combine with several rules which express the meanings that can be captured by peoples who speak the language. Another meaning, language is a medium to convey information, ideas, concepts or feeling which comes to the heart, in the sense of the word as a means of conveying something, so human being can communicate with each other and able to exchange knowledge, beliefs, opinions, wishes, threats, commands, thanks, etc. In the current time, people communicate with each other not only with people nearby, but also with people all over the world. For example, if we work in international company and want to build a good interaction among people, he/she should provide themselves by mastering English as an international language. English as an international language is used not only in spoken but also in written form. It used in many fields, such as commerce, government, economics, education, social cultural, sport, entertainment, etc.

In the education field, it is important for students to learning and understanding the language. The student does not only understand the form of language, but also the behind meaning in it. There are many ways to deliver the ideas to other people so another people can understand and catch the meaning of idea up. In business field, the activity which using language is selling activity. Based on Business dictionary selling is the last step in the chain of commerce where buyer exchanges cash for a seller's good or service. In the business area, competition to selling product or services is very difficult. If the seller wants to get

great profits in selling activity, they must know how to sell their product to the customer effectively. They should have some strategies to increase their profits.

The producer can use an advertisement as a strategy in marketing the brand. The producer figures out their ideas and put a message into a slogan. According Sukini (2005:162) stated that “the meaning of slogan is a short sentence that has persuasive character, and the arrangement in sentences is not as usual.” As we know, a slogan is an example of linguistics. In many times, people find difficulties to understand what the advertiser means in a slogan, because what conventionally says does not always the same as they intend to express. The advertiser usually put the meaning implicitly. In the effort to understand the meaning of what advertiser or producer means in the slogan, a further knowledge is needed. In the modern era like now, many various ways in advertising the products. The companies try to make interesting advertisement to attract the consumers. So, they compete with each other to create interesting advertisement. Advertisement can be found in almost all mass media such as in TV, radio, newspaper, magazine.

The companies have a different way to attract consumer to buy their product. For example, on a newspaper page there is a special column called newspaper advertisement column which has a function to advertise a product or service. Meanwhile on TV or Radio, they will insert an advertisement between their programs. Although those various media that mentioned before have different ways to introduce their products, they have the same function to inform and influence the wider society. The use of language in advertisement can be seen in their slogan on the package of the product or advertisement that we found in the mass media.

Yushchuk's study (2012) showed that Slogans is very important element for a brand/product because it makes much easier to attract the consumers and increase consumers' desire. So, slogan is an advertising statement that describes all about the brand. Slogans must be concise and shorter to be effective. A slogan taking up whole sentence to convey the brand is less effective than a slogan with just three words because the fewer words, it is easier for the consumer to remember your slogan, and the slogan must also be precise in to be effective so the consumer not confused or will give them much time to understand the meaning of your brand. Similarly, Kohli et al (2007) define the advertising slogan as one of the three elements of brand identity.

The reason the writer chooses this title for study because, in the business fields advertising is important role to promote and selling the product to get profits. It is not easy to get people's attention, so advertiser competes with other advertisers to make interesting and unique slogans. The second reason is, to prove how far the slogans can affect the consumers to buy the product. In the other side, learning English through English slogan can be a way for the writer or the students to understand linguistics more easily. The above facts motivate the writer to analyze English slogan focus on figurative language and the meaning of English slogan on beverage advertisements because it is very familiar, and easy to find. Beverage products especially soft drink used by people every time and everywhere. People will buy those products after by reading the advertisement.

## 1.2 Problem of Study

As what has been explained in the background, here are the problems of the study proposed:

1. What type of figurative language are used in English slogan of beverage products?
2. What is the meaning of figurative language used in English slogan of beverage products?

## 1.3 Objective of Study

According to the background of study above, the objective of study can be mentioned as follow:

1. To identify the types of figurative language used in English slogan of beverage products.
2. To Analyze the meaning of figurative language used in English slogan of Beverage products.

## 1.4 Limitation of the Study

For the limitation, the researcher limits to investigate only 29 English slogans of beverage products. In addition, the writer does not analyze the slogan which not containing figurative language. Analyze Types of figurative language based on theories by Kennedy (1983) and the meaning of figurative language based on theories by Leech (1981).

## **1.5 Significances of the Study**

To make the explanation clearer, the significance of the study will be divided in two parts, as follow:

### **1.5.1 Theoretically Significances**

This research is expected can give enlarging the knowledge of the readers about figurative language, the meaning, or message used in English slogan of beverage advertisements.

### **1.5.2 Practically Significances**

1. The writer hopes the reader know that figurative language used in English slogan of beverage products, so when the reader listens to the slogan, they know what the meaning of any slogan.
2. This research expected is useful in giving reference for the other writers that will conduct the same research. Besides, it is also hoped to be useful for anyone that will be concerned with figurative language.

## CHAPTER II

### REVIEW OF RELATED LITERATURE, CONCEPTS AND THEORIES

In this chapter, there are several related literatures being discussed along with the concept and the theoretical framework. Those are several related literatures aimed to provide the comparison among them with current study in the similarities or the differences between the related literatures and this research.

#### 2.1 Review of Related Literature

In the process of working on this study, this research encases inspired by other researchers who had done this research before. Some of previous discussion has been focused on English slogan. Intends to conduct this research because the researcher is inspired by another researcher too. However, among the previous discussion, the writer found some similarities and differences. The similarities of these two studies is discussed the slogans on advertisement. The writer also describes the differences each study.

The firstly study were taken from thesis by Bukhari Daud (2020) entitled “Analysis of Figurative Language in Cosmetics Advertisements on Indonesian Television”. Advertisements is one of the essential types of mass communication expected to persuade people to buy product or service. In advertisements, language use should be persuasive because it intends to influence the customers to purchase the items. Using figurative expression in advertisement is one way to attract consumer’s attention. This qualitative research was aimed at finding out the types of figurative expression and its function used in cosmetics advertisements advertised on Indonesian television. The data of this research were the cosmetics

advertisements showed on Indonesian television in 2018 that employed English figurative expression in slogan of the advertisement. From 23 data identified, the researchers found that all of them deployed figurative expression found in this research was hyperbole. It was found that out of 23 advertisements 11 of advertisements used hyperbole expression, where as personification expression was found in one advertisement. Besides, the researchers found five advertisements using repetition expression, two slogan of advertisement using simile expression, and one parallelism expression found in advertisement. The similarities between the previous study which current study are both using figurative language as the topic of research. The difference between the study are he use the data source in the cosmetics advertisements on Indonesian Television. Meanwhile, this study used English Slogan of beverage products.

The second study were taken from thesis by Abiodun Salawu (2019) entitled “Analysis of Figurative Language used in selected Telecommunication Yoruba Advertisement in Nigeria”. In this paper, the researchers look at the uniqueness of indigenous language and how figurative language is use communicate meaning in telecommunication Yoruba advertisements. There are four major telecommunication operators in Nigeria-MTN, Airtel, GLO and 9 mobiles. The highest two operators with active subscribers-MTN and Airtel were chosen for this study. All MTN Yoruba advertisements and all Airtel Yoruba advertisements were the population of the study. Through random sampling, MTN Smart Recharge advertisement and Airtel Goody bag advertisements were the sample. The qualitative textual analysis was employed to examine the figurative language used in MTN Smart Recharge Yoruba advertisement and Airtel Goody bag Yoruba

advertisement. The researcher found that 12 figurative languages were used and describe in 25 presentations (Metaphor, allusion, symbolism, eulogy, sarcasm, pun, anaphora, repetition, hyperbole, simile, alliteration, rhetorical question) in the two selected advertisements. Therefore, recommend among others that advertiser, not just telecommunication companies should pay serious attention to the use of figurative language that can attract the audience to their services and show the uniqueness of indigenous language. The similarities between the previous study with current study are both using figurative language as the topic of research. The difference between study is he use the data source of her study is selected Telecommunication Yoruba Advertisement in Nigeria. Meanwhile, this study was use English Slogan of Beverage Products.

The third study were taken from article conducted by Kevin Sampurna (2017) entitled “Analysis of Figurative Language in Fast Food Advertisement”. In the modern era, the use of advertisements as a means of public communication is highly inevitable, especially in the field of business. Fast Food Corporation is one of the most reputable businesses which depends much on advertising sector. A lot of major fast food companies have been creating advertisement, including slogan. Fast food advertising slogans are believed to be different from others since they often involve the use of figurative language. Therefore, this research aims to investigate the types of figurative language commonly used in fast food advertising slogan and the people’s perceptions towards the effectiveness of figurative language in fast food advertising slogan. The similarities between the previous study with current study are both using figurative language as the topic of research. The difference



between study is he use a fast food advertisement for the data source. Meanwhile, this study will use English Slogan of Beverage Products.

## **2.2 Concepts**

The concepts of this study are consisting of some definition related to terms of this study such as: figurative language, and English slogan. Here are the two concepts that describes by author as follows:

### **2.2.1 Figurative Language**

Figurative Language is one which literally in compatible term, forces the readers to attend connotation rather than to the denotation. According to Kerraf (2006:113), figurative language or style is a way of showing mind through a special language that shows the soul and the characteristics of the writer (language user). Another explanation about figurative language is made by easier who explains that figurative language or speech contains images. The writer or speaker describes something through the use of unusual comparisons, for effect, interest, and to makes things clearer. We use and understand figurative language constantly in our everyday conversation, without even thinking about it. Figurative language takes many both in linguistics and literature forms. When we think of figurative language, we almost always think of metaphor and similes. A simile is a comparison of two things using the words “like” or “as.” A metaphor is a more direct comparison of two things. From those explanations above, it is considered that figurative language does not offer a literal explanation, it can be used to compare one idea to a second idea to makes the first idea easier to visualize. Usually, writers use figurative

language to elicit emotion, help reader from mental images and draw reader into the work.

### **2.2.2 Slogan**

A slogan is a short and memorable catchy phrase usually used to advertise or promote something. In product, a slogan has become a brand slogan which has meaning a small set of words or a short phrase that a business uses to make its company and product stuck in consumer's memories (Inderagiri, 2013). In the business field, the company must consider the force of slogan, either because he uses it himself or his competitors use it. An ordinary consumer buys what he is influenced directly or indirectly, consciously or unconsciously. All of these effects contributed together can be summarized as the final criterion of the advertising slogan-selling power. The Oxford Dictionary of English defines a slogan as "a short and striking or memorable phrase used in advertising."

### **2.3 Theories**

In this part explains the theories that used by writer to answer the problems of the study. There are two theories that used by writer to analysis the data in this research are the first theory is figurative language that proposed by X.J Kennedy (1983:481) to find out types of figurative language found in English slogan beverage advertisements. The second theory proposed by Leech (1981:9-19) that written in his book "The Study of meaning" to find out the meaning types of figurative language used in English slogan beverage advertisements.

### 2.3.1 Types of Figurative Language

X.J Kennedy (1983:487) also classified figurative language into three groups.

They are as follow:

#### 1. Comparative Language

##### a. Personification

Personification is a figure of speech in which a thing, an animal, or an abstract term (truth or nature) is made human (Kennedy, 1983:487). Personification gives human characteristics to inanimate objects, animals, or ideas. Using personification affects the way readers imagine things, and it sparks an interest in the subject. For example:

1) *Science-fiction novels were his constant companions*

2) *That piece of chocolate cake is calling my name (Kennedy,1983:487)*

The first sentence meaning is only person or animal can literally be ‘companion’: books are just object. But this personification tells us that the book meant a lot to him, like close friends, and probably brought him happiness, like friends would, and the last sentence is chocolate cake doesn’t have the ability to call after someone, but this cliché uses personification to express the feeling of desire and hunger; we say that whatever object we desire is “calling our name.” Putting character’s feelings in the object around him or her is a very common technique in literature.

##### b. Metaphor

Kennedy (1983:482), metaphor is variety of analogy which compare two things directly, but in short pattern. It means that between subject and

object have same attributes, and writer uses it to compares it to another. For example:

1) *He has a heart of stone*

2) *My friend is a rat (Kennedy: 1983:482)*

The meaning of heart of stone is the man cannot accept opinion from others because his heart is hard like a stone. For the example, this sentence this compares your friend to the nastiest little creature.

### c. Simile

Kennedy (1983:491) states that simile is comparison of two things, indicated by some connective, usually like, then or verb such as resembles. Similes are figure of speech that compares two different things and uses the word “like” as “as” and are commonly used in everyday communication. For example:

1) *As easy as shooting fish in a barrel.*

2) *The cat sat in the chair like a king overlooking his kingdom*

*(Kennedy, 1983:491)*

The first example is doing something that people think is hard but he makes it is very easy and simple. For the second example, the car sitting posture is compared that of king who relaxes in special chair that is reserved for him and not any other person in the kingdom.

## 2. Contradictive Language

### a. Hyperbole

Hyperbole is figure of speech that it is intentional exaggeration or overstating, often for emphasis or vivid descriptive. For example:

- 1) *I had walk 15 miles to school in the snow, uphill*
- 2) *He was so hungry, he ate that whole cornfield for lunch, stalks, and all*  
(Kennedy, 1983:496)

The meaning of the first sentence is he walks to school in the snow it makes like walk so far like 15 miles away. The second statement describe that he ate so much because very hungry. The statement above is expression of over-statement.

b. Litotes

Litotes is opposite from hyperbole. It is kind of understatement where the speaker uses negative of a word ironically, to mean the opposite. Litotes is expression of one's meaning by saying something is the direct opposite of one's thought, it to make someone's remarks forceful. For example:

- 1) *Welcome to my ugly palace.*
- 2) *It was not easy matter.* (Kennedy, 1983:496)

The meaning of the first example is a luxury place, where the king lives with luxurious. The meaning of the second statement is the man always things carefully when problem come, and not makes it simple and easy.

c. Paradox

Paradox it statements which seem to contain two opposite facts but is or may be true. Paradox occurs in statement that at first strikes us as self-contradictory but that on reflection make some sense (Kennedy, 1983:488).

For example:

- 1) *He was dad in the middle of his riches.*
- 2) *We just need to move quickly but carefully.* (Kennedy, 1983:488)

The meaning of the first statement is the man was dead when he was in the top in his riches has much money. The meaning of the second statement is they need to move as fast as possible but carefully. The both of example are contradictory statement because it has made sense.

#### d. Irony

The last contradictory figurative language is irony. Irony has a meaning that extends beyond its use merely as a figure of speech. Irony almost arises from a contrast or discrepancy between what happens and what has been expected to happen (Kennedy 1983:485). For example:

- 1) *You are so discipline because you come the meeting at 8:00 o'clock*
- 2) *Your house is very beautiful because there are so many things on the floor (Kennedy, 1983:485)*

The meaning of the first example is the employee come too late at the meeting. The meaning of the second statement is the house is very dirty because there are many things in everywhere. The statement above is a contrast between what happens and what his been expected to happen.

### 3. Correlative Language

There are five correlative figurative languages consist of:

#### a. Metonymy

Metonymy is the use of something closely related for the thing actually meant. It is figure of speech which the name of one object is replaced by another which is closely associated with it (Kennedy, 1983:496). For example:

- 1) *Somebody wants your love so open the door.*

2) *The pen is mightier than the sword* (Kennedy, 1983:496)

The meaning of the first sentence is someone falling in love and asking a girl for accepting his love. The second example describes not only a sword, a weapon, a knife that can hurt someone else, but a pen can hurt others as sharply as a sword. Both sentences are closely related to the thing actually meant.

b. Synecdoche

Is the use of a part of a thing to stand for the whole of it or vice versa (Kennedy, 1983: 489)? From the definition above, a synecdoche is a figure of speech in which a part is used for the whole.

1) *All eyes on me*

2) *Well, because Medicare doesn't cover old ladies falling off of giant bees.*

*Get down.* (Kennedy, 1983:489)

The meaning of the first example, all of the people are looking at her. The meaning of the second statement, Medicare is not always covering all of the old ladies of their sickness. The words eyes and giant bees are used to designate a part of a thing for the whole.

c. Symbol

A symbol is any object or action that represents something beyond its literal self. An apple pie, for example, can represent an American lifestyle. Kennedy (1983:489). Natural symbols like light and darkness, fire and water can stand for contradictory things. The meaning of any symbol, whether an object, an action, or a gesture, is controlled by its context. A symbol can be defined simply as any object or action that means more than itself. For example:

1) *Music is nature's painkiller. Sing him a song*

2) *I'm ready on jail (Kennedy,1983:489)*

The meaning of statement above is the man dislike music, and the meaning of the second sentence, the man is ready with anything happen with him. Because the painkiller and jail here.

#### d. Ellipsis

Ellipsis is figurative language that eliminates word of part of sentence.

Kennedy (1983:497)

For example: *Boni and his mother go to Kupang* (eliminate verb go).

The sentence eliminate verb in it because the correct sentence is Boni his mother goes to Kupang.

#### e. Allusion

Allusion is figurative language that show indirectly forwards a person or even that people have known together. Kennedy (1983:492)

For example: *Many victims caused by Nazi*

Nazi was a military organization that was leaded by Adolf Hitler, this organization was known as cruel organization, it members might be killed all by the enemies and did not pay attention toward its enemies women, children, old people, all were killed by them.

### 2.3.2 Theory of Meaning

According to Leech (1981:9) proposed seven types of meaning namely:

#### 2.3.2.1 Conceptual Meaning

According to Leech (1981:9), Conceptual meaning sometimes called 'denotative' or 'cognitive' meaning is widely assumed to be the central factor in



linguistic communication and it can be shown to be integral to the essential functioning of language in a way that other types of meaning are not.

For example: Conceptual meaning would be the word ‘**cat**’. When you think of the world, images, words, thoughts, and memories immediately become activated to provide you with the concept behind the three-letter word **c/a/t**.

### **2.3.2.2 Connotative Meaning**

According to Leech (1981:12), connotative meaning is the communicative value an expression has by virtue of what it refers to, over and above its purely conceptual content.

Talking about connotation is a fact talking about the real-world experience one associates with an expression when one uses or hears it. Connotative meaning is indeterminate and open-ended in some way as our knowledge and belief about the universe are open-ended. Connotations play a major role in the language of literature, of politics, of advertising, and of figurative language or figure of speech.

For example: “**This clothing is affordable**” versus “This clothing is cheap” here “affordable” sounds much better than “cheap” because the word cheap also implies low quality.

### **2.3.2.3 Social Meaning**

According to Leech (1981: 14), social meaning is the piece of language that conveys about the social circumstances of its use. The decoding of a text is dependent on our knowledge of stylistics and other variations of language. We recognize some words or pronunciation as being dialectal i.e. as telling us something about the regional or social origin of the speaker. Social meaning is related to the situations

in which utterance is used. It is concerned with the social circumstances of the use of the linguistic expression. For example, in the same way, some stylistic usage let us know something of the social relationship between the speaker and hearer. The example is “I haven’t got a knife” has the form and meaning of assertion and yet in social reality (if said to the waiter in a restaurant) it can readily take on the force of a request such as “Please bring me a knife”. From this example, we can conclude that small steps to the consideration of how language reflects personal feelings of the speakers including his attitude to the listener, or his attitude to something he is talking about.

#### **2.3.2.4 Affective Meaning**

According to Leech (1981:15) Affective meaning is a short meaning which can reflect the personal feelings of the speakers, including his attitude to the listener, or his attitude to something he is talking about. Affective meaning refers to that part of meaning which conveys emotions and attitude of the language users. Affective meaning indicates the speaker’s attitude towards the person or thing in questions. This meaning can be clearly conveyed simply by the choices of the right words as many have emotive content in themselves *vicious, villainous, tyrant, love, hate, angers, grief and pleasure*. Interjections are affective word as they are expressions of emotions such as *oh, dear, me, alas, hurrah*.

#### **2.3.2.5 Reflected Meaning**

Leech (1981; 16) stated that reflected meaning is the meaning which arises in cases of multiple conceptual meaning, when one sense of word forms part of our response to another sense. Therefore, the people often have difficulty in use a word with particular sense. Leech says that in the church service, The comforter and The

Holy Ghost refer to the third Trinity. They are religious words, but unconsciously there is response to their non-religious meaning too. Thus the comforter sounds warm and comforting while the Ghost sounds, awesome or even deadful. One sense of the word seems to rub off on another especially through relative frequency and familiarity, (A ghost is more frequent and familiar in no religious sense)

### **2.3.2.6 Collocative Meaning**

Leech (1981:17) stated that collocative meaning consists of the associations of a word acquired on account of the meaning of words, which tends to accouri in its environment. For example, the word “handsome” and “pretty” share common ground in the meaning of ‘good looking’ but may distinguished by the range of nouns which they are likely to co-occur or collocate: pretty woman and handsome man. The range may well match although they suggest a different kind of attractiveness because of the collocation associations of the two adjectives.

### **2.3.2.7 Thematic Meaning**

According to Leech (1981: 19), thematic meaning is the meaning that is communicated by the way in which the speaker or writer organize the message, in terms of ordering, focus, and emphasis.

1. Mrs. Bessie Smith donated the first prize
2. The first prize was donated by Mrs. Bessie Smith

The active sentence answers an implicit question “what did Mrs. Bessie Smith donate?” while the passive sentence answers the implicit questions “who donated the first prize?” in other words, sentence (1) in contrast to sentence (2) suggest the we know whom Mrs. Bessie Smith. It refers to what is communicated by the way in which a speaker or a writer organizes the messages in terms of

ordering focus and emphasis. Thus active is different from passive though its Conceptual meaning is the same. Various part of the sentence also can be used as subject, object, or complement to show prominence. It is done through focus, theme (topic) or emotive emphasis. Thematic meaning helps us to understand the message and its implications properly

