

THE STUDY OF ASSOCIATIVE MEANING IN THE SLOGAN OF SKINCARE ADVERTISEMENT

STUDI MAKNA ASOSIATIF DALAM SLOGAN IKLAN PERAWATAN KULIT

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Abstract: *To promote and market a product, many companies try to create a good slogan for their advertisement. However, due to the existence of the language variety used, it made people difficult to obtain the meaning of the advertisement content. Thus, the researchers were encouraged to analyze the type of associative meaning based on the theory of Geoffrey Leech and the slogan itself was only focused on the link of [skincare product website www.littletreeorganics.com.au](http://www.littletreeorganics.com.au). In this research, a descriptive qualitative method, and a predefined set of procedures were employed to answer the questions and to collect the evidence as well. The results of the study revealed that there were some associative meanings found in the little tree organics advertisement slogan. It was involving connotative meaning (3 data), affective meaning (3 data), reflective meaning (5 data), collocative meaning (1 data) and no social meaning. Here, the researchers also provided an intense reason why those slogans belong to each meaning of the associative meanings. Based on the data above, this indicated that the advertiser aimed to explain the intrinsic aspect of language within the advertisement slogan, which could be seen from the dominant meanings appeared. They were reflective meaning, affective meaning, connotative meaning, and followed by collocative meaning. But on the other hand, the reflective meaning is the highest one from all.*

Keywords: Associative Meaning, Advertisement Slogan, and Semantics

Abstrak: Untuk mempromosikan dan memasarkan sebuah produk, beberapa perusahaan mencoba untuk membuat slogan yang bagus untuk iklan mereka. Akan tetapi, selama adanya keragaman penggunaan bahasa, hal ini membuat orang sulit untuk mengartikan makna didalam iklan. Dengan demikian, para penulis tergerak untuk menganalisa makna asosiatif berdasarkan teori Geoffrey Leech and slogan yang bersumber dari *skincare product website_www.littletreeorganics.com.au*. Dalam penelitian ini, metode deskriptif kualitatif dan penetapan prosedur digunakan untuk menjawab pertanyaan dan untuk mengumpulkan bukti-buktinya juga. Hasil penelitian membuktikan bahwa terdapat beberapa makna asosiatif yang ditemukan dalam slogan iklan *little tree organics*. Makna asosiatif tersebut meliputi 3 makna konotatif, 3 makna afektif, 5 makna reflektif, 1 makna kolokatif, dan tidak terdapat makna sosial. Disini, penulis juga menyertakan alasan yang kuat mengapa slogan tersebut masuk kedalam masing-masing makna. Berdasarkan data diatas, hal ini mengindikasikan bahwa pembuat iklan bermaksud untuk menjelaskan aspek intrinsik bahasa kedalam slogan iklan yang dapat dilihat dari makna dominan yang muncul. Makna tersebut adalah makna afektif, makna konotatif,

dan diikuti dengan makna kolokatif. Namun disisi lain, dari semuanya makna reflektif adalah yang paling tinggi jumlahnya.

Kata kunci: Makna Asosiatif, slogan iklan, dan Semantik

1. INTRODUCTION

Language is a symbol of sound which means arbitrary and has its own meaning. People need language to deliver a message or to communicate with others. The form of language can be written and spoken. Language also has function as a means of communication, and people cannot live without it. Moreover, language can be studied from internal and external functions. From the internal side, language is a language structure which discusses about phonology, morphology, semantic, and syntax. This function is only discussed from the theory and procedure of linguistic discipline. However, for the external one, this discusses not only from those two aspects, but also it is influenced by another discipline, like Psychology, Sociology, and Antropology.

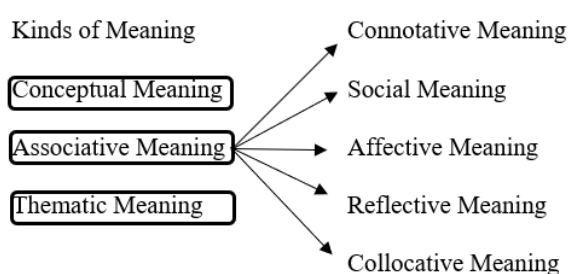
In comprehending a written language, sometimes people wonder the meaning of words that are found in a written advertisement, like found in a magazine or a brochure. Usually, they try hard to comprehend its ambiguous meaning because it contains several meanings that need to be interpreted well. The meaning of words is not only seen from the lexical meaning but also from the contextual meaning. Therefore, the language can be easily understood by people and there is no misunderstanding from the speaker to the hearer. Furthermore, there is a study of the meaning of language, namely semantics. Semantics is a branch of linguistics that has an important role. According to Chaer (2012) semantics is a linguistic study which concentrates on the research of meaning in the words or sentence. Related with language function, the researchers provide one example, that is advertisement as one type of communication in which language as the main core to deliver the message by using slogan or another element of it.

Advertisement is a medium to convey information about the products from a company that will be sold to customers. In other words, advertisement gives information about the product to the people. According to Mihalicek & Wilson (2011) advertisement is an activity of delivering the message from a company to the target of sale using language. Advertisement language is different from daily language. It must be fascinating, short, clear and also persuasive because it will persuade the customers to buy the products.

To deliver a message, there must be a path or media to deliver it. Besides advertisement, there are some media that have function to promote a product. One of them is commonly used to promote a commercial product in printed media, including magazines and newspapers. In this printed media, there are several elements such as "headline, illustration, subhead, body copy, captions, boxes and panels, slogan, logo, seals, and signature" (Courtland L & William F, 1982). All the elements have important role on determining success or failure of an advertisement, and the most important element is slogan. In writing slogan, they need to use an effective word to make a good slogan. An appropriate slogan is needed to connect the word usage and meaning, so it is understandable for readers.

Regarding meaning, it is a devoted part of semantics which is fundamental thing from an utterance. Basically, a meaning in the sentence comes from the correlation between words and morphemes within it. There are three main types of meaning which each of them has different characteristics, as Leech (1981) defined 3 kinds of meaning involve conceptual meaning, associative meaning, and thematic meaning. Conceptual meaning is a kind of denotative meaning which convey the real meaning of the object, for example mother has made some "cookies", the word "cookies" here has a real meaning that is something to be eaten by people. Meanwhile, the thematic meaning highlighted on how speakers convey the message in different

communicative value, for example "mother cooks meatballs" and "meatballs is cooked by mother". The first sentence highlights on the object which answer a question "what do mother cook?", while the second one emphasizes on the subject which answer the question "who cook the meatballs?", so both of those sentences have different communicative value in conveying the context. In this study, researchers aimed to focus only on associative meaning. Chaer (2009) argued that this meaning type is associated with another things beyond the language, for example the word "red" can be connected with "brave" in personality, someone who has strong desire to do anything without any fear. This meaning also has five meaning types comprises connotative meaning, social meaning, affective meaning, reflective meaning, and collocative meaning. Those meanings provide particular purpose which convey different meaning on each of them. Therefore, researchers are encouraged to analyse an associative meaning which found in advertisement slogan in order to assist reader comprehend the meaning within the slogan. Below are the types of meanings according to Leech (1981);



Types of Meaning ¹

Nowadays, people can find a lot of advertisements that exist in the internet. Hence, the researchers limit this study to focus on advertisement slogan of skincare product especially labelled little tree organics obtained from www.littletreeorganics.com.au. The existence of variety in language used, makes people have difficulty to obtain the meaning of advertisement content. Thus, the researchers are encouraged to analyse the type of associative meaning based on theory of Geoffrey Leech consisting of connotative meaning (what is communicated by virtue of what language refers to), social or stylistic meaning (what is communicated of the social circumstances of language use), affective meaning (what is communicated of the feelings and attitudes of the speaker/writer), reflected meaning (what is communicated through association with another sense of the same expression), and collocative meaning (what is communicated through association with words which tend to occur in the environment of another word). By knowing the meaning which contained in the slogan, the consumers are able to know the purpose and meaning of the advertisement.

There are some previous studies related with the present study. Those numerous studies are discussed from various background comprises meaning analysis of advertisement product, the characteristics of slogan on advertisement, and the importance of English slogan in educational institutions. The difference between this study with the previous ones is the researchers provide meaning analysis particularly on associative meaning analysis then completed with relatable reasons for each meaning within the slogan. The first study comes from Heriyawati (2019), she investigated types of meaning that used on forty advertisements slogan. Those were taken from the website of beauty, electronic, and technology product. The result pointed that connotative meaning as the most types of meaning and the lowest was thematic meaning. Therefore, the study could be said having expressive, influential, and impactful advertising slogan. The second comes from Rais (2019) that investigated the semantic feature such as analyzing word, phrase, and sentence in fraudulent two kinds of advertisement in Facebook using theory of

meaning from Leech (1981). The study showed that the first advertisement is more emphasized to the affective and social meaning, but the element on second advertisement emphasized more to thematic meaning. Third, a research was conducted by Noor et al (2015), their study focuses on the analysis of linguistics tools used by the copywriter of TV commercials to influence the target audience. This research displays the multiple strategies used by the copywriter. The aim of this research is to help the TV viewers to understand the guidelines used by the copywriter to entrap them as well as the researchers of the field of semantics.

In addition, Samosir (2016) argued that English slogans in higher education can be employed as an alternative way to engage readers' attention and introduce learners about slogan in the early age. Slogan also intended to socialize the goal(s) and ideology(s) which support an idea of academic development or service of higher education (Nuryuliawati, 2017). A goal is something that can be achieved by conducting some steps. Otherwise, an ideology comprises an ideas underlying a system. English slogan is employed by some higher education institutions in order to elevate their profiles to the international level as well as an effort to compete with another ones in this globalization era. A simple, short, and lack of complex grammatical structure are the characteristics of appropriate slogan employed by institutions, so it is well understood by readers (Pilatova, 2015). Moreover, Kartika and Apriana (2012) defined that language of slogan should be able to consolidate the purpose of the slogan that are conveying information, influencing, motivating, and appealing readers. Thus, a slogan should involve language pattern comprises memorable words to deliver the message so it is easily remembered by the target language. Based on the previous studies above, the purposes of this present research are like in the following; (1) to find out and describe about the types of associative meanings found in the little tree organics advertisement slogan, (2) to find out the and to discuss about the dominant meaning found in little tree organic advertisement slogan, (3) to find out and analyze the particular reasons behind those associative meaning types. So, it can be assumed that this research has three research objectives.

2. METHOD

The researchers employ descriptive qualitative method and systematically use predefined set of procedure to gain research objectives and collect evidence. Therefore, this research provides a brief and clear explanation about types of associative meaning in skincare product labelled Little Tree Organics advertisement slogan. The data source of this research is the website of skincare product. While, the data of the research are skincare product of Little Tree Organic advertisement slogans. The data collection technique of this research is read-write techniques to get data. To analyse the data, the researchers employ presenting, interpreting based on the context of situation, identifying the meaning based on the theory of associative meaning from Geoffrey Leech and drawing the conclusion. Here is the picture of the advertisement slogan.



Advertisement Slogan ⁶

3. FINDINGS AND DISCUSSIONS

The data of this research were obtained from www.littletreeorganics.com.au. That website provided an advertisement slogan about skincare product labelled little tree organics. There were some slogans which represent the quantity and quality of the product in the following;

Discover your simply beautiful skin with little tree organics

Datum 1 Little Tree Organics

This slogan had associative meaning type of connotative meaning as the meaning was connoted on the other things. This meaning was communicated by virtue of language refers to (Leech, 1981). The reason behind was because of the word “discover” could not describe as the real meaning of discover normally. In that slogan, the word discover was combined with “simply beautiful skin” as affected and “little tree organics” as the instrument.

In the real meaning, the word “discover” was done by people, here it represents the advantage of the product itself. Here, the advertiser used word “discover” to explain towards customer that the product could help the customer to change their skin more beautiful by using little tree organics. We could sum up that connotative meaning in the slogan above initiated to provide the further information or persuasion towards customers about another advantages of the product.

Certified Organic

Datum 2 Little Tree Organics

The slogan above comprised reflective meaning and connotative meaning. In reflective meaning, the advertiser employed the word “certified” identified the prove of product material which made from organics. The word “certified” represent the assessment of examiner which has examined the product material. Therefore, the advertiser aimed to show that this product was safe and healthy to be consumed by the customers.

Besides, the word “certified” also had connotative meaning in which it could not describe as the real meaning normally because certified was as the predicate, it was done by skin care little tree organics as the agent and followed by organic as the affected. Therefore, by adding certified organic, the advertiser provided the evidence that the product was original made from organic substance, so the product will be more trusted by the customers. The customers also more recognized in selecting the best skincare product for their skin.

Never tested on animals

Datum 3 Little Tree Organics

⁶ Adopted from www.littletreeorganics.com.au.

The slogan above contained associative meaning type of reflective meaning. This meaning was associated with another sense in the same expression. The reflective meaning came from the word "tested" which had reflected meaning of "given". The advertiser employed the word "tested" because he selected lexical item in order to show the prestige filling motive related with the product's status. Some advertisers may select the best lexical item to maintain their product status such as in the educational field linguists may employ some proper lexical items to show their high social status.

Here, the advertiser aimed to explain that the product was never given to animals because it was produced only for human. Besides, reflective meaning was also can be interpreted that advertiser designed the product specifically for human treatment. This slogan was supported the previous one which explained that the product was made from organic substance. Thus, we can infer that the product was sterile enough to be consumed by people and the customers would feel safe in consuming that product.

Australian owned and made

Datum 4 Little Tree Organics

The slogan above comprised an associative meaning type of affective meaning which the advertiser aimed to show that this product was made and owned by Australian. By describing the owner and production of the product, people may interest enough to identify the quantity and quality of the product. Most of people wondered whether that cosmetic was original or not. If the product was original, it revealed the maximum quantity and quality of the product, the result was amazing certainly because they were amazed with the result of an originality of the product. Otherwise, the unoriginal product would provide negative impact because of the inappropriate materials or the process in producing the product.

Meanwhile, people may select the best product which provide high quality with affordable price. Therefore, the advertiser provided the background of the production in order to give the customer illustration about the cosmetics insight. Thus, the customers may have a depiction about the product whether an australian skincare product was appropriate or not.

Work to restore your skin's natural ph balance, elasticity, and vitality

Datum 5 Little Tree Organics

The slogan above contained associative meaning type of connotative meaning and reflective meaning. In connotative meaning, the meaning was connoted to the other meanings. The word "work" which should be done by person, here was done by a thing (little tree organics). The word "work" did not have the real meaning like someone was working into something but the word "work" here was connoted with a thing which process something to restore the customer's skin having natural ph balance, elastic, and healthy. The connotative meaning introduced the capability of the product. The aim is convincing the customers to buy the product then use the product on their daily activities.

Besides, the slogan above also had reflective meaning in the word "work". Here, the advertiser employed "work" reflected to the "process". it indicated that adviser preferred to employ work as the prestige filling motive of his educational status. Work was also more informative rather than process in the promoting field.

Active ingredients contain anti-bacterial & antioxidant properties with organic oils & extracts such as roship, jojoba, avocado, shea, coconut, olive leaf, lemon myrtle, white tea, and baldderwrack kelp.

Datum 6 Little Tree Organics

The slogan above contained associative meaning type of collocative meaning in which the meaning was communicated through association of words which tend to happen in the environment of another word. It was represented by the word "active ingredient" as the agent combined with "contain" as the predicate, and added by "anti-bacterial & antioxidant properties with organic oils & extracts" as the affected, then completed by "rose-ship, jojoba, avocado, shea, coconut, olive leaf, lemon myrtle, white tea, and baldderwrack kelp" as the instrument. Therefore, the advertiser explained the collocation meaning through word "anti-bacterial & antioxidant properties with organic oils & extracts" which comprised into specific term involving rose-ship, jojoba, avocado, shea, coconut, olive leaf, lemon myrtle, white tea, and baldderwrack kelp.

Non-greasy, silky feel, that absorbs quickly

Datum 7 Little Tree Organics

The slogan above contains associative meaning type of reflective meaning and affective meaning. The reflective meaning derived from some word including; first, "non-greasy" which mean the product was not fatty, "silky feel" which explained that the product was smooth for the skin, and the phrase here "absorbs quickly" here has an aim to tell that the product utilized quickly towards the consumers' skin. Besides having reflective meaning, the slogan above also had affective meaning in which the advertiser feels happy in describing the features of the product. The description shows the strengths of the product. It aimed to persuade customer in order to buy the product and employed it in their daily activities.

No nasty chemicals, naturally gentle on your skin

Datum 8 Little Tree Organics

The slogan above contains associative meaning type of reflective meaning and affective meaning. Similar with the slogan which had explained before. The last one was also represent the reflective meaning through the word "no-nasty chemicals" which has the meaning that the product did not comprise from toxic substance called nasty chemicals which enable to kill all normal cells and it was malignant one. Here, the advertiser aimed to tell that the product was safety for consuming because of its healthy ingredients. Some cosmetics may contain nasty chemicals in order to provide cheapest price but minimize the product quality. So, by explaining the ingredients of the product, the customers were more easily attracted toward the product.

In addition, the word "naturally gentle on your skin" also had reflective meaning which represent that the product was contain olive leaf and coconut which possibly made gentle or soft towards skin. This slogan also strength the product quality because of the main function of skin care was to soften and brighten the skin, also made the skin healthier rather than before. At last, the affective meaning came from the happiness advertiser in providing good descriptions about the product. It showed that the adviser was optimistic and presented great feeling towards the product.

4. DISCUSSION

Based on the findings above, it could be identified that there were some associative meanings found in the little tree organics advertisement slogan involving connotative meaning (3 data), affective meaning (3 data), reflective meaning (5 data), collocative meaning (1 datum) and no social meaning. Here, the researchers provided intense reason why those slogans belongs to each meaning of associative meanings. Based on the data above, we can infer the dominant meanings were reflective meaning followed by affective meaning and collocative

meaning. This indicates that the advertiser aims to explain the intrinsic aspect of language within the advertisement slogan.

Table 1. Associative Meaning Analysis

No	Types of Meaning	Total
1	Connotative meaning	3
2	Affective meaning	3
3	Reflective meaning	5
4	Collocative meaning	1
5	Social meaning	-

Based on the data analysis, reflected meaning in which the meaning is associated with another sense in the same expression. Here, the advertiser employed some words which can reflect to another meaning. There are two possible reasons why the advertiser employed this meaning. First, some advertisers may select the best lexical item to maintain their product status such as in the educational field linguists may employ some proper lexical items to show their high social status. The advertiser employed some reflected words in order to show that the product was in a good quality which refers to its high social status. Second, by using reflective meaning within an advertisement, it showed that the advertiser selected the word simply but informative. Therefore, the advertisement is eye catching towards customers because it is seen only in several seconds, so the customers enable to understand the meaning of the message within the advertisement slogan.

Beside that, the advertiser also often employed affective meaning represent the feeling or attitude of the advertiser about the product. The researchers revealed that the advertiser was optimistic enough in describing some good qualities of the product. It was showed by selecting the lexical term in expressing positive point of view about the product's characteristics.

In addition, the advertiser employed some connotative meaning which aimed to provide the information related with the capability of something. It could be seen that the advertiser aimed to show the advantages of the product within the advertisement slogans. Moreover, the advertiser also employed collocative meaning in order to explain the ingredients of the product. Why the customers need to know the ingredients because cosmetics will be consumed by them, they should know and realize whether that cosmetic is safe and healthy for their skin or not. Otherwise, the advertiser did not employ social meaning because the product was not associated with social circumstances as the social meaning emphasize. Thus, the advertiser employed more reflective meaning, affective meaning, and connotative meaning.

5. CONCLUSION

This study revealed there are four kinds of associative meaning found within the slogan except social meaning. we can infer the dominant meanings were reflective meaning followed by affective meaning and connocative meaning, and last one is collocative meaning. This indicates that the advertiser aims to emphasize positive characteristics of the product and employed some specific words which provide deeper explanation within the slogan.

From this research, it can be concluded that applying semantic theory in communication is very important and it has advantages especially in the advertising. In order to make a successful communication between advertisers and customers, knowing about meaning of words or sentences is a crucial thing. It helps the reader or customer in understanding and interpreting the language that is used in advertisement. In addition, for advertisers have to be careful in using the language and giving the association of meaning in their advertisement, in order to bring the purpose of advertisement into the reality. Further, researchers are suggested to

conduct an analysis of associative meaning by using more data collection in order to compare the evidence.

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