

THE USE OF FIGURE OF SPEECH IN ADVERTISEMENT SLOGANS : SEMANTIC STYLISTIC ANALYSIS

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Abstract

This research aims to find out the use of figures of speech used in fast food restaurant slogans. Concerning in six figures of speech from three different parts of figure of speech which are lexical and grammatical figures of speech, tropes, and schemes, the writer will analyze phrase and clause slogans only. Those six figures of speech are parallelism, antithesis, alliteration, assonance, personification, and pun. In analyzing the data, the writer applied qualitative method and supported theory from Leech and Short and Cuddon. The result of this research shows that schemes which represented assonance and alliteration became the most occurred figure of speech in the slogans while the use of antithesis was not occurred in this research.

Key words: *Semantic stylistics, fast food advertisement slogans, figure of speech.*

INTRODUCTION

Advertisement slogans mostly seen in television, street, and other places (Putra & Qodriani, 2017). in (KUSWOYO et al., 2013) defined advertisement slogan as an easily remembered catchy phrase that makes a key point about the company's image to the customer. In order to make an easily remembered slogan, every company has their own thought and style in creating it. According to (Kaid, 2004) style is given a more restricted meaning when it is used in an evaluative sense, referring to effectiveness of mood or expression.(Mittal & Patidar, 2019)

It means that style is making value judgment when the speaker or writer utters the words in good manner(Wahyudin & Rido, 2020). added that style refers to the way in which language is used in a given context, by a given person, for a given purpose and so on(Puspaningtyas, n.d.). By those quotations above, the writer concluded that style is the way of the author creating text by using the effective and persuasive meaning (Kuswoyo & Siregar, 2019). Stylistic consists of some categories, one of them is semantic stylistics Generally, semantics studies the meaning of text. states that semantic is the central study of communication(Styawati et al., 2020). (Schrape, 2018) In doing communication, both speaker and hearer are expected to get understanding of the message delivered.

state Semantic stylistics means considering what other choices of language might have been relevantly made (Styawati et al., 2020). It is therefore appropriate to begin the examination of mind style with the question of semantic choice and for this purpose we select. From statement above, it is important to study semantic stylistic in advertisement slogans because slogan is not only use denotative meaning, but also use connotative meaning (Putra & Qodriani, 2017). In (Adiyanto & Febrianto, 2020) identifying the

meaning, the writer used figure of speech consists of lexical and grammatical figure of speech, tropes, and schemes. As an instance is slogan of Guinness 'Up Down Up Guinness makes for great sport'. The slogan consists of assonance and repetition. The use of *er* in words *makes* and *great* is a kind of assonance and the repetition of the word *up* (Putra & Qodriani, 2017).

As the writer states above that the role of advertizing slogan is very important in company, it is become an interesting topic to analyze slogan especially slogan of restaurants (Novianti et al., 2016). The writer decides fast food restaurant slogan as the object of this research because the function of restaurant nowadays is not only for the need of food but also for lifestyle (Darwis & Pamungkas, 2021). To fulfill the consumer needs, restaurants' owner needs to consider the use of language in advertising, especially slogan to get closer to consumer (Tuhuteru, 2020).

The writer conducted this research to find out meaning of figures of speech in advertisement slogans (Al Falaq & Puspita, 2021). To simplify the research, the writer focused on the use of figure of speech of twenty fast food restaurant advertisement slogans. Fast food restaurant slogans also limited only in United States.

LITERATURE REVIEW

Some researchers had done the research related to this topic with different dimensions and aims. discussed the analysis of some stylistic devices of English advertising slogans(Kurniawan et al., 2019). The object of the research is 100 English advertising slogans of the world's famous brands of products that satisfy everyday needs .

The aim of the paper is to define and explain the meaning of advertising slogan, to point out its characteristics and to identify and analyze some stylistic features, to evaluate the frequency of use of the stylistic features in slogans, and to identify the most common stylistic devices used in English advertising slogans (Satria et al., n.d.) in (Kaid, 2004). This research is using descriptive qualitative method to meet the goals and it is using theory. The study discusses rhetorical devices in slogans such as simile, metonymy, pun, personification, alliteration, assonance, etc. The result shows that the use of pun is the most occurring to those slogans(Ayu & Zuraida, 2020).

Using discourse analysis of stylistics, was analyzing stylistic devices used in English advertising slogans (Fischer-Starcke, 2009). Collecting eighty randomly selected advertising slogans from internet sources, the researcher focused on the analysis of stylistic devices used in the analyzed advertising slogans at particular language levels (Fischer-Starcke, 2009). As the most common occurring in advertising slogans, rhyme and alliteration give the biggest contribution among other levels. Analyzed stylistic analysis by using theory of Leech and Short, but the object is different. He used some short stories by (Jobli et al., 2011) as the object. Descriptive qualitative is applied in this study.

was analyzing 150 advertisements. Semantic stylistic analysis concern to some figurative language, Schemes consists of kinds of repetition (alliteration, rhyme, assonance, anaphora, and epistrophe), while tropes consist metaphor, simile, hyperbole, personification, pun, polysemy, homophony, antithesis, and allusion (Abdullah & Masthura, 2021). Using discourse analysis of stylistic,. The thesis provides both qualitative and quantitative analysis. The research about stylistic features have also been

discussed.(Ivana & Suprayogi, 2020) The researcher analyzes three kinds of figurative language, metaphor, simile, and metonymy which being the core discussion of semantic level. The result shows that the use of metaphor is the most used by copywriters with the percentage thirty one percent, followed by the use of metonymy in twenty one percent, and only seven percents the use of simile used in slogans (Yulianti & Sulistyawati, n.d.).

From the object analyzed, the writer could see that previous researchers mostly studies only one or two parts of figure of speech, only one which studies all parts of figure of speech and using the same theory, but without different object (Gazali & Yusmaita, 2018). Because of that, the writer analyzed three kinds of figure of speech as the indication of semantic stylistics with using advertisement slogans as the object of study (Dosia & Rido, 2017).

Figures of Speech

Figure of speech covers lexical and grammatical figure of speech, trope, and schemes. In this study, the writer analyzed seven figures of speech from those three kinds of figure of speech (Oktavia & Suprayogi, 2021). In lexical and grammatical figure of speech, the writer analyzed parallelism, and antithesis, then tropes concerned on pun and personification, and lastly, scheme covered alliteration, and assonance. According to (Jobli et al., 2011) , parallelism consists of phrases or sentences of similar construction and meaning placed side by side, balancing each other . *Quickly* and *happily* he walked around the corner to buy the book.(Nagel, 2014) (Parallel adverbs). Fundamentally, contrasting ideas sharpened by the use of opposite or noticeably different meanings. Conveying some sense of complexity in a person or idea can be done by admitting opposite or nearly opposite truths.

Success makes men proud, *failure* makes them wise.

The last part, trope, which is the use of a word, phrase, or image in a non-standard way. State that trope analyzes some figures of speech like metaphor, metonymy, synecdoche, paradox, irony, and so on (Oktavia & Suprayogi, 2021). states the personification is the attribution of human qualities to inanimate objects . *Optimism wakes up with Neskafe* (*Neskafe coffee*) (Sintaro et al., 2020). states “One of the earliest types of wordplay, the pun is widespread in many literatures and gives rise to a fairly universal form of humour. Puns are very often intended humorously but not always.” gives an example in Absolut vodka slogan, (Jackson, 2011) in Tatjana Dubovičienė and Pavel Skorupa suggests that puns “*can work miracles*”, especially when advertising slogans help build brand identity by using the brand name as a part of word play, which can “can interest and impress the people with its smartness and its novelty”.

States that scheme presents a change in standard word order or pattern, or an “artful deviation from the normal arrangement of groups of words (Suprayogi & Novanti, 2021). It discussed some phonological patterns like rhyme, alliteration, assonance, and so on. Defines alliteration as a figurative speech that use repetition of initial consonants(Azizah, 2020). In her study, Elena Romanenko provides example of alliteration in slogan*Passion for Perfection* - /p/, /f/ (*Russian Standard vodka*). A figure of speech in which consonants especially at the beginning of words or stressed syllables are repeated.

Similar vowel sounds repeated in successive or proximate words containing different consonants. As an instance of assonance is Born under a lucky star (*Heineken.*) (Jobli et al., 2011)

METHOD

Research Design

To analyze this study, the writer applied qualitative method. qualitative research is an empirical research where the data are not in the form of numbers, but in description. The writer applied qualitative method because the result would be described in form of words. By applying this method, the writer explained the use of semantic features occurring in slogans.

Data Collecting technique

In collecting the data, the writer did some following steps. The first step is decided the slogans to be analyzed, after collecting those slogans the writer typed and sorted it alphabetically in order to easier in analyzing it, then the writer analyzed by using theory of

Data analyzing technique

After the data are gathered, the writer analyzed the semantic features of style in slogans. Firstly, the writer read the words of each slogan deeply and also used <http://lingorado.com/ipa/> to help in getting phonetic transcription to analyze the schemes. After that, the writer can classify to what kind of figures of speech that the utterances referred to. After classified the slogans, the writer found the most meaning occurred in slogan, then calculate them in percentage to show to the customers.

RESULTS AND DISCUSSION

The Use of Parallelism

Applebee's slogan, Good food, good people means that their focus was served good food for good people. It shows parallel noun phrase between good food and good people which enable potential customers to understand the relation of the first and second phrase. Yet, in Village Inn slogan means that they not only served good food, but also make a comfortable zone and friendly service to potential customers to feel good. This phrase also contained of parallel noun phrase.

The Use of Antithesis

From twenty fast food restaurant slogans, the writer did not find the use of antithesis.

The Use of Personification

From the slogan above, the writer found the use of human embodiment, crazy. Crazy is condition of mad, especially as manifested in wild or aggressive behavior (Oxforddictionaries.com). In this adjective phrase, the advertiser emphasized unconditional behavior when ate in checkers.

The Use of Pun

Einstein Bros Bagels played the slogan with a part of its name, bagel which is one of signature menu in this restaurant. By playing its word in this noun phrase, the potential

customers will remember one of best products of Einstein Bros Bagels, when it is uttered. Skyline chili played that slogan by uttering ‘skyline’ as the restaurant’s name. Skyline time referred to quality time that potential customers could share with friends and family when enjoy food and beverage served by them. Besides, it was the dream of the owner, Nicholas which opened the first restaurant in 1949.

The Use of Assonance

Those thirteen slogans were the use of assonance. It can be seen from the table above which is in red colored font. In stylistic analysis, there is always reason behind the words selected. In those slogans, the repetition of vowel sounds and diphthongs in those slogans was made to add certain effect such as to make potential customers became easier in remembering the slogan by repeating its vowel sounds.

From the table above, the writer found that there are thirteen slogans of twenty slogans which are in type of phrase and clause. In some advertisement slogans above, not only the vowel sound was repeated, but also the single word like showed in Rock Bottom, Dairy Queen, Applebee’s, Village Inn, and Jack in the Box. The words repeated were in form of adjective, like good to design quality image of restaurants and in form of noun and pronoun, such as *food* and *it* to simplify the words to stick on potential customers’ mind.

The Use of Alliteration

From the data, the writer found seven slogans of alliteration. In Rock Bottom and Applebee’s slogan, the repetition is not only in the beginning of word, but also on its single words. Alliteration used to emphasize certain words to potential customers. The use of alliteration in phrase form is more than in clause form.

CONCLUSION

From the analysis, the writer concluded that every slogan has its own style in using figure of speech to emphasize and to create certain effect to the potential customers. In this research, the most figures of speech occurred is assonance then followed by alliteration which both are the representation of schemes. From twenty data, assonance is found in 13 slogans consist of seven phrases and six clauses, while alliteration is found in 7 slogans from 4 phrases and 3 clauses. Schemes became the most occurred figure of speech because it is related in uttering the slogans which by using the repetition in initial letter of word and repetition of vowel sound make a harmonization in slogan be sound nicely and easily remembered.

In lexical and grammatical figure of speech, the writer did not find antithesis, meanwhile the use of parallelism there were two. Pun became one of strategy used by some advertisers to create the ambiguity which mostly stated the brand in the slogan to attract the people’s attention. Besides, the use of parallelism is quite often in slogan, followed by the use personification that it was used in two slogans. Lastly, the use of antithesis was not find in this research.

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