

AN ANALYSIS OF SLOGANS OF SELECTED CIGARETTE ADVERTISEMENTS

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Abstract

This research concerns with denotative and connotative meaning of slogans from selected cigarette advertisements. The objective of the research is to describe how meaning is conveyed in the slogans. In this research the writer applied theories from Leech. As the result of this study, the writer found that the meanings of slogans of selected cigarette advertisements are conveyed through the words that have denotative or connotative meaning. The meaning of slogans that has denotative meaning is conveyed directly by using simple words literally to attract consumers' attention and make them easy to get the point of message that want to be conveyed in slogan. While the meaning of slogans that has connotative meaning is conveyed indirectly and smoothly by using words which create another characteristic and have deeper meaning in order to get more attention or impression of consumers about the product. Both are used to create an interesting slogan, so that the consumers are willing to buy the product offered.

Key words: slogan, advertisement, semantics, denotative and connotative meaning.

INTRODUCTION

Nowadays, advertisements can be easily found in many media such as magazine, newspaper, internet, television, etc. Advertisement has important role in promotion, in which advertisement is mostly used as a tool for a company to promote its product. It could be to inform people of a new product, or to maintain of old product in order to still be known, and it also creates a desire to possess the product (Bisnis et al., 2020), (Febrian & Fadly, 2021b).

In commerce, companies or advertisers make the advertisement creatively to attract consumers in order to buy or use their product. One of the most persuasive part of advertisement is slogan. Slogans usually appear after the logo in a print advertisement or at the end of the commercial. (KUSWOYO et al., 2013) defines slogan as word, short phrase or sentence that captures a company's brand image, positioning, and distinguishes it from its competitors. It is clear that slogan is designed shortly and simply so that gives space for readers to explore the meaning of it freely (Febrian & Fadly, 2021b). The language of slogans represents the particular product offered by company, in which, the slogan of a product has the characteristic that is different from other products (Sidik, 2018).

However, slogan itself is designed shortly so that it can lead to double meaning or even many different interpretations of meaning. The lack of understanding the words used in advertisement slogans also can cause the diversity in meaning. Thus, we need to understand the meaning deeply in order to get the point of message conveyed by the advertiser (Lina & Setiyanto, 2021), (Febrian & Fadly, 2021b). In this research, the writer

aims to describe how meaning is conveyed in slogans by explaining denotative and connotative meaning in the slogans, and how the slogan persuade people to the product.

The writer analyzed slogans of cigarette advertisements. Slogans are chosen as the data since slogans often play important role in getting consumers' attention among many products offered by many companies. Slogans from cigarette advertisements are interested to be analyzed because they use nice and clever way in choosing words without showing word about cigarette in the advertisements. It is caused by a regulation from Indonesian government in *PP No. 109/2012* article 39 which explains about the prohibition to advertise the tobacco product by showing the picture of cigarette, showing one who is smoking, suggesting people to smoke, or any information deals with cigarette, (Febrian & Fadly, 2021a) so that the advertisers are demanded to be more creative in creating words, especially slogan.

In this research, the writer decided to analyze slogans of cigarette brands that produced by Sampoerna, Gudang Garam, and Djarum. According to a journal published by (Sedyastuti et al., 2021), (Adiyanto & Febrianto, 2020) entitled "*Industry Update; Office of Chief Economist*" states that until 2015, Sampoerna is the largest cigarette market share holder in Indonesia of 36 %, Gudang Garam is on the second position with 24%, and Djarum is on the third position by 19%. Therefore, the writer selected cigarette advertisement from brands of those three companies because they are most leading companies in Indonesia. Here, the writer applied Leech's theory and used semantic approach.

How is meaning conveyed in the slogans of selected cigarette advertisements? Regarding the formulation of problem, the objective of this research is to describe the meanings conveyed in the slogans from selected cigarette advertisements. By using the theory adopted from Leech (2003) about denotative and connotative meaning, the writer could know how meaning is conveyed in the slogan (Febrian & Fadly, 2021b), (Ries, 2011).

LITERATURE REVIEW

Semantic Approach

In this research, the writer uses semantic approach in doing this research since semantic is defined as the part of linguistics that deals with word or sentence meaning. As explained before, this research will analyze slogans as the data, in which slogans are usually in form of words, phrases or sentences which have explored meaning. (Febrian & Fadly, 2021b), (Ries, 2011) The writer uses this approach since this research analyze the meanings conveyed in the cigarette advertisement slogans.

Meaning

(Diharjo et al., 2020) considers that the word 'meaning', in accordance with the verb 'mean' is the most disputed terms in the English language. However, (Putra & Qodriani, 2017) says that it is more important to know what it is to know the meaning of a word, a sentence, etc. rather than define what meaning is. He emphasizes that in order to know the meaning, we have to recognize the semantic relations. There are some relations of meaning between two expressions or utterances in inferring the meaning.

From the illustration above, for knowing what words are like, it is necessary to know something about world. The kind of meaning is determined as reference relating words to

entities in the world. The sense of a word determines what it denotes and possibilities of meaning that the word gives to sentence.

To know the meaning of a statement, it is important to recognize the truth condition on the statement. (Tuhuteru, 2020) defines that a truth condition on a statement is the condition that must be met for it to be assigned one of the truth values from the range (true, false). For example: In order to understand and evaluate the meaning of “It is raining” or “bicycle has 2 wheels”. We need to know the conditions under which these statements would be true. Whether it is truly raining in all area or only in certain are, or whether all bicycle in the world only have 2 wheels. (Lina & Setiyanto, 2021),(Febrian & Fadly, 2021b),(Darwis & Pamungkas, 2021), By knowing these conditions allows us to make inference.

Related to this research, the meaning of slogans language is important in comprehending the messages of product offered to audience.(Ries, 2011) The copywriters choose the creative and interesting words to be the language of their slogans. The language of slogans represents the particular product where in every slogan of products has the characteristics that is different from other product. Therefore, the writer analyzed the lexical meaning of each slogans using (KUSWOYO et al., 2013) by considering the truth condition in order to know the meaning or message presented in the slogans.

Denotative meaning

Conceptual meaning can be called cognitive, logical, or denotative meaning. Leech (2003:9) defines the conceptual meaning or denotative meaning as the essential part of what language is and the central factor in verbal communication. It is because people need a language to do a communication in which the meaning of a language must be understood each other(Putra & Qodriani, 2017),(Kuswoyo et al., n.d.). For example when a speaker says “woman”, of course he/she has the concept in mind that woman has characteristic as *human, not male, and adult*. And then listener also gets the meaning because they have same conceptual mind toward the word. Thus, it can be assumed that denotative meaning is a literal meaning that has characteristic accordance with dictionary and does not create another sense or characteristic outside language. Smoliana (Jobli et al., 2011),(Cholifah et al., 2018) also adds that denotative meaning is stylistically neutral and objective; it is a basic propositional meaning which corresponds to the primary dictionary definition.

Moreover, the lexical meaning can support to define the denotative meaning. According to , lexical meaning is defined as the meaning of a stand-alone lexeme simply by dictionary, because the meaning can change if the lexeme is situated in the sentence (Liu et al., 2020),(Styawati & Mustofa, 2019).

The writer takes conclusion that denotative or conceptual meaning is meaning which contains in lexeme without associating it with other things or the figurative meanings. Simply, denotative meaning is defined in which the lexical meaning still has same meaning in dictionary. It deals with the core meaning of the expression and provides an appropriate representation to a word or sentence(Mittal & Patidar, 2019),(Febrian & Fadly, 2021b). In this research, the writer will answer the research question by examining the meaning of the slogans in literal first and using this theory (Eklesia & Rido, 2020),(Ivana & Suprayogi, 2020).

Connotative meaning

According to (Putra & Qodriani, 2017) Connotative meaning is the communicative value of an expression according to what is referred to, exceed the above contents are purely conceptual. The connotative meaning is defined as the secondary meaning of a word or expression besides its denotation or primary meaning. Simply, it can be said that

connotative meaning is beyond denotative meaning of words, so that, when we want to know the connotative meaning of a word, we must examine the denotative meaning first. (Kuswanto et al., 2019) gives a word “woman” as a sample. Denotatively, it has three characteristics +HUMAN, -MALE, +ADULT. it can be more explained as the connotative meaning comprising the nature of putative of reference, caused by the viewpoint or experience adopted by individual, group or society. Leech examines the example of word “woman” can refer to further meaning as such attributes (“frail”, “prone to tears”, “cowardly”, “emotional”, “irrational”) as the dominant male has been pleased to impose on her, as well as with more becoming qualities such as “gentle”, “compassionate”, “sensitive”, “hard-working”. Thus, connotative meaning is owned by the communicative value of the expression based on what it refers, over and above that is owned by its denotative meaning.

Slogan

Slogan is a way of advertising product. (Kuswoyo, 2013) states that slogan is a short phrase or sentence used by the company in its advertisements to reinforce the identity of the brand. In his point of view, slogans are more powerful than companies’ logos and can be easily remembered and recited by people. The slogan itself is thoughtfully designed in order to state and maintain the main idea of the brands clearly, for instance: they have to be easy to be remembered (Hasani et al., 2020).

Slogans usually appear after the logo in a print ad or at the end of the commercial. They concentrate in few words the motto of the company, its aims and the benefits that the products can bring to customers.

The slogan itself is designed shortly so that it sometimes leads to many interpretation of meaning. Therefore, the writer analyzed the slogans with explaining denotative and connotative meaning and using theory from (Gumantan et al., 2021).

METHOD

In chapter four, For gaining the data related to this analysis, the writer conducted library research and used qualitative method. Some slogans of cigarette advertisements has been analyzed to describe how meaning is conveyed in the slogans by using Leech’s denotative and connotative meaning (2003).

RESULTS AND DISCUSSION

This chapter presented the analysis of the research. In this analysis step, the writer has employed Leech’s theory to describe the meanings conveyed in the slogans from selected cigarette advertisements. The analysis is classified into two parts, denotative meaning and connotative meaning. The slogans which have literal meaning were classified into denotative meaning, while the slogans where the words used create another characteristic or have deeper meaning beyond its literal meaning were classified into connotative meaning.

Denotative Meaning

Djarum Coklat is a brand of Djarum company. The image of this cigarette is stronger clove taste making this cigarette compatible for smokers living in cold climate. Besides that, the specific taste and flavored make this product differs from the non-filter cigarette product. The lexical meaning of word *enjoyable* means “pleasant”. The word *deeply* lexically

means “a long way down or through something” (Oxford Advanced Learner’s Dictionary 5th edition). This slogan means that this product will give a pleasure or bringing happiness when someone use this product. It because Djarum Coklat has distinct flavor and aroma in each cigarette sticks. The taste of the product offered has the content and clove aroma from Kudus city which is known as the good tobaccos in Indonesia.

In this case, this slogan has denotative meaning because it has literal meaning. The words used has same meaning with dictionary and do not create another characteristic. The words performs the enjoyable more of the benefit of the product offered. The slogan means the enjoyment of using this product. In other words, this product can give full of enjoyment, change people more creative, intelligent, and brave to be different. By examining this slogan, it can be deduced that the copywriter suggests people that by consuming this product the consumers will feel and touch a sense of enjoyment.

Connotative Meaning

A Mild is a brand of Sampoerna which is a pioneer in the LTLN (Low Tar Low Nicotine) cigarette brand in Indonesia. According to *Ciggies World* (2016) as cited on website www.ciggiesworld.com, “*Sampoerna A Mild is a balanced blend of high grade Java aromatic which has distinctive flavour, taste and aroma come from the addition of fine natural cloves.*” A Mild offers the ultimate experience of satisfaction and smoothness of mild cigarettes formulated through the latest technology for the best combination of tobaccos and cloves providing the distinctive taste and aroma.

A Mild, had a slogan *How low can you go?* which is in form of interrogative sentence. Literally, at the word level, “how” is used in a question to ask in what way or manner, “low” means *not high/tall, below or less than the average level*, “you” is used to refer to person or people, and “go” is a verb expressing movement (Oxford Advanced Learner’s Dictionary 5th edition). Explicitly, the slogan is like a question that is given to people someone else, asking about until what level that he/she or they can take. However, the question that arises is that what the word *low* actually means in this context of slogan. Besides that, the word “*you*” does not refer to person, but it refers to other cigarette products or competitors.

This slogan has connotative meaning, in which, the word *low* associated with the *nicotine and tar* and the word *you* associated with other cigarette products or competitors. All cigarette products contains *tar* and *nicotine*. According to an article in *online academic library*, *tar* and *nicotine* are toxic chemicals as the components of tobacco causing the effect of addiction and can lead to cancer. According to Muhardis (2011:10), “*A Mild is the first low-nicotine cigarettes (Low Tar Low Nicotine) in Indonesia with the composition of the tar / nicotine 14 mg / 1.0 mg.*” Thus, the word *low* is used by copywriter to show that A Mild was launched as LTLN product which can minimize the risk.

Implicitly, this slogan also claims that A Mild is the pioneer and the lowest tar/nicotine product. If we compare it with others, A Mild is indeed has lower tar/nicotine composition than others, such as Dji Sam Soe Magnum with 39 Mg Tar and 2.3 Mg Nicotine or Djarum Black with 25 Mg Tar and 1.6 Mg Nicotine or .The slogan also implies that A Mild is a healthier tobacco product eventhough it has been known that smoking is very unhealthy. But A Mild give a solution with having the low nicotine in the cigarette in order to minimize the impact of smoking.

The copywriter suggests that although its standard of nicotine is lower than the others, the taste of the cigarette itself is still maintained. It is because A Mild has particular taste which is smooth that could be tasted in the filter (on base side of the cigarette) as stated by

Widianti (2008:35). The question mark is used to get more attention or impression about the product offered to the consumers. The slogan *How Low Can You Go?* does not mean only a question but also a challenge about how low the quantity of tar and nicotine that can be achieved by competitors. Whether it could be equal or lower than A Mild. It is to challenge other competitor products, that was still playing in the type of cigarettes “strong” (strong taste or strong amount of tar and nikotin).

From the explanation above, it can be concluded that the slogan claims that A Mild is the only cigarette with the lowest tar and nicotine. The slogan tries to make people believe that A Mild is good for them, it will make them look better and live better and it even makes them ‘healthier’ due to the low nicotine and tar. The slogan convinces the readers or the viewers about the superiority of A Mild product, which is having a low nicotine and tar. Yet with the low nicotine and tar, the taste is still maintained, hence it still has a distinctive flavor. This slogan also suggests that one can still enjoy the pride of smoking without endangering one’s health by smoking A Mild. Thus, people would buy A Mild because they are convinced by the advertisement slogan, not because they find it amusing.

CONCLUSION

After analyzing 12 data by using Leech’s theory in the slogans from selected cigarette advertisements, the writer found that the meaning of slogans of selected cigarette advertisements are conveyed through the words that have denotative or connotative meaning. (Permatasari & Anggarini, 2020)The meaning of slogans that has denotative meaning is conveyed directly by using simple words literally to attract consumers’ attention and make them easy to get the point of message that want to be conveyed in slogan. While the meaning of slogans that has connotative meaning is conveyed indirectly and smoothly by using words which create another characteristic and have deeper meaning in order to get more attention or impression of consumers about the product. It is also found that a slogan can only has denotative meaning, or connotative meaning, even both of meaning. Both are used to create an interested slogan, so that the consumers are willing to buy the product offered (Febrian & Fadly, 2021b)(Ries, 2011).

In addition, the copywriters use flowery and nice word in the slogan in order to make people attracted to the brands of cigarette product without break the regulation of Indonesian government. The regulation prohibits companies to use words or show pictures to persuade people to smoke. Hence, the companies are demanded to be more creative in advetising the cigarette products. (Schrape, 2018)They use slogan is to inform the brands’ identity which different with each others. The copywriters choose the creative and interesting words to be the language of slogan that represents the particular product. In most case, slogans of cigarette use motivatonal words. (Damayanti & Subriadi, 2017) Therefore, the slogan itself can grab the consumers’ attention about the product offered in advertisement.

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