

## The Meaning of Slogan in Cosmetics Advertisement: Semantics Study

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### Abstract

*Advertising is one of the most influential media for selling a product, especially in this digital era. Advertising has a huge impact on a company or individual to market their products. When opening social media, there are so many ads that appear, and it is the quirky ads that can attract the attention of people who see it. One of the interesting advertisements is that there is a slogan that makes readers curious about the product. The most of the sentences in the slogan are difficult for readers to understand which makes readers curious and want to find out more about the product. This study used a qualitative method where the process and meaning are more highlighted in this study. The theoretical basis is used as a guide so that the research focus is in accordance with the facts. The main theory used in this paper is the Seven Types of Meaning by Leech (1981). The result of this study finds that five data in this paper, all of them contain associative meanings, three of them are affective meanings and two of them are connotative meanings.*

### Keywords

Advertisement; Slogan;  
 Cosmetic; Semantics;  
 Associative Meaning



### I. Introduction

For the past few years, cosmetics has become a necessity that cannot be avoided by women. The goal is to increase attractiveness through make-up, increase self-confidence and a feeling of calm. This makes cosmetics one of the attractive and profitable segments for business people, which has resulted in many businesses starting to enter the cosmetic industry. Due to the development of cosmetic products, the more competition there is, cosmetic supply companies must be able to create superior and quality products, they must also be more creative, and more innovative to market their products. There are many ways to market a product in this digital era, one of which is advertising. Advertising is a way / activity to promote products, brands or services to consumers to attract interest and sales. Philip Kotler (2005: 254) stated that "Advertising is all forms of non-personal presentation, promotional ideas, promotion of goods or services performed by the sponsor who paid". Advertising is a means of communication with users of products or service. Advertising is a message that is paid for by the sender and aims to inform or influence the person receiving it, as defined by Advertising of the UK. Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto in Asmuni et al, 2020). According to Tjiptono in Marlizar (2020) marketing performance is a function that has the greatest contact with the external environment, even though the company only has limited control over the company's environment. In the world of marketing, consumers are assets that must be maintained and maintained their existence in order to remain consistent with the products we produce (Romdonny and Rosmadi, 2019). Advertising differs from other marketing in that it is paid and the

advertiser has complete control over the content and message. Advertising becomes one of the media for effective product marketing if the advertisement is attractive to consumers. The essence of an advertisement is reflected through the messages in it that can arouse consumer interest. These messages can be in the form of a Slogan. Jusuf Sjarif Badudu (2005: 103) said that “a slogan is a series of words or short sentences that have interesting meanings and sounds so that they easy to remember”. But sometimes there are words from slogans that make readers / potential buyers confused and difficult to understand the sentences. Not all slogans have a direct meaning, most slogan have indirect meaning that makes potential consumers confused and sometimes do not understand what the meaning of slogan is.

The author analyzes the sentence on the slogan in the advertisement as an object of research because cosmetic advertisements rely on the use of formal semantics to convey messages to readers/potential buyers. Semantics is the study of meaning. Ervina (2019) stated that “The branch of linguistics that studies about meaning is called Semantics or *Semantics* in English”. Semantics is also a branch of linguistics that studies the meanings contained in language, code, or other types. The author is interested in analyzing the meaning of cosmetic slogans in advertisements because in this digital era, social media has become a daily necessity for people, and advertisements have become a daily spectacle. - day for people who access social media. Every social media that we open, at least has an advertisement. For example, when watching YouTube, reading blogs on websites, and so on. If potential consumers see interesting advertisements, it will certainly make them as potential buyers feel interested in learning more about the product, if it is suitable, anyone who sees it will definitely buy it. as for if potential consumers see a slogan in an ad that makes them wonder what the slogan in the ad means, they will find out what the slogan means.

This study uses Leech's theory of meaning in analyzing the object of this research. Geoffrey Leech divides meaning into seven types, namely conceptual meaning, connotative meaning, stylistic meaning, affective meaning, reflected meaning, collocative meaning, and thematic meaning. The author wants to examine the language of meaning in slogans in cosmetic advertisements based on seven types of meaning according to Leech. The use of seven types of meaning in slogans in advertisements is important to represent advertisers telling the existence of cosmetic products. Based on the description of the background of the problem and the research phenomenon, the researcher can identify the following problems:

1. What types of meaning of the cosmetic slogans used in website cosmetics?
2. What is the purpose of each cosmetic slogan in the advertisement?

## II. Review of Literature

Many linguists have presented semantic definitions. Saeed (1997: 140) stated that semantics is the study of meaning communicated through language. Language is a medium of communication to learn meaning. Meanwhile, “linguistic semantics deals with the conventional meaning conveyed by the use of words, phrase, and sentences of a language” (Yule, 2006:100). Meanwhile, the theory proposed by Geoffrey Leech 1981, which explain and divided meaning into seven types. The seven types are conceptual meaning, connotative meaning, social meaning, affective meaning, reflected meaning, collocative meaning, thematic meaning.

## **2.1 Conceptual meaning**

In semantics, conceptual meaning is the essence of a word itself or its literal meaning. Conceptual meaning is just a straightforward and literal dictionary definition of words. Conceptual meaning or can also be referred to as denotative meaning or cognitive meaning, which is considered as the center of linguistic communication. Larson notes that denotative meaning is also called primary meaning, that is, the meaning suggested by the word when used alone. It is a learned meaning early in life and most likely refers to a physical situation (Larson 1984: 100).

## **2.2 Connotative Meaning**

Connotation is about getting the meaning of a word, phrase, or sentence according to the suggestion or with what we associate the word. According to Leech (1974: 40-41) connotative meaning is the communicative value an expression has by virtue of what it refers to, over and above its purely conceptual content. It will be clear if people are talking about connotation, we are in fact talking about the “real word experience”. Asserts that connotative meaning is what people think about two words and find whether it is possible or impossible for the word to have two different meanings from its denotative meaning (Tarigan 1986). In other words, connotative meaning is when a word has more than one meaning.

## **2.3 Social meaning**

Social meaning is the meaning given to words based on the social context in which they are used. For example, people from different regions refer to "potatoes" as different things. Use of language can indicate social class or lack of education. Social meaning refers to the use of language to establish and regulate social relations and to maintain social roles. This social language use is alternatively described as social or phatic communication (Lyons 1981). The term social meaning does not refer to this general aspect of verbal interaction, and is thereby not to be confused with the communicative meaning of a verbal act (Lobner 2002). Social meaning can be found in greetings, apologies, blessings, or condolences.

## **2.4 Affective meaning**

Affective meaning refers to what is conveyed about the speaker's feelings and attitudes through the use of language. Affective meaning is only indirectly related to the conceptual representation. Affective meaning is a direct reflection of the speaker, personal attitudes or feelings towards the listener or the target of speech. These feelings are usually negative or not smooth. They are expressed through forms of language use such as insults, flattery, hyperbole, or sarcasm. Leech (2003: 27-28) stated that affective meaning is often explicitly conveyed through the conceptual or connotative content of the words used.

## **2.5 Reflected meaning**

Leech (2003:29) conveys that reflective meaning is what is communicated through association with another sense of the same expression or the meaning which arises in case of multiple conceptual meaning when one sense of word forms part of our response to another sense. Reflected meaning is what is communicated through association with other senses from the same world. It is a product of people's recognition and imagination. For instance, on hearing the church service, the synonymous expressions, the comforter and the holy ghost both refer to the third trinity, but the comforter sounds warm and comforting, while the holy ghost sounds awesome (Leech 1981:1).

## 2.6 Collocative meaning

Collocative meanings usually get in touch with the use of some words in the same environment (Leech, 1974: 35). Collocative meaning are words that are regularly found together. Leech (2003:30) stated that collocative meaning consists of the associations a word acquires on account of the meanings of words which tend to occur in its environment. collocation is a general term for various instances of the occurrence of shared meanings. it refers to the understanding that can be obtained by lexemes that tend to coexist in the same environment and include all encoded utterances. Lexical collocations can be universal or specific. Universal collocation can refer to the special meaning of a common attribute, because of the given reference.

## 2.7 Thematic meaning

Thematic meaning is how the speaker describes the message through word choice, word order used, and emphasis. Lyons (1995: 154) states that one part of the meaning of sentences are commonly defined-that is definitely not part of their propositional content is thematic meaning.

## III. Research Method

According to the title of this research, namely "The meaning of Slogan in Cosmetics Advertisement" the object of this study is the slogan on cosmetics on the advertisement. The data that will be taken and used for this research is taken from the official website of each cosmetic. And the method used in this research is qualitative descriptive. Nazir (2006: 64) in his book entitled Research Methods believes that: "Descriptive method is a method in examining the case of a group of people, an object, a set of conditions, a system of thought, or a class of events in the present. The purpose of this descriptive study is to make a picture or painting systematically, factually, and accurately about the facts of the nature and the relationship between the phenomena under investigation". Qualitative descriptive is the type of analysis of data that helps describe, show or summarize data points in a constructive way such that patterns might emerge that fulfill every condition of the data.

## IV. Result and Discussion

The first step is the cosmetic slogans by researchers to find meaning by using the semantic study approach namely seven types of meaning according to Leech consisting of conceptual meaning, connotative meaning, social meaning, affective meaning, reflected meaning, and collocative meaning.

### 4.1 Connotative Meaning

#### DATA 1

Slogan: Beauty Moves You (Wardah Cosmetics)

This slogan conveys to potential buyers that beauty can change a person. Beauty can change a person in a more positive direction. This slogan has an associative meaning, which is a connotative meaning because its meaning is connoted in other things. The reason is because the word "moves" cannot describe the true meaning of finding normally. In the slogan, the word "moves" is combined with "you" as the affected and "Beauty" as the instrument. In a real sense the word "moves" is intended for objects, and in this slogan represents the advantages of the product itself. Here, advertisers use the word "beauty" to

explain to potential buyers that the product can help customers to beautify their faces by using wardah. The connotative meaning can be summed up in the slogan above which was initiated to provide further information or persuasion to customers about other advantages of the product.

#### **DATA 2**

Slogan: Laughter Is The Best Cosmetics (Benefit Cosmetics)

The slogan above contains a type of associative meaning, namely connotative meaning. In connotative meaning, the meaning is connoted with other meanings. The word "Laughter" which should be done by people, in this slogan is done by an object (Cosmetics). The word "laughter" doesn't really have a meaning like someone is working on something but the word "laughter" in this slogan is connoted with something that processes something to make potential buyers look great using cosmetics. Connotative meaning introduces product capabilities. The goal is to convince potential buyers to buy the product and then use the product in their daily activities to make it look great.

### **4.2 Affective Meaning**

#### **DATA 3**

Slogan: Born To Be Loved (Emina Cosmetics)

This slogan conveys that the product is here to be loved by potential buyers. The slogan above is a type of affective meaning, associative meaning intended by advertisers to show that this product is made and presented to be loved. By explaining that the owner and production of the product, people may be interested enough to identify the quantity and quality of the product. Most people wonder why this product was born. If this product is made to be loved, of course, potential buyers will think that this product is good so it deserves to be loved. If this product is not loved, it will have a negative impact because it was not created to be loved. Meanwhile, potential buyers can choose the best product that will be loved by them. Therefore, advertisers provide production background to give customers an idea of why this product was created. Thus, potential buyers can have an idea of the product whether the product that was created to be loved is suitable or not.

#### **DATA 4**

Slogan: Beauty Beyond Rules (Make Over Cosmetics)

This slogan aims to tell potential buyers that beauty is beyond the rules. That is, to wear make up there are no rules, and to be beautiful does not have to be bound by rules. The slogan above is a type of affective meaning because the advertiser intends to tell potential buyers that there are no rules for being beautiful. The word "Rules" expresses that this product is free from rules where the user will not be bound by the rules. "Beauty Beyond Rules" gives expression to potential buyers. Buyers who are afraid to try cosmetics will feel calm by reading the slogan because they think that there are no rules needed to use cosmetics.

#### **DATA 5**

Slogan: Indonesia's 1<sup>st</sup> Vegan Cosmetics Brand (Esqa Cosmetics)

The slogan aims to inform potential buyers that their cosmetic is the first cosmetic in Indonesia that contains vegan. This slogan is included in the type of affective meaning because what advertisers mean is to show that this product is the first cosmetic product in Indonesia that contains vegan. By describing the owner and production of the product, people may be interested in trying it because there are rarely any cosmetics made from vegans. Potential buyers may be surprised and ask whether this cosmetic is really made



from vegan or not. If the product is actually made from vegan, it will reveal the maximum product quality, the results will be felt will make buyers amazed by the results. If the product is not made from vegan, it will give a negative impression to the buyer.

Therefore, the advertiser provides a direct explanation of the slogan to provide a clear picture to potential buyers of cosmetic insight. Thus, potential buyers can choose this cosmetic because they already know the description of this product through the slogan.

## V. Conclusion

This study analyzes and investigates the associative meaning of the slogan in cosmetics advertisement and the results of the study found that the slogans of the five cosmetics have associative meanings. Three of them are affective meaning and two of them are connotative meaning. This shows that the advertiser aims to emphasize the characteristics of a good and quality product by using special words that provide a clearer explanation in the slogan.

From this study it can be concluded that the use of semantic theory in one-way communication is very important and has advantages, especially in advertising. To make clear communication between advertisers and customers, knowing about the meaning of the word or fifth is very much needed. This helps readers or potential buyers to understand and interpret the language used for advertising. In addition, advertisers are expected to be more careful in using the language that will be used so that the advertising objectives are in line with what is expected.

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