

CHAPTER I

INTRODUCTION

The researcher would like to present the introduction consists of the research context, research focus, research objective, significance of the study, and definition of key terms.

A. Research Context

Advertisement is the information to inform prospective customers about their promotion of a product which has the purpose to make the readers or the listeners interesting in what is being promoted.¹ The people can see the advertisement on poster, newspaper, direct email, radio, internet, television, moreover, when people are watching YouTube there is an advertisement too.

According to Farbey, the advertising campaign is produced to achieve the aim, to achieve what the advertiser eagerness, or needs.² In advertising, it is all about how to appeal to the people to interest our product. Many ways to do that, such as using catchy lines, using a good phrase, using attractive colors. All of that, the people can call it a slogan. A slogan is catchy words and memorable.³ With a slogan, the readers can interest to try and like the product, exactly in snack products. The people have already known that snack is a small serving of food and generally eaten between meals. Most people eat a snack when they are

¹ A. Pilatova, "The Language of Advertising: Analysis of Advertising Slogans in Fast Food Industry. Masaryk University Faculty of Education Department of English Language and Literature Diploma Thesis." (Masaryk University, 2015). P. 5

² A D Farbey, *How to Produce Successful Advertising*, ed. Daniel Yadin, Third Edit. (London: Kogan Page Ltd, 2002). P. 14

³ Tatjana Dubovičienė and Pavel Skorupa, "The Analysis of Some Stylistic Features of English Advertising Slogans," *Žmogus ir žodis* 16, no. 3 (December 20, 2014): 61–75.

enjoying themselves, they feel hungry but because of psychological reasons such as laziness, loneliness, or stress. Everyone likes snacks not only depends on age, gender, group, and others but also all of them eat a snack while they are watching a movie at home, read a novel, or when they are studying. Ordinarily, the entrepreneur or the company sells their products such as the product of beauty, technology, drink, food, and snack by using a good advertising slogan.

Advertising slogans are the important thing of any advertising company. Because it is short and memorable, advertising slogans have been used by large and small business companies for more than a century. The aim of this catchy is to attract the attention of a potential customer. Rein defines an advertising slogan as a unique phrase identified with the company or brand.⁴ Those statements are supported by Dowling and Kabanoff that advertising slogans are a few words that visible beneath the corporate name at the bottom of a print advertisement and be aloof from the body copy for easy recognition.⁵ Based on those theories above, it can conclude that advertising slogans are not only memorable or catchy but also helps the readers or the customers memorize the company or brand.

Semantics is the study of meaning, words, and phrases in a language. Meaning is considered one of the most ambiguous in the theory of language. The meaning of the word is determined by word order in the sentences or the other words. Lyons states that semantics deals with the significance of sign in all modes of signifying.⁶ As stated by Leech, semantic is the study of the meaning of words,

⁴ D. P Rein, *The Language of Advertising and Merchandising in English* (New York: Regent, 1982).

⁵ Dowling Kabanof, *Computer-Aided Content Analysis: What Do 240 Advertising Slogans Have in Common? Marketing Letters* (Kulwer Academic, 1996). P. 64

⁶ John Lyons, *LANGUAGE AND LINGUISTICS An Introduction*, First Edit. (USA: Cambridge University Press, 1981). P. 136

phrases, or sentences in the language, or semantic is the study of linguistic meaning.⁷ Based on those statements semantics meaning is the study of meaning used to comprehend human expressions through language. Meaning is a basic way to make people understand what is talked about.

According to Leech, he had described seven types of meaning they are conceptual meaning, connotative meaning, social meaning, affective meaning, reflected meaning, collocative meaning, and thematic meaning.⁸ Conceptual meaning is the real meaning of the words stated in the dictionary. Connotative meaning is the meaning that associates with expression and emotional aspects based on culture and the experience of the individual. Social meaning depends on the circumstances of the speaker's culture such as the difference of tones and styles from various backgrounds of life. Affective meaning is a person who communicates with the personal feeling or attitudes of the speaker. Reflected meaning is affected by one sense to another sense. Collocative meaning correlates an appropriate word with other words to make good sentences. The last, thematic meaning aims to emphasize the message of the sentence. in thematic meaning, the sentences are written based on grammatical order or thematic structure.⁹

⁷ Geoffrey Leech, *Geoffrey Leech Semantics the Study of Meaning.*, Second. (Harmondsworth: Penguin Books, 1981). P. 2

⁸ Ibid. P. 9

⁹ Ibid. P. 12

These are some examples of English snack advertisement slogans on PT. Indofood and PT. Cadbury, they are;

Table 1.1.

Product	Slogan
Chitato	Life is never flat
Dairy milk	Gives you the power to be the best
Trix	6 Fruity Shapes
Slai O'lai	A lot of excitements in one
Shape Original	Oven-baked not fried

The first slogan "*Life is never flat*" has a sense of type conceptual meaning. Because when we translate the slogan, it is the same as the dictionary.

Life [the state of being alive as a human; a person's existence]

Never [not at any time]

Flat [level part of something]

One aspect of semantic there are reference and sense, reference means talking about a relationship between language expressions and what they refer to.¹⁰ In the slogan "Life is never flat", the word "life" refers to someone's life, and "never flat" means there are many changes, challenges, and obstacles there. Therefore, there is a relation between the word "life" and "never flat". Next, the sense is a factor that makes us understand the expressions referring to certain

¹⁰ R James Hurford et al., *Semantics A Coursebook*, second edi. (Cambridge: Cambridge University Press, 2007). P. 26

individuals. The sense of the slogan is "life" when we talk about life, surely people have understood what is about. So, the understanding here we can call sense because sense has a purpose to make the listener or the reader understand about the mean.

The second example is the product of "Diary milk" with the slogan "Gives you the power to be the best"

Gives [to allow somebody to have something as a present]

Power [the ability to control people or things]

Best [the most excellent type or quality]

The slogan "*Gives you the power to be the best*" has the sense of type connotative meaning. Because the meaning associates with the expression aspects based on the experience of the individual. One of the aspects of semantic there are reference and sense, reference means talking about a relationship between language expressions and what they refer to. In the slogan "*Gives you the power to be the best*", the word "power and best" there is a relation because based on the slogan to be the best need ability or effort. Then, the sense of an expression is an abstraction. When a person understands fully what is said to him, it is reasonable to say that he grasps the sense of the expression he hears.¹¹ The Sense of the slogan here is "gives, power, and best", the definition has mentioned above. So, the sense here is making the hearer understanding what is the expression about.

The third example is the product of "Trix" with the slogan "6 Fruity Shapes". This slogan has the type of conceptual meaning because the meaning is the real meaning, the ad maker makes this slogan to make the buyers know that it

¹¹ Ibid. P. 31

consists of 6 shapes. One of the aspects of semantic there is reference and sense. The reference of this slogan is the word "6" which refers to the many fruit shapes in the snack, and "fruit shapes" means the fruit-shaped snack in the product. Therefore, both of them have a relation. Next, the sense of this slogan is the word "fruity" means this slogan shows the buyers about the shape of this product.

The fourth example is the product of "Slai O'lai" with the slogan "A Lot of Excitements in One". This slogan has the type of conceptual meaning in the word "A Lot of Excitements in One". This means that Slai O'lai is indeed a biscuit that makes gathering fun because the sensation of sweet and sour taste makes people addicted, and also in every package, there are several biscuits. So, they can share each other. The aspects of semantic there are reference and sense. Reference to this slogan is the word "A Lot of Excitements" which refers to a biscuit that has much taste, and "in one" means in every biscuit. Therefore, there is a relation between the word "A Lot of Excitements" and "in one". Next, sense of the slogan is the word "Excitements" which means a feeling of our happiness when eating the product.

The last example is the product of "Shape Original" with the slogan "Oven Baked not Fried". This slogan has the type of conceptual meaning because the word "Oven Baked, not Fried" shows the real meaning in the real life. Means the way to make the product itself not fried, but with baking. The aspects of semantic there are reference and sense. Reference to this slogan is nothing, while a sense of this slogan is the word "Oven Baked" which means this product has made without frying.

In the previous study by Septiyani Munfiqoh “The Semantic Analysis of The Advertisement English Slogan on Television” she analyzes the ways to know the meaning of English Slogan in semantic aspects like lexical meaning and grammatical meaning.¹² The other research about this issue by Primadiati, R Harisma, in the research with the title "Analisis Sintaksis dan Semantis Moto Iklan Rokok Berbahasa Inggris" she discusses the meaning, phrases, and structure of the English cigarette advertisement motto. The author refers to the theory presented in the book *An Introduction to English Syntax by Jim Miller and Language Acquisition a Linguistics introduction by Helen Goodluck*.¹³ But here the researcher wants to use semantic theory to analyze the types of meaning used in the English snack advertisement slogan. It is very interesting because every human have different understanding about meaning and the word or the phrase is very beautiful and everyone likes to say it. The similarities between this research and the previous studies are about analysis semantics of advertisement. But the difference, from the first previous study, analyzes advertisement English slogans on television. The second previous study is about “*Semantic analysis of the motto of English cigarette advertising.*” And in this research, the researcher analyzes the semantic meaning of the English snack advertisement slogan. So, I can conclude that the difference is in the object of the research.

Based on the study above, the researcher interest to conduct the research entitled "The Analysis on Semantic Meaning of the English snack advertisement slogan".

¹² A Thesis and Septiyani Munfiqoh, “‘ English Slogan ’ on Television English Education Department of Tarbiyah Faculty of State Institute for Islamic Studies Cirebon” (Institute for Islamic Studies Cirebon, 2012).

¹³ R. harisma Primadiati, “Analisis Sintaksis Dan Semantis Moto Iklan Rokok Berbahasa Inggris” (Universitas widyatama Bandung, 2008).

B. Research Focus

According to John Creswell, research focus or we can call a research topic is a problem that will the researcher do in the research.¹⁴ So, in this case, the researcher can formulate the questions as below:

1. What is the English snack advertisement slogan like?
2. What kinds of meaning are there in the English snack advertisement slogan?

C. Research Objective

According to Mohammad Adnan Latief, research objectives have the same meaning. As the research problems are the questions that must be answered by the researchers, while the objectives are the purpose of research that wants to be achieved by the researchers.¹⁵ Based on the research problem as previously stated, the objectives of this research are to find out:

1. To know the English snack advertisement slogan like
2. To know what kinds of meaning there are in the English snack advertisement slogan

D. Research Significance

The significance of this study explains the use of importance of research.¹⁶ And also the significance of the study here explain the advantages of

¹⁴ John w Creswell, *Educational Research Planning Conducting, and Evaluating Quantitative and Qualitative Research*, fourth edit. (Boston: Pearson Education, 2012). P. 59

¹⁵ Mohammad Adnan Latief, *Research Methods on Language Learning An Introduction*, Second. (Malang: UM Press, 2013). P. 25

¹⁶ Tim penulis, *Pedoman Penulisan Karya Ilmiah* (Pamekasan: STAIN Pamekasan Press, 2011). P. 19

research. In this research, there are two kinds of research that provide in this research. The first is a theoretical significance, and the second is practical significance.

1. Theoretical Significance

The writer hopes that the result of this study can be used as an input for knowledge about linguistics.

- a. To expand the English snack advertisement slogan like
- b. To expand the theory what kinds of meaning are there in the English snack advertisement slogan

2. Practical Significance

This study is expected to give some benefits to elements as below:

- a. For students
 1. To increase knowledge the kinds of meaning there are in English snack advertisement slogan on semantic meaning.
 2. To enrich the English snack advertisement slogan like.
- b. For lecturer
 1. This research might be some benefits to be one of additional references in teaching semantics and give contribution to theory of meaning type to prove that the theory of meaning type can give solution to the problems in understanding some slogans.
 2. This research was also expected the lecturer might be able to help the students solve problems related to know the meaning type of language form especially in advertisement slogan.
- c. For researcher

1. It is expected to become scientific and educative experiences on broadening English language competencies, especially on semantic meaning.
2. It is expected to be a previous study for further study on semantic meaning.

E. Definition of Key Terms

In the definition of key terms explain the terms that are used to avoid ambiguity. The term is related to the essential concept of this research.¹⁷ To avoid misunderstanding and misinterpretation between the researcher and the reader. The definition of key terms is a very important point to make clear in this study. So that the researcher should explain more about the terms used in this study.

Therefore the definition used in this study

a. Slogan

A slogan is a short sentence or phrase that has meaning.

b. Advertisement

Advertisement is the advertising of the product industry through a variety of media including sponsorship, such as language, image, products, price, and quality.

c. Semantic

Semantic is the study of meaning. How the readers understand the meaning of what the writer writes and also how the listeners interpret the meaning behind the speaker says.

¹⁷ Creswell, *Educational Research Planning Conducting, and Evaluating Quantitative and Qualitative Research*. 199.

d. Meaning

Meaning is the basic way to make people understand what is talking about. Without meaning, we did not know what is the mean of the speaker or the writer.

F. Review of Related Literature

1. Slogan

a) Definition of slogan

A slogan is a word or phrase that is easy to remember in short sentences to tell or advertise something.¹⁸ In the dictionary, a slogan is a word or phrase that is easy to remember, used for example by a political party or in advertising to attract people's attention or to suggest an idea quickly.¹⁹ In other lines, slogan is a word or phrase used to express a characteristic position or stand or a goal to be achieved.²⁰ Those statements supported by Keller, he stated that slogans are short, memorable phrases that are often used to sign off on advertisement.²¹ Slogan are generally believed to facilitate learning about some aspect of a brand or company.²² Slogans are very important in brand building, and recall is considered one of the most effective measures of slogan

¹⁸ Poerwadarminta, *Kamus Umum Bahasa Indonesia*, Edisi Ketii. (Yogyakarta: Balai Pustaka, n.d.).

¹⁹ Oxford, "Oxford Learner's Dictionaries," last modified 2020, accessed October 25, 2020, <http://www.oxfordlearnersdictionaries.com/definition/english/slogan?q=Slogan>.

²⁰ "Merriam Webster," accessed March 7, 2021, <http://www.merriam-webster.com/dictionary/slogan>.

²¹ Mayukh Dass et al., "A Study of the Antecedents of Slogan Liking," *Journal of Business Research* (2014), <http://dx.doi.org/10.1016/j.jbusres.2014.05.004>.

²² Elten Briggs and Narayan Janakiraman, "Slogan Recall e Ff Ects on Marketplace Behaviors : The Roles of External Search and Brand Assessment" 80, no. July 2016 (2017): 98–105.

success.²³ Bjorkstrand stated that slogan is as a memorable phrase expressing an idea, purpose or claim.²⁴ This asserts slogan will be easier to be seen and remembered.

Based on the explanation above the researcher can conclude that slogan is catchy, striking, and easy to remember words or sentences to tell or convey something. Slogans are used to convey a message about the product, service or cause that it is representing. Slogans are often used to capture the attention of the audience it is trying to reach. Generally, people see slogans to explain and promote products and services to the wider community. The slogan is distinctive, beautiful, unique, and expression easy to spot. Lots of posters or advertising services or goods that use certain slogans to attract customers or buyers.

b) The function of the slogan

Here, slogans have the functions. The first is to give information to people like there is a new product of snacks, secondly to make people influence to do something or not to do something, third is to make people interesting to buy and try the product.²⁵ Advertisements can perform multiple functions through any business that sells products or services. One of the most basic the function of advertising is to identify products and distinguish them from other products. Another call is informational features. Advertisements are used to convey information, notices, reports,

²³ Chiranjeev Kohli and Sunil Thomas, "Are You In Good Hands ? Slogan Recall : What Really Matters," no. March (2013): 31–43.

²⁴ Bjorkstrand Kare, *Does Brand Strength Affect Consumers' Attitude Toward Slogan?* (Helsinki: Hanken School of Economics, 2012).

²⁵ Septian Nursetiaaji, "Analisis Makna Kontekstual Dan Proses Semiosis Tanda Pada Slogan Iklan Minuman Energi Di Laman Youtube," no. 2 (2015): 9–35.

and information about the advertised product or service describe the function and its sales location. Command function is a typical feature of advertising. Language, pictures, or other use various devices to influence the behavior, emotion, belief, and attitude of the audience, and persuade, suggest, recommend and induce consumers to try new products and recommend repeated use.²⁶

c) The criteria of the slogan

For the most part in the advertisement, the advertising slogan should attract the consumer's attention as soon and long as possible. Therefore, an advertising slogan should obey the following rules. They are attentive value, memorability, and readability, and selling power.

1. Attentive value

The language of the advertising slogan must be a language with immediate influence and quick persuasiveness. It must bring promote advertising products, focus on their quality and service in the most attractive way, and clearly outline the reason to buy it and was impressed by the product reviews. So important role the meaning of advertising slogan language is “attentive value”.

2. Memorability and readability

For advertising slogans to influence the audience, they must leave a longer-lasting impression on the audience's purchase behavior. Therefore, it must make them remember it consciously or

²⁶ Qunsheng Ke, “The Adjective Frequency in Advertising English Slogans,” *The Adjective Frequency in Advertising English Slogans* 3, no. 2 (2013): 277, <http://www.academypublication.com/issues/past/tpls/vol03/02/tpls0302.pdf#page=56>.

unconsciously. Memorabilia and the line must have the ability to be recalled. It largely depends on the brand heritage and how many of the series it has been used for many years, that is the big idea that should be stated in the advertising slogan. The more slogans resonate with this great idea, and it will become even more memorable.

Memory depends largely on readability. Readability focuses on simple, colloquial style and familiar vocabulary to make the information easy to read and master, while the phonetic rules make it easy to remember messages, greatly improving memory.

3. Selling power

Anyone in business must consider the power of the slogan because he has used it himself or his competitors have used it. One ordinary consumer buys things that are directly or indirectly affected consciously or unconsciously. All these effects the common contribution can be summarized as the ultimate standard of advertising slogans-sales ability. It concerns questions about how humans sell products and services. A basic way to increase sales capacity is the product is unique.²⁷

d) The characteristic of the Slogan

Slogans have certain characteristics that differentiate them from others. In this case, the characteristics are divided into five characteristics. The first, slogan is a motto phrase, words, or sentence. The second feature of

²⁷ Qunsheng Ibid. 277.

the slogan is an idea that has a specific purpose. The third feature, a slogan consists of a few short words, interesting and easy to remember. The fourth feature of the slogan contains implied requests or information. And the last characteristic is in the form of an individual or organizational motto.²⁸ So, knowing the characteristics of the slogan here is important because after we know the characteristic of a slogan, it will make the researcher or the readers easy to make a good slogan in every product we have.

2. Advertisement

a.) Definition of Advertisement

The roots of the word "advertisement" are the Latin verb *advertise* the meaning is *to turn toward*. Adverts are texts that do their best to get our attention to make us turn towards them, we would not want to say that everything we pay attention to is an advertisement.²⁹ Advertising is so familiar to the modern reader that it may seem odd to ask what an advertisement is. Although advertising is all around us, perhaps because it is all around us we do not often pause to think about its nature as a form of discourse, as a system of language use whereby, daily, huge numbers of readers have fleeting "conversation" with the writers of countless texts.

²⁸ Nursetiaji, "Analisis Makna Kontekstual Dan Proses Semiosis Tanda Pada Slogan Iklan Minuman Energi Di Laman Youtube."

²⁹ Angela Goddard, *The Language of Advertising* (London: Routledge, and New York, 1998). 6.

According to Shurter, advertising is an embodiment of commercial letters (*sales letters*).³⁰ This means that is direct mail is designed to persuade readers to buy a particular product or service in the absence of a seller. Advertising is not only about the commercial promotion of branded products but also encompasses the idea of texts whose intention is to enhance the image of an individual, group, or organization. The idea of advertisement as simple texts which operate on a single level has been challenged: instead, advertising text is seen as a potentially involving complex notions of audience, where readers have to work hard to decode the message and understand different address relationship.³¹

Advertisement is used for communicating business information to present and prospective customers. It usually provides information about the advertisement's written form, its product qualities, place or availability of its product, etc. Advertisement is indispensable for both the seller and the buyers. However, it is more important for sellers. In the modern age of large-scale production, producers can not think of pushing the sale of their product without advertisement them. Advertisement supplements personal selling to great extent. The advertisement has acquired great importance in the modern world where the tough competition in the market and fast changes in technology. Advertising plays a very important role in today's age of competition. Advertising is one thing that has become a necessity for everybody today, be it the producer, the traders, or the customers.

b.) History of advertisement

³⁰ Lazfihma, "Analisis Gaya Bahasa Dalam Slogan Iklan Minuman Di Televisi" (Universitas Negeri Yogyakarta, 2014).

³¹ Goddard, *The Language of Advertising*. 10.

The first newspaper advertisement is scheduled to be published in La Gazette, France in 1631. Mainly used for various advertisements-finding and providing jobs, buying and selling goods, and any form of public announcement. The industrial revolution is advertising. The newspaper became mass media. Technological progress has increased the production of consumer products make manufacturers seek new markets. To help consumers remembering their products, they started branding them and started advertising.

The first advertising agency was established in Philadelphia in 1841. Such an invention with the formation and changes of the telegraph, the telephone, and later the radio, television, and internet advertising. Milestones, such as 1892, Sears, which sent 8,000 handwritten postcards, received 2,000 orders.

With the spread of advertising, the first regulatory office was established in 1941 Federal Trade Commission. In 1917, the American Association of Advertising Agencies Established. The popular media, broadcasting in the 1920s and television in the advertising. The demand for advertising has become an industry in itself; modern, more scientific, and more advanced methods have become widely used. With the introduction of new vision technology, new vision technology has also been introduced technology. The form of the message is as important as the content of the message. The creativity of people working for the advertising industry must find new methods and various forms of advertising.

One of the newly created forms is the slogan. They became important in the broadcasting age. They have been throughout history. In the early 1920s, *I started the cigarette movement to walk a mile to ride a camel*. Hoover Vacuum Cleaner Company launched the slogan "It beats – it" cleaning-when cleaning. A slogan is a form of advertising in the type of advertising. Slogans dominate the printed fonts, but they can be on TV, the Internet and can be heard on the radio.³²

c.) Types of Advertisement

The following types of advertisement are:

1. Print media advertising

Classified advertisements usually do not exceed 3-4 lines until the area does not exceed one column. These advertisements are created and installed using printing technology. The existence of the advertisement can be found in newspaper, magazines, bale, posters, stickers, etc.

According to space and size, this advertisement has at least 2 forms, namely as follows:

- a. The width of column advertisement is one column but higher than row advertisements.
- b. Compared with column advertisement, display advertisement are larger.

³² Pilatova, "The Language of Advertising: Analysis of Advertising Slogans in Fast Food Industry. Masaryk University Faculty of Education Department of English Language and Literature Diploma Thesis."

2. Electronic media advertising

The advertisement uses electronic media, such as television, radio, movies, etc. This is an explanation:

a. Television commercials

TV advertising has the characteristics of sound, image, and movement. Based on its form, TV advertising can be divided into several types, namely:

- 1) Real action: video clips, unify the elements of image, sound, and action.
- 2) Animation: an advertisement based on cartoon images (2D/3D) and drawn by hand or computer technology.
- 3) Stop action: TV commercials exist in the form of a combination of real action and animation technology to produce dramatic effects.
- 4) Music: deliver through music that delivers messages. In other words, advertising is wrapped in music and becomes the power of advertising information.
- 5) Overlay: TV commercials in the form of advertising images, viewed on other images. The image is usually viewed in the corner of the screen while the broadcast is still running.
- 6) Program sponsors: advertisers or sponsors fund certain TV programs in return, can convey advertising information.

- 7) Serving text: an advertisement that slowly displays and display information from the left side of the exit.
- 8) Property endorsement: advertising in the form of sponsorship, which is used to complete the various chapters of the broadcast property.
- 9) Headline: the advertisement is similar to the overlay advertisement, but the message used is only in writing. Usually used to support property recognition advertising.
- 10) Background: TV commercials, watching advertising messages at events held.
- 11) Opening and ending credits: the advertisement in which the advertising message is viewed at the end of the event.
- 12) Advertisement lib: TV commercials, where the advertising messages are delivered and broadcasted by real-time broadcasters.
- 13) Promotional advertisement: advertisements produced by TV managers to promote their programs, to invite viewers who are interested in the program to watch.³³

3. Radio advertising

Radio advertisements are advertisements that are broadcast on radio waves and heard on radio stations everywhere. These mainly consist of the sound advertisement or jingle sounds. Although some people think

³³ Dosen.co.id, "Iklan Adalah: Ciri, Tujuan, Syarat, Jenis, Fungsi, Manfaat (Pakdosen.Id)," last modified 2021, accessed February 1, 2021, <https://pakdosen.co.id/iklan-adalah/>.

this is an invalid form of advertising, there are still many followers who listen to the radio every morning.

Almost all product advertisements can be found on the radio. Every function and advantage of the product must be explained in the broadcast, which is different from other sources where customers can see the product internally.³⁴

4. Digital media advertising (Internet)

In interactive digital advertising, it is further divided into several groups, including:

- a. Website: advertisements that appear in the form of websites in all functions of the website, that is advertisements. Sometimes, the company will place all its company sites in the advertising area.
- b. Slogans and buttons: the slogans here appear in the form of mini billboards scattered on all web pages. Buttons are usually in the form of small-sized icons. If both are clicked, the website will be entered from the advertiser or new page.
- c. Sponsorship: the advertisement of the website builder fully funded by the sponsor.
- d. Classified advertisement: an advertisement that looks like classified advertisements in the newspaper and is usually free.
- e. Email advertisement: an advertisement sent to requesting customers via email. These advertisements should be

³⁴ Hitesh Bhasin, "10 Types of Advertising - Various Types of Advertisements Used by Companies (Marketing91.Com)," last modified 2020, accessed February 1, 2021, <https://www.marketing91.com/types-of-advertisement-techniques/>.

distinguished by SPAM. SPAM is a bulk advertisement in an email sent by an unknown entity.³⁵

5. Outdoor advertising

Outdoor advertising involves placing advertisements on billboards strategically placed along highways, installed on buildings, or placed on the exterior and interior of commercial vehicles such as taxis and buses. According to statistics from the American Outdoor Advertising Association, outdoor advertising is suitable for companies that target consumers in a specific geographic area. Compared with TV advertising, outdoor advertising is cheaper, so it is especially suitable for small businesses with limited budgets.³⁶

d.) Objectives of Advertisement

There are four main objectives of advertising:

1.) Trial

The trial objective is one that involves convincing the customers to buy the new product introduced in the market.

2.) Continuity

This objective is concerned with keeping the existing customers stick to the product. The advertisers here generally keep on bringing something new to the product.

3.) Brand switch

Here, the advertisers try to convince the customers to switch from the existing brand they are using to their product.

³⁵ Dosen.co.id, "Iklan Adalah: Ciri, Tujuan, Syarat, Jenis, Fungsi, Manfaat (Pakdosen.Id)."

³⁶ Alison Green, "What Are The Different Types of Advertising," last modified 2017, accessed February 1, 2021, <https://bizfluent.com/facts-4869024-what-different-types-advertising.html>.

4.) Switching back

This objective is for the companies who want their previous customers back with different ways to attract the customers back like a discount sale.³⁷

e.) The benefits of Advertisement

There are many benefits of advertisement, they are:

- 1.) Advertising helps the manufacturers in creating demand for the products and thus increasing their sales.
- 2.) Advertising increases sales and thereby facilitates mass production. The cost per unit of production is therefore reduced.
- 3.) Advertising directly encourages innovation and technological advancements.
- 4.) Advertising is used to build a brand image. Images are mental pictures of brands that may appeal to different segments of the target audience in varying degrees.
- 5.) Benefits of Advertising include the information, which is most important for the consumer before buying the product.³⁸

f.) The features of Advertisement

- 1.) Provides information, the main feature of advertising is to provide information about the product to potential buyers. It provides details such as features, uses, prices, and instructions for using the product effectively.

³⁷ R Kannan, "Use of Language in Advertisements" 13, no. 37 (2013): 2, <http://www.esp-world.info>.

³⁸ Virender S. Poonia, *Advertising Management* (India: Gennext Publication, 2010). 13.

- 2.) Non-personal presentation, which means that media tools like television, radio, newspaper, and others are considered that reaches out to a large number of people.
- 3.) For persuasion, the main feature of advertising is to persuade and attract potential customers to new ideas that lead to a probable sale of products. It means that the information needs to be believable and convincing that the product is better than their competitive products.
- 4.) Creativity, creativity plays a critical role in advertising, which involves presenting a product in an artistic, attractive, and agreeable manner.
- 5.) Paid communication. Business select, assign, and pay advertisers for preparing advertisements that include the size, slogan, and others.³⁹

3. Snack

A snack is a small serving of food and generally eaten between meals. Snack comes in a variety of forms including packaged snack foods and other processed foods, as well as items made from fresh ingredients at home.⁴⁰ Usually, the people eat a snack to accompany when they are busy or have a duty, sometimes a snack is eaten shortly before going to bed or during the night.

On the other hand, a child who is released for snacking at any time will affect the excessive intake of calories and certain nutrients. This is

³⁹ Akanksha S, "Advertising: Definition, Nature, Features, Objectives, Types, Importance and Example," accessed October 25, 2020, <https://www.businessmanagementideas.com/advertising-2/advertising-definition-nature-features-objectives-types-importance-and-examples/18882>.

⁴⁰ Wikipedia, "Snack," accessed October 24, 2020, <https://en.m.wikipedia.org/wiki/Snack>.

because children's favourite snacks usually mainly contain carbohydrates, with higher sugar and salt content, lower protein, and vitamin content.

The duty of parents to choose snacks is to provide complete and balanced nutritious food and eat meals on time. The part of the food that will be completed is determined by the child and varies from child to child. It is necessary to provide nutritious food in main meals and snacks. Some parents think that snack time is a way to spoil their children. Parents believe that children can get nourishment by eating regular meals and providing snacks. Parents tend to use snack packaging because it is practical, easy to find (especially when outdoors), and tastes good. Such as French fries, wafers, biscuits, and candies. A study in the United States showed that 86% of young children consume one type of non-nutritive snack every day in the form of salty or sweet-snacks every day in the form of salty or sweet snacks, sugary drinks, and candy.

To respond to this, doctors or medical staff need to provide education that snacks are an opportunity for parents to provide their children with nutritional intake, not a means to indulge or reward their children's achievements. Parents need to know that children especially young children, may not get enough nutrition due to the three main foods. So they should arrange nutritious snacks 2 to 3 times a day. The supply of snacks must be carried out as planned and should be carried out by the procedures for providing the main meal, that is, the child sits in a dining chair and does not make snacks while playing, watching TV, or walking. Remind parents that if

you do not eat snacks all day long as planned, they may hurt eating behavior and the ability to control hunger and fullness.

Here are tips for choosing healthy snacks for children:

1. Provide nutritious snacks, which means that they contain a balanced carbohydrate, protein, and fat, but a smaller proportion of the staple food. Examples of snacks include mini cheese sandwiches, peanut butter bread, milk pudding, noble, rissole, pastel, and toasted macaroni. Snacks should be prepared into small pieces and have a good appearance so that children are interested in eating them and do not choose snacks. When choosing snacks in the package, please pay attention to the composition of the ingredients to ensure that your child does not consume too much sugar.
2. Make sure that the snacks we provide are safe, which means they do not contain dangerous food additives (BTP).
3. Snacks must be sanitized and handled.
4. Do not store non-nutritive foods such as candies in the cabinet or refrigerator.
5. For children with over nourishment or obesity, snacks are also a means to control calorie intake while maintaining fullness.
6. Serve snacks in the form of cut fruits instead of juice.

Through the above explanation, we can use snacks to support children's nutritional intake and form healthy

eating habits. Educating children to choose nutritious snacks instead of rewarding them is a requirement for healthy eating habits in the future.⁴¹

4. Semantic

a.) Definition of Semantic

Semantics is the study of the relationship between a linguistic distinction and process relations mental or symbolic in speech activity.⁴² In line with that statement, Palmer stated that semantics is the technical term used to refer to the study of meaning, and since meaning is part of the language, semantics is linguistic.⁴³ Those statements supported by Chaer that semantics can be defined as the science of meaning or about meaning, which is one of three levels of language analysis: Phonological, Grammatical, and Semantic. The word semantic is agreed as a term used for the field of linguistics which studies the relationship between linguistic signs and the things they signify or in other words a field of study in linguistics that studies meaning or meaning in language. Semantics is a branch of linguistics that has close relations with other social sciences such as sociology or anthropology, even with philosophy and psychology.⁴⁴ According to Lyons, he stated that semantic is the technical term used to refer to the study of meaning, and since meaning is part of the language, semantics is linguistic.⁴⁵

⁴¹ Klara Yuliarti, "Tips Memilih Snack Sehat Untuk Anak," 2015, accessed February 4, 2021, <https://www.idai.or.id/artikel/klinik/pengasuhan-anak/tips-memilih-snack-sehat-untuk-anak>.

⁴² Ensiklopedia Britanika (Encyclopedia Britanica, Vol. 12: 1996) p. 313

⁴³ F.R Palmer, *Semantics*, Second. (The University Press, Cambridge, 1981). 1.

⁴⁴ Abdul Chaer, *Pengantar Semantik Bahasa Indonesia* (Jakarta: PT. Rineka Cipta, 2007). 2.

⁴⁵ Lyons, *LANGUAGE AND LINGUISTICS An Introduction*. 136.

Based on those theories above, the researcher can conclude that semantic is the study of linguistic or a language that learns about meaning.

b.) Reference

In talking of reference, we deal with the relationship between language in the world. Means of reference, a speaker indicates with things in the world (including persons) are being talked about.⁴⁶ In other lines, Huford has explained that every expression that has meaning, has sense, but not every expression has reference. For this, Huford gives the example with the word *almost, probable, if, and above*. Based on his opinion, reference is a thing or a person in the world. And because the five expressions do not refer to things and people, they do not have a reference.⁴⁷

Thus, the researcher can conclude that the reference is the relationship between language expressions and what they refer to.

c.) Sense

According to Saeed, the sense is the factor that makes us understand the expression to refer to a particular individual at any given time.⁴⁸ In line with that statement, Huford stated that the sense of an expression is an abstraction, but it is helpful to note that it is an abstraction that can be entertained in the mind of a language user. When a person understands fully what is said to him, it is reasonable to say that he grasps the sense of the expressions he hears.⁴⁹ Therefore, it is clear that sense is something

⁴⁶ Hurford et al., *Semantics A Coursebook*. 26.

⁴⁷ Ibid. 31.

⁴⁸ John I. Saeed, *Semantics John I Saeed*, Second Edi. (United Kingdom: Blackwell, 2003). 32.

⁴⁹ Hurford et al., *Semantics A Coursebook*. 31.

abstract and lies in the mind of the language users. When people can fully understand what others are saying to them, it means they can grasp the sense of what he hears. Or sense as the factor which makes us understand about the expressions to the individuals itself.

d.) Meaning

Meaning includes the relations between utterances and the world outside and reference and temptation are among such relations.⁵⁰ That statement is supported by Saeed, he stated that the meaning of a word is defined in part by its relations with another word in the language.⁵¹ In line with that statement, Lyons stated that meaning is ideas or concepts, which can be transferred from the mind of the hearer by embodying them as it were in the forms of one language or another.⁵²

Based on those theories above, the meaning has different meanings or definitions from experts. It is because the fields of study they are engaged in are different. Because of that, the researcher concludes that meaning is the main point contained in a sentence, word, or story. Therefore, it can be understood by the hearer or the reader what the speaker says.

Here, there are some types of meaning. They are:

1.) Sender meaning

⁵⁰ Mansoer Pateda, *Linguistik Sebuah Pengantar* (Cambridge: Cambridge University Press, 1990). 91.

⁵¹ I. Saeed, *Semantics John I Saeed*. 53.

⁵² Lyons, *LANGUAGE AND LINGUISTICS An Introduction*. 136.

Sender meaning is the meaning that the speaker or writer intends to convey through an utterance. Sender meaning is something that addresses are continually having to make inform guessed about.

2.) Utterance meaning

Utterance meaning is a necessary fiction that linguist doing semantic and pragmatic have to work.

3.) Sentence meaning

Sentence meaning to be the same as literal meaning: the meaning that people familiar with the language can agree on for sentence considered in isolation.⁵³

According to Geoffrey Leech, there are seven types of meaning. They are Conceptual meaning, Connotative meaning, Social and Affective meaning, Reflected and Collocative meaning, and Thematic meaning.

- 1) Conceptual meaning is the real meaning of the words stated in the dictionary.
- 2) Connotative meaning is the meaning that associates with expression and emotional aspects based on culture and the experience of the individual.
- 3) Social meaning depends on the circumstances of the speaker's culture such as the difference of tones and styles from various backgrounds of life.
- 4) Affective meaning is a person who communicates with the personal feeling or attitudes of the speaker.

⁵³ Patrick Griffiths, *An Introduction to English Semantics and Pragmatics* (Edinburgh: Edinburgh University Press Ltd, 2006). 15.

- 5) Reflected meaning is affected by one sense to another sense.
- 6) Collocative meaning correlates an appropriate word with other words to make good sentences.
- 7) Thematic meaning aims to emphasize the message of the sentence. In thematic meaning, the sentences are written based on grammatical order or thematic structure.⁵⁴

5. Previous Study

Knowing the previous study is important to the researcher because it looks at the difference of the research from the previous study. The previous study from this research are; based on Septiyani Munfiqoh,⁵⁵ "The Semantic Analysis of The Advertisement English Slogan on Television" analyzes the ways to know the meaning of English Slogan in semantic aspect like lexical meaning, it is described by dictionary. By dictionary can describe the words meaning themselves. And grammatical meaning will be described by morphology and part of speech. On the other research of the previous study by Primadiati, R Harisma,⁵⁶ in the research with the title "Analisis Sintaksis dan Semantis Moto Iklan Rokok Berbahasa Inggris" she discusses the meaning, phrases, and structure of the English cigarette advertisement motto. The research method used in this thesis is descriptive analysis, and the result of this research; as syntactic, phrase and clause which is contained in cigarettes English

⁵⁴ Leech, *Geoffrey Leech Semantics the Study of Meaning*. 19.

⁵⁵ Thesis and Munfiqoh, " ' English Slogan ' on Television English Education Department of Tarbiyah Faculty of State Institute for Islamic Studies Cirebon."

⁵⁶ Primadiati, "Analisis Sintaksis Dan Semantis Moto Iklan Rokok Berbahasa Inggris."

advertisement motto used sentence function rule that is in syntactic function. As semantic, phrase and clause which is contained in cigarettes English advertisement motto can be explained as denotative meaning, connotative meaning and ambiguity meaning. These previous studies help the researcher to develop the research based on the previous study. In this study, the researcher just focuses on the English snack advertisement slogan.

Therefore, The similarities between this research and the previous studies are about analysis semantics of advertisement. And the difference, from the first previous study, analyze about advertisement English slogan on television. The second previous study is about “*Semantic analysis of the motto of English cigarette advertising.*” In this research, analyze the semantic meaning of the English snack advertisement slogan. So, the difference is in the object of the research and the theory that was used because the purpose of those previous studies to show that there is no plagiat from them.