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LEXICAL FEATURES IN LAPTOP ADVERTISEMENT SLOGANS

Ismail Petrus¹, Fitria Apriyani²

Universitas Sriwijaya¹, Universitas Bina Darma²

Jalan Raya Palembang-Prabumulih¹, Jalan Jenderal Ahmad Yani No.12, Palembang²

Sur-el: ismailpetrus@yahoo.com, fitriaapriyani@yahoo.co.id

Abstract: The purposes of conducting this research are to find out (1) the linguistic features (2) the function of linguistic features, and (3) to discuss the target audiences of laptop advertisement slogans. The data in this study were analyzed through the following steps: (1) taking some slogans that correspond to the lexical analysis criteria, (2) classifying and categorizing the data into categories of lexical features, and (3) interpreting the functions and the target audiences in laptop advertisement slogans. In this study, the researchers found 7 kinds of lexical features in laptop slogans. 2 slogans containing monosyllabic verbs, 1 slogan containing weasel word, 7 slogans containing adjective words, 2 slogans containing noun words, 1 slogan containing comparative degree, 2 slogans containing superlative degree, 3 slogans containing coinage, and the last 2 slogans containing personal pronouns. The function of slogans is to represent the meaning of each word and to show how the meanings of the words in the slogans are connected to each other. Each slogan has its own meaning based on its target audience (individual and industrial consumers).

Keywords: Lexical Features, Advertisements, and Slogans.

Abstrak: Tujuan penelitian ini adalah untuk mengetahui (1) fitur linguistik (2) fungsi fitur linguistik, dan (3) untuk membahas sasaran slogan iklan laptop. Data dalam penelitian ini dianalisis melalui langkah-langkah berikut: (1) memilih beberapa slogan yang sesuai dengan kriteria analisis leksikal, (2) mengklasifikasi dan mengelompokkan data ke dalam kategori fitur leksikal, dan (3) menafsirkan fungsi dan target penonton slogan iklan laptop. Dalam penelitian ini, peneliti menemukan 7 macam fitur leksikal dalam slogan laptop. 2 slogan yang berisi kata kerja satu suku kata, 1 slogan yang berisi kata musang, 7 slogan yang berisi kata-kata sifat, 2 slogan yang berisi kata-kata benda, 1 slogan yang mengandung tingkat komparatif, 2 slogan yang mengandung tingkat superlatif, 3 slogan yang berisi mata uang, dan 2 slogan terakhir yang mengandung kata ganti orang. Slogan mewakili arti dari setiap kata dan berfungsi untuk menunjukkan bagaimana makna dari kata-kata dalam slogan-slogan terhubung satu sama lain. Setiap slogan memiliki arti sendiri berdasarkan target konsumen (individu dan konsumen industri).

Kata Kunci: Fitur leksikal, Iklan, dan Slogan

1. INTRODUCTION

Advertisement is an element of promotion to send messages. Messages in language advertisement give information about products or service. Almost all companies in the world employ advertisements to introduce their products. In order to get the message, people need to know a term called discourse. According to Wood (2006, p. x), discourse is context that we bring with us when we use the language.

Language of advertisements is a language that is used by advertisers to attract attention,

persuade and inform consumers to do something. Advertisers use verbal techniques to convey their objectives, and put the product into social consciousness. One of those verbal techniques is called slogan. Slogan is important to use to emphasize a phrase that the company wishes to be remembered by consumers. Moreover, slogans often have special language patterns to deliver messages related to the product. Sutherland (2008, p. 21) states that the messages of advertisements need to be remembered as well as recognized by the recipients. An example of slogan is *Don't Leave Home without It* –

American Express's slogan. When we hear the words 'Don't leave home without it', the speaker may be referring to our keys or our coat or whatever, but our mind is involuntarily reminded of American Express. The advertisers cannot omit the importance of the sentence structure for slogans since without a good sentence structure the reader will not be able to understand the message of an advertisement.

In globalization era, the language use in slogans is different from one to another. Style of language use has unique characteristics, such as simple, short, and is easy to remember to make it different from other kinds of languages and meaning. Advertisers try to present their advertisement as effective as possible. They use various linguistic devices to catch attention, arouse desire, and contribute towards satisfaction (Zhu, 2006). In this case, advertisers often use slogans to introduce their product to their prospective consumers.

In order to have productive slogans, advertisers have to choose the words which are easy to remember and which attract the customer's attention. Advertisers use the linguistic features such as phonological features, syntactic features and lexical features. Phonological features are part of linguistics features that have rhyme, and alliteration. Syntactic features are concerned with the sentences used in advertising which is usually simple, short, and includedifferent types ofsentences, such as declarative, interrogative, imperative or exclamatory sentences. Lexical Features are words that are used by advertisers in language advertisements such as monosyllabic

words, weasel words, favorable words, personal pronouns, compounds and neologisms.

Linguistic features relate the meaning. In literal interpretation, phonological, lexical, and syntactic operations are used to convey the meaning without seeing the context or context-free so it cannot be changed by context (Glucksberg, 2001, p. 8). In interpreting the slogans, the readers will understand the context through word choices, and that they will interpret the meaning of a word or phrase before relating the context.

One of the advertisements that uses slogans in its advertising language is laptop advertisement. Advertisers choose words to describe the features of the laptops. They have target audiences to persuade this product. They want their target audiences to understand messages they deliver.

It is interesting to analyze the language of advertisements. There are three reasons for this. First, the language of advertisements gives information about the product such as its features, functions, uses or styles. Second, most of advertising slogans use lexical features to persuade consumers, which need to be explored further. Third, lexical features are used because it relates to the term of linguistics and to get a better understanding of the nature of advertising language.

Based on the above issues, the researchers conducted a study on lexical features of slogans in laptop advertiesements.

This study was done to find out the kinds, functions of the lexical features in laptop advertisement slogans which has unique

characteristics and as well as the target audience of the product.

2. METHODOLOGY

This research used a descriptive approach. Descriptive approach is a technique that is used to determine, describe, or give phenomenon which happens naturally without manipulation (Tarigan, 1993, p. 106). In this study the researchers used the method to describe the data obtained and interpret the data based on the researchers's competence and some experts' theories.

In this study, there were some steps that the researchers used to analyze the data. Firstly, the researchers took some slogans that correspond to the lexical analysis criteria. Secondly, the researchers classified the data into categories of lexical features. Finally, after categorizing the data, the researchers interpreted the functions and the target audiences in laptop advertisement slogans. The analysis of data was done based on the theories of Zhu (2006).

Zhu (2006) states that there are some lexical features in advertising, and they are:

1) The Use of Monosyllabic Verbs

Monosyllabic are preferred in advertising. Monosyllabic verbs make the advertised information easily understood and remembered, advertisers usually employ simple words. Such words as "make, get, take, try, come, go, have, need, see, use, give, serve, choose, let, look, call, come are often found in advertisements. For examples, *Buy one get one* - Twins T-Shirts's

slogan, *Be in Advance* –Advan's slogan. In advertisements, short words are usually the most familiar and therefore the most easily by a wide range of readers.

2) The Use of Weasel Words

Weasel words are used to evade or retreat from a direct or forthright statement or position. The ultimate goal of advertising is to persuade readers to buy a certain kind of product, the word "buy" is rarely used in ads. This is because the word "buy" contains the meaning "to obtain something by giving money" which often makes people associate with their "unwilling outgoings". Accordingly, a wide range of verbs with the connotation of "buy" is used, for examples bring, give, help, offer, plus, prevent, provide, save, and solve. For example: *For incredible speed and accuracy, try the Minolta 7000, the world's first body-integral auto-focus SLR* -Minolta Camera's slogan. The word "try" which replace "buy" to fulfill the "get action" requirement seems more euphemistic and even more attractive. The verb "try" indirectly urges the potential customers to buy and consume it.

3) The Use of Favorable Words

As the purpose of advertising is to introduce and describe the performance and qualities of the products, positive modifiers. Advertisers use favorable adjectives to illustrate the function and nature of the advertised item. They are:

a) Adjectives

Positive adjectives, such as emotive adjectives and evaluative adjectives, are frequently used in the creation of advertising.

For example, *Leading Innovation* –Toshiba’s slogan. In this example, the word “leading” indicates that Toshiba has applied the newest technology in laptop in its products and ensured its best quality. Favorable adjectives confirm the desirable qualities the products have. They help readers establish an affirmative attitude towards the products.

b) Noun Words

Noun words of advertising is to describes a person, a place or a thing, a quality or activity of the products. Advertisers use the nouns words to explain quality of products. The example of noun word in Advan’s slogan: *Soulmate*. The function of noun word in this slogan is to describe that the product can be used as a tool or media to share experiences, thoughts or feelings, including comments on events outside or directly experience.

4) The Use of Comparative and Superlative Degrees

In addition to favorable adjectives, advertisers tend to use comparative and superlative degrees to indicate the excellent quality of their product or service. The advertisers do not make specific comparisons between their product and others by naming or referring to their rivals. The example of superlative degrees in Alienware’s slogan :*The most powerful 17” laptop in the universe*. In this example, an advertiser uses the superlative degree to describe the uniqueness of the products especially the laptop screen. By using superlative degree, the advertisement conveys the message that the product advertised have the best screen size 17 of its kind without speaking ill of others.

5) The Use of Personal Pronouns

The use of personal pronouns is extremely common especially “you” and “we” in advertising. It makes the language sound warm and friendly, help to narrow the gap between the advertiser and the reader, and make the ads more appealing. For examples: *We believe in mobile computing without barriers* -Dell’s slogan. In this example, the pronoun "we", the advertiser gives the reader the impression that he was only able to enjoy the convenience without any restrictions on when travel with laptop. Through the use of personal pronouns, the advertisers try to convince the reader that all the products they offer are needs, benefits, and inform the reader to do the purchase.

6) The Use of Compounds

Compounding is a process in which two different words are joined together to denote one thing. Compounds are easy to form and their forms are many and varieties. In advertisements, a compound consisting of a number of simple words may convey unusual meaning and so arouse readers rich associations. For example: *You can lose twice the weight with the slim-fast plan*- slim fast’s slogan.

In this example, the compound “slim-fast” is used to modify “plan”, meaning “which makes you slim fast”.

7) The Use of Neologisms

Neologisms are a newly coined term, word, or phrase and the process of entering common use. In advertising neologisms can be categorized as coinage, anagrammatic spelling, and borrowed words.

a) Coinage

New words or phrases created by means of imitation are not rarely seen in advertising. Such newly coined words and phrases may suggest that the product advertised possesses peculiar qualities as well as the value of novelty. In English, affixes are often used to coin new words. The most commonly used affixes include super -, ex -, ultra-, auto -, and -aid. For example: *Everywear* –Burton Menswear’s slogan. The slogan has a special meaning in specified context. Montague Burton persuades readers to wear his clothes.

b) Anagrammatic Spelling

Anagrammatic Spelling is a word or phrase formed by reordering the letters of another word or phrase. It is used to make the advertising text unusual and memorable. And one of the simplest ways to call reader’s attention is to use unexpected letters. This can be achieved by using infrequently encountered letters, such as -q, -x, -z, or by deliberately altering the spelling of words. For example, the slogan of an ad by Heinz: *Beanz Meanz Heinz*.

The slogan attracts readers’ attention by using the letter -z in place -s in the words “beans” and “means”, hence creating a new spelling.

c) Borrowed Words

Borrowed words are taking a word from one language and incorporating it into another. The advertisers sometimes deliberately put some foreign words in the advertising text to make the product appear exotic and hence more appealing.

Next, the lexical functions were analyzed based on Ramos, Tutin, and Lapalme (2011, p. 2).

The lexical functions cover both types of lexical correlation.

a) Semantics

Semantics is the study of meaning. Semantics tries to understand what meaning is as an element of language and how it is constructed by language as well as interpreted, obscured and negotiated by speakers and listeners of language. Speaker begins with a lexical unit, choose a key word to express the meaning that can be understood by the reader. Speaker uses the synonym as a keyword.

b) Collocations

Collocations are phraseological expressions of language. Collocations can be considered as a sort of ‘addition’ to language or ‘characterization’ of language. If language designates a situation or an object, a language designates a property or a state of language or else an action that the referent of language can accomplish or that can be carried out on the referent of language.

Collocation refers to a group of two or more words that usually go together. Even though it possible to use other word combinations, understanding collocations help reader to understand the meaning speaker. For example, the internet is a good place to *do research*. The word “*do research*” is a collocation. Everyone says *do research*, not *make research* because *make* collocates with things that are created and *do* collocates with task.

3. RESULTS AND DISCUSSION

From this study, the researchers found that there are seven kinds of lexical features used in 20 laptop advertisement slogans. They are monosyllabic verbs, weasel words, adjectives, noun words, comparative and superlative degrees, personal pronouns, and coinage. Monosyllabic verbs are used in two slogans, such as *Advan slogan* and *Hp slogan*. One weasel word is used in *Compaq slogan*. Adjectives are used in seven slogans. They are *Acer slogan*, *Asus slogan*, *Axioo slogans*, *Samsung slogan*, *Sony Vaio slogan*, *Toshiba slogan*, and *Zyrex slogan*. Noun words are used in two slogans, such as *Advan slogan* and *LG slogans*. Comparative degree is used in *Sony Vaio slogan*. Superlative degree is used in *Lenovo slogan* and *Alienware slogan*. Personal pronouns are used in *Axioo slogan* and *Dell slogan*. And coinage is used in three slogans, such as *Apple slogan*, *Lenovo slogan*, and *Hp slogan*.

The function of lexical features in each slogan is to describe information based on the purpose of each slogan and makes slogans become interesting and unique. Monosyllabic verbs are used to make information delivered through slogans be easily understood and remembered. Weasel words are used to state different connotations of words and meanings related to the price. Adjectives are used to introduce and describe the performance and the qualities of the products. Noun words are to refer a person, a place, or qualities of the products. Comparative and superlative degrees are used to compare and describe the uniqueness of the products. Personal pronouns are used to shorten

distance between the advertisers and the consumers, and to convince consumers that all the products can meet their needs, and coinage is used to reflect to memorable, and special meaning in the specified context.

The target audience of the slogans is consumers who use the product for different purposes based on the meanings and the context of the slogans.

3.1 Slogans Containing Monosyllabic Verbs

Advan slogan and Hp slogan contain monosyllabic verbs. The Advan slogan is *Be in advance*.



Figure 1. The Advan Slogan

The function of this slogan is to reflect the memorable and understable slogan for the reader. *Be* in literal meaning means to occur and *in advance* means to make progress. Based on the slogan, the researchers related the function of lexical and the interpretation. *Be in advance* means that this laptop is made up to improve the progress in terms of features and specifications on the laptops. This laptop is designed to be the center of attention.

The target audience of this slogan is consumers who want to be the center of attention when they use the laptop. The laptop is targeted for people who work in office, such as managers

and administrators. This advertisement slogan persuades people who need to own laptops with complete specifications and features.

The Second slogan which uses the monosyllabic verbs is Hp slogan. The Hp Slogans are *create, share, and shine*. In literal meaning *create* means to produce or make something new or original. *Share* is telling (as thoughts, feelings, or experiences) to others. *Shine* is to perform extremely well. *Create, share, and shine* is something that is done by human.

The function of monosyllabic verbs in this slogan is to reflect an easily understood slogan because it employs short and simple words. Based on this slogan, the researchers related it to the literal meaning. *Create, share, and shine* means that this laptop can support the activity of users. It leads the audience's to have opinion that this laptop is a part of their activity. This slogan persuades people who need a comfort and joy using the laptop to buy it.

The target audience of this slogan are consumers who need a laptop to support their activity. It is addressed to people who like to do certain activity, such as journalists who use laptop to create the news.



Figure 2. The HP Slogan

3.2 Slogan Containing Weasel Words

Weasel word is used in Compaq slogan. The slogan is *Mobility that matches your budget*.



Figure 3. The Compaq Slogan

In literal meaning, matches means to be suited to someone. *Budget* is an amount of money available for spending that based on a plan. *Budget is also related to money. The function of weasel word here is to state a different connotations of the word and meaning related to the price.*

Through linguistic features that are used in slogan, the researchers connected the function with the interpretation of the slogan. Matches in this slogan connote the meaning of buying a laptop without *spending a lot of money*.

Matches in this lexical expression is related to the special price offered in this laptop. *Matches* means that this laptop offers affordable price for consumers. *Your Budget* in this slogan means that an amount of money available to buy a laptop. *Your Budget* helps consumers make sure that they can fit the money they have with the laptop they need. *Budget* also helps them to save money when they buy this laptop. When consumers have planned to buy a laptop, they set a budget for buy it. They will see the price of laptops and then they compare the price with the

other laptops. It is a human characteristic. It is something that humans usually do.

The target audience of this slogan is consumers who need a laptop with low price, such as students or colleges who often compares the price of some products in order to find low price. The advertisers also make consumers see the prices of laptop that match with their budget.

3.3 Slogans Containing Adjective Words

Eight slogans contain adjective words are Acer slogan, Advan slogan, Asus slogan, Axioo slogan, LG slogan, Samsung slogan, Sony Vaio slogan, Toshiba slogan, and Zyrex slogan.



Figure 4. Acer Slogan

Acer's slogan is *Responsive and Energy Efficient Performance for Everyday Computing*. This slogan uses adjective words *responsive and energy efficient*. *Responsive* in literal interpretation means that reacting in a positive way. *Responsive* is also related to environment. *Energy efficient* is sometimes simply called energy efficiency. The function of adjective word is to introduce and describe the performance of this laptop.

Through linguistic features used in this slogan, the researchers relates the literal interpretation and lexical function. *Responsive*

means that this laptop is reacting to the use of energy. *Energy efficient* in this slogan emphasizes to use laptop that the laptop requires less energy or it does not need excessive energy. *Performance for everyday Computing* shows that this laptop is used for daily activities. When consumers use the laptop, they can save the energy needed on the battery as well as the power. It is the point that the advertiser wants to sell to the consumers.

Using this laptop also means that the company and consumers can save environment from global warming. With its slogan, the advertiser tries to persuade the consumers who need a save energy laptop on consumption. The target audience of this advertisement is students, colleges or workers who use laptops for quite long hours with no worries of losing the power.

Second slogan which uses adjective words is Asus slogan. The Asus's slogan is *Inspiring Innovation. Persistent, Perfection*.



Figure 5. ASUS Slogan

In literal meaning, *Inspiring* means exciting and encouraging you to do feel something. *Innovation* is the act of innovating introducing of new thing or methods. *Innovation* relates to creativity to make new products. The

function of the adjective word is to describe that this laptop is highly innovative that remains consistent.

Based on this slogan, the researchers related the lexical function and its literal meaning. *Inspiring* means that this laptop is highly innovated which can share new inspiration to other laptops. *Persistent* means determined to do something despite difficulties. The word *Persistent Perfection* are words that describe the process of improving something becomes perfect. It means that this slogan tells people that the company takes the priority on customer satisfaction. It persuades consumers that the company guarantees its product.

The target audience of this slogan are consumers such as students, and workers that need perfect technology, great specification and features of this laptop.

Another slogan which uses adjective words is Axioo slogan. The Axioo slogan is *Thin & Powerful*.



Figure 6. Axioo Slogan

Thin in literal interpretation means not thick. *Thin* is related to the body of the laptop. The word *powerful* means having or producing a lot of physical strength. The function of these

adjective words here are to present the performance and the quality of the laptop.

Through linguistic features used in this slogan, the researchers connected the function with literal interpretation of the slogan. *Powerful* describes the battery of this laptop. *Powerful* means this laptop can save more energy. *Thin & Powerful* means that this laptop has slim body with a great power. It is the message that advertiser wants to deliver to the consumers.

The target audience of this slogan are consumers as auditors and travellers who need laptop that is easy to carry anywhere, and the one that is energy saving.

Another slogan, which uses adjective words, is Samsung. The slogan is *Smart performance in stylish design*.

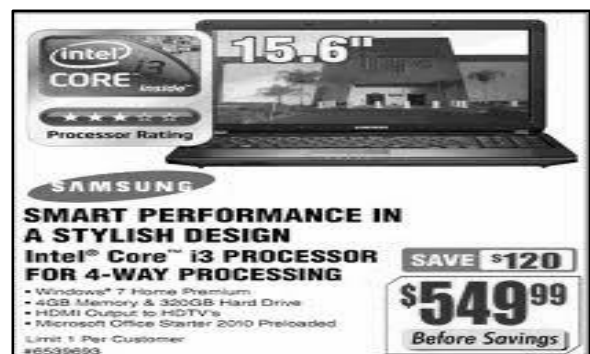


Figure 7. Samsung Slogan

In literal interpretation *smart* means attractive and new looking. *Performance* is ability to operate efficiently, react quickly. The function of adjective is to present performance of this laptop. This laptop is built with large memory in one system.

The word *stylish* means fashionable, elegant and attractive. *Stylish design* refers to the features and design of this laptop. The slogan

clearly describes that this laptop is for stylish people. *Through linguistic features in this slogan, the researchers relates literal interpretation and the lexical function. Smart performance in stylish design* means that this laptop has a power of capacity of memory with attractive design.

The target audiences of this slogan are programmers who usually need a large capacity of memory to save any program or data. This advertisement slogan persuades consumers who need a laptop which has a good performance with beautiful design.

Other slogan, which use adjective words, are Sony Vaio. The slogan is *Lightweight like no other*.



Figure 8. Sony Vaio Slogan

In literal interpretation, *Lightweight* is made of thinner material and less heavy than others. *Lightweight* relates to body of the laptop. The function of this slogan is to explain the product's quality. The word *like no other* means having something that the others do not have. Based on this slogan, this researchers relates the function and literal meaning. *Lightweight* means that this laptop *has an efficient size*. Advertiser persuades people who need lighter laptop. The target audiences of this advertisement are sales marketing who are mobile and need thin laptop to bring anywhere.

Toshiba's slogan is *Leading Innovation*. *Leading*, in literal meaning means in the first position. *Leading* means having something more than the others or having something that the other may not have. *Leading* also relates to human behavior. The word *Innovation* means a new idea or technique. *Innovation* is the act of innovating and introducing of new things or methods. *Innovation* relates to creativity to produce new products. The function of the adjective word is to confirm the desirable qualities that products have.

TOSHIBA
Leading Innovation >>>
Intel® Core™ 2 Duo Processor P7350
WITH 3GB MEMORY & 500GB HARD DRIVE

- Windows Vista® Home Premium Service Pack 1
- DVD-SuperMulti (+/-R double layer) with Labelflash™ Drive
- 15.4" widescreen WXGA with TruBrite® Technology
- Intel® Wi-Fi Link 5100AGN (802.11a/g/n)
- Webcam and Microphone Built into LCD bezel

Limit 1 Per Customer
 A305-6863 #5680241

SAVE \$200
\$899.99
 AFTER SAVINGS
 Regular Price: \$1099.99

Figure 9. Toshiba Slogan

Based on this slogan, the researchers connected the function and its literal meaning. *Leading Innovation* means that it has complete features and specifications. *Leading innovation* indicates that this laptop has applied the newest technology and ensured its best of quality. It will become the most popular laptop. The use of word *leading innovation* means that advertiser of this product wants to persuade audience that this laptop is the most wanted. The target audience of this slogan are consumers who want to be the center of attention, such as entrepreneurs who like innovative features with best technology.

The last slogan which uses the adjective is Zyrex's slogan. The Zyrex slogan is *feel new gaming experience*.



Figure 10. Zyrex Slogan

In literal interpretation, *feel* means to have the sensation or an impression of something. *Feel* relates to the emotional owned by human. The word *new gaming* means new activity to spend time by playing games. It invites consumers to feel the new era of playing game. The function of this adjective word is to describe the new sensation of performances and features of this laptop.

Through linguistic features used in this slogan, the researchers connected the lexical function with literal interpretation.

Feel new gaming experience means that this laptop has a good feature that game players need to bring a new sensation when they play game. People can feel new dimension when they use it. Although it has small body with vary widely colors, it has a fast enough speed to play game. It is supported with 1Gb memory to save some games. The player who always wants a new dimension and the speed can use it.

This slogan target is emotion, where this laptop describes a feeling or a new sensation when they play game on it. The target audience of this slogan are games lovers.

1) Slogans containing Noun Words

Noun word is used in Advan slogan. The slogan is *Soulmate*. In literal interpretation, *Soulmate* is a person with whom you have an immediate connection the moment you meet, a person who can always make you smile, who shares your hopes and dreams. It is human feeling. It is something that human usually does. The function of noun word in this slogan is to describe that the product can be used as a tool or media to share experiences, thoughts or feelings, including comments on events outside or direct experience. *Soulmate* relates to our soul. When consumers see the slogan of this laptop they will feel that this laptop can be their loyal companion.

The target audience of this laptop is consumers who need laptop to help them with their jobs such as novelists who need a laptop as part of their lives. They believe their lives is not complete without it. This advertisement persuades people who need laptops with complete specifications and features to have.

Second slogan which uses noun word is LG. The LG's slogan is *Style for your life*. In the literal interpretation, *Style* means a particular kind, sort, or type, as with reference to form, appearance, or character. *Style* means a distinctive manner. *Style* is something that



Figure 11. The LG's Slogan

The function of noun word in this slogan is to indicate that the product matches with life style. The word *your life* is the period between present and future. The literal meaning of the word *style* is a distinctive appearance, typically determined by the principles according to which something is designed, quality of being fashionable. This slogan tells audience that this laptop has features to match with consumers' life style. *Style for your life* shows that the characteristic of laptop matches each modernized period. This advertisement slogan persuades people to have laptops with complete specifications and up-to-date features. The target audience of this slogan are parents who follows the development of globalization era and who need a laptop as necessities of their lives.

2) Slogan containing Comparative degrees

Sony Vaio slogan contains comparative degree. Sony Vaio slogan is *More Colour, More Style*. In literal interpretation, *colour* means a visible quality that the objects have, produced by the way they reflect light. *Style* means a particular kind, sort, or type, as with reference to form, appearance, or character. In literal interpretation, this slogan means that this laptop is a combination of style and colour design. The function of the lexical word is to compare the distinctive style and color design that this product has to other products.



Figure 12. Sony Slogan

Based on the language of slogan, the target audience of this advertisement are young people who need laptop that makes them feel confident while using the product. The slogan clearly describes that this laptop is suitable for stylish people. Young people are persuaded to know this product. From the colour and the style of this laptop, this laptop is made for people who like colorful design. In the urban area, laptops have already been part of lifestyle. Therefore, the target audiences of this slogan are urban young adults or teenagers.

3) Slogans Containing Superlative Degrees

Alienware slogan and Lenovo slogan contain superlative degrees. Alien ware's slogan is *the most powerful 17" laptop in the universe*. In literal meaning, *Powerful* means having great power. It relates to work in physics. The function of superlative degree in this slogan is to describe the uniqueness of the product. The word *Powerful* means that this laptop has more than sufficient power to play games. It has great power processor and high-quality display.

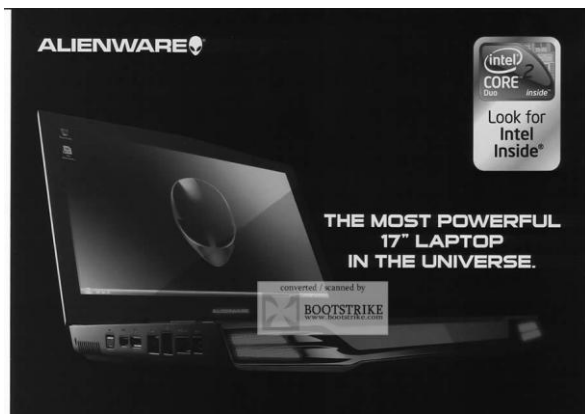


Figure 13. Alienware Slogan

The Most Powerful 17" in this slogan indicates excellent laptop screen of this laptop. *In the Universe* in this advertisement defines the totality of existence, as a symbol of Alienware as Alien. *The most powerful 17" laptop in the universe* in the advertisement conveys the message that it offers a widescreen laptop compared to the other laptop size. People can feel this powerful screen laptop when they use it. Since this slogan of advertisement uses the word *powerful*, it is related to the specification of this laptop. It is something that the advertiser wants to deliver. The target audiences of this slogan are consumers such as designers or architects who need laptops with big screen as their target.

The second slogan which uses superlative degree is Lenovo. Lenovo's slogan is *Styles the best*.

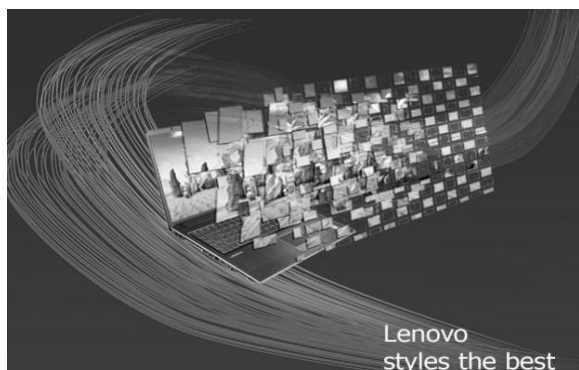


Figure 14. Lenovo's Slogan

In literal meaning, *the best* is on top of other products in quality or value. *Styles* means a distinctive manner. *Styles* is related to human behavior. The function of superlative degree in this slogan is to describe the best product of any kind of laptops.

Based on the slogan, the researchers connected the function with literal interpretation of the slogan. *Styles the best* shows that the appearance of this laptop has the best styling development. This laptop is the best in its class.

The target audiences of this slogan are consumers who are perfectionist or the exclusive people such as artists. The advertisers focus on the consumers who need style or features that it has. In other words, this laptop is made for urban people who love styles.

4) Slogans containing Personal Pronouns

Two slogans contain the personal pronouns. They are Axioo's slogan and Dell's slogan. In Axioo's slogan is *Your Lifetime Partner*, *your* is the addressee of slogan. *Lifetime* means that the time during which something lasts or is useful. The function of personal pronoun in this slogan is to persuade the readers that all the products offered suitable product for customers' needs or benefits. The word *partner* means the one who works with us and the one who helps us in everything. This slogan takes the part that is usually done by human, especially giving help in working.

Through linguistics features used in slogan, the researchers relates the literal interpretation and lexical function. *Your Lifetime Partner* means this laptop can be used as a tool or media to work for life-long period. The target

domain of this slogan is the economy because the term *partner* is commonly used in economic aspect. The target audience of this advertisement are consumers such as employees who need a laptop to support their job.

Second slogan which uses the personal pronoun is Dell. In Dell's slogan *We believe: In Mobile Computing without Barriers*, the pronoun *we* refers to the company/manufacturer.



Figure 15. Dell's Slogan

In literal interpretation, *believe* means to feel sure of the truth of something. *Mobile* means something that can move or be moved easily and quickly from place to place. *Mobile* is a word that describes an activity that is done by human. The function of personal pronoun in this slogan is to persuade the readers that all the products offered suitable product for customers' needs or benefits.

Through linguistic features used in this slogan, the researchers connected literal interpretation with lexical function. This slogan uses personal pronouns because the advertiser gives information about this laptop that it has a reasonable size. The rest of the slogan *computing without barriers* also describes the features of slogan. It shows that this laptop can be used anywhere, anytime. It is completely light

weighing, less than 2 pounds. It can easily fit into a backpack or purse, or it can even be easy to carry with one hand. This laptop has sufficient energy or power to use for quite long. The target audiences of this slogan are consumers such as travelers who need a simple laptop to carry for traveling.

5) Slogans containing Coinage

Three slogans contain coinage are Apple's slogan, Lenovo's slogan, and Hp's slogan. The first slogan is Apple. Apple's slogan is *Think Different*.



Figure 16. Apple's Slogan

The phrase *think different* is created by Steve Jobs and Lee Clow for Apple's slogan. In literal interpretation, *think* means to have an opinion. *Think* relates to human brain. *Different* means not the same. *Think Different* is created deliberately to tell people that Apple is different from other computers. They hope Apple should be aligned with the creativity of personalities and people making an impact on the twentieth century.

The function of coinage in this slogan is to describe that the slogan has a special meaning in the specified context. Based on the ground concept *Think different*, means that when people think about a future laptop, it is this laptop. It

includes the style, the feature, and its strength. It covers all what people need from a laptop. One of features of this laptop is a security code of finger to open the laptop. Only the owner of the laptop can get access to it. People can save documents or videos in this laptop. With this slogan, the advertisers try to persuade the consumers the distinctive features of this laptop. The target audience of this advertisement are accountants or whoever that needs laptop to save documents as a secret file or information.

The second slogan which uses coinage is Hp. Hp's Slogan is *Invent*. The word *Invent* is created by Redington Hewlett and Dave Packard. In the literal meaning, *invent* means to make or design something that didn't exist before. They use the word "invent" in the broadest terms. They think *Invent* is an idea, a solution, and creation to produce (something useful) for the first time. The function of the slogan is to present a new word with special meaning to attract the audience.

Through the ground concept of *Invent*, the researchers connected the function and its interpretation. *Invent* in the slogan means that this laptop has new device and system for each type of laptop. With this slogan, the advertisers get the readers to know the specification of this laptop and give complete guidebook when consumers buy it. The target audience of this slogan are mechanical engineers or programmers who love surfing with new system.

The last slogan that uses coinage is Lenovo. The Lenovo's slogan is *Thinkpad*. The name *ThinkPad* is created by Thomas J. Watson, he is also the creator of the IBM's slogan "*Think*". The series of Lenovo were originally

designed, developed, and sold by IBM - International Business Machines until Lenovo acquired the brand in 2005. The function of the slogan is to present a new word with special meaning to catch the customer's attention.

Based on the ground concept, *Thinkpad* means to indicate that this laptop is produced for the future. The term *think* shows what people think about a laptop. It includes the style and features. It covers all what people need. *Thinkpad* in the slogan means that this laptop has unique design like tablet or lpad. Laptop's screen is separated from its keyboard. People can use this laptop with/without the keyboard or by touching the screen.

The target audiences of this advertisement are fund managers who need a simple laptop and have multiple purposes. It is suitable to be used anywhere; in office or home.

In general, the linguistics features in each slogan enable us to see messages from the advertisers which has relationship between the function of lexical and the target audience of it. It also allows us to interpret of every word from the context in each slogans *create*, *share*, and *shine*. The words *create*, *share*, and *shine* describe activity of human. By using the monosyllabic verbs, the readers can get the messages conveyed in the slogans. It clarifies that this laptop is really advantageous to support the job.

Weasel words is connected as a form of price. For example, in Compaq's slogan "*Mobility that matches your budget*", Weasel word *matches* has connotative meaning of buying a laptop without spending a lot of money. This slogan convinces the readers that this laptop

is not expensive. It clarifies that this laptop is really concerned with the price. The use of adjective words by the advertisers aims at giving the information of qualities of the product. As in Toshiba's slogan, *Leading Innovation*, the word *Leading Innovation* indicates that this laptop has applied the latest technology and ensured its best quality.

The use of nouns in the slogans in an advertisement is to refer to a person, a place, or qualities of the products. For example, in Advan's slogan *Soulmate*, the advertisers deliver the information that the product has all features that the consumers need. The use of comparative and superlative degrees is to show that the product has distinctive qualities such as that of Sony Vaio's slogans, *More Colour, More Style*. The advertiser also uses superlative degree to describe the uniqueness of the product, as in Lenovo's slogan, *Styles the best*. The word *Styles the best* indicates an excellent quality of product here. The advertiser informs the readers that this product has the best quality. The use of personal pronouns in the slogan is to get the readers feel that the advertisers care about the customers. For example, in Axioo's slogan *Your Lifetime Partner*, the word *Your Lifetime Partner* here is to give information to the customers that they can use this laptop as a tool or media to help them in their activities.

Finally, the last linguistic feature used is coinage. The purpose of the advertiser using the coinages is to give information about what they think about this product. In Apple's slogan, *Think Different*, the word *Think Different* is created deliberately to tell people that Apple's products are different from other products.

4. CONCLUSIONS

The conclusion drawn from the analysis shows that there are 7 kinds of lexical features which are used in 20 slogans. They were (1) monosyllabic verbs in 2 slogans (Advan and Hp), (2) Weasel word in 1 slogan (Compaq), (3) adjective words in 7 slogans (Acer, Asus, Axioo, Samsung, Sony Vaio, Toshiba, and Zyrex), (4) noun words in 2 slogans (Advan and LG), (5) comparative degree in 1 slogan (Sony Vaio) and superlative degree in 2 slogans (Lenovo and Alienware), (6) personal pronouns in 2 slogans (Axioo and Dell), (7) coinage in 3 slogans (Apple, Lenovo, and Hp). From the findings above it can be seen that more laptop advertisement slogans use adjective words. The advertisers use them to describe the performance and quality of the products. Coinages are in second position in laptop advertisement slogans. The advertisers use them to give information to the customers that the products are suitable with customer needs. Adjective words and coinage are often used in the advertisement slogans than other lexical features.

The function of lexical features in each slogan is to represent the meaning of each word and to show how the meanings of the words in the slogans are connected to each other. Based on the analysis, each slogan has its own meaning based on its target audience. They have different meanings for different target audience. The target audience in each slogan is based on the features, functions, uses or styles for each type of laptop. From these twenty slogans, the researchers found out various target audience. They are the people who need laptops to support

their jobs or activities, people who choose laptops based on the price, people who need laptop with perfect technology and great specification, and people who need light laptop and energy saving to carry anywhere for any purpose.

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