

**FUNCTIONAL SEMANTIC ANALYSIS ON NIVEA'S PRINTED
ADVERTISEMENTS**

THESIS

Presented to
Universitas Islam Negeri Maulana Malik Ibrahim Malang
In partial fulfillment of the requirements for the degree of *Sarjana Sastra (S.S.)*

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MALANG
2018**

CERTIFICATE OF THESIS AUTHORSHIP

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Malang, June, 2018

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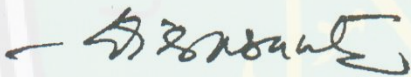
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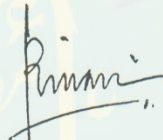
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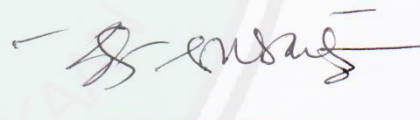
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MOTTO

YOUR DECISIONS TODAY WILL AFFECT YOUR FUTURE
SO MAKE SURE YOU CHOOSE WISELY

~I LOVE YOO~



DEDICATION

This thesis is dedicated to:

My beloved parents who always love me.

My father, Mulyono, and my mother, Aning Lestari.



ACKNOWLEDGMENTS

Alhamdulillahirobbil 'alamin, all praises belong to Allah SWT, the Beneficent and the Merciful. By Allah's guidance and blessing, the researcher can complete this thesis entitled *Functional Semantic Analysis on Nivea's Printed Advertisements*. Also, *Sholawat* and *Salam* are always extended to Prophet Muhammad SAW, who has guided the people to the right path of Islam.

Special thanks and gratitude are extended to Mr. Djoko Susanto M.Ed., Ph.D., as my great supervisor. Thank you for all suggestions and patience which are awfully useful to finish my thesis. Without your guidance, my thesis means nothing.

I extend my appreciation to my family: my parents (Mulyono and Aning Lestari), my beloved brothers (I'zaz and Firza), and Petung's Family and Tulung's Family. Thanks for your support, love, and pray. As my precious family, you give me power to write this thesis.

Special gratitude also belong to my friends who make my life both happy and sad; to all my friends from Ek Class 2014, PERMADA UIN, 621 Malang, Unfaedah Group, Thailand Squad, Mr. Djoko's Squad, Inovator Nusantara aka GILS, Ketimbang Ngemis Malang and the last English Letters Department 2014, and all that I cannot mention in details.

Finally, I appreciate any suggestions from readers for the betterment my thesis. Hopefully, this thesis will give advantages to all people.

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ABSTRACT

Yananingtyas, Halimatus Zahro. 2018. *Functional Semantic Analysis on Nivea's Printed Advertisements*. Thesis (*Skripsi*). Malang: English Letters Department, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

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Definition of Key Terms: Meaning, Associative Meaning, Advertisements, Nivea

This study aims at exploring the meaning on Nivea's printed advertisements in order to discover the relational aspect and ideological aspect of Nivea's product that constructed by Nivea's company in printed advertisements. The objective of this study is to find out the meaning and describe types of associative meaning that appears on Nivea's printed advertisements. Although there are many types of meaning, the researcher focuses only on Associative types of meaning that consist of 5 subcategorized; Connotative, Affective Collocative, Reflected, and Stylistic meaning to get comprehensive analysis.

This study uses qualitative approach by document analysis because the study focuses on identifying meaning of use and categorized into associative types of meaning. The writer collected the data by looking at the meaning of Nivea's printed advertisements. In analyzing the data, the writer applied Leech's theory. The categorization of associative types of meaning found in the fifteenth advertisements.

The writer found that there where connotative meaning 44 %, Affective Meaning 29 %, Reflected Meaning 3%, Collocative Meaning 18 %, and Stylistic Meaning 3 % that appears on Nivea Printed Advertisements. Each meaning has a very important role to build up the message delivered by the advertisers. The categorization based on the meaning of every advertisements. It has function to make clear, support and strengthen up particular advertisements.

The writer suggests that the next researchers analyze other objects as the data in conducting a research related to the semantic study like television, or newspaper in order to obtain various results. Different Semantic theory is also suggested to apply in order to broaden and to gain a better understanding about Semantic.

ABSTRAK

Yananingtyas, Halimatus Zahro. 2018. *Functional Semantic Analysis on Nivea's Printed Advertisements*. Skripsi. Malang: Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Pembimbing: H. Djoko Susanto, M. Ed., Ph.D.

Kata Kunci: Makna, Makna Asosiatif, Iklan, Nivea

Penelitian ini bertujuan untuk mengeksplorasi makna pada iklan cetak Nivea untuk menemukan aspek relasional dan aspek ideologis produk Nivea yang dibangun oleh perusahaan Nivea dalam iklan cetak. Tujuan dari penelitian ini adalah untuk mengetahui makna dan mendeskripsikan jenis makna asosiatif yang muncul pada iklan cetak Nivea. Meskipun ada banyak jenis makna, peneliti hanya berfokus pada tipe-tipe Makna Asosiatif yang terdiri dari 5 subkategori; makna Konotatif, Afektif, Kolokatif, Refleksi, dan Stilistik untuk mendapatkan analisis yang komprehensif.

Penelitian ini menggunakan pendekatan kualitatif dengan analisis dokumen karena penelitian ini berfokus pada pengidentifikasian makna penggunaan dan dikategorikan ke dalam jenis-jenis makna asosiatif. Penulis mengumpulkan data dengan melihat makna iklan cetak Nivea. Dalam menganalisis data, penulis menerapkan teori Leech. Pengkategorian jenis asosiatif dari makna yang ditemukan dalam iklan kelima belas.

Penulis menemukan bahwa ada makna konotatif 44%, makna Afektif 29%, makna Refleksi 3%, makna Kolotatif 18%, dan makna stilistik 3% yang muncul pada iklan cetak Nivea. Setiap arti memiliki peran yang sangat penting untuk membangun pesan yang disampaikan oleh pengiklan. Pengkategorian berdasarkan makna dari setiap iklan. Ini berfungsi untuk membuat jelas, mendukung dan memperkuat iklan tertentu.

Penulis menyarankan agar peneliti selanjutnya menganalisa objek lain sebagai data dalam melakukan penelitian yang berkaitan dengan studi semantik seperti televisi, atau surat kabar guna memperoleh berbagai hasil. Perbedaan Teori semantik juga disarankan untuk diterapkan dalam rangka memperluas dan untuk mendapatkan pemahaman yang lebih baik tentang Semantik.

ملخص

ينانجتياس، حليلة الزهرة .2018. "تحليل الدلالي الوظيفي على الإعلانات المطبوعة في نيفيا." البحث العلمي. مالانج: قسم الأدب الإنجليزي. كلية العلوم الإنسانية. جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج.

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الكلمات الرئيسية: المعنى ، المعنى الاقتراضي ، الإعلانات ، نيفيا

تهدف هذه الدراسة إلى استكشاف المعنى على الإعلانات المطبوعة في Nivea

من أجل اكتشاف الجانب العلائقي والعلاقة الأيديولوجية لمنتجات Nivea التي أنشأتها شركة Nivea في الإعلانات المطبوعة. الهدف من هذه الدراسة هو معرفة المعنى ووصف أنواع المعنى النقابي الذي يظهر على الإعلانات المطبوعة في نيفيا. على الرغم من وجود العديد من أنواع المعنى ، يركز الباحث فقط على الأنواع ذات الصلة من المعنى التي تتكون من 5 فئات فرعية ؛ المعنى المفهوم ، اللفظي ، المعكوس ، والأسلوب المعنى للحصول على تحليل شامل .

تستخدم هذه الدراسة مقارنة نوعية من خلال تحليل الوثيقة لأن الدراسة تركز على تحديد معنى الاستخدام وتصنيفه إلى أنواع ارتباطية للمعنى .. قام الكاتب بجمع البيانات من خلال النظر في معنى إعلانات نيفيا المطبوعة. في تحليل البيانات ، طبق الكاتب نظرية ليتش. تصنيف الأنواع الترابطية للمعنى الموجودة في الإعلانات الخامسة عشر .

وجد الكاتب أن هناك معنى معنويا 44% ، المعنى العاطفي 29% ، المعنى المعقول

3% ، المعنى التعاوني 18% ، والمعنى الأسلوبي 3% الذي يظهر على الإعلانات المطبوعة نيفيا. كل معنى له دور مهم للغاية لبناء الرسالة التي يقدمها المعلنون. التصنيف يعتمد على معنى كل الإعلانات. لديها وظيفة لتوضيح ودعم وتعزيز إعلانات معينة.

يقترح الكاتب أن الباحثين القادمين يحللون أشياء أخرى مثل البيانات في إجراء بحث يتعلق بالدراسة الدلالية مثل التلفزيون ، أو الجريدة من أجل الحصول على نتائج مختلفة. يقترح أيضا تطبيق نظرية الدلالية من أجل توسيع الفهم والحصول على فهم أفضل.
حول Semantic

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CHAPTER I INTRODUCTION

The first chapter divided into several parts. In this chapter, I explain about the background of the study, research question, objectives of the study, scope and limitation, significance of the study, definition of key terms, and the last research method.

1.1. Background of the Study

Linguistic has many aspects. Functional semantic is one of linguistic meaning aspect that composed of functional grammar. The study about meaning as use in our life called Functional Semantic (Mwihaki, 2004). The utterance has a message and their own purpose based on the speaker's desire that called *Meaning as Use* which provides a different perception to whom speaker's say. In linguistic, Semantics found out the relationship between the words and phrases and their meaning. This is habitation when someone is looking at meaning in language. Every words have independent meaning. Meaning concept of Plato is as extreme realism. Problem of meaning about language expression represents the most basic problem in language philosophy, which is meaningful and meaningless (Widyahening, 2015). Meaning altered in particular time. In linguistic major we have to be able to understand human action well, in addition, we should know the simplified meaning in every utterances by understanding the motives of speaker's utterances. Besides pronunciation, interpretations still need to be paid attention to the hidden meaning structural of a discourse.

Wittgenstein (in Sobur, 2006; 23) said that the meaning of word depends on its use in sentences, while the meaning of sentence depends on its use in language. Ambiguous appeared in this section if the researcher focused on the meaning of words but not in their situation. Therefore, the situation is participating for building the interpretation of the meaning. There are 3 things about meaning, they are 1) explaining the meaning naturally; 2) describing sentences naturally, and 3) explaining the meaning in a communication process. (Kempson in Pateda, 2001:79).

There are some opinions about type of meaning. Brodbeck (in Fisher, 1986:344-345) said that there are 3 concepts of meaning, they are 1) referential meaning, it means that there is relationship between symbol and referent; 2) meaning, it means that symbol or the term will be meaningful if it has relationship with another term 'legally'; and 3) intentional, it means that the meaning of a term or a symbol depends on what the speaker means by that symbol. Then Shipley (in Sobur, 2006:26) said that there are 7 types of meaning, they are 1) emotive meaning; 2) cognitive meaning; 3) referential meaning; 4) pictorial meaning; 5) dictionary meaning; 6) fringe meaning; and 7) core meaning. On the other hand, Based on Leech's book he describes that there are seven types of meaning, those are: conceptual, connotative, collocative, social, affective, reflected, and thematic. Leech's divided the meaning into two, associative is one of them. The subcategorized of associative meaning are connotative meaning, social meaning, affective meaning, reflected meaning, and collocative meaning (Leech, 1974). Associative type of meaning, apparently, words that constructed for having an

implicit meaning for the readers and the hearers. This occurrence can be analyzed for the semantic analysis of language, it is all about the interplay of words meaning and the mechanism of multiple interpretations (Mao, 2013). It means categorization of associative types of meaning is a suitable theory for analyzing the meaning because associative meaning found out the implied meaning based on advertisers desire. Therefore associative meaning has many categorizations which can be identified as the language that appeared on Nivea's printed advertisements. As people know that analyzing the language it used in the advertisements is giving an additional information to the reader's perception.

Nowadays, language is not the main tool to have an interaction with others but it becomes more valuable because language will be the device to get a lot of treasure (Mehwish, 2015). Marketing and advertising use language to get people attention and earning money. As a linguistics student, I stated that advertising always used unique words which influencing people for giving some glances to the advertisements. Advertising is one of the important stages of marketing in order to attract the consumers in such a visual image and text, the use of effective marketing strategies is crucial for finding the consumers. Advertisements aim to persuade people for buying a product. In this millennial era advertisements appeared in every place, people might know that advertisements have a powerful energy to persuade the consumers. It is obvious to use exaggerate words for convincing the readers or consumers, because exaggeration words are an adequate way for advertising (Joe, 2017). Advertisers know better about classifying some information in the advertisements. Although few people admit to being greatly influenced by

advertisements show that a well-designed advertising campaign has dramatic effects. Furthermore, Advertisements are designed to have an effect on making the readers have some interest in the product. In addition, advertisements should assign when the reader read advertisements around them.

The advertisement is a kind of communication process between consumer and producer. Advertisements are more than a word, but advertisements are a toll on how a company earns money from them. The most important thing in the communication process is the understanding of the meaning that is discussed to avoid misunderstanding between consumer and advertisers. Advertisements have important for increasing the consumers. It means that advertising is a part of marketing that has a purpose to persuade costumers to take the action that is intended by the advertisers. In order to give a more specific explanation the research try to find out about the history of advertisements. According to Schindler in Suhandang (1970:70), advertisements is one of the methods to introduce the product of vendors such as commodity service or concept to the public. It means that advertisements are the place where the company earns money using media approach to give a unique impression to consumers. Advertisers should be inclined to think the right word and the unique visual image which attracting people's amazement.

Printed advertisements always appeared with the text and a visual image. According to Sodarsono (2004:4), people move their eyes and also use their mind, when they read an advertisement. It means advertisement should use unique words and pictures to make the readers interested to read that advertisements. As people

know, in this millennial era, adverts should have smarted idea to represent and portray advertisements. Printed advertisements is a powerful source of the consumers to get a glance at information about the product or any advertising. A reader with multiple interests is bound to have an interest in visual image and text. They develop a certain point of view about the product that introduced in the printed advertisements. The most persuasive part of printed advertisements is their simple language in their advertisement, therefore message used by advertisers should be short and more attach fully to be historical to the reader's eyes. Moreover, all of the people have an interest with a visual image more than the text that appeared to them, but the text should have a powerful meaning to attract the reader, as much as they can. The messages outlines should be renewed and have a unique message when they appear it will be increasing the standard of advertisements industry. Printed advertisements reach people through newspapers, magazines, direct mail, and outdoor signs. Printed advertisements are trying to help the consumers to convey the message of every product. Printed advertisements should build the sense, especially using the language that more refined than in the previous era. It is important to analyze printed advertisements because we should analyze how do the way adverts used their language that has an implicit meaning in every product. One of the most effective means of print advertising is known as direct advertising.

This research focus on the language that uses by Nivea printed advertisements. As we know that advertisements consist of visual image and language that uses to specify and making the consumers having some interest with that advertisements. Language is part of linguistic feature that has a suggestion to

be analyzed because language interprets any implicit meaning nor just the word but also any others meaning. Language use aims to send a message that cannot be separated from the real meaning. Meaning is a bond of elements of the language especially words. Meaning as the thing which connects language to the world, it simply identified based on the user to know each other's (Djadjasudarma, 1999).

A brand that uses a persuasive text in their advertisement is Nivea product. Nivea is one of the Big Company that provide beauty product for the women and man. Nowadays beauty product is the important product that consumers need in their life. Even it can be said that beauty product becomes a primary need in the society. While at the beginning of the 1990s, Nivea was already a global brand with a wide range of products catering to the full spectrum of customer segments. Nivea is also the product of brilliant research, outstanding creativity, and sound business acumen. Nivea's brand notes that Nivea is 100 years skincare for life. Nivea also a global brand that has consistent names, products, and packaging. In addition Nivea means "snow white", from the Latin word "nix, nivis."

This study has various relations with other relation researchers, which have done by Ellis Nursita (2012) who investigated the meaning as the use of the text in shoe advertisements.. She found the meaning of the text and the characteristic of the slogan that appeared in shoe advertisements. She stated that slogan in shoe advertisements has a positive meaning for every product that has been analyzed. In addition she stated that every advertisement has a different meaning that appeared to make the consumers more interesting with the product. Furthermore she used Kindler (2002), Riemer (2010), Foster (2001) in which different theory that

researcher used for this research. Mwiwaki who investigated the meaning as used in reference to Kiswahili, is one of the researches that have a relationship with this study, she found the typology of functional meaning used in Kiswahili. Sulistyowati investigates the associative meaning of words and phrases used in William Wordsworth Poems and found that the kind of associative meaning that appear in her object is connotative meaning and affective meaning. In which Munawaroh (2008) also found out the connotative meaning and affective meaning are most associate meaning types that appear in the language of advertisement of well-known electronic products.

Based on the description above, the researcher is motivated to analyze the word and sentences that produced by Nivea's to know the implicit meaning in their advertisements that appear in types of associative meaning that build up consumers interest.

1.2. Research Question

Based on the background of the study above, the researcher aims at analyzing the meaning of the text that used by advertisers on Nivea's Printed Advertisements.

This problem can be specified into one question:

How the categorization of associative types of meaning that emerged on Nivea's Printed advertisements?

1.3. Objectives of the study

The aims of this research based on the research question is:

To find out the meaning and describe types of meaning that emerged on Nivea's printed advertisements.

1.4. Scope and Limitation

The scope of this study is functional semantics especially on the meaning in used. It focuses on functional semantics on Nivea's Printed Advertisements.

In order to make study specific and manageable, this study has limitation. This study limits it is to analyze the meaning that appear on Nivea's Printed Advertisements. This study, aims to analyze the associative meaning, according to Leech's (1981) stated that associative should be analyzed the process of meaning. In this study, the researcher takes ten samples of the newest Nivea's printed advertisements that appeared around 2000-2018, which are all of them, are taken from internet and formed in visual file.

1.5. Significances of the Study

This study has theoretical significance and practical significance. Theoretically, this research is based on Leech's semantic theory: types of meaning, particularly, associative types of meaning. It means that this research is give a contribution on the area of linguistic especially in semantic. The researcher hopes that the result of this research is to give an additional supports in Semantic area especially functional semantic meaning that focus on the advertisements.

Practically, the result of this research expected to give contribution especially to students of English Letters Department in relation to Linguistic study. It is also expected to enrich research on Semantics especially at analyzing meaning of words. This research helps the students to understand a meaning of words on advertisements by giving an example that used Leech's theory. This research also can be analyzed with semantics and then for the development of advertising fields especially in semantic.

1.6. Research Method

1.6.1. Research Design

In this research, the researcher uses a descriptive qualitative study on the research. It is descriptive since the writer described, analyzed, categorized, and interpreted the object of the study in order to reveal the answers. It is qualitative, since the writer described phenomena in words instead of numbers or measurement. Qualitative research is descriptive in that the researcher is interested in process, meaning and understanding gained through words or picture (Cresswell, 1994). The researcher uses the descriptive qualitative analysis where the researcher give an explanation by describing the meaning on Nivea's printed advertisements. The researcher analyzes and describes the meaning on the text that used the relevant theory. This research tries to describe and analyze of the meaning of each words that appear on Nivea's Printed Advertisements that build up the product more interesting.

In this research, the researcher describes the functional meanings of the language that used by Nivea's Printed advertisements, which are categorized in the types of associative meanings that emerge in the data.

As the explanation above this research uses descriptive qualitative method. This is research is part of constructivism worldview especially in social constructivist worldview because the researcher seek understanding of the world in which they live and work. In this world people give a interpretation of the meaning by their experiences. The researcher intent is to make sense of interpret the meaning others have about the world such as linguistic symbol and pictorial symbol.

1.6.2. Research Subject

The subject of this research are the sentences which contain associative meaning of language of Nivea's Printed Advertisements that published among 2000-2018. All of them has any implicit meaning to build up the printed advertisements more interesting and acceptability for the consumer. There are many kinds of interesting products but Nivea's is one of the famous beauty product for men and women. They have very attractive language and visual image, or something else that attract the consumers. The sentences that appear in the printed advertisements should be identified using a theory of semantic by Geoffrey Leech.

1.6.3. Data Source

This research is using 13 samples of Nivea's printed advertisements from the internet from 2000- 2018 printed advertisements that have been published to the consumer in that year and the researcher print out, to give more strengthen analysis about linguistic sign. In addition the reason why this data that has been taken for the data source because Nivea's in on of popular product that have any special packaging when promoting the product by printed advertisements.

1.6.4. Research Instrument

In qualitative research, the human investigator is the main instrument for gaining and analyzing the data. Therefore, the researcher has an important role for analyzing the research. in this research is used the human instrument, because nobody else except the researcher take can be apart to analyze this research because collecting and analyzing the data are the main duty of the researcher for gaining any findings.

1.6.5. Data Collection

Technique of collecting data is qualitative method. The researcher uses the technique of documentation and observation. Documentation method used because the researcher gains the data source from internet. Many printed advertisements are collected from internet source. The data is made in written form by identifying the word and sentences that appear in every printed

advertisements in Nivea's product and then analyzed descriptively. The phenomena existed in this research is about the sentences that buildup in which persuading consumers. By observing systematically, the researcher can reveal the semantic theory in this research and the findings will be compatible and significant using this method.

1.6.6. Data analysis

After collecting the data, the researcher analyzed the data by using many ways. Firstly, presenting the data, the purpose of this presenting because the data is very rich and detail included: the advertisement in brief and gathered words. Secondly, the researcher identified the data based on the theory. The researcher find out the meaning or interpretation of the word using semantic theory. Finally, drawing conclusion as a result of data analysis based on the findings of research in the percentage result.

1.7. Definition of Key Terms

- 1. *Printed Advertisements:*** This is one of offline advertisements which reach people through newspapers, magazines, and direct mail.
- 2. *Associative Meaning:*** The meaning of words or sentences which has any association or concept with other words or sentences. Associative meaning relates to the sense values of words or sentences.
- 3. *Connotative meaning:*** What is communicated by virtue of what language refers to (Leech, 1984).

4. ***Social meaning:*** What is communicated of the social circumstances of language use (Leech, 1984).
5. ***Affective meaning:*** What is communicated of feelings and attitudes of the writers/speakers (Leech, 1984).
6. ***Reflected meaning:*** What is communicated through association with another sense of the same expression (Leech, 1984).
7. ***Collocative meaning:*** What is communicated through association with words which tend to occur in the environment of another word (Leech, 1984).

CHAPTER II

REVIEW RELATED LITERATURE

In conducting this present research, the researcher is to collect and review the intertwining literature. It is indispensably necessary to be reviewed as for a form of theoretical explanation. This chapter consists of Semantic and Advertisements.

2.1 Semantics

Linguistic is a scientific study of human language. Semantics is one of the Linguistic branches. Semantics is the philosophical and scientific study of meaning. The term is one of a group English word formed from various derivatives of the Greek verb *semainein* (“to mean” or “to signify”). Word semantic, distinctly has a connection to explore a meaning of words (Brinton, 2000). Semantics is a more familiar term than phonology, morphology, or syntax. As we know that is more complicated because semantic analyze about the meaning of words. Semantics has to do with meaning, and linguistic semantics is the study of the systematic ways in which languages structure meaning, especially in words and sentences. Semantics is the systematic study of meaning, and linguistic semantics is the study of how languages organize and express meanings (Kreidler, 1998). It means that semantic is part of the linguistic area which connected to impress the meaning in every word.

In the semantic analysis, the main focus is about the words conventionally mean, rather than on what an individual speaker might want them to mean on a

particular event. This approach is focused with objectives or general meaning and avoid trying to account for subjective or local meaning. Doing semantics is attempting to spell out what is we will know when we behave as if we share knowledge of the meaning of a word, phrase, or sentence in a language (Yule,2010). From the explanation above the researcher has a powerful reason why this research becomes important to be analyzed. Because semantics deal with language that used by people in order to convey their intended meaning of speaking, or message of a language used.

2.1.1. The Functional of Semantics

Functional Semantics is a conceptual framework in which based on a functional one rather than formal one (Halliday, 1985). A function takes an input argument from some specified domain and yields an output value. In fact, function application could be used to interpret any syntactic structure with two branches: one branch is interpreted as a function, and the other branch is interpreted as a possible argument of the function. Functional semantics it is functional in three distinct although closely related senses: in its interpretation (1) of texts, (2) of the system, and (3) of the element of linguistics (Halliday 1985).

From the description above Mwhaki stated that functional semantics refers to the meaning it used or the speaker meaning and some indentation of the speaker or the implicit communicative effects of utterance (Mwhaki, 2004). It means all of people always communicate for conveying their

message somehow their words has another message from their sentences that they stated. We speak or communicate have a purpose to achieve particular ends. As people who understand how to used and how to make sentences, we should use appropriate words when we speak to some stranger but we use informal language when we speak to our close relative. The linguistics forms for appropriate communicative setting and cultural context.

Meaning can be taken not only from the word or sentences per se, but we should concern about the meaning as use (Mwihaki, 2004). Word meaning and sentences are interrelated. The meaning of words depends upon the meaning of sentences. The meaning of a sentence depends upon the meaning of words. The utterances is a use of sentences on a particular occasion or in a particular context. Utterances constructed between speakers, listener, and the message that buildup inside. The process of encoding and coding covert message imparted using those construct of utterance. A meaning in the form of mental representation to be encoded by the speaker and communicative function to be decoded by the reader or listener. It would be explained later in the Kinds of meaning.

2.1.2. Meaning

Meaning is a multifaceted notion. While semantics is the study of meaning in language, there is more interest in certain aspects of meaning than in others. There are many sequences that have special meanings that one individual might attach to words. We can go further and make a broad distinction between

conceptual meaning and associative meaning (Yule, 2010). This classification is based on the relationship between the meaning of words and others (Chaer, 1995). Linguistic meaning can be broken into seven types: conceptual, connotative, collocative, social, affective, reflected and thematic. Primarily, however, two broad types are delineated: conceptual and associative meaning (Mwihaki, 2004). Because this research is focused on the associative meaning the researcher try to figure out about the seven types of meaning based on Leech's theory.

2.1.2.1. Conceptual Meaning

Conceptual meaning can be called by Denotative meaning. Conceptual meaning identified the mening based on their literal concept, the literal concept found out by the meaning in dictionary. Conceptual Meanings are the essential or core meaning while other six types are the peripheral. It is peripheral in as sense that it is non-essential. They are stylistically marked and subjective kind of meanings. Conceptual meaning is the literal meaning of the word indicating the idea or concept to which it refers (Litton, 2009).

Example:

“Boy” = + human + male-adult

From the example above conceptual meaning offers the representation on Semantic based on their sentence and statement. The conceptual meaning is the base for all the other types of meaning.

2.1.2.2. Associative Meaning

Associative meaning is an individual mental understanding of the speaker (Leech, 1984). Associative meaning contains so many imponderable factors that it can be studied systematically only by approximatively statistical techniques. Associative meaning should have the open-ended meaning, variable character, and lend themselves to analysis in terms of scales or ranges, rather than in discrete either-this-or-that terms.

Example:

Needle = Pain= Illness= Blood

Different people may have different associations or connotations. These associations may differ from one person to others. These types of associations are not treated as part of the word's conceptual meaning (Yule, 2010). It means every word has different message that buildup by the speaker to the reader or listener. The subcategorized of associative meaning are connotative meaning, social meaning, affective meaning, reflected meaning, and collocative meaning (Leech, 1974).

2.1.2.2.1. Connotative Meaning

Connotative meaning is the communicative value an expression has by virtue of what it refers to, over and above its purely conceptual meaning. This kind of meaning is beyond the conceptual/denotative meaning of words. It is attached to the dictionary meaning of words (Love,

1983). It means that they convey message unintentionally to communicate to someone which are natural or nature. It means that the meaning is kind of literal meaning that appeared in every word.

Example:

Women: Human, Adult, Female

But the psychosocial connotations could be ‘gregarious’, ‘having maternal instinct’ or typical (rather than invariable) attributes of womanhood, has a soft heart, experienced in cookery’, ‘skirt or dress wearing ‘etc. Connotative meaning must provide a criterion of the correct use of that word (Leech, 1984). It means connotative meaning conveyed the meaning based on their concept of the word.

2.1.2.2.2. Stylistic Meaning

Stylistic meaning is that which a piece of language conveys the social circumstances of its use. Social meaning deals with socially acquired and communicated meaning in social community. It distinguishes from people to person and place to place it is based on the characteristic of the speakers and situation from the character of the language used. It means that “decode” the social meaning of the text through our recognition of different dimensions and levels of style within the same language (Leech, 1984). The slang word “guys” means friendship and exhibits informality of language use which close and familiar.

Example:

“I ain’t done nothing”

The line tells us about the speaker and that is the speaker is probably a black American, who didn’t learn how to speak good words, and he is not aware of knowledge including in terms of politeness.

2.1.2.2.3. Affective Meaning

It refers to the speaker’s or writer’s attitude or feeling towards what is said. It also belongs to the exclamatory feelings of the speaker/writers (Yusuf, 2010). From explanation before it means that how language reflects the personal feelings of the speaker or writers, including his attitude to the listener or reader, or his attitude to something that they talked about (Leech, 1984). For example, by scaling our remark according to politeness with the object of getting people to be quiet, we might say either:

“I’m terribly sorry to interrupt, but I wonder if you would be so kind as or lower your voices a little”

Or

“Shut Up!!”

How the speakers said such as intonation and voice timbre do is important here. Affective meaning is largely a parasitic category in the sense that to express our emotions.

2.1.2.2.4. Collocative Meaning

Collocative meaning is associated with the habitual co-occurrence of words that are conventionally attached to certain words (Mao, 2013). Pretty and handsome share common ground in the meaning ‘Good Looking’, but may distinguish of the nouns that used to collocate. It means that collocative meaning consists of the associations a word acquires on account of the meaning of words which tend to occur in its environments (Leech, 1984).

Example:

“Beautiful Feeling”

On above phrase “Beautiful” followed by physical appearance “Feeling” which is a mental sensibility. Therefore the purpose of collocations are to enhance our understanding of meanings brought about from verbal communication, for collocative meaning is a broad term for the many examples of co-occurrence

2.1.2.2.5. Reflected Meaning

It is associated with the overlapping of one sense of meaning onto the other sense of the same word or phrase (Yusuf, 2010). Reflected Meaning is the meaning which arises in cases of multiple conceptual meaning when one sense of a word forms part of our response to another sense (Leech, 1984). Reflected often appeared on the poem.

Example:

‘Are limbs so dear achieved, are sides, Full nerved still warm-too hard to stir’ Owen here uses ‘dear’ in the sense of expensiveness. - But the sense of beloved is also eluded.

2.1.2.3. Thematic Meaning

It is concerned with the arrangement of words and thematic roles. It refers to what is communicated by the way in which a speaker or a writer organizes the message in terms of ordering focus and emphasis . The way words are sequenced in a phrase/clause or sentence is of great significance. The subject position and its role and when it is replaced with the object in passive voices, can affect the semantic property of the utterance (Mao, 2013).

Example:

- 1) Mrs. John received the first prize
- 2) The first prize was received by Mrs. John.

In the first sentence “who gave away the prize “is more important, but in the second sentence “what did Mrs. John got is important”. Thus the change of focus change the meaning also. The first suggests that we already know Mrs. John (perhaps through earlier mention) its known/given information while it’s new information. Alternative grammatical construction also gives thematic meaning.

2.2. Advertisements

Advertisements are the tool used by many companies in order to inform prospective customers about their product and services (Born, 2015). In this millennials era, advertising is everywhere. When we watch the YouTube, walk down in the street, read a newspaper we face the advertisement everywhere we go. It means that advertisement is part of our life. According to Arens (2006) advertising is “the structured and composed no personal communication of information, usually paid for and usually persuasive in nature, about products (goods, services, and ideas) by identified sponsors through various media.” It has the meaning that advertisement has a specific job to persuade the person about a product. The sophisticated audiences observe advertising not mere marketing promotions which give a message of marketing. It doesn't contain some catchy jingles, lyrics or language to take space in the news articles, magazines, and TV programs, rather it is a way of communication which has its own aims and tactics to play which has the capability to take control over audiences' thoughts, feelings and even on their actions. As it is said before that advertising is a way of communication, which gives different information.

McCann-Erickson, a renowned agency speaks out that advertising is “Truth well told”, that means the advertisement should depict the real picture but in an attractive way. This tells us that in advertisement there are also some ethical issues. (As cited in Arens, 1982, p.7) The advertisements should be giving the real and full information to persuade rather than distorted or half information to manipulate the consumer group.

2.2.1 Kinds of Advertisements

There are many kinds of advertisements based on their formation and the way that advertisements presented. Advertisements should be informative, persuasive and complementary. Here are the kinds of advertisements:

2.2.1.1 Online Advertisements

This advertisement appeared via the internet its called by Online advertisements. Online advertisements appear in our life from the youtube advertisements, from Google advertisements and in every site that we open in our e source. The important component of online advertisement bis technology (Internet) as a vehicle for delivering and creating advertisements. Online advertisements are the millennials era advertisements that have been used for among 10 years ago. In this millennial era, online advertisements are the best way to reach millions of potential costumers (Sugget, 2018).

The advantages of using online advertisement are a cheaper option than traditional advertisements (Offline advertisement) here are below kinds of online advertisements:

- a. Websites
- b. Social Media
- c. Mobile Advertisement
- d. Search Engine Marketing
- e. Search Engine Optimization

f. Display Advertisement

g. Email

2.2.1.2 Offline Advertisement

Traditional advertisements have a correlation with advertisements. As people from 1800 people might know the advertisements from the printed advertisements. On the other hand, offline advertisements are more watchful media for the readers. Offline advertisements targeting the consumers in traditional ways (Sugget, 2018) Here are below kinds of Offline advertisements:

- a. Television
- b. Printed advertisements
- c. Radio advertisements
- d. Billboards
- e. Marketing Collateral
- f. Direct Mail

CHAPTER III

FINDINGS AND DISCUSSION

In this chapter, the researcher would like to present about the findings of this study on associative types of meaning using Leech's theory that be the functional semantic. The researcher transcript the words that appeared in Nivea's printed advertisement and categorized the meaning in every sentence that appeared into types of associative meaning. Nivea is part of Intelligence Company which contains meaningful sense in their words that appeared in their advertisements. As printed advertisements there are much implicit meaning which influenced the consumers or the readers.

3.1 Research Findings

This chapter aims to answer the research problem which is mentioned in Chapter 1. In this section the researcher analyzed descriptively 13 data of Nivea's printed advertisements and classifying into the categorization of associative types of meaning that has appeared on the advertisement. In this section, the researcher has done for revealing an implicit meaning hat appeared in every word on Nivea's Printed advertisements. In addition by finding out the categorization the researcher will give an information how the categorization of associative meaning appeared on the advertisements.

3.1.1 Categorization of Associative Types of Meaning

3.1.1.1 Connotative Meaning

Connotative meaning is talking about the real world which associates to the expression of the hearer or the readers (Leech, 1974). In addition this meaning attached into the dictionary meaning. Therefore, the researcher commonly found out this meaning in every available data that has been analyzed by the researcher. From the 13 advertisements the researcher found out that 11 advertisements appeared with the connotative meaning. For instance, in the datum 1, datum 4, datum 6, datum 7, Datum 8, Datum 10, Datum 11, and Datum 12. This analysis has been analyzed in the brief explanation based on the researcher point of view. Here are below the first analysis of connotative meaning:

Datum 1 :

Product's Name: Nivea Q 10 "Feel The Same"

Tagline: **I'd rather swap my husband** than my wrinkle fighter Support

Sentences:

In this section, researcher focus on the tagline of this advertisement. In this sentence, word *swap* has a **connotative meaning** because swapping our husband is an impossible activity that could be done by women although someone who wants to do this activity is someone who no longer loves with their husband. In addition, the word *swap* has an implicit meaning that women will be set a pious gift everything she had. Although women will do everything possible including swapping their husband if it will remove

wrinkles on their face. The verb *swap* in this context is very unlikely to be done by women if they are married and they are lovely couples, it could be done by a women if she is not in love with their husband in this context the word “swap” exceeds exaggeration word which has duty to attract the reader’s attention. The word *wrinkle fighter* refers to Nivea product which is an agent to fight the wrinkle for women although Nivea here is one of Nivea’s product that has the specialization to sort out women wrinkle. In this section, the advertisers want to persuade the consumers if women us this product will remove the existing wrinkles and make women’s smile more shine without any stains. On the other hand, the words *swap* including part of *connotative meaning* because this word has a meaningful meaning from the really means. In addition, connotative has an implicit meaning from the real means.

Every printed advertisement contain two aspects for building a good image in advertising. First, the visual image of printed advertisements advertisers should make and provide a good visual image for making the reader paying attention to the advertisements. Second, the language that used by advertisers language consist of word and word is part of the linguistic sign. In this research the researcher focus on linguistic signs it means the word that appeared in that advertisements. As linguistic students, we might know to have known an implicit meaning in every advertisement but in this section, the researcher would examine about the findings in analyzing the language using associative types of meaning to configure about the function of semantic.

In this research, the researcher focus on linguistic signs that appeared on Nivea's Printed Advertisements. In this advertisements word *swap*. The advertisers want the readers to bear in mind that Nivea is the best choice to sort out the wrinkle that makes a good smile for women whether swapping their husband it could be possible rather than having a wrinkle on their face. It means the ideal women should have flawless skin which there is not wrinkle on them. The word *swap* have an emotional connotative meaning because it has an unusual verb. In addition, swap the husband it kinds of unobligated women if they are doing although Nivea wants to exaggerate that having a wrinkle is kind of disaster for women. There are other instances of suggestive language use to the natural meaning for influencing the readers, such as following:

Datum 4 :

Product's Name: Nivea For men Cooling Post Shave Balm

Tagline: **Be Ready to control emotions with new cooling post have balm**

In this section researcher focus on the tagline of this advertisement. The tagline "Be Ready to control emotions with new cooling post have balm" has an implicit meaning that using this product will control man emotions because the cooling post Shave balm makes people who used this one have been controlled because they feel relaxed with this product. In this section the researcher want to bear readers mind with the word *control* based on the Oxford dictionary this word has connotative meaning because the advertisers want to build up the meaning upper than the real meaning in this section

control has an implicit meaning that this product will control everything that is man always exaggerating by that especially emotions because as we know that the man that visualize in this product is famous with egoism, emotions, and stubborn. To conclude that demeanor it needs “control” for protecting them. Control here has **connotative meaning** because it has a meaningful sense from the natural forms. There are other instances of suggestive language use to the natural meaning for influencing the readers, such as following:

Datum 6

Product’s Name: Nivea visage damage cell renewal enriched with folic **acid**

Tagline: **Beauty is a statement**

Supporting sentence: *face the future with firmer skin*

In this section researcher focus on the tagline of this advertisement. In sentence the connotative meaning appears in the supporting sentence that the sentence “*face the future with firmer skin*” in this sentence *face* appears with **connotative meaning** because this word has meaningful word. “face” here it has a meaning the as people who grow in millennial era e should be brave for having any difficulties that appear in front us because any difficulties in front us will be an experience to be better future. So for having a bright future we should have firmer skin because there a lot of problems that appear in future life. The words is the meaning innature of the words it means this words is part of connotative meaning that appeared on the tagline which influenced the readers who reads ths advertisement.

Datum 7

Product's Name: Nivea for Men

Tagline: **Jump Start Your Day with the World no. 1**

In this section the researcher wants to give a brief explanation of an implicit meaning in this advertisement based on associative types of meaning. The man who visualized in this advertisement is trying to jump and he is wearing a suit.

Next the researcher wants to examine the meaning that appeared in this advertisement. "Jump Start Your Day with the world no. 1." the researcher want to open readers mind to focus on words Jump and start. Here jump has literal meaning by moving to another place. And next start it has a meaning to begin our activity. This sentence has literal meaning to start our day with the best product in the world. Implicitly, this sentence has connotative meaning especially in the word *jump* in here the word jump has to mean for moving from our previous place who gives a comfortable feeling for us and moving to the place for facing new experience.

"Start" here has **connotative meaning** which has meaningful ideas to the readers that start not only has a meaning for beginning the activity but also facing the trouble in front of them. Both of them have multicuity of meaning and two different connotations of the same word which makes the tagline more effective and powerful. There are other instance of suggestive language use to the nature meaning for influencing the readers, such as following:

Datum 8

Product's Name: Nivea Q10

Tagline: **Touch to be touched**

Headline: The Difference between fewer laugh lines and more laughs.

Support Sentence:

The Difference is Nivea Q10 ADVANCED Wrinkle Reducer.

It reduces the appearance of wrinkles and helps prevent new ones from forming of women worldwide already trust Q10 for visibly younger looking skin

You can too –and have a more youthful appearance and the confidence to touch and be touched. Visit www.NIVEAusa.com

The supporting sentence above describing the additional explanation about the product in those sentence there are **connotative meaning** that appear because the word “trust” if meaningful for the reader it means a lot to make the readers have some interesting about this product because the words “trust” built readers mind by good quality, good product, and good result. There are other instance of suggestive language use to the nature meaning for influencing the readers, such as following:

Datum 10

Product's Name: Nivea for women

Tagline: **For visibly fairer Skin**

Support sentence: *Caring formula with berry extract*

In this advertisement, the researcher that focused on linguistic signs found out 9 words which parts of the linguistic signs. In this way the

researcher want to explain about the meaning of those words by explaining in literal meaning which influenced the readers.

Firstly the researcher want the readers to bear in mind the tagline. As people know that tagline is the most important for having readers some glance about the product. This product has “For visibly fairer Skin” as their tagline, their tagline has literal meaning that this product will be altering our skin which has tanned skin becomes more glowing than before. Their meaning influenced the readers because with this product someone who has tanned skin thought that this product will make their skin better than before. In other words based on the research problem the research want to examine based on associative types of meaning. “Fairer” that part of tagline’s word it has **connotative meaning** because fairer can be stated that someone who has tanned skin is not beautiful as people know that most of women has a stereotypes that woman who has fairer skin beautiful and someone who has tanned is not beautiful.

Next analysis is the supporting sentence. In this way the researcher want to give brief explanation about the meaning of supporting sentence. “Caring formula with berry extract” this sentence has literal meaning that berry extract is ingredients which has special formula for caring our skin. Formula here is refer to make the skin more glowing or fairer than before. “Formula” has **connotative meaning** because it refers to their literal context. There are other instance of suggestive language use to the nature meaning for influencing the readers, such as following:

Datum 11

Product's Name: Nivea Pink Crème

Tagline: **Beauty is a sparkle**

Headline: get fair, stay fair

Support sentence:

News's sparkling glow fairness cream has superior white crystallite technology that makes you fair & double uv protection that protects your fairness. Its light and quick absorbing formula gives you long lasting fairness that is protected.

In this advertisement the researcher found out there are 41 words those are part of linguistic sign. In this way the researcher realize that finding the meaning of words is important. Firstly, "Beauty is a sparkle" this tagline has literal meaning it explains that beauty is something that appear by their self. Based on this research, the researcher want to find out the meaning by associative types of meaning for giving brainstorming explanation about this theory. Notice word "sparkle" in associative types of meaning this word could has the implicit meaning there. Sparkle here it could be refer to the visual image that appear in this advertisement. The women inside this advertisement bring the sparkle thing on his hand. The advertisers connote the meaning sparkle by bringing this thing makes women face have additional glowing effect for her skin. In addition sparkle here supposed to make women's face fairer, more beautiful, and greater than before. In this wat the researcher might

be included this word into the **connotative meaning** because this word multicity meaning in their form of meaning.

The researcher want to give brief explanation by explaining the meaning of the supporting sentence which make the research more valuable. The next analysis is the supporting sentence. “get fair, stay fair.” Women goals is being fairer in their skin, notice word fair here is bringing new connotative being that being fair the most important thing that women’s should do. Although in this era many people doing anything for getting fair. The advertisers want to give the message that being fair is the great thing to make a man has some lances to you and with the product the advertisers stated that this product can make readers skin get fair and stay fair. “Fair “here included to the associative types of meaning included in the **connotative meaning** because the message on this word represented widely than it nature but not out of the context. There are other instance of suggestive language use to the nature meaning for influencing the readers, such as following:

Datum 12

Product’s Name: Nivea Liquid

Tagline: **Light on you**

Supporting sentence: *New Nivea liquid the new light way to cleanse and moisturize it cherishes you skin in way. Skin needs Nivea*

Conotative appeared is the supporting sentence. “New Nivea liquid the new light way to cleanse and moisturize it cherishes you skin in way. Skin needs Nivea.” Those words has literal meaning that this product is women’s

need for having light skin this product will have two duties for having a cleanse and moisture your face, in addition our skin needs Nivea for doing that thing. The word “need” has implicit meaning that everything which makes a good quality for our skin Is Nivea, the word need here stated that whenever, and wherever you are the skin that you have needs Nivea for makes your skin better than before. The word “needs” here is refers to **connotative meaning** but in effective way which makes powerful meaning to this context.

3.1.1.2 Affective Meaning

Affective meaning is refers to to speaker’s desire about the utterances (Yusuf, 2010). This meaning has an imporatant role for giving direct effect to the readers. The direct effect presented on the 8 advertisenment from 13 advertisements based on the data analysis. There are datum 5, Datum 8, Datum 9, Datum 11, and Datum 12. This analysis has been analyzed accurately based on the researcher point of view. Here are below the first analysis of affective meaning:

Datum 5

Product’s Name: Nivea Vital Multi Active

Tagline: **Gives Mature Skin the Extra Care It Deserves**

Support Sentence:

New, Vital AntiAge Cream

Visibly reduces wrinkles, improves firmness and helps prevent age spots.

Affective meaning appeared in this tagline. The words “mature” here, the advertisers offers the readers for give some awareness for their skin. Implicitly, the advertisers give an obligation for someone who has mature skin for caring towards their skin although their skin deserve to get this treatment. It is suggested attitude toward the product by the advertisers to influence the atmosphere of the readers. In addition by visualizing two women in different ages we can give additional information that the product will give an impact for two stages based on the visual image adult and mature women.

Next the researcher want to examine about the supporting sentences. “New, Vital age cream” “Visibly reduces wrinkles, improves firmness and helps prevent age spots.” In this supporting sentences the advertisers want to give additional information, because the advertisers realize that this product need to give additional information briefly. Although the word new is ambiguity that refers to the product who has been produced in this year or this product will makes the skin newly than before. Word “New” here it refers to connotative meaning which has the multicity of meaning and two different connotations of the same word make this word very effective and powerful. “Visibly reduces wrinkles, improves firmness and helps prevent age spots.” This sentences is an explanation about the product how the product it works for caring mature skin. There are other instances of suggestive language use to affect the readers emotions, such as following:

Datum 8

Product's Name: Nivea Q10

Tagline: **Touch to be touched**

Headline: The Difference between fewer laugh lines and more laughs.

Support Sentence:

The Difference is Nivea Q10 Advanced Wrinkle Reducer.

It reduces the appearance of wrinkles and helps prevent new ones from forming of women worldwide already trust Q10 for visibly younger looking skin

You can too –and have a more youthful appearance and the confidence to touch and be touched. Visit www.NIVEAusa.com

Firstly in this section the researcher want to give a brief explanation about the meaning of words from the tagline. “Touch to be touched”, it has a literal meaning that we should be prepared to be touch from the other. It has meaningless context if the research only focuses on the literal meaning, the researcher tries to have some analysis based on associative types of meaning. Touch to be touched, touched here has **affective meaning** that when someone wants to have skinship with someone else, we have to provide good skin because by having good skin and without any doubt everyone wants to touch and have some interaction with us. To conclude this sentence we have to be ready if we want to have some interaction with another It has effective meaning because the advertisers used a familiar word that easier to memorize that words because the advertisers want the readers want to bear in mind about

this tagline and the product. There are other instances of suggestive language use to affect the reader's emotions, such as following:

Datum 9

Product's Name: Nivea Good Night

Visual Image: Mom Kiss her kid's Forehead

Tagline: **There 's A bit of Mum in every Tin**

Support sentence: *This Mother's Day, say goodnight to your one and only with the caring scent of Nivea Crème*

The researcher wants to give an explanation about meaning in supporting the sentence. "This Mother's Day, say goodnight to your one and only with the caring scent of Nivea Crème." It has **effective meaning** because the researcher wants to build the advertisers feeling towards what is said. As we know that those words have an implicit meaning that in the mother's day we should saying goodnight because mother is the one who was by our side everywhere you are and mother is the one who loves you no matter you are and for caring and appreciate our mother we can use this scent of Nivea crème for appreciating our mother loves by caring for their skin. There are other instances of suggestive language use to affect the readers' emotions, such as following:

Datum 11

Product's Name: Nivea Pink Creme

Tagline: **Beauty is a sparkle**

Headline: get fair, stay fair

Support sentence:

News's sparkling glow fairness cream has superior white crystallite technology that makes you fair & double UV protection that protects your fairness. Its light and quick absorbing formula give you long lasting fairness that is protected.

The researcher wants to give additional information about Affective meaning by analyzing the supporting sentence. "*news's sparkling glow fairness cream has superior white crystallite technology that makes you fair & double UV protection that protects your fairness. Its light and quick absorbing formula give you long lasting fairness that is protected.*" On those words the researcher gives persuasive strategy to influence the reader this sentence include to the **affective meaning** because in this research the advertisers give a message that a lot of people want to get fairer with this product because this product contains a good ingredient that acceptability to make skin fairer. Notice words fairness and protected the advertisers used this word for making the readers have any trust in this product because those words will give an impact to readers mind. There are other instances of suggestive language use to affect the readers' emotions, such as following:

Datum 12

Product's Name: Nivea Liquid

Visual image : Women with Nivea in her forehead

Tagline: **Light on you**

Supporting sentence: *New Nivea liquid the new light way to cleanse and moisturize it cherishes you skin in way. Skin needs Nivea*

The tagline is represented in 3 words. “Light on you” those three words has a literal meaning that light is on you who used this product. The researcher has found out the meaning in associative meaning. So the researcher notices word “light”. The first word is light, light here is referring to our skin as we know women that represented in the visual image should have a good skin and a good skin refer to the light skin, and someone who has a tanned becomes beautiful if they change their skin into the light skin. The word light is **affective meaning** because the word light is referring to the advertiser’s message to the readers that the reader should have a light skin the meaning on this word representing an implicit way.

3.1.1.3 Collocative Meaning

Collocative meaning associated with certain words and tend to be formed by unusual words (Essays UK, 2013). The association of words gives a certain meaning to the utterances. The collocation of words is very efficient to the advertisers for giving a powerful message to the readers. The association of uncharacteristic collocation have been found on 3 advertisements from 13 advertisements of Nivea’s printed advertisements that have been analyzed by the researcher. 3 advertisements found out on the datum 3, datum 4, and Datum 8, Here are below the explanation of the analysis:

Datum 3: Nivea Pure Energy

Visual Image: Women Smile

Tagline: **Energize Your Skin for An Ultimate Radiance**

Support sentence:

Experience the incredible energetic feeling of Pure Energy Go for instantly fresh and radiant look. Enjoy for the unique combination of apricot extract, nourishing vitamins, and shimmering pigments.

With Pure Energy from Nivea Widge. More Information on New Nivea Visage Pure

Energy: [www. NIVEA.com](http://www.NIVEA.com)

From the linguistic signs that appeared in the advertisements above, the sentence "Energize Your Skin For An Ultimate Radiance" as the tagline of this advertisement has an implicit meaning that this product has an important role for firming our skin from the radiance. Notice *energize* word based on Oxford dictionary this word has a meaning *Supply energy, typically kinetic or electrical energy, to (something)*, in the tagline word *energize* has an implicit meaning as a protector, because protector has a lot of energy inside for tackling the radiance. For the information that radiance makes the women look older than before so we need a protector for avoiding the radiance and thus product gives the energy to our skin for avoiding the radiance. From the tagline above, the **collocative meaning** appears. As we know that *collocative meaning* refers to the company of certain words imparts certain meaning to

the utterances. This sentences might have a powerful combination for building a great meaning. The advertisers present an unusual collective expression. The words your skin here is following the verb “energize” although the words your skin based on collocation dictionary when becoming the object the words your skin conditionally following by preposition. It means that this sentence provides powerful meaning. it is a common practice of advertisers to give a unique and effective meaning to the tagline.

As supporting sentence “experience the incredible energetic feeling of Pure Energy Go for instantly fresh and radiant look.” It has persuasive sentences that with this product will give a good look for women because this product has the pure energy for making our skin look perfect than before because this product avoiding the radiance. The next sentences “Enjoy for the unique combination of apricot extract, nourishing vitamins, and shimmering pigments” it means an ingredient of this product contains a pure and good composition although the ingredients are being familiar in the beauty product. The last sentence “. More Information on New Nivea Visage Pure Energy: [www. NIVEA.com](http://www.NIVEA.com)” it means that we can get some information about the product in brief explanation by this sites.

As the explanation above this section has been discussed into the linguistic signs that appeared in this advertisements. Eventually in this advertisement the researcher find out the tagline no matter there is not the supporting sentence that appears for adding the explanation about this advertisement.

Datum 6

Product's Name: Nivea visage damage cell renewal enriched with folic acid

Tagline: **Beauty is a statement**

Supporting sentence: *face the future with firmer skin*

First of all "beauty is a statement" it has been analyzed that this sentence has **collocative meaning** that appears for giving a powerful explanation than. In the collocation dictionary beauty always followed with women, skin, or something that beautiful. The word statement here has a strong relation with academic writing although when it combines with beauty it has a different meaning. In this sentence beauty followed by a statement that it has an implicit meaning that beauty stated by the person who saw women although in this section beauty it refers to the women. As people know that beauty actually followed by treatment not statement. In this sentence the advertisers want to make a declaration that beauty is not only face but the attitude because the beauty is a statement so people can't judge the person from their face but judge the person by their appearance.

Datum 8

Product's Name: Nivea Q10

Tagline: **Touch to be touched**

Headline: The Difference between fewer laugh lines and more laughs.

Support Sentence:

The Difference is Nivea Q10 Advanced Wrinkle Reducer.

It reduces the appearance of wrinkles and helps prevent new ones from forming of women worldwide already trust Q10 for visibly younger looking skin

You can too –and have a more youthful appearance and the confidence to touch and be touched. Visit www.NIVEAusa.com

“The Difference between fewer laugh lines and more laughs.” It has a literal meaning that the readers can make any statement when someone has a fewer laugh and more laugh. Because this research wants to examine about the associative types of meaning the researcher want to try to give a brief explanation of this sentence. Based on associative types the collocation fewer laugh and more laugh has **collocative meaning**. Fewer laugh based on collocation meaning it has a meaning that someone who shows fewer laugh presented in the formal event and presented that they are feeling unhappy. In other word women who presented the more laugh it means they are enjoying their life and feeling happy with their circles. In this way the advertisers very cleverly built collocation displays in good ways. The word laugh has a meaningful sense when it combines with another word.

The Difference is Nivea Q10 Advanced Wrinkle Reducer. It reduces the appearance of wrinkles and helps prevent new ones from forming of women worldwide already trust Q10 for visibly younger looking skin You can too –and have a more youthful appearance and the confidence to touch and be touched. Visit www.NIVEAusa.com.

3.1.1.4 Reflected Meaning

Reflected meaning is the meaning which arises with the formation of part of our response to another sense (Essay UK, 2013). Reflected meaning appears on 1 from 12 advertisements that has been analyzed by the researcher. Reflected meaning has a relation with poetic word the overlapping on the sense of meaning. Reflected meaning appeared on the datum 13 here below the explanation about how are a categorization of associative meaning appears on this advertisement.

Datum 13:

Product's Name: Nivea Lip Treatment

Tagline: **Touch to be touched**

Supporting sentence: *Kiss to be kissed*

In this sentence the researcher focus on the supporting sentence. The researcher want the readers to bear in mind the words *kiss to be kissed*, those words have multiple senses and might be interpreted in any of them. This word has newly given positive sense takes over its old negative sense. The word "kiss" connotes with sensuality and any mature world. But in this context kissable here is to prepare women's lips which makes a man have some interesting with them because in this era women should have good quality on their body if they want to have some affair with a man. In this context because the word representing another senses this word included to **reflected meaning**.

3.1.1.5 Stylistic Meaning

Stylistic meaning is refers to the socially acured and communicated meaning by the social community(Mehwish, 2013). The level of using the stylistic specified on the use of word in a sentence. Its features are based on the speakers/writers language, the topic, the date and the way the communication been presented (Essay UK, 2013). It means that social community give an effect to themeaning of uttrances. This catgorization of associativ maning appears on 1 of 13 Niva's rintd advrtisements that has ben analyzd by the writer. Stylistic maning aars on th datum 2 of the data.

Datum 2: Nivea for men Active 3

TAGLINE: What Men Want

Support sentences:

Shampoo, Shower, Shave

Get more done in the shower with the extraordinary lather of Nivea's first

3in 1 Shower Get. ACTIVE 3. Discover more about what men want it

Niveaformenusa.com

In advertising advertisers should provide visual image and special text that appeared for influencing the readers. In this part the researcher begins to explain what the linguistic sign means based on researcher understanding and denoted by the researcher. After denoting the meaning the researcher found out the implicit meaning that appeared based on associative types of meaning. Based on the visual image that appeared it has an ideological concept for sending from the advertisers to the readers. In this section, we can found that

every advertisement used any utterances for creating deep understanding about the meaning of this advertisements.

In this part the researcher analyzed from another object. As people know Nivea also produced many products for the men. This product is one of Nivea Products that have an impact on making the readers more interesting because advertisers provide a good visual image of man. In this product by providing a good visual image of a man that will be adored by a woman who saw this advertisement. In this Nivea for men Active 3 has a tagline “What Men Want” in this section the researcher notice word “men”. The advertiser wants the readers to bear in mind that this product is suitable for men. Men here from the Oxford dictionary means by plural form man (An adult human male). In this section the researcher stated that the reason advertiser writes “men” it has an implicit meaning someone adult who has a money by their self not asking their parents, someone who has higher than boys in stages of life. As we know the boy is someone that indicated by someone who likes freedom and conditionally asking money by their parents. Based on the visual image that provides by the advertiser it visualizes the man that refers to the man who has well of body shape, good-looking, and looks adorable. “What men want” is kind of well-mannered language that will be familiar with people who knows the respectful languages. Well-mannered language included *stylistic meaning* from the associative types of meaning. The message from the tagline we Nivea can be a provider of everything that men want in this era. In addition man in this era has similarity with women because

they also need a product to support their appearance to be a better look for the women.

The support sentence of this advertisement is “Shampoo, Shower, Shave” which appeared in the visual image that did take a bath in this advertisement. Shampoo, shower, and shave are what men want to make good looking by the women and asked to make their appearance looks adorable in front of people.

“Get more done in the shower with the extraordinary lather of Nivea’s first 3 in 1 Shower Get. ACTIVE 3 Discover More about what men want it Niveaformenusa.com.” the last sentences have implicit meaning that this product consists of good ingredients that make Man’s body as soft as leather for making the shower more comfortable and cleanest than before. In addition men have a denotative means by simple although this product can be a good support for a man because this product stated 3 in 1 which can simplify man’s product before. It has a meaning that men here are connotative meaning because the men here provides the more explanation that men mean.

3.2 Result of Analysis

The table below shows the subcategorized of associative meaning that appears on the linguistic signs of advertisements of 13 Nivea’s Printed Advertisements.

Tabel 3.1 Result of Analysis

NO.	Advertisement	Associative Types of Meaning				
		Connotative	Affective	Reflected	Collocative	Stylistic
1.	Nivea Q 10 “Feel The Same”	X				
2.	Nivea for Men Active 3					X
3.	Nivea Pure Energy				X	
4.	Nivea For men Cooling Post Shave Balm	X				
5.	Nivea Vital Multi-Active		X			
6.	Nivea visage damage cell renewal enriched with folic acid	X			X	
7.	Nivea For Men	X				
8.	Nivea Q10 Advanced Wrinkle Reducer	X	X		X	
9.	Nivea Good Night		X			
10.	Nivea for women	XX				
11.	Nivea Pink Crème	X	X			
12.	Nivea Liquid	X	X			
13.	Nivea Lip Treatment			X		

How to write the result of analysis**1. Connotative Meaning**

$$\frac{\text{Points of connotative}}{\text{Amount of the analysis}} \times 100 = \frac{12}{27} \times 100 = 44\%$$

2. Affective Meaning

$$\frac{\text{Points of Affective}}{\text{Amount of the analysis}} \times 100 = \frac{8}{27} \times 100 = 29\%$$

3. Reflected Meaning

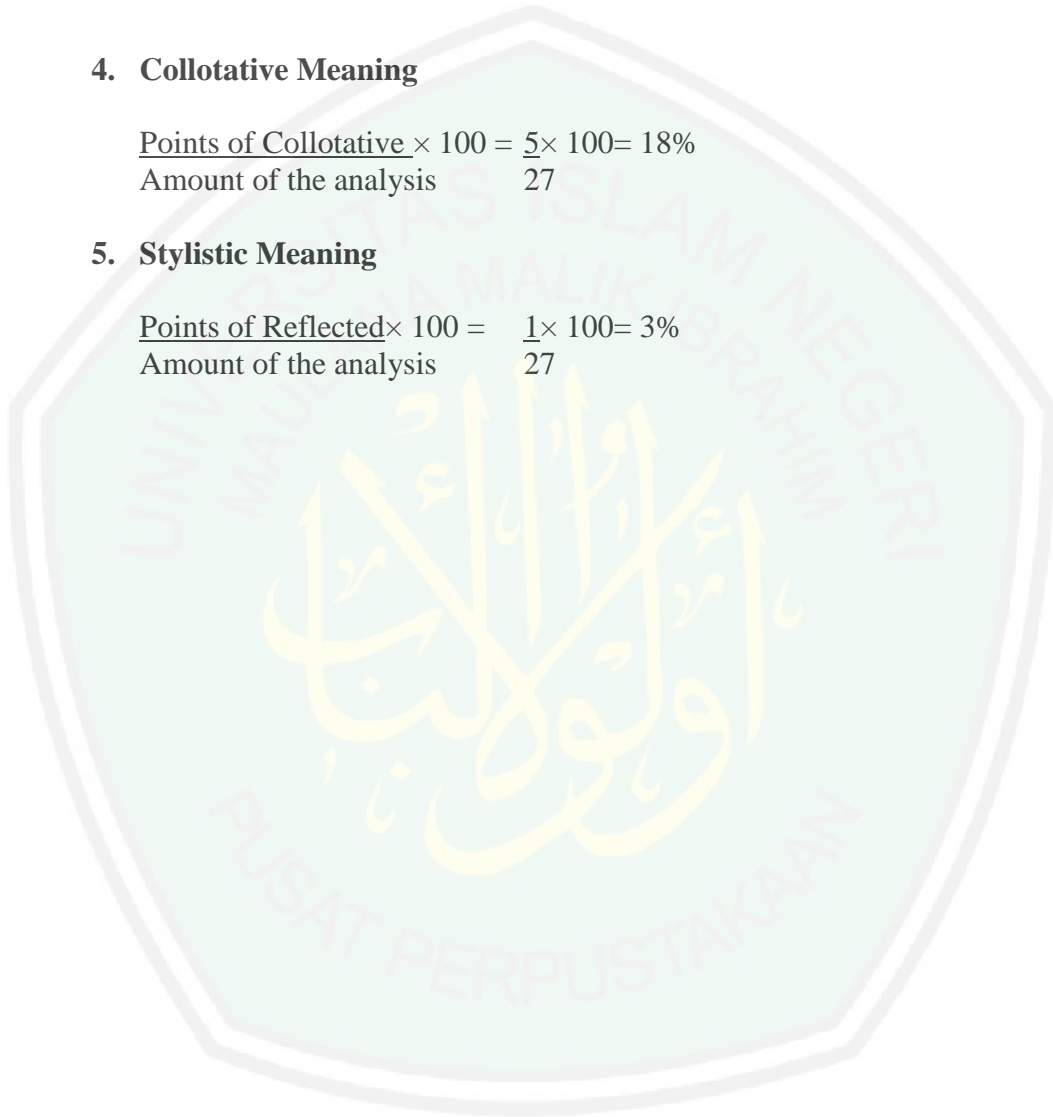
$$\frac{\text{Points of Reflected}}{\text{Amount of the analysis}} \times 100 = \frac{1}{27} \times 100 = 3\%$$

4. Collotative Meaning

$$\frac{\text{Points of Collotative}}{\text{Amount of the analysis}} \times 100 = \frac{5}{27} \times 100 = 18\%$$

5. Stylistic Meaning

$$\frac{\text{Points of Reflected}}{\text{Amount of the analysis}} \times 100 = \frac{1}{27} \times 100 = 3\%$$



3.3 Discussion

This chapter will discuss about the meaning of words in Nivea's Printed Advertisement. There are the details of the discussion:

Based on the research question, how is the categorization of associative types of meaning? The way the researcher unveils the underlying of the categorization of the meaning that appeared on Nivea's printed advertisements. How to categorize the associative types of meaning by identifying the meaning of words that used on 13 Nivea's printed advertisements. The researcher stated that every advertisement used meaningful senses of their words. The words that have been used by advertisers have an implicit meaning for building readers interest into those advertisements. Nivea product appears with unique and powerful words on those advertisements. Because in advertising the advertisers should be used effective and simple words to make the readers have a pretension to read a printed advertisement. Moreover, according to the explanation before that every word showed implicitly in their meaning. The meaning of words will be delivered in such implicit way. On the other hand, everyone who analyzed the words descriptively has a different point of view in analyzing this context. In avoiding this problem, the researcher has been analyzed descriptively and briefly based on advertiser's point of view and reader's point of view because advertisers used figurative language which has meaningful sense in their words. This is the reason why people should read the advertisements correctly for avoiding misunderstanding about the meaning is to emphasize the sense of every words.

Below are the subcategorized of associative meaning that appear on every advertisements : Datum 1) Nivea Q 10 “Feel The Same”: Connotative Meaning; Datum 2) Nivea for men Active 3: stylistic meaning; Datum 3) Nivea Pure Energy: collocative meaning; Datum 4) Nivea For men Cooling Post Shave Balm : connotative meaning; Datum 5) Nivea Vital Multi Active: Affective meaning; Datum 6) Nivea visage damage cell renewal enriched with folic acid: connotative meaning, collocative meaning; Datum 7) Nivea For Men: connotative meaning; Datum 8) Nivea Q10 ADVANCED Wrinkle Reducer: affective meaning, collocative meaning, and connotative meaning; Datum 9) Nivea Good Night thematic meaning and affective meaning; Datum 10) Nivea for women: 2 connotative meaning; Datum 11) Nivea Pink Crème: connotative meaning and affective meaning ; Datum 12) Nivea Liquid: affective meaning and connotative meaning, Datum 13) Nivea Lip treatment: Reflected Meaning

Based on the result of the analysis, the research stated that every advertisements ha different purpose and different ideas which makes the readers have some interest for them. Based on the result analysis the researcher stated that every advertisement consist of meaningful words and unique sense. It means that the feeling of advertisers can be attached by doing the research accurately. In this research the researcher found out that all of the subcategorized of associative meaning is appear there. It means that beauty product especially Nivea used good context in their advertising by using the associative meaning.

It has been explained that printed advertisements are an influential device in the advertising. It spreads the intended message in every word in their

advertisements. The language of advertisements should have simple, meaningful, attractive words. As the explanation above that the subcategorized of associative meaning is an implicit meaning that showed by speakers/ advertisers on their sentences. Associative meaning divided into five subcategorized those are connotative meaning, social meaning, affective meaning, reflected meaning, and collocative meaning. In this research, however, the researcher found out all of the subcategorized of associative meaning that appears on the linguistic signs of Nivea's printed advertisement.

In this section the researcher found out that connotative meaning is the most subcategorized that appear on Nivea's printed advertisements it means that Nivea printed advertisements using nature form for building readers interest to their product. From the previous that has been analyzed by the previous research also stated that the most subcategorized that appear also connotative meaning. The researcher realizes that most of the advertisements are using connotative meaning for convincing the readers. On the other hand the stylistic and reflect meaning are found out in this advertisements. From the previous studies reflected meaning is subcategorized that seldom to be found by the previous researcher. In this research, the researcher identifying the meaning of words briefly and got the reflected meaning on the datum 13. Although stylistic is rarely to find in this advertisements but the previous researcher found out a lot of stylistic meaning on their analysis. In this research stated that Nivea is beauty brand that always used natural forms of meaning for convincing the readers.

After doing the analysis the researcher got next information about the words that have been used by beauty product and the implicit meaning in every word which has been built by advertisers for making the readers has some interest on every advertisement. By knowing the advertiser's message it means that the researcher has been found out the subcategorized of associative meaning on Nivea Printed Advertisements. The researcher found out connotative meaning 44 %, Affective Meaning 29 %, Reflected Meaning 3%, Collocative Meaning 18 %, and Stylistic 3 % that appears on Nivea Printed Advertisements. While the subcategorized of associative meaning is able to classified into another type of Semantic function. After analyzing this research the researcher knows the main point to get the implicit meaning that appears in advertisements. The language of advertisements composed in a unique way and effective words that connaturally or implicitly. Furthermore associative types can be found by doing effective analysis.

CHAPTER IV

CONCLUSION AND SUGGESTION

This chapter consists of two aspects. There are conclusion and suggestion. In conclusion, the researcher would be concluded the problems as the findings which are done by the researcher. Moreover, the findings concisely and provides some suggestion to the next researchers who will do the study which related to this research.

4.1 Conclusion

The general purpose of the research is to find out the meaning of the linguistic signs used by Nivea Printed Advertisement and divided into the associative types of meaning. This discuss about the representation of language on Nivea Printed Advertisements in semantic aspect. Every words that appear in advertisement has different purpose. Meaning of words presented implicitly and has been analyzed descriptively by the researcher. Moreover this research gives an information about the science in analyzing language especially in advertisements. As we know that language that has been used in advertisements completely meaningful and has different sense in every words based on the readers who read the advertisements. Printed advertisements is one of the most eye catching advertisements. The reason why printed advertisements should be used meaningful language because the advertisements has different message for the readers based on their product and their consumers.

The aims of the language of Nivea printed advertisements remains to grasp as more attention of the viewers as is possible. The advertiser, to achieve the intended goals,

apply different strategies which in turn are unconsciously used by the readers. The meaningful utterances have been done consciously by reading the minds of the target audience. It happens because product relatedness and targeting the readers are very necessary steps while delivering the language in every advertisements. This is why the linguistic signs in every advertisements which refers to the language that has been used by advertisers should be use a clever strategies that may compel the readers to follow the expected lines in their linguistic signs.

For the result of analysis the researcher conclude the linguistic signs that appears on the language in Nivea's printed Advertisements into five subcategorized of associative meaning by Leech's Theory in Semantic book (1984). The researcher found out by analyzing the implicit meaning of the linguistic signs which made by the advertisers. According to the subcategorized of associative meaning there are five classification those are: Connotative Meaning, Affective Meaning, Reflected Meaning, Collocative Meaning, Stylistic Meaning. Those classification has an implicit meaning that the structure of the utterances that appear on the Nivea when marketing their product. As we know that semantic is the science which has robust correlation with meaning and the language is used by advertisers when making an advertisements. Semantic theory based on this research stated that semantic science is helpful theory for finding the implicit meaning in every language that appears in every advertisements.

Moreover the researcher found out that meaning of linguistic signs that appeared on Nivea's printed advertisements has hidden message for the readers. The advertisers

used familiar words to the target consumers which makes the readers have some glances to the advertisements. The words that appeared on advertisements have persuasive words for convincing the readers about the product . because tgheir implicit meaning the researcher found out the result of analysis connotative meaning 44 %, Affective Meaning 29 %, Reflected Meaning 3 %, Collocative Meaning 18 %, and Stylistic 3 % that appears on Nivea Printed Advertisements. The subcategorized that appeared on Nivea's printed dvertisements are Connotative and Affective meaning because both of them are the most subcategorized that has been used by the advertisers or influencing the readers.

4.2 Suggestion

Hopefully, the result of this research is able to be guideline for further researchers in Linguistic Area especially in Semantic theory. The researcher suggests for the next researchers to analyze the study which used by current theory. Lots of previous researcher used Leech;s theory therefore the researcher suggest the next researcher to used current theory. In Addition the researcher for the readers to learn about several theory of semantic. The researcher hopes this research can be the reference for the further researcher for avoiding the misunderstanding about the analysis which used semantic studies. In addition, the result of the study can facilitate the next researchers who are have an interest in doing similar field of research as a reference. And the last, the researcher hopes that result of this research can give a big contribution to advertisers

to make a unique, powerful, attractive, and also meaningful language for interpreting their advertisements.

The following suggestions relates to the same researchers which il be conducted. First the researcher gives some recommendations for the next researchers who conduct in presenting meaning by using other objects for example video advertisements, internet advertisements which appears on the youtube, google, or any e commerce which appears in this era. Second, for the further researcher who has been found out the implicit meaning in every languages it can be analyzed in different theory in Linguistic area such as pragmatic, fugurative language, deixis and other theories. Moreover, for further researchers who conduct the research in the study of Semantic area especialy in subcategorized of associative meaning should try to analyze the sven types of meaning by Leech's theory not only the associative meaning but also whe seven types of meaning by Leech or another theories.

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APPENDICES

Datum 1:



Datum 2:



Datum 3:



Datum 4:



Datum 5:



Datum 6:



Datum 7:



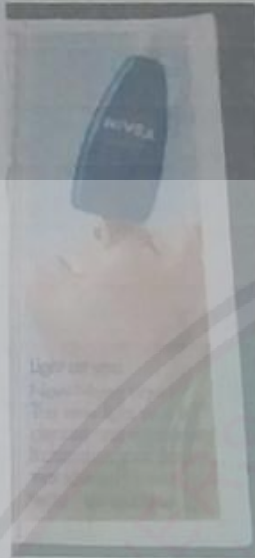
Datum 10:



Datum 11:



Datum 12:



Datum 13:

