

**FUNCTIONAL SEMANTICS ANALYSIS ON THE
LANGUAGE OF ADVERTISEMENTS OF WELL-KNOWN
ELECTRONIC PRODUCTS**

THESIS

By

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**ENGLISH LETTERS AND LANGUAGE DEPARTMENT
HUMANITIES AND CULTURE FACULTY
STATE ISLAMIC UNIVERSITY OF MALANG**

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LANGUAGE OF ADVERTISEMENT OF WELL-KNOWN
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THESIS

Presented to

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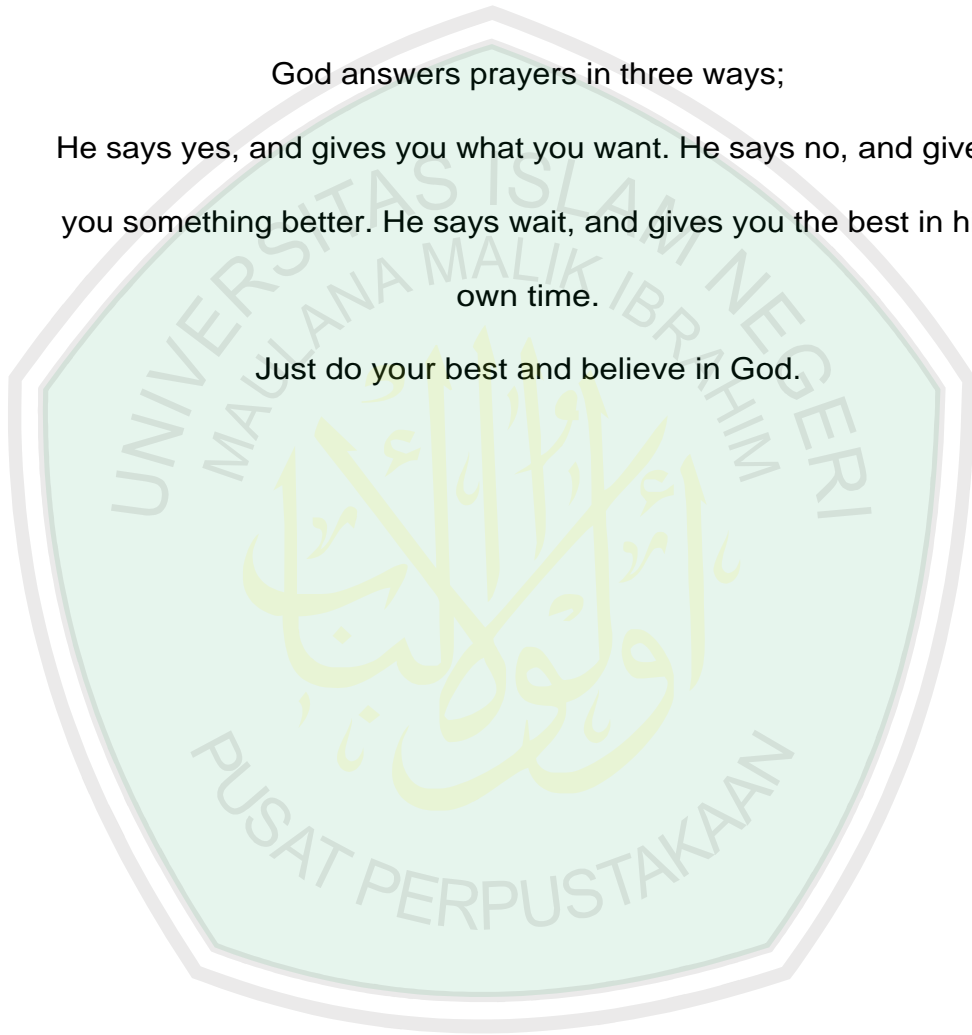
2008

MOTTO

God answers prayers in three ways;

He says yes, and gives you what you want. He says no, and gives you something better. He says wait, and gives you the best in his own time.

Just do your best and believe in God.



DEDICATION

This thesis is especially dedicated to my beloved Father and Mother
who always give me the best all of their life. Thank you for
everything you gave me.

"I love you".

My big family, brothers and sisters, niece and nephews, thank you so
much for the big supports.

The last, this thesis is dedicated to my beloved "Faro_ID". Thank you
so much for being my second parents.

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Furthermore, I really realize that this thesis still needs constructive criticisms and suggestions from the readers in order to make it perfect and hopefully it can be useful for the readers, especially for the English Letters and Language Department.

Malang, September 2008

Mujibatin Munawwaroh

ABSTRACT

Munawwaroh, Mujibatin. 2008. *Functional Semantics Analysis on the Language of Advertisement of Well-known Electronic Products*. Thesis. English Letters and Language Department. The Faculty of Humanities and Culture. State Islamic University of Malang.

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Key words: Functional Semantics, Language of Advertisement, and Well-known Electronic Products.

There are many kinds of advertisement appears in the mass media. One of them is the advertisement of electronic products. The advertisers must use their language of advertisement full of messages. However, the consumers do not always easily understand the language that used in advertisements. Thus, understanding meaning becomes the most important thing in communication especially in advertising. Moreover, the main purpose of advertisements is to deliver the messages, that should be understood by the hearer or reader and finally they will respond by buying or using the product that advertised. Based on that background, this study is conducted on how the types of meaning are appeared in the language of advertisement of well-known electronic products which is specified to identify the types of associative meaning appeared and describe meaning that is emphasized.

This study uses descriptive qualitative approach that emphasizes on describing in detail the types of meaning that appears in the language of advertisement of well-known electronic products in which the data of this study are ten advertisements which taken from internet. The instrument of this study is the human instrument (the researcher herself) who is gathering and analyzing the data.

The results of this study shows that in the language of advertisement of well-known electronic products there are several types of associative meaning appears, namely connotative and affective meaning in which the dominant meaning that appears is the connotative meaning. Meanwhile there are two types of associative meaning that did not appear, namely social meaning and collocative meaning. It means that most of advertisers use connotative words to make their advertisement meaningful and sense able.

Based on those findings, it is suggested for the advertisers to comprehend and consider the meaning when they write the advertisements. In addition, it is also recommended for future researchers to conduct the research using semantics in other fields, daily conversation or any literary work such as the dialogue in movie or drama.

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In linguistics, we can explore our knowledge about meaning by studying semantics. Semantics is one of the branches of linguistics that studying about meaning of word and sentence.

Meanwhile, functional semantics is a functional view of linguistic meaning. Functional semantics is studying about meaning as use. Meaning as use refers to speaker meaning and particularly the intention of the speaker or the desire communicative effect of utterances.² Based on the focus of language use, according to Leech, linguistics meaning is divided into seven types: conceptual, connotative, collocative, social, affective, reflected and thematic.³ Primarily, however, according to Mwihaiki two broad types are delineated: conceptual meaning and associative meaning.⁴

The classification of conceptual and associative meaning are based on the relationship (whether any association and reflection or not) between the meaning of word and the other words. Conceptual meaning is the meaning that relates to the concept and there is no relationship between a meaning of word and others. While associative meaning is the meaning that has a relationship between meanings of word with others.⁵

In addition, the researcher is motivated to analyze the language of advertisements because advertising is one of the disciplines where the use of language has to be employed with care in order to deliver the message effectively

² Alice Mwihaiki. 2004. *Meaning as use: a functional view of semantics and pragmatics*. Swahili Forum 11. p.128.

³ Geoffrey Leech. 1981. *Semantics*. Harlow: Penguin. P.7.

⁴ Alice Mwihaiki. 2004. *Meaning as use: by functional view of semantics and pragmatics*. Swahili Forum 11. p.130.

⁵ Abdul Chaer. 1995. *An introduction of semantic in bahasa indonesia [pengantar semantik bahasa Indonesia]*. Jakarta: Rineka Cipta. p.72.

and efficiently. The speaker or advertisers must have a certain purposes in uttering sentences or making statements. What the advertisers utter is full of messages. The hearer, therefore, try to understand and interpret the meaning of sentence in terms of what speaker of those sentences intended to conveys.⁶ However, the consumers do not always easily understand the language of advertisements. Thus, understanding meaning is become the most important thing in communication especially in advertising. Moreover, the main purpose of advertisements is to deliver the messages, that should be understood by the hearer or reader and finally they will respond by buying or using the product that advertised.

The researcher chooses electronics advertisements as her object of study because nowadays we live in globalization which is the technology, especially electronics, becomes the most important things in society, and even it can be said that the technologies is not the secondary needs anymore but become a primary need in the society. While the advertising agencies of electronics over the world are always growth and advance, thousands and millions of advertisement are churned out daily, thus much effort is needed to analyze the language of the various advertisements language especially in its meaning.

This study has various relations with other relation researchers, which have done by Mwihaki who investigated the meaning as use in reference to Kiswahili. From her research she found the typology of functional meaning used in Kiswahili. Sulistyowati investigated the associative meaning of words and phrases used in William Wordsworth Poems and found that the kind of associative

⁶ George Yule. 1985. *The Study of Language*. Cambridge: Cambridge University Press. p.97.

meaning of words and phrases used in William Wordsworth poems are connotative meaning and affective meaning, while others meaning are not found. Nayak investigated the language of advertisements in Tamil Mass Media. In her study she analyzed the grammar, prosody and figures of speech used in the language of advertisements of Tamil mass media. From her study she found the differences in choice of expression in language of advertisements among the three media communication (magazine, radio, television). This research, therefore, investigated the functional semantics on the language of advertisements of well-known electronics products and it is emphasized in the types of associative meaning.

Based on the description above, the researcher is motivated to analyze the *functional semantics analysis on the language of advertisements of well-known electronic products*. This research focuses on the meaning in used that appears on the object of the research.

1.2. Problems of the Study

Based on the background study above, this research focuses in general on how the meaning in used appears on the language of advertisements of well-known electronic products. This research question can be specified into two questions:

1. What are the types of associative meaning that appear in the language of advertisements of well-known electronic products?
2. What is the type of associative meaning that is emphasized in the language of advertisements of well-known electronic products?

1.3. Objectives of the Study

The objective of the study is to produce descriptive knowledge on meaning in used that appear on the language of advertisement of well-known electronic products. In specifics, the objectives of the study are:

1. To identify and describe types of associative meaning that appears in advertisements of well-known electronic products.
2. To describe the type of meaning that is emphasized in the language of advertisement of well-known electronic products.

1.4. Significances of the Study

This study has theoretical significance and practical significance. Theoretically, this study is to give contribution on the area of semantics. The result of this study is to support the theory of semantics study particularly on meaning in used on the language of advertisements. Practically, the result of this study is expected to give contribution to student on Linguistics, especially for the student of English Letters and Language Department. This study helps the students to understand well on semantics especially on the meaning in used by giving examples of meaning in used theory in the context of language of advertisements. In addition, the result of the study is expected to help next researchers who are interested in doing similar field of research as a reference. Furthermore, the result of this study is expected also to motivate some advertisers

to use the language of their advertisements more meaningful, powerful and attractive.

1.5. Scope and Limitation

The scope of this study is functional semantics especially on the meaning in used. It focuses on functional semantics analysis on the language of advertisement of well-known electronic products.

In order to make study manageable and avoid broadening discussion, this study has limitation. This study limits its analysis in the types of meaning in used that appears in the language of advertisement of well-known electronic products. This study, especially, investigated the types of associative meaning that appears in the data. In this study, the researcher takes ten samples of the newest well-known electronic advertisements, which are all of them, are taken from internet and formed in the text file.

1.6. Definition of the Key Terms

1. ***Conceptual meaning*** is the denotative or cognitive meaning of words or sentences. It is the logical sense of word or sentences itself.
2. ***Associative meaning*** is 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*** is the meaning that communicated by virtue of what words or sentences refers to.

4. ***Social meaning*** is the meaning where the words are used to establish relationships between people and to delineate social roles.
5. ***Affective meaning*** is the meaning of words, sentences or utterances which relates to the personal feelings of the speaker or writer, including his / her attitudes to the listeners, or something he / she is talking about.
6. ***Collocative meaning*** what is communicated through association with words which tend to occur in the environment of another word.
7. ***Advertisement*** is a tool for selling ideas, goods and services to a group of consumer. The advertisement of this research refers to the well-known electronics products which are published in the internet.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter presented and discussed the review of related literature which include the description about semantics, functional semantics, types of meanings, and the language of advertisements.

2.1 Semantics

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”).⁷ The word semantic has ultimately prevailed as a name for the doctrine of meaning, in particular of Linguistics meaning.

Semantics is one of the branches of linguistics studying about meaning and it is considered as a major branch of linguistics devoted to the study of meaning in a language.⁸ It is stated also by Palmer that semantics is technical term used to refer to the study of meaning, and since meaning is a part of language, semantics is a part of linguistics. In addition, he states that meaning here covers a variety aspect of language and there is no general agreement about the nature of meaning, what aspect of it may properly be included in semantics, or the way in which it should be describes.

⁷ Laurel J. Brinton. 2000. *The structure of Modern English*. Amsterdam: University of British Columbia: John Benjamin Publishing Company. p.11.

⁸ David Crystal. 1991. *A Dictionary of linguistic and Phonetics*. Cambridge: Basil Blackwell Ltd. p.310.

In order the meaning to be successfully studied, of course, it must be made clear just what the meaning is. According to what has long been the most widely accepted theory of semantics, meanings are ideas or concept that can be transferred from the mind of the speaker to the mind of the hearer by embodying them, as it were, in the form of one language or another.⁹ Therefore, it can conclude that semantics is the study of meaning which can be used to communicate better in society, not only for special person. Semantics can also be used to understand a literary work, and even every utterance.

According to the definition above, semantics is appropriate to be used on investigating the typology of meaning in the language of advertisements. Because semantics deal with the meaning of language used by the people in order to convey their intended meaning of speaking, or message of a language used.

2.2 Functional Semantics

It is called functional semantics because the conceptual framework on which is based on a functional one rather than a formal one. 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.¹⁰

Halliday also explained about each of those clues.

Firstly, it is functional in the sense that it is designed to account for how the language is used. Every text unfolds in some context of use; furthermore, it is the use of language that, over tens of thousands of generations, have shaped the system. Language has

⁹ Taken from geocities.com/Athens/acropolis/1470/chap2-4-3/html.

¹⁰ M.A.K Halliday. 1985. *An introduction to functional grammar*. Singapore: Colset Private Ltd.
P.ii

involved to satisfy human needs; and the way it is organized is functional with respect to the needs.

Second, the fundamental components of meaning in language are functional components. All languages are organized around two main kind of meaning, the ideational or reflective, and the interpersonal or active. In linguistics, there are two very general purposes which underline all uses of language (i) to understand the environment, and (ii) to act on the others in it.

Thirdly, each element in a language is explained by reference to its function in the total linguistics system. In this third sense, therefore, a functional semantics is one that construes all the unit of languages as organic configuration of function.

According to Muihaki, functional semantics refer to meaning as use or the speaker meaning and particularly the intention of the speaker or the desire communicative effects of utterance.¹¹ This approach to the notion of meaning is validated on the basis of the conviction that language is purposive: when we speak, we intend to achieve particular ends. Language use therefore implies making the appropriate choices of linguistics forms for the appropriate communicative setting and cultural context.

Muihaki also explain that analysis in meaning as use is not directly concerned with the word or the sentence per se.¹² Rather; it relies on the utterances and the intended of it. The utterance creates a relationship between the speaker, the listener and the messages inside. The speaker is not merely encoding a meaning and a message linguistically, but is also affecting an action with the use of language. Thus, the criteria definitive of meaning in use embodies two utterance properties: a meaning in the form of mental representation to be encoded

¹¹ Alice Muihaki.2004. *Meaning as use A functional view of semantics and pragmatics* .Swahili Forum Journal 11 .p.128

¹² Alice Muihaki. 2004. *Meaning as Use*.....p. 128

by the speaker and a communicative function to be decoded by the listener. All of those meaning are covered into the types of meaning that will be explained later.

2.3 Types of Meaning

Leech differentiates meaning into seven types they are: conceptual meaning, connotative meaning, social meaning, affective meaning, reflected meaning, collocative meaning and thematic meaning.¹³

All of those meaning primarily can be broken into two types of meaning they are Conceptual meaning and Associative meaning.¹⁴ This classification are based on the relationship between meaning of word and others (whether any association or reflection or not).¹⁵

2.3.1 Conceptual Meaning

Conceptual meaning (sometimes called denotative or cognitive meaning) is widely assumed to be the central factor in linguistics communication, and it can be shown to be integral to the essential functioning of language in a way that other types of meaning are not (which is not to say that conceptual meaning is the most important element of every act of linguistic communication).¹⁶

Conceptual meaning refers to the logical sense of the utterance and is recognizable as a basic component of grammatical competence. It is alternatively

¹³ Geoffrey Leech. 1981. *Semantics*. Harmondsworth: Penguin. P.7.

¹⁴ Alice Muihaki. 2004. *Meaning as use: A functional view of semantics and pragmatics*. Swahili Forum Journal 11. p.130.

¹⁵ Abdul Chaer. 1995. *An introduction of semantic in bahasa indonesia [pengantar semantik bahasa Indonesia]*. Jakarta: Rineka Cipta. p.72

¹⁶ Geoffrey Leech. 1981. *Semantics*. Harmondsworth: Penguin. P.9.

described as the cognitive or the denotative meaning (denotation).¹⁷ This is the basic or universal meaning and can be represented at the lexical level, as well as that of the clause or simple sentence.

At the lexical level, conceptual meaning is represented as a set of distinctive features. The relevant set of distinctive features, otherwise, described as semes or sememes, depends on a given semantics field. The operant features for 'people' lexemes are [human], [adult], [male].

2.3.2 Associative Meaning

According to semantics analysis of Leech, associative meaning is an individual mental understanding of the speaker.¹⁸ When linguists investigate the meaning of words in a language, they are normally interested in characterizing the conceptual meaning and less concerned with the associative or stylistic meaning of words. However, poets or advertisers are very interested in using terms in such a way that their associative meanings are evoked, and some linguists do investigate this aspect of language use.¹⁹ For example: in the advertisements of Nokia "Nokia Connecting People" has a high association of meaning.

Furthermore, if someone said something, he/she may have an 'associations', or 'connotations', attached to a word like *needle* which lead us to think of 'painful' whenever we encounter the word. This 'association' is not treated as part of the

¹⁷ Lyons, J. 1981. *Language and Linguistics*. Cambridge: Cambridge University Press. p

¹⁸ Alice Mwihaki. 2004. *Meaning as use: a functional view of semantics and pragmatics*. Swahilli Forum Journal 11. p. 131.

¹⁹ Riaz Ahmad Sarfraz Munir Chaudhary. 2008. *Semantics Introduction*. Slideshow transcript. Taken from [www. Slideshare.net](http://www.Slideshare.net). 26 Oct 2008.

conceptual meaning of *needle*. In a similar way, we may associate the expression *low-calorie*, when used to describe a product, with 'good for us', but we would not want to include this association within the basic conceptual meaning of the expression.

Associative meaning describes a composite of six modes of language usage, which draw on certain mental connections. Such connections are based on the contiguities of real-world experience rather than the linguistic context. The ensuing discussion focuses on four types of associative meaning, selected on account of specifically distinctive communicative properties; connotative meaning, social meaning, affective meaning and collocative meaning.²⁰

2.3.2.1 Connotative Meaning

Connotative meaning is the communicative value an expression has to do by virtue of what it refers to, over and above its purely conceptual content.²¹ Though these meanings may not be strictly implied by relevant definitions, they show up in common or preferred usage regardless. This is not to be confused with what is historically referred to as connotation, which more closely describes rigid definitions of words. For example, the word *child* is defined as a young human being but there are many other characteristics which different people associate with *child*, namely; amusing, lovable, sweet, noisy, irritating, etc.

Connotation is the real-world value a speaker associates with an expression. Connotative meaning, therefore, describes the communicative value

²⁰ Alice Mwihaki. 2004. *Meaning as use: a functional view of semantics and pragmatics*. Swahili Forum Journal 11. p. 131

²¹ Geoffrey Leech. 1981. *Semantics*. Harmondsworth: Penguin. P.

an expression contains by virtue of what it refers to, other and above its purely conceptual content.²² In other words, the connotative meaning of a term builds on the basic conceptual attributes to include the various additional non-criterion properties that we have come to learn to expect a referent to possess.

2.3.2.2 Social Meaning

Social meaning is the meaning where words are used to establish relationships between people and to delineate social roles.²³ For example, in Javanese, the word “panjenengan” when used to call a proper name denotes respect, sometimes indicating that the speaker is subordinate to the listener; while the suffix “mu” denotes that the speaker thinks the listener is a child or childlike (either for purposes of affection or derision).

While according to Leech, social meaning is that which a piece of language conveys about the social circumstances of its use.²⁴ Social meaning relates to the use of language to establish and regulate social relations and to maintain social roles. This type of language use is alternatively described as social communication. Social meaning is hence communicated through ritualistic use of language as found in greetings, apologies, blessing or condolences.²⁵ Social meaning varies considerably according to such factors as culture, historical

²² Alice Mwihiaki. 2004. *Meaning as use: a functional view of semantics and pragmatics*. Swahili Forum Journal 11. P. 131.

²³ Alice Mwihiaki. 2004. *Meaning as use: a functional view of semantics and pragmatics*. Swahili Forum Journal 11. p.133

²⁴ Geoffrey Leech. 1981. *Semantics*. Harmondsworth: Penguin. P.14.

²⁵ Alice Mwihiaki. 2004. *Meaning as use: a functional view of semantics and pragmatics*. Swahili Forum Journal 11. p.133

period, social class and the general real life experience of a speaker or group speakers.

Considering the following sentences:

1. *Y'all gonna visit over the holiday?*
2. *Great chow!*

In sentence 1, the pronoun *y'all* identifies a particular regional dialect of America English (Southern). And in sentence 2 indicates that the comment was made in an informal context. Social status, ethnicity, regional origin, and context are social factors. In addition to linguistics meaning, therefore, every utterance also conveys social meaning, not only in the sentence but also in word choice (*y'all* and *chow*) and pronunciation (*gonna* or *nothin'*).

2.3.2.3 Affective Meaning

Affective meaning has to do with the personal feelings or attitudes of the speaker. Affective meaning is often explicitly conveyed through the conceptual or connotative content of the words used.²⁶ It is related with how language reflects the personal feeling of the speaker, including his attitude to the listener, or his attitude to something he is talking about, because the personal feeling can influence the expression of the speaker's emotion. Factors such as intonation and voice timbre, what we often refer to as "tone of voice" are important also in this case.

²⁶ Geoffrey Leech. 1981. *Semantics*. Harlow: Penguin. P.15.

Affective meaning is more directly a reflection of the speaker's personal attitude or feeling towards the listener or the target of the utterance. Such feelings or attitudes are usually negative or insincere in nature. They are normally expressed through such forms of language use as insults, flattery, hyperbole, or sarcasm.²⁷

Insults are usually expressed with reference to names for animals with negative attributes and even defects on the human body or personality.²⁸ A speaker would probably use such terms as, 'pig', 'dog', 'beast', 'thief', 'deranged person', or 'fool'. Such addresses simply imply that in the speaker's opinion the addressee is dreadfully dirty, greedy, cruel, deceitful, unreasonable or an idiot respectively. Note that these insults reflect the speaker's emotional state at a given time.

Often we flatter people when we are either in a mood of zest or in a mood of guile, especially when we intend to use the flattered in a particular way. Flattery is usually expressed in metaphorical utterances and predictably using attractive attributes such as 'pearl', 'angel', 'dove', 'lion', or 'elephant' to imply the attribute of great beauty, compassion, gentleness, bravery or strength respectively. Once again, this usage is of a temporary nature probably lasting the duration of the utterance. The angel of one moment could easily metamorphose into the 'devil' of the next moment, when the speaker is in a particularly offensive mood.

²⁷ Alice Mwihaki. 2004. *Meaning as use: a functional view of semantics and pragmatics*. Swahili Forum Journal 11.p. 134.

²⁸ Alice Mwihaki. 2004. *Meaning as use*.....P. 134

Often speakers use sarcastic remarks when they deliberately want to ridicule the addressee.²⁹ The intention to ridicule is often a reflection of the speaker's opinion of either the status or performance of the addressee. An insensitive or awfully discouraged parent, on seeing the dismal examination results of his/her child, could comment:

‘You excelled so absolutely that you pulled the tail!’

Typical of sarcastic expressions the essential properties of this utterance are antithetical in meaning.³⁰ The word ‘to excel’ would be the antithesis of ‘to come last/to bring the rear’. In this case, the perceived contradiction effectively draws a cruel contrast between the parent's expectations and the child's performance. Besides the effect of ridicule, therefore, sarcasm functions as an indirect way of communicating a negative message. The speaker is actually saying: ‘in my opinion you didn't try at all’. In other words, the actual meaning is not contained in the words used. Such usage is further illustrated in collocative meaning.

2.3.2.4. Collocative Meaning

Collocative meaning consist of the associations a word acquires on account of the meanings of words which tend to occur in its environment.³¹ For example, *pretty* and *handsome* share common ground in the meaning of ‘good-

²⁹ Alice Mwihaki. 2004. *Meaning as use: a functional view of semantics and pragmatics*. Swahili Forum Journal 11.p. 134.

³⁰ Alice Mwihaki. 2004. *Meaning as use*.....P. 134.

³¹ Geoffrey Leech. 1981. *Semantics*. Harlow: Penguin. P.16.

looking’, but may be distinguished by the range of nouns with which they are likely to co-occur or collocate :

| | | | |
|--------|---------|----------|------------|
| Pretty | Girl | Handsome | boy |
| | Boy | | Man |
| | Woman | | Car |
| | Flower | | Vessel |
| | Garden | | Overcoat |
| | Color | | Airliner |
| | Village | | Typewriter |

The range may well, of course, overlap: handsome woman and pretty woman are both acceptable, although they suggest a different kind of attractiveness because of collocative associations of the two adjectives. Further examples such as :

- ‘wonder and stroll (cows may wonder, but may not stroll)
- ‘tremble’ and ‘quiver’ (one trembles with fear, but quivers with excitement).

It can be concluded that we should apply an appropriate word or the special category of collocative meaning to be applied because all words depend on the associations of meaning which come from its environment.

The types of meaning can be simplified in the following tables :

| | | |
|---------------------|---------------------|--|
| Conceptual meaning | | What is communicated by logical, cognitive, or denotative content. |
| Associative meaning | Connotative meaning | What is communicated by virtue of what language refers to |
| | Social meaning | What is communicated of the social circumstances of language use. |
| | Affective meaning | What is communicated of the feelings and attitudes of the speaker/writer |
| | Collocative meaning | What is communicated through association with words which tend to occur in the |

| | | |
|------------------|--|--|
| | | environment of another word. |
| Thematic meaning | | What is communicated by the way in which the message is organized in terms of order and emphasis |

source : Geoffrey Leech³²

2.4 The Concept and Definition of Advertisement

Advertising is a form of mass communication closely linked with the world of commerce and marketing. It is a powerful tool for the flow of information from the seller to the buyer. It influences and persuades people to act or believe.³³ It is also something that affects most of us in a number of different spheres of our lives. It not only influences any human society but also reflects certain aspects of that society's values and structure. There are many special and specific reasons for using advertising in its several forms. Announcing a new product or service, expanding the market to new buyers, announcing a modification or a price change, educating customers, challenging competition, recruitment of staff and attracting investors are a few such reasons. In the process of creating advertisements for all these reasons, language, i.e., choice of expression is of crucial importance.

Nayak (2000) in her journal explains that:

³² Geoffrey Leech. 1981. *Semantics*. Harmondsworth: Penguin. P. 23.

³³ Sandhya Nayak. 2000. *Language of Advertisements in Tamil Mass Media*. University of Mysore

The advertisements can be classified into non-commercials and commercials on the basis of the object and purpose involved in advertising.

In non-commercial advertisements, selling and buying are not involved and certain ideas, morals or appeals are communicated to the common public from government agencies or various associations and societies. The purpose may be related to charity, political propaganda, or different social welfare measures. Commercial advertisements are sub classified into commercial consumer advertisements and prestige advertisements. The commercial consumer advertisements involve consumer goods such as cosmetics; medicines etc., while the prestige advertisements include services like banking, insurance etc., of the different classes of advertisements, the commercial consumer advertisements are the most prominent in terms of both quality and quantity.³⁴

Meanwhile, according to Bolen, advertising is any controlled form of non personal presentation and promotion of ideas, goods, or services by an identified sponsor that is used to inform and persuade the selected market.³⁵

Gaw in his book sated that advertising is a tool for selling ideas, goods, or a services to a group; it employs paid space or time or uses a vehicle to carry its messages that does not disguise or hide the identity of the advertisers or his relationships to the sales effort.³⁶

According to this definition, an advertisement consists of four points namely:

1. a tool for selling ideas, goods, and services that employs paid space or time
2. it is directed to a group of people
3. it makes the advertiser known

³⁴ Sandhya Nayak. 2000. *Language of Advertisements in Tamil Mass Media*. University of Mysore

³⁵ William H. Bolen. 1984. *Advertising 2ed*. USA: John Wiley & Sons. p.4-5

³⁶ Walter A. Gaw. 1961. *Advertising method and media*. San Fransisco: Wadsworth Publishing Company, Inc. p.9

4. It is a part of sales effort, which called sales promotion.

2.3.3 The Functions of Advertisements

Gaw states that advertising has many function, namely as a tools for selling, media of education, moldier of opinion and goodwill builder.³⁷

1. as a tools for selling

An advertiser persuades the consumers to buy the product being advertised.

2. as a media education

As education media, an advertisement teaches the people in general and the consumers specifically to adopt the untried technology quickly, because the advertisement usually presents the newest thing. Besides, an advertisement accelerates also the application of advance technology in industry, helps reduce accidents or attributes to build a better understanding and appreciation of ideology.

3. as a molder of opinion

Besides selling goods, advertisements help someone to be a winner in the election by creating such a belief on the voters.

4. as a goodwill builder

Advertisements has function to maintain the human or public relationships among the various group in harmony so that selling processes goes smoothly with the final result in increasing the company profit.

³⁷ Walter A. Gaw. 1961. *Advertising*.....p.21

2.3.4 Advertising in Print Media

Advertising in the print media is the oldest and the largest in terms of advertising billing. Advertisements in print media can get the full attention of the readers. They are good in quality in terms of printing and color. The formal components of print advertisement are: (1) headline, (2) body copy (3) signature line (4) standing details and (5) illustrations. The headline usually appears on the top of the advertisement and it is printed in bold types of different sizes. The message is conveyed with maximum brevity and preciseness and in an attractive manner. The readers mostly rely on the headline for the relevant information. The body copy includes the main part of the advertising message often divided into various sections under sub-heads. The signature line mentions the brand name, which is accompanied by a price tag, slogan and trade mark. The standing details include cut out coupons, address of the firms etc. The illustrations are the printed visuals depicting the product and/or the secondary participant.

2.4 Previous Studies

The following is the results of previous study, which is relevant to this study. Mwihaki investigated meaning as used: a functional view of semantics and pragmatics. In her study, she found the types of meaning that found in Kiswahili. Nayak investigated the language of advertisement in Tamil mass media (magazine, radio, and television). In her study, she found the differences in choice of expression among the three media. Sulistyowati investigated the kinds of associative meaning of words or phrases used in William Wordsworth poems. In her study she found that there are two kinds of associative meaning of words and phrases used in William Wordsworth poems, namely connotative and affective meaning.

CHAPTER III

RESEARCH METHODS

This following chapter discusses the methodology of the study covering: research design, data and data sources, research instrument, reading process as data collection, and data analysis.

3.1 Research Design

In this study, the researcher used descriptive qualitative research because the data of this research are in the form of words or sentences of well-known electronic product advertisements which contain of two types of associative meaning: connotative and affective meaning. In addition, the data of this research are in the forms of text rather than numbers, which are not statistically analyzed. As stated by Bogdan that the qualitative inquirer deals with data that are in the form of words, rather than numbers and statistics.³⁸

In this study, the researcher described the functional meanings of the language of advertisements of well-known electronics products which are emphasized in the types of associative meanings that appear in the data.

3.2 Research Subject

The subjects of this study are the sentences which contain associative meaning of language of advertisement of well-known electronic products published in the internet. There are many kinds of interesting well-known electronic products advertisements, because they have very attractive colorful

³⁸ Robert C. Bogdan, Knopp Biklen. 1998. *Qualitative research for education: an introduction to theory and methods 3rd ed.* USA: Allyn & Bacon A Viacom Company. P.77.

picture or anything which can attract the readers' attention directly to buy the products. The utterances or words are classified further analyzed using theory of semantics.

3.3 Data Sources

The main sources of the data in this research are the advertisements of well-known electronic products. The researcher chose some advertisements of electronic products which were famous and popular in the society. The materials of this research were taken from internet in order to get the most up to date issues of well-known electronic products advertisements.

3.4 Research Instrument

In qualitative research, the human investigator is the primary instrument for the gathering and analyzing data.³⁹ This research therefore, used human instruments in conducting the research. The researcher herself is the main instrument, because there is no other research instrument that is possible to use in collecting and analyzing the data.

3.5 Data Collection

The data sources of this research were taken from internet. In collecting the data, the following steps are done. Firstly, the researcher brows and copies the data in accordance with well-known electronics product from the web site. Secondly, the researcher selects the obtained data to meet the nature of research

³⁹ Robert C. Bogdan, Knopp Biklen. 1998. *Qualitative research for education: an introduction to theory and methods 3rd ed.* USA: Allyn & Bacon A Viacom Company. P.77

questions. In selecting the data, if there are repeated publishing advertisements, only one advertisement is taken.

3.6 Data Analysis

After collecting the data, the researcher analyzed the data by using some ways. Firstly, presenting the data, the purpose of this presenting the data is rich and detail includes: the advertisement in brief and gathered words. Secondly, the researcher identified and categorized the data based on the types of associative meaning. Thirdly, interpreting the identified and categorized data based on the theory. Finally, drawing conclusion as a result of analysis based on the findings of research.

CHAPTER IV

FINDINGS AND DISCUSSION

In this chapter, the data analysis is done in accordance with the formulated research question. The researcher chose the most relevant theories with the topic of this study to analyze the data. The researcher, therefore, analyzed the data based on Leech theory of semantics. The data are selected by the researcher to answer the problem by using semantics theory to enrich the linguistically encoded the type of associative meaning that appears in the data. As the next part, the discussion and interpretation are done which is geared forward deriving conclusion.

4.1 Research Findings

This part explains the finding of the data which are analyzed. The data of this study are obtained from advertisements of well-known electronic products. The data are analyzed based on the types of associative meaning and continued by the explanation by its context.

4.1.1 Data Description and Analysis

1. Advertisement of “Nokia Navigator Mobile Phone “.

This advertisement consists of the following parts:

The head line sentence: *“Finally a phone that will tell you where to go”*.

The support sentences: - *Find your way using the built-in GPS with local maps*

- *Use turn-by-turn voice-guided navigation*

-Access navigation quickly with the navigation key

-Take panoramic travel photos

-Download and surf the web via high-speed 3.5G

The picture of Nokia's navigator phone (*See appendix 1*).

This advertisement consists of two aspects that are verbal aspect and visual aspect. The verbal aspect is used to explain the ideas that want to send by the advertiser to make the reader understands easier what they want to convey.

The sentence "finally a phone that will tell you where to go" refers to the Nokia's mobile phone that shows in the picture. Related to the semantics, from this sentence we can find the types of meaning that appears, it will be discussed below:

Related to associative meaning, the type of connotative meaning appear in this advertisement. It can be seen from the word *tell* on "finally a phone that will *tell* you where to go". The word "tell" has a connotative meaning because it cannot defined as the real meaning of "tell" normally. The word 'tell' normally define as giving information in a word or utterances which done by person, but in this sentence the word *tell* is combine with the word *a phone* as the doer of *tell*.

The word *a phone* is a symbol of a person which can help to give information. In this sentence we can assume that the word *a phone* is alive because of its features. Namely, first, built-in GPRS with local maps, that can help the users to find the way. Second, the users can use turn-by-turn-voice-guided navigation. Third, the users can also access navigation quickly with the navigator key. Fourth, the users

can take the panoramic travel photos. In addition, the last is the users can download and surf the web via high-speed 3.5G by using this phone. So that this sentence means that a phone that will give the users many information to going somewhere by its features.

From the explanation above, we can conclude that the associative meaning is dominantly appears in this advertisement. When people read an advertisements sentence, the first thing that shapes the reader's impression is how the language that used. Is it interesting or not? An interesting advertisement's language is that can persuades consumers. That is why most of language of advertisement is a persuasive language.

In addition, besides has a verbal aspects, this advertisement has a visual aspects also that are the picture of its. The most influence aspect of the presentation that shapes reader's impression is the picture, especially the shape and color of its. The function of the text itself is to make clear the message. The meaning is, therefore, revealed by both text and picture.

2. Advertisement of “ LG’s steam washing machine”

This advertisement consists of the following parts :

The picture of “lock” icon.

The head line sentence “ *Put A Lock On Your Energy Use* ”

The support sentences:

“Save energy with LG’s steam washing machine. The LG steam washing machine not only saves electricity. It also

reduced water usage. It is rated A⁺⁺ for energy efficiency.

Helping to protect the environment”.

The picture of LG’s steam washing machine (*See appendix 1*).

This advertisement consists of two aspects that are verbal aspect and visual aspect. The verbal aspect is used to explain the ideas that want to send by the advertiser to make the reader understands easier what they want to convey.

From the advertisement sentence above, the conceptual meaning is appears. As we know that conceptual meaning refers to the logical sense of an utterance. Related to this sentence, the logical sense is that we need to put a lock in order to save the use of energy. This sentence will be has ambiguity meaning if we only interpreting based on the lexicon. It is, therefore, need to be interpreted by relating our sense of associative meaning.

Considering associative meaning, the types of connotative meaning is appearing here. It can be seen in the word *lock* of “put a lock on your energy use”. The word *lock* contains the connotative meaning. Because it can not sense as the original meaning of “lock” itself. It has a connotative sense. The use of word “lock” connotes the word “save”. In this case the word “lock” can interprets the sense of saving energy, economic, effective and efficient. It is stressed by the next sentences that describe the quality of the product.

“Save energy with LG’s steam washing machine. The LG steam washing machine not only saves electricity. It also reduced water usage. It is rated A⁺⁺ for energy efficiency. Helping to protect the environment”.

In addition, besides has a verbal aspects, this advertisement has a visual aspects also that are the picture of its. The most influence aspect of the presentation that shapes reader's impression is the picture, especially the shape and color of its. The function of the text itself is to make clear the message. The meaning is, therefore, revealed by both text and picture.

3. Advertisement of “Nokia 5610_xpressmusic” mobile phone.

This advertisement consists of the following parts:

The headline sentence “ *Enjoy the sight and sound of music* ”

The picture of Nokia's hand phone (*See appendix 1*).

This advertisement consists of two aspects that are verbal aspect and visual aspect. The verbal aspect is used to explain the ideas that want to send by the advertiser to make the reader understands easier what they want to convey.

From the advertisement sentence above, the conceptual meaning is appears. As we know that conceptual meaning refers to the logical sense of an utterance. Related to this sentence, the logical sense is that we can enjoy the sight and sound of music. This sentence will be has ambiguity meaning if we only interpreting based on the lexicon. It is, therefore, need to be interpreted by relating our sense of associative meaning.

Considering associative meaning, the types of connotative meaning is appearing here. It is defined as connotative meaning because the word sight in “enjoy the *sights* and sounds of music” has a connotation meaning. *Sights* connote something that has a view, can be seen the beautiful of its. As we know that music

is something that has not any view, can not be seen, and only has a sounds and feeling when we heard.

Besides has a verbal aspects, this advertisement has a visual aspects also that are the picture of its. The most influence aspect of the presentation that shapes reader's impression is the picture, especially the shape and color of its. The function of the text itself is to make clear the message. The meaning is, therefore, revealed by both text and picture.

4. Advertisement Of “Nokia N95 “ mobile phone.

This advertisement consists of the following parts:

The headline sentence:” *Open to Anything* “

The support sentence: “*We believe the best devices have no limits. That’s why we left the Nokia Nseries open. Open to applications. Open to widgets. Open to anything. So go ahead and load it up. What it does is up to you.*”

The picture of Nokia N95 Mobile Phone (*See appendix 1*)

This advertisement consists of two aspects that are verbal aspect and visual aspect. The verbal aspect is used to explain the ideas that want to send by the advertiser to make the reader understands easier what they want to convey.

From the advertisement sentence above, the conceptual meaning is appears. As we know that conceptual meaning refers to the logical sense of an utterance. Related to this sentence, the logical sense is that Nokia N95 is open to anything. This sentence will be has ambiguity meaning if we only interpreting

based on the lexicon. It is, therefore, need to be interpreted by relating our sense of associative meaning.

The type of associative meaning that appears in the advertisement above is the connotative meaning. The word *open* has connoted a feature of the product. It can be interpreted as some feature of the product which can receive every application.

Look for sentences bellow:

1. The door is *open*.
2. The flowers were all *open*.
3. Nokia N series *open* to anything.

The word *open* in these sentences above has a different sense and. The first *open* has a means as “not closed” it means that the door is not closed and can be entered. While the second *open* has a means that the flowers are spread out, and not folded. In the other hand the word *open* in 3 has a means as willing receive anything. Furthermore, the word *anything* in here needs also to be interpreted based on the context. *Anything* in this context refers to the application of the phone.

In addition, besides has a verbal aspects, this advertisement has a visual aspects also that are the picture of its. The most influence aspect of the presentation that shapes reader’s impression is the picture, especially the shape and color of its. The function of the text itself is to make clear the message. The meaning is, therefore, revealed by both text and picture.

5. Advertisement of Samsung F700 mobile phone

This advertisement consist of the following part :

The picture of Samsung F700 mobile phone.

The sentences “Samsung F700 the smartphone to rival all smartphones” (*see appendix*).

From this advertisement, the researcher analyze that this advertisement has two aspects that are the verbal and visual aspect.

The verbal aspect consists of the sentence of this advertisement which read; “ Samsung F700 The smartphone to rival all Smartphone”. From the advertisement sentences above, can be analyzed that there are types of meaning that appears. They are:

Related to conceptual meaning, this sentence has a means that there is a phone that made to rival other smartphone. This sentence is meaningless if we relates only to its logical sense. It will be meaningful if we try to associates it to other circumstances.

Related to associative meaning, the connotative meaning appear in this advertisement. The word phone connotes a creature, which is alive and has a personal character “smart”. In here, the advertiser assumes that the phone is alive because of its special quality. From this case, therefore, we can conclude that a product of Samsung (F700) is a smartphone that made by those special qualities. Samsung F700 is already challenge all of the smartphone.

In addition, besides has a verbal aspects, this advertisement has also a visual aspects that are the picture of its. The most influence aspect of the

presentation that shapes reader's impression is the picture, especially the shape and color of its. The function of the text itself is to make clear the message. The meaning is, therefore, revealed by both text and picture.

6. Advertisement of "LG steam washing machine"

This advertisement consists of the following parts:

Five smiley icons.

The head line sentence : "Why Use More Energy Than Is Needed ?"

The support sentences : *"LG's technology is making a difference. It is not just the LG steam washing Machine's powerful cleaning, but how it redefines being "energy efficient". Its world famous energy saving technology will make you smile"*.

The picture of LG steam washing machine product (*See appendix 1*).

This advertisement consists of two aspects that are verbal aspect and visual aspect. The verbal aspect is used to explain the ideas that want to send by the advertiser to make the reader understands easier what they want to convey.

The verbal aspect consists of the sentence of this advertisement which read; "why use more energy than is needed?" From the advertisement sentences above, can be analyzed that there are types of meaning that appears. They are:

Related to conceptual meaning, this sentence has a means that we do not need to use more energy than is needed. This sentence is meaningless if we relates only to its logical sense. It will be meaningful if we try to associates it to other circumstances.

If we relates to associative meaning, this advertisements sentence will be more meaningful. Considering the associative meaning, the type of associative meaning that appears in this advertisement is the connotative meaning. It can be seen from the word “smile” of *“LG’s technology is making a difference. It is not just the LG steam washing Machine’s powerful cleaning, but how it redefines being “energy efficient”. Its world famous energy saving technology will make you **smile**”*. The word smile is connoting the feeling of safety, happy, free, and pleasure. The word smile is only as a symbol. It has a function to illustrate the feeling of the user if they used the LG’s steam washing machine.

In addition, the affective meaning is appear also from this sentences, the word smile has showed the feeling of the speaker that he/she has feel happy because of this product. Beside it has a powerful cleaning, it is also redefines being energy efficient. Finally, the user will get the feeling by using this product because of its qualities. It is also stressed by the picture that showed five smiley icons where is each of icon is very meaningful. From those sentences, it can be concluded that LG Steam Washing Machine is the product that has many advantages for the users.

Besides has a verbal aspects, this advertisement has a visual aspects also that are the picture of its. The most influence aspect of the presentation that shapes reader’s impression is the picture, especially the shape and color of its. The function of the text itself is to make clear the message. The meaning is, therefore, revealed by both text and picture.

7. Advertisement of “Nokia Maps mobile phone”

This advertisement consist of the following parts:

The headline sentence “ Let NOKIA MAPS show you the way “

The picture of Nokia Maps hand phone (*See appendix 1*).

From this advertisement, we can analyze that this advertisement has two aspects that are the verbal and visual aspect. The verbal aspect is consist of the sentence of its advertisement which read as “ Let Nokia Maps show you the way”. From this sentence, can be analyzed that there are types of meaning that appears.

They are :

Related to conceptual meaning, this sentence has a means that Nokia Maps can show the users the way. It will be meaningless if only relates to conceptual meaning. We used to relate this sentence into the associative meaning in order it can be understood clearly and meaningfully.

Connected to associative meaning, the type of meaning that appears in this advertisement is connotative meaning. The word “Nokia Maps” connotes the “creature” which can show other the way to passed. Whereas Nokia Maps is only a phone which has many feature that make it seems alive and can help people to find a way. When people read this sentence (Let Nokia Maps show you the way) the impression that shapes is the Nokia Maps is alive and able to show the people the way to passed. However the word show here, if we relate to the concept has a different meaning. The word show normally, if does not related to the Nokia Maps, has a mean as pointing the direction of way. Nevertheless, if it relate to the concept, that Nokia Maps is a types of hand phone, the word show has a means

that give evidence and guidance to the people by displaying and performing its feature. It is stressed also by the picture. (See appendix).

Besides has a verbal aspects, this advertisement has a visual aspects also that are the picture of its. The most influence aspect of the presentation that shapes reader's impression is the picture, especially the shape and color of its. The function of the text itself is to make clear the message. The meaning is, therefore, revealed by both text and picture.

8. Advertisement of SAMSUNG SGH-i600 (SAMSUNG Blackjack Mobile Phone).

This advertisement consist of the following part :

The picture of Samsung blackjack mobile phone (*see appendix 1*).

The sentences “SGH-i600 SAMSUNG Blackjack”

“Imagine smart phone is mine SAMSUNG is mine”.

This advertisement consists of two aspects that are verbal aspect and visual aspect. The verbal aspect is used to explain the ideas that want to send by the advertiser to make the reader understands easier what they want to convey.

The verbal aspect consist of the sentence of its advertisement which read as “Imagine smart phone is mine. SAMSUNG is mine”. From this sentence, can be analyzed that there are types of meaning that appears:

Related to conceptual meaning, this sentence means that the speaker has a phone which is smart, those phone is named Samsung. However it will be more meaningful if it is associated with other concept. Because the meaning of this sentence is emphasized in associative meaning

Connected to associative meaning, the connotative meaning appear in this advertisement. The word phone connotes a creature, which is alive and has a personal character “smart”. In here, the advertiser assumes that the phone (Samsung blackjack) is alive and smarted by its special quality.

Besides has a verbal aspects, this advertisement has a visual aspects also that are the picture of its. The most influence aspect of the presentation that shapes reader’s impression is the picture, especially the shape and color of its. The function of the text itself is to make clear the message. The meaning is, therefore, revealed by both text and picture.

9. Advertisement of “Nokia 6120” mobile phone.

This advertisement consists of the following parts:

The headline sentence “***Built for the speed of life***”.

The support sentences “*Surf the web and download quickly over the high speed 3G or HSDPA* connection. Take photos with flash and panorama imaging with the 2 megapixel camera. Keep on top your busy life by sending or receiving e-mail with attachments*”.

The picture of Nokia’s mobile phone product (*See appendix 1*).

From this advertisement, the researcher finds the types of meaning that appears. Those are:

“Nokia 6120 Built for the speed of life” has a conceptual meaning, logical sense as the Nokia is built for the speed of life. This sentence, however, has an

explicit meaning that cannot be seen if we only interpreted using the theory of conceptual meaning. It is needed to interpret by relating with other circumstances.

Related to types of associative meaning, connotative meaning appear in this advertisement. The word “life” connotes the requisites of human life. Requisites here aim to the technology, which become the basic need of the world nowadays. Nokia make attend the best quality product. It built a Nokia 75 with a special quality in the speedy. It has some features which emphasizing the speedy, those are : first, surf the web and download quickly over the high speed 3G or HSDPA* connection. Second, the users can take the photos with flash and panorama imaging with the 2 megapixel camera. In addition, the users can also sending or receiving e-mail with attachments

In addition, the word “speed” in this sentence has also a connotative meaning. The sentence itself, built for the speed of life, refers to the product of Nokia. The word speed of “built for the speed of life” has a different sense with the word speed normally. It is normally has a sense as quickness of something moving. Whereas, the word speed in this context refers to the quickness of accessing the Nokia hand phone. It is stressed by the next sentences that describe some features of the product which is become the special quality and give many advantage for the users namely ; first, the users can surf the web and download quickly over the high speed 3G or HSDPA* connection. Second, the users can take the photos with flash and panorama imaging with the 2 megapixel camera. In addition, the users can also sending or receiving e-mail with attachments.

Besides has a verbal aspects, this advertisement has a visual aspects also that are the picture of its. The most influence aspect of the presentation that shapes reader's impression is the picture, especially the shape and color of its. The function of the text itself is to make clear the message. The meaning is, therefore, revealed by both text and picture.

10. Advertisement of "Samsung D820"

This advertisement consist of the following parts :

The headline sentence *"Imagine a slide up so slim, it's breathtaking"*

The support sentences *"Take your breath away with Samsung's slimmest slide-up*

to date. A slide-up so slim and individual; it stands out everywhere, anytime. Not just with good looks, it has a MP3 player, a 1,3 megapixel rotating camera, QVGA colour screen, high-resolution recording, external memory and quad band features – all packed into one, slim 15,2mm body. It's easy to see why this ultra slim phone will slide to easily into your life."

"Sleek, sexy, and with and personality to boot. It's one of a kind"

The picture of Samsung slide-up mobile phone (see appendix 1).

From this advertisement, the researcher analyze that this advertisement has two aspects that are the verbal and visual aspect.

The verbal aspect consists of the sentence of this advertisement which read as *"IMAGINE A SLIDE UP SO SLIM. IT'S BREATHTAKING. Take your breath*

away with Samsung's slimmest slide-up to date. A slide-up so slim and individual; it stands out everywhere, anytime. Not just with good looks, it has a MP3 player, a 1,3 megapixel rotating camera, QVGA colour screen, high-resolution recording, external memory and quad band features – all packed into one, slim 15,2mm body. It's easy to see why this ultra slim phone will slide to easily into your life. Sleek, sexy, and with and personality to boot. It's one of a kind". From those advertisement sentences, can be analyzed that there are types of associative meaning that appears.

Related to associative meaning, the type of connotative meaning is appear in this advertisement. The word "breathtaking" connote the amazing of the product. It is slim, sexy, sleek, and with personality to boot, it's one of a kind.

In the other hand, the affective meaning also appears in this advertisement. If we read those sentences above, we assume that the speaker or writer of those sentences is in a good mood and feeling. It can be felt in the sentences "imagine a slide up so slim. It's breathtaking; take your breath away with Samsung's slimmest slide-up to date". It is shows that the writer or advertiser has been amazed by the Samsung's slide-up so he / she invite the reader to have it.

Besides has a verbal aspects, this advertisement has a visual aspects also that are the picture of its. The most influence aspect of the presentation that shapes reader's impression is the picture, especially the shape and color of its. The function of the text itself is to make clear the message. The meaning is, therefore, revealed by both text and picture.

4.1.2. Result of Analysis.

The table below shows the types of associative meaning that appears on the language of advertisements of ten well-known electronic product.

| Advertisements sentences | Types of associative meaning | | | |
|--|------------------------------|--------|-----|-----|
| | Con | social | aff | col |
| 1. Finally a phone that will tell you where to go | x | | | |
| 2. Put a log on your energy use | x | | | |
| 3. Enjoy the sight and sound of music | x | | | |
| 4. Open to anything | x | | | |
| 5. Samsung F700 the smartphone to rival all smartphones. | x | | | |
| 6. Its world famous energy saving technology will make you smile”. | x | | x | |
| 7. Let NOKIA MAPS show you the way | x | | | |
| 8. Imagine smart phone is mine SAMSUNG is mine | x | | | |
| 9. Built for the speed of life | x | | | |
| 10. Imagine a slide up so slim, it’s breathtaking | x | | x | |

Notes

Con : connotative meaning

Soc : social meaning

Aff : affective meaning

Col : collocative meaning

4.2 Findings Discussion

The interpretation of the findings is needed to elaborate the phenomena found in the analysis. There are the details of the discussion:

Based on the first problem, what types of associative meaning that appears in the language of advertisements of well-known electronic product?, the researcher obtained the information from the data that the types of associative meaning that appears are connotative meaning and affective meaning. It has been explained in the previous chapter that associative meaning is an individual mental understanding of the speaker that showed in her/his utterances or sentences. Associative meaning divided into four types of meaning, namely: connotative meaning, social meaning, affective meaning, and collocative meaning. In this research, however, the researcher only found two types of associative meaning that appears in the language of advertisement of well-known electronic products; they are connotative meaning and affective meaning. Meanwhile, the two others types meaning, social and collocative meaning, were not appears in the data. From this finding we can conclude that the theoretical implication of this study is to support the previous study.

Connotative meaning appears in data 1(*finally a phone that **will** tell you where to go*), datum 2(*put a **lock** in your energy use*), datum 3(*Enjoy the **sight** and sound of music*), datum 4(***open** to anything*), datum 5(*Samsung F700 the **smartphone** to rival all **smartphones***), datum 6(*Its world famous energy saving technology will make you **smile***), datum 7(*Let NOKIA MAPS **show** you the way*), datum 8(*Imagine **smart phone** is mine SAMSUNG is mine*), datum 9(*Built for the*

speed of life), and datum 10 (*Imagine a slide up so slim, it's **breathtaking***). In the other hand, affective meaning appears also in the data. Nevertheless, it is not dominantly appears in all of the data. It is only appear in data 6 (*Its world famous energy saving technology will make you **smile***) and 10 (*Imagine a slide up so slim, it's **breathtaking***). It means that not all the language of advertisements can cover the feeling of the advertisers. By did not appearing the two types of meaning (social and collocative meaning) in the data it can be also concluded that an advertisement did not cover the social identification that happened inside.

Considering the second research problems, what is the types of associative meaning that emphasized in the language of advertisement of well-known electronic products?, the researcher obtained the information from the data that the types of associative meaning which is emphasized is connotative meaning. It means that most of advertisers use words on each utterance as minimum as possible but it has maximum meaning or messages. Those words or utterances are emphasized in form of connotative words or sentences. Because the advertisers assumes that the explicit word in utterances are not effective in gaining the readers or consumers attention. Moreover, the consumers or readers are not interested in reading the utterances and tend to discard it unnecessarily. In avoiding this problem, the advertisers, makes utterances or sentences of their advertisements by using figurative language which is included connotative words or sentences. That is why when people read a language of advertisement the most emphasize is the sense of its.

CHAPTER V

CONCLUSION AND SUGGESTION

Having presented the finding and discussion in the chapter before, the researcher draws conclusion and provides some suggestions in this chapter. The presentations of both conclusion and suggestion of the research are as follows:

5.1 Conclusion

For problem statement stated in chapter I, the researcher identified the types of associative meaning in language of advertisements of well-known electronic products. In identifying the data, the researcher found that there are **two types of associative meaning** that appears in the language of advertisement of well-known electronic products; they are connotative meaning and affective meaning. Meanwhile, the two others types meaning, social and collocative meaning, were not appears in the data. It means that not all of the language of advertisements cover the extrinsic aspect of language that happened. It can be also concluded that an advertisement did not cover the social identification that happened in the environment of making it.

Considering the second problems, the researcher obtained the information from the data that the type of associative meaning which can catch easily by consumers is *connotative meaning*. That is why the advertisers using a positive connotative words or sentences to make their advertisements sold.

From the perspective of functional semantics, the essential of advertising actually is to developed and install a positive connotative meaning on the

advertised product. The consumers tend to assume by their self about the product advertised. For example: from those ten advertisements, some people may assume that: firstly, the five products of Nokia are friendly, variety, up to date, etc. Secondly, the three products of Samsung are elegance. In addition, the two product of LG steam washing machine are helpful. All of those advertisements has shape the readers or consumers a positive impression. And finally those positive impressions will persuade the consumers to like it, love it and even they make a commitment to advertise voluntarily.

From this research, it can be concluded that applying semantics theory in communication is very important and advantages especially in the advertising. In order to make a successful communication, between advertisers and consumers, knowing about meaning of words or sentences is a crucial thing. Because it helps the reader or customers in understanding and interpreting the language that used in advertisements. Moreover, for the advertisers, have to be careful in using the language and giving the association of meaning in their advertisement in order to bring the purpose of advertisement into the reality.

5.2 Suggestion

The result of this research is expected to be a valuable information and useful reference for people who studied the academic courses in the related topic. In detail, here the researcher recommends some suggestion related to the research has been conducted.

First, it is recommended to the readers to understand the meaning in used in advertisement by reading the whole text. If the readers understand enough

about the meaning of advertisement sentences the readers can match the advertised product based on the readers' different needs and the possibility of wrong choice can be more avoided.

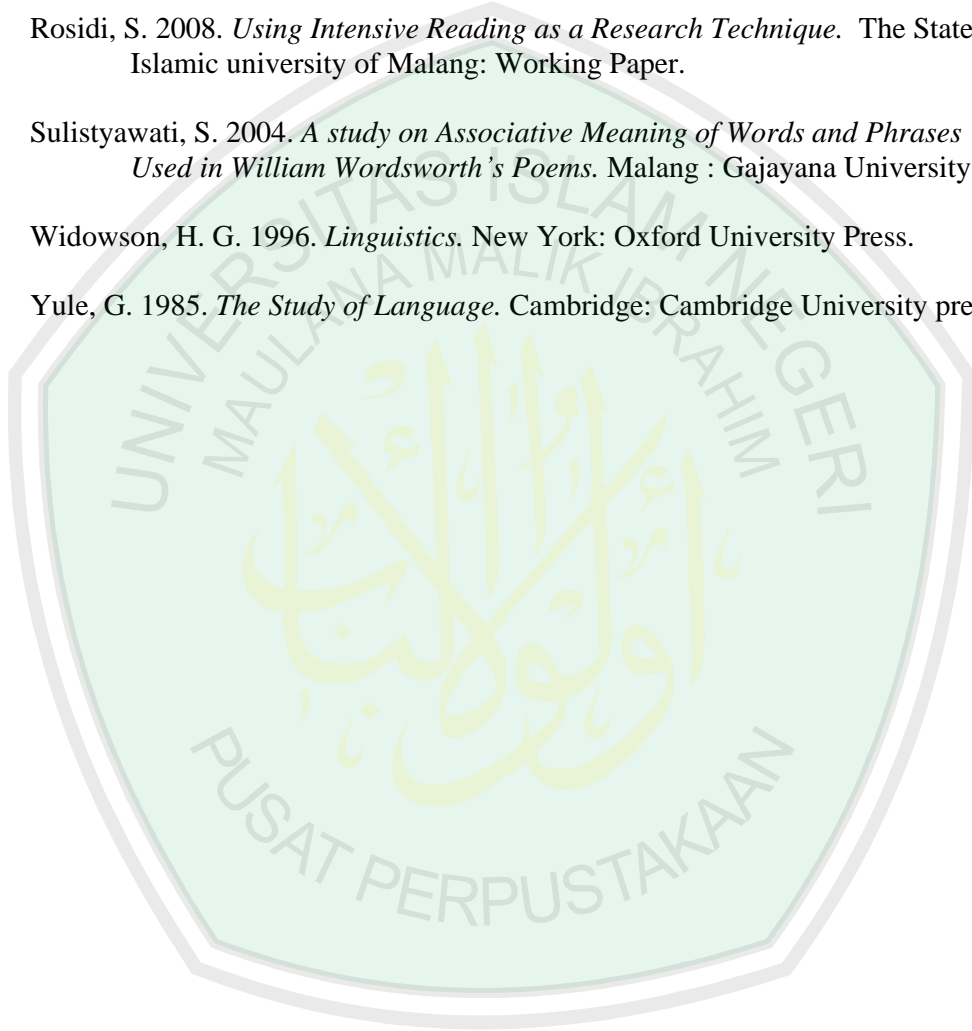
Second, it is suggested for the advertisers to use other words or add more information in writing their advertisements in order to make the reader or consumers easier and faster in catching the messages without avoiding the sense of figuration and persuasion.

The last, the researcher delivers suggestion to the next researchers who are interested in conducting the research on the some topic to be more active and careful during the observance of the data. Using the same theory of semantics, the next researchers are suggested to use different data, daily conversation or any literary work such as the spoken dialogue in movie or drama are the priority.

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APPENDIX 1

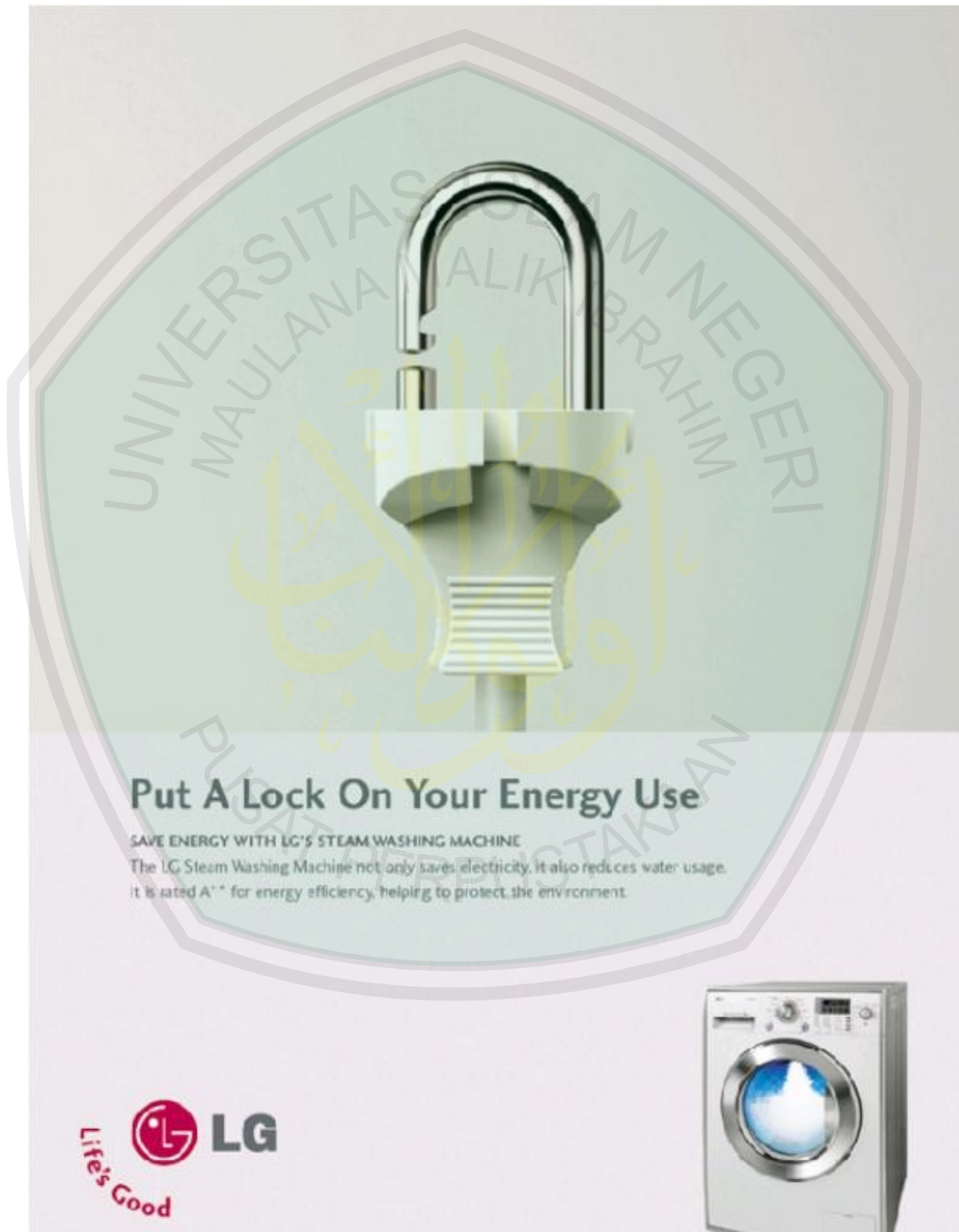
Datum 1
Nokia navigator



Taken from <http://www.navfone.com/nokia/images/home-ad.jpg>

Datum 2

LG's Steam Washing Machine



The advertisement features a large, stylized graphic of a silver padlock attached to a white electrical power plug. This graphic is set against a light green background with a faint, repeating pattern of the text "UNIVERSITAS MAULANA MALIK BRAHIM NEGERI" and a yellow Arabic calligraphic design. Below the graphic, the headline "Put A Lock On Your Energy Use" is displayed in a bold, black font. Underneath the headline, smaller text reads: "SAVE ENERGY WITH LG'S STEAM WASHING MACHINE. The LG Steam Washing Machine not only saves electricity, it also reduces water usage. It is rated A++ for energy efficiency, helping to protect the environment." In the bottom right corner, there is a photograph of a silver LG front-loading steam washing machine with its circular door open, showing a blue and white steam effect inside. In the bottom left corner, the LG logo is shown next to the tagline "Life's Good" in a red, curved font.

Put A Lock On Your Energy Use

SAVE ENERGY WITH LG'S STEAM WASHING MACHINE
The LG Steam Washing Machine not only saves electricity, it also reduces water usage.
It is rated A++ for energy efficiency, helping to protect the environment.

LG
Life's Good

Taken from www.lge.com/about2/mediacenter/images/_imgL06.jpg

Datum 3
Nokia 5610_xpressmusic



Taken from http://www.nokia.com/5610_xpressmusic/images/home-ad.jpg

Datum 4
Nokia N95



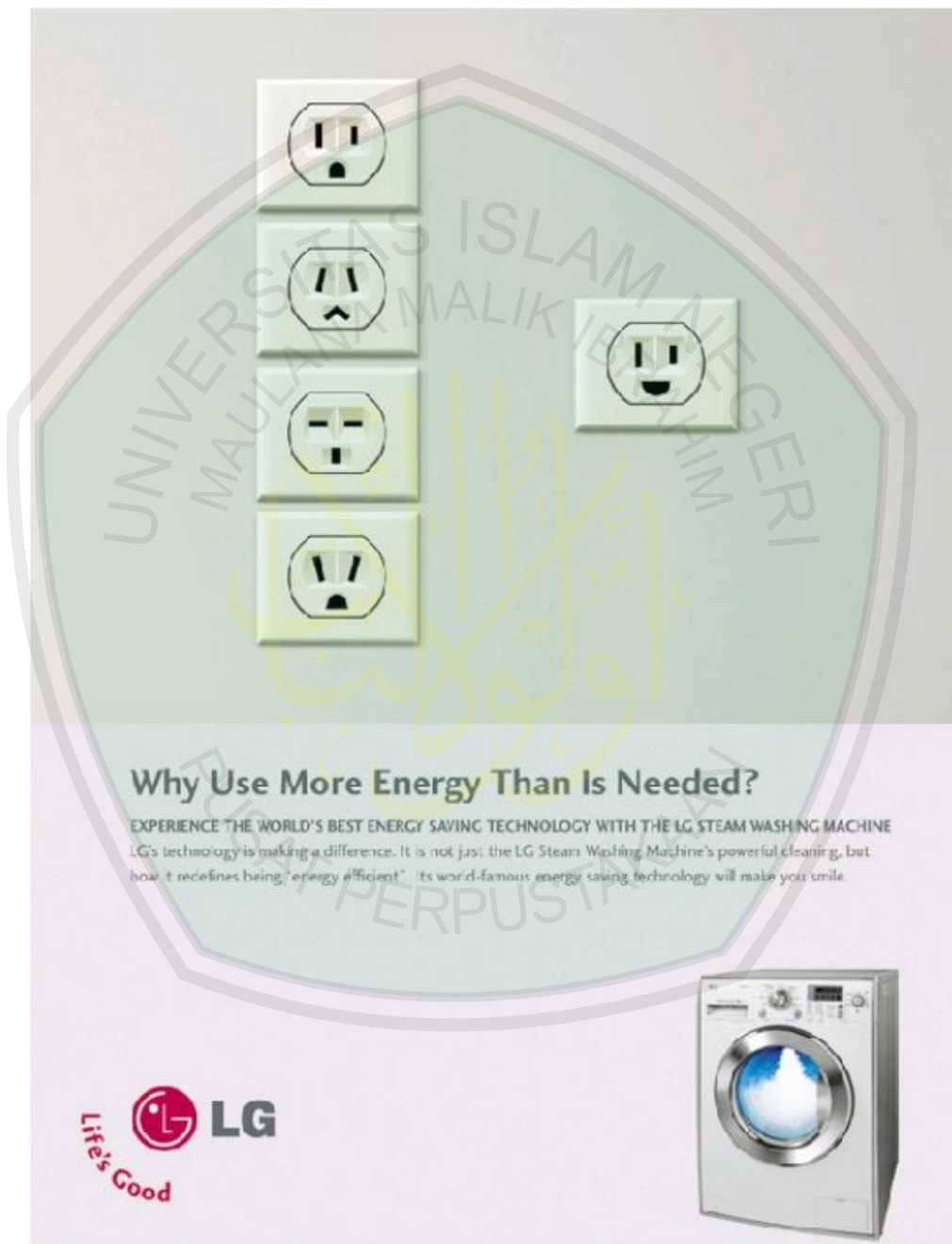
Taken from <http://justanotheriphoneblog.com/wordpress/wp-content/nokiaopenad-thumb1.jpg>

Datum 5
Samsung F700



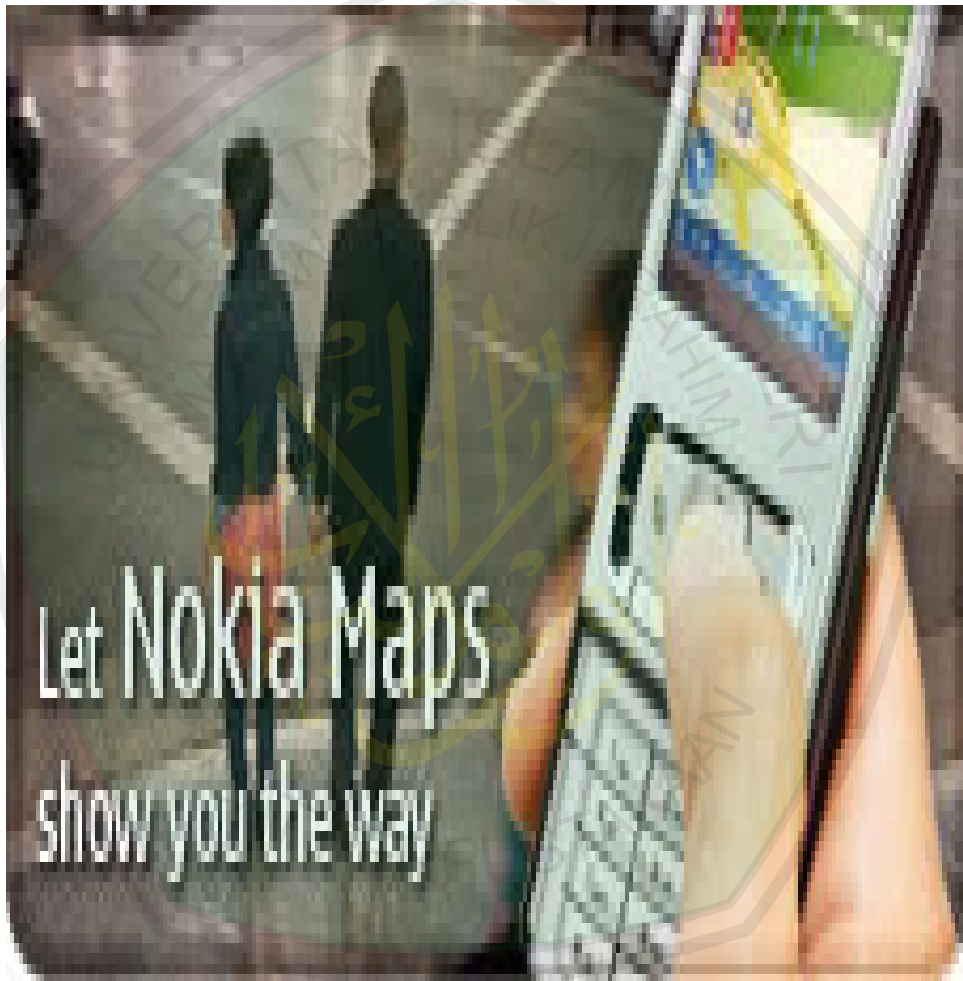
Taken from <http://www.yourmobilephone.co.uk/wp-content/uploads/samsung-f700.JPG>

Datum 6
LG steam washing machine



Taken from http://www.lge.com/about2/mediacenter/images/_imgL05.jpg

Datum 7
Nokia Maps



Taken from http://www.nokia.com/nokia_maps/images/home-ad.jpg

Datum 8
SGH-i600 Samsung Blackjack



Taken from <http://www.yourmobilephone.co.uk/wp-content/uploads/samsung-SGH-i600.JPG>

Datum 9
Nokia 6120



Taken from http://www.nokia.co.uk/link?cid=PLAIN_TEXT_170281

Datum 10
Samsung D820

IMAGINE A SLIDE UP SO SLIM, IT'S BREATHTAKING

Take your breath away with
Samsung's slimmest slide-up to date

A slide-up so slim and individual; it stands out anywhere,
anytime.

Not just with good looks, it has a MP3 player, a 1.3
megapixel rotating camera, QVGA colour screen,
high-resolution recording, external memory and quad
band features - all packed into one, slim 15.2mm body.
It's easy to see why this ultra slim phone will slide so
easily into your life.

Sleek, sexy, and with personality to boot,
it's one of a kind.



Find out more about the SGH-D820 today.



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Taken from http://www.thegadgetblog.com/wp-content/samsung_d820.jpg

APPENDIX 2

Analysis Result

| Advertisements sentences | Types of associative meaning that appears | | | |
|--|---|--------|-----|-----|
| | Con | social | aff | col |
| 1. Finally a phone that will <i>tell</i> you where to go | x | - | - | - |
| 2. Put a <i>log</i> on your energy use | x | - | - | - |
| 3. Enjoy the <i>sight</i> and sound <i>of music</i> | x | - | - | - |
| 4. <i>Open</i> to anything | x | - | - | - |
| 5. Samsung F700 the <i>smartphone</i> to rival all <i>smartphones</i> . | x | - | - | - |
| 6. Its world famous energy saving technology will make you <i>smile</i> ". | x | - | x | - |
| 7. Let NOKIA MAPS <i>show</i> you the way | x | - | - | - |
| 8. Imagine <i>smart phone</i> is mine SAMSUNG is mine | x | - | - | - |
| 9. Built for the <i>speed</i> of life | x | - | - | - |
| 10. Imagine a slide up so slim, it's <i>breathtaking</i> . | x | | x | |

Notes

Con : connotative meaning

Soc : social meaning

Aff : affective meaning

Col : collocative meaning