CHAPTER IV

FINDINGS AND DISCUSSION

4.1 The Analysis of Cigarette Advertisement Slogans that have Connotative meanings.

Corpus 1

Product name : Marlboro

Slogan : *Come to Marlboro Country*

The phrase *Marlboro Country* itself raises questions like what is Marlboro country? And where is it? The phrase does not mean to confuse the readers or the consumers; in fact the slogan uses the phrase to evoke the curiosity on the part of the consumers. Semantically, the slogan *Come to Marlboro Country* begins with the words *"Come to"*, the word *Come* lexically means *to move to, towards, into etc. a place where the speaker or the writer is; to move in order to be with somebody at a particular place or be present at an event.* The word *come* is also often used when somebody invites the other person to join him in an occasion or to be with him. The use of word *"Marlboro"* in the slogan has Connotative meaning, the Connotative meaning emerges by phrase *"Marlboro Country"*, where the

phrase of *Marlboro Country* is associated with the name of the state. In truth condition, the word *Marlboro* is not a name of state, but it refers to the cigarette product on red package, *Marlboro* can also be associated with the mythical American hero and legend; the cowboys picture the ideal and appealing American life style. The phrase *Marlboro Country* creates new characteristic as an identity namely they create character of cowboys, men with their personality which fascinate the readers and the men who races a horse. The phrase *Marlboro Country* means *Marlboro* smokers' association who has characteristic and creates an image of cowboys. The slogan portrays the fresh, healthy, natural attitude, as they also embody the image of cowboys as tough individuals who are rugged, strong and independent. In this case, the word *Marlboro* involves to metonymy in which the word *Marlboro* is used to replace the Marlboro cigarette product. This image of the slogan suggests that *Marlboro* is for the people or men who love adventure in the natural world and also create intimately invitation for people to be smoker the *Marlboro cigarette* which has particular taste. The copywriter/advertiser used the figure of speech means to offer the smokers *Come to Marlboro Country* to find out the taste of *Marlboro.* In this case, the word *Marlboro* is as a form of *rekayasa asosiatif* where the copywriter does not use words that refer directly to cigarette. Smoking is due to some ethic codes in advertisement. It is used to refine the product being offered into something positive for consumers.

By considering the meaning of the words, it can be deduced that the structure of slogan is imperative type. The structure of the slogan is started with Verb *"Come"*, there is no Subject here, and the intended subject in this slogan is clearly the hearer or second person "*you*", the main component of imperative is to get someone to do something such as order, command, request, etc and it means you are requested intimately to *Come to Marlboro Country*. Imperative type is used to tell the consumers that they should do the activity as the slogan recommends.

Corpus 2

Product name : Marlboro

Slogan : *Come to where the flavor is*

Once again this is the branded cigarette which is famous of their creation of cowboys, men with their personality which fascinate the readers. Thus the cowboys are the Marlboro men with great personalities and values of life. The present images of Marlboro man is when he races to the sunset on his horse with no more than a hint of the joy of adventure in *Marlboro* cigarette; the brand name or the red package. The slogan portrays the fresh, healthy, natural attitude, as they also embody the image of cowboys as tough individuals who are rugged, strong and independent. The word *Come* lexically means *to move to, towards, into, etc. a place where the speaker or the writer is, to move in order to be with somebody at*

a particular place or be present at an event. The word *come* is also often used when somebody invites the other person to join him in an occasion or to be with him. Thus, the use of the word *come* in this slogan implies an invitation from the company of the cigarette to the consumers to come and to try to smoke this brand of cigarette which delivers different tastes than others. Semantically, the word *flavor* means *taste and smell; a particular type of taste.* The lexical meaning shows that the company is trying to say this brand of cigarette has a certain taste and smell which is particular or different from the other brands of cigarettes. The phrase *Where the Flavor is* creates characteristic as an identity that the *flavor* is in *Marlboro*. It implies that Marlboro is the center of the flavor that it has characteristic the best flavor which is distinct from any other cigarettes' flavor. Thus, the slogan invites people to come and to try, because Marlboro creates the best flavor, there are taste and smell identically the flavor of image cowboys which is different from the taste and smell or flavor of the other brands of cigarettes. The word *"flavor"* has *connotative meaning.* The entire context of the slogans emerges the connotative meaning as if wherever there is a taste in this brand of cigarette, the consumers will come to try and prove it. In truth condition, somebody will try the taste of the product and the product offered is expected to influence the consumers to try this brand of cigarette. The word *flavor* is associated with Marlboro products which have a different taste than other cigarettes, whereby said flavor is part of an

enjoyment of a cigarette products offered. In this case, the figurative sense based on part-whole relationships is also quite common and are called *synecdoche.* The slogan "*come to where the flavor is"* is really talking about the taste of cigarette, not just flavor which is one part of the whole class of cigarette. The word *flavor* is a part of cigarette which is used for the whole part and one specific member *flavor* of the class *cigarette.*

By examining slogan based on the meaning type, the slogan can be figured as *imperative* type, it emerges in the first word "*come"* as function as verb, imperative differs structurally from other type: an imperative will typically call a 'directive'- a term that covers request, commands, prohibitions and instructions. The *imperative t*ype used in this slogan purposes to invite or to ask the consumers to do the activity as offered.

Corpus 3

Product name : Marlboro

Slogan : *The Flavor of Adventure*

The slogan begins with the word *flavor*; the word *flavor* is defined as *taste and smell, a particular type of taste and a special quality*. The word *flavor* implies that the flavor is in the Marlboro brand. It also implies that *Marlboro* is the center of the flavor that it has the best flavor which is distinct from any other cigarette's flavor. The taste and smell are different from the taste and smell or flavor of the other brand. Besides that, the

lexical meaning of *adventure* is *unusual, exciting or dangerous experience and excitement associated with danger and taking risk.* The slogan has *connotative meaning* because the slogan has a figurative of sense which is caused by a sense of *adventure*, in truth condition *adventure* does not have a sense, which has a sense only the products offered. The phrase *the flavor of adventure* creates new characteristic as an identity that the smokers think that smoking is not an adventure but an object inhaled. The copywriter uses words figuratively to make these products attract consumers, especially the smokers. The word *adventure* is associated with the sense of product offered. It means the word *adventure* belongs to metaphor, the word adventure is comparison to the product offered, and the word *adventure* transferred was the meaning of one expression to another expression.

By examining the lexical and type of meaning, it can be deduced that this slogan *The Flavor of Adventure* belongs to *Declarative* structure. As we have said, a declarative will be used, other things being equal to make a statement and roughly to tell the reader or hearer about something. In this case, the copywriter suggests that this brand has the advantages of the product offered.

Corpus 4

Product name : Camel

Slogan : *Taste Me!*

Most current *Camel* cigarette contains a blend of Turkish and Virginia tobacco. The producer uses this sort of tobacco in order to make smoking of *Camel* more pleasant that makes this brand different from other cigarettes, this make *Camel* brand's taste very original, unique and smooth. This slogan became a vagueness to understand, because the copywriter use the word *me* as a reference to the word *taste,* which the word *me* is a *form of first person pronouns (grammatically).* The lexical meaning of *taste* is defined as *the sense by which a flavor is recognized, causing a particular sensation when it comes into contact with the tongue.* This slogan has *connotative meaning* because in the context, the word *me* is associated with the kind of this cigarette namely Camel cigarette. The word *me* means something that can be tasted as delicious as foods. The word *me* creates new characteristic as an identity that the cigarette product which is known has original taste, unique and smooth. The copywriter intends to further familiarizing consumers that *Camel* cigarette products is very easy to smoke because it offers a very smooth and different unique tastes with other tobacco products where this product produced from a mixture of Turkish and Virginia tobaccos. The copywriter suggests that the consumer should try the product which has different taste than others. The copywriter

used the exclamation as the emphasis that the copywriter means to strongly influence consumers to try the products offered. The connotative meaning is associated with cigarette product, this premises lead to the existence of figurative sense of the word *me* involves *metonymy.* The word *me* is used to replace tobacco products offered.

By examining the meaning type, it can be sketched that this slogan belongs to *imperative* structure; it is marked by the verb at the beginning that aims at giving the order or solicitation to consumers to try the product being offered. The imperative structure of slogan is purposed at making demands or asking the consumer to do the activities by trying this product which has particular tastes and different from other products.

Corpus 5

Product name : Pall Mall

Slogan : *Light Up the Night*

The slogan *Light Up the Night* uses the exaggerating power of the imagery. Actually the act of *lighting up* a cigarette will only cause a small flickering light, but in the imagery, it is made as if the act of *lighting up* a cigarette can light up the whole darkness of the night around the entire world. Thus the slogan suggests the exaggerating of imagery used in the slogan by the advertisers to indicate that Pall Mall is a unique, distinctive cigarette from other brands, special for the clubbers, and people who enjoy

the dynamic night-life. The slogan is also considered persuasive since it uses the appealing dynamic life-style for youngsters and the opportunity for more leisure time whenever they smoke Pall Mall added with the pride of the youngster's personal appearance that makes better image for those who choose Pall Mall. The word *light up* has several meanings, *the meanings are to make a person's face to become right or lively; to provide something with light; to begin to smoke a cigarette. The word night* is defined as *the time of darkness, the evening*. Then we can take conclusions that this slogan has connotative meaning. Since, the *night* is associated with dark, it needs light, and thus it is necessary to light up a light to brighten the night. The slogan suggests that this brand of cigarette is necessary to be smoked, especially at night times. The word *night* creates new characteristic as an identity namely the night-life activities such as going clubbing, dancing, and having fun. The word *night* which corresponds to darkness, can also refer to the dark moments of a person's life, it means the person has difficulties and problems in his life. Night life refers to night life activities are usually liked by young people, thus the market target of this brand of cigarette are the young people who like a dynamic night life. The copywriter is trying to say that if somebody wants to make his night-life complete, then he should smoke this cigarette. Besides that, the word *light up* may imply the spiritual brightness. The word *night* here may represent the time of darkness in life, the time of

difficulties and sadness. Thus, this slogan may represent the time of darkness in life. The copywriter/advertiser used the figure of speech means to offer the smokers this slogan suggests that if one smokes this brand of cigarette, spiritually his life will be bright and he will be able to think of the solution of his problems or he might cheer himself up by smoking this brand of cigarette. The use of *night* word in a figurative sense involving association is called *Methapor*. Using the word *night* in a figurative way to represent the night-life activities such as clubbing, there is an associative relationship which makes the figurative sense. The metaphor borrows structure ideas from the domain of a night-life activities. In this case, Pall Mall cigarette encourage the smoker to smoke this cigarette. Night-life activity is being compared to the Pall Mall cigarette because of some point similarities and some common characteristics. It can be concluded that the copywriter suggests that if someone has problems, he should not be worried, he just needs to calm down and smokes this cigarette and he would be able to solve this problem.

By examining the type of meaning, the slogan belongs to Imperative structure, it means the copywriter is trying to make a command and demand to do something not very original but you get the message. Imperative usually is started with a verb and tells command message. The copywriter indicates that Pall Mall is unique and distinctive cigarette from other brands, special for people who enjoy the dynamic night-life. The

Imperative structure is used to invite the prospective consumers to do activities as instructed in the product offered.

Corpus 6

Product name : Bentoel

Slogan : *Mild Plus for Male Plus*

The phrase *mild plus* from the slogan may evoke an image, creating a mental picture in the minds of the readers of the slogan. The image of this slogan is life of the western. Western people usually smoke mild cigarette which has a low standard of nicotine, one may reduce the risk of smoking. The implication of the imagery is that if one smokes the cigarette, one may share the good quality of life of the western people. Thus if one smokes mild cigarette, he will look like a westerner who knows how to reduce the risk of smoking by smoking mild cigarette. *Bentoel mild* offers the ultimate satisfaction and smoothness of mild cigarette formulated through the latest technology from the best blend of tobaccos and cloves provides the distinctive taste and aroma. Thus, the *mild plus* is dedicated to the *male plus*. The open-ended slogan is designed to trigger the readers and the viewers about the image of the *male plus.* The *male plus* is the man with positive attitude. The word *plus* lexical meaning is *a positive quality, and advantage*. The word *plus* can also be associated with the meaning of better than the others. Thus, the implication of the use

of the word *plus* in this slogan is to tell the consumers that *Bentoel mild* has a positive quality better than other mild cigarettes. Thus, the phrase *mild plus* suggests that this cigarette has positive quality in terms of the low quality of nicotine. This slogan also mentions *male plus,* this phrase creates characteristic as an identity that can be understood as a male person, a man with attitude who has a positive quality better than other males. Moreover, the slogan wants to say that *Bentoel mild* is not for anybody, it is for males or man who is "plus" who also have positive qualities. Semantically, this slogan has connotative meaning; it is figured by the word *"plus"* belongs to *euphemism.* It is used to avoid an offensive expression for another. In this case, the copywriter used an analogy of the word *plus* to raise questions of the consumers to find out what is the most benefit of the product. By saying *mild plus,* they want to claim the quality or the excellence of the product. The slogan *"mild plus for male plus"* makes the consumers think and concern with themselves and the things that they care about. The slogan can also be used as the propaganda to persuade people to purchase the product. Thus, by smoking cigarette with low standard of nicotine, one may reduce the risks of smoking. It implies that if somebody wants to be better or considered as a male plus with positive attitude, then one should smoke this cigarette.

By examining semantically, it can be deduced that this slogan belongs to Declarative structure, it is figured by word *male plus*, the viewer

or listener then thinks to find solution reflected on their situation. In this case, the copywriter is trying to evoke consumers for smoking this brand than other product, if they want to be a *male plus* means positive or good attitude and positive qualities better than the other males. Therefore, this slogan means that Bentoel *mild plus* has positive quality, better than the other mild branded cigarette. The Declarative structure emerges on the *mild plus* which is indicated to *male plus.* It purposes to make consumers look the benefit of this product offered.

Corpus 7

Product name : A Mild

Slogan : *How Low Can You Go?*

Sampoerna A Mild is a balanced blend of costly Java aromatic, American and other quality tobaccos. The slogan also claims that A Mild is the only cigarette with the lowest tar and nicotine. The slogan makes the people believe that A Mild is good for them, it makes them look better and live better and it even makes them 'healthier' due to the low nicotine and tar. The slogan convinces the readers or the viewers about the benefits of the product of A Mild, which is having a low nicotine and tar. Yet with the low nicotine and tar, the taste is still maintained, hence it still has a distinctive flavor. Thus, people would buy A Mild because they are convinced by the advertisement slogan, not because they find it amusing.

The word *low* is an adjective, lexically means *not high/tall, below the usual, normal or average level, amount or intensity*. The question that arises is that what the word low actually means in this context of slogan. Besides that, the word "*you*" creates new characteristic as an identity namely the word "you" is not the personal pronoun, but it refers to the cigarette product. The slogan has connotative meaning, because the word *low* associated with the *nicotine and tar* and the word *you associated with the cigarette offered*. The copywriter used the word low is that this brand of cigarette contains a low quantity of nicotine. It implies that A Mild contains a low quantity of nicotine. The word *low* belongs to *euphemism* expression; there is the substitution of one word or one expression for another. Euphemism is used to avoid the unacceptable or unpleasant expression. The copywriter suggests that although this brand of cigarette contains a low quantity of nicotine, the taste of the cigarette itself is still maintained. Its standard of nicotine is lower than the others, but the taste is steel great. Thus, this is the particular quality of this brand of cigarette. This slogan also suggests that one can still enjoy the pride of smoking without endangering one's health by smoking A Mild.

The structure of slogan is *Interrogative* structure, it is figured by the question *"How"*; the question mark makes the reader or hearer asks about the brand promises and the benefit of this product. The slogan marked by the presence of the interrogative words *"How"* will be used to

pose a question where the question defines a set of possible answer and ask the consumers about the benefit of the brand of cigarette. It can be concluded that the Interrogative type is used to get more attention or impression about the product offered to the consumers.

Corpus 8

Product name : Djarum Black

Slogan : *Think Black!*

The image of this product is reflected in young people's life that is creative and innovative, especially those fans of automotive world. The copywriter creates a good slogan; short and memorable that can represent all relevant aspects in it, such as service products and brand promises. The lexical meaning of the word '*Think*' is defined as *to use the mind in an active way to form connected ideas and act of thinking.* The word *Black* is *an adjective of the very darkest color, without hope, very sad or depressing.* Semantically this slogan *think black* has *connotative meaning*, because the word black creates new characteristic as an identity namely the word *black* is associated to cigarette product offered which is packaged with a black color display that represents types that have aroma and distinct taste. These premises lead to the existence of figurative sense of the word *black* involves *metonymy*. The word *black* is used to replace tobacco products offered, so that the word *black* is used by copywriters to

give the impression that this product is packaging in a black and new products for consumers.

By examining the meaning type, if we look into entire grammatical structure, this slogan has *imperative* structure which is marked premises formation verb *'think'* as the main characteristics imperative structure, where the copywriters uses this structure to make consumers more interested in product offered that has a flavor and aroma and different from other products in the black packaged. It is marked by Verb '*think*' as indication of imperative structure, where copywriters use this structure to make consumers more interested in products offered.

Corpus 9

Product name : Sampoerna

Slogan : *king size*

Sampoerna is one of the finest tobacco and clove combinations in the market. *Sampoerna* is always trusted in quality and its sophisticated technology, started with machine made filtered cigarettes. The slogan *king size* begins with the word *king*. The word *king* lexically means *the make ruler of an independent state, a person thought of as best or most important in some way*. The word *size* is *the dimension, extent or amount of something/somebody*. The word *size* refers to the product. This slogan has connotative meaning, because it emerges the figurative meaning "*king*" where

in truth condition, the product is not only for the king. The phrase creates new characteristic as an identity namely the copywriter uses those because he wanted to disclose that consumers who use products offered looks like a *"king"*, but in a state of actual users of cigarettes are not a king. The copywriter associates the word *king* is a man, so that if a man smoke this product they will experience looks like a king. This slogan can be used to persuade consumers to purchase and try more the product, if they want to have desire to be a king. This slogans *"king size"* uses hyperbole expression with more said than the writer intended the reader to understand and the exaggeration is deliberately used for effect. In this case, the product offered is not only for the high class but probably for all consumers who are interested in this cigarette because of the tagline as if for the consumers in the high class which is mostly they want be respected than others and feel look like a king.

By examining the lexical meaning and meaning type, the copywriter used the declarative structure, it can be drawn the declarative structure purposes to make or tell the advantages of the product offered that has distinct advantage of size from other product.

Corpus 10

Product name : Djarum Classic

Slogan : *It's time for Classic*

Lexically means the word 'i*t*' is defined as *personal pronoun used as the subject or object of a verb or after prep, it refers to the product of cigarette.* The word *classic* itself means *something which is very good example a particular style, action or situation*. The copywriter offers a new product which brings the consumers in togetherness. The slogan has connotative meaning, because the word *classic* is associated with the product of cigarette. The word "*classic"* creates new characteristic as an identity namely it refers to the cigarette product which has different taste and feel more togetherness of the smokers' community. This connotation of word "*classic"* belongs to metonymy. The word cigarette product offered was "substituting" for the word *classic.* It means lexeme *classic* directly refers to object which is called the product of the cigarette.

By examining the meaning type, it can be deduced that this slogan has declarative structure. It roughly tells the hearer or reader about something or to make statement. The declarative structure is used to tell more benefit of this brand of cigarette and then consumer will be influenced to try the cigarette offered.

Corpus 11

Product name : Gudang Garam Merah

Slogan : *Show Your Red*

This brand of cigarette portrays a young man who has a high social life in his environment, and the brave men. In this case, the brands of cigarette is trying to show the reality of social life in communities where there are still people who have a social life in their environment such as helping to reduce the global warming as an evidence of their awareness to the surrounding environment. The copywriter uses this slogan to show that someone who has a high social life smokes this product. The word *red* creates new characteristic as an identity namely *bravery, sacrifice, and struggle and it refers to types of blood.* It means man masculinity can be revealed by smoking this product. Sometimes slogans are substituted in the form of cigarettes colors (red = courage = male) or properties that are identical with the nature of manhood as brave. Although the color *red* or brave nature does not always belong to men, but the advertisement of this slogan takes advantage of the existing stereotypes of thinking in today's society. The mind set in the society that the men are an active, dynamic, brave, and strong person, while women are so passive, domestic creatures, weak. That character is used as the main references of copywriter. The lexical means of *red* is *adjective, name of color of fresh blood or similar color, a red color.* The word *red* in the context is associated with the

product of cigarette. It means the word *red* is the brand name of the red package. Semantically, the slogan has connotative meaning, it can be figured by the word *red* which is associated with the product. The use of the words *red* in a figurative sense is involved in the association which is called metonymy; the word *red* substitutes to the product offered.

To sum up, the slogan has Imperative structure; where the phrase of the slogan "command" and "request" show the product that has different taste, aroma and more benefit of brand of cigarette. The copywriter suggests that this product has image of a cigarette to someone who is more masculine, daring and courageous than the others. The copywriter uses this structure to make consumers more interested in this product offered that have a flavor, aroma and appearance that are different from other products in the red packaged.

Corpus 12

Product name : Djarum 76

Slogan : *Trial Game*

The brand 76 is one of Djarum's main brands. It is a traditional unfiltered *kretek*, first was launched in 1976 (hence the name). This brand of cigarette figures the outdoor activities with extreme categories namely; rock climbing, paragliding, and rafting. The activities portray a certain level and are always affiliated with the image of man. In the society the

image of this cigarette shows people for middle to the lower class, among the elderly and is not suitable for women. This cigarette is promoted by holding several events and sponsoring the road race events. This cigarette also wants to give the effect of smoking this cigarette; consumers will be ready to face challenges and tough in the face of all things. Someone is going to feel brave and tough when smoking cigarettes. Lexically, the word *trial* means *a formal examination of evidence, in a law court, an act or process of testing the ability, quality, performance, etc, an event of which animals compete or performs a difficult or annoying person, thing or experience.* The word *game* means *a form of usually competitive play or sport with rules, portion of play in certain games, a piece of fun, a type of activity or business.* The slogan has connotative meaning, because the word game is associated with the product offered. The connotation *Game* belongs to metaphor where the product of cigarette is comparison with the word game. Metaphor borrows structure ideas from the domain of a game and applies them to the cigarette. In this case, the cigarette is being compared to a game because of some similarities and some common characteristics. The word *Game* creates new characteristic as an identity namely some events or sports having hard challenges. It means the copywriter suggests that by smoking this cigarette, consumers are expected to feel the spirit of competition, to feel the incredible pleasure and not a thing to try but really enjoy nature.

To sum up, this slogan has declarative structure. It means other things being equal to make a statement and roughly to tell the reader or hearer about something. In this case, the copywriter suggests that this brand has more advantages of the product offered.

4.2 The Analysis of Cigarette Advertisement Slogans that have Denotative meanings.

Corpus 13

Product name : Camel

Slogan : *A Live with Pleasure*

The taste of this product was perceived as having more strength/ tobacco taste, it actually has and more harsh/less mild taste than it actually has. This cigarette is easier to smoke or more addictive and it is also likely to encourage greater uptake smoking. The target market of this product is the youth. This slogan *"A Live with Pleasure"* is able to give consumer who smokes the brand of cigarette being happy and satisfied if they smoke Camel cigarette. Semantically, the word *live* is having *life, to remain alive, to remain in existence, to survive*. Besides that, the word *pleasure* is defined as *a state or feeling of being happy or satisfied; what a person wants; a desire*. The word life refers to consumer's life that wants to get a

pleasure in any situations. It can be deduced that this slogan has *denotative meaning;* the phrase does not create new characteristic. In truth condition the emergence of denotative meaning is due to the real situation that everyone wants happiness in life.

By examining the lexical and type of meaning, this slogan draws attention of the readers to see, read, and think about this slogan more, because this slogan is brief and easy to remember. The advertisement appeal is to achieve the consumers to try and smoke this cigarette. The copywriter suggests that if you smoke this cigarette, then you will be happy and satisfied than by other products. Declarative type has typically been used to make statement and it also tells the reader or hearer about something especially about the benefit of the product. Declarative type purposes give more benefit about the product offered and declarative will be used, other things being equal to make a statement and roughly to tell the reader or hearer about something. In this case, the copywriter suggests that this brand has the advantages of the product offered.

Corpus 14

Product name : L.A Light

Slogan : *Fresh is…and Cool is…..*

This product of this cigarette is for people who truly enjoy a refreshing experience, gives you the best testing menthol. The image of

this product is suggested by the slogan appearing from the deviation of the word *cool*, the deviation of the meaning of the word *cool* is that the first meaning of the word *cool* refers to the conditions of the air *is fairly cold, not hot or warm*, and it deviates the meaning of cool as the qualities of a person's emotion. Thus, this is a transition from the *cool of menthol* of the cigarette to the characters of a person which is *calm* and *cool*. It creates new characteristic as an identity of the person having the qualities of being *calm, not excited, angry or emotional, friendly, interesting, enthusiastic, bold in a calm confident way, excellent, and impressive*. It is indirectly related to the effect of smoking to the human nerve system and makes the person who smokes calmer, more relax, and able to concentrate his mind. Thus the slogans suggest that if one smokes this cigarette, he will be calmed down, relaxed, not angry and emotional and thus he will be a cool person. The slogan *fresh is* and *cool is* uses simplicity as its basic principles and the key to make great advertisement. Moreover, the slogans also focus on using the style of giving definition that *fresh is L.A* and *cool is L.A.* This particular style is surely distinctive and original, different from any other slogans of other cigarettes. The slogans figure attention of the readers to see, read, and think about the slogans more. The word *fresh* has several meanings that are *new or different; pleasantly clean, pure or cool*. This slogan is *denotative meaning*, because the word *fresh* and *cool* in truth condition refers to the lexical meaning that L.A Lights is the new and

different cigarette, and its taste is pure and cool. It also wants to convey that the smokers can attain freshness from L.A Lights. Thus, by considering the meaning of the words, it can be deduced that the slogan *cool* is the type of L.A Lights slogans which contains menthol; a solid white substance obtained from oil of peppermint used to relieve pain or to give a strong cool flavor.

By examining the meaning type of this slogan, we can classify the slogan into *Declarative structure*. The slogan *cool is* and *fresh is* explain the brand of cigarette which has menthol taste. This slogan describes what the brand promises and the benefit of cigarette. Declarative typically purposes to reveal the benefit of product.

Corpus 15

Product name : A Mild

Slogan : *Others Can Only Follow*

This quality cigarette is aimed to people with pride and an uncompressing dedication from the House of *Sampoerna*, as the leader of all cigarette producers. The slogan *"Other Can Only Follow"* implies that the brand of cigarette is the leader and the company as the leader too. The slogan is designed to convince people that they are leading cigarette instead of others that the slogan *Others Can Only Follow* means whatever the innovation of the company made, other company is just as a follower.

However, the smokers could also be leaders as long as they smoke A Mild, the cigarette which has unique and distinctive flavor, tastes and aroma that comes from the addition of fine natural cloves, which is produced by the leading company as well. The image of this cigarette is built through some persuasive ideas of a low profile person even though he is the leader. The word "*others"* has lexical meaning that is *the remaining persons or things in a group; people or things that are additional to or different from those mentioned or implied*. Thus, the word *others* in this slogan refers to the people in the group of smokers who do not smoke this brand of cigarettes. The word *only* means *solely, merely, just, with no other or others of the same groups.* While the word *follow* lexically means *to act according to something to copy something.* Semantically, this slogan belongs to *Denotative meaning*, because the word *others* refers to the lexical meaning, there are no figurative speech used. Thus, the smokers who do not smoke this brand of cigarette are merely able to follow or to copy what people who smoke this brand of cigarette do. By saying this slogan *"others can only follow"* is also trying to imply that this brand of cigarette is the leader, the leading brand of cigarette on the top of the other brands of cigarette. The word *follow* does not only refer to the one who follows, but also to the one who is followed. Someone who is followed is usually called a leader, so this brand of cigarette wants to imply that if someone wants to be a leader of others, one should smoke this brand of cigarette.

This slogan belongs to Declarative type. Declarative describes the services, product or brand promise of the organization or product and roughly to tell the hearer or reader about something. The slogan makes the people believe that A Mild is good for them, it makes them look and live better and it even makes them healthier due to the low nicotine and tar. The slogan convinces the readers or the viewers about the benefits of A Mild cigarette, which is having a low nicotine and tar. Thus, people would buy A Mild because they are convinced by the advertisement slogan.

Corpus 16

Product name : Class Mild

Slogan : *Cool Groove*

The branded cigarette Class Mild offers the ultimate experience of satisfaction and smoothness of mild cigarettes. This brand is formulated through the latest technology for the best combination of tobaccos and cloves providing the distinctive taste and aroma. The word *cool* has lexical meanings those are *fairly cold; not hot or warm, calm; not excited, angry or emotional, not friendly, interested or enthusiastic, excellent; impressive*. The word *groove* is defined as *a long narrow cut or depression in the surface of hard material, be fixed in a particular way of life, habit, routine, etc*. by considering the lexical meaning of each words, the slogan *"Cool Groove"* has denotative meaning, because in truth condition it was

happened in the real situation that *cool* refers to the menthol taste of this cigarette which this word does not create new characteristic as an identity. In this case, the phrase *cool groove* refers to the lexical meaning. The copywriter represented the product that by smoking the brand of cigarette Class Mild in any specific reason can raise attention of the consumers especially the smokers of the product.

To sum up, the structure of slogan "*cool groove*" belongs to declarative, it functions to inform, as a command or state someone about the benefit of smoking this cigarette. It is meant to influence the consumers for getting attention of product offered. It can be deduced that the Declarative structure used is to describe consumers about this product and brand promise of company. Therefore, the consumers will be interested in the brand of product which contains menthol as the special quality of the cigarette.

Corpus 17

Product name : Class Mild

Slogan : *Make up your today's mind*

The target market of this branded cigarette Class Mild is the youngsters' smoker. Youth is the period in which they want to try and where in those days they just want a pleasure and avoid pain. This cigarette is presented with a lighter packaging and is introduced to consumers that

this cigarette has a mild flavor and aroma than other cigarettes. The word *make up* is phrasal verb, the verb *make* and particle *up* is combined, the lexical word of *make up* is *to put something to gather from several different things, to invent*, on the other hand the lexical meaning of *mind* is *the ability to be aware of things and to think and feel, the ability to reason, a person's thoughts or attention*. By understanding the lexical meaning in this slogan, then we can figure that this slogan is denotative meaning because in truth condition the slogan has the real meaning, in which the word *make up* is a prove that in the daily life anybody always changes in their mind. Hence, for consumers who smoke this product always change, the copywriter assumes that most people are always making changes. In this case, a copywriter makes this slogan to attract consumers that smoke this product will change one's mind toward the direction of pleasure. The words in this slogan are not associated with something outside from the context of the referenced, denotative meaning explains that this cigarette provokes consumers to change their mindset every day to get the happiness.

By examining the meaning of the word, it can be deduced that this slogan belongs to imperative structure. It covers request, command, prohibitions, and instruction. The imperative structure purposes to invite or ask the consumer to do activities as the tagline of cigarette ordered. The copywriter further emphasized that by using this product, the consumer

will change his mind became more excited, and this is an indication of changes in tobacco products class mild in both taste and shape, in order to influence the consumers' mind, especially the smoker who is interested in this product.

Corpus 18

Product name : Djarum

Slogan : *Indonesia's unique clove cigarette*

The word *Indonesia* is defined as one of *Asian archipelago,* the word *unique* has lexical meaning is *unlike anything else, being the only one of its type and very unusual.* This slogan is denotative meaning because there is no word of analogy. Each word only tells the information that Indonesia produce the unique clove cigarette. In these circumstances, it is proven that Indonesia produces cigarettes, there is no figurative meaning which the words in the slogan refers to the actual meaning and is not associated in things outside of the context. The copywriter explains that domestic tobacco product is better than abroad one. The product is different from other products; this uniqueness arises because the taste of cloves offered is original from Indonesia which has a distinctive taste, high-flavored and distinct from the foreign cigarette made.

To sum up, the slogan belongs to declarative structure, it can be figured by the structure where the subject precedes the predicate and

roughly to tell the hearer or reader about this product. The advertiser also stressed that domestic products have the advantage in the sense that cannot be defeated by foreign products. In this case, the declarative structure is purpose at making the benefits of the product.

Corpus 19

Product name : Djarum

Slogan : *Slim Smooth Square*

This cigarette is produced by *Djarum* Company as one of big companies in Indonesia. This cigarette is being much sweeter and containing fewer cloves. Overall, it is a much more traditional cigarette; the flavor of tobacco outshines the taste of cloves and flavorings sauce. This cigarette contains significantly less tar, nicotine and carbon monoxide (levels Super are rolled in what appears to be standard white cigarette paper; however it retains the flavoring sauce used in other brands). The lexical meaning of the word *slim* is *not fat or thick; thin, not as big as one would like or expect, to reduce something in numbers, size or scale.* The word *smooth* is defined as *having an even surface without points, lumps or rough patches, tasting pleasant; not harsh or bitter.* The last word *square* is defined as *having four equal sides and four angels, measuring the specified amount on each of four sides*. Semantically, this slogan *slim smooth square* has denotative meaning because the slogan tells the truth

about the condition of the product offered. In this case, the copywriter used three words which are combined into one short slogan that are associated with the size and form of the cigarette. It is real what is being happened in current situation and it can be deduced that this brand of product suggests that if the consumer smoke the cigarette, they will get an easy product and practical to bring.

By examining semantic of the slogan, the structure belongs to declarative type. It is used by copywriter to show the more benefit and special quality of product offered. In this slogan, the copywriter uses three words that represent the shape size and taste of the cigarette offered.

Corpus 20

Product name : Djarum Super

Slogan : *MY Life My Adventure*

Djarum Super is made from top-grade Javanese and Madurese tobacco, blended together with premium quality cloves that have been rendered extremely fine through Djarum's Superfine Clove™ process. The finished product is distinguished by its fruity and aromatic flavor. The distinct masculine red-and-black packaging bears a gold accent that represents the premium quality of the *Djarum Super* cigarettes. Grammatically the word *My* is possessive pronoun, it functions as a determiner. Lexical meaning of the word *My* is *belong to the speaker or*

writer, showing affection or sympathy and used in exclamation. The word *life* is *the ability to grow and produce, the state of being alive as human being, the qualities, events, and experience of human*, besides that the word *adventure* has lexical meaning; *unusual, exciting or dangerous experience and excitement associated with danger and taking risks*. Semantically, the slogan has denotative meaning because it refers to the lexical meaning. In this case, the phrase is not associated with something outside the context. The copywriter uses the slogan *my life my adventure* refers to the real meaning. In truth condition, it was happened in the real situation. The denotative meaning emerges because by smoking this cigarette does not look like people doing the adventure which has many challenges. Copywriter gives two explanations which make affirmations that these products can inspire consumers in maintaining life, because copywriter suggests that a life is an adventure that every human being must have experienced it, using a variety of communicative language that is aimed at raising the attention of consumers.

By examining the type of meaning, the advertiser makes the slogan to raise the consumer's impression. In linguistic form this slogan belongs to Declarative structure, it can be used to make a statement, may apply to the act of stating something or to what is stated, so on. Although, as we know the declarative has structure subject + predicate, but in this case, the slogan does not have predicate. However, it tries to omit the predicate. It

can be deduced that declarative type is used to tell the benefit of the brand of cigarette product. Hence, the consumers are interested in the product offered because the consumers feel adventure and have advertising appeals need to sex; it means gentlemen and masculinity if they smoke the brand of cigarette.

Corpus 21

Product name : ST Dupont

Slogan : *Cool. Calm .Confident*

There are some images derived from the slogan. First of all, since men are mostly who usually smoke, the word *cool* gives the image of man with warmth that everybody loves being with. These men are *cool* in their way of thinking, and that they have *cool* ideas and *cool* opinions. The first image, of course evokes satisfactory feeling for the smokers. The word *calm* gives another image, though related to the first one, that the smokers would be calm in his attitude and behavior, instead of being confused and irrational. Thus, the copywriter assumes whenever a man face a certain problem in his life, he knows what to do because he is not confused and is not troubled with his difficulty since he has become a calm person. In this case, it might happen because the man who smokes this cigarette is cool in his thinking, ideas and opinions, and also calm in his attitude and behavior. Consequently this man will act and feel confidently, being confident might

bring the people have good outlook and excellent image for the others. This slogan suggests the consumers to be cool in thinking, calm in attitude and confident of one's self where the images of that person is reflected from the slogan *Cool. Calm. Confident*. Positively, people would love to have such extraordinary personalities, that they would think that by smoking ST Dupont cigarette they could get such advantageous attitude as they want. This slogan builds awareness of the brand of ST Dupont and builds a certain image of being *cool, calm* and *confident.* The lexical means of *cool, calm* and *confident* refer to the product offered. These words are not associated with another context. Hence, this slogan has denotative meaning. Also the slogan is designed to be persuasive in giving desirable images for the readers. It talks to readers personally, and it makes the readers have the impression that they need to use the product advertised. Also as the characteristics of language in advertisement, slogan *cool, calm and confident* is in truth condition intended for communicating among its own community—the advertisers and consumers.

By examining semantically, this slogan explains the brand promise of this cigarette. It means this slogan belongs to declarative structure where it is used by copywriter to show the more benefit and special quality of product offered. In this slogan, the copywriter uses three words that represent the taste of menthol and effect of smoking this cigarette.

Corpus 22

Product name : Djarum Super

Slogan : *Enjoy the Adventure*

This brand of cigarettes *Djarum Super* tries to emphasize the image of cigarette through different genres of music, according to the representative character of the music. The choosing of rock music becomes a tool in delivering the aspirations of the values of the product *Djarum Super*. *Djarum Super* also sponsors the Indonesian Djarum Super League; this slogan tries to make the good impression to the brand or the label of the product. Young people become the target markets most targeted by some Djarum cigarette advertisement. This can be seen through the selection of music genre and meanings of their products. The lexical meaning of word *enjoy* is to *get pleasure from something to have something as an advantage or a benefit. Adventure* is defined as *unusual, exciting or dangerous experience* and *excitement* is associated *with danger, taking risks*. Semantically by knowing the lexical meaning the slogan has denotative meaning. The slogan *enjoy the adventure* doesn't have the concept only enjoy the adventure but it refers to enjoy the sensation bravery, virile and satisfaction by having the adventure. It can create sense of masculinity of man. The slogan has denotative meaning, the word *enjoy* refers to the smoker's activity in doing the adventure. It means the

copywriter suggests that if the consumer wants to enjoy the adventure and get the sense of masculinity, they have to smoke this product.

By examining the meaning type of slogan, it belongs to imperative structure, the copywriter is trying to command consumers to do something not very original but you get the message and it is marked by starting the verb ‘enjoy’ and even providing advice. The imperative structure used in this slogan purposes to invite or ask the consumer to do activities as the product ordered.

Corpus 23

Product name : Djarum Coklat

Slogan : *Deeply Enjoyable*

The image of this cigarette is stronger clove taste making this cigarette compatible for smokers living in cold climate. Besides that, the specific taste and flavored make this product differs from the non-filter cigarette product. The slogan means the enjoyment of using this product. In other words, this product can give full of enjoyment, change people more creative, intelligent, and brave to be different. The lexical meaning of word *Enjoyable* is *giving pleasure, and bringing happiness*. The word *deeply* lexically means *a long way drown or through something.* This slogan has denotative meaning. The words refer to the lexical meaning which performs the enjoyable more of the benefit of the product offered.

By examining this meaning type, it can be deduced that this structure of the slogan is declarative. The copywriter suggests that by consuming this product the consumer will feel and touch a sense of enjoyment. The taste of the product offered has the content and clove aroma from *Kudus* city which is known as the good tobaccos in Indonesia. The declarative structure means typically purposes to reveal the benefit of product.