APPENDIX II

Types of Cigarette

Product	Category	Slogans	Features of meaning	Characteristic/images
Marlboro	White cigarette	Come to *Marlboro country*	Connotative(metonymy)	Cowboys, masculinity, fresh.
		Come to where the flavor is	Connotative(synecdoche)	The centre of flavor is in Marlboro
		The flavor of adventure	Connotative(metaphor)	Masculinity, brave of Marlboro man
Camel		Taste me!	Connotative(metonymy)	Pleasant taste
Pall mall		Light up the night	Connotative(metonymy)	Youngsters' night life
Bentoel		Mild plus for male plus	Connotative (euphemism)	Good quality and attitude of males
Camel		A live with pleasure	Denotative	Blend turkey tobaccos
LA Light		Fresh is….cool is…	Denotative	Taste of menthol
A mild		Others can only follow	Denotative	Leader of cigarettes
Class Mild		Cool Groove	Denotative	Unique and different taste
		Make up your today's mind	Denotative	People are always changes

A Mild	Filter cigarette	How Low can you Go	Connotative(euphemism)	Westerner, low nicotine, healthier.
Djarum Black		Think Black!	Connotative (metonymy)	Innovative, creative (automotive world)
sampoerna		King size	Connotative (hyperbole)	High economic class, smoking look like a king
Djarum		Indonesia's unique cigarette	Denotative	Original tobaccos from Indonesia
Djarum		Slim smooth square	Denotative	Representative of all aspect in cigarette.
Djarum Super		My life my adventure	Denotative	Smoking is the product inhaled.
ST Dupont		Cool. Calm. confident	Denotative	Impact of the product offered
Djarum Classic	Kretek cigarette	It's time for classic	Connotative (metonymy)	Consume this cigarette always in togetherness.
Gudang Garam Merah		Show your Red! (tunjukan merahmu)	Connotative (metonymy)	Social life environment
Djarum 76		Trial Game	Connotative (metaphor)	Outdoor activities
Djarum Super		Enjoy the adventure	Denotative	Brave and adventurer
Djarum coklat		Deeply enjoyable	Denotative	Heavy tar and nicotine, representative in genres of music