

# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the Study

This research analyzes the types of associative meanings in the slogan of cosmetic advertisements namely connotative, affective and collocative meaning, and identify the most dominant meaning in the advertisement. The use of language in advertisement tend to involve emotional feeling in order to link the customer to the product advertised. Affective meaning plays important role in analyzing such advertisement. Additionally, the advertiser often use the words and the collocation to make the slogan that easy to remember and memorable. It is also important to discuss this matter because the advertisers include implicit meanings in the language used to attract the customers' attention. Before purchasing the cosmetic product, the customers need to know the information that the advertisers give. They tend to use unique words or phrases that sound interesting in order to trigger the curiosity of the purchaser. The connotation in the language of advertisement contains complex aspects of meaning (Goffman, 2002, p.61). In comprehending the meaning of language in advertising, it is necessary to associate the meaning to another context that is appropriate to the conveyed message of the advertisement.

The use of language in cosmetic advertisements requires persuasiveness and an interesting choice of words. The phrase or words should be eye and ear catchy. In addition, the language in advertisement does not always mean as what it is stated. It is understood implicitly but rational, and still provides the information of advertising (Hackley, 2005, p.236). For instance, the slogan advertisement from Smashbox: *Be Legendary Lipstick Colour You Can Taste*. The literal meaning

of this slogan is that lipstick can be put in our mouth. It does not make sense for the customers if they put lipstick on their lips. It means that this slogan has a connotative meaning. The colour of the lipstick contains the flavour of something when the customer put it on their lips.

Associative meaning is crucial to study because it plays a vital role in comprehending the meaning of advertisements especially connotative, affective and social meaning. One of ways of the advertiser communicate the product to the customers is through advertisement slogan. Every word that is used in the slogan should be consist of more than one literal meaning. The readers or the customers will associate the meaning of the advertisement slogan to the experiences that they have. For example is the advertisement form Ponds “Fight 10 of the toughest skin problems. By using the word *fight*, the advertiser try to deliver the message that this product is capable and very powerful to solve 10 skin problems. The customers can interpret this meaning by associating the word *fight* that has struggle meaning to get done the problem.

Advertisement is an action in order to promote something such as product, service and job to the public. According to the Longman Dictionary, advertisement is a picture, set of words, or a short film that aims to convince people to purchase the product, use service or apply for jobs which are advertised. Deciding every word to be used is important because it will influence the target whether to purchase the promoted things or not. In addition, the choice of word may affect the uninterested readers want to start to pay attention for the advertisement and read it to the end (Ashurkulovna, 2022).

In delivering the message of advertisement, there should be media as the platform to promote products for instance printed media (magazines, newspaper, brochure), online media (social media, website). For printed media, there are several elements that should be considered.

Those are headlines, in some cases sub-headlines, a signature and graphic elements (Janoschka, 2004, p.22). All elements are crucial for producing advertisement because the contained messages depend on those stuff. The success of advertisement is influenced by the word choice. The more fascinating the words in the slogan, the more people will be attracted.

Nowadays, women's fashion trends affect some features of physical appearance, such as cosmetics. The role of advertisement for cosmetics has a big impact on this matter. Women are in droves to purchase cosmetic products for suiting up with the fashion. Every cosmetic brand provides remarkable marketing. Hence, this research is limited in order to discuss some brands. The researcher chooses Bobbi Brown, L'Oreal Paris, Clinique, Estee Lauder, Maybelline.

The reason for choosing those brands is because mostly preferred brands are categorized as the best brand which means those are best sellers. As what Brandirectory (2022) stated L'Oreal, Estee Lauder, Clinique and Maybelline are included to the top 12 cosmetic brand based on highest sales. While the language in the advertisement is in English so that it is probably difficult to comprehend the meaning of the advertisement. In addition, the meaning of the advertisement slogan is also implicit. The understanding of the consumer towards the advertisement influenced the product itself. Therefore, it is important to know what exactly the advertisement means. By doing this research, perhaps the consumers conceive the conveyed message and the advertisers get the impact as well.

## **1.2 Theoretical Framework**

### **1.2.1 Associative Meaning**

Associative meaning is a theory that is actually proposed by Geoffrey Leech (1974). It deals with cognitive relations based on particular experiences (Leech, 1981, p.18). It means that words may have another meaning beyond their conceptual meaning. It depends on the interpretation of the reader which has relation to the experiences or circumstances of the reader. For example, the word “snake” has another meaning beyond an animal. The meaning is also associated with devil and danger.

Associative meaning is a head term that stands for the varieties of meaning which have implicit meaning. The meanings are connotative meaning, social meaning, affected meaning, reflected meaning and collocative meaning. Leech groups these meanings under the associative meaning because they have open ended and variable character (Umagandhi and Vinothini, 2017). Each meaning is influenced by the context of where they are used and individual experiences.

### **1. Connotative Meaning**

Connotative meaning is a condition where the meaning of a word is associated with another thing related to the word. The meaning is beyond the word itself or its conceptual meaning. As Leech (1981, p.21) proposed that connotative meaning refers to communicative value of an expression based on what it refers to. In addition, connotative meaning embraces the properties around the circumstances such as social, culture and viewpoint of personal. The meaning of a word is the emotional and imaginative association surrounding it (Connotation and Denotation, 2015).

Connotative meaning actually comes together with conceptual or denotative meaning. Nevertheless, it is in contrast with conceptual meaning which is derived from the dictionary. Connotative meaning is not stable as conceptual meaning because it has correlation to another meaning that is not included in the dictionary (Leech, 1981, p.13). The meaning may vary and has

some additional things, such as the word home. In the dictionary it means dwelling place but it actually has supplementary meaning, such as comfort, safety and family.

## 2. Social Meaning

Social meaning contains speakers' social identity of the language (Beltrama, 2020). The use of language in a particular society influences social meaning. As Leech (1981, p.14) stated that social meaning includes the social environment in which it is used. Social and cultural background of the people in a place influence the way they interpret the meaning of language. Dialects in the formal, informal and colloquial aspects vary in societies therefore it causes the meaning of words or phrases to be different from its conceptual meaning.

Crystal and Davy (1969, p.66) proposed socio-stylistic dimension as the tools for people to decode social meaning in English Language.

The following socio-stylistic variation are:

1. Dialect (The language of a geographical region of a social class)
2. Time (The language of the eighteenth century, etc)
3. Province (Language of law, of science, of advertising, etc)
4. Status (Polite, colloquial, slang, etc)
5. Modality (Language of memoranda, lectures, jokes, etc)
6. Singularity (The style of Dickens, of Hemingway, etc)

Those variations describe that there are possibilities of style in a language. The style of word selection indicates the different social identity. The dimension of status is essential to differentiate the similar synonyms. For instance the following words:



Diminutive (very formal)

Tiny (colloquial)

Wee (colloquial, dialectical)

Each word has different status that influences the using and meaning of word in sentence (Leech, 1981). Moreover, Leech (1981, p.15) explained that social meaning is included in the illocutionary of utterance. such as request, question and threat, apology and so on. The meaning of the utterance is indirectly related to conceptual meaning. For example “I do not get the point” which social reality it takes force of request such as “Please repeat the explanation.”

### **3. Affective Meaning**

Each individual unconsciously associates the meaning of the word with experience and personal feeling, this phenomenon is called affective meaning. It is possible that every person has a different affective meaning of words. According to Leech (1981, p.16) affective meaning refers to what is conveyed about feeling and attitude of the speaker through the use of language. For instance, the phrase “You are a stupid girl, I hate you!” It is obvious that the speaker has a negative attitude toward the listener.

Moreover, affective meaning implicates several mediations, i.e. the connotative, conceptual and stylistic meaning. Affective meaning relies upon these mediations. They do not always exist when the speaker uses interjections such as Aha! Wow!. The emotional feelings are already included in the interjections therefore the speaker does not need another kind of semantic function as the mediation.

#### **4. Reflected Meaning**

Reflected meaning comprises multiple conceptual meaning which means the meaning of the word itself forms response to another sense (Leech 1981, p.16). One of the examples are the phrase that describes the church as “The Comforter and The Holy Ghost.” The conceptual meaning of this phrase church is a warm and safe place and also as The Holy Ghost means awesome. Whereas in the religious meaning, The Comforter means the strengthener or supporter while The Holy Ghost means the spirit from God.

Furthermore, reflected meaning is also found in taboo words. Such as the word ‘intercourse.’ The conceptual meaning of this word is physical activity of sex, while the reflected meaning of this word is communication. It shows that the association of the word drives away from its conceptual sense.

#### **5. Collocative Meaning**

Leech (1981, 17) stated that collocative meaning is the association of a word with the other meanings of the word’s environments. The word beautiful is associated with the woman, flower, colour, garden and so on. The collocative association constructs the sense of suitability. According to Michaud (2013, p.87) collocative meaning is the meaning of a word in a very specific context where it attaches itself to another word to create coherent phrase, clause and sentence. For example, the words tall and high. Those adjectives stand for the measure of length. It does not make sense if the phrase is “tall temperature.” Then it should be “high temperature.”

Based on the explanation above, the types of associative meaning can be simplified in order to make it easier to understand by using this following table:

Associative Meaning	1. Connotative Meaning	Connotative meaning refers to communicative value of an expression based on what it refers to.
	2. Social Meaning	Social meaning includes the social environment in which it is used.
	3. Affected Meaning	Affective meaning refers to what is conveyed about feeling and attitude of the speaker through the use of language.
	4. Reflected Meaning	Reflected meaning comprises multiple conceptual meaning which means the meaning of the word itself forms response to another sense.
	5. Collocative Meaning	Collocative meaning is the association of a word with the other meanings of the word's environments.

*Table 1 Types of associative meaning based on Leech's Theory (1981, p.23)*



### **1.2.2 Slogan**

Slogan is a memorable short phrase or sentence in order to persuade the public or particular target. It is usually utilized in advertisement for introduced something or product to the people. According to Longman Dictionary, slogan is a concise phrase that is used in advertisements, by politicians, and by businesses. It also sounds ear catching therefore easier to remember.

Slogan play important role in advertisement because it calls to mind an image or the brand or product. Generally it encompasses an offering's appeal. Even before experience with any product or service, a slogan impresses the consumer. A catchy phrase facilitates brand recognition (Pandey, 2022). For example is "Superstay Vinyl Ink" an advertisement slogan by Maybelline. It is short phrase describe what the product is. In this research, the advertisement slogan used is the brief phrase that concisely explain the product in catchy way.

### **1.3 Review of Previous Studies**

This part is a review of related studies. The writer decides to review five articles. The first research is from Wulandari (2017). Her research is about analyzing associative meaning in the original slogan of fast-food advertisement. In her analysis, she gave information about associative meaning and she related to the advertisements that have another meaning as stated explicitly. She assumed that many people do not comprehend what the associative meaning is. Whereas there are many kinds of associative meaning that are found in advertisements. Therefore, in this research

she tried to describe and find out the types of associative meanings in the original slogan of fast food advertisement.

The data that she obtained were twenty-five slogans of advertisement. By using Leech theory about associative meaning. The analysis showed every slogan contained associative meaning. Connotative meaning dominated kinds of associative meaning that were found. She believed that the associative meaning on advertisement worked very well, especially for affective meaning. It expressed the attitude and personal feelings of the customer.

The second research is done by Irfan (2017). It discusses the analysis of associative meaning in Samsung advertisement Slogan. He analyzed the types of associative meanings as found in Samsung advertisement slogan. The theory that was applied is associative meaning by Geoffrey Leech (1974). There were 15 selected data from Indonesian Samsung website. The result of the research showed connotative meaning was the dominant type of associative meaning that appeared in Samsung advertisement slogan. Meanwhile the collocative meaning was not found

The third research is performed by Hayani, Putri, Vidhasi (2020). They analyzed the associative meaning in the slogan of skin care advertisements. The goals of this analysis were describing the type associative meaning, the identifying dominant type of associative meaning that found and explaining the reason for each meaning in the slogan of skincare advertisement. They used Leech (1974) theory about associative meaning. The result showed that every slogan has associative meaning. A slogan has more than one associative meaning. Furthermore, they found that social meaning did not exist in the slogan. The most dominant type of meaning was reflective meaning. They assumed the advertiser used reflective meaning on the advertisement slogan for two reasons. Those were for product status and simplicity but informative.

The fourth research is done by Ika Fatmawati (2019) with the title “Associative Meanings in Oriflame Catalogue”. The aims of the research was to find types of associative meaning in Oriflame Catalogue and describe the meaning of each associative meaning. She collected twenty data through the official website of Oriflame. She used associative meaning theory by Leech (1974) to analyze the data. The technique to analyze the data is qualitative descriptive that was proposed by Miles, Huberman and Saldana (2014). The result of this research showed that each type of associative meaning emerged in the Oriflame slogan. Connotative meaning and affective meaning were the most frequent types of associative meaning in her finding, then followed by collocative meaning, reflected meaning, and the least found was social meaning. The meaning of every associative meaning in each slogan was various. However, she confirmed that the reasons why the advertiser involved associative meaning in Oriflame slogan were to attract the attention of the customers and construct a sense of curiosity in order to influence the customers to purchase the product.

The last research was performed by Galuh Natasia (2020). The research is about associative meaning used in Pinterest Posters. Three purposes of this research were finding the real meaning in the posters, interpreting the types of associative meanings and pointing out the function of each associative meaning that existed in the posters. She classified the posters based on some themes namely education, environment and health posters. The data were collected from Pinterest as much as thirty. Then the researcher analyzed the data by using theory of associative meaning by Leech (1974) with the method of qualitative descriptive. The result of the research found that connotative meaning is mostly used in the Pinterest posters. It is because the role of the posters is talking to the world that also associated with expression whoever read it.

Those researches give more information about associative meaning to the writer. Those are similar in terms of theory which five researchers above used associative meaning theory by Geoffrey Leech. On the other hand, the differences between the writer's research and those previous researches are the object and the purpose of the research. The object of the writer's research is cosmetics advertisements which include some international brands. There are not such research yet. Furthermore, the aims of the research are identifying and analyzing the connotative, affective and collocative meaning and pointing out the most dominant meaning that is found in cosmetics advertisement.

#### **1.4 Research Question**

In order to analyze the associative meaning in cosmetics advertisements, the researcher needs to know the types of associative meaning and the types that dominate appear in cosmetics advertisement. Hence there are two questions that have been formulated for this research:

1. What are the type of associative meaning found in cosmetic advertisements?
2. What are the most dominant meanings in the slogan of cosmetic advertisements?

#### **1.5 Objectives**

Based on the research questions that already formulated, the objectives of the research are to find out and analyze the connotative, affective and reflected meaning and identify the most dominant types that appear in cosmetic advertisement

#### **1.6 Scope**

The researcher analyzes the associative meaning in the slogan of cosmetic advertisements. The brands of cosmetic products are limited by the researcher into five brands, namely Bobbi Brown, L'Oreal, Clinique, Estee Lauder, Maybelline. These brands are categorized as famous international cosmetics brands and mostly used in Indonesia. The customers of the brands are very massive. As statistic data said that L'Oreal, Clinique and Estee Lauder is included to the top 10 leading cosmetic brands worldwide (Statista, 2022). Therefore, it is necessary to analyze the advertisements from each brand. The associative meaning in this research is limited into three types of associative meaning namely connotative, affective and reflected meaning. In this way, advertising language should be seen as an example of the art of speech. This is due to the fact that, in order to market a product, it is vital to create uncommon lines that will catch the consumer's attention and guarantee that the product comes to mind when hearing the advertisement. The use of language represent the most important aspects of the advertisement, so that activate the emotional response of the consumer helps them to be engaged to the product (Shirinboyevna, 2020, p.362). Three kinds of associative meaning that will be applied in this research perhaps could answer the research question that already formulated.

