

CHAPTER 4

CONCLUSION

The writer analyzed 10 data of the slogans found in the brand sport shoe advertisement. All of the data were taken from several sport websites and the graph of global marketing information compares to get the result of the analysis. The writer only focuses on a slogan and the illustration as a context to support the implied meaning of the advertisement. All of the slogans purpose is to attract the people to choose their product. The writer takes the sport shoes as the data because of the sport shoes advertisement is the great advertising in the world. Mostly, the people in the world enjoy sport activities.

There are three brands that dominate the global market: *Nike*, *Adidas*, and *Puma*. The highest sales were achieved by *Nike* in 2014 has reached 16.2 billion U.S dollars. The second highest sales was achieved by *Adidas* in 2014 has reached 8.1 billion U.S dollars. The last, *puma* as the third highest sales has reached 1.56 billion U.S dollars in 2014. These incomes can be concluded by the writer that advertisement of the product is a very important thing in promoting their products. Based on the incomes of the sales, it can be proofed that the consumers are able to understand the implicature of the ads.

From the analysis, the writer knows that context is the important element to identify the implied meaning of the slogans. That is why the ideas of the slogans depend on the context itself. Parts of the picture can be analyzed through the illustration and the color of the ad. From the illustration, many advertisers put model or object to support their ad. By looking through the object, the writer sees gesture of the model. The gesture can deliver the supporting idea of the advertisement.

Related with the color of the advertisement, the colour implies the emotions of people's interpretation. For example red implies angry, and spirit, green implies sick, and blue implies coolness. If those elements are combined, the writer can get the main idea of the slogan. People are also easy to understand the implied meaning of the slogan. Slogan can not be delivered without the context itself, sometime the illustration can talk with the expression or emotion because mostly the sport shoes advertisement combines models and the object to attract people.

In the result of ten data below, there are many implied meanings that can be identified and have some characteristics in every brand :

- 1) Nike "**EXPLOSIVE SPEED**" implies Nike has unlimited speed such meteor explode and no one the other brand can follow the product.
- 2) Adidas "**Instict takes over**" implies The people should be brave like an animal if they are playing football and want to dominate the games
- 3) Asics "**Sound mind sound body**" implies Mind and body are the important element for sport, the shoe can make the consumers combine both elements and no one can focus as those who Asics shoes
- 4) Inov8 "**Evolution takes time...until then..**" implies giving a good adaptation to the consumer as the effect after using the shoe
- 5) Pearl Izumi "**We said it would be smooth. Not easy**" implies seeing everyone as sportsmen and gives them energy to hold their weight to run in trail way with the shoe.
- 6) New Balance "**Let's make excellent happen**" implies the product can

make the consumers to level up their run after using the shoe.

- 7) Puma "**Forever faster**" implies the consumer can be fast every time if they are using the shoe and become a fastest than others.
- 8) Under Armour "**Do you hear footsteps? Or are they hearing yours?**" implies by using a Under Armour shoe the consumer can feel the power and speed then you can be a good sportmens than a seeker
- 9) Reebok "**The energy drink for your feet**" implies that Reebok shoes can give a longer stamina and faster run as long as consumer feels comfortable using the sole.
- 10) Umbro "**Are you fox or chicken?**" implies by using Umbro shoes the football player can dominate and lead the game.

The brands above have a great income in global marketing that related with how the company makes a good advertisement and can attract the consumers to buy the product. Based on the analysis the writer also found that mostly the purpose of all the brand is to give a specialization in their product and to support their sport activity. Finally a good slogan can deliver the good interpretation base on the context and slog