SEMANTIC ANALYSIS OF FAST FOOD ADVERTISEMENT

SLOGANS

ABSTRACT

The aims of this study are to find out the types of meaning, and explain the ways of fast food advertisement slogans. This research is conducted by using descriptive qualitative design. The data are analyze by using The seven types of meaning is conducted by using Semantics (the study of meaning) theory by G. Leech (1983). The data are divided into Seven Types of meaning, they are; Conceptual meaning, Connotative meaning, Social meaning, Affective meaning, Reflected meaning, Collocative meaning, and Thematic meaning. The conclusion of data are taken 75 text data from 10 data Fast Food in Fast Food Advertisement Slogans. There are found Seven Types of Meaning, there are found Seven Types of Meaning, they are; Conceptual meaning, Connotative meaning, Social meaning, Affective meaning, Reflected meaning, Collocative meaning and Thematic meaning. The Dominant Types of Meaning in Fast Food Advertisement Slogans is Conceptual Meaning. Based of Conceptual meaning is dominantly in Fast Food Slogans because the meaning of conceptual meaning is refer to logical, cognitive, or denotative content, focus the dictionary meaning which indicates the concepts, primary is concerned with the word and thing denote. The successful application of Leech’s types of associative meanings because used The types of meaning in language Advertisement Slogans to persuasive the readers, it is a major commodity in the world of advertisement. Most of the studies done by contemporary authors, focus on marketing aspects of Advertisements Slogans.

Keywords: Semantics, Types of Meaning, Fast Food, Advertisement, Slogans.