CHAPTER II

REVIEW OF LITERATURE

2.1 Definition of Semantics

Semantics is the study of word meaning, phrases, sentence meaning, abstracted away from contexts of use, is a descriptive subject. It is an attempt to describe and understand the nature of the knowledge about meaning in their language that people have from knowing the language.

According leech (1983) Some people would like semantics to pursue the study of meaning in a wide sense of all that is communicated by language. Semantics in the former, wider sense can lead us once again into the void from which Bloomfield retreated with understandable misgivings - the description of all that may be the object of human knowledge or belief. On the other hand, we can, by carefully distinguishing types of meaning, show how they all fit into the total composite effect of linguistic communication, and show how methods of study appropriate to one type may not be appropriate to another.

It is not a prescriptive enterprise with an interest in advising or pressuring speakers or writers into abandoning some meanings and adopting others (though pedants can certainly benefit from studying the semantics of a language they want to lay down rules about, to become clear on what aspects of conventional meaning they dislike and which they favour). A related point is that one can know a language perfectly well without knowing its history.
According Lyons (1994), Semantics is traditionally defined as study of meaning, and this definition which we shall initially adopt. ‘Meaning’ is the noun and ‘Mean’ is the verb, from which it is derived, are used, like many other English words, in a wide range of contexts and in the several distinguishable sense.

Meaning is a certain reflection in our mind of objects, phenomena or relations that makes part of the linguistic sign - its so-called inner facet, whereas the sound form functions as its outer facet. Meaning is the process of human inseparable part of language for attempt to comprehend the nature use of reasoning and perception; there fure semantics has been part of linguistics.

Understanding the term of “meaning” in a language can be expressed in written or spoken communication. Written communication conveys the meaning by using such media such as magazine, letter, poem, novel, and so on. In other words, someone expressed his idea or feeling by writing it.

The term “meaning” according to Leech (1976 : 4) is “a systematic account of the nature of meaning” a single word may have a number of quite different senses. The term “hand” may occur in several kinds of contexts in which it contributes quite diverse meaning, for examples:

1. He raised his hand (Nida, 1975 : 11)
2. We give him a hand (Nida, 1975 : 11)

It can be explained that is the sentence (1), the word “hand” refers to the person who wants to say hello or say good bye to some person. In example (2), the word “hand” refers to the persons who want to help him or give attention. A single word may have a number of quite different senses. The term hand may occur in several kinds of context in which it contributes quite diverse meanings.
In any composition, including in the Fast Food Advertisement Slogans, the language used to express its written idea always shows its meaning. Without a meaning, the idea that the writer of the Slogans want to convey to his/her listeners can not be responded. Because it can not be responded or understood, the listeners can not further make any interaction while or after itself. The meaning apparent in any spoken or written language has its own types. Further, the concepts of the types of meaning are discussed below.

2.2 Advertisement

2.2.1 Definition of Advertisement

According to Geoffrey Leech (Leech 1972), most frequent and important type of the advertising is ‘commercial consumer advertising’ : advertising directed towards a mass audience with the aim of promoting sales of a commercial product or service.

Rhenald Kasali, (1998:9) defines that advertisement is part of a promotion mix, and the promotion mix is part of the marketing mix. The quotations simply defines advertisement as messages that offer a product addressed to society through a media and ads aim at persuading people to buy the product. In addition, Frank Jefkins on Rhenald Kasali, states “advertising aims to persuade people to buy”. The purpose of advertisement is to persuade people to buy.

According to the interpretation of Tom Altstiel mentions that to be effective a good advertisement must have:

1. The ability to get our attention. Hundreds of advertisement are seen/hear deachday. Therefore, an effective advertisement must stand out from the competition and grab the consumer's attention.
2. The ability to sustain our attention. It is important that the potential consumer learn something about the product. An effective ad involves the reader in the details of the ad and carries the reader’s attention through the advertisement.

3. The ability to transmit the message. Clarity of message is important if the message is in limited space. So that, the consumers are demanded to understand deeply the messages delivered.

4. The ability to convince the potential consumers to accept the message of the advertisement and the advertisement brand. Thus, the ability of the advertisement is to persuade, to accept and to buy the product.

Advertisement is the tool used by many companies in order to inform prospective customer about their products and services. We live in a world that is flooded with advertising. In the car, on the metro or walking through the town we see it everywhere. We read what we need to buy, do, need, cannot live without, we absorb all these often unconsciously and do not pay special attention to it. Our mind often first work with visual stimulation, such as pictures, colors and only then with letters, words and the messages, therefore messages used in advertising needs to be short and unique to be remembered.

The goal of most media messages is to persuade consumers to believe or do something. In movies special effects are used to make us believe that what we see is real. News stories use other techniques, such as direct quotations to make us believe that the story is accurate and truthful. In the advertisement variety of techniques are used to get our attention, to establish credibility or trust to motivate us to the act of buying the product, vote for the right political party or invest money into the particular service. As mentioned above our mind is more focused
on the visual part of advertisements therefore text and messages should be rather short but they should provoke some kind of emotion and be memorable as much as they can.

2.2.2 Definition of Slogans

Slogans are very powerful marketing tools, they support brand and create brand awareness of customers. Slogans is hard to think of well-known brand without thinking of its taglines. The origin of the word *slogan* came from the Gaelic *slaughaiirm*, used by Scottish clans to mean ‘war cry’. Slogans have been an integral part of consumer advertisement since the civil war. In the later part of the twentieth century, many slogans became shorter and were acceptable for any companies.

According to the opinion of Tom Altstiel (2006:165) explain the *taglines* also could say *slogans, signature lines, or themes lines*. Slogans usually appear after the logo in a print ad or at the end of the commercial, and, in most cases, they are very forgettable. Taglines are the most important element in the advertisement. Some consumers typically put more expectations on the taglines, because it usually contains a description of the company taglines and product positioning. The main purpose of the taglines is to build and strengthen the presence of a product.

As mentioned above our mind is more focused on the visual part of advertisements therefore text and messages should be rather short but they should provoke some kind of emotion and be memorable as much as they can. For such a purpose, many companies create commercial slogans, short messages which, however, are informative and memorable at the same time. Slogans usually
represent the whole company, Slogans are very powerful marketing tools, they support brand and create brand awareness of customers. The best slogans are instantly associated with the company without need of saying the name of the company.

Slogans are short text messages that need to be kept simple; however, one word is usually not enough. Slogans often use grammatical structure that would not be accepted anywhere else except for advertising. This diploma thesis explores the structures, tools and grammatical devices are used in advertising slogans to increase persuasive effect on consumers.

2.3 Fast Food

Fast food is a type of mass-produced food that is prepared and served very quickly. The food is typically less nutritionally valuable compared to other foods and dishes. While any meal with low preparation time can be considered fast food, typically the term refers to food sold in a restaurant or store with preheated or precooked ingredients, and served to the customer in a packaged form for take-out. According Merriam-Webster dictionary says: “relating to, or specializing in food that can be prepared and served quickly” (“Fast Food”). Fast food industry started to flourish along with the rise of automobile industry. These two industries are closely connected as fast food was meant to be served out of a window into the car.
2.4 Theoretical Framework

The study based on Leech’s Semantics theory; seven types of meaning, Conceptual meaning, connotative meaning, collective meaning, social meaning, affective meaning reflected meaning and thematic. The associative type of meaning provides a conceptual framework to analyze the meaning making and comprehension process of the advertisement slogans.

2.4.1 Seven Types of Meaning “Geoffrey Leech (1983)"

Language is used for various activities and purposes in social life. The function of language is not solely to provide information to hearers or readers. There are a variety of ways in which language can be seen not simply a matter of provide information.

Leech (1983) classified Seven Types of Meaning, they are Conceptual meaning, Connotative meaning, Social meaning, Affective meaning, Reflected meaning, Collocative meaning, Thematic meaning, as it can be seen table 2.1

<table>
<thead>
<tr>
<th>No</th>
<th>Types of Meaning or Sense</th>
<th>Meaning</th>
<th>Explained</th>
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</table>
| 1  | Conceptual Meaning or Sense | Logical, cognitive, or denotative content. | - the dictionary meaning which indicates the concepts.  
- we can find many different words have the same conceptual meanings.  
- the primary dictionary meaning.  
- Concerned with the relationship between a word and the
|   | Connotative Meaning | What is communicated by virtue of what language refers to. | - Connotative meaning is the communicative value an expression has by virtue of what it refers to, over and above its purely conceptual content.  
- Connotative meaning is prepared compared with conceptual meaning is that connotations are relatively unstable: that is, they vary considerably, as we have seen," according to "culture, historical period, and the experience of the individual.  
- Connotative meaning is indeterminate and open-ended in a sense in which conceptual meaning is not. Connotative meaning is open-ended in the same way as our knowledge and beliefs about the universe are open-ended.:any characteristic of the referent, identified subjectively or objectively, may contribute to the connotative meaning of the expression which denotes it. |
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<td>3</td>
<td>Social Meaning</td>
<td>What is communicated of the social circumstances of language use.</td>
<td>- It refers to the usage of language in and by society which has big proportions in determining the meaning that certain speaker has to use and wants to convey, those factors include social class of the speaker and hearer and the degree of formality.</td>
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| 4 | Affective Meaning | What is communicated of the feelings and attitudes of the speaker/writer. | - It refers to the speaker’s feeling / attitude towards the content or the on going context.  
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<tr>
<td>5</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>- Reflected meaning is the meaning which arises in cases of multiple conceptual meaning, when one sense of a word forms part of our response to another sense.</td>
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<td></td>
<td></td>
<td>- It is the product of people’s recognition and imagination.</td>
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</tr>
<tr>
<td></td>
<td></td>
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<tr>
<td>7</td>
<td>Thematic Meaning</td>
<td>What is communicated by the way in which the message is organized in terms of order and emphasis.</td>
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<tr>
<td></td>
<td></td>
<td>- Thematic meaning or what is communicated by the way in which a speaker or writer organizes the message, in terms of ordering, focus, and emphasis.</td>
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1.1 Source of Data: Fast Food Advertisement Slogans
2.4.1.1 Conceptual Meaning

Conceptual Meaning (logical, cognitive, or denotative content) It refers to the dictionary meaning which indicates the concepts. In reading we can find many different words have the same conceptual meanings. Take the word walk as an example, the conceptual meaning or the primary dictionary meaning is to move forward by placing one foot in front of the other. There are also a few other words that, according to the dictionary, mean to move forward on foot, etc.

For example, the word “door” and “dog”. The conceptual meaning of the word “dog” is an animal which has four legs and walks like a cat or other animals which have four legs, too. Then, the conceptual meaning of the word “door” is a part of the house components which is made of wood.

A 'language' which communicated by other means than by conceptual meaning (e.g. a 'language' which communicated solely by means of expletive words like Oh! Ah! Oho! Alas! and Tally ho!) would not be a language at all in the sense in which we apply that term to the tongues of men.

<table>
<thead>
<tr>
<th>Types of Meaning</th>
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<th>Expained the Characteristics</th>
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<td>Conceptual Meaning or Sense</td>
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<td></td>
<td></td>
<td>- Concerned with the relationship between a word and the thing it denotes, or refers to.</td>
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</table>
2.4.1.2 Connotative Meaning

Connotative Meaning (what is communicated by virtue of what language refers to) It refers to the associations that are connected to a certain word or the emotional suggestions related to that word. The connotative meanings of a word exist together with the denotative meanings. The connotation for the word snake can include evil and danger.

Connotative meaning is subjective and not shared in the same way by all speakers of a language. (Leech 1974:15), The degree of the connotative value will be differeny for everyone since the way the perceives something in this universe and his or her individual experience of language is different; it depend upon the culture, geographical area and historical period. It emerges as a result of affective or emotional feeling.

For example, when we say “he is a cruel man”. Here, we do not describe about the man who is cruel, but we are trying to say that we do not feel pleasant when we meet him. Another example, “that is good performance until I felt sleepy”, we are not describing that the perfomance is good. We are trying to say that we felt bored when we saw the perfomance.

Leech (1974:23) defines that Connotative meaning is the communicative value of an expression according to what is referred to, exceed the above contents are purely conceptual.

For example: the word “woman” as conceptual meaning has three characteristics Manusia, Perempuan, Dewasa (+HUMAN,-MALE, ADULT)’ can be more explained as theconnotative meaning comprising ‘the nature of putative’ of reference,caused by the views received by the individual or group or all
members of society. Thus, connotative meaning is owned by the communicative value of the expression based on what it refers, over and above that is owned by its conceptual meaning.

Based on the explanations bemeaning is vary from time to time, and onesociety to another societies. These changes have caused the view of individual, group or all societies’ members be varied based on their perceptions of the language received.

The example is the word *mother* has positive and emotional response for most people. The word *women*, on the other hand, is more neural. But the word *witch* would be negative for majority of English speakers. These words might or might not refer to the same person. The other examples are follows:

1. She’s driving me wild (Lakoff, 1978: 141)
2. “He has a good head” (Larson, 1984: 121)

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conceptual meaning is not. Connotative meaning is open-ended in the same way as our knowledge and beliefs about the universe are open-ended: any characteristic of the referent, identified subjectively or objectively, may contribute to the connotative meaning of the expression which denotes it.

Sample:
1) father---strength, strong will, tolerance
2) businessperson---wealth, generosity
3) Internet cafe---uncleanliness, unpleasant affairs

2.4.1.3 Social Meaning

Social meaning (what is communicated of the social circumstances of language use) takes into account the usage of language in and by society which has big proportions in determining the meaning that certain speaker has to use and wants to convey, those factors include social class of the speaker and hearer and the degree of formality. Only part of the social meaning of a conversation is carried by words. Take saying hello or talking about the weather. Often such talk has little dictionary meaning. It is a way of being friendly or polite.

The example of Social meaning, which are included as the relatively permanent features of style are style of individuality, for example the language of Mr. X, of Mrs. Y, of Miss Z, or the style of the other individualities.
Table 2.4 The Characteristics of Social Meaning:

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</table>

2.4.1.4 Affective Meaning

Affective Meaning (what is communicated of the feeling and attitudes of the speaker/writer) It refers to the speaker’s feeling / attitude towards the content or the ongoing context. It is important to remember that each individual will have a different affective meaning for a word. As such, only the person using a word will be aware of the particular affective meaning that they hold with the word. For example, we can discuss the word winter further. The word winter denotatively refers to a time period during which either the northern or southern hemisphere is furthest away from the sun. Different use of stress and intonation also provides a striking contrast in the feelings and attitudes communicated through an utterance.

In order to get people attention to be quiet, we might say either for the example:

(1) “I’m terribly sorry to interrupt, but I wonder if you would be so kind as to lower your voice as a little” or
(2) “Will you belt up”.

Factors such as intonation and voice timbre are also important here. The impression of politeness in the sentence (1) can be reserved by tone of biting
sarcasm; sentence (2) can be turn into a playful remark between intimates if delivered with the intonation of a mild request.

Table 2.5 The characteristics of Affective meaning

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<td>- only a small step to the consideration of how language reflects the personal feelings of the speaker, including his altitude to the listener, or his attitude to something he is talking about.</td>
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2.4.1.5 Reflected Meaning

Reflected Meaning (what is communicated through association with another sense of the same expression) It refers to terms which have more than one meaning surfaces at the same time, so there is a kind of ambiguity. It is as if one or more unintended meanings were inevitably thrown back rather like light or sound reflected on a surface.

For instance, if I use the medical expression chronic bronchitis, it is difficult for the more colloquial emotive meaning of chronic, 'bad,' not to intrude as well. Sometimes, such coincidental, 'unwanted' meanings cause us to change a lexical item for another.
Table 2.6 Characteristics of Reflected meaning:

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<td>Reflected Meaning</td>
<td>What is communicated through association with another sense of the same expression.</td>
<td>- Reflected meaning is the meaning which arises in cases of multiple conceptual meaning, when one sense of a word forms part of our response to another sense. - It is the product of people's recognition and imagination.</td>
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reflective meaning is the meaning which arises in cases of multiple conceptual meanings, when one sense of a word forms part of our response to another sense. It is the product of people's recognition and imagination. Sample (1) He took the drugs, (2) Enjoy yourself.

2.4.1.6 Collocative Meaning

Collocative Meaning (what is communicated through association with words which tend to occur in the environment of another word) It refers to the associations a word acquires on account of the meanings of words which tend to occur in its environment. In other words, it is that part of the word-meaning suggested by the words that go before or come after a word in question, for instance, heavy news (a piece of sad news); heavy schedule (a very tight schedule); fast color (the color that does not fade); fast friend (a reliable friend); fast woman (a lady of easy virtue), etc.

For instance the words pretty and handsome share common ground in the meaning of good looking. But may be distinguished by the range of noun in which they are like to occur or collocate; Pretty woman and handsome man. The ranges may well match although they suggest a different kind of attractiveness of the
adjectives. The word *pretty* is collocated with *girl, flower, garden, colour, village,* etc, while the word *handsome* is collocated with *boy, man, vessel, typewriter, car,* etc. Not all differences in potential co-occurrence to be explained as collocative meaning; some may due to stylistic differences; others to conceptual differences (Leech, 1974: 20).

**Table 2.7 Characteristics of Collocative meaning:**

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<td>Collocative</td>
<td>What is communicated through association with words which tend to occur in the environment of another word.</td>
<td>Collocative meaning <strong>consists of the associations a word acquires</strong> on account of the meanings of words which tend to occur in its environment.</td>
</tr>
</tbody>
</table>

The associations a word gets because of the meanings of words which tend to occur in its linguistic context.

Samples:

1) fast reading/friendship/color/road/car
2) have a fast; a period of fasting
3) Fast has such collocative meanings as quick moving, capable of high speed, firmly fixed, or abstaining from food for a time.

The associations a word acquires on account of the meanings of words which tend to occur in its environment.

1) pretty: *girl, boy, woman, flower, garden, colour, village,* etc.
2) handsome: *boy, man, car, vessel, overcoat, airliner, typewriter,* etc.

**2.4.1.7 Thematic Meaning**

Thematic Meaning (what is communicated by the way in which the message is organized in terms of order and emphasis). It relates to or constitutes a topic of discourse, the meaning that the word conveys is that of something that is
connected with the theme of something Types 2-6 are also categorized as associative meaning.

It is often felt an active sentence such as (1) below has a different meaning from its passive equivalent (2) although in conceptual content they seem to be the same (Leech. 1974: 19)

1. Mrs. Bessie Smith donated the first prize.
2. The first prize was donated by Mrs. Bessie Smith

The sentences above have a different communicative value the sentences show the different context, the active sentence gave answer about disguised question “what is Mrs. Bessie Smith donated?” while the passive sentence answered a implicit question “who is donated the first prize?” the first sentence is a accurate report, meanwhile the second sentence is not accurate report.

We can assume that the active sentence answers an implicit question “what did Mrs. Bessie Smith donate?” while the passive sentence answer the implicit question “who donates the first prize?”, that in other words (1) in contrast to se (2) suggest that we know who Mrs. Bessie Smith.

**Table 2.8 The characteristics of Thematic meaning**

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The meaning arising out of the way in which the writer or speaker organizes his message.
Samples:

1) Tomorrow I plan to have an outing.
2) I plan to have an outing tomorrow.
3) (S1) seems to answer the question: When will you have an outing?;
   (S2) What will you do tomorrow.

2.5 Conceptual Framework

This research aims to find out the various of semantics used in fast food advertisements slogans. The semantics is highly essential to know the meaning of language. Since the language bring communication for others, the source of the language has the different ways in delivering ideas and messages. The Semantics analysis on seven types of meaning in fast food advertisement slogans, it should be really undertood to have clear interpretation to the hearer or the reader. Therefore, it is important to an analysis types of meaning and analysis the types of meaning used in Fast Food Advertisement Slogans.
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1. Conceptual Meaning
2. Connotative Meaning
3. Social Meaning
4. Affective Meaning
5. Reflected Meaning
6. Collocative Meaning
7. Thematic Meaning

Figure 2.1 Flowchart Conceptual Framework
2.6 Previous of Relevant Studies

In doing this research, the writer have consulted and read some information from some previous researches made before. They are some thesis which are relevant to the topic to support the idea of the topic to support the idea of the analysis. Some of them are quoted as follows:

Dwiyanti (2016), in thesis entitle “The Analysis of Meanings in Robert Frost’s Poems” The paper analysed and discussed about the types of meaning found in Robert Frost’s poem. In analyzing the meaning in poem the researcher applied the theory of Leech in his book entitled Semantic as the writer main theory. And based on the result of the research and analysis it is found that the meaning contains: conceptual meaning, connotative meaning, stylistic meaning, affective meaning, collocative meaning, and thematic meaning.

The conclusion that the writer faced and fell many meanings. However, the meanings which have been found in the data sources are only categorized into six types, among those: (1) conceptual meaning, as in his house is in the village though, (2) connotative meaning, as in some say the world will end in fire, (3) stylistic meaning, as in between the woods and frozen lake, (4) affective meaning, as in I think I know enough of hate, (5) collocative meaning, as in the word road and way or the word same and equally, and (6) thematic meaning, as in She’s glad the birds are gone away.

Hainun (2014) in thesis entitled “Semantic Analysis of Woman Beauty Products Advertisements”, the writer is going to explore the meaning in used that appears in the object of the analysis. The data are collected from words in ten woman beauty product advertisements which have been taken from Oprah
Magazine edition September, October and November 2013. Words on each advertisements will analysis based on Geoffrey Leech theory about Semantics which classifies the meaning into seven types, conceptual, connotative, affective, collocative, stylistic, reflective, and thematic. In this study, the writer uses qualitative method because the data will be delivered by giving explanation in the form of words and sentences.

The result of analysis shows that four of seven types of meaning appears, such as; conceptual 100%, connotative 50%, collocative 40% and affective 20%, these four types of meaning are often appear in woman beauty product advertisements, meanwhile, the three other types are, stylistic, reflective, and thematic, do not appears in the data.

Herawati (1999) in thesis entitled "Semantic Analysis on Robert Frost's Poems" is conducted to answer the following research questions: (1) What types of meaning are found in Robert Frost's poems, (2) Which type is dominantly used, and (3) Why does Robert Frost use the above types of meaning. Although there are many poems of Robert Frost, the writer selected only ten of Frost's poems, they are: Stopping by Woods on a Snowy Evening, Departmental, The Road Not Taken, Fire and Ice, The Rose Family, Reluctance, The Armful, Come In, The Oven Bird, and The Pasture.

In doing her analysis, the writer reads the poems several times and interprets them. Here, she finds a lot of meanings covered in ten of Frost's poems. Then, she identifies meanings based on seven types of meaning which are introduced by Leech, they are: conceptual meaning, connotative meaning, stylistic
meaning, affective meaning, reflected meaning, collocative meaning, and thematic meaning.

There are three dominant types of meaning which are used by Robert Frost in his ten poems, they are: stylistic meaning, affective meaning, and thematic meaning. This evidence shows that Frost covered his ten poems with his own style, his own feelings and attitudes, and also presents his poems according to the thematic meaning.

In addition, the writer found that Frost liked to present two contrasted elements in most of his poems, tell about natural cycles, and tell about simple things. At last, the writer realizes that this study is not perfect and there must be several shortcomings. The writer suggested that the reader be more interested in reading and analyzing poetry.


In another, it involves the mental state of the speaker, as reflected in a range of personal, emotive overtones (affective or connotative meaning). The uniqueness of the choice of words makes the language of advertising a specialized field of study. This paper presents an analytical study of the language features of
English advertisements at a semantic level. In order to conduct a data-driven study, the writer has built a corpus of over 20 English advertisements.

Through the detailed survey of all the advertisements, the semantic features of the language of advertising are summarized and possible conclusions are given in the light of effectiveness of advertising. After a brief introduction to semantics and advertising language, the paper is focused on the linguistic realizations in English advertising from the semantic perspective.

In the analysis, the use of connotative meaning of words, adjectives, coined words, mis-pelt words, repetition, metaphoric use of words, punning, non-existing words, the use of ambiguous statements are discussed to reveal fuzzy nature that are used by advertisers to achieve their persuasive ends. It goes further to treat the semiotic analysis of the language of advertising.

Sri Sugiharti and Rafani Yurike Universitas Riau Kepulauan, Batam, Indonesia. In this journal entitled, “A Semantics Analysis of the English Billboard Advertisement on Roads in Batam”, an International Seminar Prasasti III Current Research in Linguistics. This study is aimed to English Billboards along the roadside in her hometown, Batam, because of that writer interested in studying the English words that used in the advertising, especially the billboards along the road in Batam.

Writers investigated, how are the English billboard advertisements on roads in Batam and how is the word meaning of those English billboard advertisements. In addition, this study was to find out how are the English billboard advertisements on roads in Batam. This was to find out how is the word meaning of those English billboard advertisements by applying theory of
semantics G. Leech (1981). The source of research data obtained was from the English billboard advertisements on roads in Batam.

The Writers got twenty English billboards, some of these billboards is using English as the main language and some of them is using English as the implied language. This study is analyzed by using descriptive qualitative research. The result of the study was the most frequently billboard used English as its language is Brand Advertising (90%). This happened because the brand advertiser want their product can be sold to the multilayered people, as the resident of Batam comes from different backgrounds and nationalities.

This study concluded that a) there were two kinds of Billboard Advertisements that used English as its language; Brand Advertising and Institutional Advertising. b) The most type of Lexical Meaning that used in English Billboard Advertisements is Conceptual Meaning, the second is Connotative Meaning, and the last is Social Meaning.