



## Types of Figurative Language Found in English Slogan Beverage Products

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### Abstract

This study aims to identify and analyze the types figurative language found in English Slogan beverage advertisements, especially about the types and meanings of figurative language that contained in English Slogan. The problem discussed in this study are (1) what types of figurative language found in English Slogan of beverage advertisements, and (2) how the meaning of the figurative language that contained in English slogan of beverage advertisements. Thus, in analyzes the data the researcher used the descriptive qualitative method by using theory proposed by Kennedy (1983) and Leech (1981). As the result of this analysis the researcher found that are 4 types of figurative language in English slogan of beverage advertisements. They are: comparative 14 data or 48,28%, contradictive 9 data or 31,03%, and correlative 6 data or 20,69%. Comparative figurative language consists of Personification, Metaphor and Simile. Contradictive figurative language consists of Hyperbole, Litotes, Paradox and Irony. Correlative language consists of Metonymy, Synecdoche, Symbol, Allusion and Elipsis. For the meaning of the figurative language contained in English slogan of beverage advertisements the researcher found 2 types of meaning, such as; conceptual meaning 1 data or 20% and the connotative meaning 4 data or 80%.

**Keywords:** *figurative language, english slogan, advertisements.*

### Abstrak

Penelitian ini bertujuan untuk mengidentifikasi dan menganalisis jenis-jenis bahasa kiasan yang terdapat dalam iklan minuman Slogan Bahasa Inggris, khususnya tentang jenis dan makna bahasa kiasan yang terdapat dalam Slogan Bahasa Inggris. Masalah yang dibahas dalam penelitian ini adalah (1) jenis bahasa kiasan apa yang ditemukan dalam slogan iklan minuman berbahasa Inggris, dan (2) bagaimana makna bahasa kiasan yang terdapat dalam slogan iklan minuman berbahasa Inggris. Oleh karena itu, dalam menganalisis data peneliti menggunakan metode deskriptif kualitatif dengan menggunakan teori yang dikemukakan oleh Kennedy (1983) dan Leech (1981). Sebagai hasil dari analisis ini peneliti menemukan bahwa ada 4 jenis bahasa kiasan dalam slogan iklan minuman berbahasa Inggris. Yaitu: Komparatif 14 data atau 48,28%, Kontradiktif 9 data atau 31,03%, dan Korelatif 6 data atau 20,69%. Majas perbandingan terdiri dari Personifikasi, Metafora dan Simile. Majas kontradiktif terdiri dari Hiperbola, Litotes, Paradoks dan Ironi. Majas korelatif terdiri dari Metonymy, Synecdoche, Symbol, Allusion dan Elipsis. Untuk makna bahasa kiasan yang

terdapat dalam slogan iklan minuman berbahasa Inggris peneliti menemukan 2 jenis makna, yaitu; makna konseptual 1 data atau 20% dan makna konotatif 4 data atau 80%.

**Kata kunci:** *bahasa kiasan, slogan bahasa inggris, iklan.*

## **Introduction**

Language is one of human or society introduction media in daily life. The by human or society to communicate with each other in the environment, language aims to get some information from the other person by interaction. Language could be either in written form or even in spoken form, but inside of the language contains the meaning. Language has an important role for humans in terms of communicating. In daily life, everyone definitely needs language in interacting with others, because basically, humans are social creatures who need and complement each other, that's why the presence of language really helps humans in their survival in the midst of social life. Besides, language also can be interpreted as the ability possessed by humans to communicate with others by using signs, such as words, movements, and also written which in scientific studies is referred to as linguistics. In this world, there are at least 6000 to 7000 types of languages with different dialects. In linguistics, there are several types of language, one of which is figurative language.

Figurative language basically can be used in various forms of written work and is also found in spoken form. This is because the function of figurative language is to make a written work or spoken form look attractive. In addition, there are several definitions of figurative language according to linguists, such as: Gluckberg (2001, p. 4) state that a figure of speech in which a name or descriptive word or phrase is transferred to an object or action. Then, Picken (2007, p. 2) declared that figurative language is noticed and frequently interpreted inconsiderable detail, and evaluation takes place. Another opinion emerged from Keraf 2019 which defines figurative language as that figure of speech has the function to explain, strengthen a live, stimulate, and decorate an object. Figurative language itself is a way used to express something outside the usual way. The use of figurative language in a literary work certainly has a very important role. Because we need to know that without figurative language, every literary work will be monotonous or not varied, which causes the contents of the literary work to be easy to understand by readers or listeners. Figurative language is often used in poetry, novels, drama, and also in English Slogan. This research is not the first research on figurative language, but there are several previous researchers who have conducted an analysis of figurative language which has similarities with this research entitled 'An analysis of Figurative language found in English Slogan of beverage advertisements.

First study from Journal entitled *The Function of Advertisement Slogan in the Billboard* by Ambarwati, Annaningtyas (2020). There are three problems statements in this research (1) what is the use of language in advertising (2) what are the functions of slogan on advertising and (3) what is the purpose of the advertiser use unique slogan on advertising. This research is a qualitative research. The function of this research is to describe language that is used in the slogan by using words and

explanation. The data used on this research, which will use pragmatics analysis and implicate are taken from slogans advertisement in billboard. The data is taken from October–December 2015. Before analyzing, the researcher takes the picture data and out of collecting. After collecting data, next step is data analysis with pragmatics and to consider context on this analysis, another that the writer also searches the language functions on the slogan. Based on the analysis, the writer summarizes that the use language advertisement is unique language that advertisement be unique and interesting, usually the producer uses the brief language, no completed language but has the meaning, sometime they use foreign language. There are some slogan function that are (a) information,(b) persuasive,(c) educate,(d) entertain and more important the use by producer is the persuasive function because almost all the advertisement which made by advertiser always persuade to society to be consumer a product, although the slogan advertisement do not uses the word which persuade. The purpose of the advertisers use language in advertisement as which are found on billboard is to get people’s attention so that they will buy this product soon.

The second journal by Asrifan (2021) entitled *Semantic Analysis on the use of English Language Slogan*. In this study the objectives to be achieved are :( 1) to identify what are the types of English slogans. (2) To identify how the semantic meanings of English slogans. The type of research used is qualitative. While the methods and instruments used to collect and analyze and answer all existing problems are qualitative methods and checklist observations. The process of data analysis in this research is carried out in a process starting from data collection and done intensively until the end of the study. Data that researchers get from observations from several sources such as the internet and journals, namely :(1) in general there are 4 types of slogans such as product/advertising slogans, health slogans, environmental slogans and educational slogans. The types of product/advertising slogans are 6 slogans, health slogans 2, environmental slogans 5 and education slogans totaling 8. (2) Semantic meanings of 4 types of slogans from internet and journal sources there are 5 namely conceptual meaning, associative meaning, connotative meaning, affective meaning and stylist. Of the 20 slogans education slogans and products that contain more conceptual meaning. The environmental slogans contain more conceptual and affective meanings. Slogans that contain conceptual meaning in the form of a situation context and based on words that have been conceptualized in the dictionary.

The third study by Skracic, and Peter Kosovic (2016) entitled *Linguistic Analysis of English advertising slogans in Yachting*. Advertising slogans are simple and memorable phrases that are designed to capture the essence of a product or a service and to efficiently relay the essential message a company (or country, city, destination...) wants its audience to remember. This paper discusses the language features and the function of slogans advertising sail and power yachts and boating equipment and services, hereafter referred to as “yachting slogans”. The corpus consists of slogans that appeared on the pages of four nautical magazines, in their issues that came out over a one-year period. 1 Other “non-yachting” slogans, used for illustration and comparison with yachting slogans, have been borrowed from the works cited in the list of references. Like all advertising messages, yachting slogans are designed to attract attention of the target population, to create desire and drive to

action. The objective of the paper has been to identify and analyse specific features of yachting slogans at phonological, lexical, syntactic and semantic levels, with due attention drawn to their functionality in comparison with the messages relayed by slogans in other trades. The descriptive method has been applied to define and explain the meaning and purpose of the slogans. The stylistic analysis has been used to identify the tools that make yachting slogans original, functional and able to deliver specific messages to a specific consumer niche. The study has revealed that these messages have their intrinsic discourse and a recognisable "personality" of their own. The study has also enabled familiarisation with the principles and techniques of creating advertising slogans. The presented analysis of features, specific potentials and constraints of these short phrases provides.

The fourth study by Berna Hendriks, Frank van Meurs, Chantal Poos, entitled *Effects of difficult and easy English slogans in advertising for Dutch consumers*. It has been suggested that foreign languages in advertising are primarily used for their symbolic significance (the stereotypes they evoke), and that, therefore, consumers' comprehension of the foreign language used is of secondary importance. Experimental research into the effect of the difficulty of foreign languages in advertising slogans has focused on the influence of difficulty on appreciation of the slogan itself. The aim of the present study was to investigate the effect of difficult versus easy English slogans in product advertisements on evaluations extending beyond text evaluation. In a within-subjects experimental design, 128 Dutch participants evaluated six Dutch advertisements with difficult and easy English slogans. The dependent variables included evaluation of the slogan, attitudes toward the ad and product, and purchase intention. Findings showed that the easy English slogans were evaluated better than the difficult English slogans and generally resulted in a better attitude toward the ad and toward the product and in a higher purchase intention. Thus, difficult-to-understand foreign-language slogans were found to have negative effects on ad effectiveness, which extended beyond text evaluation.

Based on the explanation of the several researchers above, that can be concluded if the figurative language basically has an important role to makes every written form looks more attractive and of course to attract the reader attentions. And the use of figurative language in a written work is very good for increasing reading interest for readers, not only that the use of figurative language can also make the written work look interesting and colourful.

## **Method**

The research method that was used in collected the data; the researcher used the qualitative method. The data that used on this study was taken from English slogan of beverage advertisements. In process collected the data the researchers did several ways, such as; reading the English slogan, take note, grouping the English slogan based on the types of figurative language. And to analyze the data the author used two different types of theories, the two theories in question are, the theory of figurative language proposed by Kennedy (1983), and the theory study of meaning

proposed by Leech (1981). These two theories certainly have links with the content discussed in this paper.

Figurative language can be interpreted as a type of language contained in linguistics which has a role to make a written work more interesting, besides that figurative language also can be interpreted as a way of conveying thoughts, ideas, or messages not using the original way, but use another method. Here the writers are advised to be able to pay attention to the type of language style that is appropriate to use based to the context that they will write in the them literary work.

## **Result and discussion**

The English slogan of beverage advertisements use some figurative language. These figurative languages also have certain meaning which can be categorized as conceptual meaning and connotative meaning. The results of this study are explained by the tables below:

Table 1 Types of Figurative Language found in English Slogan of Beverage Advertisements

No	Figurative language	Occurrence	Percentage
1	Comparative Figurative Language	14	48,28%
2	Contradictive Figurative Language	9	31,03%
3	Correlative Figurative Language	6	20,69%
Total		29	100%

After analyzing the data from English slogan of beverage advertisements, the researcher found as many as 4 types of figurative language. They are: Comparative figurative language 14 data or 48,28%, Contradictive figurative language 9 data or 31,03%, and the Correlative figurative language 6 data or 20,69%. Meanwhile, for the meaning of the figurative language contained in English Slogan beverage advertisements, the researcher found 2 types of meaning, such as; conceptual meaning 1 data or 40%, and connotative meaning 4 data or 80%. For the types of meaning, the dominant is the connotative meaning, which amount to 4 data points or 80%.

### **Comparative Figurative Language**

Comparative Figurative Language consist of Personification, Metaphor and Simile. According to Kennedy (1983:487), personification is a figure of speech in which a thing, an animal, or an abstract term (truth or nature) is made human.

### Data 1



#### Jolt Cola “Maximum Caffein, More Power”

In this slogan “Maximum Caffein, More Power” is categorized personification because the sentence can make the readers imagine that by drinking Jolt Cola will have a maximum caffeine and more energy. Caffeine is in tea, coffee, chocolate, many soft drinks, and pain relievers and other over-the-counter medicines and supplements. In its natural form, caffeine tastes very bitter. But most caffeinated drinks are processed enough to hide the bitter taste. More power is used to say that one approves of what someone is doing and hopes it will be successful. If he wants to write a book, more power to him.

The sentence “Maximum Caffein, More Power” used connotative meaning because this sentence also not interpreted as a literal meaning, but the reader concludes that by drinking this drink will have a higher energy and a maximum caffeine. Energy drinks are primarily used for the rapid restoration of muscle strength, improving mood, alertness, and contribute to better memory. Fast Energy Drink is a refreshing energy drink that contains caffeine, taurine, vitamin mix, and water. A quality energy drink that will give you strength and restore your energy is what you need at any time.

### Data 2



#### Um Bongo “Um Bongo, The great flavour of the jungle”

The sentence is categorized as personification which is this slogan can affect the way the reader imagines things. So, the reader likewise, Um Bongo one of drink to feel like in the forest. Flavorful drink has a strong, pleasant taste and is good to drinks. A jungle is a forest thick with trees, other plants, and animals. Flavour in Um Bongo is Most of the original ingredients were removed, with the drink being re-

branded as "Um Bongo-100% juice", containing only bananas, orange and pineapple. In comparison, the original also contained apple, lemon, passion fruit, mandarin, apricot, guava and mango. Jungles are a little dangerous, which is what people mean when they say, "It's a jungle out there!" Jungles thick tropical forests are full of life: birds, insects, reptiles, monkeys, and often gorillas and other animals.

The sentence "The great flavour of the jungle" used connotative meaning because is not the real meaning of what the slogan to tell the reader, the slogan can influence buyers in buying the product, so this slogan was created by the company to get public's attention in buying this drink. Um Bongo is particularly famous for its long running jingle of "Um Bongo, Um Bongo, they drink it in the Congo", which accompanied animated television advertisements since 1985. However, Um Bongo has never been produced or sold in either the Republic of the Congo or the Democratic Republic of the Congo.

According to Kennedy (1983:491), simile is comparison of two things, indicated by some connective, usually like, as, then, or verb such as resembles.

### **Data 3**



Vault "Drinks like a soda, kick like an energy drink"

The slogan is categorized as simile which is comparison between two things between "Drinks like soda" and "Kick like an energy drink" as well as the taste. The quench. The kick. "Get it done, and then some. So, this drink advertisements explains that drinking a drink like soda in the vault will increase strong energy. Drinks like a soda means soda water has sodium bicarbonate as a flavouring or carbonated water. Kick like an energy drink means once you drink this vault you have a higher energy or powerful energy.

The meaning of the slogan above was categorized as connotative meaning because the word kick is not really interpret a literal meaning, but this beverage company explains that, if consumers drinking this drink then the energy in the body will be so strong, besides that this slogan was also made by company to attract public attention in buying the product. Developing an effective advertising slogan helps companies cut through the chatter and get consumer attention quickly. While a paragraph-long explanation of your product might give potential customers plenty of information, a punchy slogan cuts through the clutter and creates a memorable image in the customers' minds.

According Kennedy (1983:482) it means that metaphor only makes sense when the similarities between the two things become apparent or someone understands the connection.

#### **Data 4**



Coca-cola (2001) “Life is tastes good”

In this English slogan “Life is tastes good” the research showed that a kind of figurative language in this slogan is metaphor. Metaphor is a kind of figurative language that compares two unlike things using a form of to be. The research said that, we can eat food and thus experience different tastes of food. So, life is conceived of as something that can be tasted and have different kinds of tasted. Humans can detect sweet, sour, salty, bitter, and savory tastes. This allows us to determine if foods are safe or harmful to eat. Each taste is caused by chemical substances that stimulate receptors on our taste buds. Your sense of taste lets you enjoy different foods and cuisines.

The meaning of this slogan above was categorized as conceptual meaning because there is refer to taste, pleasant, enjoy with the product food, good is high quality of the product. So, this slogan makes to get consumers attention which is if drinking this Coca-cola drinker feel like life is so good. And one of the reasons the company making this slogan is to attract the attention of consumers to buy this product. Life Tastes Good is all about eating better at home by cooking easy recipes with fresh ingredients to eat healthier, save money.

#### **Contradictive Figurative Language**

There are four kind of Figurative language which consist of Hyperbole, Litotes, Paradox and Irony. According Kennedy (1983:496) affirms hyperbole is emphasizing a point with statement containing exaggeration.



## **Data 5**



### **Coca-cola (2009) “open happiness”**

Coca-cola (2009) “open happiness” the slogan above is categorized as hyperbole, because it shows the overstating because impossible if we comprehend this idea in literal meaning because the coca-cola cannot our life is happiness. Happiness is not a tangible thing that can be opened or held. Open Happiness builds on that heritage, recognizing that even with the difficulties and stress of modern-day life there still are opportunities, every day, to find a moment to recognize life's simple pleasures. Coca Cola came up with an interesting and innovative marketing campaign with a simple tagline calling people to “Open Happiness.” It became one of the greatest examples of integrated marketing communications in the modern times and gave enormous success to the brand by connecting deeply with consumers all across the world. The theme of the campaign spread the feeling of joy and asked people to find joy through little things in life and spread the happiness through Coca Cola.

The meaning of this slogan above was categorized as connotative meaning because it not the real meaning of what the companies to tell the consumers. This make the customer know that drink a coca-cola will make them happy. I think this trick consumers into thingking a coca-cola will solve their problem, when it probably won't. It's not a realistic san because one can't literally open happiness. Coca-Cola's advertisements over the years have reflected the times as well as its own brand. Slogans serve as a simple, direct means of communicating about Coca-Cola.

## **Conclusion**

After analyzing the data in detail, using the theory as described above, the researchers found that there were at least five types of figurative language found in English slogan of beverage advertisements. First is “Maximum Caffein, More Power” is categorized personification. Because the sentence can make the readers imagine that by drinking Jolt Cola will have a maximum caffein and more energy. The sentence “Maximum Caffein, More Power” used connotative meaning because this sentence also not interpreted as a literal meaning, but the reader concludes that by drinking this drink will have a higher energy and a maximum caffein. Second The

great flavour of the jungle.” The sentence is categorized as personification which is this slogan can affect the way the reader imagines things. So, the reader likewise, Um Bongo one of drink to feel like in the forest. The sentence “The great flavour of the jungle” used connotative meaning. Flavour in Um Bongo is Most of the original ingredients were removed, with the drink being re-branded as "Um Bongo-100% juice". A jungle is a forest thick with trees, other plants, and animals. Third is Drinks like a soda, kick like an energy drink” The slogan is categorized as simile which is comparison between two things between “Drinks like soda” and “Kick like an energy drink” as well as the taste. The meaning of the slogan above was categorized as connotative meaning. Fourth, “Life is tastes good” as categorized a metaphor. The research said that, we can eat food and thus experience different tastes of food. So, life is conceived of as something that can be tasted and have different kinds of tasted. The meaning of this slogan above was categorized as conceptual meaning because there is refer to taste, pleasant, enjoy with the product food, good is high quality of the product. The last one is “open happiness” the slogan above is categorized as hyperbole. Happiness is not a tangible thing that can be opened or held. The meaning of this slogan above was categorized as connotative meaning because it not the real meaning of what the companies to tell the consumers.

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