

Volume 5, Nomor 1, Juni 2022

# TheGIST

Jurnal Sastra dan Bahasa

Volume 5, Nomor 1, Juni 2022

# TheGIST

Jurnal Sastra dan Bahasa

Jurnal The Gist adalah jurnal yang memuat karya ilmiah berupa artikel di bidang Ilmu sastra dan Bahasa. Jurnal The Gist diterbitkan 2 kali dalam setahun oleh Fakultas Sastra Universitas Alghifari sebagai media untuk menampung karya ilmiah sivitas akademika di lingkungan Fakultas Sastra Universitas Alghifari. Jurnal ini juga membuka peluang bagi penulis dari luar lembaga untuk berkontribusi dalam penulisan karya ilmiah selama masih memiliki bidang ilmu yang sama.

## Dewan Redaksi

### Pembina

Rektor Universitas Al-Ghifari  
Dr. H. Didin Muhafidin, S.IP., M.Si.

### Penanggung Jawab

LPPM Universitas Al-Ghifari

### Pemimpin Redaksi

Dekan Fakultas Sastra Universitas Al-Ghifari  
R. Yeni Dewi Cahyani, S.S., M.Pd.

### Wakil Pimpinan Redaksi

Hartono, S.S., M.Hum.

### Mitra Bestari

1. Dr. Dedi Sulaeman, M.Hum. (UIN SGD BANDUNG)
2. Dr. Marjito, M.Pd. (STMIK MARDIRA BANDUNG)
3. Dr. Sutiadi Rahmansyah, S.S., M.Hum. (ITB BANDUNG)
4. Dr. Meiyanti Nurcharani, S.S., M.Hum. (UNIVERSITAS ESA UNGGUL JAKARTA)
5. Dr. Indra Kristian, S.IP., M.AP. (UNIVERSITAS AL-GHIFARI BANDUNG)
6. Arry Purnama, M.Hum (UNIVERSITAS AL-GHIFARI BANDUNG)
7. Puji Pramesti, S.Pd., M.Hum. (LP3I BANDUNG)
8. Euis Reliyanti Arum, S.S., M.Hum. (POLITEKNIK AL ISLAM BANDUNG)
9. Eka Herdiana, M.Pd. (UNIVERSITAS WIDYATAMA BANDUNG)
10. R. Yeni Dewi Cahyani, S.S., M.Pd. (UNIVERSITAS AL-GHIFARI BANDUNG)
11. Hartono, S.S., M.Hum. (UNIVERSITAS AL-GHIFARI BANDUNG)
12. Ria Nirwana, S.S., M.Hum. (UNIVERSITAS AL-GHIFARI BANDUNG)
13. Adam Darmawan, M.Hum. (UNIVERSITAS AL-GHIFARI BANDUNG)
14. Dien Novita, S.S., M.Hum. (POLITEKNIK LP3I BANDUNG)

### Jurnal Manager

Ria Nirwana, S.S., M.Hum.

### Editor In Chief

Prof. Dr. Eva Tuckyta Sari Sujatna, M.Hum.

### Editor

Arief Luqman, M.Hum.

### Section Editor

Aldi, S.T.

### Proofreader

Adam Darmawan, M.Hum.

### Penerbit LPPM Universitas Al-Ghifari

Jln. Cisaranten Kulon No.140 Bandung

Telp. 022.7835813 Email: unfarisastra@yahoo.com Website: www.unfari.ac.id



## THE MEANING OF THE USE ADIDAS SLOGANS A SEMANTICS STUDY

Fatimah Amanah, Ria Nirwana, Syifa Wasilatul Fauziyah

English Literature Department, Faculty of Literature, Al-Ghifari University, Jl. Cisaranten  
Kulon – Arcamanik No. 140, Bandung 40293, Indonesia

[Wiliafatimah8@gmail.com](mailto:Wiliafatimah8@gmail.com), [rianirwana06@gmail.com](mailto:rianirwana06@gmail.com), [syifawasilatulfauziyah@gmail.com](mailto:syifawasilatulfauziyah@gmail.com)

### *Abstract*

*In this study, the researcher examines the types of meaning and explains the meaning of Adidas product slogans using semantic studies and based on Geoffrey Leech's theory, he divides the types of meaning into seven types, namely conceptual, connotative, stylistic, affective, reflective, collocative and thematic. The researcher analyzed the meaning of the slogan using a descriptive qualitative method with tables and the arrangement of categories of meaning types. The data analyzed were taken from two sources, namely the Adidas Official Web and the Internet. In the final result, the researcher concluded that from the Adidas slogan data, only two types of meaning were found, namely conceptual and connotative. There are 11 types of conceptual meaning and 7 types of connotative meaning. The final result shows that the conceptual type is often used in Adidas slogans.*

Key Word : Meaning, Slogans, Adidas, Semantic

### 1. INTRODUCTION

Lifestyle is a secondary human need that can change according to the times. Lifestyle can also be seen from the way you dress, habits and others. If we look at the development of the present era, it is much more developed than in the past. But in essence the lifestyle has existed since the first, but the lifestyle is adapted to the existing needs. For example, if we look at the lifestyle or habits of a person from the style of dress or appearance style, then it has become a necessity. Therefore, the style of appearance is part of a lifestyle that continues to grow, changes and can become a trend at any time. Fashion has become an inseparable part of a lifestyle, seeing the increasing development of the times, a person is able to follow the fashion trends that are hits and trends at any time, meaning that anyone is able to be fashion literate and choose how to look and make it part of

their lifestyle. . Fashion does not only include clothes, shoes or accessories but more than that, now fashion often combines unique and sophisticated design elements and makes it a tool that can boost the wearer's appearance style.

The lifestyle that affects a person's appearance style can be followed by anyone, because the assessment can be done from various points of view, how much people like the model of one appearance identity such as shoes, clothes, accessories, etc. How an item can be accepted by the surrounding community by issuing the latest models, unique designs, strength and durability of an item, as well as clear functions. As we can see, there are many sports fashion brands. Apart from its good function for exercising, sports fashion has also become part of a person's appearance style in expressing his identity to other people. Even if the sports fashion brand is already

widespread among the public, it is not surprising that there is a well-known sports fashion brand that has won the trust of the public. Starting from local brands and international brands. For example, world-famous sports fashion brands that have been trusted by many young people and adults such as adidas, nike, converse, puma, all star, vans, etc. This is due to producers and companies that are able to develop and compete in creating a good, unique, and functional item.

The trend of healthy living will continue to dominate in its development times. If we look at how many people often live a healthy life in maintaining the stability of exercise in the past years, sports activities do not dominate the general public, but throughout 2020 to 2021 there will be a new disease outbreak called Covid-19, which has now changed a person's lifestyle a lot in exercising and maintaining health. With the Covid-19, sports activities are actually getting much more attention, now sports don't have to be outdoors, with conditions like this people are required to keep exercising indoors. Sport has attracted the attention of many people in terms of maintaining the stability of the body in order to be able to make healthy immunity in fighting and protecting themselves from various diseases including the Covid-19 virus. Therefore, sports will become a next level activity for the general public.

Not only exercising, but also producers are competing to produce sporting goods as part of the front line in maintaining body health, such as sports clothing, sports shoes, accessories, and other sporting goods that are more functional. In addition, producers are able to compete in creating a new atmosphere for an item in order to attract people's attention in increasing the spirit of exercise. For example, as we know that sports shoes have function and resistance that is prioritized in keeping our feet

healthier and more comfortable when doing sports activities, but public attention is shown again in terms of shoe models or styles, designs, colors, durability and comfort. Therefore, sports fashion is now much more developed or even some sporting goods have been made into a person's fashion style. With the existence of a sports fashion brand, of course a well-known sporting item will influence and get more attention from the general public in terms of implementing new habits of their appearance style.

Slogan according to the term is a motto or phrase that is used as an expression of an idea with the aim of being easy to remember. But in general, a slogan is an idea to provide space to convey more detailed information. In addition, slogans are formed and conveyed into the social expression of a common goal rather than the projection of only a few people. Slogans also generally use persuasive sentences. From several opinions regarding slogans, we can conclude that a slogan is an idea, idea, phrase, motto, which uses words and short sentences as a media tool that has the aim of explaining public matters and also providing information in interesting words. thus making it a slogan that varies from written to spoken.

Slogans are made to tell something that is arranged in such a way to influence readers and listeners. There are also several types of slogans that are often found as a means of informing briefly, namely (1) Educational Slogans, this Educational slogan is usually used to become a tool to provide brief information about the world of Education. Usually we often find in the school environment or other educational environment. As a tool to convey a meaning in a message to other people around which aims to provide enthusiasm for learning and other knowledge. (2) Environmental Slogans, this is the same as other slogans, only the

difference is in the meaning and message, if it relates to the environment, the slogan used has the aim of conveying information and knowledge about the environment and cleanliness. (3) Health slogan, is a slogan that is often found in social and community circles, in this Health slogan there are usually messages or knowledge about the importance of maintaining health, we often meet in community service offices such as puskesmas, clinics, posyandu, and hospital houses. . (4) Product Slogans, usually we often find unique short sentences that show the identity of an item, this product slogan is conveyed to provide information about the item and also becomes the main capital to be used as a tool or media in promoting an item.

In this study, researchers will discuss the meanings of Adidas product slogans with semantic studies. Semantics is a branch of linguistics that studies and focuses on the meaning of language, in other words, semantics is the study of meaning. Linguistic semantics is a study of meaning used to understand human expression through language. According to Aristotle, who lived during the period 384-322 BC and was also the first thinker to use the term "meaning", revealed that the meaning of a word can be distinguished between the existing meanings of the word itself independently. And the words that exist because of the occurrence of grammatical relationships. In the journal entitled "Sematic Analysis on The Use of English Language Slogan" By Andi Asrifan, Like Raskova Octaberlina and Rini Handayani describes the history of semantics in grammar by including several thoughts, such as Aminuddin said that semantic science is a science that develops as a period of growth. the first which he called the underground period. Then the second period of semantic growth was marked by the presence of the work of Michel (1883), a French national, through his

article *Les Lois Intellectuelles du Langage* explained that at that time Breal clearly stated that semantics was a new field of science, but said semantics was a science that pure.

Semantic studies at that time were more related to elements outside the language itself. With the change in meaning, the background changes in meaning, the relationship between changes in meaning with logic, psychology and other criteria. In a journal entitled *Sematic Analysis on The Use of English Language Slogan* By Andi Asrifan, Like Raskova Octaberlina and Rini Handayani mentions that at the end of the 19th century Breal's classic work in the field of semantics entitled *Essay de Semantique* was a period of growth for the third study of meaning which marked by the emergence of the work of the Swedish philologist Gustaf Stern with the title *Meaning and Change of Meaning with Special Reference to the English Language*, with this meaning departing from one language, namely English.

In this study, researchers will discuss the meanings of Adidas product slogans with semantic studies. This research will focus on the object of the Adidas slogans, so the researchers chose the Adidas brand object as one of the sports fashion brands that managed to attract the attention of people around the world. Not only artists who have trusted Adidas products as one of the well-known sports fashion brands, Adidas is trusted by people all over the world, because it is able to maximize and issue sports products with high quality and comfort. Even adidas has always been a media sponsor that always supports activities in the world of sports, so many athletes have trusted Adidas products as the best and most trusted fashion brand. So the researcher will focus on researching one tool or media called a slogan, this slogan has succeeded and is able to attract attention from all over the world about what it promotes, namely the

products issued by Adidas. Researchers will examine the meaning of Adidas product slogans from the Semantic study, this study will be used as a tool to analyze the meanings in Adidas product slogans. In this semantic study, the researcher uses Leech's theory as a theory that discusses meaning. In this study, researchers will collect data first and then categorize it according to Leech's theory of meaning. In the last analysis, the researcher will discuss it sequentially and descriptively.

The researcher formulates the problem formulations as follows:

1. How to find out the types of the meaning?
2. How to find out the meaning of the language contained in the Adidas product slogan using semantics study?

So therefore, from the problem above, the purpose of this research are :

1. To know how the types of the meaning
2. To examine the meaning of the language contained in the slogans of Adidas products.

## 2. THEORETICAL FOUNDATION

### 2.1 Previous Research

Researchers took five examples of previous journals as a guide and support for the theories used. First, a journal with the title "Analysis of Language Style in Japanese Food Product Packaging Slogans" by Laras Dian Mustika and Luluk Ulfa Hasanah. This study aims to analyze the style of language used in Japanese food packaging, this study also analyzes the meaning contained in food packaging slogans, whether in the form of phrases, sentences, or images found on Japanese food packaging. The data in this study were analyzed using a qualitative description. and the results of this study indicate that the style of language used in Japanese food packaging is divided into 4

styles, namely hyperbole, personification, parallelism, and preterio. In addition, this study also found several semantic meanings in the slogans used in Japanese food packaging.

Second, a journal entitled "Domain Semantik, Kata Kerja Dan Kolokasi Dalam Iklan Produk Kecantikan Wanita" By Indirawati Zahid, 2020. This journal describes the semantic domain which contains a number of words that collocate in the field and these words have attribute functions. To show this function in advertising language, two semantic domains of women's beauty products for the face and body are analyzed by verbs. The beauty products analyzed are advertisements from D'HERBS and Vida Beauty. Among the methods applied are screen shot, text analysis and frequency analysis. Data is collected from advertisements broadcast online. This analysis has two objectives, namely identifying common verbs and discussing common verb similarities in both domains. The analysis carried out is by applying the Leech (1966) framework with the addition of a semantic domain scope, lexical relationship and frequency analysis. This was done because Leech's (1966) framework was found to be less comprehensive to explain the function of the analyzed verb attributes in advertising language. The results of the analysis show that there are two properties of verbs, namely specific and general collocations. Collocating verbs specifically refer to a direct relationship with the referenced domain and vice versa for general verbs. Words that collocate specifically with facial beauty include "brighten/brighten"; "puff/puff", when the beauty of the body, "reducing, lowering/down" and "smelling/perfuming". Whether collocation verbs are specific or general, an important issue in advertising language is the use of verbs that can influence the audience. The choice of

verbs that become part of the information in the advertisement is not done arbitrarily, on the contrary, it aims to meet the expectations and expectations of users/buyers.

Third, the journal entitled "Semantic Analysis on The Use of English Language Slogan" By Andi Asrifan, Like Raskova Octaberlina and Ri ni Handayani. This study aims to identify the types of English slogans, to identify the semantic meaning of English slogans. The type of research used is a qualitative type and the method in analyzing this research uses qualitative research methods and an observation checklist. The process of data analysis in this study was carried out in a process starting from intensive data collection until the end of the study. The data that researchers get from observations from several sources such as the internet and journals. There are 4 types of slogans in this study, namely, product/advertising slogans, Health slogans, environmental slogans and Education slogans. The semantic meaning of the 4 types of slogans has conceptual meaning, associative meaning, connotative meaning, and affective meaning. And the stylist. Of the 20 slogans, slogans and educational products contain more conceptual meanings. Environmental slogans contain more conceptual and affective meanings. Slogans that contain conceptual meaning in the context of the situation and based on words that have been conceptualized in the dictionary.

Fourth, the journal with the title "Types And Meaning Of Figurative Language In Slogans Of Cosmetics Products In Online Shop Companies" By Asha Aulia Nur Latifah, this study aims to identify the types of figurative language used in cosmetic products advertised in online store companies. of figurative language and describe the types of meaning of slogans used in cosmetic products advertised in online

store companies. In doing this In this study, the researcher used a qualitative descriptive method. In this study, researchers used documents as data sources, because they were written materials. Here, the researcher collects data from advertisements in online store companies. Then, in analyzing the data, the researcher applied content analysis. Based on the findings, figurative language found in cosmetic products advertised in online stores is a metaphor that appears in 16 data (40%). Then followed by hyperbole that appears in 11 data (27.5%). Then, alliteration that appears in 10 data (25%) and 2nd personification appears in 3 data (7.5%). Based on these findings, it can be concluded that metaphor is the most dominant figurative language that appears in 16 data (40%), while the least used type of figurative language in cosmetic products advertised in online stores is personification which only appears in 3 data (7, 5%). Referring to the second problem of research, the most dominant figurative meaning found in cosmetic products advertised in online stores is the connotative meaning that appears in 32 data (80%). Then followed by affective meaning that appears in 6 data (15%). The smallest meaning that appears in the figurative language of cosmetic products advertised in online stores is the explicit meaning that appears in only 2 data (5%).

Fifth, a journal entitled "Lexical Ambiguity Found In Beauty Product Slogans On Tv Advertisements" By Yulita Daka, Gratiana Sama, and Marianus Roni. This study aims to determine the types of ambiguity of the meaning of beauty product slogans in advertisements on television. In this research, the writer uses the ambiguity theory according to Murphy and the meaning theory by Leech to support this research. In addition, the author uses a qualitative descriptive method. In a predetermined process, the

results of this study indicate that there are two types of ambiguity found in the beauty product slogans in the advertisement. The two types are polysemy and homonym, while the meaning is conceptual and connotative.

## 2.2 THEORETICAL

### Semantic

Semantics comes from the Greek *sema* which means sign or symbol (sign). "semantic" was first used by a French philologist named Breal in 1883. Then semantic was agreed upon as a term used for the field of linguistics which studies linguistic signs with the things they signify. Therefore, semantics can be interpreted as the study of meaning or meaning.

Geoffrey Leech (1981) shares 7 meanings which consist of:

#### a. Conceptual Meaning

Meaning that emphasizes logical meaning, sometimes conceptual meaning is also called denotative or cognitive meaning. We can also mean that this conceptual meaning is assumed to be the meaning written in the dictionary.

#### b. Connotative Meaning

The meaning that has communicative value from an expression according to what is referred to. The word "women" conceptually only means humans, not men and adults. But in the connotative concept, there are additional properties, either physical, psychological, or social.

#### c. Stylistic meaning

The meaning of a word that shows the social environment of its use, there are several utterances or words as dialects that indicate the origin of the speaker according to the geographical or social environment.

#### d. Affective Meaning

The meaning that explains the speaker's personal feelings, including his attitude to the listener, or his attitude towards something he says.

#### e. Reflective Meaning

The meaning that arises in terms of multiple conceptual meanings, this meaning is often understood as a suggestion contained in a language use.

#### f. Collocative Meaning

The meaning that contains the associations obtained by a word, which is caused by the meaning of other words that tend to appear in the environment

#### g. Thematic Meaning

Meaning that is communicated according to the way the speaker or writer arranges the message. In the sense of order, focus, and emphasis.

### Slogan

Slogans consist of unique and striking short words or sentences that are easy for everyone to remember to provide information about public matters with slogans that vary from written to spoken. So the slogan is made to tell something that is arranged in such a way to influence readers and listeners. There are several purposes of slogans, namely:

- To influence others,
- To convey messages or information
- To motivate others
- To make people aware
- To attract the attention of others

Therefore, we can conclude that the purpose of slogans is to stimulate the spirit of a group or individual or become the ideals of institutions and organizations which then must understand the intended audience.

There are also several types of slogans that are often found as a means of

conveying information in general, namely:

- a) Education slogans are usually used as a tool to provide brief information about the world of education. Usually we often find in the school environment or other educational environment. As a tool to convey a meaning in a message to other people around which aims to provide enthusiasm for learning and other knowledge.
- b) Environmental Slogans, as well as other slogans, only the difference is in the meaning and message, if it relates to the environment, the slogan used has the aim of conveying information and knowledge about the environment and cleanliness.
- c) Health slogans, are slogans that are often found in social and community circles, in this Health slogan there are usually messages or knowledge about the importance of maintaining health, we often meet in community service offices such as Puskesmas, clinics, posyandu, and hospital houses.

3. Product Slogans, usually we often find unique short sentences that show the identity of an item, this product slogan is conveyed to provide information about the item and also becomes the main capital to be used as a tool or media in promoting an item. The more goods that are issued, the more companies that trade their goods, the more slogans are created. Because this slogan will be found either in the item or in mass media, such as advertisements on television, newspapers, magazines, or on social media and online stores. Because with the aim of introducing an item to consumers, the product slogan also has a broader target, in order to create a memory for consumers of these goods and make it the

main tool or attraction in promoting goods.

### 3. METHODOLOGY

In this research, the researcher uses descriptive qualitative method which aims to describe and explain the results of the discussion descriptively. According to Sugiyono, the research method is basically a scientific way to obtain data with certain purposes and uses. To achieve the required goals, relevant methods are needed to achieve the desired goals (Sugiyono, 2016:1) According to Sugiyono (2016:2) the notion of research methodology is as follows: "Research Methods are defined as a scientific way to obtain data with certain goals and uses. ."

The sample in this study used a data sampling technique that included collecting data on Adidas product slogans and then categorized according to the type of meaning based on Geoffrey Leech, then the researchers discussed the results and discussions with their own views.

The Step of collecting data in this study, researchers took data in the form of Adidas product slogans on the Official Web, Internet, and other social media. Then the researchers compiled the data in a tabular manner and categorized according to the type of meaning based on Geoffrey Leech. The researcher discusses the types of slogan meanings first and then analyzes the meaning of the Adidas product slogans .

### 4. RESULT AND DISCUSSION

- a. Collecting and Categorize Data  
The researcher will arrange the Adidas product slogans in order into a table and distribute them according to the types of meaning according to Geoffrey Leech.

NO	SLOGANS	SOURCE	SEMANTICS MEANING						
			CP.M	CN.M	Stylist	AF.M	RF.M	CL.M	T.M
1	Impossible Is Nothing	Web Official	•						
2	Adidas Is All In	Internet		•					
3	Rise Above	Internet		•					
4	Be Faster	Internet		•					
5	Boost Your Run	Internet	•						
6	Look At the Feet	Internet		•					
7	Own Your Game	Internet		•					
8	I want. I can	Internet	•						
9	Time To Change Up	Internet	•						
10	Feel The Lightness	Internet		•					
11	Sports looks good on you	Internet	•						
12	Love Is The Fuel, Hate Is The Driver	Internet	•						
13	Love Your Body, Flash Adidas	Internet	•						
14	Infinite Possibilities	Internet	•						
15	Make Your Choice. Go All In	Internet	•						
16	Light Up The Pitch	Internet		•					
17	Creating The New	Internet	•						
18	You Can't Have My Shoes	Internet	•						

## Data Analysis

From the data that has been categorized into types of meaning, the researcher will discuss descriptively about the explanation of the meaning of slogans.

### 1. *Impossible Is Nothing*

➤ Slogans with the sentence *Impossible is Nothing* are slogans with a conceptual type of meaning. This slogan gives the meaning that nothing is impossible in this world.

### 2. *Adidas Is All In*

➤ Slogans with the sentence *Adidas Is All In* are slogans with a Connotative type of meaning, the connotative meaning does not have to match the dictionary meaning. However, it can involve other things such as physical, psychological, or social. The company gave this slogan, in order to be able to attract people to believe in Adidas products

### 3. *Rise Above*

➤ The slogan with the sentence *Rise Above* is a slogan with a connotative meaning, the connotative meaning does not have to be in accordance with the dictionary. So with these slogans, it means that by using Adidas products, it will look shining on top.

### 4. *Be Faster*

➤ Slogans with the phrase *Be Faster* are slogans with a kind of connotative meaning, in these slogans have a special purpose for the community only by using Adidas products, the book of Jesus becomes the fastest person

### 5. *Boost Your Run*

➤ Slogans with the sentence *Boost Your Run* are slogans with a conceptual type of meaning. Because these slogans can

be captured logically, the meanings used are in accordance with the dictionary. So this slogan gives the meaning that people must speed up their run only by using Adidas Products.

### 6. *Look At the Feet*

➤ Slogans with the sentence *Look At The Feet* are slogans with a kind of connotative meaning. Because these slogans have meanings that are beyond the dictionary. This slogan has the intention of making people pay more attention to comfort and quality like what their feet need. This slogan attracts people's attention to believe in Adidas products only.

### 7. *Own Your Game*

➤ Slogans with the sentence *Own Your Game* are slogans with a kind of connotative meaning. Because these slogans are not only understood by the meaning of the dictionary, but have more meaning than that. The game here is defined by a confidence. Only by using Adidas products, people are able to appear confident in their own style.

### 8. *I want. I can*

➤ Slogans with the sentence *I Want. I Can* is a slogan with a kind of conceptual meaning. Because these slogans can be directly interpreted in a dictionary. But in this slogan it gives a meaning about an ambition that affects society with a message "if you want, then you can".

### 9. *Time To Change Up*

➤ Slogans with the sentence *Time To Change Up* are slogans with conceptual meaning. This slogan can be interpreted logically, but this slogan gives an encouraging message to the public that *it is time to change* and has the meaning only by changing fashion products that are much better, then trust Adidas

10. *Feel The Lightness*

➤ Slogans with the sentence *Feel The Lightness* are slogans with a connotative meaning. These slogans cannot be interpreted logically or according to a dictionary. The meaning of the sentence contains other elements, namely only by using Adidas products, consumers will feel a shining light.

11. *Sports Looks Good On You*

➤ Slogans with the sentence *Sports looks Good On You* are slogans with a conceptual type of meaning. These slogans can be interpreted logically according to the dictionary. However, these slogans give a meaning to consumers that only using sports fashion will make you cool.

12. *Love Is The Fuel, Hate Is The Driver*

➤ Slogans with the sentence *Love Is The Fuel, Hate Is The Driver* are slogans with a kind of connotative meaning. This slogan gives a meaning beyond the dictionary, namely by giving a message to consumers that if love is a fuel, then the driver hates it. By this it means to "elevate your love so that you can control it well"

13. *Love Your Body, Flash Adidas*

➤ Slogans with the sentence *Love Your Body, Flash Adidas* are slogans with a conceptual type of meaning. This slogan conveys a message, *If you love your body, you will believe in Adidas*

14. *Infinite Possibilities*

➤ Slogans with the sentence *Infinite Possibilities* are slogans with a conceptual type of meaning. These slogans can be interpreted in a dictionary, and provide a message in the sense that the possibilities have no limits.

15. *Make Your Choice. Go All In*

➤ Slogans with the sentence *Make Your Choice. Go All In* is a slogan with a kind of conceptual meaning. This slogan is interpreted in a dictionary and gives a message to consumers to immediately make a choice of belief.

16. *Light Up The Pitch*

➤ Slogans with the sentence *Light Up The Pitch* are slogans with a kind of connotative meaning. This slogan is taken outside the dictionary and conveys the message that *only by wearing Adidas can you light up the field*

17. *Creating The New*

➤ Slogans with the sentence *Creating The New* are slogans with a conceptual type of meaning. This slogan is interpreted in a dictionary as meaning that instructs consumers to create something new and is associated with new Adidas products.

18. *You Cant Have My Shoes*

➤ Slogans with the sentence *You Can't Have My Shoes* are slogans with a conceptual type of meaning. This slogan is interpreted logically and gives a meaning to consumers that *Who doesn't buy Adidas shoes then he can't get shoes with good quality like Adidas*

5. CONCLUSIONS

In this study, researchers found the results of the analyzed data in the form of types of meaning and discussion of the meaning of adidas product slogans. The results show that from the 18 data analyzed, there are 11 types of conceptual meanings that have meanings that are in accordance with the dictionary or meaning. According to Leech, conceptual meaning is a meaning that emphasizes logical meaning, sometimes conceptual meaning is also called denotative or cognitive meaning. We can also mean that this conceptual meaning is assumed to be the meaning written in the

dictionary. So the results of these 11 types of meaning can be interpreted logically so that the message or information contained in the slogans can be understood directly by the public.

Researchers also found another type of meaning, namely the type of connotative meaning. According to Leech, connotative meaning is a meaning that has a communicative value from an expression according to what is referred to. The word "women" conceptually only means humans, not men and adults. But in the connotative concept, there are additional

properties, either physical, psychological, or social. The final result of the discussion shows that there are 7 slogans with types of connotative meanings, of these 7 slogans contain messages and also meanings that need to be studied more broadly, because they involve external things such as social, physical, or psychological. The researcher concludes that 7 Adidas slogans with connotative types are closely related to Adidas products, consumers will examine the wider meaning of the slogans assisted by understanding Adidas products, because there are social elements in them.

## REFERENCE

- Leech, Geoffrey. 1981. *Semantics The Study Of Meaning, Second Edition – Revised and Updated*. Great Britain.
- Kreidler, Charles W. 1998. *“Intoducing English Semantic”*. Routledge. London : New York.
- Zahid, Indirawati. 2020. “Domain Semantik, Kata Kerja Dan Kolokasi Dalam Iklan Produk Kecantikan Wanita” *Issues In Language Studies* Vol. 9 No. 1 2020.
- Fajriani, Nulla. 2016. “Analisis Makna Slogan Iklan Rokok Di Kota Mataram”. *Journal Skripsi. Fakultas ilmu pendidikan. University mataram*. Retrieved from <https://media.neliti.com/media/publications/84096-id-none.pdf> Accessed on December 4th 2021. 05:00 p.m.
- Anonim .2019. “100 Slogan dalam Bahasa Inggris Tentang Pendidikan Dan Artinya” *Sekolah Inggris*. Retrieved from <https://www.sekolahbahasainggris.co.id/100-slogan-dalambahasa-inggris-tentang-pendidikan-artinya/> . Accessed on December 4<sup>th</sup> 2021, 09:30 a.m
- Effendi, Yunus. “Metode Penelitian” [https://lp2m.uai.ac.id/wp-content/uploads/2015/11/Materi-S4I-Dr.rer.\\_nat-Yunus-Effendi-Metode-Penelitian.pdf](https://lp2m.uai.ac.id/wp-content/uploads/2015/11/Materi-S4I-Dr.rer._nat-Yunus-Effendi-Metode-Penelitian.pdf) Accessed on December 5<sup>th</sup> 2021. 08:45 p.m
- Nafinuddin, Suriati. “Pengantar Semantics”. Accessed on Desember 5<sup>th</sup> 2021. 07:15 a.m
- Susiati, S. 2020. *Semantik: Teori Semantik, Relasi Makna, Marked, Dan Unmarked*. Accessed on December 5<sup>th</sup> 2021. 06:38 a.m
- Leech, G. N. 1966. “English in advertising: A linguistic study of advertising in Great Britain”. London: Longman. Accessed on December 4<sup>th</sup> 02:00 p.m
- Jm, Paksi. 2016. “Contoh Advertisement dalam Bahasa Inggris dengan Desain Menarik & Unik”. *Borneo Chanel*. Retrieved from <https://borneochannel.com/contohadvertisement-dalam-bahasa-inggris/> Accessed on December 5<sup>th</sup> 2021. 10:45 a.m