

Volume 4, Nomor 1, Juni 2021

TheGIST

Jurnal Sastra dan Bahasa

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THE MEANING IN ENGLISH JAPANESE CAR AND MOTORCYCLE COMPANIES SLOGAN BY LEECH'S THEORY

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Abstract : *Based on that background, this study is aimed on how the types of meaning are appeared in the language of slogan-making of English Japanese car and motorcycle companies slogan which is specified to identify the types of associative meaning appeared and describe meaning that is emphasized. This study uses descriptive qualitative approach that emphasizes on describing in detail the types of meaning that appears in the language of slogan-making of English Japanese car and motorcycle companies slogan in which the data of this study are twelve slogans which taken from internet. The instrument of this study is the human instrument who is gathering and analyzing the data. The results of this study show that in the language of slogan-making of English Japanese car and motorcycle companies slogan there are several types of meaning appears based on Leech's seven types of meaning theory, namely conceptual meaning, connotative meaning, affective meaning, reflected meaning, and thematic meaning. Meanwhile two are three types of seven types of meaning that did not appear, namely social meaning and collocative meaning.*

Keywords: *Slogan; Leech's seven types of meaning; semantic*

1. Introduction

Language set a crucial role for human being as a tool for share or receive information such as feelings, expressions, experiences or to persuade to others. Human use language to interact to each other. Language is a system of symbols that are meaningful and articulate sound which is generated by said tool that are arbitrary and conventional, which is used as a means of communication by a group a people to give birth to feelings and thoughts (Wibowo, 2001: 3) which is mean that language are some kind of system that could give feelings and thoughts to the

other, and make people communicate with each other.

English could be the tool to interact with other people such as to persuade people or to convince someone, this system is used by companies and English is selected because the number of its active user for convince more people to buy their product. Companies use marketing strategy such as advertising, sales promotion are choosing English to conduct their marketing activities.

In this case English slogan is used by a number of Japanese Car and Motorcycle companies on their marketing media such

as brochure, pamphlet, newspaper, magazine, banner, television, radio, internet websites to communicate message, convince, and also remind customers of their products or services. The reason why researcher choosing Japanese car and motorcycle companies is because those companies have the largest market share in Indonesia.

English slogan can be recognized as a series of short set of words or a phrase that are generally interesting and memorable, serves to influence the audience as desired slogan maker. Slogan used by company in aim to influence consumers, attracting them to buy their product (Guy Cook, 1998: 106). But sometime the consumers misunderstood and does not get the meaning of the slogan itself because slogan usually use the different form of English in general (Graddol, 2006: 44) and leads to ambiguity.

This ambiguity is the problem for slogan makers to deliver the true meaning of the slogan are the background of problem. To study what is the meaning of the slogan, using Leech seven types of meaning grand theory the researcher will describe and capture what is the meaning of those slogan the slogan makers had made.

According to Leech (1981: 1) meaning is divided into seven different elements. He classifies types of meaning in seven types. It is conceptual meaning, connotative meaning, social meaning, affective meaning, reflected meaning, collocative meaning, and thematic meaning. Conceptual meaning related with logical, cognitive or denotative content. Connotative meaning related with what is communicated by virtue or what language refers to. Social/stylistic meaning related with what is communicated of the social circumstances of language use. Affective meaning related with what is communicated of the feelings and attitudes of the speaker or writer. Collocative meaning related with what is communicated through association with words which tend to occur in the environment of another word. The last is thematic meaning related with what is communicated by the way in which the message is organized in terms of order and emphasis.

All of the data for this study is collected from the internet with its website is www.sloganlist.com, it is the latest slogan the company use by the time this research done. The slogan from every Japanese car and motorcycle companies are the following:

No.	Brand	Slogan
1	Daihatsu	Light You Up
2	Hino	Hino Always With You
3	Honda Automobile	The Power Of Dreams

4	Acura	The Road Will Never Be The Same
5	Isuzu	Real Partner, Real Journey
6	Mazda	Imagine Drive Us
7	Mitsubishi	Drive Your Ambition
8	Fuso	Absolute Professional
9	Nissan	Innovation That Excites
10	Ud Trucks	Drive For More
11	Datsun	Datsun Raising
12	Infiniti	Inspired Performance
13	Subaru	Confidence In Motion
14	Suzuki Automobile	Way Of Life
15	Toyota	Let's Go Beyond
16	Lexus	The Relentless Pursuit Of Perfection
17	Kawasaki	Let The Good Times Roll
18	Yamaha	Revs Your Heart
19	Honda Motorcycle	One Heart
20	Suzuki Motorcycle	Change & Challenge

Until now the number of companies in doing marketing communication activities still use the advertising activities by creating English slogan. The role of English slogan here as a good advertising objective to inform, persuade and remind for customers to the company. In this study the researcher wants to analyse the English slogan changed based on semantic

meaning on the phrase of sentence in the Japanese car and motorcycle companies slogan.

2. Research Design

This research goal is to capture the meaning of various English slogan from Japanese Car and Motorcycle company using semantic approach. In this case, the

researcher using qualitative research method. Qualitative research methods based on postpositivism or enterpretative paradigms are used to evaluate the condition of natural objects (not manipulated) where the position of the research itself is the main instrument (Sugiyono, 2018: 9).

Qualitative research methods are named as new methods because of their popularity, called postpositivistic methods because they are based on the philosophy of Postpositivity. This method is also called an articulate method, because the research process is more art (less patterned), and is referred to as an interpretive method because the data of research results is more relevant to the interpretation of data found in the field.

3. Result

The result of this research, is the following:

1. Conceptual meaning

1.1 Isuzu (Real Partner, Real Journey)

Related to Leech's seven type of meaning, the type of conceptual meaning is appearing. Conceptual meaning refers to the logical sense of an utterance. Related to this sentence, the logical sense according to the utterance is that Isuzu is a real partner to make a real journey. This sentence will be having ambiguity meaning if we only interpreting based on the lexicon. It is, therefore need to be interpreted by relating our sense of associative meaning.

1.2 Fuso (Absolute Professional)

Related to Leech's seven type of meaning, the type of conceptual meaning is appearing. Conceptual meaning refers to the logical sense of an utterance. Related to this sentence, the logical sense is that Fuso

is an absolute professional in their field of major, which is manufacturing bus and truck. This sentence will be having ambiguity meaning if we only interpreting based on the lexicon. It is, therefore need to be interpreted by relating our sense of associative meaning.

1.3 Nissan (Innovation That Excites)

Related to Leech's seven type of meaning, the type of conceptual meaning is appearing. Conceptual meaning refers to the logical sense of an utterance. Related to this sentence, the logical sense is that Nissan innovation is excite their consumer. This sentence will be having ambiguity meaning if we only interpreting based on the lexicon. It is, therefore need to be interpreted by relating our sense of associative meaning.

1.4 Ud Trucks (Drive For More)

Related to Leech's seven type of meaning, the type of conceptual meaning is appearing. Conceptual meaning refers to the logical sense of an utterance. Related to this sentence, the logical sense is that we can drive for more miles or more haul, considering Ud Truck is a company that manufacturing truck. This sentence will be having ambiguity meaning if we only interpreting based on the lexicon. It is, therefore need to be interpreted by relating our sense of associative meaning.

1.5 Datsun (Datsun Rising)

Related to Leech's seven type of meaning, the type of conceptual meaning is appearing. Conceptual meaning refers to the logical sense of an utterance. Related to this sentence, the logical sense is that Datsun is rising to be better or even the best car company. This sentence will be having ambiguity meaning if we only interpreting

based on the lexicon. It is, therefore need to be interpreted by relating our sense of associative meaning.

1.6 Infiniti (Inspired Performance)

Related to Leech's seven type of meaning, the type of conceptual meaning is appearing. Conceptual meaning refers to the logical sense of an utterance. Related to this sentence, the word "Inspired" mean "showing a lot of skill and good ideas" according to Cambridge dictionary. The logical sense is that Infiniti car performance is made from an inspired manufacture or any person who got involved from the making of their product. This sentence will be having ambiguity meaning if we only interpreting based on the lexicon. It is, therefore need to be interpreted by relating our sense of associative meaning.

1.7 Subaru (Confidence In Motion)

Related to Leech's seven type of meaning, the type of conceptual meaning is appearing. Conceptual meaning refers to the logical sense of an utterance. Related to this sentence, the word "confidence" mean "a feeling of being certain of your ability to do things well" and the word "motion" mean "the way something moves or the fact that it is moving" according to Cambridge dictionary. The logical sense is that Subaru's car is doing well when it moves, or in other word when it accelerate or turning. This sentence will be having ambiguity meaning if we only interpreting based on the lexicon. It is, therefore need to be interpreted by relating our sense of associative meaning.

1.8 Suzuki Automobile (Way Of Life)

Related to Leech's seven type of meaning, the type of conceptual meaning is appearing. Conceptual meaning refers to

the logical sense of an utterance. Related to this sentence, the slogan "Way of Life" mean "if something is a way of life, it is considered to be what people normally do or have" according to macmillan dictionary. The logical sense is that Suzuki want every person is having Suzuki product because it could be weird or not normal when a person does not have suzuki product. This sentence will be having ambiguity meaning if we only interpreting based on the lexicon. It is, therefore need to be interpreted by relating our sense of associative meaning.

1.9 Toyota (Let's Go Beyond)

Related to Leech's seven type of meaning, the type of conceptual meaning is appearing. Conceptual meaning refers to the logical sense of an utterance. Related to this sentence, the slogan "Let's go Beyond" is an invitation to move beyond. From the perspective of semantic study slogan has positive meaning, so it the logical sense is that Toyota invite the reader or the listener of the slogan to move beyond with their product. This sentence will be having ambiguity meaning if we only interpreting based on the lexicon. It is, therefore need to be interpreted by relating our sense of associative meaning.

1.10 Suzuki Motorcycle (Change & Challenge)

Related to Leech's seven type of meaning, the type of conceptual meaning is appeared in this slogan. Conceptual meaning refers to the logical sense of an utterance. Related to this sentence, the slogan "Change & Challenge" is an invitation for the listener or the reader of the slogan to change to Suzuki Motorcycle and Challenge their rival from another

motorcycle company. This sentence will be having ambiguity meaning if we only interpreting based on the lexicon. It is, therefore need to be interpreted by relating our sense of associative meaning.

2. Connotative Meaning

2.1 Honda Automobile (The Power Of Dreams)

Related to Leech's seven type of meaning, the types of connotative meaning is appearing. It can be seen from all the word forming the slogan, "The Power of Dreams". It seems that "Dream" is having a physical form from having a power. Based on this discussion, this slogan is having connotative meaning because the meaning of the slogan does have connotative meaning characteristic.

2.2 Mazda (Imagine Drive Us)

Related to Leech's seven type of meaning, the type of connotative meaning is appearing in the slogan. It can be seen from all the words forming the slogan, "Imagine Drive Us". It seems that "Imagine" is having physical form and ability like human being that can "drive", the word "us" in the slogan refers to the company which is mean "imagine" drive the company. Based on this discussion, this slogan is having connotative meaning because the meaning of the slogan does have connotative meaning characteristic.

2.3 Mitsubishi (Drive Your Ambition)

Related to Leech's seven type of meaning, the type of connotative meaning is appearing here. It can be seen from all the words forming the slogan, "Drive Your Ambition". It seems that "Ambition" is having physical form and can be "driven" by the reader or the listener of the slogan. Based on this discussion, this slogan is

having connotative meaning because the meaning of the slogan does have connotative meaning characteristic.

2.4 Lexus (The Relentless Pursuit Of Perfection)

Related to Leech's seven type of meaning, the type of connotative meaning is appearing in the slogan. It can be seen from all the words forming the slogan, "The Relentless Pursuit of Perfection". It seems that "Perfection" is moving a distant away so it being pursuit relentlessly. Based on this discussion, this slogan is having connotative meaning because the meaning of the slogan does have connotative meaning characteristic.

2.5 Kawasaki (Let The Good Times Roll)

Related to Leech's seven type of meaning, the type of connotative meaning is appeared in this slogan. It can be seen from the utterance "good times roll", it seems that "times" has a physical form and able to "rolling around". Based on this discussion, this slogan is having connotative meaning because the meaning of the slogan does have connotative meaning characteristic.

2.6 Yamaha (Revs Your Heart)

Related to Leech's seven type of meaning, the type of connotative meaning is appeared in this slogan. it can be seen from all the word forming the slogan, "Revs Your Heart". The word "Revs" have meaning "revolution" on engine context it is called "revolution per minute" or "RPM". "Heart" is not revving but is beating. Based on this discussion, this slogan is having connotative meaning because the meaning of the slogan does have connotative meaning characteristic.

3. Affective Meaning

3.1 Hino (Hino Always With You)

Related to Leech's seven type of meaning, the type of affective meaning is appearing. It can be seen in the slogan "Hino Always With You" can be defined that "Hino" or the company is always around from the reader or the listener. This sentence is kind of cliché from a lover such as "I will always be with you". Based this discussion, this slogan having affective meaning because the sentence does have affective meaning characteristic.

3.2 Honda Motorcycle (One Heart)

Related to Leech's seven type of meaning, the type of affective meaning is appeared in this slogan. According to Cambridge dictionary website, heart mean the organ in your chest that sends the blood around your body. Heart also assimilated with feeling or emotions, that mean this slogan is trying to affect the reader because the motorcycle and the rider has the same feeling. This is mean that the most suitable meaning of the slogan is Affective Meaning because it refers to emotive association or effects of word evoked in the reader or the listener.

4. Social Meaning

On this study, researcher find that there are none of the slogan listed is having social meaning characteristic.

5. Reflected Meaning

5.1 Daihatsu (Light You Up)

Related to Leech's seven type of meaning, the type of reflected meaning appears in this slogan. It can be seen from the word "light". According to Merriam-Webster dictionary, the word "light" has multiple meaning. The first meaning is the

"light" as noun which is mean: "something that makes vision possible", and the second meaning is the word "light" as adjective which is mean: "having little weight: not heavy". Based on this discussion, this slogan is having reflected meaning because it contains word that carry multiple meaning.

6. Collocative Meaning

On this study, researcher find that there are none of the slogan listed is having social meaning characteristic.

7. Thematic Meaning

7.1 Acura (Precision Crafted Performance)

Related to Leech's seven type of meaning, the type of thematic meaning is appearing. It can be seen when the slogan: "Precision Crafted Performance", being it alternative form: "Performance That Being Precision-Crafted". The change of subject, change the meaning also. Thematic meaning helps us to understand the message and its implication properly.

4. Conclusion

The researcher identified the seven types of meaning in English Japanese car and motorcycle slogan. In identifying the data, the researcher found that are six types out of seven types of meaning that appears in English Japanese car and motorcycle companies slogan, they are; conceptual meaning, connotative meaning, affective meaning, reflected meaning, and thematic meaning. Meanwhile, social meaning and collocative meaning were not appear in the data. It means that not all of the language of advertisement cover the extrinsic aspect of language that happened. It can be also

concluded that an advertisement did not cover the social identification that happened in the environment of making it.

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