

# Understanding Meaning From Online Advertisement Through Semantics Analysis of Slang (SAOS): A Case on Semantics

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## Abstract

This study was conducted to analyze the types and dominant types of semantic meaning of slang word in online advertisement. This research is to explain about various kinds of semantic meaning of slang that used in online advertisement. The phenomenon of slang, especially in online advertisement, has become a trend or style of speech in society. As part of everyday communication, it is always found in human daily conversation. The advertiser used slang language in the online advertisement to catch or attracting millennial generation attention. This research uses qualitative descriptive method. The data from this study are all utterances that consists of 12 selected online advertisement. Semantics (the study of meaning) theory proposed by Leech is used to examine the data utilizing the seven categories of meaning (1983). Seven different categories of meaning are used to categorize the data: denotative, connotative, social, affective, reflective, collocative, and thematic meanings. As a result, five different sorts of meaning have been identified: denotative, connotative, social, affective, and reflective. Online advertisements primarily use denotative meaning.

**Keywords:** meaning, semantic, slang, advertisement

## 1. Introduction

Language functions must communicate information, deal with agreements, complete tasks, and conduct negotiations in the context of communication (Herman, Saputra, Ngongo and Fatmawati, 2022). If the listener does not understand the language's meaning, a problem arises. That will lead to a misunderstanding of the language's meaning. People can investigate the meaning of language through linguistic study to make the meaning that can be communicated or accepted readily. Semantics is the study of meaning and the area of linguistics that focuses on determining and comprehending meaning.

The literal meaning of words and the meaning of their combination, when taken together, form the core meaning, or the foundation from which the entire meaning of a specific utterance is constructed, are dealt with in semantics (Kearns, 2011: 1). Semantic is a term that describes how words can have diverse meanings for different persons depending on their emotional and sensory backgrounds. It was coined by French philologist Michel Bréal in 1883. According to Faisal and Syahri (2019:771), semantics is a field of linguistics that focuses on understanding the meaning of words and phrases. Saeed (2016) asserts that semantics can be used to study the meaning that language conveys (Sinaga et al., 2020). So, it means semantics focuses on how we interpret and draw the different meanings from the words. There are so many types of semantic. Leech (1981:9) as cited in Heriyawati and Febriyan (2019) had classified meaning into seven types, there are denotative or conceptual meaning (meaning by dictionary), connotative meaning (meaning by suggest of mind), social meaning (social context), reflected meaning, affective or emotive meaning (personal feeling), collocative meaning (association of words), and thematic meaning (message of meaning).

Many people attempt to utilize language or outdated phrases in novel contexts, with new meanings, or in accordance

with their own linguistic preferences. Language style is a way of speaking and/or a type of utterance that is formed by the deliberate and intentional selection, systematic patterning, and application of linguistic and extra-linguistic means with respect to the topic, situation, function, author's intention, and content of an utterance (Jamil and Nasrum, 2018; Herman et al., 2022). There are some kinds of language style such as jargon, register, dialect, idiom, and slang. And the researcher focuses to the slang.

According to the Purba et al (2019), slang is defined as non-standard vocabulary that is used in conversation or a letter but not in a speech or an academic work. Slang is a correlate of human groups with shared experiences, such as being children at a certain school or of a certain age or being a member of a certain socially identifiable group (Saputra, 2016:13). Slang is used by relatively small groups of people in informal situations. The researcher focus to the language style of slang and interested to analyze the meaning of slang words used. In today's sophisticated era, slang is the most style of language that used by many people and has become a common language or is often used in everyday language. Slang is a very unique language and currently very popular among young people.

According to Purba, Herman, and Purba (2019:3), slang is a group of everyday languages that regularly alter the words and expressions used by speakers to forge or enhance a group's cohesive social identity or to keep up with trends or fads in society at large. Based on the definition above, slang is a variety of unofficial and non-standard language that is seasonal in nature used by teenagers or certain people to communicate with the intention that those who are not members of the group do not understand. The language that makes up a slang is heavily influenced by the customs and culture of a particular location, community, or group.

Slang is often found on social media that available on cellphones, such as WhatsApp, Line, Instagram, Twitter, Facebook, and also online advertisement. Presently, there is intense competition to create an original commercial for internet media employing a distinctive tagline and image. With the aim of demonstrating and creating something distinctive to pique the public's interest and ultimately convince them to become consumers, advertising is one of the techniques for mass communication in commercials. The Internet is a vast network of interconnected computers that uses standardized protocols for communication and offers a range of information and communication services (Oxford Dictionary of English). Internet is a medium for finding different types of information online. One of them is information regarding advertisements, and there are several that provide details about the goods. Advertisement is the tool used by many companies in order to inform perspective costumers about their product and service (Lesmana, 2018). When compared to commercials in magazines or television, using the internet allows consumers to view a large number of adverts whenever and wherever they choose. This is why people utilize it for product advertising. In advertisement there is a slogan as a part of language to make the advertisement more interesting

The phenomenon of slang has become a trend or style of speech in society. Muhartoyo and Wijawa (2014:198) as cited in Wardayani (2020) stated that slang develops as a result of the necessity to adapt to new or different facets of society and as a social status indicator. As the part of language variaties, the use of slang is always found in human's daily conversation. Advertisers use slang in online advertisements with the aim of making advertisements more unique and attractive so that they can attract the attention of consumers, especially young people. Usually, people see, hear and read advertisements only on television, radio and newspapers. Nowadays, people are closer and more familiar with the existence of internet or social media as a complementary means of interacting/communicating, obtaining information and advertisements are widely found on the internet. If an advertisement uses phrases or pictures to convey messages and prompts consumers to purchase, use, or otherwise engage with the advertised product, it has succeeded in communicating its message.

Here's an example of online advertisement that contain slang word.



Image 1. Shopee

The verbal and visual components of Shopee's advertisement combine to create one cohesive message. The verbal component involves utilizing language to explain the product. The image serves as the visual component. With its original idea, appealing shape, and appealing color, the image aids the manufacturer in influencing the buyer. The researcher only considers the linguistic component. From the example of advertisement (image 1) above, the word 'COD' and 'ongkir' is the slang word. 'COD' is the acronym for 'Cash On Delivery'. It's a new payment method for online shopping which means that buyers can pay directly on the spot after the order from the courier is received by the buyer. The second example is 'ongkir'. Ongkir is Indonesian slang. It is the abbreviation of 'ongkos' and 'kirim' (Delivery fee or shipping charge).

Based on the example above, that is why the researcher are interested in examining the Semantic of slang words in online advertisements. Slang can be investigated in the semantic meaning and the dominant meaning.

Several researchers with various specialties had examined and explored this problem. As a result, many discoveries had previously been shared with the public. Rezeki and Sagala (2019) did the review under the heading Semantic Analysis of Slang (SAOS) in Social Media of the Millennial Generation. The aforementioned study sought to identify the various types of slang and the motivations behind its use on social media. The method of this research is descriptive research. This study uses a theory by Allan & Burridge (2006) to analyze the types and the reason of slang used in social media. The result showed that are 33 slang languages in Facebook and 31 slang languages in Instagram.

## 2. Research Method

### A. Design of the Research

This research conduct by using a descriptive qualitative. Because the researcher collected the data for this study, conducted an analysis, and then came to a conclusion, the researcher used descriptive qualitative methods. Eight of the methodologies that are most frequently used, according to Ary et al. (2010:29), include the following: basic interpretative studies, case studies, document or content analysis, ethnography, grounded theory, historical studies, narrative inquiry, and phenomenological investigations. Because the researcher chose to focus on the words, phrases, and sentences of internet advertisements, this research employed a document or content analysis method. Herman, van Thao, and Purba (2021) describe content or document analysis as a research technique used to detect certain qualities of written or visual materials. The material which analyzed can be such as text book, newspaper, speeches, script, and etc.

### B. Data Source

Bogdan and Biglen (1992:106) stated that data defined as the rough material collected by the researchers from the world they are studying form in the basis of analysis data in qualitative research. The researchers took the data from the online advertisement, because online advertement has become so popular and the latest advertisements are being broadcast on internet making it easier for researchers to found and collect data.

The data of this research are words, phrase and sentences that contains slang in Online Advertisements of Benefit, Emina, JD.ID, Shopee, KFC, Mi Sedap Cup, Lays, Cornetto, Mc.D, IsoPlus, Sprite, Garnier. The data are taken from the internet. The sources of the data in this research are from online advertisements that taken from Internet. such as:

1. Benefit : <https://images.app.goo.gl/hWZshQRqe2ZHcmGW>
2. Emina : <https://images.app.goo.gl/EfDnysywsFQFeX3UA>
3. JD.ID : <https://images.app.goo.gl/2dxd5FyPB6ubq9mh8>
4. Shopee : <https://images.app.goo.gl/EfDnysywsFQFeX3UA>
5. KFC : <https://images.app.goo.gl/TqLEwLHHVj2fVJJw5>
6. Mi Sedap Cup : <https://images.app.goo.gl/F4aZQDziYnAxZKtN7>
7. Lays : <https://images.app.goo.gl/LN58J3R6kTRtGdBs8>
8. Cornetto : <https://images.app.goo.gl/auGDLh6QSQRwGee>
9. Mc.D : <https://images.app.goo.gl/NhTXPFvReRBugaNt9>
10. IsoPlus : <https://images.app.goo.gl/YbTojddXp6iSgb7x8>
11. Sprite : <https://images.app.goo.gl/jBQSLQTbnPEzGfuB7>
12. Garnier : <https://images.app.goo.gl/FSBhVwivMWQcTSd68>

### C. Instrument of the Research

Any researcher can collect data using instruments, which are tool facilities. The use of tools facilitates research projects while also enabling them to be clearer, more thorough, and methodical. This section of any type of research is also crucial. According to Munthe et al. (2021), observation, interviewing, questionnaires, and document or artifact analysis are the most often utilized data gathering techniques in qualitative research.

In this research, the researchers used the method of observation, because the researcher observe the slang language from the object. Thus, the instrument of this research is the online advertisement that taken from internet.

### D. Technique of Data Collection

The method for gathering data that is appropriate for the research variable is known as the data collection technique. Data analysis is a crucial stage in every research project. In all qualitative research, data interpretation and analysis are ongoing throughout the project so that knowledge gained from the initial data analysis can direct the gathering of additional data (Lodico et al, 2006). A qualitative researcher must also arrange and code the vast amount of data, according to Silalahi et al. (2022), so that it may be described and interpreted (Purba et al., 2022). The data collected are the advertisement concerning with text. The online slogan advertisements chosen as the data.

The techniques of data collection in this research are:

1. Browsing google
2. Determine online advertisement that contain slang
3. Download the script (advertisements)
4. Saving the advertisement to the folder

### E. Techniques of Data Analysis

The investigation in this study is concentrated on particular online advertisements that use slang terms from the internet. According to Milles and Huberman (1992:20), the phases involved in qualitative analysis are data collection, data reduction, data visualization, and conclusion drawing/verification. To examine all of the data, the researcher employed the Miles and Huberman approach. The procedures are:

#### 1. Collecting Data

Data are all text of the picture of advertisements that contains slang words that had been taken from Internet. Collecting data is done by download of those advertisement.

#### 2. Reducing data

The researchers began by deciding which data are necessary for this study, concentrating on data, and then simplification, abstraction, and transformation of the "raw" data that appears in written-up field notes.

#### 3. Displaying data

The researchers presented a well-organized collection of data that enables inference and action.

#### 4. Drawing/verifying conclusion

The conclusion was drawn by the researchers. As soon as data is collected, the qualitative analysis starts to determine what the data means. This is done by looking for patterns, regularities, explanations, alternative configurations, causal processes, and propositions. Based on the reference explanation, such as symbol/sentence, referent/object/picture/video, the analysis of research aims to explain the meaning of the slang language in online slogan advertisements in the Internet. A few products are chosen by the researcher to be examined. The data are then categorized using Leech's (1983) hypothesis of seven different categories of meaning.

## 3. Results and Discussion

Based on the analysis of the types of meaning that found in the words and sentences on 10 advertisements, the researcher uses a formula referring to Nawawi's social analysis method. It can be seen in the following.

$$N = X/Y \times 100 \%$$

Where

X: Number of sub-category of unit-shifts

Y: Number of all data

N: The percentage of subcategory of unit-shifts

The percentage of the data of this study made to support in answering the second problem to find the dominant types of meaning appeared in online advertisements.

**1. Denotative Meaning**

From the 12 advertisements which the researcher has analyzed, 5 advertisement has Denotative meaning. So the percentage is 41,67 %.

**2. Connotative Meaning**

From the 12 advertisements, the researcher only find 1 in the analysis, the percentage is 8,33 %.

**3. Social Meaning**

From the 12 advertisements which the researcher has analyzed, 3 advertisement has Social meaning. So the percentage is 25 %.

**4. Affective Meaning**

The researcher finds 2 affective meaning that is appeared on the twelve advertisements. The percentage is 16,67%.

**5. Reflective Meaning**

The researcher find 1 reflective meaning in the analysis,the percentage is 8,33 %.

**6. Collocative Meaning**

The researcher does not find collocative meaning in the analysis,the percentage is 0%.

**7. Thematic Meaning**

The researcher does not find thematic meaning in the analysis,the percentage is 0%.

The Most Dominant Type of Meanings that found in twelve online Advertisements is denotative meaning more dominant in the use of slang in online advertisements. It shows, if denotative contents in online advertisements of slang attract consumer attention more. To clarify the finding, the result added into diagram that can be seen as follows.

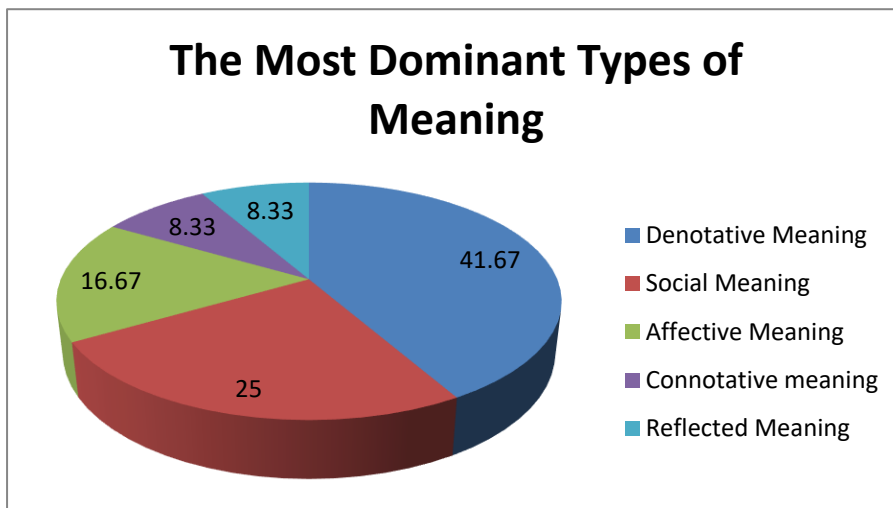


Figure 1. The Most Dominant Type of Meaning

Based on the diagram can be seen that the most dominant type of meaning that used by the advertiser are Denotative Meaning with 41,67%, Social Meaning with 25%, Affective Meaning with 16,67% then Connotative Meaning with 8.33%, Reflected Meaning 8.33 %, while the Collocative Meaning and Thematic meaning had no one. Based on the result above, the most dominant types is Denotative Meaning with 41,67%

The table below shows findings of this thesis about Leech seven types of meaning theory found in fifteen advertisements of online cosmetic advertisements.

Table. 1. Leech's Types of Meaning in online advertisements

No	Advertisements	Leech's Types of Meaning						
		Deno	Con	Soc	Aff	Ref	Col	The
1	Garnier – “Komplit Cerahnya”			1				
2	Emina – “Beauty Bestie” <i>Dapatkan 7 Manfaat</i> ”	1						
3	JD.Id – “#Dijamin Ori” <i>Loved</i> ”	1						
4	Shopee – “COD di Shopee, gratis ongkir se-Indonesia”			1				
5	KFC – “It’s Finger lickin good” <i>with an Edge</i> ”					1		
6	Mi Sedap Cup – “Cupdate your taste” <i>She’s Born With, Maybe</i>	1						
7	Lays – “ Betcha can’ eat just one”	1						
8	Corneto – “PDKT Gak Usah Lebay”	1						
9	Mc. D – “I’m Lovin it”				1			
10	Iso-Plus – “Mabar Seru Ditemenin Bareng IsoPlus			1				
11	Sprite – “Nyegerinnya No Bokis”	1						
12	Benefit – “Gimme Brow”				1			

The researchers found that each advertisement that has been analyzed used to denotative meaning dominantly, because denotative meaning is the central factor in Linguistic. When sentence, clause or phrase constructed, there will be concept that built. Denotative meaning also tells about the real meaning or what dictionary tells about words that used or simply that found five advertisements that use denotative meaning to catch consumer.

And then three of twelve advertisements of online advertisements contain social elements of the product content and the quality offered good products so that consumers are interested in buying as well as supporting the campaign to love the environment.

Next, two of twelve advertisements of online advertisement contain affective elements which indicate if the advertisements give a direct impression that makes it easy for consumers to understand the benefits of cosmetic products that they sells and display the benefits of its products.

The researcher found only one connotative meaning from twelve advertisement. It Connotative means what words used refer to. In this case, advertisements use some words that refer to benefits they have to catch or to persuade consumer.

All the advertisements have not collotative and thematic meaning. Then, thematic meaning, it is difficult to find in these advertisements because there are no choices between alternative grammatical constructions, and as printed media, the writer does not know which words stressed and how the intonation until we watching and listening advertisement from electronic media, to find out the highlights information in one part of a sentence.

#### 4. Discussion

In this part of discussion, the discussion of the research findings mentioned in the previous study. In this research, the researcher investigates the types of semantics meaning and the dominant types of semantic of slang in Online Advertisements. The researcher used Leech's theory describe of Semantic types of slang in Online Advertisement. They were : Denotative meaning, Connotative meaning, Social meaning, Affective meaning, Reflected meaning, Collotative meaning, Thematic meaning. Based on data finding, the researcher found that the five of types of semantics, namely Denotative meaning is 41,67%, Social meaning is 25%, Affective meaning is 16,67, Connotative meaning is 8,33%, and Reflected meaning is 8,33. The most dominant types of Semantics in Online Advertisement show was Denotative meaning.

Based on the findings in this research, the researcher inferred that there was a similarity and differences with findings of the researcher done by Rezeki and Sagala (2019) with entitled “Semantics Analysis of Slang (SAOS) in Social Media of Millennial Generation”. The objective of the research were to analyze the types and the reason of slang used in Social Media. The similarity of the researcher is used descriptive qualitative.

The differences of the research is the researcher used Social Media as an object and to find out the types and the reason of using slang. Meanwhile, in this research, the researcher used Online Advertisement as a object and to analyze the types of semantic and to find out the dominant types of semantics.

## 5. Conclusions

Based on the findings and discussion in the previous chapter, the researchers concluded that:

1. Denotative, Social, and Affective meaning are often found in online advertisements. The using slang words in advertisement persuade consumers to buy the product or service that has advertised, especially for teenagers or millennial generation. With the percentage Denotative Meaning 41,67%, Social Meaning 25%, Affective Meaning 16,67%, then Reflected Meaning with 8,33%, Connotative Meaning 8,33%, while the Collotative Meaning and Thematic meaning do not appear in the data.
2. The usage of slang in seven types of meaning in Online Advertisements is important in order to represent the advertisers tell the prospective consumer about the existence of the product in online advertisements. The advertiser used slang language in the seven types of meaning to catch or attracting millennial generation attention. Considering the second problem of this study, the researcher finds denotative meaning is the most dominant type of meaning in 12 online advertisement.

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