CHAPTER V

CONCLUSION AND SUGGESTION

After obtaining the finding and analyzing the data in the previous chapter, the researcher presents the conclusion about the type of meaning used in English slogan of gadget advertisement especially smartphone, laptop, tablet and camera in PC Media magazine and brochure, banner and billboard got from Hi-tech mall Surabaya. In this chapter the researcher also gives suggestion for the future research.

5.1 Conclusion

This research is about type of meaning used in English slogan of gadget advertisements. The researcher only took slogans of smartphone, laptop, tablet and camera as the object taken from PC media magazine and brochure in Hi-tech mall. The researcher used descriptive qualitative approach in this study. It is used because the researcher found and analyzed what are the types of meaning used and explain about the interpretation meaning of the English slogans.

Based on the findings and discussions, it shows some conclusions. From the interpretation meaning of English gadget slogan of advertisement can be concluded that the interpretation of those slogans contain of information about the quality, the features, the performance, the advantage, the sophisticated, and the function of the product. Some of slogans are easy to interpret because the simple
word which is as suitable with product. While some of slogans has intended meaning which is little bit difficult to relate it with the product.

words which are as suitable as the product. While some of slogans has intended meaning which is little bit difficult to relate it with the product.

Later on from the seven types of meanings: conceptual, associiative connotative, associiative social, associiative affective, associiative reflective, associiative collocaive and thematic, the researcher found three types which mostly used. The types are conceptual, associiative connotative and associiative affective.

Firstly, the researcher found 14 slogans used conceptual meaning. There are 6 laptop slogans; *performance with no limit, better by any measure, extra power with Vanbook, break the limit with Vanbook, change is easy*, 3 smartphone slogans; *the STAR in your hand, my phone my tablet, the phone for every scene* and 5 tablet slogans; *ASUS fonepad fun and call in one, exploring fun, explore your world through TREQ tablet and smartphone, complete your day with mobile computer, more speed more fun*. Based on the researcher analysis those slogans has conceptual meaning because they are as suitable as the idea or concept of the product offered. It usually containt of the quality or fiture of the product. The word used to explain the product is the real word without using any parable.

Secondly, the type of meaning found in the gadged English slogan is associiative connotative. There are 4 slogan of smartphone; *Iam faster than faster, your smart partner, C-Series lighten your life, slim simple stylish strong speedy*, 4 slogans of laptop; *get the best of both worlds Dell XPS, the art of flexibility, have a colorful holiday, your true soulmate goes faster* and one slogan of camera; *it
will change your world. The connotative meaning type of those slogan can be seen from the meaning which does not use the real word to explain about the product. The copywriter is using another word which refers to the quality, the performance or the benefit of the product.

Thirdly, type of meaning found in the English gadget slogan is assosiative affective. There is one slogan, from smartphone product; I am stylish and I know it. The slogan is type of assosiative affective meaning because it describes the personal feelings of the writer to the product. The using of affective meaning as if the advertiser wants to invite the consumer feel the same feeling by using the product.

The conceptual meaning is the mostly used in the English slogan of gadgets advertisement. It is caused the conceptual meaning is easy to understand. By using the real word, it will be easier to explain the quality of product offered. Text of slogan is advertiser’s way to attract, and to influence the consumer. It is also part of communication tool between the advertiser and the consumer, if the text easy to catch by the conumer, it will develope the sale.

5.2 Suggestion

At the end of this study, the researcher would like to offer suggestion for the future research. Study about meaning of English slogan can be anlayzed from some aspects, such the researcher has mentioned in the background of study. It can be from sociolinguistics, stylistics, sematics, pragmatics and semiotics. The next researcher who wants to anlyze the same theme about meaning, they can
analyze from the different linguistic field. They can combine between semantics and semiotics. It is the corelation between meaning of text and pictures. However, picture is one of advertisement element which has its own meaning to make the advertisement more attractive to convey the message of slogan. In addition, to differ with the research before, the next researcher can use another subject from English slogan advertisement but different product.