
RESEARCH ARTICLE

Figurative Language in Snack Advertising Slogan

Silvia Hosana¹, Juanda² ✉ and Asep Supriadi³

^{1,2}Department of English Letters, Universitas Komputer Indonesia, Bandung, Indonesia

³Badan Riset Inovasi Nasional (BRIN), Jakarta, Indonesia

Corresponding Author: Juanda, **E-mail:** juanda@email.unikom.ac.id

ABSTRACT

In the modern environment, technology is getting more advanced, particularly in the field of advertising. Slogans in advertising are also made more appealing in order to attract buyers, such as in a snack commercial. The purpose of this research is to analyze the linguistic style used in the slogans of snack advertising on television. The research focuses on the slogans of snack advertisements that are presented on television channels. The methodology used is descriptive qualitative. The qualitative technique of research generates descriptive data, such as written/oral statements from people or observed behaviour. The data gathering strategies used were observation and data collection through the website. The data was evaluated qualitatively using descriptive analysis. According to the findings of this study, there is a language style present in the slogans of snack commercials. This is because advertisements use figurative language to advertise its product to attract more customers.

KEYWORDS

Slogan, language style, advertisement

ARTICLE INFORMATION

ACCEPTED: 02 December 2022

PUBLISHED: 14 December 2022

DOI: 10.32996/ijllt.2022.5.12.15

1. Introduction

Language has an important function in human existence, particularly in communication; without language, humans cannot connect with one another or carry out social relations. This is undeniably powerful in the world of advertising; nevertheless, creating a successful slogan requires excellent language as well. According to Kotler, Philip, and Armstrong (2011: 97), advertising is "all types of non-personal presentation and promotion of ideas, commodities, or services by a specific sponsor that needs money." Advertising, according to the British Institute of Advertising Practitioners (through Jefkins 1996:5), is the most convincing selling message delivered to the greatest number of potential prospective customers of goods or services at the lowest feasible cost. Advertising, on the other hand, is a method of marketing through the transmission of information. Of course, not all information must be released, and not all information represents advertising. Consumers are supposed to understand the language used in ads, which might draw their attention to the goods.

Advertisements are purposefully created in a variety of styles and attractiveness without necessarily reducing the product quality or the benefits of the product. The essence of advertising language is the persuasive aspect, which seeks to persuade others to utilize the provided items or services. As a result, advertising utilizes linguistic style to attract customers. Advertising is a method of disseminating information to the general audience. Advertising has a persuasive tendency, which means that it urges individuals to utilize the promoted goods through the type of language given in the commercial. Advertising is designed to affect people's attitudes and behaviors in response to commercials. An advertisement's appeal is designed to remind the viewer of a certain picture (Houghton, 1987). The image is formed through the employment of the linguistic style employed in an advertisement to pique the attention of customers in the things presented.

Several studies on figurative language in advertisements have been conducted. Suryasa (2016) conducted a study about figurative

language in printed commercials. In the study, he analyzed which type of figurative language a certain printed commercial used. Meanwhile, Sofyan et al. (2020) examined cosmetic product advertisements and how the companies used figurative language to market their products. According to them, the company is successful in marketing its products by using figurative language. Nugraha (2015) also analyzed the figurative language used in 2015; however, the research object of his study is a newspaper called Jakarta Post. The focus of this research is on the snack advertising slogan on television. These items were chosen for the research because there are elements of language style and meaning in the advertisements that are important to analyze.

The purpose of this research is to analyze the linguistic style used in the slogans of snack advertising on television. The research focuses on the slogans of snack advertisements that are presented on television channels. The methodology used is descriptive qualitative. The qualitative technique of research generates descriptive data, such as written/oral statements from people or observed behavior.

2. Literature Review

Figurative language is frequently used in advertisements to make the promoted product more appealing. Language is a fundamental component and aspect of human activity. Language has a significant connection to society since it is a method of communication in and of itself. No one can communicate effectively unless they comprehend the language used in the context of the conversation. Communication is a process that occurs between a speaker and a listener, as well as between a writer and a reader (Heriyawati, 2019). So, in order to convey the concept, there must be a speaker and a listener or a writer and a reader. This term implies that information is transferred in conversation, whether spoken or written. Aside from that, according to the definition given above, language is not an abstract contraction of the educated or of dictionary-maker, but something resulting from the work, needs, bonds, pleasures, emotions, and tastes of a long generation of mankind, with broad and low, close-to-the-ground roots (Suryasa 2016).

A word's strict or practical meaning is not used while expressing oneself through the use of figurative language. Figurative language is frequently used to add artistic flair to written or spoken language or to convey a difficult concept (Asrifan, 2021). It is frequently seen in comparisons and exaggerations (MacArthur 2010). Therefore, it can be said that figurative language, which deviates from the usual sequence and meaning of words, is used in order to express a complex meaning, colorful writing, clarity, or emotive contrast. It refers to something without really declaring it by using a regular phrase (Awalia, 2021). There are several types of figurative language that are used in modern writing. They include:

2.1 Simile

A simile is a figure of speech that utilizes the words "like" or "as," and it is frequently used in ordinary conversation to compare two dissimilar objects. In order to make the reader's imagination make an intriguing link, a simile is utilized. "The cat sat in the chair like a king watching his domain" is an illustration of a simile. The cat's sitting position is likened to that of a king unwinding in a particular chair that belongs to him alone and is not shared by anyone else in the realm.

2.2 Metaphor

A comparison of two unrelated objects is known as a metaphor. Metaphors, unlike similes, do not contain the terms "like" or "as." Only when the reader comprehends the relationship between the two objects being compared can such remarks make sense. A common metaphor is "Time is money," for example. The comparison between time and money is figurative; it does not suggest that the quantity of time and the amount of money are equal (Musolf, 2017). Rather, it implies that time is a scarce resource that should be used wisely to generate income. A person loses the opportunity to earn more money every time they spend time.

2.3 Hyperbole

Exaggeration used to emphasize a point or make a humorous statement is known as hyperbole. Without the speaker even realizing it, it is frequently employed in casual talks. No one would think the exaggeration to be true since it is so ridiculous. It is utilized to give a message more substance and color. "I would die for you" is an instance of exaggeration. The phrase was once used to emphasize how much a person loves another person, although it does not necessarily imply that one is physically prepared to die for the other. Only to demonstrate the depth of devotion is death employed.

2.4 Personification

Personification is the practice of imputing human traits to inanimate objects. Personification affects readers' perceptions of events and piques their interest in the topic. The sentence "The sun met me when I got up in the morning" is an example of personification. Despite being a non-human item, the sun has been given human traits since only living things can welcome one another.

2.5 Synecdoche

Synecdoche is a sort of figurative language in which the whole or one component is used to allude to the other. For instance, a pair of wheels may be used to refer to a car, and a businessman can be described as wearing a suit. When an automobile is described as a set of wheels, the wheels are simply one component of the vehicle. Similar to this, a typical businessman will also be seen carrying a briefcase and wearing a watch in addition to his suit.

2.6 Onomatopoeia

An action or item is named by copying the sound that goes along with it in a language known as onomatopoeia. They give the writing some believability. Examples of onomatopoeia include the crackling and hissing of the fireplace heater.

3. Methodology

The primary approach used in this study is qualitative research. According to Moleong (2005: 6), qualitative research aims to comprehend phenomena experienced by study participants, such as behavior, perception, motivation, action, and so on. In a comprehensive manner and via descriptions in the form of words and language. The style of language in the snacks advertising slogan on television in the form of advertising phrases or sentences, as well as the meanings included in the advertising slogan, are the data gathered in this study. The data for this study came from a television snack marketing phrase that contained language style. Data for this study was acquired via observing and taking notes. That is, the data for this study were gathered by watching snack advertising on television and then recording them. Data for this research were taken from several companies that use figurative language as their marketing strategies for their products. The criteria for a product to be eligible is that it should use English as its language.

4. Result and Discussion

In this study, there are five data to be analyzed. The first data is Chitato advertisement. Chitato is a snack made from Chiki Potato that has been produced since 1990. That is a snack produced from actual potatoes, crisp and flavorful, prepared manually in a hygienic and contemporary manner, free of preservatives and MSG. This snack is famous among young people because of its packaging and motto, "Life is Never Flat.". The following Figure 1 shows the product and its slogan.



Figure 1. Chitato Advertisement

We discovered the metaphorical style is included in the advertising slogan of Chitato snacks on television. The phrase "Life Is Never Flat" is an abstract statement, implying that what is not flat is Chitato, based on the potato's shape. However, in the advertising, the slogan uses another topic, "Life," which denotes a life, resulting in an abstract slogan that appears to be unrelated to the product. Thus, the sentence "life is never flat," which is intended to impress the audience, is to recall Chitato's wavy form (figurative meaning). The Chitato snack advertising tagline utilizes a metaphorical figure of speech. Because metaphor does not use

comparative terms, it is referred to as a direct comparison approach. Keraf (2009:139) defines metaphor as "a figure of speech that compares two things explicitly, yet in a basic way." The words 'like,' 'such as,' 'as,' 'similar to,' and 'resemble' are not permitted in metaphor. According to Reaske (1966:36), "metaphor is a figure of speech that immediately relates one object to another.". The second data is an advertisement from Goldfish (See Figure 2).



Figure 2. Goldfish Advertisement

Goldfish crackers are fish-shaped crackers made by Pepperidge Farm, a part of the Campbell Soup Company. Since 1962, 40% of the crackers have had a little impression of an eye and a grin, making them available in a variety of flavors. Goldfish crackers is also famous for its slogan, namely, "the snack that smiles back". This slogan is classified as personification figurative language. It is because snack does not have the ability to smile. However, in this advertisement, the snack, which is the goldfish, is depicted to have the ability to smile. According to Delbaere in 2011, personification introduces human characteristics to inanimate objects, such as animals or natural elements. Personification may be seen in phrases like "the wind howled," "the words jumped off the page," and "time marches on." (Delbaere 2011). Therefore, according to this explanation, this advertisement is classified as personification figurative language. Figure 3 shows Heinz advertisement as the third study case.



Figure 3. Heinz Advertisement

Heinz Tomato Ketchup is a ketchup brand manufactured by the H. J. Heinz Company, a part of Kraft Heinz. Heinz Ketchup controls 80% of the European market and 60% of the US market. Heinz is popular for its slogan, namely, "no one grows ketchup like Heinz." This slogan is classified as simile figurative language. It is because there is the word "like" in the slogan, which has become a characteristic of a simile metaphor. Zaltman, in the study (Zaltman and Maccaba 2007), concluded that A simile contrasts two distinct concepts by using a clear linking word, such as "like" or "as." Similes include words like "he was as cunning as a fox" and "I slept like a log." Therefore, according to this explanation, this advertisement is classified as simile figurative language. Figure 4 shows Cheez It advertisement as the fourth study case.



Figure 4. Cheez It Advertisement

Cheez-It is a brand of cheese cracker produced by Kellogg Company's Sunshine Biscuits subsidiary. The rectangular crackers, which measure around 26 by 24 centimetres, are created with wheat flour, vegetable oil, skim milk cheese, salt, and spices. It is also popular for its slogan, which is "Another episode? Snack it to me!". This slogan is interesting because the use of figurative language in this advertisement is nicely used. Furthermore, this slogan is classified as metaphor figurative language. There are several reasons why the slogan is categorized as a metaphor.

First is the use of "Another episode?". Episode is commonly used by a film or drama, and 'another' here means that the 'episode' has been done before or can be said as repetition. Another episode, if it is combined, means another 'snack'. It can be seen from the second slogan used, which is "snack it up to me!". Therefore, it can be said that this slogan is classified as a metaphor. Keraf (2009:139) defines metaphor as "a figure of speech that compares two things explicitly, yet in a basic way." The words 'like,' such as, 'as,' similar to,' and 'resemble' are not permitted in metaphor. According to Reaske (1966:36), "metaphor is a figure of speech that immediately relates one object to another.". Figure 5 shows the Pringles advertisement as the last study case.



Figure 5. Pringles Advertisement

Pringles is a potato-based chips brand from the United States. Originally manufactured by Procter & Gamble in 1968 and promoted as "Pringle's Newfangled Potato Chips," the brand was sold to Kellogg's in 2012. Pringles were distributed in over 140 countries as of 2011. Pringles is also popular for its slogan, namely, "once you pop, you can't stop". In this slogan, the pop has a reference, which is the sound of the packaging when you open it. Therefore, for this reason, the figurative language of this slogan is onomatopoeia. Onomatopoeia, according to Brovach (2019), is words that sound like the object they are describing. Common examples include words like "zap" and "hiccup," as well as sound effects like "tick-tock" and "ding-dong.". Therefore, based on this, this slogan is classified as onomatopoeia.

5. Conclusion

The purpose of this study is to get an overview of the figurative language used in product advertisements. Based on the result of this study, it can be concluded that figurative language can be used in various advertising styles (Lail, 2018). Furthermore, it is according to the companies on which type of figurative language they are going to choose (Wulandari, 2017). Based on the results of this study found, data that contains metaphorical figurative, as in the sentence "Life is not flat", and personification, as in "the snack that smiles back!". The advertisements are Chitato, goldfish, Heinz, Cheese It, and Pringles. After analyzing each figurative language, we found that metaphor figurative language is the most used among five advertisements, followed by simile, onomatopoeia, and personification figurative language used once in one advertisement. The implication of this research is that a product advertisement can be made attractive by using language that contains figurative language so that consumers feel interested in buying the product. Future researchers can analyze product advertisements that use other figurative language.

Funding: This research received no external funding.

Conflicts of Interest: The authors declare no conflict of interest.

Publisher's Note: All claims expressed in this article are solely those of the authors and do not necessarily represent those of their affiliated organizations, or those of the publisher, the editors and the reviewers.

References

- [1] Asrifan, A., Octaberlina, L. R., & Handayani, R. (2021). Semantic Analysis on the Use of English Language Slogan
- [2] Awalia, N. (2021). The Analysis of Semantic Meaning of The English Snack Advertisement Slogan (Doctoral dissertation, Institut Agama Islam Negeri Madura).
- [3] Brovach, E. (2019). Onomatopoeia in modern advertising texts (Doctoral dissertation, *Белорусский государственный экономический университет*).
- [4] Delbaere, M., McQuarrie, E. F., & Phillips, B. J. (2011). Personification in advertising. *Journal of Advertising*, 40(1), 121-130.
- [5] Heriyawati, D. F., & Febriyan, F. (2019). Semantic Analysis on Advertisement Slogan's. *ELITE JOURNAL*, 1(1), 43-50.
- [6] Houghton, K. A. (1987). True and fair view: An empirical study of connotative meaning. *Accounting, Organizations and Society*, 12(2), 143-152.
- [7] Lail, S. (2018). Connotative meaning analysis on "coca-cola vs pepsi" advertisements tagline and expression through barthes' theory of semiotics approach (Bachelor's thesis, Fakultas Adab dan Humaniora UIN Syarif Hidayatullah Jakarta).
- [8] MacArthur, F. (2010). Metaphorical competence in EFL: Where are we and where should we be going? A view from the language classroom. *AILA Review*, 23(1), 155-173.
- [9] Musolff, A. (2017). Metaphor, irony and sarcasm in public discourse. *Journal of Pragmatics*, 109, 95-104.
- [10] Nugraha, B. (2015). The meaning of figurative language in advertisement columns of the Jakarta Post from November until December 2013.
- [11] Sari, L.P. (2018). Analisis Makna Kontekstual pada Slogan Iklan Makanan Ringan di Televisi Periode Maret-April tahun 2017 (Doctoral dissertation, Universitas Muhammadiyah Purwokerto).
- [12] Suryasa, W. (2016). Figurative language found in printed advertisements. *International Journal of Linguistics, Literature and Culture*, 2(1), 29-38.
- [13] Wulandari, Y. (2017). Associative Meaning in the Original Slogan of Fast Food Advertisement (Doctoral dissertation).
- [14] Zaltman, G., & MacCaba, D. (2007). Metaphor in advertising. *The SAGE handbook of advertising*, 135-154.