

## **Revealing the Educational and Product Slogans on the Streets and Offices in Tondano City: A Semantic Perspective**

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### **ABSTRACT**

This study used a qualitative descriptive method to obtain data through direct observation. There are three semantic meaning elements: lexical, grammatical, and contextual. However, this study only analyses the lexical meaning. This study aims to determine the types and meanings of the slogans in Tondano, especially those taken in several streets and offices. The data is obtained from this study through documentation: (1) Slogans on the streets and offices in Tondano City consist of 2 types, namely educational slogans, around 15 slogans, and Product slogans, around seven slogans. Educational slogans are sentences that contain meanings related to learning. Product slogans are a sentence that includes the meaning of promotions, tips, and notifications about goods. Slogans have lexical meanings to motivate every reader. Each slogan has its meaning, depending on the type. Educational slogans influence the learning motivation of students, teachers, and all readers. Product slogans provide additional information about the product being promoted. Therefore, reading and applying the slogan's message in everyday life is advisable. If so, then the messages contained in the slogans were successfully conveyed. Based on the semantic discipline, the slogan analysis has changed its meaning. It differs from the semantics types as lexical, grammatical, and contextual. So, there is a similar and different meaning about the slogan based on semantical analysis

**Keywords:** Linguistics, Semantics, Slogan, Educational, Product

### **INTRODUCTION**

Language has an important role in life, *“Through language, humans can think and develop their knowledge”* (Hampp, 2019: 15). *It also unites us all, for example; chatting, joking and much more. As a communication tool, language also has a role to be conveyed to others. “Language is fundamental to all social processes, and humans do need language to communicate with each other”* (Sudarsono et al., 2018: 7). However, in using language in communication, there are many misunderstandings. For example, in conveying information to others, how can we understand the language we use so that they can reply to it. When we are involved in the discussion forum, and we want to happiness in communicating, but express it in a language that doesn't seem to refer to that happiness, such as “you're so great”, that's a line of praise, which has a happy impact on others. *“People use language to express inner thoughts and emotions, to understand complex and abstract thoughts, to learn to communicate with others to meet our wants or needs, and to set rules and maintain our culture”* (Panambunan et al., 2016: 58). If language is a human medium for sharing information, then by using language we can express whatever is on our thoughts and feelings. If so, we can find out any information about our lives. So, based on this statement, it can be imagined that language has a strategic position between humans and life. This statement has the same

meaning as what Panambunan et al. (2016) said above. As a society, we need information about life in order to live in harmony. "Communication is always important in everyday life, people need to communicate to interact with others and to express feelings or share ideas and thoughts" (Liando et al., 2018: 1-16).

Assuming that meaning is part of language, semantics is part of linguistics like sound and grammar. The definition of components in this case occupies a certain level. If the sound component generally occupies the first level, grammar at the second level, then the meaning component occupies the final level. Such is the statement about the knowledge we need to understand this slogan. And then, in this case, English language slogans. That is, the slogan written in English. A slogan as a general meaning is a short sentence that has many meanings. So, in this study we understand the meaning of the slogan as a local language and the international language, namely English. In Indonesia, English as a foreign language is not easily understood by Indonesian students. But working hard to learn a language is the only way to understand the language. To learn a foreign language, we need time to memorize vocabulary so that later we can speak the foreign language. "*If people want to have good communication, they should improve their language skills because language is the basis of communication*" (Liando, et al. 2018: 18). However, there is also a misunderstanding of the sentence, leading to something else that only benefits one-sidedly. Like textbook merchants, who create slogans that entice customers to buy their books under the pretext of "studying." This is not really wrong, because 2 things are assessed, namely (1) the language (2) the action. The researchers try to analyze the meaning of these slogans to gain new knowledge about the slogan. It's also to find the purpose of the person who created it. Actually, what the meaning of the sentence is? so that we can walk according to meanings such as "Do not be noisy", what is clear is an order not to be noisy because you are holding a seminar, so you need calm so as not to be noisy because that can interrupt the seminar. However, if you misunderstand the meaning, it turns out that you are ignorant in responding to these orders, so calm is never achieved, even though it is necessary. Based on the literature review of previous research about slogan (Latri et al., 2020) it displays various types of slogans found in the city of Bengkulu. There are six types of slogans found in previous studies, including environmental, product, traffic, motivational, health slogans. Most of the slogans are motivational (16), and the least are product and health (2). In total, there are 35 slogans found in the city of Bengkulu. Based on language diction, there are 6 types: foreign words, synonyms, general, abstract and concrete, denotation and negative connotations, and jargon words. In using language, there are messages in that language. In any case, The words or sentences we say to others or in symbol form must contain information messages. "*Knowledge of the relationship between symbols or language units and their meaning is needed in communicating*" (Chaer, 1995: 12).

## METHOD

The data collected through slogans on the streets and offices in Tondano only focuses on Product and Educational slogans. There are three steps to collect the data. The first step is study literature. In this step, the researchers search in documents or journals and also in the books as a study literature while considering the slogan to understand the slogans for more. Then, the researchers decide the location of the research. The second step is observation, in this step, the researchers visit the location of the research. In this case, the research location is in Tondano, especially in the streets and offices. The third step is documentation. In this step, the researchers

take the documentation of the slogans in the streets and offices in Tondano. Then, researchers write each slogans as a note before the researcher analyzes it.

The data analysis procedures are based on Miles & Huberman (1994) regarding qualitative data. The first procedure is data reduction. It refers to simplifying that that appears in written-up field notes or transcription (Miles & Huberman, 1994: 10). In this step, the slogans are collected and reduced. The second major flow of analysis activity is data display. Generally, display is an organized-compressed assembly of information that permits conclusion drawing and action. In this step, the writers describe the types of slogans. The third step is conclusion drawing. The step involves stepping back to consider what the analyze data mean and to assess their implications for the questions at hand. In this step, the data are concluded as the research finding. According to Sumanto (2014), “*descriptive qualitative activities involved collected the data to test hypotheses related to the status or condition of the object under study at the time of the study*”. On the other hand, there may be those who call it “sewing the red thread” or in the sense that it connects each data encountered. Miles and Huberman's theory includes three aspects in analyzing data, namely Collecting, Sorting, and Inferring or Showing data according to their specifications

## FINDINGS AND DISCUSSION

### DATA REDUCTION

TABLE 1. Slogan

Slogan	Slogan
Never stop learning	Do not waste your time
Do what your love	Simple is good
Believe you can do it	Work hard stay humble
Never lose hope	Talent and creativity
The fear of lord is the beginning of science & technology	An empty vessel make the most noise, and empty head make the most talk
Dicipline is the key of success.	Honestly is the fundamental for a good character
I am not only teaching, I am building student character	Good books are more valuable than fine clothes
Student today, leader tomorrow	Life begins with coffee
Coffee inspires me	Enjoy tea
Coffee is always a good idea	Idea start with a great coffee
The secret ingredient is always love	All you need is love and more coffee

### DATA DISPLAY

Based on the research findings, the slogans types are as follows:

TABLE 2. Educational Slogans

Slogan	Slogan
Never stop learning	Do not waste your time
Do what your love	Simple is good
Believe you can do it	Work hard stay humble
Never lose hope	Talent and creativity
The fear of lord is the beginning of science & technology	An empty vessel make the most noise, and empty head make the most talk
Dicipline is the key of success.	Honestly is the fundamental for a good character
I am not only teaching, I am building student character	Good books are more valuable than fine clothes
Student today, leader tomorrow	Life begins with coffee

TABLE 3. Product Slogans

Slogan	Slogan
Life begins with coffee	All you need is love and more coffee
Coffee inspires me	Enjoy tea
Coffee is always a good idea	Idea start with a great coffee
The secret ingredient is always love	

### CONCLUSION DRAWING

The slogans analysing on lexical meaning. Lexical meaning is an adjective form derived from the noun lexicon.

### EDUCATIONAL SLOGAN

Educational slogan is a form that concerns Education which ignores the process or the Education system in each sentence. This slogan induces educators or students to pay more attention to Education. The researchers have an example of educational slogans. The slogans are as follows:

#### LEXICAL MEANING

“The fear of God is the beginning of science & technology”

This sentence consists of several words namely, fear, lord, beginning, science, and technology. The word of “*fear*”, means a feeling that requires submission or a sense that makes someone become more aware of a big thing so reject it. The word of “*lord*”, means a person who has power that stands above everything or a term for a ruler that is unmatched. The word of “*beginning*”, means an action that has just begun or the earliest step of an action. The word of “*science*”, means something that is understood and taught or the expertise of someone

learned by learning. The word of “**technology**”, means alternative media which embodies all human work or the science which uses the concept of systematic thinking forms an orderly arrangement. Finally, the overall lexical meaning is, trust in the creator, is the beginning of science and technology. That is to say, each of the behaviors as learners is necessary to hold principles.

“I am not only teaching, I am building student character”

This sentence consists of several words namely, I, am, not, only, teaching, I, am, building, student, character. The word of “**I**”, means a self-expression as a subject when speaking or personal pronouns in certain situations in conversation. The word of “**am**”, means a complementary word for nouns, verbs, and natures or a to-be to complete basic words. The word of “**not**”, means reject the will of an invitation or offer ideas or something that refuses whatever is given. The word of “**only**”, means the exception form of certain choices or the form used in expressions when there are still doubts about them. The word of “**teaching**”, means giving all knowledge to others with directed milk or the form of methods used to transfer knowledge to students. The word of “**I**”, means self-expression as a subject when speaking or a personal pronoun in certain situations in conversation. The word of “**am**”, means a complementary word for nouns, verbs, and natures or a to-be to complete basic words. The word of “**building**”, means an activity undertaken to arrange something separate to be whole or an action involving physical and psychological that create ideas to solve problems. The word of “**student**”, means students who are bound in the bureaucratic system in learning or a person who is in charge of completing education from the teacher who teaches it. The word of “**character**”, means a behavior or habits of people that are unique to themselves or a habit inherent in people living their lives. To sum up, the overall lexical meaning is, as a teacher, he is not only tasked with teaching students, but also shapes their characters.

#### GRAMMATICAL MEANING

“Fear of God is the beginning of science and technology”

This sentence has the following words; Fear, God, Beginnings, Science, and Technology, all other words are prepositions and conjunctions to describe as specific objects of the previous word. The word “**fear**” has the meaning of an adjective in which a state of human condition or existence such as fear of whatever makes them react. In this word, they have their psychological influence as their brain as a response from the outside in their body like what they see in the phenomena around them so that they can issue a response or comment from what they see. The word “**God**” has the meaning of one being as the ruler of the universe. In English it has a different meaning but with language limitations it can only describe how to use this word without reducing the number of lords. This is a human expression to say that they are God, they are creatures or creations of the universe as one.

Furthermore, the word “**beginning**” has the meaning of an activity to describe a situation where as the first time or the beginning of time. An example is when people travel in new lands. What do they reveal when they see different phenomenon. In this situation there may be a difference with other situations such as when they stay at home. So, in a new land, the way they express may be very interesting because they are visiting it for the first time. Actually the word has an explanation of time. The word “**science**” has the meaning of an adjective.

Something with a process such as in the academic field or a way to find knowledge. It describes a methodology or concept prior to knowledge. In other cases, talk about processes or studies. The word **“technology”** has the same meaning as the previous word but has a different context. The meaning of the word is something like a concept or material that humans use to work. So, in this case it has two models as follows traditional and modern. When the two models describe the time of technology use such as in villages and cities. We can see the difference in technology there.

Finally, what is meant by “fear of God” is something that humans believe about God, the creation of the universe. So, humans think and have the spirit of life because of faith. And “the beginning of science and technology” means something where all activities have begun. In this case it is science and knowledge with science and the activities of everything with science. In this sense it gives us something like new knowledge to understand. While the sentences above have the same two forms which have the word as a relation between the sentences “is”. In this case, the word “to be” is used to explain the meaning of the word. To be has a function of the relationship between words and words, such as nouns and adjectives. A special explanation of “to be” is to describe a singular noun. So, where the words use “to be”, we can see the singular or plural form as “is” means singular noun and “is” means plural noun, that's a sign of difference about using “to be” as singular noun or plural. Each of the two sentences has the equivalent of two forms, namely “fear” and God”, then “beginning” and “science and technology”. In the middle of the sentence there is a word as a relation or conjunction, namely “of”. The function of the word is to describe mine by subject. In this case “of” as an adjective to describe a word or noun.

“I am not only teaching, I am building student character”

This sentence has the following words; I am, not, only, teaching, I am, building, student, character. In a grammatical review, this sentence consists of several words that are connected to each other. Each word has its own meaning, but because it is connected it forms a new meaning. The word of **“I am”** or **“I”** because “am” is “to be” in English which serves as a marker for the singular category. So, the focus of this word refers to the word of “I”. The word of “I” has a meaning to mention oneself or self-identity. This word functions as a subject, and is also part of a “noun”. The word of **“not”** is an adjective which means a form of rejection or denial. This word also functions as a form that describes or explains the act of disagreeing about choices such as in a right and wrong choice, the word of “not” has a functions to be used when the choice is wrong. In the sense that this word is a form of negative expression of something that is a form of information. The word of **“only”** takes the form of exception in a positive or negative sense. Meanwhile, this word has multiple functions, as an adverb, adjective and conjunction.

Moreover, the word of **“teaching”** is the second and third form of the verb model in its use across time, namely “past” and “present”, on the other hand it functions as a combined form of verb and ing which has different meanings. The basic word is “teach”, a verb that describes a learning activity. So, this word refers to the scope of education usually as a description of the activities of a teacher in the classroom. The meaning of this word means an ongoing activity regarding the transfer of knowledge to others, both individuals and groups. While based on time, and the form of the word means it is an ongoing activity and has started in the past. The word of **“building”** has the basic word “build” which means an activity that involves the structure or compiling something separate so that it becomes a unified whole.



Based on time, and the form of the word gives the meaning that the activity is ongoing and has started in the past. The word of “*student*” is a form of “noun” which means a person but has a specific identity for that person. This means that the person is a person who is currently studying at a school where it is closely related to learning activities. The word of “*character*” is an adjective form and can also be used as an “adverb”. This word means an identity that is owned by the “noun”. In this case, there are many objects that are intended such as people, trees, cakes, bottles and others that have a physical form.

This sentence has two parts: “I am not only teaching” and “I am building student character”. Looking at the sentence, there are two related meanings, namely in the first sentence it has a meaning in the form of denial of an activity or activity being carried out, while in the second sentence, it means a form of emphasis or affirmation of the first sentence. This makes it clear an activity that is being carried out that is very great and done by a professional person.

#### CONTEXTUAL MEANING

“Fear of God is the beginning of science and technology”

In a contextual sense, this sentence reveals something that is implied. When this sentence is divided into two parts namely “The fear of God” and “Begining of science and technology”, while the word “is” as “to be” connects these two sentences. This has a deep meaning in a life, none other than a moral message in the world of education or knowledge. On the other hand, knowledge is closely related to civilization, progress and destruction. So, this sentence has the meaning as a sign form “believe” to “god”. It is believing in his power, that he is the owner of everything we use. Meanwhile, this sentence is a reminder that belief is a spirit that leads us to a good life through knowledge or knowledge. And how do we use that knowledge as well as possible without abusing it, resulting in losses.

“I am not only teaching, I am building student character”

This sentence has the meaning that shows activities that are not only educating or teaching but also shaping or building. Based on the context, this activity is a process being carried out in a fairly long period that has started in the past. On the other hand, it means that the activity is carried out by more than one person who is closely related to the learning and teaching process. In this case, the activities that are being carried out by a teacher at school, where he educates and shapes students' character. This sentence is also a form of affirmation of an activity that implicitly has more qualities and is not as simple as it seems.

#### PRODUCT SLOGAN

Product slogan is a slogan that refers to the form of supply of goods to a wide audience. Like a sale that makes an add about it sale so that it can be seemed by buyers. The researchers have an examples of Product slogans. The slogans are as follows:

#### LEXICAL MEANING

“Coffee inspires me”

This sentence consists of several words: coffee, inspires, and me. The word of “*coffee*”, means a drink made according to certain conditions or a drink used only the sugar and coffee itself. The word of “*inspires*”, means something that makes us get solutions to problems or a

thought that arises in the midst of a problem as a middle ground. The word of “*me*”, means a pronoun used to express oneself or a pronoun used in nouns to indicate the possession of nouns. Finally, the overall lexical meaning is, by drinking coffee we get a solution to the problem.

“All you need is love and more coffee”

This sentence consists of several words: all, you, need, is, love, and, more, and coffee. The word “all” refers to the whole that is around or a phrase that represents all the other voiced expressions. The word of “*you*”, means a form of statement to describe others or a name commonly used to call people who are not recognized by name. The word of “*need*”, means a very useful and important thing for success or something that must exist so that it becomes a complement to something. The word “is” means a form that connects the first sentence to the next sentence or a tense statement for something you want to notify. The word of “*love*”, means a form of high awareness from the human heart or a feeling that brings eternal strength in yourself so that it stands. The word of “*and*”, means a form of disclosure that exceeds someone or indicates the existence of something that is friendly or other forms of depiction of objects that accompany it. The word of “*more*”, means a form of word that describe more circumstances or a picture of the advantages of an object so as to clarify the objects around it. The word of “*coffee*”, means something liquid or powder taken when cold or a liquid mixed with a deep black color and has a bitter taste. Therefore, the overall lexical meanings are, whatever you need is love and drinking lots of coffee, that is, for coffee drinkers, who put forward their idealistic addicts, then love in a glass of coffee is everything.

#### GRAMMATICAL MEANING

“All you need is love and more coffee”

This sentence consists of several words: all, you, need, love, more, coffee. Meanwhile, the word of “is” is a form of “to be” and the word of “and” is a form of conjunction. The word of “*all*” is a form that expresses the quantity of an object as a whole without being limited by space or limited by space. This word functions as a linguistic expression that describes the number of units available, it could be that what is meant is objects, as well as properties, descriptions and others. The word of “*you*” is the subject form of “noun” which describes both singularly and plurally in quantity. This word will be coupled with “to be” to clarify its identity. The word of “*need*” is a form of adverb that refers to a “noun” about an action. This word can be a response that becomes an action from a “noun” as a form of identity information in an action or activity that applies in a short or long period of time.

Furthermore, the word of “*love*” is an adjective that functions as a description of a verb or a “noun”. On the other hand, it can be a verb that refers to an activity involving feelings, language, and action. The word of “*more*” is a form of unmeasured quantity in its description, such as the level between one and more. This word indicates a description that goes beyond the size limits currently available. The word of “*coffee*” is a noun with the characteristics of a bitter taste and a plant that lives in tropical and cold regions.

Therefore, this slogan contains a combination of sentences that become one of two sentence forms. Meanwhile, these two sentence forms have different roles but are continuous. The first is “all you need is love”, this sentence means a description or need the intended person should own that. This sentence may refer to “noun” universally. The second is “more coffee”,



while the word “and” serves as a liaison between the two. In the second sentence, it has the meaning of an immeasurable quantity. The bottom line is more than usual or beyond the current limits.

“Coffee inspires me”

This sentence consists of several words: coffee, inspires, me. Grammatically, each word is related to each other. Nothing but explaining an explanation that occurs in a noun (person). The word “coffee” means an object with seeds and a bitter taste. The word “inspires” is a “adverb” that describes certain conditions.

On the other hand, this word is a form that means an activity that occurs psychologically in a person so that it becomes a motive or reason for that person for his actions or activities. The word “me” is a form of pronoun as a form or subject of oneself that acts as an object. This is slightly different from the form of ownership. In conclusion, these three slogan forms are interconnected, which means that people have been moved through an activity that has become their routine.

#### CONTEXTUAL MEANING

“All you need is love and more coffee”

This sentence gives the meaning that someone who has a habit of drinking coffee makes him think that coffee makes him more free to imagine or think. In this activity, specialize in the form of creative activities and the habit of drinking coffee while carrying out these activities. On the other hand, this is a form of obsessiveness possessed by someone so that they become dependent on coffee drinks.

“Coffee inspires me”

This sentence means that in a condition that is being experienced by people in different circumstances than usual. Therefore, this sentence appears to give advice, remind, and advise or entertain the person. Judging from the context of this sentence, that something is happening to him, it could be that the conditions experienced by that person have changed, or confusion and a form of excessive interest. The word of “love” in this sentence implies a woman who is described as a symbol of affection needed by that person. But it could be that the person is a woman who needs affection from a man.

On the other hand, it could be that both of them need that love as a part of their life, or as a symbol of attention. While the word “coffee” has a variety of meanings, the first is a habit owned by people but rarely seen so the sentence becomes a reminder. On the other hand, it means a sarcastic form to warn people who are addicted to coffee so that they change their habits. In different cases, this sentence can serve as a solution or offer for potential consumers in terms of advertising so that it has a uniqueness that can attract customers' attention.

#### CONCLUSION

The researchers find about 22 slogans in several offices and streets in Tondano. From the number of slogans found, the researchers divided them into 2 types of slogans as the focus of the study, namely 15 Educational slogans and 7 product slogans. The researchers also get the

interpretation of the both types of slogans. In every slogan, several words have a broad meaning so that people easily misunderstand if they look from just one angle, it takes several points of view to understand them. After being analyzed, the researchers make a conclusion. The slogans have lexical, grammatical, and contextual meanings that motivate every reader. Each slogan has its own meaning, depending on the type. Educational slogans are affected in the learning motivation for students and teachers. The product slogan provides additional information about the product it is promoting or as advertising. And also, everyone, who sees it, can read the both of those slogan's types. That makes them motivate to live as be improve their selves.

From the form of slogans found, the researcher examines them through three semantic stages: lexical, grammatical, and contextual. In language, of course, a message is implied in the language. Language has two models, written and spoken, while in this study it is a written form. Generally, people understand textually in written language, but when they understand deeply, they will find the meaning behind the written symbol whether it's as an educational form or just an advertisement. But through language, we can understand the patterns contained in the language. Through the interpretation of the meaning of written language, in this case, through the sentence on the slogan. The researchers suggest that the slogans listed have several meanings that need to be considered by the coming researchers, especially where the slogan is installed are some slogans are not in their proper place. To be more precise the slogans are posted in the right places, such as in schools for educational slogans and in coffee shops for product slogans. They will have a good effect on people who read the message contained in the slogan. Thus, the message contained in the slogan is successfully conveyed. In addition, to the readers, it is also useful for them to apply. So, in my view, it's just a technical problem. The location of the slogan may be more meaningful when appropriate to the situation.

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