

Linguistic aspects of English slogans in Indonesian products

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ABSTRACT

Slogans use a variety of language features to entice potential purchasers. For Indonesian products to compete worldwide successfully, companies must engage in more efficient marketing strategies, such as using English slogans. This study examines the linguistic aspects of English slogans produced by Indonesian brands. The question addressed in this research is related to linguistic aspects that occur in slogans. We collected a slogan corpus data consisting of 225 slogans. The slogans were taken from the Indonesian company's product websites and marketplaces. The data were classified manually based on the linguistic aspects covering phonological style, word formation process, figurative language, and speech acts. We present the data in both qualitative description and quantitative analysis using simple statistical measures. The results show that alliteration, hyperbole, and assertive statements are noticeable patterns that Indonesian companies use to promote their products. The reason why sound repetition occurs in slogans is to make the slogan more memorable. A simple morphological process is employed to generate slogans, which also helps readers remember them. Furthermore, the use of hyperbole makes the audience feel connected to the product. Finally, assertiveness as a primary pragmatic strategy promotes product quality and buyer benefits. From a linguistics perspective, our findings shed light on the criteria for slogans to be memorable.

Keywords: Corpus; linguistic aspects; slogans

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INTRODUCTION

Slogans that express an idea, objective, or intention are part of a marketing strategy to introduce products to the public, thus, is one of the keys to success in carrying out promotion activities (Denistia et al., 2023; Masela, 2018; Shirinboyevna, 2020). In consumer perception, for example, that a product has better quality depends on whether or not there is a slogan on the product (Do, 2018).

Slogans are means of communication to convey particular messages. Thus, linguistic aspects have been proven to help serve their function to influence consumers' perceptions and engagement (Bett & Ngala-Dimba, 2022). For example, Pezzuti

et al. (2021) stated that in business messages posted on Facebook and Twitter, words that imply confidence, like "always," "everything," and "forever," are connected to more customer engagement (likes, comments, shares/retweets). Another study by Fadilah and Tawami (2020) reported that McDonald's slogan used phonological style (e.g., anaphora, epiphora, epizeuxis) to aid in the creation of product slogans that are appealing to potential buyers.

In pragmatics, the necessity to understand the stage of linguistic communication or discourse, which involves the physical and mental of the speaker and the hearer, has also been proven to be

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helpful in slogan creation, as people should be aware of the context related to the words or phrases, which the brand may convey. The speech acts and politeness strategies in slogans also need to be designed strategically according to the background of their target audience (Han, 2021; Ogiermann & Bella, 2021; Voutilainen et al., 2024).

In semantics, the examination of metaphor in advertising slogans has been a captivating subject for linguists. A study examining food and beverage slogans found that the main purpose of language is to convince customers that using a specific product will lead to improved health and a positive change in their lives (Cherono, 2019). A recent study conducted by Hosana et al. (2022) further examines the linguistic techniques employed in snack commercial slogans. The findings indicate that slogans employ figurative language to effectively advertise the product and appeal to a broader consumer base. Therefore, slogans play a vital role in advertising, so the firm has to select a captivating phrase as its slogan (Bu'ulolo et al., 2020). In addition, Atmaja (2022) discovered that the most common types of figurative language used in vehicle advertising slogans are hyperbole, personification, and metonymy. A study has also shown that using metaphorical language in advertising produces emotionally powerful, intellectually engaging, and long-lasting messages (Ramadhana, 2022).

Furthermore, some experimental studies have been made to describe how linguistic aspects of slogans are valuable means to help persuade the audience. Ananda et al. (2019) proved that words in advertisements can influence viewers to purchase products through representational functions obtained through conceptual and narrative techniques. Another study of 110 English slogans conducted by Skorupa and Dubovičienė (2015) reveals that sound techniques and figurative language are frequently used in commercial advertising slogans, which enhances their memorability, appeal, and favourable brand placement. Conversely, metaphorical language and sound approaches are rarely used in slogans for social advertising efforts. A more recent study on consumers' perceptual distinctiveness towards slogans shows that (1) slogan length, which makes the slogan be remembered more, may not make the slogan be liked more; (2) slogans that use commonly used words and distinct visuals are considerably liked; (3) slogans will be more memorable if they implement variables that make consumers harder to process (Hodges et al., 2023).

Being a means of brand communication, slogans have broad linguistic aspects that have yet to be explored. However, the previous studies mainly focus on the language in advertisements produced by native speakers (e.g., English slogans produced by English companies) (Malenkina & Ivanov, 2018; Shirinbojevna, 2020). Thus, this

study seeks to narrow the gap in the literature by examining the linguistic aspects of English slogans in Indonesian products. The slogans that we analysed in this research were created by non-native English speakers.

In the case of Indonesia, there are still diverse scopes where understanding and creating effective slogans can come in handy. Previous studies on Indonesian brand slogans have focused on the economic perspective of slogans (Ilhamsyah & Herlina, 2019; Liu et al., 2021; Qu et al., 2021; Widyastuti & Nugroho, 2018). Therefore, this research is hoped to contribute by providing more round-up insights regarding slogans' linguistic characteristics, focusing on four major aspects, namely phonological style, word formation process, figurative language, and speech act.

Indonesian slogans often emphasize the products' specifications and practical applications (Dwita, 2018). The researcher primarily targeted individuals belonging to the middle-class population, analyzing their perspectives and actions in response to slogans articulated in English, Indonesian, and a hybrid of both languages. The researcher contended that the Indonesian language is primarily employed in products targeted towards clients with lower socioeconomic status (SES) due to its affordability. This phenomenon also offers evidence of the relationship between wealth, level of education, familiarity with the English language, and the social status associated with both languages. Research by Giyatmi et al. (2021) analyzed the speech acts in 31 English tourism slogans in Indonesia. They reported that representative speech acts, directive speech acts, commissive speech acts, and expressive speech acts are found in tourism slogans. However, this research's data and scope are quite limited. In this study, we attempt to use a corpus method consisting of 225 slogans to answer whether specific linguistic aspects are used in Indonesian product slogans using English. We will also supply the qualitative findings with quantitative data.

In light of the foregoing, this research explores Indonesian product slogans' linguistic aspects from some approaches (i.e., phonological style, word formation, semantics, and speech act). This study aims to study the pattern in English slogans by Indonesian companies. Due to the necessity of Indonesian products to compete internationally, product makers need to use effective marketing strategies, including using English slogans for their products. Data shows that there is a progressive increase in the average number of Micro, Small and Medium Enterprises (MSMEs) every year in Indonesia, providing benefits to employment absorption and export of local products (Bu'ulolo et al., 2020; Wijaya, 2021). Inevitably, non-native English must be able to create a short and memorable phrase to promote or sell a product,

which is one of the most effective means to grab the public’s attention. Therefore, understanding the linguistic aspects of brand slogans would shed light on modelling an effective slogan creation on local Indonesian products.

METHOD

In this study, we created a corpus of 225 English slogans for Indonesian products whose slogans are in English. Initially, our corpus data was taken from the top-fifty Indonesian products (see Figure 1) as surveyed by Katadata ([https://katadata.co.id/merek-](https://katadata.co.id/merek-lokal)

lokal; retrieved in February 2022). From the top-fifty brands, we collected 92 slogans with 565 word tokens and 225 word types. We also explored each company's derivative products, including cosmetics, food and drink, tobacco, home furniture, sports collectables, baby products, gadgets, and electronics. We included 133 other Indonesian brands from the marketplace that use English slogans to create a more extensive slogan database. The final data consists of 225 slogans with a total of 801 word tokens and 418 word types. Our slogan database is available online at <https://osf.io/wtn4e/>.

Figure 1
The Top-Fifty Indonesian Products Based on Katadata Survey



Corpus Design

We used four approaches from linguistics aspects: phonology, morphology, semantics, and pragmatics, as linguistics aspects that could shed light on characteristics of language use in slogans. Particularly, we specify the phonology approach to phonological styles, morphology approach to word

formation processes, semantics approach to the use of figurative languages, and pragmatics approach to the use of speech acts. To create the database, we manually classified the slogans based on their figurative language, phonological style, and speech act. Table 1 presents samples of our data collection.

Table 1
Examples of Data Classification for Slogan

Slogan	Product	FigLang	PhoneStyle	SpeechAct
Taste of Asia	Indomie	Allegory	Assonance	Assertive
Creamery Butter	Orchid Butter	Hyperbole		Assertive
Life is Never Flat	Chitato	Allegory		Assertive
Lite Up Your Life	Chitato Lite			Directive
Never Quit	Surya Pro			Directive
Break The Limit	GG Mild	Antithesis	Assonance	Directive
Let's Do It	L.A. Lights		Assonance	Directive
Professional Artist Cosmetics	PAC		Assonance	Assertive
Smart Choice For Your Beauty	Mirabella			Assertive
The Colours That Care	Caring Colours	Allegory	Alliteration	Assertive

FigLang column in Table 1 provides information on figurative language that conveys or illustrates another meaning of the intended words. We used the definition of metaphor as a type of comparison to suggest some resemblance or make a connection between two things having specific types: allegory, antithesis, catachresis, hyperbole, parable, pun, and simile (Knowles & Moon, 2006).

In an advertisement, allegory conveys a more extensive concept of meaning through a narrative story of non-human characters. Antithesis highlights the intended meaning of a word or a phrase by contrasting it with the opposite. Hyperbole exaggerates or emphasizes something. A pun has a purpose to amuse the target reader. Catachresis is a wordplay with a rhythmic word that reflects the

creator's freedom, imagination, and innovation (Bollobas & Kövecses, 2016). A simile, considered a tool of analogy and comparison, is comparing two things that have something in common. Lastly, personification is part of an ontological metaphor that views an object as a person.

The PhoneStyle column in Table 1 classifies phonological stylistic devices. Following Wales (2011), we categorized alliteration as the repetition of initial consonants or stressed syllables that are closely related in two or more words, assonance as repetitions occurring in vowels that are closed together, anaphora as a figure of speech in which repetition of the same initial word of successive clauses, sentences, or verses, rhyme (visual rhyme and pararhyme) as a technique that used to create a specific sound pattern at the final of clauses, phrases or verse, epiphora as a rhetorical device of repetition where the words at the final position of consecutive lines, clause or phrases are repeated, paronomasia (pun) as wordplays using words that sound similar, and phonaesthesia as a style that uses sounds to represents the appropriate meaning of a lexeme.

We classified the SpeechAct column in Table 1 according to speech act categories by Searle (2005): assertive, directive, expressive, and declarative. The five speech acts from Searle (2005) are: (1) assertive speech acts convey the speaker's attitude regarding the truth of the expressed proposition, (2) directive speech acts are used by a speaker to make the speech partner do something, (3) commissive speech acts are statements of the speaker's commitment to do something for or to the

speech partner in the future, (4) expressive speech acts function to express, reveal, or inform the psychological attitude of the speaker regarding a situation or proposition, and (5) declarative speech acts are illocutionary speech acts that, if the performance conditions are met, will lead to a good correspondence between the content of the proposition and reality.

After we classified the slogans, the next step was to generate a word list that constituted slogans. We included information such as written word frequency, word class, word category, and morphological process (see Table 2). We compared our slogan data to spoken and written British National Corpus, henceforth BNC, retrieved from <https://www.kilgarriff.co.uk/bnc-readme.html> on July 2022 (Kilgarriff, 1996). In general, 345 words are attested in spoken BNC out of 421-word types in our slogan data. For the written BNC, 246 words are attested in our slogan database. The WordFreq column shows how many times the word occurs in our dataset. SpokenFreq and WrittenFreq columns provide information about how often the word appears in both spoken and written British National Corpus (BNC). The inflected and derived forms of the same lexical word are grouped as a lemma or root (Astika & Kurniawan, 2018; Saed et al., 2022). Thus, the Lemma column gives the base word of complex words. WordPOS and LemmaPOS contain the part of speech for the word and lemma. Finally, MorphProcess describes whether the word has derivation or inflection.

Table 2

Examples of Data Classification Based on Each Word Occurring in Slogans

Word	WordFreq	SpokenFreq	WrittenFreq	Lemma	WordPOS	LemmaPOS	Morph Process
Taste	7	203	123	-	noun	-	-
Of	16	152163	154	-	prep	-	-
Asia	4	23	0	-	prop/noun	-	-
creamery	1	3	15	cream	noun	noun	derivation
Butter	1	261	105	-	noun	-	-
lite	1	0	0	-	-	-	-
up	3	16703	0	-	prep	-	-
your	33	29665	15189	-	pron	-	-
Life	14	3037	0	-	noun	-	-

We used four stages to determine whether a word-forming process exists in a slogan: identifying, categorizing, analyzing, and drawing a conclusion. Data identification was conducted by detailing the slogan data per token. The data of slogan tokens were then read carefully to determine whether there was a word formation process. Thus, morphologically, we classified our data into inflection and derivation. Affixation analysis works to identify the distinctive morphological marker (Sari, 2023). In addition, Suhandoko and Ningrum

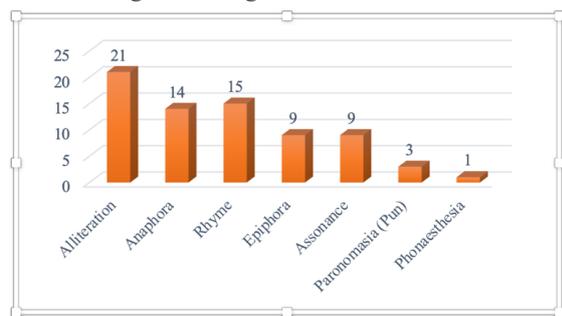
(2020) pointed out that corpus helps conduct affixation analysis.

FINDINGS

Phonological Style

From a total of 225 slogans, 72 slogans contain phonological styles. As presented in Figure 2, alliteration dominates the data, followed by rhyme, anaphora, epiphora, assonance, paronomasia, and phonaesthesia. Meanwhile, table 3 presents some examples for each phonological style.

Figure 2
Counts of Stylistic Devices Occurring on Indonesian Brands' Slogans in English



The possible reason why alliteration dominates the overall data is that most phonemes in modern spoken languages are consonants. Thus, it is considerably easier to use the alliteration (consonant repetition) style to create slogans rather than its counterpart, assonance, in which the repeated parts are vowels (Wales, 2011). The second most used phonological style is rhyme. This finding is surprising because producing rhymes is more challenging for slogan creators than creating anaphora, as rhymes have a particular pattern to

follow (Ishchuk & Artem, 2020). Furthermore, making a poetic advertisement requires creativity and, sometimes, demands the slogan makers to think out of the box so that their superiors and their market accept it.

As for anaphora, in which repetition occurs on the same initial word of successive clauses, sentences, or verses, it is less popular than alliteration and rhyme in our data. Unlike epiphora, the final word repetition on consecutive lines or phrases, anaphora is considerably less challenging to create for slogan makers. In other words, finding two words with minimal pairs in the initial position and aligning with the product's vision is less challenging in slogan creation than creating final word repetition. "Nimble on road, Nimble in style", for example, the slogan highlights "nimble", whereas the road is used to describe the place where the product is best used, and style is used to represent the stylishness of the product. In epiphora, not only do the slogan makers need to consider whether the final word repetition is in line with the product, but they also need to consider whether the slogan is still effective and memorable in grabbing the potential audience's attention.

Table 3
Examples of Phonological Style in Indonesian Brands' Slogans in English

Phonological Style	Slogan	Phonetic Transcription
Alliteration	Baby happy, b ody fit Fast is F un The Colours that C are	/bæbi hæpi, bɒdi fit/ /fæst ɪz fʌn/ /ðə kɒləz dæt keə/
Assonance	L ight Sheen L ife L ite up your l ife	/laɪt ʃi:n laɪf/ /laɪt ʌp jɔ: laɪf/
Anaphora	R ide faster, r ide further M y Life, M y Adventure N imble on road, N imble in style	/raɪd fæstə:, raɪd fə:ðər/ /maɪ laɪf, maɪ əd'ven.tʃər/ /nɪmbl ən roʊd, nɪmbl ɪn stɑɪl/
Epiphora	Taste g ood, feel g ood	/teɪst ɡʊd, fi:l ɡʊd/
Rhyme	Dynamic Metallic Find a good mood Nexian, Next Generation Best Quality in harmony Mango Monroe	/daɪnæmɪk mətæɪlɪk/ /faɪnd ə ɡʊd mu:d/ /nekʃɪən. nekst ˌdʒenə'reɪʃən/ /best 'kwɒlətɪ ɪn 'hɑ:məni/ /'mæŋɡʊə mən'roʊ/
Paronomasia (pun)	a pple- y ever after	/æpli: evə: æftə:/
Phonaesthesia	C runchy Combo	/krʌntʃi kɑ:mboʊ/

As presented in Table 3, "Lite up your life" /laɪt ʌp jɔ: laɪf/, exemplifies assonance. The challenging part of using assonance is formulating words with phonologically similar vowels in the middle. Still, the words must have different consonants in the slogan's initial and/or final position. The repeated words in "Lite up your life" /laɪt ʌp jɔ: laɪf/ have the same initial consonants (/l/), followed by a similar diphthong /aɪ/. However, they end with different consonants, which are /t/ and /f/.

Finally, the two least used phonological styles are puns and phonaesthesia. The difficulty in using

these styles in slogans comes with the limitation of words with similar pronunciations. Not to mention, the slogan maker needs to relate the slogan with the product they are offering. They also want to make the slogan more memorable and more favorable for the consumers (Hodges et al., 2023). For these reasons, paronomasia and phonaesthesia are almost inapplicable to make slogans persuasive for the market targets.

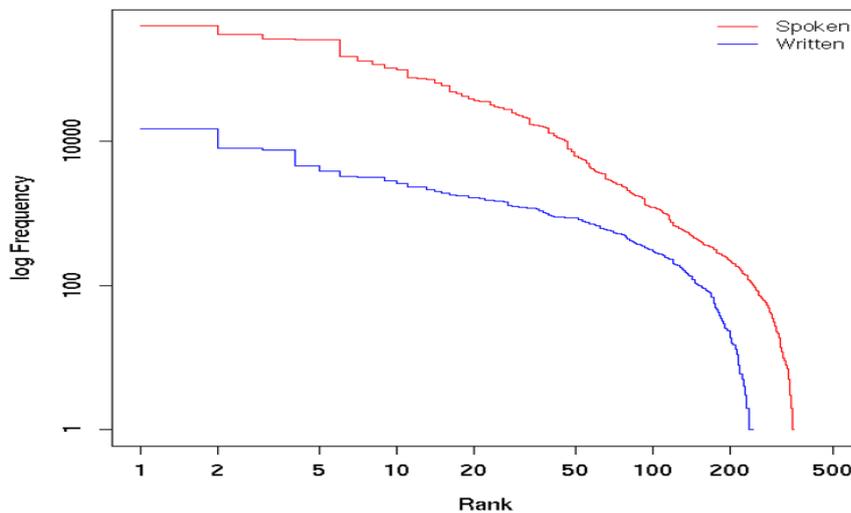
Word Formation Process

Figure 3 presents the plot for frequency-rank distribution for words attested in corpus slogan, spoken corpus, and written corpus using logarithmic scales (Zipf, 1949). The figure clarifies that the highest-ranked word in our slogans for spoken language exceeds the frequency of the highest-ranked words for written language. In addition,

independent sample t-tests were conducted to compare the mean of spoken and written words attested in our slogan data. The token frequency mean for spoken language is 9651.0395, whereas for written language, the token frequency mean is 593.2602 ($p < 0.0001$).

Figure 3

Rank-Frequency Curves for Slogan Tokens Attested in Spoken and Written BNC. Slogans Mostly Use Words from Spoken Language instead of Words from Written Language



Interestingly, we observed that the 10-most frequent spoken words are from function words: ‘the’, ‘I’, ‘you’, ‘and’, ‘it’, ‘of’, ‘that’, ‘in’, ‘is’, and ‘do’. In contrast, content words dominate the ten most frequent words: ‘your’, ‘high’, ‘use’, ‘Italian’, ‘identity’, ‘leaves’, ‘flying’, ‘queen’, ‘helpful’, and ‘reveal’. The last ten words are ‘creamery’, ‘last’, ‘perfumed’, ‘scrupulous’, ‘transforming’, ‘stewardship’, ‘center’, ‘serenity’, and ‘wafer’ for spoken data. Meanwhile, we observed ‘open’, ‘coal’, ‘Indonesia’, ‘last’, ‘am’, ‘get’, ‘tropical’, ‘I’, ‘it’, and ‘the’ for the least ten words in BNC written data. We did not exclude highly frequent words from the BNC corpus because we found the words helpful for examining the characteristics of words in slogans. Furthermore, 47 words are attested in neither spoken nor written BNC. These words are most probably made for the sake of innovation (e.g., ‘apple-y’ as in ‘apple-y ever after’, ‘something’ as in ‘be you, be something’, ‘cupdate’ as in ‘cupdate your taste’), or for the sake of showing Indonesia’s uniqueness (e.g., ‘djokdja’ as in ‘smart, smile, djokja’, ‘ojek’).

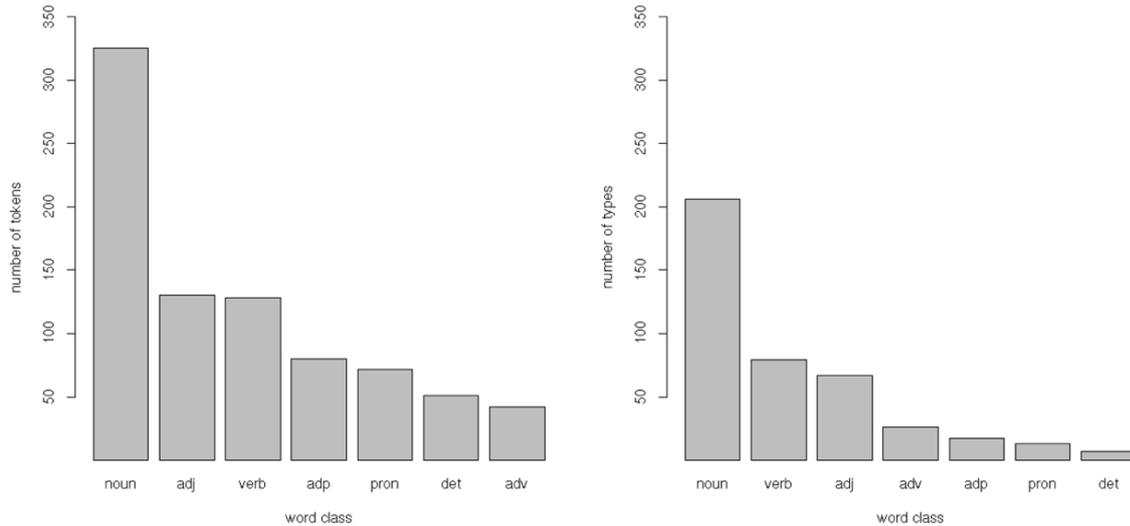
Based on word formation (431 observations), we found two dominant morphological forming processes, which are compounding (13 tokens) and affixation (123 tokens). Slogans use morphological

processes, especially affixation, as a language tool that could derive acceptable meanings more efficiently. For instance, the slogan "Nature's Fine Selection" uses the inflectional suffix -s to shorten the meaning of the word possessive while removing parts of the prepositional structure ‘of’ that are needed to convey the meaning. This makes the formed phrase structure shorter. Thus, the phrase is easier to remember.

The word formation of affixation did not only occur in a derivational process but also in an inflection. For the word-formation of affixation, we found 48 words containing derivational process (e.g., -al, -y, -ity, -ion, -ness, -ic, -ly, -ance, -ful, -ship) and 75 words containing inflection (e.g., -s, -ing, -er). Furthermore, our data show that slogans mostly use nouns, verbs, and adjectives. (see Figure 4). Nouns mostly describe what kind of product the slogan intends to convey (e.g., ‘coffee’ as in ‘when coffee is your lifestyle’, ‘taste’ as in ‘taste of Asia’, ‘chocolate’ as in ‘Italian chocolate taste’). Verbs occur in the imperative form, such as ‘reveal’ as in ‘reveal your beauty’ and ‘connected’ as in ‘always on, always connected’. Adjectives mainly modify nouns to describe the product’s characteristics (e.g., ‘maximum’ as in ‘maximum protection and comfort’, ‘fruity’ as in ‘fruity powder drink’).

Figure 4

Counts of Part of Speech in Slogan Database (Left Panel is Based on Token Frequency, The Right Panel is Based on Type Frequency)



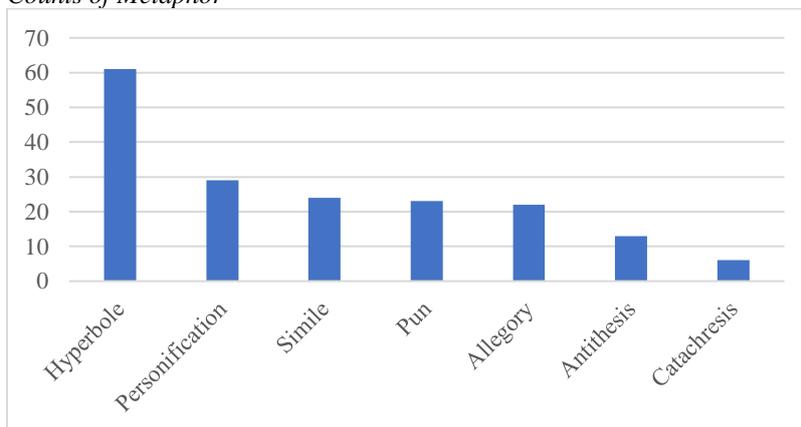
Figurative Language

As presented in Figure 5, metaphor occurs in 168 out of 255 slogans, with hyperbole as the most frequent (61 counts). Hyperbole may sound like over-claiming or self-claiming; even so, hyperbole can give a strong impression or emotional feedback. Adding to Cherono (2019), who mentioned that many advertisement slogans have manipulative language by using metaphor, we found that Indonesian products that use English slogans have

exaggerated language. In slogans, the most important point to be emphasized is the quality of the product. It is related to the function of the slogan, which is to give an excellent impression to the potential buyer. However, sometimes we find a “best seller” label on a product to exaggerate the selling quality. Therefore, it is not only manipulative but also exaggerated language used in slogans to persuade potential consumers.

Figure 5

Counts of Metaphor



Personification, simile, pun, and allegory shared almost equal counts (29, 24, 23, and 22 counts, respectively) in Figure 5. As figurative language implies what is stated in the slogan, Table 4 provides the implication of some other metaphors found in our data. Pun, as a wordplay, may have some phonetic rhyme to give playful and ear-catching sounds. Interestingly, we found that puns mainly occur at the phonological level, such as

“Apple-y Ever After”, “Better Fly”, and “Cupdate your taste”. An interesting example is “TIVOLI, I Love It”. If the slogan is read backwards, the slogan still sounds alike. Another example is “Meet your true mate”. The words ‘meet’ and ‘mate’ sound similar. Besides, ‘mate’ is pronounced like cosmetic texture, ‘matte’. Finally, our data show that antithesis (13 counts) and catachresis (6 counts) are the least used among other metaphors.

Table 4
Examples of Figurative Language in our Slogan Corpus

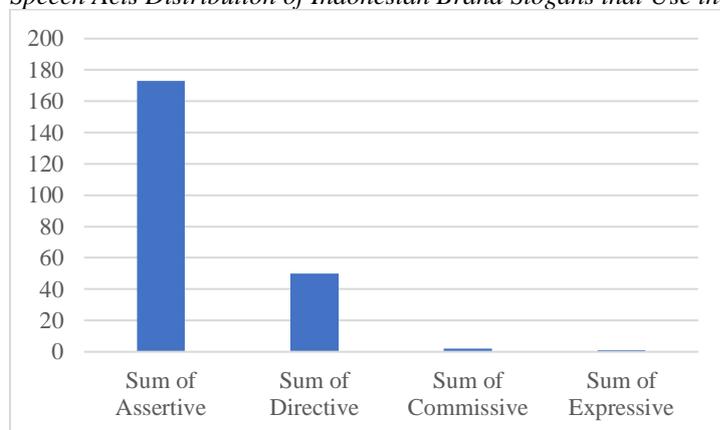
Metaphor	Slogan	Implication
Allegory	A Journey of happiness	The phrase 'A journey' gives an impression of a trip to reach a life goal: happiness. It touches the audience's sentimental feelings.
Allegory	Growing in stewardships, transforming lives	This slogan tells a story of how the brand is committed to stewardship to change lives to be better.
Personification	Inspiring beauty	The product produces beauty that can be inspiring
	The Colors That Care	The colors care about customers' needs.
Antithesis (serenity and city center)	Serenity in City Center	Serenity can usually be found in remote or rural areas. Meanwhile, the city center is associated with bustling sounds and crowdedness. However, this slogan wanted to convey that their product can give serenity even in the city center.
Antithesis (high and low)	Ethnic high & ethnic low	High and low shows contrast to each other. Even so, the slogan wanted to convince the audience that the product can embrace all the ethnic, either high or low.
Simile	Be You, be Somethinc	This slogan encourages people to be themselves, and it identifies that the customer has a similar characteristic to the product. The purpose is to build intimate relationships with customers to gain emotional feelings.
Simile	Fast is fun	This slogan compares fast with fun. Indeed, in some particular situations (adventure or game), being fast means inducing adrenaline which can be associated with anticipating excitement in many cases.
Catachresis	Let's beautyploration all day ('beautyploration' derives from 'beautiful' and 'exploration')	This slogan wanted to encourage people to explore their beauty on a daily basis. This encouragement invited them to buy and consume the product offered.
Catachresis	Better Fly ('better fly' is meant 'butterfly')	This slogan from an airline gave another alternative image of a butterfly. With the gracefulness of the butterfly, this slogan implied their brand performance. However, better here also can be means of comparison with the competitors.

Speech Act

Having some analysis based on the word's internal structure, we are curious to see how the reader perceives the slogan as one unit. Thus, we used speech acts classification from Searle's (2005) theory to analyze the data. As presented in Figure 6,

our findings suggest that Indonesian brand slogans frequently use assertive speech acts (173 data) and directive speech acts (50 data). Only one slogan uses expressive, and only two data use commissive speech acts.

Figure 6
Speech Acts Distribution of Indonesian Brand Slogans that Use the English Language



The nature of slogans that represent products or services tends to explain the product quality or features, hence the assertive speech act. Assertive speech acts express a speaker's attitude, to varying degrees, regarding the truth of the proposition being said, which, in this case, is the products or services represented by the slogans. The assertive

illocutionary speech act can be neutral, such as telling, or leaning to one side, such as convincing. For example, the slogan of a food product, "Taste of Asia", conveys the information that the food is so Asian. In fact, the product has typical flavors depending on the Asia region including *soto* 'traditional Indonesian chicken/beef soup', *kari*

'curry', and *rendang* 'beef stew'. Directive speech acts demand specific actions, with various levels, to be carried out by speech partners (Vincent et al., 2023). This speech act includes ordering, commanding, pleading, requesting, suggesting, advocating, advising, and others. "Break the limit" is an example of a slogan with a directive speech act.

In the context of slogans, the role of directive speech acts is relatively easy to understand because the goal of slogans is to make the audience buy or use the goods or services represented either directly or indirectly. Expressive speech acts function to express, reveal or inform the psychological attitude of a speaker, to varying degrees, regarding a situation or proposition, such as expressing fondness, hatred, praise, expressing condolences, and others (Ogiermann & Bella, 2021). In the context of slogans, expressive speech acts express a preference toward the represented product or service. A good example of expressive slogan in our data is "TIVOLI, I love it" that contains the word "love" to express the pleasure and joy feeling when using Tivoli. By projecting a positive psychological attitude toward the product, the slogan may seek to ignite a similar attitude from its audience. Finally, the commissive speech act was only found in the slogan of an insurance product, "Protecting your family". Commissive speech acts express a speaker's commitment to do something in the future (Tomasello, 2023). In this research, the context of using a commissive speech act in an insurance brand or product seems quite apparent since the nature of this product is to commit to the promised service in case anything happens in the future.

DISCUSSION

The question in this study is related to linguistic aspects we could find from Indonesian top brands that use English slogans. We conducted qualitative and quantitative analyses, including phonological styles, word formation processes, figurative languages, and speech acts. The quantitative analysis was used to further support the qualitative approach.

Complementing Fadilah and Tawami (2020), our results show that Indonesian brands use slogans with repetition of initial sounds, or alliteration, more frequently than the other phonological styles. Using phonological style in intralingual texts (e.g., alliteration, assonance), can help create Indonesian product's slogans that appeal to audiences worldwide. In addition, our findings suggest that anaphora occurs more than epiphora; again, showing that initial repetition is prominent in slogans. The importance of initial sounds in slogans recalls a study by Leininger (2014) that proved evidence that the first letter of a word is the essential contributor to word recognition, even at an early age.

Furthermore, several studies on how readers interpret alliteration in sentences revealed that readers read and comprehend sentences that contain repeated word-initial phonemes more slowly and inaccurately (Kennison, 2004). Thus, the sentences lead to longer fixations and need more rereading (Frisson et al., 2014). It is possible that slogans with initial sound repetition would lead to longer attention from the audience than slogans without initial sound repetition. Regarding our finding, the alliteration strategy in slogans may result in grabbing the longer attention of potential buyers.

Morphologically, we found that most of the new word formations in the slogan are taken from spoken words and mainly involve affixations with inflectional processes. This morphological construction is because the slogan should be able to string the words into meaningful sentences. As a result, shorter slogans in a phrase could be considered more effective than those formed in a sentence that should have at least two constituents with different parts of speech and functions; nouns as subjects and verbs as predicates. As nouns as a subject and verbs as a predicate are regarded as the essential part of a sentence (Greenbaum & Gerald, 2022), we also found that both parts of speech are vital in a phrase -in this case, slogans-. Not to mention, adjective plays a critical role in modifying and describing the product. Furthermore, our data showed that a simple morphological process, inflection, could reflect the simplicity of the slogan. This simple word formation process makes the reader not find it challenging to comprehend the slogan because they do not need more extensive vocabulary knowledge to understand the meaning (cf. Aryanika et al, 2021, Denistia & Baayen, 2023), and for lexical processing in derivatives (Stupak & Baayen, 2022).

From the previous studies on figurative language, most of the researchers focused on a particular field of the slogan, such as cosmetics, food and drink, cigarette, and automotive products (Atmaja, 2022; Cheronno, 2019; Hosana et al., 2022; Oktaviani, 2019; Ramadhana, 2022). Our findings are not related only to a particular product. We reach a broader field of 225 English slogans by Indonesian companies ranging from cosmetics, food and drink, tobacco, home furniture, sports collectibles, baby products, gadgets, and electronics. The highest percentage of hyperbole in our corpus of slogans supports Skorupa and Dubovičienė (2015) argument that figurative language is crucial for making English slogan messages memorable and emotive. Building upon Cheronno's (2019) assertion that numerous commercial slogans employ deceptive language through the use of metaphor, our research reveals that advertisement slogans also employ overstated language. In slogans, the crucial aspect to highlight in advertisement slogans is the product's quality. Therefore, the purpose of a slogan

is to create a positive impression on potential buyers. In other cases, there are instances where a "best seller" label is used on a product to overstate its quality. Hence, the slogans employ both manipulative and hyperbolic language to sway prospective consumers.

From a pragmatic point of view, asserting product quality and highlighting the benefits that potential customers may get is considered the primary pragmatic strategy in Indonesian slogans. This finding aligns with López (2023), who states that a speaker using assertive speech acts believes the truth of what they are saying and expects the speech partner to believe it. Our finding also aligns with Dwita (2018), who states that Indonesian slogans often emphasize the products' specifications and their practical use. Another research that aligns with our findings came from Arrosid and Munandar (2018), which studied illocutionary acts used in online airline advertising slogans. Their study found that the most common speech act in advertising slogans is the assertive speech act. The possible reason why assertive and directive become prominent is due to the nature of the slogan or advertisement, which commonly does not allow room for the audience to respond. With such limitation, the assertive speech act is utilized to persuade customers by asserting product values that relate to the customers' needs or emphasize the product's quality. To a certain extent, the finding about the directive speech act is in line with Hussein and Abttan (2018), which studied persuasive slogans used in British and Iraqi Parliamentary election campaigns. The study found that the second most used speech act in persuasion slogans is the directive speech act. The directive speech act mainly presents a "call to action" statement in slogans. However, it is worth noting that in slogans, the call-to-action statement does not always mean using or buying the products. In some cases, it may serve as a "catchphrase" that its potential customers can use in their daily conversation, thus contributing to the exposure and recognition of the brands or products. Nonetheless, with essential felicity conditions in advertising or product slogans, the audience is expected to understand that the purpose of the directive speech act is a persuasion act regarding the product or service.

CONCLUSION

Slogans employ a range of language elements, which appeal to prospective buyers. What linguistic aspects are present in slogans is the question that this study attempts to answer. We gathered 225 slogans to create a corpus of slogans. We used phonological, morphological, semantic, pragmatic, and corpus techniques to analyze the slogans. Data was manually categorized based on phonological style, word creation process, figurative language,

and speech acts using information obtained from the company's product website and marketplaces.

According to our phonological analysis, alliterative slogans are used by Indonesian brands more frequently than slogans with other phonological patterns. The usage of alliteration or general starting sound repetition may increase the slogan's memorability. According to our morphological analysis, most of the new word formations in the slogan are derived from spoken words and mainly involve affixations with inflectional processes. The slogan's objective, which readers should remember, is served by the relatively simple morphological procedure used in slogan generation. Hyperbole is metaphorical language that is frequently employed in slogans for Indonesian products. The use of hyperbole creates an emotional connection between the audience and the product. Last but not least, asserting product quality and emphasizing the advantages that potential buyers will receive may be viewed as the main pragmatic method in Indonesian slogans.

We hope to have proven that using alliteration phonological style, simple words, hyperbolic language, and assertive speech act could reasonably strengthen the slogan's memorability. In this regard, we leave the question of whether these linguistic aspects possibly awaken the public to a more receptive attitude and thus lure consumption for further research.

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