

CHAPTER IV

DATA ANALYSIS

In this chapter, the writer presents and explains the hidden meaning of selected spoken slogans based on Relevance Theory which used on television advertisement.

4.1 Findings and Analysis

1. Datum 1

Connecting people

EXPLICATURE

The explicature of Datum 1 can be seen in (1.1)

(1.1) *Nokia can help people **to connect** with other in the world with use their products.*

The subject of the imperative sentence in Datum 1 is **Nokia's brand** itself referring to **Nokia products**. So, the explicate *connecting people* is *Nokia products can help you to connect with other*.

The utterance in Datum 1 does not directly explain what the mean of Nokia's motto. It however can stimulate their consumers to activate their memories about technology of mobile phone that able to help people connect with other. It might retrieve the technology of mobile phone as in (1.2), (1.3), and (1.4).

(1.2) connection via call is a technology of mobile phone.

(1.3) connection via SMS text is a technology of mobile phone.

(1.4) connection via internet is a technology of mobile phone.

If Nokia's slogan is processed as in (1.2), (1.3), and (1.4), it would yield an implicated conclusion as in (1.5).

(1.5) Nokia use their internet technology connection to connect people in the world.

In conclusion, Nokia's slogan in Datum 1, which does not clearly utterance but we know the mean of the slogan is that the use of Nokia products, a person can connect themselves with others despite the distance between them so far. Advertiser illustrated to consumers using the slogan "Connecting people", so that consumers can imagine how easy it is to have a Nokia product so that they can connect with others through SMS and telephone.

2. Datum 2

Make believe

EXPLICATURE

The explicature of Datum 2 can be seen in (2.1).

(2.1) Sony make their consumers believe with their products.

The subject of the imperative sentence in Datum 2 is **to do, build and design** and **the thoughts, ideas and dreams** referring to **Sony's creativity and innovation**. So, the explicate *make believe* is *Sony's creativity can make the consumer believe with their innovation*.

Slogan “*Make. Believe*” are not only the meaning of make believe, but “make” means to do, build and design. “Dot” means the relationship between ideas and efforts to connect businesses and ideas before. “Believe” means the thoughts, ideas and dreams. However many people forget the “dot” in between the word “make” and “believe”. Slogan “*Make. Believe*” symbolizes the spirit made for creativity and innovation as well as marking the beginning of the unification of the overall brand message that includes Sony products in the fields of entertainment and electronics. Sony uses slogan “*Make. Believe*” in all consumer communication with quality entertainment and so to strengthen the company Sony. This is the next step in the transformation to the stage business because they have positioned themselves as the number one communication entertainment brand. It makes the consumer's memories concerning Sony products automatically comes up. They might retrieve the kinds of Sony products as in (2.2), (2.3) and (2.4).

(2.2) *Camera is a Sony product of electronic.*

(2.3) *TV is a Sony product of electronic.*

(2.4) *Mobile phone is a Sony product of entertainment.*

If Sony's slogan is processed as in (2.2), (2.3) and (2.4), it would yield an implicated conclusion as in (2.5).

(2.5) *Sony show the unity between communication and entertainment in their products.*

In conclusion, Sony's slogan in Datum 2, which does not clearly but we know that Sony Ericsson sync with other Sony Group companies, as well as to show unity between communication and entertainment. Previous message Sony use a different brand for each line of business. With the Sony make.believe brand message using either uniform in the field of electronic business, games, movies, music, smartphone and network services.

3. Datum 3

Life's good

EXPLICATURE

The explicature of Datum 3 can be seen in (3.1).

(3.1) *your life is good if you use our products.*

The subject of the imperative sentence in Datum 3 is **LG** itself referring to **Lucky Gold star**. So, the explicate *life's good* is *your life will be good using Lucky Gold star products*.

LG's slogan in (3.1) does not clearly explain what they want to show their products. Many people know that LG is refer to their slogan "life's good" but that's all is false because LG originally stood for Lucky Gold star it is a South Korean company that manufactures mobile phones, and other devices such as television and home appliances. It however stimulates consumers to activate their memories about LG products that can help their life automatically comes up, like in (3.2), (3.3), and (3.4).

(3.2) mobile phone is LG product that helps our life.

(3.3) laptop is LG product that helps our life.

(3.4) washing machine is LG product that helps our life.

If LG's slogan processed in (3.2), (3.3), and (3.4), it would yield an implicated conclusion as in (3.5).

(3.5) LG make your life better than before use LG products.

In conclusion, the meaning of LG's slogan in Datum 3 is by using LG products people will believe that they will live better.

4. Datum 4

Think different

EXPLICATURE

The explicature of Datum 4 can be seen in (4.1).

(4.1) *make **your thinking** is **different** with others.*

The subject of the imperative sentence in Datum 4 is **you** referring to **consumers**. So the explicate *think different* is *consumers please think different*.

Apple's slogan in (4.1) does not clearly to explain their motto. It is just the grammar used in the slogan "Think different" is wrong, but this rule can be broken to achieve the effects of the consumer. It however stimulates the consumers to activate their knowledge about grammar like in (4.2).

(4.2) *Think is a verb and should take the adverb "differently" not the adjective "different".*

If Apple's slogan is processed as in (4.2), it would yield an implicated conclusion as in (4.3).

(4.3) *what to think as opposed to how to think, so it make our thinking is different with others.*

In conclusion, Apple's slogan in Datum 4, which does not clearly utterance but we know the mean of the slogan is that advertiser advises consumers to rethink if they want to buy a similar product with Apple product, since the company Apple has differences with other products.

5. Datum 5

At the heart of the image

EXPLICATURE

The explicature of Datum 5 can be seen as in (5.1)

(5.1) *Nikon can take pictures according to what you want.*

The subject of the imperative sentence in datum 4 is **camera** referring to **Nikon products**. So, the explicate *at the heart of the image* is *Nikon can take pictures same with you want*.

If we read the slogans carried by nikon then we will wonder what exactly the intent of the slogan. To find out what the meaning of the slogan then we will re-enable our knowledge of the superiority of camera nikon that can realize the image we want. We can see it like in (5.2), (5.3), and (5.4).

(5.2) *Color accuracy of the Nikon camera is very accurate.*

(5.3) *the auto focus that Nikon owned faster than other cameras.*

(5.4) *Nikon has the ability to record video with maximum resolution of Full HD 1080p at 30fps.*

If Nikon's slogan is processed as in (5.2), (5.3), and (5.4) it would yield an implicated conclusion as in (5.5).

(5.5) *Nikon will always explore the potential for creating new value and secret images to inspire consumers to realize all the aspirations of the hearts of consumers.*

In conclusion, Nikon's slogan in Datum 5 which does not directly explain their mean but we can know the meaning of the slogan is Nikon Company continues to explore the potential for creating new value and secret images to inspire consumers to realize all the aspirations of the hearts of consumers.

6. Datum 6

See what we mean

EXPLICATURE

The explicature of Datum 6 can be seen as in (6.1).

(6.1) *consumers can see what **products** that we produce.*

The subject of the imperative sentence in Datum 6 is **Canon** products itself. So, the explicate *see what we mean* is *consumers can see what products that we can produce.*

If Canon's slogan is processed as in (6.1) it means that the company does products that produce something visual, so we must memorize again what things that can produce something visual. We might retrieve the kinds of the thing as in (6.2), (6.3), and (6.4).

(6.2) *TV can produce visual.*

(6.3) printer can produce visual.

(6.4) camera can produce visual.

From processed (6.2), (6.3), and (6.4) above, we know that TV not only produce visual but also audio visual different with printer and camera, both of them only produce visual. It would yield an implicated conclusion as in (6.5).

*(6.5) **Canon** only produces something visual with high quality products.*

In the last conclusion, this slogan tells us that printers and cameras call for action which hints at the quality, it is a very clever call, because it basically says if you see our products, you will realize how good they are.