

## A SYNTACTIC AND SEMANTIC ANALYSIS ON MOTORCYCLE SLOGANS

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**Abstract.** Language has function as a media communication. Language has very important role as a means of communication; with language, human beings can express most of their thoughts, feelings, and knowledge to the others in their daily lives. Linguistics Description refers to the exploration and classification of linguistic features of a given text and the linguistic features. Besides, linguistics is study about the language and the social aspect of society. Slogan is an image sign of company. It is a phrase that comes and goes with particular lines of products on all its adverts whatever the campaign. Motorcycle slogan is a memorable motto or phrase in creating product branding as a repetitive expression of an idea or purpose. This study is specified in the analysis of syntax and semantics on motorcycle slogan in Indonesia. This study had three problems statement, they were: what types of slogan used in motorcycle slogans, what the syntax are used on motorcycle slogans and what the semantics are used on motorcycle slogans. In this research, the researcher used qualitative research design. The researcher took the motorcycle slogans as a source of data. The researcher only focuses on motorcycle slogans in Indonesia, especially Honda, Yamaha, and Suzuki product. Based on this study, the researcher found 7 descriptive slogans, 15 superlative slogans and 6 provocative slogans. The researcher could not find kind of imperative slogan. From the description above, the researcher concluded that most of motorcycle slogan used superlative slogans. Most motorcycle slogans used superlative types. In syntax, the researcher found 22 phrases (21 noun phrases, 1 verb phrase), and 6 slogans were not phrases but sentences. So, noun phrase were found dominantly in the motorcycle slogans. In semantics, the researcher found 9 denotative meanings, and 19 connotative meanings. So, connotative meanings were found dominantly in the motorcycle slogans. Based on the results of the study, it could be concluded that each motorcycle slogans had its own type and meaning. Motorcycle slogans used by companies to promote their motorcycle to the customer motorcycle products.

**Keywords:** slogan, motorcycle slogans, syntax, semantics

### INTRODUCTION

Slogan itself is a memorable motto or phrase used in a political, commercial, religious and other context as a repetitive expression of an idea or purpose (Khulel, 2012: 3). First, advertising slogan can appear on product, they are claimed to be the most effective means of drawing attention to one of more aspect of a product. Slogan is a memorable motto or phrase used in creating branding as a repetitive expression of an idea or purpose (Hapsari, 2014: 9).

Now a day, in the enterprise era, competition in selling products becomes very strict, particularly; in mobile phones and cars which are valuable thing in human life. Advertising is one style of marketing from business in the commercial world. The advertisements in companies always take many alternatives of business to expand their profits from the user. One of the alternatives using advertisement is to sell and acquaint the commodities in public although needing a lot of money. The company makes acquaintance goods trough all mass media such as in television, radio, traditional and modern market, newspaper, internet and magazine.

The language of slogan represents the particular product. Slogan is the image of a product which cannot be used by others. Slogan has a special characteristic that is different with other products. Guy Cook (as cited in Ni'mah, 2012:14), adds that the slogan should be used by a company selling a particular product will tie in closely with the descriptions used in the advertising copy. The aim of slogan make is to attract consumers to choose the product. The advertisers often choose attractive words although the words are not familiar for the customers.

Based on the statements above, the researcher is interested on motorcycle slogans in Indonesia, especially Honda, Yamaha, and Suzuki product. Then, the slogan as the data must be an English slogan. Furthermore, the researcher analyses on motorcycle slogans uses in syntactic and semantic study. This article attempts to explain and to describe 1) the types of slogans, 2) the syntactic structure of the slogans, and the semantic meaning of the slogans.

For syntactical unit the focus will be on *noun phrase, verb phrase and prepositional phrase*. The denotative and connotative meaning will be the focus on semantic analysis. The data were taken from documents, and will be analysed textually in a descriptive qualitative way.

## LITERATURE REVIEW

First, the study of slogan had been done by Khulel (2012) under the title “*An Analysis on the Meaning of Print and Electronic Advertising Slogan*”. The study refers to semantics analysis on the meaning of printed and electronic advertising slogan. This researcher tries to find the characteristics of printed and electronic advertising slogan, types of advertising slogan used and the meaning of printed and electronic advertising slogan. The second, the study of slogan had been done by Hapsari (2014) under the title “*An Analysis of Stylistic Features of Language on Indonesian Universities Slogan*”. The study referred to types of universities slogan used by Indonesian universities and stylistic features on Indonesian universities slogan.

The third researcher is Zahro (2009), under the title “*A Linguistic Analysis on English Slogan of Electronic Products*”,. The study referred to the linguistic forms of English slogan of electronic products, the meanings of English slogan of electronic products, and the functions of English slogan of electronic products. The fourth research is Ni'mah (2012), under title “*A Pragmatic Analysis of English Slogan on Mobile Phones And Cars Advertisement*”. The study referred to the linguistic forms of English slogan used in mobile phones and cars advertisement, the lexical meanings of the linguistic forms used in English slogan of mobile phones and cars advertisement, and the implicative of English slogan used in mobile phones and cars advertisement.

The last researcher is Ashari (2009), under the title “*A Pragmatics Analysis of the Slogans in TV Commercial Advertisement Products*”. The study referred to the linguistic forms of the slogans in the TV commercial advertisement products, and the implicative of each slogan on the products which are advertised in the TV commercial advertisement. This study is specified on the analysis of syntactic and semantic study on motorcycle slogan. The syntactic study, the researcher tries to analyze motorcycle slogan through phrasal categories. The semantic study, the researcher focuses on two kinds of meaning, denotative meaning and connotative meaning only.

Language is many things- a system of communication, a medium for thought, a vehicle for literary expression, a social institution, a matter for political controversy, a catalyst for nation building. All human beings normally speak at least one language and it is hard to imagine much significant social, intellectual, or artistic activity taking place in its absence. Each of us, then, has a stake in understanding something about the nature and use of language (O’Grady, and Katamba, 1997:1). It a single conceptual system, or whether there are as many conceptual systems as there are Languages (Leech, 1983:24). Language can be described (as it is described by Wallace chafe, in *meaning and the structure of language, p. 15*) as a system which mediates, in a highly complex way, between the universe of meaning and the universe of sound’s (Leech, 1983:178).

## Syntax Categories and Semantic Meaning

O’Grady (1997: 181) asserts that syntax is the system of rules and categories that underlie sentence formation in human language. Syntax can be simple, complex or highly standardized, for example. A formal text will contain many examples of complex syntax, almost certainly. When you discuss about the words in their combination in a sentence, the term syntax is used; but when you discuss the form of words – such as the use of inflexions, prefixes and suffixes, the term morphology is used (As cited in Hapsari, 2014: 21).

According to Nur (2013: 40), Syntactic is one branch of the fundamental (basic branch) linguistics. Syntactic is external study. Here are three definitions of syntax:

1. Syntax is the branch of grammar which is concerned with the study of the arrangement of words in sentences and of the means by which such relationships are shown, e.g., words order or inflexion.
2. Syntax is concerned with the discovery of basic sentences types and with the description of the possible substitution for each element of the basic types.
3. Syntax is the study and rules of the relation of words to one another as expressions of ideas and parts of the structures of sentences; the study and science of sentence construction.

A fundamental fact about words in all human languages is that they can be grouped together into a relatively small number of classes, called syntactic categories. This classification reflects a variety of factors, including the type of meaning that words express, the type of affixes that they take, and the type of structures in which they can occur (O’Grady. 1997: 182). There are two categories in syntax; lexical categories and non-lexical categories. The term for phrase by Jhon E Warrnier (1982) is used in this article. There are eight categories of phrase introduced; *prepositional phrase, adverb phrase, participle phrase, gerund phrase, infinitive phrase, noun phrase, verb phrase and adjective phrase*.

To anlyse the semantic meaning, this article uses the term introduced by Leech (1983). Seven types of meaning are used as the conceptual framework. The focus area of this semantic menaing is denotative and connotative. Denotative meaning is an inextricable and essential part of what language is, such that one can scarcely drink language without referring to it Connotative meaning is the value of an expression that by virtue of what is referred to, over and above it is purely conceptual meaning (Leech. 1983:9).

## DISCUSSION

There are four types Motorcycle advertising slogan; imperative slogan, descriptive slogan, superlative slogan, and provocative slogan. Motorcycle Company uses the slogan differently. The categorization can be seen on table 1. The syntactical analysis for 21 types of slogans used, shows the dominant of adjective phrase. O’Grady (1997: 181), syntax is the system of rules and categories that underlies sentence formation in human language. Syntax can be simple, complex or highly standardized, for example. A formal text will contain many examples of complex syntax, almost certainly. When you discuss about the words in their combination in a sentence, the term syntax is used; but when you discuss the form of words – such as the use of inflexions, prefixes and suffixes, the term morphology is used. (As cited in Hapsari. 2014:21)

Table 1: Slogans Categorization

No	Product	Motorcycle and its Slogan	Types of Slogan			
			Imperative	Descriptive	Superlative	Provocative
1.	H O	HONDA PCX	-	-	√	-
		<b>My signature</b>				
2.		HONDA BEAT	-	-	-	√
		<b>Unbeatable you</b>				
3.		HONDA REVO AT	-	-	√	-
		<b>The real advanced cub-matic</b>				
4.		HONDA SCOOPY	-	√	-	-
		<b>Uniquely happy</b>				
5.		HONDA VARIO125	-	-	√	-
		<b>I’m vario125 Life is future</b>				
6	HONDA ABSOLUTE REVO	-	-	-	√	

7.	N D A	<b>Your powerful style</b>				
		HONDA BLADE		√		
		<b>Catch it</b>	-		-	-
		HONDA SUPRA X PGM FI			√	
		<b>The power of future</b>	-	-		-
		HONDA CBR			√	
		<b>Live to race</b>	-	-		-
		HONDA CS1			√	
		<b>The talk city ride</b>	-	-		-
		HONDA MEGA PRO		√		
		<b>Real street fighter</b>	-		-	-
		HONDA TIGER			√	
		<b>Revolution cruiser</b>	-	-		-
		HONDA SPACY				√
		<b>Open A new Live</b>	-	-		
		HONDA NEW BEAT			√	
		<b>Can't Stop</b>	-	-		-
HONDA NEW BLADE			√			
<b>Winning With Blade</b>	-	-		-		
HONDA VARIO		√				
<b>A Absolute Matic</b>	-		-	-		
HONDA PCX 150			√			
<b>My Brilliant Signature</b>	-	-		-		
18.	Y A M A H A	YAMAHA MX KING150			√	
		<b>The king of street</b>	-	-		-
		YAMAHA YZF R-15		√		
		<b>Keep cool and ride</b>	-		-	-
		YAMAHA YZF R-25				√
		<b>Revs your ego</b>	-	-		
		YAMAHA JUPITER MX			√	
		<b>The Brave Spirit</b>	-	-		-
		YAMAHA NEW MAX		√		
		<b>Take It to The Max</b>	-		-	-
		YAMAHA GRAND VILANO			√	
		<b>Fun Re-Discovered</b>	-	-		-
		YAMAHA MT-09				√
		<b>Discovered Your Darker Side</b>	-	-		
		YAMAHA WR250 R			√	
		<b>A Live Time of Adventure</b>	-	-		-
		YAMAHA NMAX		√		
<b>Maximum Perfection</b>	-		-	-		
27.	S U Z U K I	SUZUKI THUNDER125				√
		<b>The real partner</b>	-	-		
28.	S U Z U K I	SUZUKI ARASHI125				
		<b>My style</b>	-	-	√	-

### The Syntactic Analysis

Syntax is concerned with how words are combined to form phrases and sentences (Fromkin. 1993:142). In this research, the researcher tried to analyze motorcycle slogan through phrasal categories, phrase is compound word that has meaning but does not have subject and predicate that defined as prepositional phrase (PrP), Adverb phrase (AP), participle phrase, gerund phrase, infinitive phrase, noun phrase (NP), verb phrase (VP), and adjective phrase (AP).

- 1) Honda PCX: *My Signature*—the form of Honda PCX slogan is a phrase because it does not have subject and predicate. It is noun phrase because it contains *my* as determiner and *signature* as the head noun.
- 2) Honda Beat: *Unbeatable You*—the form of Honda PCX slogan is a phrase because it does not have subject and predicate, and this slogan there is a word that is central word. Here it can have new meaning. It is noun phrase because it contains *unbeatable* as head noun, and *you* as determiner.
- 3) Honda Revo: *The Real Advanced Cub-Matic*—the form of Honda Revo slogan is a phrase because it does not have subject and predicate. It is not belongs to as noun phrase, but verb phrase that consists of *the real* as Head noun, *advanced* as verb and *cub- matic* as object or complement.
- 4) Honda Scoopy: *Uniquely Happy*—the form of Honda Scoopy slogan is a phrase because it does not have subject and predicate. It is not belongs to noun phrase, but adjective phrase that consist of *uniquely* as adverb and *happy* as a modifier.
- 5) Honda Vario125: *I'm Vario125 Life Is Future*—the form of Honda Vario125 slogan is a not phrase but a sentence, because there are subject and predicate normally. The sentence belongs to declarative sentence, because it means making a statement.
- 6) Honda Absolute Revo: *Your Powerful Style*—the form of Honda Absolute Revo slogan is a phrase because it does not have subject and predicate. In this slogan there is a word that is central word. Here it can have new meaning .It is noun phrase because it contains of *your* as possessive and class as determiner, and *powerful style* as the head noun.
- 7) Honda Blade: *Catch It*—the form of Honda Blade slogan is a not phrase but it is a sentence, the company deleted some words to make simple language .The original sentence is (*you can catch it*). It is a sentence because there are subject and predicate. It belongs to imperative sentence because it gives command for the customer.
- 8) Honda Supra X PGM F1: *The Power Of Future*—The form of Honda Supra X PGM F1 slogan is a phrase because it does not have subject and predicate. It is noun phrase because it contains of *the* as article, *power* as the head noun and *of future* as prepositional phrase and also post modifier.
- 9) Honda CBR: *Live to Race*—the form of Honda CBR slogan is a not a phrase but it is a sentence. The company deleted some words to make simple language. The original sentence is (*it is live to race*). It is a sentence because there are subject and predicate. It belongs to imperative sentence it because gives command for the customer.
- 10) Honda CS1: *The Talk City Ride*—the form of Honda CS1 slogan is a phrase because it does not have subject and predicate, and in this slogan there is a word that is central word. It can have new meaning. It is a noun phrase because it contains *city ride* as head noun, *the talk* as pre modifier.
- 11) Honda Mega Pro: *Real Street Fighter*—the form of Mega Pro slogan is a phrase because it does not have verb and it is subject. It is a noun phrase because it contains of *Real Street* as the head noun, and *fighter* as modifier.
- 12) Honda Tiger: *Revolution Cruiser*—the form of Honda Tiger slogan is a phrase because it does not have verb and it is subject. It is a noun phrase because it contains *revolution* as the head noun, and *cruiser* as modifier.
- 13) Honda Spacy: *Open A New Live*—the form of Honda Spacy slogan is a phrase because it does not have subject and predicate, and this slogan there is a word that is central word. It is noun phrase because it contains *open* as noun, *a* as article, *new* as adjective and *live* as noun.
- 14) Honda New Beat: *Can't Stop*—the form of Honda New Beat slogan is a phrase because it does not have subject and predicate, and this slogan has a word that is

central word. Here can be new meaning. It is noun phrase because it contains *can't* as Auxiliary and *stop* as the head noun.

- 15) Honda New Blade: *Winning With Blade*—the form of Honda New Blade slogan is a phrase because it does not have subject and predicate, and this slogan there is a word that is central word. It is noun phrase because it contains *winning* as noun, *with* as prepositional phrase and *blade* as noun.
- 16) Honda Vario: *A Absolute Matic*—The form of Honda Vario slogan is a phrase because it does not have subject and predicate normally. It belongs to noun phrase, because the slogan contains *a* as article, *absolute* as a modifier and *matic* as the head noun.
- 17) Honda Pcx150: *My Brilliant Signature*—the form of Honda Pcx150 slogan is a phrase, because it does not have subject and predicate. It is noun phrase because it contains *my* as determiner, *brilliant* as noun and *signature* as the head noun
- 18) Yamaha 150Mx King: *The King of The Street*—the form of Yamaha 150Mx King slogan is a phrase, because it does not have subject and predicate, and this slogan has a word that central word. Here it can have new meaning .It is noun phrase because it contains *the* as article, *king* as the head noun and *of the street* as prepositional phrase.
- 19) Yamaha YZF R-15: *Keep Cool and Ride*—the form of Yamaha YZF R-15 slogan is a phrase because it does not have subject and predicate. In this slogan there is a word that is central word. It is noun phrase because it consist *keep cool* as the head noun, *and* as preposition and *ride* post modifier.
- 20) Yamaha YZF R-25: *Revs Your Ego*—the form of Yamaha YZF R-25 slogan is a not phrase but it is a sentence, the company deleted some words to make simple language. The original sentence is (*you revs your ego*). It is a sentence because there are subject and predicate. It belongs to imperative sentence because give command for the customer.
- 21) Yamaha Jupiter MX: *The Brave Spirit*—the form of Yamaha Jupiter MX slogan is a phrase, because it does not have subject and predicate. In this slogan there is a word that central word. It can have new meaning .It is a noun phrase because it contains *the* as article, *brave* as the head noun and *spirit* as modifier.

### The Semantic Analysis

The researcher focuses on two kinds of meaning, denotative meaning and connotative meaning. Denotative meaning is an inextricable and essential part of what language is, such that one can scarcely drink language without referring to it (Leech, 1983:9). So, denotation referred to the dictionary meaning of a word. Then, Connotative meaning is the value of an expression that by virtue of what is referred to, over and above it is purely conceptual meaning (Leech, 1983:9). So, connotation referred to the cultural or emotional meaning attached to a word. Connotation referred to how we fell about a word.

- 1) Honda PCX: *My Signature*—the slogan above is a connotative meaning because the word "Signature" here is not the real meaning of signatures on Honda PCX product. Slogan in Honda PCX is describes as the user identity of the product.
- 2) Honda Beat: *Unbeatable You*—the slogan above is a connotative meaning because the word "Unbeatable" here is not the real meaning of twinning, or which resembles the users of these products, but the slogan in the Honda Beat describes that this product is that can make users believe their products and can make users more comfortable with the product.
- 3) Honda Revo: *The Real Advanced Cub-Matic*—the slogan above is a denotative meaning, because the word "Advanced" in the slogan that describes Honda Revo has advanced products, ranging from machinery to spare parts.

- 4) Honda Scoopy: *Uniquely Happy*—the slogan above is a denotative meaning, because the word "Uniquely" in the slogan that describes Honda Scoopy has the uniqueness of the motor products in general. Judging from the shape of the product only could have known that the product is unique. In addition to its unique design, it also provides the user a feeling of pleasure on the uniqueness the Honda Scoopy product.
- 5) Honda Vario125: *I'm Vario125 Life Is Future*—the slogan above is a connotative meaning, because the word "Live" here is not the real meaning of life or activity in the future, but the slogan in the Honda Vario125 describes that this product is a big change in creating a product that can survive in the time which come with all the advantages of this product.
- 6) Honda Absolute Revo: *Your Powerful Style*—the slogan above is a connotative meaning, because the word "Powerful" is not the real meaning of power or the ability of users of these products, but the slogan in Honda Absolute Revo describes that product can make this bike user feels his style is getting more visible by using this product, and make users feel more comfortable.
- 7) Honda Blade: *Catch It*—the slogan above is a denotative meaning, because the word "Catch" in the slogan that describes Honda Blade has the sophistication of the product. This products has a speed in the machine and can make the product will be choice a customers.
- 8) Honda Supra X PGM F1: *The Power of Future*—the slogan above is a connotative meaning, because the word "The Power" here is not the real meaning of energy or stamina, but the slogan in the King Supra X PGM F1 describes that products can be used in the long term, because the advantage on the machine as well as spare parts.
- 9) Honda CBR: *Live to Race*—the slogan above is a connotative meaning, because the word "Live" here is not the real meaning of lives and can breathe, but the slogan in Honda CBR describes when the motor is used. It is as if the consumer is able to enjoy the journey with heart.
- 10) Honda CS1: *The Talk City Ride*—the slogan above is a connotative meaning, because the word "Talk" here is not the real meaning of this product, but the slogan in Honda CS1 describes that this bike is a friend on the way which could make a consumer, as if it is very convenient for riding this bike.
- 11) Honda Mega Pro: *Real Street Fighter*—the slogan above has a denotative meaning because the slogan describes Honda Mega Pro that has a rate of speed on the right path and can be proven. Therefore, there is the word "Kicked" in the slogan.
- 12) Honda Tiger: *Revolution Cruiser*—the slogan above is a connotative meaning because the word "Revolution" here is not the real meaning of change or change of a type of motor products but the slogan in Tiger describes that motor products have updated appearance and the producers make it new.\
- 13) Honda Spacy: *Open A New Live*—the slogan above is a connotative meaning, because the word "Live" here is not the real meaning of new life in world or activity in the future, but the slogan in the Honda Spacy describes that this product is a big change in creating a product that can survive in the future with all the advantages of this product.
- 14) Honda New Beat: *Can't Stop*—the slogan above has a connotative meaning, because the slogan here is not the real meaning of the command to stop, but the slogan in the Honda New Beat describes that this product has the advantage of speed for long distance.
- 15) Honda New Blade: *Winning With Blade*—the slogan above has a connotative meaning, because the word "Blade" here is not the real meaning of the knives on this

- product. Slogan in Honda New Blade describes that product has the advantage that could prove to make this product the choice of the consumers.
- 16) Honda Vario: *A Absolute matic*—the slogan above has a denotative meaning, because the slogan describes that Honda Vario is a product motor which has the more absolute advantage for consumers.
  - 17) Honda Pcx150: *My Brilliant Signature*—the slogan above has a connotative meaning, because the word "Signature" here is not the real meaning of signatures on Honda PCX 150 products. Slogan in Honda PCX describes that brilliant is the user identity the product.
  - 18) Yamaha MX King150: *The King of The Street*—the slogan above is a connotative meaning, because the word "The King" here is not the real meaning of rulers, leaders, and role models, but the slogan in Yamaha MX King150 describes that this product is a big choice as a lead other Yamaha motorcycle and it can survive in the future with all the advantages of this product.
  - 19) Yamaha YZF R-15: *Keep Cool and Ride*—the slogan above has a denotative meaning, because the slogan describes that Yamaha YZF R-15 has the advantage that the engine is cold. It is still cool despite the uphill road or high rise.
  - 20) Yamaha YZF R-25: *Revs Your Ego*—the slogan above is a connotative meaning, because the words "Ego" here is not the real meaning of a person's character or behavior, but the slogan here describes that Yamaha YZF R-25 can make the way of thinking of this bike users become more positive because of its convenience.
  - 21) Yamaha Jupiter MX: *The Brave Spirit*—the slogan above has a connotative meaning, because the word "Brave" here is not the real meaning of the nature of one's courage, but the slogan here describes that Yamaha Jupiter MX is one product that to advance with average speed-average.
  - 22) Yamaha New Max: *Take It to the Max*—the slogan above is a denotative meaning, because the slogan describes that Yamaha Max is appropriate and suitable to serve motorist to drive. Product motor is already at the maximum design, both exterior design and the design of it (all engine of the product).
  - 23) Yamaha Grand Vilano: *Fun Re-Discovered*—the slogan above is a connotative meaning, because the word "re-discovered" in the slogan is not the real meaning of the changed this product, but the slogan describes that Yamaha Grand Vilano provided a new and fresh change, both exterior design and the design of it (all engine of the product).
  - 24) Yamaha Mt-09: *Discovered Your Darker Side*—the slogan above is a connotative meaning, because the word "Darker" here is not the real meaning of a person who likes dark, who loves solitude, loneliness or away from the crowds. But the slogan describes that Yamaha Mt-09 offered a product that can accompany the motor users on the way either during the day or night. So that consumers can still feel comfortable with this product.
  - 25) Yamaha Wr250 R: *A Live Time Of Adventure*—the slogan above is a connotative meaning, because the word "Live" here is not the real meaning of new life in world or activity in the future, but the slogan in the Yamaha Wr250 R describes that this product is a big change in creating a product that can survive in the future with all the advantages of this product. This product also offered the advantages in which it could be used to take adventure everywhere.
  - 26) Yamaha NMAX: *Maximum Perfection*—the slogan above has a denotative meaning because the slogan describes that Yamaha NMAX motorcycle is a product that offers all forms of perfection on his motorcycle products. With the advantaged of the

machine as well as spare parts owned by Yamaha NMAX, making this product able to provide the maximum satisfaction for the users.

- 27) Suzuki Thunder125: *The Real Partner*—the slogan above is a connotative meaning, because the word "Partner" here is not the real meaning of a friend like people, but the slogan describes that the Suzuki Thunder125 can be a travel companion of this bike users, because of its convenience.
- 28) Suzuki Arashi125: *My Style*—the slogan above a connotative meaning, because the word "Style" here is not the real meaning of style in body of Suzuki Arashi125, but the slogan describes that Suzuki Arashi125 can be represented as a style of motorcycle users.

There were four types of advertising slogans, they were: imperative slogan, descriptive slogan, superlative slogan and provocative slogan. Based on this study, the researcher found 7 descriptive slogans, 15 superlative slogans and 6 provocative slogans. The researcher could not find kind of imperative slogan. From the description above, the researcher concluded that most of motorcycle slogan used superlative slogans. Most motorcycle slogans used superlative types.

In syntax, most of slogans are in phrasal form. A Phrase is a group of related words that is used as a single part of speech and does not contain a verb and its subject (John E. Warriner, 1982:78). In this research, most of the phrases in motorcycle slogans were noun phrase since the most common word were noun. Syntax of the slogan involved use short simple sentences, everyday sentences, phrases, imperative sentences, and tenses. Based on this study, the researcher found 22 phrases (21 noun phrases, 1 verb phrase), and 6 slogans are not phrases but sentences. So, noun phrase dominated the motorcycle slogan.

The last is semantics, semanticsanalyzethe meaning. In this study, the researcher focuses on two kinds of meaning, denotative meaning and connotative meaning only. Conceptual meaning (sometimes called “denotative” or “cognitive” meaning) is widely assumed to be the central factor in linguistics communication, and I think it can be shown to be integral to the essential functioning of language in a way that other types of meaning are not (which is not to say that conceptual meaning is the most important element of every act of linguistics communication), and Connotative meaning is the communicative value an expression which has by virtue of what it *refers to*, over and above its purely conceptual content. Based on this study, the researcher found 9 as denotative meanings, and 19 as connotative meanings. So, connotative meanings are dominated the motorcycle slogans.

## CONCLUSION

Based on the result of the data had been collected, the researcher found 38 motorcycle slogans can be used in this study. Those motorcycle slogans were taken from internet. Those motorcycle slogans also had been examined by the researcher in order all of those motorcycle slogans were suitable with the study. Based on this study, the researcher found 7 descriptive slogans, 15 superlative slogans and 6 provocative slogans. The researcher could not find kind of imperative slogan. From the description above, the researcher concluded that most of motorcycle slogan used superlative slogans. Most motorcycle slogans used superlative types. In syntactic analyzed, most of slogans are in phrasal forms. The researcher found 22 phrases (21 noun phrases, 1 verb phrase), and 6 slogan are not phrases but sentences, so noun phrase is dominated the motorcycle slogans. In semantics, the researcher found 9 denotative meanings, and 19 connotative meanings. So, connotative meaning dominated the motorcycle slogans. Based on the result of the study, it could be concluded that each motorcycle slogans had its own type and meaning. Motorcycle slogans used by advertising to promote their motorcycle to the customers.

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