

The Meaning of Technology Company Slogans: A Semantic Study

Isfahany Sarah Syahida ^{1*}, Hendar Hendar ²

¹⁻² English Department, Universitas Widyatama, Bandung, Indonesia

* isfahany.sarah@widyatama.ac.id

Abstract

Technology company advertisement is becoming more and more creative and competitive as it has created certain public images of the companies through the use of slogans, which also have an impact on how the businesses are run. The aims of this research are to classify the types of meaning in technology company slogans and to find the purposes of the slogans. The seven types of meaning by Leech (1990) serves as the primary theory in this research. The method of this qualitative research is descriptive method; meanwhile, the method used to get the data needed on the purposes of slogans used by technology companies is documentary method as they are collected from their official websites and news websites. The results of the research shows that dealing with the types of meaning, it is found that there are only four types of meaning used by technology companies; conceptual meaning (25%), connotative meaning (12.5%), affective meaning (37.5%), and reflected meaning (25%); whereas, the purposes of the slogans used consist of increasing brand awareness (12.5%), promoting excellence (37.5%), conveying positive outlook (25%), and building social engagement (25%).

Keywords: *semantics, meaning, slogan, technology company, advertisement*

Introduction

Language is an essential system to communicate and exchange information. Rabiah (2018) stated that we could express our views, understanding, nation and state, level of education, and even personality through language. By optimizing the use of language, not only are we able to share our thoughts and feelings, but we can also persuade people to do something or believe in something. An appropriate arrangement of words can help gain the success in conveying messages.

Language is a powerful tool for advertising. According to Kotler (2001:281), "Advertising is any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor." In advertising, language has a critical role in grabbing consumers' attention and making a product memorable and compelling. Therefore, the language used in advertisement needs to be carefully chosen in accordance with the objective and the brand's identity. In addition, the majority of businesses employ English, the international language, in their advertisement as a strategy to reach to a larger audience.

One of the types of language-based advertising is slogan. Simatupang & Adzani (2019) explained that slogans were sets of interesting and striking phrases used to tell a story or convey information. They can be catchy, memorable, or both. Slogans are used by

companies as their promotional media. In addition, a slogan can also show the company's identity and vision.

Technology sector is currently one of the fastest growing industries. As a result, slogans for technology brands are getting more ingenious and competitive. The use of slogans has created certain public images of the companies which also have an impact on how the businesses are run. Also, Kurman & Zuraida (2022) stated that not all slogans had a precise meaning; instead, the majority contain a hidden meaning that occasionally leaves potential customers puzzled about what the slogan actually means. Despite the fact that the slogans of technology companies are frequently used, there has not been a thorough analysis and classification of the various meanings they can have. Furthermore, the purposes of the slogans have not been widely recognized.

Thus, it is interesting to analyze the meanings and the purposes of technology company slogans. By addressing this gap, we can gain valuable insights and deeper understanding about them.

In order to analyze the research object, this research uses Geoffrey Leech's theory of meaning. Utilising Leech's seven types of meaning, this research aims to study the types of meaning and the purposes of the slogans used as technology company advertisement. Based on the research background, the research questions proposed are as follows:

1. What are the types of meaning found in the slogans used by technology companies?
2. What are the purpose of the slogans used by technology companies?

Semantics

According to Löbner (2013), semantics is the branch of linguistics that studies meaning. In line with that, Palmer (1981) said that the scientific term for the study of meaning is semantics, and as meaning is a component of language, semantics is a branch of linguistics. Meanwhile, (Tiffany & Simatupang, 2022) stated that semantic acts as a tool that allows us to perceive the true interpretation behind an utterance or statement.

Types of Meaning

Leech (1990) explained that there were seven types of meaning, namely conceptual meaning, connotative meaning, social meaning, affective meaning, reflected meaning, collocative meaning, and thematic meaning.

1. Conceptual Meaning

According to Leech (1990), conceptual meaning is the word's literal meaning as it relates to the notion or concept it refers to. It means that the primary definition of the word in the dictionary relates to its basic propositional meaning. The main objective of conceptual meaning is to give a sentence or statement an appropriate semantic representation.

2. Connotative Meaning

Dickins (2019) mentioned that connotation, another name for connotative meaning, refers to all the non-literal meanings related to a word or expression. It refers to something that goes further than the literal meaning of a word and suggests its characteristics in the real world. It is more than just the dictionary definition.

3. Social Meaning

Leech (1990) stated that social meaning is the meaning conveyed by a piece of language about the social context in which it is used. The decoding of a text is dependent on our understanding of stylistics and other linguistic variations. Thus, we learn about social facts, social situations, classes, regions, and speaker-listener relationships through the style and dialect used in sentences.

4. Affective Meaning

Affective meaning refers to characteristics of meaning that represent the speaker's emotional feelings (Umagandhi & Vinothini, 2017). For Leech, the term "affective meaning" describes how language is used to reflect the speaker's mood and attitude (to listener and to what he is saying). According to Leech (1990), affective meaning is frequently expressed through the conceptual or connotative substance of words.

5. Reflected Meaning

What is conveyed by association with other senses in the same world means to have a reflected meaning (Yunira et al., 2019). In such situations, we partially respond to another sense of the word while also responding to the first. One meaning of the word pushes the other to the margins. The dominant suggestive power of such a word then takes priority. This could be due to the dominant meaning's relative frequency or familiarity. The reflected meaning is the dominant meaning that pushes the other meaning to the background meaning (Leech, 1990).

6. Collocative Meaning

Yunira et al. (2019) wrote that collocative meaning includes the associations that words develop as a result of the interpretations of words that frequently occur in their environment. Also, collocative meanings are usually associated with the use of certain words in the same context. A word's collocational meaning is the meaning it takes on when it is used with other words. It corresponds to the interpretation that can be achieved by lexemes that have a tendency to coexist in the same context and contain all encoded utterances (Leech, 1990).

7. Thematic Meaning

Leech (1990) explained that thematic meaning is the meaning conveyed by a text's or discourse's overall theme or topic. It is the main idea or message that the author or speaker wishes to convey to the reader or listener. It also refers to what is communicated through the organization of the message in terms of order and emphasis.

Slogan

According to Ke & Wang (2013), slogan is a brief expression that is utilized to create a particular image, identity, or stance for a company or organization. It is reinforced by repeatedly using the phrase in the business' promotional materials, public communications, and through sales representatives, event promotions, and product launches. Greenpeace demonstrates the utilization of a corporate image slogan through their phrase "Save the Planet." This slogan effectively reflects the organization's fundamental principles and can be observed across diverse Greenpeace platforms, including advertising campaigns and social media channels.

Moreover, Kosović & Skračić (2016:40) state that advertising slogans are short, memorable statements that effectively convey the key message that a business wants its audience to remember about a product or service. M&M's is a brand that uses a slogan to describe its product. The slogan of M&M is "Melts in your mouth, not in your hands" (Kosović & Skračić (2016:41).

Method

This qualitative research aims to identify the types of meaning of the slogans used by technology companies. Therefore, this research uses descriptive research method. "Descriptive method is a research conducted to determine the existence of independent variables, either only on one or more variables (stand-alone variables) without making comparisons and looking for relationships between these variables and other variables." Sugiyono (2009:35).

Library research method is also used to find the purposes of the slogans. Library research involves finding sources that contain factual information or that is the opinion of a person or group of people who is knowledgeable about a research question (George, 2008:6). To collect the data, documentary research method is used. Documentation is derived from the word "document," which refers to written materials (Arikunto, 2010:201). Meanwhile, documentary study method refers to a method of data collection that involves gathering and evaluating documents, both written and electronic documents (Sukmadinata, 2012:221).

In this research, there are eight technology company slogans to be analyzed. Some of the data were derived from the companies' official websites, while the others were from news websites. Meanwhile, the purposes of the slogans are found by evaluating various sources, including a book, a thesis, journal articles, and the websites of the companies. Here are the slogans:

Table 1. The slogans of the technology companies

Slogan	Company
<i>Intel Inside</i> (Derived from www.intel.com)	Intel
<i>Committed to people, Committed to the Future</i> (Derived from asia.toshiba.com/highlights/over-50-years-with-ai-toshibas-future-eyes/)	Toshiba
<i>Innovation Never Stands Still</i> (Derived from https://adage.com/article/digital/lenovo-rebrands-logo-renewed-post-pc-push/298773)	Lenovo
<i>Think Different</i> (Derived from www.creativereview.co.uk/applethink-different-slogan/)	Apple
<i>Create Today. Enrich Tomorrow.</i> (Derived from www.panasonic.com)	Panasonic
<i>Do What You Can't</i> (Derived from www.brandinginasia.com/samsungdo-what-you-cant-campaign/)	Samsung
<i>Life's Good</i> (Derived from www.lg.com)	LG
<i>Just for Fans</i> (Derived from www.mi.com/global/about/)	Xiaomi

Results and Discussion

The Types of Meaning of the Slogans

Using Leech's theory of seven types of meaning, the researcher found that the slogans of the technology companies can be identified into four types.

Conceptual Meaning

Data 1 – Intel: *Intel Inside*

The slogan "Intel Inside" has conceptual meaning. The meaning is literal and direct. The use of the brand name "Intel", which is widely acknowledged as a leader in the field of computer technology, adds to the meaning of the statement. The word "inside" refers to Intel's product, microprocessor, that is integrated or built into the device as opposed to being an external or detachable component. The conceptual meaning of "Intel Inside" is focused on emphasizing Intel's technology's essential involvement in the design and performance of electronic gadgets. The slogan is simple and straightforward, which contributes to Intel's brand image and delivers a clear message to customers.

Data 2 – Toshiba: *Committed to People, Committed to the Future*

The slogan "Committed to People, Committed to the Future" contains conceptual meaning. It suggests Toshiba's loyalty and responsibility towards society and the future. The phrase "Committed to People" highlights the company's commitment to fulfilling people's needs and well-being. This also could entail offering products or services that directly enhance people's lives. Furthermore, the phrase "Committed to the Future" shows Toshiba's focus on creating innovation and solutions for the coming times. The overall slogan implies that the company's concerns extend beyond its own benefits, emphasizing the business' goals to create a positive impact on the society and future.

Connotative Meaning

Data 3 – Lenovo: *Innovation Never Stands Still*

Lenovo's slogan, "Innovation Never Stands Still", has connotative meaning. The phrase "stands still" may suggest a vertical posture with no movement. However, in this slogan, the phrase has a meaning that goes beyond its literal interpretation. The expression "stands still" implies a sense of stagnation and lack of progress. Using the word "never", this slogan makes a contrast between remaining still and the idea of progress or advancement. Therefore, the whole slogan conveys a message of continuous development and dynamism, reflecting the company's constant effort to create technological innovations.

Affective Meaning

Data 4 – Apple: *Think Different*

The words "Think Different" from Apple can be categorized into having affective meaning. This slogan has an affective implication that evokes emotions and shapes the audience's thoughts. According to Payne (2017), the 'Think Different' campaign focuses on a brand's emotional and self-expression benefits by identifying the brand as an organization, a person, and a symbol through delivering an appeal that is focused on a consumer self-image that extends beyond product attributes. The message conveyed could motivate people to quit

conventional thinking and adopt a mindset of originality. Furthermore, the phrase portrays Apple as a company that is willing to take risks as a way to differentiate itself from competitors, which evokes feelings of bravery and self-assurance.

Data 5 – Panasonic: *Create Today. Enrich Tomorrow.*

"Create Today. Enrich Tomorrow." contains affective meaning which encourages motivation and hope. It portrays an optimistic and forward-thinking mindset, pushing people to do something now towards creating a better future. The phrase "Create Today" is a call to action, challenging people to stay creative and innovative in the present time. It also shows Panasonic's continuous commitment to advancing and inventing new approaches. Meanwhile, the statement "Enrich Tomorrow" encapsulates visionary thinking. It echoes Panasonic's desire to develop something useful that does not only serve present needs but also has long-term utility and value.

Data 6 – Samsung: *Do What You Can't*

The slogan "Do What You Can't" has affective meaning because it can make people feel moved or motivated to do something. It represents ideas of achieving the impossible, overcoming challenges, and stepping outside of one's comfort zone. The catchphrase has resonance in the rapidly evolving and consistently innovating technological industry. Additionally, this phrase implies that Samsung products are capable of things that other manufacturers are not. Consequently, it also conveys a satirical message intended for Samsung's competitors.

Reflected Meaning

Data 7 – LG: *Life's Good*

The slogan "Life's Good" has reflected meaning. The phrase denotes multiple layers of meaning which indicates that it can be understood in many ways, depending on the situation and the point of view of the reader. People can refer to it as "life is good" that is used to describe a satisfied condition in one's life. It implies that life is enjoyable and worth appreciating. Another way to understand the meaning of the slogan is to break it down into its constituent parts. "Life's Good" includes a possessive adjective, "life's" and a noun, "good". The possessive form implies that the "goodness" of life belongs to the people expressing the words.

Data 8 – Xiaomi: *Just for Fans*

The meaning of "Just for Fans" slogan might signify different things to different individuals; therefore, it can be concluded that the slogan contains reflected meaning. On the bright side, it shows that Xiaomi is committed to improve their products to satisfy their fans. Additionally, the slogan demonstrates that Xiaomi cares about the opinions of its customers and how much the company values user feedback. It reflects an eagerness to take client input into account while developing products and making improvements. However, the phrase "Just for Fans" may imply exclusivity, suggesting that Xiaomi products are only available and accessible to their existing fan base. This implication can unintentionally turn off new customers who are not already fans of the brand. As a whole, while the slogan underlines Xiaomi's intention of pleasing fans and valuing feedback from customers, the broader context of accessibility must be considered to avoid an unintentional sense of exclusion.

Table 2. Types of meaning of the technology company slogans

Types of Meaning	Slogan	Company	Percentage
Conceptual meaning	<i>Intel Inside</i>	Intel	25%
	<i>Committed to people, Committed to the Future</i>	Toshiba	
Connotative meaning	<i>Innovation Never Stands Still</i>	Lenovo	12.5%
Affective meaning	<i>Think Different</i>	Apple	37.5%
	<i>Create Today. Enrich Tomorrow.</i>	Panasonic	
	<i>Do What You Can't</i>	Samsung	
Reflected meaning	<i>Life's Good</i>	LG	25%
	<i>Just for Fans</i>	Xiaomi	

The Purpose of the Slogans

After conducting library research, the researcher found that the slogans could be categorized into having these four main objectives.

Increasing Brand Awareness

Data 1 – Intel: *Intel Inside*

According to Kotler & Pfoertsch (2010), the “Intel Inside” slogan was created by Intel as a marketing technique to differentiate their products from their competitors in the computer processor industry. Therefore, the slogan aims to increase the brand awareness. Prior to the campaign, Intel had minimal brand recognition among computer users, who were generally unaware of the advanced processors on the market. Intel believed that in order to build consumer trust, more information about the processor and the company behind it was required. While Intel promoted the “Intel Inside” slogan in its own advertisements, the campaign was primarily a collaborative effort in which the company gave subsidies to device manufacturers that featured the logo and slogan on their own products and advertisements. This encouraged customers to consider the processors inside the devices they purchased and recognize Intel as a mark of quality and innovation (Intel, n.d.).

Promoting Excellence

Data 3 – Lenovo: *Innovation Never Stands Still*

With its slogan, Lenovo aims to point out that it is a fast-moving brand that adapts to emerging technologies and demands (Vizard, 2015). The slogan promotes an image of a brand that is able to adjust to current situations and provide solutions in a rapidly changing environment. Consumers of technology who are interested in keeping up with the most recent technological advancement may find the message to be appealing.

Data 4 – Apple: *Think Different*

According to Kováčsová (2013), Apple's purpose, as represented by the slogan "Think Different" and statements made by CEO Tim Cook, revolves around developing excellent products through ongoing innovation and simplifying complex technologies. Their objective is to occupy the intersection of technology and the humanities, combining technological developments with experiences that value human needs and aspirations. Črnič & Pogačnik

(2014) wrote that Apple embraces uniqueness with its "Think Different" slogan, which raises the community's unconventional mentality and assured Apple fans that they are an exceptional creative force in a world that may feel mundane. This shows Apple's confidence in introducing itself as a creator of distinctive technological innovations for society.

Data 5 – Panasonic: *Create Today. Enrich Tomorrow.*

According to the information available on Panasonic's website (2023), the purpose of this slogan is to emphasize the company's effort to develop future-oriented solutions that improve the lives of people and well-being. Furthermore, the slogan emphasizes Panasonic's heavy focus on sustainability as an important aspect of their business. This slogan has a similar message with "A Better Life, A Better World", the previous slogan of Panasonic. Kee et al. (2020) stated that the slogan expresses the company's continuous support for creating a better world, constantly contributing to the evolution of society and people's happiness globally by creating a stronger competitiveness through environmental sustainability.

Conveying Positive Outlook

Data 6 – Samsung: *Do What You Can't*

According to Samsung (2018), the slogan "Do What You Can't" is aimed to empower people to overcome obstacles, embrace difficulties, and achieve the extraordinary. In Samsung's viewpoints, people can reach their full potential and accomplish things that had been considered to be impossible by adopting this attitude. Moreover, Samsung's dedication to inspiring consumers can be seen in its persistent effort to develop technologies that enable Samsung's customers to do the seemingly unachievable.

Data 7 – LG: *Life's Good*

According to LG's website (n.d.) about the Life's Good slogan, LG believes that today's and tomorrow's generations are able to accomplish incredible things and that everyone should realize that life is good when they have compassion for both the people and environment around them. LG aims to establish a positive association with its goods and services in the minds of its clients by selecting a slogan that emphasizes a lot on optimism and positivism. This is because consumers are often drawn to businesses that share their own values and views. In addition, the phrase shows that LG is interested in advocating a holistic perspective on life rather than concentrating only on material items or technical aspects.

Building Social Engagement

Data 2 – Toshiba: *Committed to People, Committed to the Future*

According to Toshiba Asia Pacific (2017), the company's slogan is aimed to describe Toshiba's attitude towards tackling societal issues through its business efforts. The phrase expresses the company's awareness that society demands them to deliver innovative solutions and create previously unobtainable values. Toshiba intends to fulfil these expectations and contribute to solving current issues through their products, services, and operations by showing dedication to both people and the future. This demonstrates Toshiba's purpose to give a beneficial impact on society and build a better future through the business decisions.

Data 8 – Xiaomi: *Just for Fans*

Shih et al. (2014) noted that Xiaomi's slogan was created to represent the fan-centric outlook of its founder. Therefore, the aim of this slogan is to foster company-client relationship. This is not only portrayed on the slogan, but the Xiaomi's founder also demonstrates the idea by constantly interacting with fans on social media. He shows his willingness to interact directly with fans and facilitates meaningful engagement through different channels. As a result, the fans are interested in paying more attention to Xiaomi since they feel valued. Furthermore, Tian (2018) stated that Xiaomi regards its fans as dream sponsors and values them as major supporters. Overall, “Just for Fans” slogan is a reflection of Xiaomi’s strong relationship with its supporters and how much Xiaomi appreciates them.

Table 3. The purposes of the technology company slogans

Main Purpose	Slogan	Company	Percentage
Increasing brand awareness	<i>Intel Inside</i>	Intel	12.5%
Promoting excellence	<i>Innovation Never Stands Still</i>	Lenovo	37.5%
	<i>Think Different</i>	Apple	
	<i>Create Today. Enrich Tomorrow.</i>	Panasonic	
Conveying positive outlook	<i>Do What You Can't</i>	Samsung	25%
	<i>Life's Good</i>	LG	
Building social engagement	<i>Committed to people, Committed to the Future</i>	Toshiba	25%
	<i>Just for Fans</i>	Xiaomi	

Conclusion

Based on the research's findings, using Leech's (1990) theory of seven types of meaning, it is discovered that the eight data of technology company slogans have four different types of meaning which are conceptual meaning, connotative meaning, affective meaning, and reflected meaning. The results show that there are two slogans with conceptual meaning (25%), one slogan with connotative meaning (12.5%), three slogans with affective meaning (37.5%), and two slogans with reflected meaning (25%).

From this research, it is found that there is one slogan with the main purpose that increases brand awareness (12.5%), three slogans that promotes excellence (37.5%), two slogans that conveys positive outlook (25%), and two slogans that builds social engagement (25%). It can also be concluded that the companies deliver their images and values by the use of slogans. These slogans serve as a means of conveying a diverse range of messages. Therefore, slogans play a crucial role in establishing the companies’ unique presence within the market.

References

- A better future starts with a better you | Life's Good.* (n.d.). LG. Retrieved March 24, 2023, from <https://www.lg.com/uk/lg-experience/our-stories/life-is-good>
- Arikunto, S. (2010). *Prosedur Penelitian: Suatu Pendekatan Praktik*. Rineka Cipta. Jakarta.

- Črnič, A., & Pogačnik, A. (2014). iReligion: Religious elements of the Apple phenomenon. *The Journal of Religion and Popular Culture*, 26(3), 353–364.
<https://doi.org/10.3138/jrpc.26.3.353>
- Dickins, J. (2019). Types of connotative meaning, and their significance for translation. In S. Faiq (Ed.), *Discourse in Translation* (p. 156). Routledge. London.
- George, M. W. (2008). *The Elements of Library Research: What Every Student Needs to Know*. Princeton University Press.
- Ingredient Branding*. (n.d.). Intel. Retrieved March 24, 2023, from
<https://www.intel.com/content/www/us/en/history/virtual-vault/articles/end-user-marketing-intel-inside.html>
- Ke, Q., & Wang, W. (2013). The adjective frequency in advertising english slogans. *Theory and Practice in Language Studies*, 3(2), 275–284.
<https://doi.org/10.4304/TPLS.3.2.275-284>
- Kee, D. M. H., Saravanan, T. S., Sridaran, S., Syahrin, S., Rajandran, T., Tian, J., & Zhang, H. (2020). Creating a better competitive edge through environmental sustainability: A case study of Panasonic. *International Journal of Applied Business and International Management*, 5(3), 74–85.
<https://www.ejournal.aibpmjournals.com/index.php/IJABIM/article/view/985>
- Kosović, P., & Skračić, T. (2016). Linguistic analysis of English advertising slogans in yachting. *Transactions on Maritime Science*, 1, 40–47.
<https://doi.org/10.7225/toms.v05.n01.005>
- Kotler, P. (2001). *Marketing management, millenium edition*. Pearson Custom Publishing. New Jersey.
- Kotler, P., & Pfoertsch, W. (2010). Intel Inside – The Ingredient Branding Success Story. In *Ingredient Branding: Making the Invisible Visible* (pp. 55–70). Springer Berlin Heidelberg. https://doi.org/10.1007/978-3-642-04214-0_3
- Kováčsová, L. (2013). *Making you “Think Different”: Apple’s marketing strategy and its comparison with competitors*. <http://digilib.k.utb.cz/handle/10563/28290>
- Kurman, A. G., & Zuraida, I. (2022). The Meaning of Slogan in Cosmetics Advertisement: Semantics Study. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 5(3), 18890–18896. <https://doi.org/10.33258/BIRCI.V5I3.5888>
- Leech, G. N. (1990). *Semantics: The Study of Meaning*. Penguin Books. London.
- Löbner, S. (2013). Understanding semantics. In *Understanding Semantics, Second Edition* (Vol. 2). Taylor and Francis. London.
- Over 50 years with AI – Toshiba’s future eyes*. (2017, April 11). Toshiba Asia Pacific.
<https://asia.toshiba.com/highlights/over-50-years-with-ai-toshibas-future-eyes/>
- Palmer, F. R. (1981). *Semantics*. Cambridge University Press. Cambridge.
- Panasonic unveils its new Brand Action Slogan – Create Today. Enrich Tomorrow*. (2023, January 23). Panasonic.
<https://www.panasonic.com/mea/en/corporate/news/articles/panasonic-unveils-its-new-brand-action-slogan-create-today-enrich-tomorrow.html>
- Payne, B. (2017). Brand positioning and its usefulness for brand management: The case of Apple Inc. *Newcastle Business School Student Journal*, 1(1), 51–57.
- Rabiah, S. (2018). Language as a tool for communication and cultural reality discloser. *1st International Conference on Media, Communication and Culture*.
<https://doi.org/10.31227/osf.io/nw94m>

- Samsung Showcases Do What You Can't in Feature Film, "Julian and His Magical Skates."* (2018, February 5). Samsung Newsroom Malaysia.
<https://news.samsung.com/my/samsung-showcases-do-what-you-cant-in-feature-film-julian-and-his-magical-skates>
- Shih, C.-C., Lin, T. M. Y., & Luarn, P. (2014). Fan-centric social media: The Xiaomi phenomenon in China. *Business Horizons*, 57, 349–358.
<https://doi.org/10.1016/j.bushor.2013.12.006>
- Simatupang, E. C., & Adzani, A. G. (2019). Syntactic and semantic analysis on slogans of aviation companies in ASEAN countries. *English Journal Literacy* 2019, 3(2).
<https://ejl.widyatama.ac.id/index.php/ejlutama/article/view/102>
- Sugiyono. (2009). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. CV Alfabeta. Bandung.
- Sukmadinata, N. S. (2012). *Metode Penelitian Pendidikan*. Remaja Rosdakarya. Bandung.
- Tian, J. (2018). Customer engagement in value co-creation of Xiaomi: A case study. *International Conference on Education Reform, Management and Applied Social Science*, 127–131.
<https://scholar.archive.org/work/5gswvcrwubecznvr4uqr5vel7y/access/wayback/http://dpi-proceedings.com/index.php/dtssehs/article/download/27023/26434>
- Tiffany, S., & Simatupang, E. C. (2022). Figurative language analysis on Bohemian Rhapsody song by Queen: Semantics study. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 5(3), 18939–18945.
- Umagandhi, R., & Vinothini, M. (2017). Leech's seven types of meaning in semantics. *International Journal of Multidisciplinary Research and Development*, 4(3), 71–72.
- Vizard, S. (2015, July 21). *Lenovo looks to inject 'excitement' into brand as it prepares to take on Apple and Samsung*. MarketingWeek. <https://www.marketingweek.com/lenovo-looks-to-inject-excitement-into-brand-as-it-prepares-to-take-on-apple-and-samsung/>
- Yunira, S., Pradina, S., Sumbayak, M., Putri, N. S., & Derin, T. (2019). Re-visits the grand theory of Geoffrey Leech: Seven types of meaning. *Journal of Research and Innovation in Language*, 1(3), 105–110.