

Semantics Analysis on Online Apple Advertisement

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Abstract

This research is a study of the analysis of meaning in online advertisements found on Apple's official website, both in terms of the type of meaning and the function of the meaning. The researcher examined advertisements from these sites as data sources and collected data in the form of sentences, words, clauses and phrases. This research uses descriptive qualitative as the research method. From this analysis, the researcher found 10 data that matched the research criteria and considered as the latest data to complete the research. Connotation becomes the most dominant type of meaning used. As for the function of speech whose meaning is adapted to the context of the advertisement sentence, assertive and expressive are the most commonly used because it displays facts succinctly.

Keywords: advertisements, apple, types of meaning



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Analisis Semantik pada Iklan Daring Apple

Abstrak

Penelitian merupakan kajian tentang analisis makna dalam iklan online yang terdapat di situs resmi Apple, baik itu jenis makna dan fungsi maknanya. Peneliti mengkaji iklan dari situs tersebut sebagai sumber data dan mengumpulkan data berupa kalimat, kata, klausa dan frase. Penelitian ini menggunakan deskriptif kualitatif sebagai metode penelitian. Dari analisis tersebut, peneliti menemukan 10 data yang sesuai dengan kriteria penelitian dan dianggap sebagai data terbaru untuk melengkapi penelitian. Konotasi menjadi jenis makna yang paling dominan digunakan. Sedangkan untuk fungsi ujaran yang maknanya disesuaikan dengan konteks kalimat iklan, asertif dan ekspresif paling banyak digunakan karena menampilkan fakta secara ringkas.

Kata kunci: iklan, apple, tipe makna

INRODUCTION

Semantics is the study of the mastery of meaning which is a core element of the efficacy of commercial marketing. The term Semantic Marketing (Varadarajan & Yadav, 2009) is an over-loaded term and means different things to different industries. The SEO industry thinks of it as using semantic tagging and annotation to enhance the web sites search ranking. The persuasive element of commercial marketing can be studied semantically and remains a crucial element in writing advertising sentences. Advertising is a tool used by many companies to inform potential customers about their products and services. Successful advertising is seen from the communication process when a message is conveyed with a sentence or image, and gets a consumer response, by buying or using or doing something that has been advertised. Semantics for commercial marketing can also be considered as a strategy that prioritizes the meaning and message attached to advertisements based on the advertisement copy and its visuals (Chen et al., 2011). For the purposes of this paper, the researcher focuses on the application of Semantic which is related to copy or choosing the right words and terms that convey the right message which is the key to advertising strategy. Therefore, we may know what the words mean, to find out what kind of product or service is needed. There is a core meaning (Ardila, 2011) which is preserved and recycled. The novelty proposed by this research is that the interpretation of meaning by advertising can be found by linguistic application simply by finding the function and type of meaning. In addition, the issue brought up is the issue of the success of a company that becomes a paragon for business people so that it can be applied to all business activities.

There are seven kinds of meanings classified (Leech, in Love, 1983) namely Connotative, Conceptual, Stylistic, Affective, Reflected, Collocative, Thematic meaning. This type of meaning analyzes words, phrases, and sentences in written or spoken language. These seven types of meanings are proposed, some of which are included in the associative meaning which is closely related to the function of the speech act in the related theory. Furthermore, this study focuses on knowing the function of the associative meaning. In this study, researcher used Searle's (1979) speech act theory to describe the function of the meaning. (Searle, 1985) classifies speech acts into five parts, namely declaration, representative, expressive, directive, and commissive. Speech acts are classified based on the purpose of the person producing the speech. People will form a speech with several functions in mind when they communicate. This communication can be in the form of words to

submit offers, requests, promises, or other communication purposes with different types and functions.

Today's business world is largely determined by advertising. The point of attention in advertising is how to make advertisements in persuasive language. On the other hand, semantics is seen as the study of language meaning systems with varied approaches. In the case of Apple's marketing on its website, the approach taken is to understand the advertising sentence and this is how the meaning can appear and influence the audience's intention to be aware of an industrial product. Based on the type of semantic, it can be distinguished between the lexical meaning and the grammatical meaning, based on the presence or absence of a reference to a word or lexeme, it can be distinguished that there is a referential meaning and non-referential meaning, based on the presence or absence of a sense value in a word/lexeme, it can be distinguished by the presence of denotative and connotative meanings. Based on the accuracy of the meaning, the meaning of the word and the meaning of the term or general meaning and special meaning are known. Then based on other criteria or other points of view it can be stated that there are associative, collocative, reflective, idiomatic meanings and so on.

Things like this definitely happen to a technology company by relying on marketing and promotional instruments that are different and unique when compared to competitors, Apple Inc. In the case of using language for business activities, it is often found that the use of language requires linguistic understanding and study. Studies like this are conducted to find out whether linguistic applications affect business activities derived from audience interpretation. So, this research is conducted, to examine the types and functions of meaning in advertisements and to seek explanations for these linguistic applications. Thus, there are meanings that can be studied semantically in advertisement sentences in Apple website that successfully influence the target audience indirectly, this is inseparable from the use of the advertisement writing elements above. The application of speech act theory that can be combined and used in the study of semantic meaning is exemplified by (Nelvia et al., 2019). She completed the study in a reasonable and testable manner that the speech act theory she used could be included in the study of meaning analysis which discusses the meaning function of the types of meaning proposed by Leech in her theory. This research is conducted to analyze the advertisement sentences contained on the Apple website; analyze the data to find what type of meaning is contained in each sentence of the advertisement, and analyze the meaning function

whose reference comes from speech act theory, as well as to explore the application of meaning and applied linguistics. In general, this study provides a theoretical description of advertising sentences and meanings that are often found in advertising contexts.

METHOD

In this research, the researcher used the data as sentence, word, clause and phrase which as the data taken from Apple website. The source of the data in this research are advertisements in Apple website that taken from internet (<https://www.apple.com/>). Apple's website, especially the advertisements sentences contained in it, contains words, phrases, clauses, and sentences that can be reviewed and then presented in semantic analysis studies. These data are then analyzed and their type of meaning is investigated to find their true meaning.

The researcher used a qualitative method because the data of this research are delivered in the form of sentences. This method is applied by giving descriptions about meanings and what types of meaning that appear in data online Apple advertisements. (Miles et al., 2014) states "Qualitative data are a source of well-grounded, rich descriptions and explanations of human processes".

The step of data collection in this research are preparing investigation or choosing the data source (observing), the researcher will do the library research and search the homepages as well as website for some selected references, internet, and online banners. Then, collecting the data (online Apple advertisements), in this process the data are taken by word, phrase and sentences that are used on it. And the last, choosing the data, the data collected are the advertisement concerning with text.

After collecting the data, the researcher is then continued to analyzing the data based on the theory proposed by (Miles et al., 2014), the steps are:

- 1) Sorting and recording potential data from Apple's website, in the form of sentences, words, or phrases in iPhone advertisements within a period of 5 years.
- 2) After a number of data are obtained, the researcher then sorts the data from the oldest to the newest.
- 3) Organize information and data in the form of a table, then decide on the type and function of its meaning.
- 4) After the data is displayed, the researcher analyzes the data according to the interpretation of the theory used and then draws conclusions.

FINDINGS AND DISCUSSION

The researcher found the types of meaning and function of meaning contained in the Apple website and only focused on sentences, words, or phrases used in iPhone product advertisements. This examination is carried out by taking into account every development of the annual iPhone product in the 2017-2021 period.

After the research was conducted by analyzing the data in accordance with the appropriate research methods and theories, the following findings from the analysis of meaning types in 10 sentences of Apple advertisement presented in the form of a table below:

Table 1. Types of meaning found

Types of meaning	Number
Conceptual	3
Connotative	4
Stylistic	1
Affective	-
Reflected	1
Collocative	-
Thematic	1
Total	10

The researcher found the number from functions of meaning contained in Apple advertisement sentences within 5 years can be seen in the table below:

Table 2. Functions of meaning found

Types of meaning	Number
Assertive	3
Directives	2
Expressive	3
Declaratives	2
Commissive	-
Total	10

Through the table, 10 data found, the type of connotative meaning is most commonly used by Apple. And for the function of meaning, assertive is the most widely used. The researcher collected data on these advertisement sentences from

data sources based on products released by the company within 5 years (2017-2021).

For evaluation of research the types of meaning and the function of meaning in the following list of results are provided:

1. iPhone 8 and iPhone 8 Plus (2017) – “*A new generation of iPhone*”

Thematic meaning primarily organizes messages and expands the statement of one topic that is usually put in front of a sentence to bring the topic to a further explanation. In the phrase “*a new generation*” has actually become a topic that explains a whole concept of a new generation, but the explanation of this renewal is followed by the word after, “*iPhone*”. So, the whole meaning that can be interpreted is a new generation iPhone. Although it still carries a similar shape to its predecessor, but this product comes with the latest chipset. This reasoning is the basis for the creation and use of the sentence. Where the concentration of thematic meaning is to give a choice of all alternative concepts that will be elaborated in a short sentence while looking at the whole context.

This sentence presents the news of a statement that later becomes a fact. In the sentence “*A new generation of iPhone*” the function of the meaning conveyed is that the company states a new fact that the iPhone will issue the latest product that merely claims to be the most recent generation and if looking in context it could be that this update refers to the features and design or material part of the product used. Assertive contained in a speech must be in the form of truth and honesty of something that really happened.

2. iPhone X (2017) – “*Say hello to the future*”

The form of the phrase “*Say hello to the future*” refers to the whole concept of renewal contained in the iPhone series, ranging from futuristic design to lately the design becomes an inspiration and widely followed by rival smartphone brands, The phrase “*the future*” intended in this ad sentence is interpreted by the researcher as a form of updating and tagging very different innovations and pioneering change and movement and strong competition in the industry. This sentence clearly mentions “*Say hello...*” at the beginning of the sentence because this is basically the beginning of the future. Departing on the interpretation of the recipient of meaning, the word “future” can be interpreted as “*future*” denotatively or it can be as a form of updating of a technology that is compatible to the needs of today.

In the ad sentence there is the word “*say*” which states the direction for the audience to do something and react to the command word “*say*”, which in this case

is an order to “*say something*”. Broadly speaking, referring to the type of function of meaning, iPhone X is represented by an ad “*Say hello to the future*” with the aim to make the audience moved to listen and explore what the future really is on the iPhone by greeting the future with the word “*hello*”, then made this ad sentence included in the directives so that the audience try to take action from the direction.

3. iPhone Xs and Xs Max (2018) – “*Welcome to the big screens*”

In this case, the ad sentence “*Welcome to the big screens*” was examined as one that actually had connotative meaning. If interpreted to find the connotative meaning of this sentence, then this lies in the word “*screens*” itself. “*Screen*” here can mean the vision or appearance of everything that this smartphone manufacturer wants to show. The researcher also sees “*big screens*” as a form of exchange of meaning to indicate something where modern humans see and rely on technology that at this time has reached the form of “*big*” compared to previous products or types of technology with a small display and displays less information. The “*welcome*” statement on this ad is a welcome from the technological past to the present.

There is the phrase “*welcome to the big screens*”, where the word “*welcome*” which includes the type of greeting word that expresses feeling, welcoming over happiness, or approach to introduce something new, then the function of this ad sentence can be categorized expressive function meaning.

4. iPhone XR (2018) – “*Brilliant. In every way*”

Some features are not included in this product, but from there lies the “*brilliant*” of this product, because it can still make it as a product that has different advantages in addition to its predecessors. Briefly, iPhone XR is represented by “*Brilliant*”. While “*in every way*” itself represents the feasibility of a feature paired on the product, it can be seen in terms of performance or in terms of “*way*” where this smartphone can get its own way in getting the characteristic.

The word “*brilliant*” is considered appropriate to use in declaring this product because Apple is able to place and customize all the features of this iPhone XR at a more affordable price for advanced features that are considered incompatible with the low price offered, but can still apply it to all specifications, expressed through “*in every way*”. The main concentration of declarative is to change the point of view of something using something else that has happened.

5. iPhone XR (2018) – *“Make room for color”*

The connotative term builds the concept as an attribute that is able to be the property of an unspecified form of a concept. *“Color”* here may have connotations to explain the theme of the product, or even the campaign carried by the product. In the *“room for color”* section can mean that these colors need a special place and become important as marketing materials. This is why this type of meaning relies heavily on the context and historical value and marketing footprint of a manufacturer.

The phrase *“make room for color”* states the command *“make room”* which means that the function of its meaning states to give orders so that prospective consumers and the market as recipients of advertising to make room for something that has been prepared by Apple. The word *“make”* is an order or direction for the audience to do something, which is then connected with *“... room for color”* which means the reader is directed to give space and place to color. *“Color”* here has an implied meaning.

6. iPhone 11 (2019) – *“Just the right amount of everything”*

“Just the right amount of everything” has a central word and is centered on the use of *“amount”*, because basically here the word means size, sum, or count, which has previously been context by *“just the right...”* and represents that this product is in the right *“amount”*. Both in terms of features and size, performance to price. A little bit *“Just the right amount of everything”* has the concept of meaning to provide the most common meaning to represent the meanings behind it more specifically, about all the accuracy and the right amount that this product has.

“Just the right amount of everything” is simply a sentence that expresses the conclusion of a product that has the right measure in everything so that it is expressed by drawing the right conclusions for the product. The function of assertive meaning is used in this ad sentence. The context carried in this ad refers to the entire amount of fit contained in this product.

7. iPhone SE 2nd gen. (2020) – *“Lots to love. Less to spend”*

The text *“lots to love”* represents the presence of this product for the second generation which is indeed in the first generation has been adored and became the best-selling product at that time. In the *“less to spend”* section is a representation of the economical price of this product which when viewed from the advanced features brought seems very fitting and does not match the price of the *“loved”*

earlier. Stylistic meaning is present to make “*Lots to love. Less to spend*” as an artificial language that deviates from common linguistic rules. For the rest to explain, from that sentence, a lot will be liked from this product but it does not take much money to get it.

Clearly one of the words contained in the ad sentence above uses the word “*love*”, on “*Lots to love. Less to spend*” which the word “*love*” describes a thing about feelings and emotions that represent expressions and feelings very like. The preference for an object is directed towards the iPhone SE product which has been contextually discussed in the analysis section of the type of meaning.

8. iPhone 12 (2020) – “*Blast past fast*”

“*Blast past fast*” if interpreted literally means an explosion that occurs and passes quickly. If you look at the context, and connotatively interpreted, the above sentence has a very meaningful meaning with the product itself, that this product is an explosion and a buzz especially for the manufacturer itself in creating it. The word “*fast*” itself represents the powerful and fast performance that can be done by this smartphone product. “*Blast past fast*” refers to a technical and creative approach that is intended as a connotation of something else.

“*Blast past fast*” is a sentence, which, although in a connotative form, also provides a statement, and provides a description that the product includes a product that explodes in a connotative sense, in “*blast past*” and includes fast in performance, which is described in the word “*fast*”, according to the developments provided.

9. iPhone 12 Pro and iPhone Pro Max (2020) – “*It’s a leap year*”

“*It’s a leap year*” can be interpreted with the actual meaning, i.e., a statement to inform a year with a number of years that is more one day than the usual year, because “*leap year*” itself means leap year when referring to its true meaning. Connotatively “*It’s a leap year*” means the biggest jump of the year taken by the manufacturer. Looking at the concept, this product was released in a year that is still full of everything about the pandemic, then the giant manufacturer released this product and considered this as a leap for them. The word “*leap*” itself means leap literally, and the merging of two concepts that collide into one whole concept that becomes the creative actually reaches the highest limit of ad creation and embedding of meaning for it.

The phrase “*It’s a leap year*” explains what really happened because at the time of this ad sentence came up, that year. So, it functions its meaning to tell what really happened and its connection to this product. Because, iPhone 12 Pro and Pro Max are indeed issued when the year occurs, when the leap year. So, it can be interpreted the function of the meaning of the ad sentence to tell what is going on or the actual facts at that time.

10. iPhone 13 Pro (2021) – “*Oh. So. Pro*”

In this session, Apple tried to strengthen their admiration for their newest product. “*Oh. So. Pro.*” reflects how this product is felt to exceed the expectations of consumers and customers so that with all its advanced features. We see the sentence “*Oh so pro*” which is cut off and separated by a period. Expressions like this reflect a sense of admiration and lack of words to express it, as is the case when it comes to adaptations of everyday communication. When the sentence has been separated by a period, then what happens is a reflection of the emphasis on the characteristics of something, in this case this one product.

If the reflection of the maker’s feelings for something, it must also involve expressions that make the expressive meaning function applied here. Expressions like this take a step from the previous “*Oh so pro*” to become more meaningful, and full of emphasis when “*Oh. So. Pro*” became the one that was finally used to represent this product.

CONCLUSION

After studying the advertisement in Apple website, the researcher has found 10 data sets in the data source that matched the research criteria and were used to complete this research. Connotative, conceptual, stylistic, affective, reflected, collocative, and thematic meanings were found in online Apple advertisements based on the 10 data sets available. While connotation takes over as the most common type of meaning. As for the functions of speech whose meaning is adapted to the context of the advertisement sentence, assertive, directive, commissive, expressive, and declarative were found to be the most commonly used, with assertive and expressive being the most commonly used because they display facts succinctly. The theory is applied to all data.

All data were analyzed according to the theory used related to Semantic for marketing and the study of meaning, both in function and type. The meaning in advertising contains its purpose and function as a means of conveying the message

of a product to consumers. This kind of implied meaning can be interpreted by finding the type and function of the meaning, in order to understand the overall context of the text copy in the advertisement. This research is intended to provide an effective and closest way to the application of linguistics to understand the text in advertisements.

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