

Linguistic Features in E-commerce Slogans

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Abstract:

Slogan is one of the powerful tools to advertise e-commerce products and services. The power of slogan to promote commodities lies primarily on the language style that it employs. This study is aimed at analyzing the linguistic features in 38 e-commerce slogans that are popular in Indonesia. The data were analyzed quantitatively and qualitatively. Quantitatively, the data were calculated regarding the frequency of each identified linguistic features: semantic devices, syntactic devices, phonetic devices, orthographic devices, syntactic errors, code-mixing, and moods. Qualitatively, the data were verbally analyzed, described, and discussed. The findings show that regarding linguistic devices, the most prevalent case is semantic device (self-reference). Concerning syntactic errors, the most apparent errors relate to word order typology and omission of articles & prepositions. Speaking of code-mixing, the most frequently used term is the word 'online'. In relation to moods, the most dominant mood is declarative. This study suggests further study with a wider context of data.

Keywords: *e-commerce, linguistic features, slogans*

1. INTRODUCTION

Slogans are one of the powerful tools that are used to advertise products and services. Being part of a brand identity (Miller & Toman, 2016), slogan will leave a lasting impression in consumer's mind provided that it is well-designed (Freeman, 2005 cited in Miller & Toman, 2016). The power of slogans primarily lies in the use of language. Nowadays, with the advancement and innovations in technology, e-commerce flourish to cater for consumers' needs, targeting potential market with no geographical restriction. According to Setiawan (2014) cited in Widyastuti & Nugroho (2018), the value of Indonesian e-commerce in 2013 was 94,5 trillion rupiahs, and in 2016 it increased to 295 trillion. It indicates that shopping through e-commerce has become more popular among Indonesian consumers. The role of slogans becomes crucial as competition among online marketplaces have also been tougher, thus demands the need for catchy, impressive slogans.

Linguistic aspects in slogans are interesting to study because they represent a phenomenon of a language style. Studies that analyze the linguistic elements of slogans have been largely conducted such as in (Mahlknecht, 2015; Miller & Toman, 2016; Skračić & Kosović, 2013; Song & Jeon, 2018), yet in Indonesian context they are still inadequate. A study conducted by Ananda, Utama, & Nurjaya (2015) for example, only focuses on analyzing the speech acts used in the slogan of a commercial beauty product. Thus, it is a very specific case. Meanwhile, a study undertaken by Samosir, Nurhayati, & Maulana(2016) on the slogans of two universities only focuses on analyzing the language forms and meanings, while there should be other linguistic elements that are potential to be scrutinized. Meanwhile, a research conducted by Hapsari, Islam, & Ulum (2015) brings only the lexical aspects found in some slogans of a few Indonesian universities. Other study is that of Zuliana(2008) which analyzes the language styles of a limited number of advertisement slogans. The lack of linguistic analysis on those studies urges the author to conduct more detailed studies on linguistic features in Indonesian e-commerce slogans. Thus, the aim of this study is to identify, analyse, and describe the linguistic features: semantic devices, syntactic devices, phonetic devices, orthographic devices, syntactic errors, code-mixing, and moods of e-commerce slogans that are popular in Indonesia.

2. LITERATURE REVIEW

2.1 Linguistic Features in Slogans

Leech (1972) in (Dubovičienė & Skorupa, 2014) defines slogan as a brief phrase that carries a function to strengthen the identity of a corporation. Hence, a slogan should be able to convey the main idea of the advertised brand and is memorable. Linguistically speaking, advertising slogans can be categorized into some linguistic features such as “phonetic, orthographic, morphological, syntactic, or semantic mechanisms” (McQuarrie & Mick, 1996 in Miller & Toman, 2016 p.6).

Phonetic device deals with phonology, the sounds of oral language. Grinnel (1987) cited in Miller & Toman (2016) pinpoints several terms that belong to phonetic devices, among others are alliteration, consonance, assonance, rhyme, and clipping. Alliteration is the recurrence of an initial consonant sound that can be found in either a phrase or sentence. It can be seen in the slogan of Jaguar : *Don't Dream It. Drive It.* The use of consonant [d] is repeated almost in all beginnings of each word. Consonance is repeated consonants that have changes in vowels that appears in front of or behind the consonants. It can be found in Benetton's *'United Colors of Benetton'*, where the 'ni' in 'United' changes in vowel in the 'ne' of 'Benetton' (Grinnel, 1987 in Miller & Toman, 2016). Assonance is the repetition of vowel sounds in common phrases or sentences. One example for this phonetic device is Intel's *'Intel Inside'* (Dubovičienė & Skorupa, 2014), where the vowel 'I' is repeated. Rhyme is defined as 'tempo or pattern of sounds through repetition' (Grinnel, 1987 in Miller & Toman, 2016, p.7). An example of this phonetic device is *'Let the Walk Do the Talk'* (Musté, Stuart, & Botella, 2015). Clipping refers to the shortening of words or the use of apostrophe to replace a word such as in KFC's "Finger lickin' good" (Grinnel, 1987 in Miller & Toman, 2016).

Orthographical devices are belong to orthography, a linguistic science which deals with how spelling and symbols are used in written language. The devices that are considered orthographic are unusual or conventional spelling, abbreviation, and acronym (Miller & Toman, 2016). The use of unusual or conventional spelling in slogans is common, for example in *'So Good It's Ridqulous'* (Miller & Toman, 2016). The spelling of 'ridqulous' is ortographic as it is supposed to be 'ridiculous.' Unusual spelling is often deliberately used in slogans in order to attract consumers' attention. Abbreviation in slogans refers to the use of a abbreviated brand name or short form of the brand name. Acronym is the use of beginning letters in every word that is combined to make a new word.

As part of morphology, morphological devices occur in affixation and compounding (Miller & Toman, 2016). While affixation can consist of prefixes and suffixes attachment to words, compounding refers to how words are combined to make them longer, including the use of hyphenation. An example of affixation can be found in the slogan of Penguin Books (Vörös, 2010), *'Unputdownable.'* The word-formation in that slogan happens with the use of prefix 'un' and suffix 'able.' Meanwhile, an example of compounding in the slogan of Exxon Mobil: *'Algae-powered cars: Science fiction or science?'* (Vörös, 2010, p.23), in which three compounds occur. The phrase 'Algae-powered' is formed by compounding noun (Algae) and adjective (powered). In the phrase 'Algae-powered cars', the phrase 'Algae-powered' modifies the noun 'cars'. The last compound is found in the phrase 'science fiction'.

Syntactic devices encompass several terms in syntax such as chiasmus, word/phrase repetition, transposition, anaphora, and asyndeton. Chiasmus happens in two phrases, in which the second phrase is opposite to the first phrase (Miller & Toman, 2016). An illustration of chiasmus can be found in budget car rental's *'The economy of luxury, the*

luxury of economy' (Miller & Toman, 2016 p. 8). Word/phrase repetition is a word, phrase, or grammatical structure that is repeatedly used as in Prudential's '*Always Listening, Always Understanding.*' In that slogan, there are three types of word/phrase repetitions. The first is shown through the pattern of phrase which is repeated (the use of adverb of frequency 'always' and gerund). The second is the repetition of the adverb of frequency 'always', and the last is the repetition of gerund (verb -ing). Transposition deals with reversal in the wording of a familiar phrase such as in the slogan of Soloflex which is '*A hard man is good to find*' (Miller & Toman, 2016 p. 8). Anaphora is "the repetition of a word or phrase in the beginning of a sentence" (Munthe & Lestari, 2016 p.169). An example of anaphora is in Bond Alena's '*Feels at home. Feelin' Alive*' (Skračić & Kosović, 2013 p.43). The word 'feels' is repeated in the second phrase to be 'feelin' '. Asyndeton deals with deliberate omission of some conjunctions in a set of words or phrases, like in a slogan '*Don't Compromise. Personalize.*' (Munthe & Lestari, 2016 p.168). The use of a period after the word 'compromise' should normally be replaced with conjunction 'but.'

Semantic devices are highly related to semantic, a study which concerns with "the relations of signs to the objects to which signs are applicable" (Morris, 1955 in Saeed, 2003 p.17). There are many terms that can be categorized in semantic devices, among others are metaphor, self-reference, personification, metonymy, synecdoche, pleonasm, and well-known phrase. Metaphor constitutes the use of a word or phrase to refer to something that is actually not applicable to suggest an analogy to another thing (Miller & Toman, 2016). A metaphor can be found in a yachting slogan that is '*Queen of the seas since 1968*' (Skračić & Kosović, 2013 p.44). In that slogan, the product or service that is advertised is associated as a 'queen.' Self-reference is bringing the name of a brand into slogan (Miller & Toman, 2016) like in Kit Kat's '*Have a break, Have a Kit-Kat*' (www.campaignlive.co.uk.id). The self-reference in the slogan occurs because the name of the brand (Kit Kat) is included in it. Personification is "a figure of thought in which human qualities and actions are attributed to an inanimate objects or a creature that has no consciousness" (Katranjiev, Velinov, & Radova, 2016 p.273). In one brand name of beer, its slogan '*Guinness, Pure Genius*' (Miller & Toman, 2016 p.9) , the word 'genius' is attributed to the word 'Guinness', the brand name. Metonymy is associating a product with a person or thing (Miller & Toman, 2016) like in '*Do you have the bunny inside?*' of Energizer's slogan (Dubovičienė & Skorupa, 2014). Synecdoche denotes the use of the specific form of metonymy, where a part of a thing is referred to the whole thing (Miller & Toman, 2016). One example is in slogan '*Keeping the world in two wheels*' (Musté et al., 2015 p.355), in which the word 'wheels' represents a car. Pleonasm is the redundant use of words in a phrase or sentence, such as in '*bitterly cold, boiling hot*' (Lehmann, 2005 p.8). In that slogan, the phrase 'boiling hot' is redundant because the words in the phrase refer to the same meaning.

In addition to the above-discussed linguistic devices, code-mixing is also common to appear in slogans. *Code-mixing* is the use of two languages or more in the same

statement (Myers-Scotton, 1995 in Jiang, García, & Willis, 2014). In detail, code mixing is defined as:

“the embedding of various linguistic units such as affixes (bound morphemes), words (unbound morphemes), phrases and clauses from a co-operative activity where the participants, in order to infer what is intended, must reconcile what they hear with what they understand.” (Bokamba, 1989 in Ayeomoni, 2006 p. 91).

In advertising, the use of code-switching is due to the consideration that people tend to have a better response when they hear ‘low profile’ language rather than the high-class one (O’Donohoe, 1994 in Akinyi, 2016). In a country where bilingualism exists, advertising slogans that contain code-mixing are widely found. An example of code-mixing in a slogan of a Spanish magazine - “*Twenty million hijas are covered by AFLAC. Is yours?*” (Luna & Peracchio, 2005 p.760) - in which the English words are mixed with the Spanish word ‘hija’ that has the meaning of ‘daughter’.

Errors in language, whether spoken or written, is common to happen among language users, especially among foreign language speakers. Errors in language among adult speakers may be caused by ‘memory, slips of the tongue, tiredness, distraction, etc.’ (Carnie, 2006 p.21). Furthermore, Carnie (2006) pinpoints that the most frequent syntactical errors are related to the knowledge about embedded clauses in the main clauses. Similarly, Radford (2009) maintains that performance errors in utterances are caused by fatigue, boredom, effect of drug use, alcohol effect, and other outside factors. Moods are part of observable grammatical element in a language, whether spoken or written. Simpson (2004) in Setiastuti (2011), pinpoints the element of moods in grammar, which consist of declarative, interrogative, and imperative. Declarative mood appears in a statement that declares an information or an identity, like in eBay’s ‘*The World’s Online Marketplace*’. Interrogative mood is marked with the use of a question mark in the sentence. The question is usually rhetorical, such as in Rolaid’s ‘*How do you spell relief?*’ (www.thoughtco.com). Imperative mood occurs when a verb begins a sentence such as in a yachting’s ‘*Explore your world without leaving your home*’ (Skračić & Kosović, 2013).

2.2 Review of Previous Studies

A study carried out by Widyastuti & Nugroho (2018) about the effectiveness of slogan of a famous e-commerce shows that the slogan has a positive effect on the brand awareness. In other words, the slogan is easy to remember and once people hear or read the slogan, they can directly relate to the brand. It may imply that having high consideration on the chosen words, phrases, or sentence with syntactic, semantic, or phonological aspects can make slogans effective. Similar to that, a study conducted by Huang & Lin (2017) is emphasized on the role of slogans to build brand awareness towards tourist destinations in some Asian countries. The study exhibits results that the tourism slogans in Taiwan, Singapore, and China turn out to be the most effective as they are easily recalled by people.

Other study was undertaken by Miller & Toman (2016) which was aimed to analyse the complexity of syntactic elements employed in slogans of service companies. The results show that most analysed slogans contain simple slogans and lack complex transformation regarding the syntax element. It is found that the syntactic complexity in the studied slogans is mostly in the category of simple (zero structure of syntax). A study was carried out to analyse the lexical features of slogans used by some universities in Indonesia (Hapsari et al., 2015). It reveals that the most frequent lexical features that appear in the analyzed slogans are *Articles, Prepositions, Conjunctions, Pronouns, and To be*.

Meanwhile, a study undertaken by Luna & Peracchio (2005) in the United States is focused on analysing sociolinguistic aspect in language through the use of code-switching as a way to persuade society. The use of code-switching in slogans is due to the sociolinguistic consideration that bilingualism exists in the targeted society. The results indicate that with the use of code-switching in advertising, bilinguals' attention is directed to the switched expressions, and it also affects bilinguals' attitude toward language. It is to say that in an environment where bilingualism exists, the use of code-switching to promote commercial products or services should be considered as a marketing strategy, so that the targeted society will be potential buyers. The mixing of language used in slogans also occurs in Kenya, where a study conducted by Akinyi (2016) reveals the fact about the prevalence of code-mixing in printed advertising of commercial banks and telecommunications. The study showcases findings that among various language mixtures, the most leading mixing is English and Kiswahili.

In Korea, Song & Jeon (2018) analyzed the semantic and morphological elements of slogans that are used to promote Korean regions. Based on the findings, the excessive use of signs that accompany the slogans have deviated the substantial messages that are intended to be conveyed. This semiotic study also reveals that too much use of signs have failed to create local distinctiveness that represents the identity of each Korean region. The previous studies as discussed above highlight the role of slogans to persuade and attract people to buy products or services, and scrutinizing the linguistic elements will bring insights about language phenomena that emerge in our society through the use of slogans.

A recent, interesting study examining typological errors in public signs of Tehran was carried out by Mohebbi & Firoozkahi (2019). The study investigated the use of English in an environment where bilingualism and multilingualism exist. Using as many as 400 bilingual and multilingual signs as the data, the study reveals that the most common typological errors that appear deal with spelling, mistranslation, transliteration, grammatical errors, and influence of L1. The findings of the study call for a serious attention from the authorities towards the teaching of English.

3. RESEARCH METHODOLOGY

This study is a linguistic analysis study which employs content analysis design. Various linguistic features that consist of syntactic devices, semantic devices, orthographic devices, phonetic devices, syntactic errors, code-mixing, and moods of e-commerce slogans are studied and analyzed. The subjects of this study are e-commerce slogans that are popular in Indonesia and mostly listed in namSlog.com (a website that lists Indonesian e-commerce slogans). There are as many as 38 e-commerce slogans that serve as the sample of this study. The instrument of this study is the writer as a human instrument who collects the data. The data in this study are analyzed quantitatively and qualitatively. Quantitatively, the slogans are calculated in terms of their frequency of linguistic features. Then, to find out the dominance that represents each language feature and its sub-features, the frequency of occurrence is calculated using Excel and presented through charts. Qualitatively, the data displayed through the charts that represent each language feature is verbally described and discussed.

4. FINDINGS

4.1 The Semantic Devices

Among the linguistic devices, semantic is the most prevailing data that occur in the e-commerce slogans. The categorization of semantic mechanisms is displayed in the following figure, encompassing several semantic devices i.e. self-reference, borrowing, pleonasm, personification, metaphor, and well-known phrase.

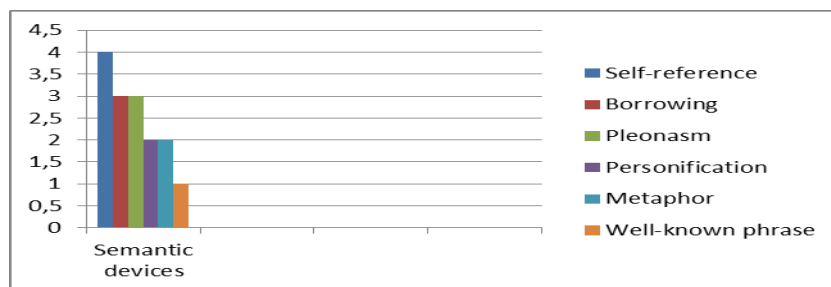


Figure 1. Semantic devices

It is shown above that self-reference takes position as the most frequent emerging data observed in the slogans (4 cases), followed with pleonasm (3 cases) and borrowing (3 cases) at the second place, personification (2 cases) and metaphor (2 cases), and well-known phrase (1 case) consecutively. The rarest data is that of well-known phrase. Following this, a table displaying the slogans, e-commerce names, and the categorizations of semantic devices is presented.

Table 1. Slogans with semantic devices

e-commerce	Slogan	Category
maskool.in	<i>Asisten</i> Belanja Pria	Metaphor & Borrowing
Pegipegi	<i>Explore with Us!</i> #PegipegiYuk	Personification & Self-reference
Tiket.com	Mau ke mana? Ke mana pun, <i>tiket.com</i> aja.	Self-reference
Swood.id	Toko <i>Fashion Baju</i> dan <i>Sepatu</i> Online	Pleonasm
bukalapak.com	<i>Situs</i> Jual Beli Online Mudah & Terpercaya	Borrowing
elevenia.co.id	<i>Klik</i> . Cari. Hapi.	Borrowing
jakartanotebook.com	<i>Most Wanted</i> Super E-Store	Metaphor & Well-known phrase
cipika.co.id	Dengan <i>Cipika</i> Semua Menjadi Mudah	Self-reference
qoo10.co.id	Belanja Cerdas Sama <i>qoo10</i>	Personification & Self-reference
blanja.com	<i>Jual Beli dan Belanja</i> Online <i>Aman & Menguntungkan</i>	Pleonasm
serbadistro.com	Toko Online <i>Distro</i> Indonesia	Pleonasm

Four slogans are identified to contain self-reference, two of which also carry personification meaning. In Pegipegi's '*Explore with Us!*#PegipegiYuk', self-reference happens because the slogan includes the name of the brand (Pegipegi). The slogan '*Explore with us!*' indicates a personification because the word 'explore' is usually attributed to human's activity, and the word 'us' associates with people. It leaves an impression that Pegipegi, as a reservation e-commerce, acts as a person. Self-reference and personification also occur in qoo10.co.id's '*Belanja Cerdas Sama qoo10*' (shopping smartly with qoo10). The e-commerce name is mentioned in the slogan, and the phrase and the word 'sama' which means 'with' acts as if qoo10 is a person that accompanies the shopping activity.

Other interesting phenomenon is the presence of pleonasm in the e-commerce slogans, which is the use of unnecessary/redundant words in a sentence. In the slogan '*Toko Fashion Baju dan Sepatu Online*', the word 'fashion' is redundant with 'baju' (clothes) and 'sepatu' (shoes). The use of 'baju' and 'sepatu' are unnecessary and inefficient because they mean the same as 'fashion.' Other pleonasm also takes place in '*Jual Beli dan Belanja Online Aman & Menguntungkan*', in which the verb 'beli' (to buy) means the same as 'belanja' (to shop). Also, in '*Toko Online Distro Indonesia*' the word 'toko' (shop) is close in meaning with 'distro' (distribution store), making the sentence redundant.

Concerning borrowing, three slogans are found with borrowed words. In bukalapak's slogan '*Situs Jual Beli Online Mudah & Terpercaya*', the noun 'situs' is borrowed from the English 'site'. In addition, elevenia's slogan 'Klik. Cari. Hapi' shows that the Indonesian verb 'klik' is borrowed from the English verb 'click.' Also, the noun 'Asisten' in maskool.in's '*Asisten Belanja Pria*' shows other borrowed word of 'Asisten' from English 'Assistant.'

With regard to metaphor, there are two slogans that employ it. In maskool.in's '*Asisten Belanja Pria*' - the noun 'asisten' (assistant) is metaphoric as it uses the word that is associated to human. Also, in jakartanotebook.com's '*Most wanted super e-store*', the use of 'most wanted' contains metaphoric meaning since it is normally

used to refer to a person who is currently being sought for a certain reason, especially due to an alleged crime (www.collinsdictionary.com).

The last semantic mechanism found in the slogan relates with a well-known phrase. It only appears once among all slogans, i.e in jakartanotebook.com’s ‘*Most wanted super e-store.*’ The phrase ‘most wanted’ is considered as a well-known phrase, and it is the only semantic device that emerges once. Hence, it may imply that adopting a well-known phrase, especially that in English, is rarely used as a strategy to promote brands, especially in e-commerce slogans of Indonesian context.

4.2 The Syntactic Devices

In relation to syntactic devices, their occurrence in the e-commerce slogans indicate that they are also noticeable as there are 10 cases under this category, consisting of 4 word/phrase repetitions, 5 cases of asyndeton, and 1 case of anaphora. The occurrence of syntactic elements in the analyzed slogans is shown in the following figure.

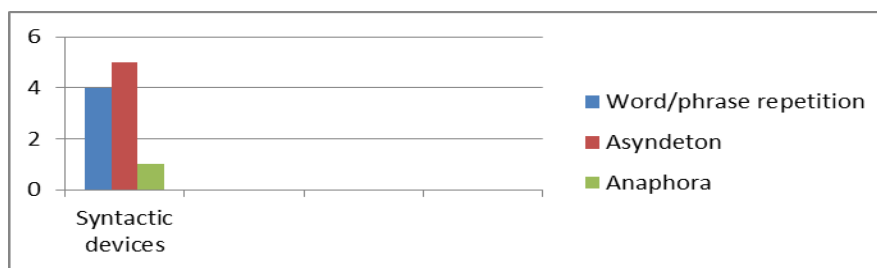


Figure 2. Syntactic devices

The figure above clearly tells that asyndeton dominates the cases, followed with word/phrase repetition, and anaphora. Asyndeton, which deals with the avoidance of connectors shows that in syntactic level, this language device is popular among the e-commerce slogans, especially in Indonesia. The table below informs the e-commerce slogans that employ asyndeton.

Table 2. Slogans with syntactic devices

e-commerce	Slogan	Category
muslimmarket.com	<i>Serba Muslim. Serba Ada.</i>	Word/phrase repetition & Asyndeton
blibli.com	<i>Big Choices. Big Deal.</i>	Word/phrase repetition & Asyndeton
Ali Express	<i>Smarter Shopping. Better Living</i>	Word/phrase repetition & Asyndeton
elevenia.co.id	<i>Klik. Cari. Hepi.</i>	Asyndeton
Mataharimall.com	<i>Semua ada. Semua belanja.</i>	Word/phrase repetition & Asyndeton
Tiket.com	<i>Mau ke mana? Ke mana pun, tiket.com aja.</i>	Anaphora

Referring to Table 2, asyndeton appears as the most frequent cases. The absence of connectors appears in ‘*Serba Muslim. Serba Ada*’, ‘*Big Choices. Big Deals*’, ‘*Smarter Shopping. Better Living*’, ‘*Klik. Cari. Hepi.*’, and ‘*Semua ada. Semua belanja.*’ Instead

of using connectors, the phrases in those slogans are kept short with the use of a full stop between them. The use of asyndeton also has various purposes. For instance, in *'Klik, Cari. Hapi'* which means 'Click. Search. Happy' the slogan tries to assert how easy it is to access and purchase elevenia's products. In *'Smarter Shopping. Better Living'*, Ali Express tries to convince consumers that shopping at Ali Express will make life better.

Regarding word/phrase repetition, there are three slogans that are attributed to this syntactic category: *'Serba Muslim. Serba Ada'*, *'Smarter Shopping. Better Living'* and *'Big Choices. Big Deals'*. In the first slogan, the word 'serba' is repeated in the second phrase. In the second and third slogans, it is not only the word that is repeatedly used, but also the phrase. The phrase that appears in *'Smarter Shopping. Better Living'* is composed with the same pattern of phrase, that is adjective phrase. Also, the type of adjective is the same, i.e the repetitive use of comparative form of 'smarter' and 'better.' In *'Big Choices. Big Deals'*, both phrases are of the same component, that is the combination of adjective and noun.

The hardly found syntactic device analyzed in this study is anaphora. In fact, the only anaphoric slogan is that of tiket.com's *'Mau ke mana? Ke mana pun, tiket.com aja.'* As seen in the slogan, the phrase 'ke mana?' in the end of the first sentence is reused to begin the second sentence as in 'Ke mana pun'.

4.3 The Phonetic Devices

The emergence of phonetic mechanism in the e-commerce slogans reveals that alliteration is the most frequent linguistic device. The figure below displays the data concerning the occurrence of phonetic phenomenon in e-commerce slogans.

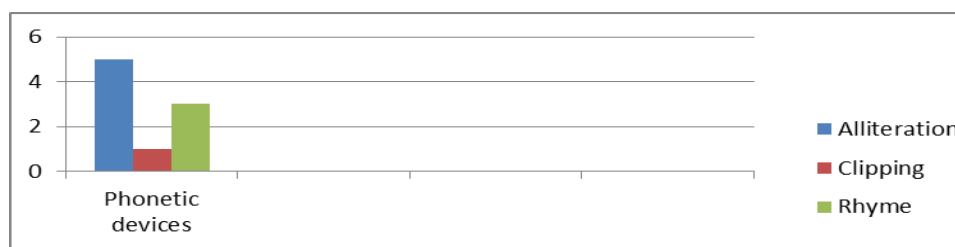


Figure 3. Phonetic devices

It is exhibited in Figure 4 that there are three types of phonetic devices found in e-commerce slogans. They consist of 5 cases of alliteration, 3 cases of rhyme, and 1 clipping. Table 3 displays the detailed information about the e-commerce names, slogans, and their category.

Table 3. Slogans with phonetic devices

e-commerce	Slogan	Category
muslimmarket.com	<i>Serba Muslim. Serba Ada.</i>	Alliteration
olx.co.id	<i>Cara Tepat. Jual Cepat.</i>	Rhyme
Ali Express	<i>Smarter Shopping. Better Living</i>	Rhyme
Ogahruqi.com	<i>Belanja Bareng Baru Seru...!</i>	Alliteration
blibli.com	<i>Big Choices. Big Deals</i>	Alliteration
dinomarket.com	<i>Belanja Online Bebas Resiko</i>	Alliteration
JD.ID	<i>Dijamin ori</i>	Clipping
Mataharimall.com	<i>Semua ada. Semua belanja.</i>	Rhyme & Alliteration

As shown in Table 2, alliteration is the most dominant phonetic device among the others. They are found in ‘*Serba Muslim. Serba Ada*’, ‘*Belanja Bareng Baru Seru...!*’, ‘*Big Choices. Big Deals*’, ‘*Belanja Online Bebas Resiko*’, and ‘*Semua ada. Semua belanja.*’ In muslimmarket.com’s ‘*Serba Muslim. Serba Ada*’, alliteration takes place due to the recurrence of initial consonant sound [s]. The repeated use of initial consonant also happens in ‘*Belanja Bareng Baru Seru...!*’, in which consonant [b] begins the three words. In ‘*Big Choices. Big Deals*’, the consonant [b] occurs twice and they begin the two phrases, having the same pattern as that of ‘*Semua ada. Semua belanja.*’. Rhyme occurs when there is a repeated pattern of vowel sound, especially in the end of a phrase or sentence. It happens in ‘*Semua ada. Semua belanja*’, ‘*Cara Tepat. Jual Cepat*’ and ‘*Smarter Shopping. Better Living*’, where the second word in each phrase of each slogan forms a rhyming sound of [a] and [i].

Concerning clipping, there is only 1 case that occurs i.e in JD.ID’s ‘*Dijamin ori.*’ The word ‘ori’ is the clipped form of ‘original’. In fact, this clipped word has become a popular term among Indonesians, especially when referring to fashion and electronic products.

4.4 The Orthographic Devices

Based on the analysis of the e-commerce slogans used in the present study, the most dominant data is acronym (3 cases), followed with unusual/unconventional spelling (2 cases) and abbreviation (1 case) consecutively.

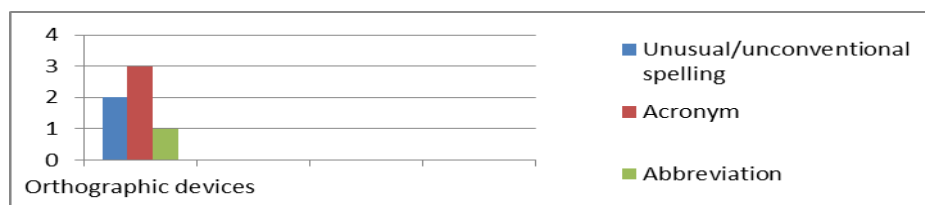


Figure 4. Orthographic devices

As seen in the figure above, the use of orthography in the e-commerce slogans is very limited. The table as follows contains the detailed data about orthographic figures in the slogans.

Table 4. Slogans with orthographic devices

e-commerce	Slogan	Category
elevenia.co.id	Klik. Cari. <i>Hepi</i> .	Unusual/unconventional spelling.
Shopee	Gratis <i>ongkir</i> se-Indonesia	Acronym
belanjakomputer.com	The <i>IT</i> Webstore of Indonesia	Abbreviation
Pegipegi	Explore with Us!# <i>Pegipegi</i> Yuk	Unusual/unconventional spelling.
serbadistro.com	Toko Online <i>Distro</i> Indonesia	Acronym

The table above shows that the occurrence of unusual/unconventional spelling is of the same frequency. In '*Klik. Cari. Hepi*', the adjective 'hepi' is orthographic because it should be written 'happy.' The decision to employ the spelling 'hepi' instead of the correct form of 'happy' is based on the vowel sound [I] and [e] that 'happy' produces. In '*Explore with Us!#Pegipegi Yuk*' the phrase 'pegipegi' is not properly spelled as it is supposed to be 'pergi-pergi' (an Indonesian phrase which usually refers to having a trip or vacation). The use of this orthographic device in slogans may imply that the companies try to connect with its consumers through informal and friendly way. Acronym is also common among Indonesian society in their daily communication, as reflected through the use Shopee's '*Gratis ongkir se Indonesia*' and serbadistro.com's '*Toko Online Distro Indonesia*'. The use of 'ongkir' is the acronym of 'ongkos kirim' which means 'delivery cost'. The acronym happens by combining the first three letters of the first word with the first three letters of the second word. This acronym is popular in Indonesian e-commerce transactions, especially among young consumers. In 'distro', the acronym happens by combining two nouns of 'distributor' and 'store', but the combination is not equal. While the noun 'distributor' contributes to the forming of the first five words in 'distro', the noun 'store' only supplies one word, which is 'o' into the acronym.

4.5 The Syntactic Errors

In addition to the linguistic devices that are employed and observable in the e-commerce slogans, syntactic errors also occur. The emergence of errors in syntactic level is not frequent, as there are only four slogans that contain the violation of grammatical rules. The detailed list of errors in the e-commerce slogans is shown in the figure below.

Table 5. Syntactic errors

e-commerce	Slogan	Category
depuppy	Pet Store Online Indonesia	Word order typology, omission (article an/the & preposition in/of)
galeripos.com	Easy Shopping at Trusted Place	Omission (article a)
livaza.com	#1 Marketplace Furniture Indonesia	Omission (article the & preposition of/ in) & Word order typology
sejuelektromik.com	Electronic E-commerce #1	Word order typology & omission (article the)

Displayed in Table 5 above, there are two types of errors found in the slogans. They are word order typology and omission. In depuppy's slogan, word order typology happens because the phrase does not follow the convention of English word order. The phrase 'pet store' as a noun phrase, should be placed after the adjective 'online.' In addition to word order typology, the slogan also omits an article. There should be an article (either 'an' or 'the') to begin the slogan. Also, the slogan should employ a preposition of either 'in' or 'of' preceding the adverb of place of 'Indonesia'. Alternatively, the word 'Indonesia' can be replaced in the beginning of the phrase to indicate possessiveness. Therefore, there are five alternative corrections for this slogan: '*An Online Pet Store in Indonesia*', '*The Online Pet Store of Indonesia*', '*An Online Pet Store of Indonesia*', '*The Online Pet Store in Indonesia*',

'Indonesia's Online Pet Store.'

Omission of article also happens in '*Easy Shopping at Trusted Place*', in which article 'an' should be inserted before the noun phrase 'trusted place.' In '*#1 Marketplace Furniture Indonesia*', there should be article 'the' that precedes the symbolic '#1', and the noun 'furniture' should take place before 'marketplace'. Also, preposition 'of' or 'in' should be employed before the word 'Indonesia.' In '*Electronic E-commerce #1*', word order typology occurs due to the misplacement of the noun phrase. First, the word 'e-commerce' should be put before 'electronic', and the '#1' should begin the phrase. Besides, article 'the' should not be omitted from '#1'. In short, the slogan should say '*The #1 Electronic E-commerce.*'

4.6 Code Mixing

In addition to the above findings, it turns out that code-mixing is prevalent in the e-commercial slogans. The following table shows the e-commerce slogans that contain code mixing, which combine Indonesian and English.

Table 6. Code mixing in the e-commerce slogans

e-commerce	Slogan
lazada.co.id	Online Shopping Mall <i>Terkemuka di Indonesia</i>
mahanesia.com	Reseller <i>Busana Muslim Ternama</i>
oke.com	Toko <i>handphone Online</i> Indonesia
tokoone.com	Toko <i>Online</i> Terpercaya
bukalapak.com	Situs Jual Beli <i>Online</i> Mudah & Terpercaya
Pegipegi	Explore with Us!# <i>PegipegiYuk</i>
serbadistro.com	Toko <i>Online Distro</i> Indonesia
blanja.com	Jual Beli dan Belanja <i>Online</i> Aman & Menguntungkan
Swood.id	Toko <i>Fashion</i> Baju dan Sepatu <i>Online</i>

As seen in the table above, nine slogans mix Indonesian with English words. In '*Online Shopping Mall Terkemuka di Indonesia*', the English phrase 'Online Shopping Mall' is combined with Indonesian phrase 'Terkemuka di Indonesia' (famous in Indonesia). In mahanesia.com's '*Reseller Busana Muslim Ternama*', the term 'reseller' is mixed with Indonesian phrase 'Busana Muslim Ternama' (Famous Muslim's

Fashion). The use of noun ‘reseller’ in the slogan apparently is owing to the inexistence of an Indonesian term that has equal meaning as that word. Hence, this term is very common to be used among Indonesians, especially in the context of selling and buying products.

The most frequent English word that is adopted is ‘online’, such as in ‘**Online** Shopping Mall Terkemuka di Indonesia’, ‘Toko handphone **online** Indonesia’, ‘Toko **Online** Terpercaya’, ‘Situs Jual Beli **Online** Mudah & Terpercaya’, ‘Toko **Online** Distro Indonesia’, ‘Jual Beli dan Belanja **Online** Aman & Menyenangkan’, and ‘Toko Fashion Baju dan Sepatu **Online**.’ The frequent use of ‘online’ that is inserted between Indonesian words leads to an assumption that people prefer using its English term rather than the Indonesian term owing to the fact in Indonesian, the word ‘online’ is translated into ‘dalam jejaring’, a term that consists of more syllables. Therefore, using ‘online’ instead of ‘dalam jejaring’ seems to be more efficient.

Code-mixing also happens in the slogan ‘Explore with Us!#PegiPegiYuk’, where the use of English is mixed with informal Indonesian imperative ‘PegiPegiYuk.’ It might imply that the company wants to be internationally recognized yet locally popular (indicated with the phrase ‘PegiPegiYuk’). In short, it might be intended to capture the attention of both foreign and local customers.

4.7 Moods of the Slogans

Observing the linguistic figures of slogans will be more comprehensive when the moods of the slogans are also analyzed and described. It is shown in the following figure that there are 33 cases that contain declarative moods, 3 slogans with imperative moods, and 1 slogan that has interrogative mood.

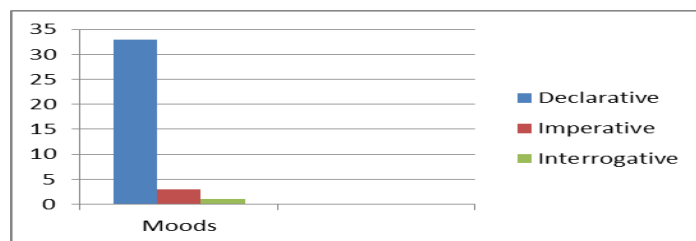


Figure 6. Moods of the slogans

The moods of the slogans are dominantly declarative. It might be due to the assumption that using a declarative sentence in a slogan will make the brand easier to retain. It can also be a kind of a product’s strength or characteristics. In bukalapak’s slogan of ‘Situs Jual Beli Online Mudah & Terpercaya’, the characteristic and strength of the e-commerce is tried to be reinforced through the phrase ‘Mudah & Terpercaya’ (easy & reliable). Also in the slogan ‘Jual Beli dan Belanja Online Aman & Menguntungkan’ of blanja.com, the declarative sentence is made in order to create an image as well as the strength of the e-commerce, which are ‘Aman’ (safe) and ‘Menguntungkan’ (profitable). It can also be found in JD.ID’s ‘Dijamin ori’

(guaranteed to be original), the slogan tries to convince consumers that the products that they sell are original. An identity that indicates the origin of the e-commerce is also tried to be built by including the name of the country in the slogans, such as in 'Online Shopping Mall Terkemuka di Indonesia', 'Pet Store Online Indonesia', 'Direktori Bisnis No.1 di Indonesia', 'Mall Belanja Online Indonesia,' 'Toko Handphone Online Indonesia', and many more. In fact, there are many e-commerce slogans that employ declarative moods and contain an identity as an Indonesian's e-commerce.

The other moods are imperative and interrogative. Imperative moods appear in three slogans i.e Tokopedia's 'Ciptakan Peluangmu', Shopdeca's 'Discover Your Lifestyle', pegipegi's 'Explore with Us!#PegipegiYuk', and Elevenia's 'Klik.Cari.Hepi.'

Imperative mood is usually marked with the use of verb to begin the sentence. Imperative sentence creates a command and it lacks subject (Miller & Toman, 2015). In 'Ciptakan Peluangmu' (create your opportunity), the imperative mood is shown with the use of verb 'ciptakan'. Slogans that contain imperative mood are usually brief. One example is 'Klik. Cari. Hepi', in which brief words are employed with no conjunctions. Keeping the slogans short will enable people to easily retain the brands that the slogans are associated to.

The fewest type of mood that is applied in e-commerce slogans is interrogative mood. This mood is indicated with the use of a question mark. The only slogan that employs interrogative mood is tiket.com's 'Mau ke mana? Ke mana pun, tiket.com aja'.

5. DISCUSSION

Findings of the present study showcase the linguistic features which occur in e-commerce slogans popular among Indonesians. As shown in the findings section above, the most frequent linguistic element that takes place in the slogans are semantic devices. Among the semantic devices that is most frequent to occur is self-reference, that concerns with the use of the brand in the slogan. Self-reference in a slogan can reinforce the name of the brand being promoted as people will easily relate the slogan to the respective brand whenever they hear or read the slogan. This finding supports previous study undertaken by Musté et al.(2015) who highlighted the prominence of semantic devices in brand slogans as an effective tool to reinforce brands in society's memory. Similarly, findings related to self-reference and personification in slogans support a study conducted by Miller & Toman (2016). Other semantic devices that also frequently occur in the studied e-commerce slogans are pleonasm and borrowing. Pleonasm, which Lehmann (2005) defines as the redundant use of words to reinforce meanings, confirms previous study by (Lazfihma, 2014) who found this linguistic phenomenon in Aston Martin's slogan. Regarding borrowing, all findings in this study concerning borrowing words emphasize the fact that many Indonesian words are borrowed from English words, implying a powerful influence and status of English as an international language. The phenomenon of borrowing words are in fact still found in a lot of linguistic studies (Akinyi, 2016; Mahlknecht, 2015; Nilep, 2006), thus

emphasizing the trend of borrowing words from international languages as an attempt to put the brand to be internationally acknowledged. In other words, e-commerces that borrow foreign words in their slogans want to establish a wider market segment that goes beyond local consumers. Shortly, borrowed words in e-commerce slogans may happen due to two considerations: to follow the global trend and to establish a wider market segment. In addition to the aforementioned semantic features, metaphor is also found in the studied e-commerce slogans, Metaphor in slogans confirms previous studies (Dubovičienė & Skorupa, 2014; Song & Jeon, 2018; Woon & Ho, 2007), although the limited occurrences in this present study may indicate that among Indonesian society, metaphor is rarely used and encountered in slogans.

Concerning the syntactic area, only a few number of linguistic phenomena are encountered. The findings reveal that asyndeton dominates the syntactic elements in the studied slogans, followed with repetitive words/phrases and anaphora. In fact, the data show that in numerous slogans, asyndeton and words/phrases repetition are employed together, as in “*Serba Muslim. Serba Ada*” of muslimmarket.com. Making the slogans short by eliminating the use of conjunctives will make the slogans easier to recall. It had been found before that asyndeton, as a rhetorical device that violates the grammatical rules, is common to occur in slogans as in Munthe & Lestari (2016) and Musté et al. (2015). The second most frequent syntactic device in the slogans is repetitive words or phrases. Repeating words or phrases in a slogan shows an attempt to make the slogan easier to memorize and associate with. In fact, this device has also been found in earlier linguistic study by Musté et al. (2015), who pinpoints various types of repetition in stylistic language used in slogans. The last syntactic element is anaphora, a rhetorical figure that gives significant meanings to texts (Halliday & Matthiessen, 2004). The employment of anaphora (the repetition of phrases in the beginning of a sentence) in the current study, despite its rare occurrence, supports the finding in previous linguistic studies (Katranjiev et al., 2016; Mahlknecht, 2015; Munthe & Lestari, 2016). Repetitive use of words in slogans carry a function as it might be intended to make the words catchy and memorable. Anaphora is different from other syntactic device - words/phrase repetition, although basically, both devices used repeated words. Anaphora is distinctive in a way that the repetition happens by reusing the last words in the preceding sentence/phrase to begin the second sentence/phrase.

Regarding phonetic devices (alliteration, rhyme, and clipping), the findings in this study support earlier studies (Katranjiev et al., 2016; Miller & Toman, 2016; Musté et al., 2015). Seen from phonetic point of view, the slogans in this study have multiple linguistic features, which means that slogans are rich of linguistic elements and analyses. Alliteration is the most frequent device in the studied slogans among rhyme and clipping. The clipping phenomenon, although appears very rare in this slogan, supports earlier findings of clipped words used in slogans (Miller & Toman, 2016).

Related to orthographic devices that involve the use of acronym, unusual spelling, and abbreviation in this study support earlier studies with the same type of findings

(Dubovičienė & Skorupa, 2014; Miller & Toman, 2016; Musté et al., 2015), indicating that orthography is common to be found in slogans regardless in which context it happens.

The phenomena of errors that occur among speakers of second or foreign language (in this case English) is due to several factors as pinpointed by Richards (1971) in Ellis (2008). First, error can be caused due to the use of language components of a certain language while using another language or commonly called as interference errors. The second is due to the influence of the first language when using the second language, which means that there is a failure in applying the rules of language based on the conditions that the rules apply. This error is popularly termed as intralingual errors. Third, errors can be categorized as developmental errors when hypotheses about the second or foreign language rules are made based on lack of experience. This finding of syntactical errors confirm the study undertaken by Mohebbi & Firoozkahi (2019) about linguistic errors that significantly appear in the writing of public signs in the context of bilingualism and multilingualism. It may imply a message that language errors that occur in public media are still prevalent regardless the roles that the language carries in a certain context - be it a first, second, or foreign language.

The use of code-mixing in slogans or advertising is popular in many countries as reflected in previous studies (Akinyi, 2016; Luna & Peracchio, 2005). Based on the types of code-mixing found in the present study, some factors that stimulate the use of code-mixing are as follows. First, it is done for economical and efficient reasons. It occurs in a case whereby the use of code-mixing is more economical and efficient rather than the complete use of a native language. Second, code-mixing may occur due to the inexistence of a term that has the same meaning as the word that is adopted. In this case, there is no way to avoid code-mixing. Third, code-mixing is employed in order to attract the attention of a more various language speakers, for example in bilingual or multilingual environment.

The very rare use of interrogative mood in Indonesian slogans may indicate that interrogative form of sentences is not commonly used in Indonesian slogans. It can be caused by a consideration that using an interrogative form is less effective in creating brand awareness. The three moods - declarative, imperative, and interrogative - that are found in the e-commerce slogans of this study confirm the findings of studies in slogans (Miller & Toman, 2015; Setiastuti, 2011).

6. CONCLUSION

The findings of this study show assert that linguistic phenomena in e-commerce slogans are still interesting to study. Semantically speaking, most slogans use self-reference device by mentioning the brand in the slogan. The use of self-reference implies a message to reinforce the brand name, so that it will be easily memorized by people. Syntactically, most slogans employ asyndeton, resulting in the lack of conjunctions and the more efficient words. This syntactic device also implies that the use of fewer words will make the slogans easier to recall. Phonetically, alliteration is

the most prevalent cases. From orthographic point of view, acronym is mostly used. The e-commerce slogans are also not free from syntactic errors. The most prevalent errors in the slogans deal with word order typology and omission of article or preposition. The errors are probably due to the interference of Indonesian language rules to English language rules, failure to switch language rules into English rules, and lack of knowledge or experience. Regarding code-mixing, many slogans mix Indonesian with English, and the causes of mixing are probably due to inefficiency reason, the inexistence of the equal term in native language, and intention to attract wider audience with various language backgrounds. Concerning mood, the most dominant mood that are apparent in the e-commerce slogans is declarative mood, followed with imperative and interrogative. The very rare use of interrogative mood in e-commerce slogans may imply that this mood is less effective to be used to create brand awareness to Indonesian society. The various findings of the current study ascertain the need to conduct further study in the same linguistic areas but with a wider context of data.

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