

Discourse Markers in The Top Five Brands' Slogan on Website Advergize.Com

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Abstrak

Penelitian ini pada dasarnya memperlmasalahkan cara slogan dari merek-merek terkenal untuk dapat bertahan dan bahkan berkembang luas karena keberhasilan merek tidak bisa dilepaskan dari slogannya. Slogan memiliki dampak untuk membuat merek menjadi terkenal seperti yang didaftar oleh *advergize.com*. Oleh karena itu, sangat penting untuk melihat slogan-slogan sebagai bagian penting dari *branding*, terutama jika dilihat dari wacana dibalik slogan-slogan tersebut. Deborah Schiffrin menjelaskan wacana melalui penandanya; bahasa (struktur), makna (semantik/bahasa kiasan) dan konteks sosial, yang kemudian dapat dipermasalahkan menjadi tiga pertanyaan; (1) bagaimana bentuk kalimat yang digunakan dalam slogan lima merek yang ada di website *advergize.com*? (2) bagaimana makna ditemukan dalam slogan lima merek yang ada di website *advergize.com*? dan (3) Bagaimana konteks sosial membentuk wacana di slogan lima merek yang ada di website *advergize.com*? Metode yang digunakan adalah kualitatif dan data yang diambil berasal dari lima merek yang didaftar oleh website. Data diklasifikasikan dan kemudian dianalisis. Berdasarkan apa yang peneliti menemukan dalam analisis ini, slogan-slogan dari merek-merek terkenal di atas memiliki tiga penanda seperti yang telah diuraikan secara teoritis dan ketiganya saling terhubung satu sama lain; linguistik, makna, dan konteks sosial. Akhirnya, ditemukan bahwa penanda wacana dapat mempengaruhi keberhasilan slogan karena di balik slogan-slogan, ada kekuatan dan kekuasaan yang mengacu pada wacana di balik itu.

Kata kunci: slogan, penanda wacana, bahasa, makna dan konteks sosial.

Abstract

This study basically problematizes the way slogans of famous brands can survive and even expand broadly because the success of brands cannot be released from its slogans. The slogans have the impact to make the brands to be famous as it is enlisted by *advergize.com*. Therefore, it is very important to see slogans as the major part of branding, especially if it is seen from the discourse behind the slogans. Deborah Schiffrin clarifies discourse through its markers; language (structure), meaning (semantic/figurative language) and social context. Thus, it can be problematized in to three questions; (1) how is the form of sentence used in the top five brands' slogan on website *advergize.com*? (2) how is the meaning found in the top five brands' slogan on website *advergize.com*? and (3) How does the social context form the discourse in the top five brands' slogan on website *advergize.com*? The method that is used qualitative and the data are taken occasionally from the top five brands listed by the website. The data are classified and then it is analyzed. Based on what the researcher finds in this analysis, the slogans of the top famous brands own three markers as it has been elaborated theoretically and those three are connected to each other; they are linguistics, meaning, and social contexts. Finally, it is found that discourse markers can affect to the success of the slogans because behind the slogans there is power and the power refers to the discourses behind it.

Keywords: slogan, discourse markers, language, meaning and social context.

INTRODUCTION

When people walk around a boulevard or Mall, they must see something scratched and written on the billboard or banner, both manual and electric. What they see or what things which rob their attention mostly are advertisements and its slogan because the slogan of an advertisement sometimes can be so funny and interesting. This slogan is continuously stuck in the people's head and people remember it, such as Harley Davidson with its slogan "American by Birth. Rebel by Choice".

This slogan does not simply show the correlation between the brand and its quality that is offered, but it must have something powerful in its linguistic aspect which contributes in its success to stick in people's memory. The syntactical aspect can trace how the formulation of words which are combined and finally it creates something good to remember. After it is being remembered, the brand has its effect too, and the words' form syntactically affects to its meaning and its social context. Therefore, the first important thing should be noted here is, the structure in linguistic aspect as the study of language.

There are so many definitions about language, and those definitions have similarities that can be concluded into one point, such as from Chomsky who says that language as the construction of sentences that can be generated using transformational grammar (Chomsky, 2000: 13).

The language in business mostly is about how to persuade people because business is all about selling the product. Before selling, the product should have the trust of the people for being bought. Therefore, the important thing here in the use of language is the advertisement. The advertisement can influence the image of a brand through the persuasion and the persuasion can be with the language which is used.

It cannot be so naïve for today's, when globalization becomes a common phenomenon, many of business grow like mushroom in the rainy seasons. David Held, et.al., in *Global Transformation*, sum that Globalization can be thought of as the widening, intensifying, speeding up, and growing impact of world-wide interconnectedness.

Therefore, the point that can be taken here is that globalization have connect all nations and all countries in order to make a relation in all activity such as economy, politic, social, and cultural. It becomes clear to understand that business must be linked to what people call as making relation to people. In simpler word, business can be understood as making connection and the best way to make a connection to people is through language in the advertisement.

Every advertisement must have the strength or power in their product, and it is usually in the use of the slogan. A slogan can be understood as an impressive motto or phrase that is used in a commercial thing as a expression of an idea or purpose from a product or brand. Timothy R. V. Foster from *The Art and Science of the Advertising Slogan* detects much information about slogan in several countries

So many interpretations about the definition of slogan and those all concludes in a similar way that slogan is used to help people know about the brand. With the words or sentences which are used, the consumer can know what product they buy. Plus, this is the way to make a good impress and make a close connection to the consumers. If the slogan is used for commercial purposes, often it is written to be memorable/ catchy in order for a consumer to associate the slogan with the product it is representing (Ke & Wang, 2013: 276). Therefore, slogans can be the important issue that cannot be underestimated, especially to the discourse behind the language they use because, slogans can influence that way consumers act when selecting what product they purchase. Slogans give detail information in simplest way to consumers in an attractive and creative way.

A slogan can be used for a powerful cause where the impact of the message is essential to the cause (Kohl, 2011: 195). For example, people know Prudential from the slogan "Always Listening, Always Understanding." The product which is offered is assurance. However, there is power behind those words, and the consumers unconsciously know the brand although they do not know what Prudential really is. The first impression can be from and coming from the slogans. Slogans are like a magical card that can hypnotize the consumers to look what the brand offers. Therefore, sometimes, a brand or product is famous because the slogan is known by everyone.

Thus, to see this case, this research attempts to dig deeper from how linguistic aspect or syntactical, semantic or figurative language, to social context become the influential issues behind the facts of the successful brand. It is not only creating the discourse which contributes on to it, but it is also about the process of the discourse is created.

According to Schiffrin, the discourse is formulated from the linguistic aspect, semantic aspect, and social context. The linguistic aspect becomes the first important point that should be pointed because it shows the structure of the language and this structure constructs and affect the condition and the situation of the semantic and social context. The semantic aspect itself, because the context is slogan or branding, this can be seen from how semantic aspect is seen from the way figurative language

is used. The figurative language which is used does not only to entertain or make it interesting, but it must have something deeper just like the social context and the relation to the brand ideology, vision, and purpose.

Discourse, this word can be the thing should be lined in this context because to analyze the slogan, it needs discourse analysis as the vehicle. Discourse is often used to refer to a stretch of language, spoken or written, in a context (Crystal, 1997). However, Schiffrin claims that there are discourse markers because a discourse cannot be able to stand with regardless to its elements as the explanation before; its structure, meaning, and social context which are related and dependent to each other.

By seeing that context, the discourse only happens when there is an encounter between the participants, to who says and to whom it is said; among the structure, meaning and social context. Finally, this background can emphasize the important thing. It is discourse analysis in slogans which is going to be discussed further through three aspects, the linguistic aspect or the form, the meaning which can be taken from the figurative language, and the social context. To limit the objects or the brands which are going to be analyzed, this research takes from a website that provides the most famous slogans from great brands. The use to the famous brands, are actually sourced by a reason that can be accepted. The famous brands must have long historical story to be discussed and they must have something interesting in the mind of the consumer, because, it is very impossible for a famous brand to survive in the challenge of other brands without having special or impressing power. Thus, the slogans of them become the thing that should be pointed out to see that they have power inside it through its linguistic, semantic, and social context as the discourse markers. Additionally, all details are going to be written specifically to the following parts of this research because it makes easy way in the process of reading this research. To conclude this all, it is possibly to make a calculation toward the potential title of this research, it is "Discourse Markers in The Top Five Brands' Slogan On Website Advergize.Com".

METHOD

In discourse analysis in the slogans of the famous brands, descriptive qualitative method becomes the appropriate method which is used by the writer because the data are taken in forms of the words and descriptively based on the issues. The qualitative method means that this research goes to analyze the data, whereas the data is not set up. Qualitative method helps the writer to study things in natural setting, and then interpret the phenomena in terms of the meaning people bring to them.

The use of qualitative research also involves the study used in variety of material and case study in people's live such as their personal experiences. This research analyzed the discourse behind the slogans of the famous brands, and therefore, it is scoped in the discourse analysis.

The source of data, the slogans, is taken from the reliable website. Each words, clause, phrase, and sentence is taken from the slogans, while, the slogans are taken from a website: advergize.com. This website has been getting 227 shares, 199 likes from Facebook, 23 tweets from Twitter, 5 replies from Google, and 35 comments, since it was published on 22 March 2013 by Sarosh Waiz. With those facts, thus, there is no need to worry that this web is not reliable one because it has been responded very good since the publishing. The title of this page is "40+ Best Advertising Slogans of Modern Brands." There are 40 famous brands that can be taken, and the web provides the reason why these 40 brands can be considered as the famous.

Looking to the explanation, it can be the proof to see that this web provides the reliable points of the chosen or selected brands which is qualified as the famous or the best slogans of famous brands. However, this research only selects the five firsts of the provided slogans which are written on the web because it signifies the top best of those brands' slogan. There is no reason that can be excluded because it has proven something reliable. For more detail, this web can be surfed on: advergize.com/advertising/40-best-advertising-slogans-modern-brands/

The research instrument in collecting the data is the writer who does, works, writes, and analyzes the research. The writer is the research instrument who actively and directly participates in data collection and data analysis because the data of the research are in form of word. The writer also becomes an active reader to the data, an active writer to collects the data, an intelligent scholar to know the current issue about advertisement, and detail analyzer to the slogans of the famous brands.

The writer tries to collect the data which has been bounded and it should be seen as Documenting. Moreover, the data can be operated through the following procedures;

1. Searching in Detail and Comparing the Slogans
2. Understanding the Data Thoroughly
3. Classifying the Data
4. Note taking

FINDING AND DISCUSSION

FINDING

There are five slogans of the five brands that have been taken, to see the discourse, the markers that should be regarded are linguistic aspect, semantic aspect, and the social context, and those all constructively contribute in how the slogan shares its discourse.

Harley Davidson, the slogan is “American by Birth, Rebel by Choice”. To give this explanation, it should be seen that this structural linguistic analysis starts from how the major words, such as the verb and noun become the important builder for the structure. “American” refers to people while it is completed by an adverb “by”. This adverb functions to contextualize “American” and it is the bridge to the noun “Birth”. Thus this phrase can be seen in partition that “American” is the people while “Birth” is being existed. In conclusion this phrase means an action that must be the decision.

The meaning through figurative language, it should be seen is the allusion technique which is represented by the ellipsis. The ellipsis directly eliminates the additional words, just like the verb and the auxiliary to combines the meaningful and complete message of this slogan. However, the ellipsis gives the possibility to keep the meaning inside and stable through this figurative language. From this “elimination” the words can be seen and the metaphor can be deployed. Secondly, this comparison between the meaning of Harley toward America and Harley is the Freedom (being rebel refers to reject and set to free) can exclusively be said as a metaphor because it compares two different words in similar meaning with a purpose to strengthen the meaning of each word. This metaphor concludes the problem of the meaning in this slogan.

As what Schiffirin has explained, it is very important to see that the relation between the raise of the meaning is influenced by the social contexts, so is the social context. American refers to people, because the social context, the people here refers to Harley because Harley was born by American and in America. Therefore, the metaphorical meaning that American is Harley can be constructed right here according to the social context. The Rebel also has the similar case that American is coming from birth, thus it has to be free, and this freedom is doing rebel. The rebel can be said as the Harley because the social context historically conditions that Harley was born as symbolical tradition of American motorcycle industry, then it is simply enough to say that the birth of Harley says something about rebellion and this rebellion is the way Harley shares its persuasive through this metaphorical slogan through its advertisement.

Volkswagen, the slogan is “Think Small”. To give this explanation, it should be seen that this structural linguistic analysis starts from how the major words, such as the verb and adjective that become the important builder for the

structure. “Think”, as the finite verb that can stand alone, refers to an activity of reasoning, contemplating, reflecting, pondering, deliberating, considering, meditating, and even ruminating. This word is continuously constellated by an adjective “Small”. This adjective word functions to characterize the capacity of thinking. This combination finally turns to be Verb Phrase that means it is a phrase that contains of verb to think in small capacity. Because of this Verb Phrase stands alone and the first word is verb, this can be said that it is a form of imperative. The imperative appears to for claiming this because “Think Small” structurally means to say to think. This linguistic aspect indirectly construct the stability of making its meaning, however, it is be talked more the next part.

In the meaning, thing that should be seen is the slogan “Think Small”. This slogan is metaphorically referring to the meaning which is purposed. The meaning is the contextual fact of Volkswagen’s products. It is known that the products mostly are small and stylish and people understand the characteristic of Volkswagen’s product is always similar years by years; curving on the roof and short. However, the use word of “Small” conditions this phrase into litotes because it seems to show Volkswagen in humble rather than exclaiming it in arrogance just like “Big” as what is written in Apple (Think Big). Thus, this slogan is meaningful and the meaning uses metaphor and litotes as the technique to deliver it.

As what Schiffirin has elucidated, it is very significant to see that the relation between the spread of the meaning is predisposed by the social contexts, so is the social context. “Think Small” refers to the design and the impression as the people car. Therefore, in the social context, this slogan can be accepted and understood, moreover, the design which has been introduced as the Beetle has been stuck in people’s mind. So that, the metaphorical meaning is delivered, it is also through the litotes. The litotes refers to the “people’s car” from “Think Small”, it means that to be people means to be as people and people are unity, togetherness, and intimacy. In social context, this means not to be arrogance for other but rather to be humble to be accepted for other. Therefore, the relation between the meaning of the language and the social context can be the discourse makers as Schiffirin declares.

Porsche, the slogan is “there is no substitute”. To give this explanation, it should be seen that this structural linguistic analysis starts from how the main words; there and the noun that turn out to be the significant maker for the structure. “There” refers to an adverb of a position, place, and basically the existence of a being which has the distance from it is uttered, it is therefore different from “Here”. This word is always already supplemented by an

auxiliary “is” and this combination precedes the negative form “no substitute”. This auxiliary that adds the word “there” functions to indicate the existence of an object and when this existential proposition is added by “no substance”, this existential proposition changes its function to indicate the imaginary object which is not out there. This is caused by the encounter between the positive form and negative form that results negative part of it and the negative part of it means that there is “beyond” object. The meant object is “Porsche” and it is what this slogan purposes to assert. This linguistic aspect ultimately construct the formation the stability of making its meaning, however, it is talked more the next part because it has been entering the field of meaning that is analyzed further.

In the meaning context, the leading thing that should be perceived is the slogan “There is no substitute”. This slogan is hyperbolically mentioning to a connotation which is purposed; there is only one, it is Porsche. The meaning is the circumstantial fact of Porsche’s products that wants to be the number one brand. Meaning must have relation to the social context and historical socially, it is recognized that Porsche used to patent a stylish independent front suspension system which was the best one at that time, the lightest. Even in 1931, a German motorcycle company, Zündapp, asked Porsche if he could design a suitable car for them and of course, Porsche came up with a streamlined 2 door sedan, which had lines similar to the Beetle or the Volkswagen in the previous discussion. Besides that, Porsche also designed a car for NSU in 1933 that was known as the Type 32 and become the serious competitor for VW at that time.

As what Schiffrin has clarified, it is very noteworthy to grasp that the relation between the blowouts of the meaning is inclined to the social contexts, so is the social context. “no Substitute” implicitly refers the number 1 car while it denotes to the quality. The quality is socially alleged therefore, it is not too difficult to make a certain purpose or the means of this slogan. This slogan is never able to take the highlight of this slogan unless the society does not ever know the quality of Porsche. Therefore, in the social context, this slogan can be acknowledged and agreed. Furthermore, the quality and the background of the founder which have been announced before have been caught in people’s mindset. Finally, people see that it is Porsche that is always the best one and no substitute can substitute it. Therefore, the hyperbolic meaning is delivered with its metaphorical meaning as involved in it. The metaphor mentions the quality to the “no Substitute.” It is little bit different from Volkswagen where the design refers to the Beetle and Beetle has been known by the society. In Porsche, the quality refers back to the slogan because this slogan has been socially contextual; it

simply says that no substitute means number 1 car. In social context, this means not only to be arrogance for the product but also to legitimate and to “threat” the other competitors. Hence, the relation between the meaning of the language and the social context can be agreed the discourse makers, as what Schiffrin affirms.

Aston Martin, the slogan is “Power, Beauty and Soul”. It ought to be understood that this structural linguistic analysis begins from how the main noun words; power, beauty, and soul that becomes the significant discourse markers seen from the form structure. “Power” refers to the noun of control, influence, and even supremacy. “Beauty” refers to the noun of attractiveness, prettiness, and magnificence. “Soul” refers to the noun of emotion, feeling, and passion. These three words form the language formation of compound word because these three are compounded in one formation. This compound continuously turns to be the noun phrase while the noun phrase is uttered declaratively. The declarative is taken from the condition of this syntactical form that there is only information in neither assertion of question (interrogative) or direction (imperative). This linguistic aspect eventually creates the solidity of building in its meaning. Nevertheless, it is spoken more in the next part because it has been inflowing to the field of meaning that is examined additionally.

In the meaning context, the foremost thing that should be supposed is the slogan “Power, Beauty, and Soul” and it contains of three words and those words which are repetitive enforcement of the meaning behind it. Power and beauty has inter-related meaning and the soul refers to the two. In simpler words, it means that the pleonasm refers to “powerful beauty in its soul” and this actually the metaphor. The metaphor means to refer the indirect thing behind the uttered words.

As what Schiffrin has simplified, it is very significant to understand that the relation how the raise of the meaning which is inclined to the social contexts and the social context which is raised from the meaning. “Power, Beauty, and Soul” in a compound indirectly is referred from the quality while it is also referred by James Bond. Society has known about James Bond in every movie and in the movie (wealth, technology, aesthetic, beauty, modern, sophisticated, etc.), Aston Martin indirectly transfers its impression to the society. Therefore, between Aston Martin and James Bond movie, the connection can be created and it is symbiosis mutualism. The both constructs the implicit conclusion to what it is offered, it is metaphorically power, beauty, and soul and these three words become the slogan although it is enforced by the pleonasm as its repetitive effect.

Walmart, the slogan is “save money, live better”. it should be assumed that this structural linguistic analysis

instigates from how the main verb words; Save and Live that become the significant discourse markers grasped from the form structure. "Save" refers to the verb of protect, keep, or even preserve and what it is saved is Money. This phrase finally should be said as the verb phrase because it contains of verb as the trigger of its structure just like the verb denotes for the noun that the noun is attributed by the verb. "Live" refers to the verb of making it alive. It is of course contextually human's life and human's life should be better. These two words form the language formation and it unceasingly denotes indirectly the verb phrases which are formed in one meaningful and structural language while the verb phrases is articulated imperatively. The imperative is occupied from the form of this syntactical structure that there is an order, an asking, or a demand, even a suggestion to do something (save and live). Moreover, a verb (present form) in the first part of a sentence or phrase should be considered as an imperative such as kick the ball out, punch the pillow, and many more. This linguistic aspect finally creates the firmness in its meaning. Though, it is enunciated more in the next part because it has been entering to the field of meaning that is inspected in addition.

In the meaning context, to affirm the sketch above in richer evidence, the notable thing that should be thought is the slogan "Save Money, Live Better" it contains of two words and those words which become the enforcement of the meaning behind it. Save money makes people to live better because much money guarantees people to have good life. In simpler words, it means that the anti-climax here refers to "living better in capitalism era where money is worthy" and this is actually the metaphor. The metaphor means to refer the unforeseen thing behind the expressed words. Finally, something that can be said here is that Walmart's slogan actually has its relation to what it purposes. As a retailer, Walmart sells something in low cost but high quality and it is what people have to know. Therefore, this figurative slogan is just understood if it is related to the social context because they are the customers of this brand.

As what Schiffrin has streamlined, it is very substantial to comprehend the relation between how the emergence of the meaning which is motivated to the social contexts and the social context which is emerged from the meaning. "Save Money, Live Better" in a formation indirectly is mentioned from the social condition nowadays. People live in capitalism that insists people to save their money. Therefore, Society has known about it and Walmart ultimately locates its impression to the society by offering them the products in low price so that they can save their money and their life is better. Between Walmart and life's demands today,

there is the linking that can be shaped and it is symbiosis mutualism. The both form the implicit assumption to what it is presented, it is metaphorically saving people money and guarantee their life better. These two phrases words become the slogan and this formation becomes enforcement. Finally, it has to be said that social context must be constructed by the meaning of language so that, in this slogan context, people have understood that Walmart's metaphorical slogan has the means which is similar to what they need. This metaphor is not accessible if it is out of the social context because there is no meaning without people who interpret it and they can interpret it because it has been conventionally agreed as the meaning.

DISCUSSION

After looking out to the discussions above, this probably should be simplified in an overview to avoid the complicated of each data (the five slogans) to clarify the results that have been found previously. According to Schiffrin, there are three discourse markers that should be seen; the language (the syntax), the meaning (semantic) and the social context. Firstly, it should be started from the form of sentence. Syntactically, something which is surprising is, knowing that famous brands mostly do not use sentence (complete sentence) and they prefer to use phrase. The use of phrase determines something that phrase is shorter but it is more informative that its form. Information becomes something important because it takes the attention of the readers. It also functions to invite someone to buy the product. It has to be remembered that slogan is part of branding and branding purposes to promote and promote is about to market it for people to buy it. Therefore, it is very important to be put on.

Moreover, the construction of the language also has tendency to be formation rather than the other construction such as blending and others. It means that, the simple use of formation what people need because it may also deliver direct and clear information. On the other hand, the use of interrogative in slogan does not prefer to use and those slogans prefer to use declarative.

It can be understood that all slogan use word. It can be accepted because words can be seen as the smallest part of language, especially to deliver the meaning behind it. Therefore, all slogans do put word because without word slogan cannot constructs the sentences or phrases. On the other side, the words are combines and it constructs the phrases. Harley uses post-positional phrase, Volkswagen uses verb phrase, Porsche uses prepositional phrase, Aston Martin uses noun phrase and Walmart uses verb phrase. The uses of phrase can be also seen as the

effective way to persuade because it is shorter than sentence while it is informative because it completes the words which are purposed. To see phrase must be simple and direct, this is the aspect that cannot be rejected in the way a brand uses phrases in its slogan.

Harley uses post-positional phrase in “American by Birth, Rebel by Choice” in the relation of its history as the social context. As it is already known, that Harley is produced firstly in America. Therefore, there must a connection between the “idea” or the sensibility or emotion about America and its creation. Therefore, this phrase indirectly concludes a simplification that this phrase is contextually related to the condition of America. Thus, historically, the way it is created must have the connection to the history where the product is created. The slogan, in this context, plumps into it. The discourse markers are; linguistics can be seen on the used Noun (American & Rebel), Post-positional phrase (by birth & by choice) & declarative (stating American by Birth, Rebel by Choice), the meaning can be seen on the figurative language which metaphor (American to Birth & Rebel to Choice) and ellipsis (the missing verbs), social context can be seen on the use word of American which means society of American (place where Harley was firstly produced).

Volkswagen uses verb phrase in “Think Small” to establish a great edifice of branding. As it is known, Volkswagen historically is also known as beetle that means car of people. This is how “Think Small” refers to, because small means humble while people means car for all people without any class. Thus, it should be recognized that the use of this phrase has a connection to the history that was around its production. Also, this historical aspect should be understood in its relation to the social context of it. The discourse markers are; linguistics can be seen on the used Verb Phrase (Think Small) & Imperative (asking to Think Small), the meaning can be seen on the figurative language which metaphor (Small to imaginative design of VW) and litotes (the use Small to show the big side of the product), social context can be seen on the use word of Small which means humble (Beetle which means car for people).

Porsche uses prepositional phrase in “There is no substitute” refers to the style that becomes the central branding of this product. Since 1930, where Ferdinand Porsche patented its car, he focused on how to create elegant car which has good style and quality. Therefore, when it is dragged to the connection of how this slogan is created, people will see the sense of the “idea” that has the contribution of this product historically. The only one is the key point of “There is no substitute” and this is how the great high-quality car which is stylish is branded.

The discourse markers are; linguistics can be seen on the used Pre-positional Phrase (No Substitute) & Existential (There is), formation & Declarative (stating There is no Substitute), the meaning can be seen on the figurative language which metaphor (No substitute to Porsche) and hyperbole (the exaggerated No substitute), social context can be seen on the use word of No Substitute which means the original vision of Porsche (creating high quality cars).

Similar to Porsche, Aston Martin uses noun phrase in the slogan of “Power, Beauty and Soul” to rephrase the important aspect which is tried to be shown. As it is known historically, that Aston Martin was founded in 1913 by Lionel Martin and Robert Bamford and was associated with luxury grand touring cars in the 1950s and 1960s. the cars are really close to the fictional character James Bond because this fiction character uses of a DB5 model in the 1964 film Goldfinger. Thus, the phrase which refers to “Power, Beauty and Soul” is actually branding from James Bond which is masculine and elegant. This is the relation between the form and the language and the history as the social context. The discourse markers are; linguistics can be seen on the used Compound words (Power, Beauty & Soul) & Declarative (stating the Power, Beauty and Soul), the meaning can be seen on the figurative language which metaphor (Powerful Beauty in its Soul) and pleonasm (the similar nouns), social context can be seen on the use word of American which means elegance (James Bond and etc.).

Walmart uses verb phrase in “Save Money, Live Better” refers to the social condition in the world, especially in America in 1962s. The phrase refers to the way people should live better while they must save their money. It is also known clearly, when Walmart was firstly founded, the economic condition after the second World War was not stable, thus, it will be very influential to know that there was a very helpful marketplace. Therefore, the slogan “Save money, Live better” should be seen as the important slogan in accordance to the relation with its history aspect in the social context. The discourse markers are; linguistics can be seen on the used Verb Phrases (Save Money & Live Better) & Imperative (Asking people to save and to live better), the meaning can be seen on the figurative language which metaphor (Money to safe & Live to life) and Anti-climax (the raising Save Money to slacking Live Better), social context can be seen on the use word of Save Money (Market Place and its establish in the crisis after II world war).

It is little bit different when it has to be dragged in to the longer part of language; clause and only Porsche which uses existential clause. The way Porsche uses it is caused by the way Porsche tricks the missing point that

becomes the most crucial part. The missing part becomes the unconsciousness of the customers and they have already known it and this is how Porsche delivers its point. Using the phrase and the clause means to erase the existence of sentence. No slogan uses sentence, it is caused by the formal aspect which sentence offers and it also gives the less-aesthetical perspective for the customers because there is nothing to be guessed. In sentence, something is written or spoken clearly, and something clear becomes something boring, this is what is avoided by the slogan to expose.

In the aspect of how the slogan is constructed linguistically, only Aston Martin uses compound and the others use formation. The use of formation can be acceptable because formation means to form the separated words into something denser and brevity. On the other hand, Aston Martin seems to take the different way, the compound, which functions to keep the separated parts into one. It is just combining the words but still, it makes sense.

Volkswagen and Walmart use imperative while Harley Davidson, Porsche and Aston Martin use declarative. The use of the two can be acceptable because the two kinds of how language is produced are more direct. Declarative functions to declare and claim something directly while imperative seems to be more demanding. This is the characteristic of persuasion; it is to ask and to demand the customers to have the products.

On the other side, figurative languages which are used also have a tendency to be always using metaphor as the basic element. Therefore, all of them can be contextually said to have used metaphor in its slogan. Besides those discourses context, something that may be interesting to see is that from the top five brands, four from five brands are automotive company and there is only one company which can stand on the five on the table, it is Walmart. Thus it can be assumed that automotive product still has its position especially to brand its product through its great slogan. Slogan does not simply have a function to market but it is also about how the discourse inside it makes this slogan goes well. The discourse markers have shown this assumption in a good way. Finally this can be the last explanation of the findings and discussions that can be talked. To end this study, the final chapter concludes it specially.

CONCLUSION

Today, in globalization era, business becomes something which is so important. One of many things that support the success of a business is communicating its products, and this is through advertisement. The advertisement itself contains of so many varieties, and one of them is through slogan.

Slogan is simple language which is put on the brand, and most of famous brands must have memorable slogan. In simpler word, slogan becomes something important because it makes the customers remember the brand and the products. When it is known the importance of the slogan, then it is also important to see the discourse behind the slogan's language. This importance is related to the condition of the brands just like why this slogan can be famous, why this brand is durable, why people always remember this brand, and even why the slogan is more famous than the brand itself. Therefore, this research tries to see the discourse behind the slogans of the famous brands.

Something that has been taken from this research is that slogan must use a kind of discourse markers to succeed its goal. The form of language which is mostly used is phrase while it is constructed in formation. Continuously, most of the famous slogan always uses declarative and imperative slogan rather than using interrogative slogan. This is caused by the information which is delivered can be directly striking the customer's consciousness. The other thing is semantic aspect which is used in the slogans of famous brands. Most of them use metaphor technique this is caused by avoiding something which is so ambiguity if it is using other figurative language just like paradox or rhetoric. This also shows its direct purpose and people understand this meaning because meaning is actually taken from the social understanding. It means that there the role of social context to make the metaphor to be understood and accepted.

Finally, this research has found that behind the discourse analysis that has been done, it finds something important in the case of slogan, business, and globalization. The important thing is, there are discourse markers behind the slogans of the famous brands. This also shows that the successful brands, or products, are always related to their slogans. In simple words, slogans become something important that influence the success of a brand. If slogans always contains of direct form of language and to make it stylish, it needs figurative language in the social context so that the meaning is delivered.

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