

Biscuit Slogan in Commercial Media: An Analytical Exploration of Figurative Language

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Abstract

This study examines the use of figurative language in biscuit slogans in commercial media, focusing on advertisements from 2015 to 2020. The research aims to explore the linguistic functions of figurative language in advertising and its impact on consumer perception and behavior. A descriptive qualitative research approach is employed, with data collected from fifteen biscuit slogans featured on social media platforms, particularly YouTube. The analysis reveals a variety of figurative language types used in these slogans, including metaphors, symbols, rhetorical questions, assonance, alliteration, repetition, hyperbole, and personification. The findings suggest that figurative language is a powerful tool in advertising, influencing consumer perceptions and brand engagement. The study highlights the importance of cultural elements in slogan creation and the effectiveness of figurative language in making slogans memorable and persuasive. Future research should focus on empirically measuring the impact of figurative language in advertising across different cultural contexts to optimize advertising strategies and enhance brand communication.

Keywords: *Biscuit Slogan, Advertising, Figurative Language.*

1. INTRODUCTION

The rapid expansion of the food market, particularly in the snack food sector, has intensified competition among companies, especially those producing biscuits, to develop products that align with consumer preferences. Several prominent food brands stand out in the biscuit category, including Roma, Khong Guan, Biskuat, Monde, Oreo, Marie Regal Nissin, Good Time, and Unibis. A notable brand in this industry is Biskuat, a biscuit line manufactured by Mondelēz Indonesia, recognized as "Tiger" in Southeast Asian regions. Biskuat's slogan, "Sekuat Macan," reinforces the brand's strength and innovation, instilling confidence and trust in consumers.

Effective promotion is essential for introducing a product and enhancing brand appeal. Advertising, with its compelling persuasive capabilities, plays a crucial role in simplifying consumers' access to online business resources and enhancing brand visibility. According to (Suryasa, 2016), advertising is a sophisticated communication method that directs the audience's

attention toward crucial information relevant to them, empowering the public to gather comprehensive information about products or services.

While various advertising delivery channels exist, including newspapers, radio, television, and the internet, this research focuses on social media as a specific form of advertising medium. Social media serves as a platform for consumers to exchange text, images, videos, and audio information with each other and with companies, facilitating two-way interaction. (Kaplan & Haenlein, 2010) describe social media as a cluster of internet-based applications rooted in Web 2.0 principles, enabling the creation and sharing of user-generated content, which is important to note as Web 2.0 serves as the foundational platform for social media.

Figurative language in advertisements is used to evoke vivid mental images in the audience's imagination and convey ideas creatively. Figurative language involves using words or expressions in a manner that diverges from their literal interpretations, conveying meanings beyond the ordinary or subtly implying another idea. Figurative language is prominently featured in advertising slogans, where advertisers often introduce new products and services with catchy and imaginative phrases.

Slogans, being brief and memorable phrases, are a pivotal tool in advertising, serving the purpose of imprinting advertising messages into the public's memory. These concise literary compositions possess a unique structure and adhere to specific rules. The incorporation of figurative language in slogans enhances their appeal to the audience, making them more engaging. Figurative language entails expressions that deviate from the literal to produce a more impactful effect. It is prominently featured in sentences and phrases where the words and their intended meanings do not precisely align. According to (Chiappe & Kennedy, 2001), figurative language encompasses eleven categories, including metaphor, simile, metonymy, synecdoche, epithet transfer, personification, apostrophe, hyperbole, disparaging, paradoxical, and paronomasia.

In light of these phenomena, the research aims to explore the linguistic functions employed in advertisements, particularly in the context of biscuit slogan advertisements spanning from 2015 to 2020. The primary focus of the study centers on the examination of the types of figurative language utilized and the connotative and denotative meanings conveyed through these advertising slogans. Biscuit snack products hold significance in commercial media due to their ubiquitous presence and widespread consumer usage. Such products are readily available, and advertising plays a pivotal role in prompting consumer purchases. The investigator seeks a deeper comprehension of the nuances of figurative language within advertising slogans, with reference to X.J. Kennedy's

figurative language theory as a guiding framework that aligns with the research objectives.

The purpose of this article is to explore the linguistic functions employed in advertisements, specifically in biscuit slogan advertisements from 2015 to 2020, and to analyze the types of figurative language used and the connotative and denotative meanings conveyed through these slogans. The research aims to contribute to the understanding of advertising strategies in the snack food industry, with a particular focus on the creative use of language in advertising slogans.

2. RESEARCH METHOD

This study employs a descriptive qualitative research approach as the analytical method, chosen due to the need for thorough interpretation of the data. (Creswell & Clark, 2018; Krippendorff, 2019). The focus is on collecting biscuit slogans from a variety of brands, with fifteen slogans selected from the internet and social media, particularly YouTube, spanning 2015 to 2020. These slogans were chosen based on their popularity in terms of viewership. The data for this study is derived from advertising slogans for biscuits, televised and featured in videos on YouTube between 2015 and 2020. The data collection methods include compilation, note-taking, and transcription. The researchers analyze the data through a series of steps aligned with data analysis methods: transcribing, analyzing, and drawing conclusions.

3. FINDING AND DISCUSSION

3.1 Finding

The researcher conducted a thorough and repetitive analysis of the language style and their meanings within biscuit snack advertising slogans on YouTube. The ensuing table provides a comprehensive breakdown on the various language style and their associated meanings in biscuit advertising slogans.

Table 3.1 Research Result

No	Slogans	Brand/Product	Types of Figurative Language
1	Gurahnya Kelapa Asli Hangatkan Suasana	Roma Kelapa	Metaphor
2	Energy for the Whole Morning	Belvita Breakfast	Symbol
3	Galau? Di Betterin Aja	Better	Rhetorical
4	The Ultimate Chocolate Pressure	Monde Bourbon	Hyperbole
5	Enak lebay Laper Goodbye	Roma Sari Gandum	Assonance
6	Enaknya Klop, Banget	Klop Coconut Milk	Hyperbole
7	Tak Asing Lagi dan Tak Ada Duanya	Khong Guan	Alliteration
8	Biskuit Isi Yang Enak	Hello Panda	Assonance
9	Mau Seru? Slai O'lai Dulu	Slai O'lai	Rhetorical
10	Dari Generasi ke Generasi	Marie Regal	Repetition
11	Baik Untuk Anak dan Keluarga	Roma Marie Gold	Assonance
12	Diputer Dijilat Dichelupin	Oreo	Alliteration
13	Kenikmatan Yang Penuh Kejutan	Pejoy	Assonance
14	Kebahagaiaan Kecil Berlapis Cokelat	Tim Tam	Personification
15	Jutaan Chocochips	Good Time	Hyperbole

The table presents a variety of biscuit slogans along with the types of figurative language used in each. These findings are relevant to the research objectives outlined, particularly in understanding consumer perception, the effectiveness of figurative language in advertising, brand identity and consumer trust, the impact of social media on brand engagement, and the cultural influence on slogan creation.

1. Understanding Consumer Perception

The use of metaphors, symbols, and rhetorical questions in slogans like "Roma Kelapa: Gurahnya Kelapa Asli Hangatkan Suasana" and "Belvita Breakfast: Energy for the Whole Morning" can influence consumer perception by associating the biscuits with positive emotions and qualities. These creative expressions can make the products more appealing and

memorable to consumers, potentially influencing their preferences. As stated by (Batey, 2008; Chatti, 2020) the use of metaphors, symbols, and rhetorical questions in slogans can indeed influence consumer perceptions. These linguistic and visual devices can shape how consumers interpret and understand the products or services being advertised, ultimately influencing their purchasing decisions

2. Effectiveness of Figurative Language in Advertising

The use of figurative language, including hyperbole, assonance, and alliteration, in slogans can provide insights into their effectiveness in making them memorable and persuasive. These linguistic devices can enhance the persuasive power of slogans by creating a strong and memorable impression, a pleasing rhythm, and a sense of musicality, ultimately contributing to the creation of emotional responses and the mobilization of masses (Mukhortov & Zhovner, 2019). Analyzing the different types of figurative language used in the slogans, such as hyperbole, assonance, and alliteration, can provide insights into their effectiveness in making slogans memorable and persuasive. Slogans like "Monde Bourbon: The Ultimate Chocolate Pressure" and "Khong Guan: Tak Asing Lagi dan Tak Ada Duanya" use hyperbole and alliteration to create a strong impact and enhance brand recall.

3. Brand Identity and Consumer Trust

The symbolism and strength conveyed through slogans, such as "Biskuat: Sekuat Macan," can contribute to brand identity and consumer trust. This slogan, which equates the brand with the strength of a tiger, instills confidence and trust in the product, reflecting the brand's identity and values. Strengthened by (Bravo et al., 2019), Language, as a symbolic system, can convey meaning beyond its literal interpretation. When used in branding, language can evoke emotions, create associations, and communicate the values and personality of a brand. For example, the use of certain words or phrases in a brand's tagline or marketing materials can convey a sense of quality, reliability, or innovation, which can in turn influence consumer perceptions and trust in the brand

4. Impact of social media on Brand Engagement

The use of social media as a platform for disseminating biscuit slogans, as seen in slogans like "Hello Panda: Biskuit Isi Yang Enak," highlights the role of social media in brand engagement. Social media enables brands to reach a wider audience and engage with consumers in a more interactive manner, enhancing brand visibility and consumer engagement. Social media platforms provide a space for user-generated content, which can further enhance

brand visibility. When consumers engage with a brand's content by liking, sharing, or commenting, they contribute to the brand's visibility by amplifying its reach to their own social networks (Mao et al., 2021) This user-generated content serves as a form of social proof, which can influence the perceptions of other consumers and enhance the brand's credibility.

5. Cultural Influence on Slogan Creation

Within the realm of social media, the influence of cultural elements on the creation and reception of biscuit slogans is magnified. Social media platforms serve as conduits for the dissemination of cultural trends and values, which in turn shape the creation and reception of biscuit slogans. Leveraging social media as a marketing tool enables the adaptation of biscuit slogans to harmonize with the cultural context of diverse markets, thereby shaping consumer behavior. Figurative language, encompassing metaphors and similes, is frequently employed to elicit emotional responses and establish connections with cultural symbols and references. This, in turn, impacts consumer behavior by resonating with the cultural identity of the target market (Bourlessas et al., 2022; Ladaru et al., 2021) Examining how cultural elements influence the creation and reception of biscuit slogans can provide valuable insights into consumer behavior in different markets. Slogans like "Marie Regal: Dari Generasi ke Generasi" and "Roma Marie Gold: Baik Untuk Anak dan Keluarga" reflect cultural values and preferences, showcasing the importance of cultural customization in advertising strategies.

The analysis of these slogans provides a nuanced understanding of how language can be used creatively to enhance brand messaging and engage consumers across different markets and media platforms. These slogans demonstrate the creative use of figurative language to make biscuit products more appealing and memorable in advertising, which can help in attracting and retaining consumers' attention and interest. Repetitive elements are noticeable in several biscuit slogans. However, the research findings indicate that assonance is the most frequently employed rhetorical device in advertising contexts, followed by alliteration, rhetorical questions, and hyperbole.

4. CONCLUSION

Upon analyzing the data, it can be determined that figurative language extends beyond the realm of literary works, including novels, poems, short stories, plays, and poetry; it is also prevalent in advertisements. The research and discussion in this study, aimed at addressing the research question "1. What types of figurative language do biscuit slogans employ in commercial media?" have revealed that there are a total of 15 advertising slogans

that embody various language styles. These language styles encompass 1 metaphorical style, 3 rhetorical question styles, 3 assonance styles, 1 alliteration style, 2 repetition styles, 3 hyperbole styles, 1 symbol language style, and 1 personification style.

For the second question, "2. What is the meaning conveyed by biscuit slogans in commercial media?" the semantic interpretations encompass 3 figurative meanings, 2 grammatical meanings, denotative meanings, 2 lexical meanings, and 1 connotative meaning. Among these, language style is most prominently featured in biscuit and snack advertisements. The utilization of language style in advertising, particularly on platforms like YouTube, significantly impacts product promotion. The incorporation of language style aims to enhance the text's appeal and underscore the advertising message to make it more appealing to consumers.

The use of rhetorical figures, such as hyperbole, assonance, and alliteration, in biscuit slogans is a strategic tool employed by advertisers to create impactful and memorable messages that resonate with diverse audiences. These rhetorical devices are tailored to suit the linguistic and cultural nuances of specific markets, enhancing the effectiveness of advertising campaigns. Additionally, the impact of cultural elements on biscuit slogan creation and reception is amplified in the context of social media. Social media platforms serve as channels for the dissemination of cultural trends and values, influencing the way biscuit slogans are created, perceived, and adapted to different cultural contexts.

The effectiveness of figurative language in biscuit slogans is closely linked to its ability to evoke emotional responses and establish connections with cultural symbols and references. Metaphors and similes, in particular, play a significant role in shaping consumer perceptions and behaviors by tapping into the cultural identity of the target market. However, while the use of figurative language in advertising is a powerful tool, there remains a research gap in understanding the specific impact of these rhetorical devices on consumer behavior and brand perception.

Future research should focus on conducting empirical studies to measure the effectiveness of different types of figurative language in biscuit slogans across various cultural contexts. By addressing this research gap, advertisers can gain valuable insights into how to optimize their advertising strategies to effectively engage consumers and build strong brand identities in an increasingly diverse and competitive market.

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