

CHAPTER III

DATA PRESENTATION & ANALYSIS

This chapter is divided into four sub chapters. First is the data presentation which contains all brand names of soap and shampoo products labeled in English. Second is the interpretation or analysis of denotative meaning of soap and shampoo English brand names with the help of English Oxford Dictionary. Third is the interpretation of the connotative meaning of soap and shampoo English brand names based on the writer's point of view. Fourth is a kind of the dominant connotation of the soap and shampoo English brand names which explains the kinds of connotation gathered and which one is dominant.

3.1. Data Presentation

The writer gathered data by doing an observation on soap and shampoo brand names sold in some supermarkets and a hypermarket in Surabaya and selected the English ones as the qualitative data to be analyzed in the next subchapter. In this case, the brand names are classified into two subjects, soap brand names and shampoo brand names. The data are:

SOAP BRAND NAMES

Data 1: *Beauty*

Data 10: *Milk & Honey*

Data 2: *Bee & Flower*

Data 11: *My Baby*

Data 3: *Cuddle*

Data 12: *Papaya*

Data 4: *Dove*

Data 13: *Placenta*

Data 5: *Dream*

Data 14: *Premier*

Data 6: *Harmony*

Data 15: *Sunny*

Data 7: *Imperial Leather*

Data 16: *Trust*

Data 8: *Lifebuoy*

Data 17: *Twist*

Data 9: *Medicare*

Data 18: *Zest*

SHAMPOO BRAND NAMES

Data 1: *Ascend*

Data 7: *Head & Shoulder*

Data 2: *Botanical*

Data 8: *Kids*

Data 3: *Brisk*

Data 9: *Natural*

Data 4: *Clear*

Data 10: *O.K.*

Data 5: *Fruits*

Data 11: *Rejoice*

Data 6: *Good*

Data 12: *Zinc*

3.2. Data Analysis

3.2.1. Denotation of Soap and Shampoo English Brand Names

The denotative meaning of these brand names is based on the English Oxford Dictionary. Since some brand names may have more than one definite meaning, the writer attempted to define its denotation in two ways. First, if the denotations of the brand names available in the dictionary describe the words in different ways so there were no any correlations among them, the writer selected any one of those denotations to be the most suitable meaning of the brand name's denotation by considering the relation between the brand name given and the characteristics or the nature of the soap and shampoo products. The second, if the

denotations are nearly the same, the writer may chose those multiple denotations as the denotative meanings of the soap and shampoo brand names because the main idea of those denotations is similar and all of those denotations are related with the characteristics or the nature of the soap and shampoo products.

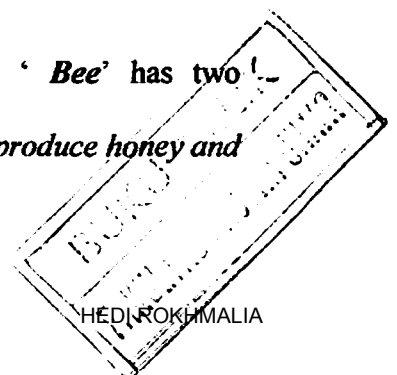
3.2.1.1. Denotation of Soap English Brand Names

Data 1: *Beauty*

The denotative meanings of '*Beauty*' are (1) *a combination of qualities that give pleasure to the senses or to the mind*; (2) *a person or thing that is beautiful*; (3) *a fine or excellent example*; (4) *a pleasing or attractive feature*. In this case, the writer chose all of those denotations as the denotative meanings of the soap "*Beauty*" because this soap may evoke a pleasant feeling to the users for such feeling fresh, clean, cool, etc. "*Beauty*" soap is also closely related to beautifulness that is to make users become prettier and more fascinated. In addition, "*Beauty*" soap is an excellent product because it contains special and selected essence which make the skin smoother and softer. Furthermore, "*Beauty*" soap not only makes the skin clear and clean from any dirt but may also create a good performance of the users, that is to make them charmer and more elegant with its fragrance and smoothness.

Data 2: *Bee & Flower*

This brand name has two independent words. The word '*Bee*' has two denotations, (1) *an insect with four wings that can sting which produce honey and*



wax; (2) a meeting in group, esp. of friends and people who live near each other, for work or pleasure. The writer chose number one as the most suitable denotative meaning of the word '**Bee**' because it relates to the ingredients of the soap that consists of 'honey' which is very nutritious for the skin and make the skin smoother. Second, the word '**Flower**' has denotative meanings as (1) *the part of a plant from which the seed or fruit develops, often brightly colored and lasting only a short time*; (2) *a flower with its stem that has been picked as a decoration*; (3) *a plant grown for the beauty of its flower*. The writer chose number one and number three as the denotative meanings of the word '**Flower**' in soap "**Bee & Flower**" because it relates to the essence of the soap that also contains extract flowers beside honey which creates a good fragrance on the soap, so it can bring a good sensation to the users.

Data 3: **Cuddle**

The denotative meaning of the word '**Cuddle**' is *to hold somebody/ something each other close in one's arms as a way of showing love or affection*. The writer chose that denotation to be the denotative meaning of "**Cuddle**" soap since "**Cuddle**" only has one denotative meaning provided in English Oxford Dictionary.

Data 4: **Dove**

The denotative meanings of '**Dove**' are (1) *a bird of the pigeon family*; (2) *a person, esp. a politician, who favors peace and negotiation rather than war*. In

this matter, the writer chose number one as the denotative meaning of the soap brand name '*Dove*'. The writer relates the characteristics of a pigeon which has white and smooth feathers with one of the functions of "*Dove*" soap that is as a whitening or bleaching in order to make the skin brighter, whiter, and smoother just like the feathers of the pigeon.

Data 5: *Dream*

The denotative meanings of "*Dream*" are (1) *a sequence and feelings occurring in the mind during sleep*; (2) *a state of mind in which the things happening around one do not seem real*; (3) *an ambition or ideal, esp. when it is not very realistic*; (4) *a beautiful or wonderful person or thing*; (5) *to have a dream while asleep*; (6) *to imagine that one sees somebody/something or experiences something in a dream*; (7) *to imagine something*. The writer chose number four as the most suitable denotative meaning of "*Dream*" soap since it is related to the effect brought by the soap that makes the performance of the user to become wonderful and gorgeous.

Data 6: *Harmony*

The word '*Harmony*' has three denotative meanings: (1) *a state of agreement in feelings, interests, opinions, etc*; (2) *a pleasing combination of related things*; (3) *the way in which different notes played or sung at the same time combine to make a pleasing sound*. In this case, the writer chose number one and number two as the denotative meanings of soap product '*Harmony*', since this soap can leave some

sensations to the users for such feeling cozy, fresh, healthy and clean and these good sensations can be felt as an everlasting sensation that make the users always in a good feeling and condition.

Data 7: *Imperial Leather*

This brand name consists of two independent words, each word with its own meaning. The word ‘*Imperial*’ has denotative meanings as (1) *belonging to an empire; (2) a system of weights and measures formerly used in Britain for all goods and still used for certain goods*. The writer chose number one as the most suitable denotative meaning of the word ‘*Imperial*’ in the soap brand name “*Imperial Leather*” because it relates to the quality of the soap which implies that ‘*Imperial Leather*’ soap has high quality since the ingredients of the soap contains valuable and selected essence, so it means that this soap is a kind of a luxury thing just like the stuff belonging to the empire. Then, the word ‘*Leather*’ means *a material made from animal skins treated by a special process*. The writer chose that denotation as the denotative meaning of “*Leather*” in “*Imperial Leather*” soap because it is the only denotative meaning of “*Leather*” provided in English Oxford Dictionary.

Data 8: *Lifebuoy*

The denotative meaning of ‘*Lifebuoy*’ is *a ring of material that floats, used for rescuing a person who has fallen into water*. Since it is the only denotative

meaning of *'Lifebuoy'* which is available in English Oxford Dictionary, so the writer chose that denotation to be the denotative meaning of *'Lifebuoy'* soap.

Data 9: *Medicare*

The denotative meaning of *'Medicare'* is *a US government scheme providing medical care, esp. for old people*. The writer chose that denotation to be the denotative meaning of *"Medicare"* soap since *"Medicare"* only has one denotative meaning provided in English Oxford Dictionary.

Data 10: *Milk & Honey*

This soap brand name consists of two independent words. The denotations of the word *"Milk"* are (1) *the white liquid produced by female mammals as food for their young, esp. that of cows or goats drunk by humans*; (2) *the whitish juice of certain plants and trees, e.g. that found inside a coconut*; (3) *to take the milk from a cow, goat, etc*; (4) *to extract money, information, etc dishonestly from a person or an institution*; (5) *to obtain as much benefit or profit as possible from a situation*. The writer chose number one as the most suitable denotation of the word *"Milk"* in *"Milk & Honey"* soap since it is connected with the ingredients contained in the soap. Milk essence makes the skin whiter and brighter than before. Then, the denotative meanings of *"Honey"* are (1) *a sweet yellowish made by bees from nectar*; (2) *used to address a person one likes or loves*; (3) *a person or thing that is excellent or delightful*. The writer chose number one as the denotative meaning of the word *"Honey"* in *"Milk & Honey"* soap because it is

related to the composition of the ingredients of the soap that contains honey bee which is full of healthy vitamin for the skin. It is very useful in caring the smoothness and fineness of the skin. It means that *“Milk & Honey”* soap is a combination of extracts honey bee and milk which is very useful in creating a perfect skin which is smooth, fine, white, and bright.

Data 11: *My Baby*

The word ‘*My*’ is a possessive determinant which has the denotative meanings as *(1) belonging to the speaker or writer; (2) adjective as a form of address, showing affection or sympathy; (3) used in exclamations.* The writer chose number two as the most suitable denotative meaning of “*My*” in “*My Baby*” soap because it implies that this soap is dedicated only to the one who is very special and being loved by someone. This soap is used as a means in showing affection of someone to ones she loved very much. Then, the denotative meanings of “*Baby*” are *(1) a very young child or animal; (2) the youngest member of a family or group; (3) a person who behaves like a child or is too easily frightened or upset; (4) used esp. a form of address expressing affection for a young woman, one’s wife, husband, lover, etc; (5) very small of its kind; (6) to treat somebody like a baby; to give somebody excessive care and attention.* For the word ‘*Baby*’, the writer chose number one as the most suitable denotative meaning of “*My Baby*” soap since it is related to the target of the consumer of the product. It means that the soap only belongs to baby’s skin which is very smooth and finest. This soap is a special

product for the baby's skin in order to protect and prevent it from any harm since the baby's skin is very sensitive and need much protection.

Data 12: ***Papaya***

The denotative meaning of the word "***Papaya***" is *a tropical fruit with green skin, edible orange flesh and small black seeds*. The writer chose that denotation to be the denotative meaning of "***Papaya***" soap since "***Papaya***" only has one denotative meaning provided in English Oxford Dictionary.

Data 13: ***Placenta***

The denotative meaning of "***Placenta***" is *an organ lining the womb of a pregnant woman which provides food for the developing baby through the umbilical cord, and which comes out of the womb after birth*. Since it is the only denotative meaning of '***Placenta***' which is available in English Oxford Dictionary, so the writer chose that denotation to be the denotative meaning of '***Placenta***' soap.

Data 14: ***Premier***

The denotative meanings of the word '***Premier***' are *(1) first in importance or position; (2) a head of a government (a Prime Minister)*. The writer chose number one as the most suitable denotative meaning of the soap brand name '***Premier***'. The writer relates its denotation with the quality of the soap that possesses high quality since it is made from high-qualified and valuable essence. Thus, '***Premier***' soap becomes the excellent product and the best one.

Data 15: *Sunny*

The denotative meanings of '*Sunny*' are (1) *bright with light from the sun; (2) cheerful; happy*. The writer chose number one to be the denotative meaning to be of the '*Sunny*' soap because it is related to the effect brought by the soap which makes the skin brighter and whiter. The soap has the advantage to make the user's skin shinier just like the light up of the sun. "*Sunny*" soap comprises of whitening essence which is very useful for bleaching the skin. The soap is able to change the condition of the skin to become brighter and whiter with its special extracts.

Data 16: *Trust*

The denotative meanings of '*Trust*' are (1) *the belief of willingness to believe that one can rely on the goodness, strength, ability, etc of somebody/something; (2) responsibility, care; (3) an arrangement by which a group of people or an organization holds money or property given to somebody and uses it for that person's benefit; (4) an association of business firms formed to reduce competition, control prices, etc; (5) to treat somebody/ something as reliable; (6) to depend on somebody to do something, use something, look after something, etc properly or safely; (7) to hope, esp. with confidence*. The writer chose number one as the denotative meaning of "*Trust*" soap since it is associated with the effort of the manufacturer of the soap to build up a belief to the consumers that they can rely on the goodness of the soap for caring their skin. The manufacturer tried to convince the consumers that the "*Trust*" soap can be counted on as a good

product which is healthful and able to guard the skin everlastingly. This soap is a reliable product which has many special qualities.

Data 17: *Twist*

The denotative meanings of '*Twist*' are (1) *to wind something round something else; (2) move or grow by winding round something; (3) to turn or wind threads, etc. to make them into a rope, etc; (4) to change the natural shape of something; to distort something; (5) to be distorted in this way; (6) to turn something round; to revolve something; (7) to change direction often; to wind; (8) to injure a part of one's body, esp. a joint, by turning it sharply; (9) to give deliberately false meaning to words, etc; (10) an act of twisting something; a twisting movement; (11) a thing formed by twisting; (12) a winding or twisting; (13) a place where a path, etc turns; (14) a change or development.* The writer chose number fourteen as the denotative meaning of "*Twist*" soap because it is connected with the use of the soap, that is to give an improvement to the skin condition. "*Twist*" soap has a function to bring a good change to the users skin. This soap can change the performance of the users to become more mesmerized and fascinated with their excellent complexion.

Data 18: *Zest*

The denotative meanings of '*Zest*' are (1) *the quality of being interesting, exciting, enjoyable, etc; (2) great enjoyment or excitement, enthusiasm; (3) the outer skin of oranges, lemons, etc, when used to give flavor in cooking.* The writer

chose number one and number two as the denotations of “*Zest*” soap because they have a similar context which shows that this soap will bring a pleasant sensation to the users. The users feel pleased and excited after using this product because they has found that their skin turned in a good condition that is smoother and healthier than before. The soap is able to change the mood of the users to become happy and cozy because they are satisfied with their perfect skin.

3.2.1.2. Denotation of Shampoo English Brand Names

Data 1: *Ascend*

The denotative meaning of ‘*Ascend*’ is *to go or come up*. The writer chose that denotation to be the denotative meaning of “*Ascend*” shampoo since “*Ascend*” only has one denotative meaning provided in English Oxford Dictionary.

Data 2: *Botanical*

The denotative meaning of the word “*Botanical*” is *relating to botany, the scientific study of plants and their structure*. Since it is the only denotative meaning of ‘*Botanical*’ which is available in English Oxford Dictionary, so the writer chose that denotation to be the denotative meaning of ‘*Botanical*’ shampoo.

Data 3: *Brisk*

The denotative meanings of the word “*Brisk*” are *(1) quick; active; busy; (2) (of wind and the weather) cold but pleasantly fresh*. The writer chose number two as the denotative meaning of “*Brisk*” shampoo because it is related to the effect

resulted from the usage of the shampoo. It brings a coolness and freshness so the users could experience many splendor sensations such as feeling cozy, fresh, and chill.

Data 4: **Clear**

The denotations of “**Clear**” are (1) *easy to see or hear*; (2) *easy to understand*; *not causing confusion*; (3) *having or feeling no doubt or confusion*; (4) *obvious*; (5) *definite, leaving no doubt*; (6) *that one can see through*; *transparent*; (7) *without cloud or mist*; (8) *without spot or marks*; (9) *free from obstacles, difficulties*; (10) *free from guilt*; (11) *free from undesirable*; (12) *not touching something*; *away from something*; (13) *complete*; *whole*; (14) *clearly*; *distinctly*; (15) *out of the way of or away from something*; *no longer near or touching something*; (16) *to become transparent*; (17) *to remove something that is not wanted or is no longer needed from a place*; (18) *to remove an obstacle from something*; (19) *to remove data that is no longer required from the memory of a computer*; (20) *to show somebody to be innocent*; (21) *to get past or over something without touching it*; (22) *to get permission for or allow a ship, plane or cargo to leave or enter a place*; (23) *to pass through something after satisfying officials requirement*; (24) *to give or get official approval for something to be done*; (25) *to decide officially after investigating somebody that they can be given special or important work or allowed access to secret information*; (26) *to pass a cheque through a clearing house so that the money is put into the account of the person to whom it is written*; (27) *to gain or earn a sum of money as profit after*

deductions; (28) to pay back fully a sum of money owed; (29) to kick or hit the ball away from the area near the goal that is being offended. The writer chose number eight and eleven as the suitable denotative meanings of “*Clear*” shampoo since it is related to the function of the shampoo that makes the hair free from dandruff and any other dirt which makes people feel uncomfortable and unhealthy. With the regular use of “*Clear*” shampoo people will no longer feel that kind of condition; moreover, they will feel great and fresh because they are free from any harm. This shampoo is able to remove anything harmful for the hair.

Data 5: *Fruits*

The denotative meanings of “*Fruit*” are *(1) the part of a plant that contains seeds and flesh and can be eaten as food; a quantity of these; (2) a part of a plant or tree formed after the flowers have died and in which seeds are formed; (3) any plant product used as food; (4) the result or reward of some process, activity or situation.* The writer chose number one, two and three as the denotations of “*Fruits*” shampoo because it is associated with the substances of the shampoo that contains fruits as the main ingredient. This shampoo is made from extract fruit, for such extract avocado, extract carrot, etc in which its nutrition is badly needed for the hair’s health in order to keep it healthy and beautiful. The fruits contained in this shampoo are fruits with high vitamin and nutrition, and very useful in making hair healthier.

Data 6: *Good*

The denotations of “*Good*” are (1) *of high quality; of an acceptable standard; satisfactory;* (2) *able to do something well; competent;* (3) *capable by using, dealing with, etc something/ somebody;* (4) *morally acceptable; virtuous;* (5) *behaving well, politely, etc;* (6) *willing to help others; kind;* (7) *pleasant; welcome;* (8) *fit to be eaten; not yet rotting;* (9) *healthy; strong;* (10) *valid; strong; sound;* (11) *not false; genuine;* (12) *thorough; complete;* (13) *amusing;* (14) *having a useful effect; beneficial;* (15) *suitable; appropriate;* (16) *having the necessary energy, health, strength, etc;* (17) *used in greeting;* (18) *used in exclamations;* (19) *to show approval of or pleasure at something that has been said or done, or to show that one wants to move on to a new topic of conversation;* (20) *great in number, quantity;* (21) *not less than, rather more than;* (21) *that which is morally right or acceptable;* (22) *that which gives benefit, profit, advantage, etc.* The writer chose number one, fourteen, and twenty-two as the denotative meanings of “*Good*” shampoo because it is closely related to quality of the shampoo that possesses high quality since its ingredients contains valuable essence. It also gives a satisfaction feeling because it leaves some good sensations to the users as the benefit of using this shampoo.

Data 7: *Head & Shoulder*

This shampoo brand name has two independent words with each meaning. The denotative meanings of “*Head*” are (1) *the part of the body containing eyes, nose mouth, and brain;* (2) *as a measure of length;* (3) *the mind; the brain;* (4) *a*

mental or natural ability of the specified nature; (5) the side of a coin with the head of a person on it; (6) individual animals in a herd or flock; (7) a thing like a head in form or position; (8) the foam on the top of poured beer, etc; (9) a device on a tape recorder that touches the moving tape and converts the electrical signals into sound; (10) the part of a spot or boil that contains; (11) the top or highest part of something; (12) the more important or prominent end of something; (13) the front of a line of people; (14) a leading position in something; (15) the person in charge of a group or an organization; (16) the person in charge of a school or college; (17) the pressure produced by an amount of water or steam in a confined space; (18) a main division in lecture, an essay, etc; (19) to be at the front or top of something; (20) to move in the specified direction; (21) to give a title or heading to an essay, etc; (22) to strike the ball with one's head. The writer chose number one as the most suitable denotative meaning of the word **“Head”** in **“Head & Shoulder”** shampoo since it is associated with the purpose of the shampoo aimed to protect the head from any harm and keep it clear from any damage. We know that head is one part of the body which needs protection from any dirt, so one way to keep it healthy is by washing the hair by using shampoo regularly, and **“Head & Shoulder”** shampoo is intended to take care of the head and the hair from any ailment. Meanwhile, the denotative meanings of **“Shoulder”** are *(1) the part of the body between the top of each arm and the neck; (2) a part of a garment covering this; (3) the part of the back between and including the shoulders; (4) this part of the body regarded bearing responsibilities, blame, etc; (5) a piece of meat cut from the upper part of the*

front leg of an animal; (6) a part of a thing resembling a human shoulder in shape or position. The writer chose number one and number three as the suitable denotative meanings of the word **“Shoulder”** in **“Head & Shoulder”** shampoo because it is also related to the purpose of the shampoo, to prevent the shoulder from any harm since the shoulder is also one part of the body closely connected with the head in which the hair grow. Thus, from the explanation above, the writer assumed that the denotative meanings of the word ‘head’ and ‘shoulder’ in **“Head & Shoulder”** shampoo is similar since those denotations collectively refer to the same object namely human body (in this case, head and shoulder) which need much protection from any harm.

Data 8: ***Kids***

The denotative meanings of **“Kids** are *(1) a child or young person; (2) a young goat; (3) to deceive somebody in a playful way, to deceive somebody/oneself, to trick somebody.* The writer chose number one as the most suitable denotative meaning of **“Kids”** shampoo because it is connected with the target of the shampoo which is dedicated only to children’s hair.

Data 9: ***Natural***

The denotative meanings of **‘Natural’** are *(1) existing in or caused by nature, not made or caused by human beings; (2) of or in agreement with the character or personality of a living thing; (3) born with a certain skill, ability, etc; (4) as is to be expected; normal; (5) relaxed and not pretending to be something/somebody*

different; (6) used after the name of a note neither sharp nor flat; (7) related by blood; (8) based on human reason alone; (9) a normal musical note, not its sharp or flat form; (10) a person considered to be perfectly suited for a job, an activity, etc. The writer chose number one as the denotation of “*Natural*” shampoo because the shampoo is made from natural essence picked out from nature. It means that “*Natural*” shampoo is free from chemical products and completely made only from natural substances.

Data 10: ***OK***

The denotations of “*OK*” are *(1) all right, satisfactory or in a satisfactory way; (2) yes; (3) to agree to something; to approve of something; (4) agreement, permission.* The writer chose number one as the most suitable denotative meaning of “*OK*” shampoo since it is related to the benefit of the product that gives a satisfactory feeling to the users. This shampoo brings a good sensation to the users and able ‘to change’ the mood of the users to become happier and more cheerful since they are satisfied with the condition of their hair which can turn into a better condition. This shampoo is good for caring the hair from any harm because with its essential substances it is able to remove all dirt and keep the hair healthy and fresh.

Data 11: ***Rejoice***

“*Rejoice*” has denotative meaning as *feeling or showing great joy.* Since it is the only denotative meaning of ‘Rejoice’ which is available in English Oxford

Dictionary, so the writer chose that denotation to be the denotative meaning of *“Rejoice”* shampoo.

Data 12: *Zinc*

The denotative meaning of *“Zinc”* is *a chemical element that is a bluish-white metal used in the production of other metal and for covering iron, wire, etc to protect it against rust*. The writer chose that denotation as the denotative meaning of *“Zinc”* shampoo because it is the only denotative meaning of *“Zinc”* available in English Oxford Dictionary.

3.2.2. Connotation of Soap and Shampoo English Brand Names

The connotative meanings of these soap and shampoo English brand names are based on the writer’s subjective. These connotations are invented as an addition to the surface or literal meaning of the brand names. The writer associated the brand names with her feelings, images, and memories that surround the word in order to make up its connotations. The connotative meanings of the brand names “created” by the writer are beyond its literal or denotative meanings.

3.2.2.1. Connotation of Soap English Brand Names

Data 1: *Beauty*

The connotative meanings of *“Beauty”* soap are *elegance, glamorous, charming, charismatic, and admirable*. It connotes that *“Beauty”* soap is made up for woman who really cares about her performance. We already know that every woman wishes to have clear–perfect soft skin in order to make her always in a

perfect appearance and look more beautiful and charmer. Therefore, *"Beauty"* soap is specially formulated to help the woman to create her wishes. *"Beauty"* soap has the ability to "change" the performance of the woman to become remarkable and extraordinarily beautiful. By regular use of *"Beauty"* soap, the woman will possess an excellent and adorable physical style from her hair to her tiptoe. She will have perfect silky skin with no spot on her complexion. Besides that, *"Beauty"* soap not only invents a perfect physical appearance of the woman but also builds up high confidence to the woman's soul that makes her look more charismatic and powerful to attract, influence, and inspire people. With its gentle lather and mild fragrance, *"Beauty"* soap is not only emerging the outer beauty of the woman but also appearing her inner beauty that makes her to become an excellent and fabulous woman.

Data 2: *Bee & Flower*

The connotative meanings of *"Bee & Flower"* soap are *natural, nutritious, nourishing, floral, and healthful*. It connotes that *"Bee & Flower"* soap is derived from nature in which its ingredients consist of natural flower extracts and nutritious honeybee. The unique combination between this essence produces some high nutrients and vitamins needed by the skin to keep it stay healthy and natural. Regarding its materials, which is purely picked out from nature, it implies that *"Bee & Flower"* soap is free from any artificial extracts harmful to skin's health. There is no any preservative included within this soap, so it is totally safe and healthful, even for the most sensitive skin. Furthermore, *"Bee & Flower"* soap

can add skin vitality which makes the skin look fresher and smoother. By regular treatment of *“Bee & Flower”* soap, there is no doubt that the skin will always well-cared and free from the attack of any disease. *“Bee & Flower”* soap is a nourishing soap which is able to supply adequate vitamins and nutrients to the skin. Moreover, *“Bee & Flower”* soap is well scented with the mixture of honeybee and flower essence with a fragrance that is so fantastic and everlasting. It causes the appearance of the user more lovely because of their healthy and odorous skin. It seems that *“Bee & Flower”* soap is made up not only to give a sufficient healthy substance, but also to bring a sensational scent to the skin and leave it fresher, healthier, cooler, and more attractive.

Data 3: *Cuddle*

The connotative meanings of *“Cuddle”* soap are *protection, attention, and security*. It connotes that *“Cuddle”* soap has the ability to protect the skin so intensively through its gentle lather which is full with healthy vitamins that makes the skin smooth and protected. *“Cuddle”* soap is specially formulated to make the skin well-cared. *“Cuddle”* soap will preserve the skin with great care, so the skin will feel so tender and secure. Intentionally, *“Cuddle”* soap is made up in order to complete all the skin’s needs especially the need of feeling healthy and attentive. *“Cuddle”* soap suits all the skin’s types because the ingredients contained in *“Cuddle”* soap are healthful and safe causing no harm to the skin; moreover, it will bring a lot of pleasures to the skin such as feeling easy, secure, and protected. Through its mild lather, *“Cuddle”* soap will take care of the skin so tenderly and

heartily. *“Cuddle”* soap can give the effect of endearment and loving since it evokes a sense of security and care to the user’s soul. Thus, besides cleaning the skin entirely, *“Cuddle”* soap also gives a strong protection to the skin by giving a lot of attention dealing with the skin’s health.

Data 4: *Dove*

The connotative meanings of *“Dove”* soap are *white, bright, smooth, and soft*. It connotes that *“Dove”* soap is formulated to make the skin become brighter and smoother than before. *“Dove”* soap works to lighten the skin color and soften the skin surface. *“Dove”* soap leaves the skin soft, smooth, fair, and shiny like the feathers of dove bird. The active substances of *“Dove”* soap will make the skin turn into a fair-lovely complexion with high fineness which makes the performance of the user more lovely. *“Dove”* soap is enriched with an essential moist extract useful to maintain the moistness of the skin to keep soft and smooth. Moreover, *“Dove”* soap also contains skin lightening formula in order to make the skin color brighter and shiner. By regular treatment of *“Dove”* soap, the skin will look beautifully bright and entirely soft. It seems that *“Dove”* soap is made up to fit with the expectation of woman who expect her skin to look shiny, smooth, and fair everlastingly because *“Dove”* soap can brighten up and soften the skin immediately. *“Dove”* soap can ‘change’ the condition of the skin to become more enchant, smoother, whiter, and shiner.

Data 5: *Dream*

The connotative meanings of “*Dream*” soap are *beauty, excellence, luxurious, and desirable*. It connotes that “*Dream*” soap will give miracles for the skin’s development. “*Dream*” soap comprises various splendid ingredients which give good effects to the user’s skin and mind. It is able to beautify the complexion to become fabulous and bring enormous fantastic sensations to the user’s emotion by building up a sense of glamour and elegance. “*Dream*” soap can make the user’s wish to possess an excellent skin comes true. The exclusive essence of “*Dream*” soap will make the skin look so fascinating and perfect. The advantages of “*Dream*” soap will expose the beauty of the user that can attract people’s attention to admire and praise it. It is obvious that “*Dream*” soap has the ability to indulge and enrich the skin in a special way and leave a deep impression to the user’s mind. “*Dream*” soap helps the user “to have a better life” by giving such good results to the skin, they will have something to be proud of that can motivate themselves to be more confident. The user will look more elegant and adorable because of their excellent skin. It implies that “*Dream*” soap is a luxurious skin-care which is equipped with wonderful tastes. “*Dream*” soap not only creates a perfect skin but also builds exclusive senses to the user’s mind. Through its engaging lather, the skin will turn into a sensuous appearance desired by every person. It seems that “*Dream*” soap is able to answer the prayer of the users to own a beautiful skin by satisfying and completing the user’s desire to have a nice soap that truly understands and fulfills their skin’s needs. “*Dream*” soap will pamper the user’s heart with a luxuriously deep bath.

Data 6: *Harmony*

The connotative meanings of "*Harmony*" soap are *excitement, satisfaction, sensational, enthusiastic, and contented*. It connotes that "*Harmony*" soap gives a lot of advantages to the user's skin and able to accomplish all the skin's needs. Its active substance which is enriched with healthy vitamins and moisturizer will work together to make the skin stay clean, fresh, and cool. The combination of those good sensations evokes an exultation feeling to the user emotion. Indirectly, "*Harmony*" soap can "change" the user's mood to be in a good condition because it gives many pleasant tastes to the skin. In addition, the mixture of its moisturizer which is effective to soften the skin and its delicate fragrance which is useful in creating a good feeling can give a satisfaction to the user's soul. "*Harmony*" soap has the ability to enthuse the user through its formula that brings many pleasure sensations. Frequent use of "*Harmony*" soap will leave the skin smoother and fresher. Thus, "*Harmony*" soap can "make" the user always happy, cheerful, and contented since it brings a lot of joys and best result to the skin. It seems that "*Harmony*" soap gives many unforgettable experiences to the users' skin that insist them on always feeling it.

Data 7: *Imperial Leather*

The connotative meanings of "*Imperial Leather*" soap are *luxurious, elite, prestigious, and expensive*. It connotes that "*Imperial Leather*" soap is a luxurious one that has a lot of advantages and fancy sensations for the skin. "*Imperial Leather*" soap offers an exclusive sense to the user's soul through its

gentle lather laced with a mild fragrance. ***“Imperial Leather”*** soap can give a prestigious feeling to the user as a result of a really excellent washing experience which alter the skin to become fabulous and fantastic. Indirectly, ***“Imperial Leather”*** soap can make the users more confident and elegant because of their beautiful complexion. The users of ***“Imperial Leather”*** is overwhelmed by feeling of glory, a magnificent imagination such as prince or princess feeling who has a perfect appearance and life. It seems that ***“Imperial Leather”*** soap is specially dedicated to people who have a high taste in selecting a brand of soap because ***“Imperial Leather”*** soap gives promising effects to their skin and mind. Since ***“Imperial Leather”*** is able to create elite sensations, it is certain that ***“Imperial Leather”*** soap comprises superior and selective essence. Therefore, ***“Imperial Leather”*** soap is categorized as a classy or expensive soap since its formula exclusively comes from highly valuable substances. ***“Imperial Leather”*** soap creates a favorable impression to the user’s mind that is specially made up to treat and take care of the skin luxuriously, and leave it more beautiful and elegant. By using ***“Imperial Leather”*** soap frequently, the users will have “a perfect life” especially in possessing an excellent skin.

Data 8: *Lifebuoy*

The connotative meanings of ***“Lifebuoy”*** are *protection, safety, and guardian*. It connotes that ***“Lifebuoy”*** soap is made up to become a guardian for the skin which prevents the skin from any disease. Its antibacterial formula will build up a power of resistance to fight against germs and bacteria that cause skin ailment.

Therefore, *“Lifebuoy”* soap will make the user’s skin always safe and stay clean eventhough they have a lot of activities to do in their daily time because *“Lifebuoy”* soap will take care of their skin perfectly. *“Lifebuoy”* soap will maintain the cleanliness and the moistness of the skin for a long time, so the skin always feel fresh, clean, and cool. The users will enjoy to do their daily activities without worry about their skin’s health since *“Lifebuoy”* soap is able to keep germs and dirt stay away from the body. Its active substance consists of a powerful germicide which is useful to kill and remove bacteria and germs effectively and guard the skin from any illness eternally. There is no cause for worry dealing with the skin’s health because *“Lifebuoy”* soap will give a strong protection great care to keep the skin always healthy. Feeling protected and safe will always be experienced by the user of *“Lifebuoy”* soap.

Data 9: *Medicare*

The connotative meanings of *“Medicare”* soap are *medicated, cure, and well-care*. It connotes that *“Medicare”* soap is specially made up to take care of the skin to keep healthy. *“Medicare”* soap consists of medicament that is useful in protecting the skin from the attack of germs and bacteria. *“Medicare”* soap is able to remove and kill those maggots effectively and lift up dead skin cells thoroughly. Supposedly, *“Medicare”* soap is formulated to cure and take care of the sick skin. *“Medicare”* soap will cure those illnesses entirely and continuously, so the skin will get well soon. *“Medicare”* soap helps the skin to recover and rebuild the inside structure immediately and makes the skin always healthy and

well-cared. ***“Medicare”*** soap can be categorized as an antibacterial soap because it contains a powerful germicide that work fast to fight against diseases and keep the skin healthy. Thus, ***“Medicare”*** soap is very ideal for aiding the healing of some skin diseases, such as excess sebum, scabies, itchy skin, etc. The treatment given by ***“Medicare”*** soap is very useful in maintaining the skin’s condition, healthy and free from any ailment.

Data 10: ***Milk & Honey***

The connotative meanings of ***“Milk & Honey”*** soap are ***natural, nutritious, healthful, nourishing, and safe***. It connotes that ***“Milk & Honey”*** soap is a healthy one that consists of natural essence useful in keeping the skin’s health always in a good condition. ***“Milk & Honey”*** soap is a unique combination of extracts milk and honey which comes from nature. The honey is derived from a sweet substance made by bees, while the milk is derived from high nutritious liquid produced by cows. Both of these extracts are absolutely healthful and rich in healthy substances badly needed by the skin. The active essence of ***“Milk & Honey”*** works uniquely and harmoniously with the skin. That is why, ***“Milk & Honey”*** soap has the ability to take care of the skin entirely and effectively since its formula able to work fast and effective in order to keep the skin stay healthy. Dealing with its ingredients that is derived from nature, it is certain that the materials contained in ***“Milk & Honey”*** soap are fresh ones and totally free from any chemical products which can be dangerous for our health. It means that ***“Milk & Honey”*** soap is created to give a healthy care to the skin, useful in turning the

skin into a healthy condition by fulfilling it with many vitamins and nutrients. The active essence of *“Milk & Honey”* soap will add the moistness and elasticity of the skin; moreover, it also protects the skin from any harm since it can shape a strong defence created from healthy nutrients of *“Milk & Honey”* soap’s extracts. *“Milk & Honey”* soap also possesses a nice scent that can evoke a pleasant sense to the user’s mind. The mixture of extracts honeybee and milk will produce an endless lovely fragrance that makes the user always surrounded by it. Thus, *“Milk & Honey”* soap has plenty of good things that make our life so easy and cheerful. By using *“Milk & Honey”* soap when taking a bath; it is a natural way to make the skin healthy and fresh everlastingly.

Data 11: *My Baby*

The connotative meanings of *“My Baby”* soap are *affection, care, and attention*. It connotes that *“My Baby”* soap possesses a great affection for the skin. *“My Baby”* soap shows a loving–tender care in treating the skin. *“My Baby”* soap is able to fulfill the people’s need of being loved and cared by giving a fine treatment in taking care of their skin. *“My Baby”* soap will give protection and love’s tastes to the user’s mind that makes them feel so secure and peaceful every single day. All of those sensations come from the smoothness and gentleness of the substance of *“My Baby”* soap which is derived from the finest material that produces highly soft lather. *“My Baby”* soap can be categorized as a delicately scented high quality one useful for the skin’s protection to keep cool and fresh. It implies that *“My Baby”* soap is created in order to look after the skin so tenderly

and carefully. Within its great care, *“My Baby”* soap will indulge the skin by giving many splendor sensations which cannot be found in any other soap. *“My Baby”* soap will give a truly mild washing experience which intensively care the skin to keep smooth and protected. It seems that *“My Baby”* soap is specially dedicated to ones that have soft and sensitive complexion and need a lot of protection and attention because its delicate formula will guard and take care of the skin thoroughly and sincerely. Indirectly, *“My Baby”* soap can bring the user to go into a happiness atmosphere which is built up by its lovely essence that gives loving and caring effects to the skin. Frequent use of this fond soap will bring a “good turn” both to the user’s skin and mind. Besides creating a soft and moist skin, *“My Baby”* soap also leaves affection and safe sensations which enormously impress on the user’s emotion. The user will experience the thrill of love every time.

Data 12: *Papaya*

The connotative meanings of *“Papaya”* soap are *natural, fruity, healthful, nourishing, and nutritious*. It connotes that *“Papaya”* soap comprises an extract of papaya fruit which is full with healthy vitamins and nutrients. This essential extract is very useful in fulfilling the skin’s need of nutrition. As we know that we need a regular supply of sufficient vitamins and other essential substances to keep our body alive. That is why, *“Papaya”* soap is made up to complete the skin’s need of nutrition, so the skin will always be healthy and beautiful. *“Papaya”* soap is able to nourish and maintain the skin condition to keep healthy and nourishing.

Regarding its ingredients, **“Papaya”** soap is made of natural material, namely papaya fruit, because it is purely derived from nature that is absolutely healthful and completely free from any harm essence. **“Papaya”** soap brings great valuable essence that can “change” the skin’s performance to become more mesmerized. Frequent use of **“Papaya”** soap will make the skin always fill up with enough nutrition which is very useful in protecting the skin from any danger because it has a great immunity from any diseases. Moreover, **“Papaya”** soap is a fruity one that possesses a nice fragrance which can give a sense of pleasure in the user’s mind because of their well scented skin. The skin obtains nourishment from the essence of **“Papaya”** soap in order to renew and return the missing moisture of the skin, so it will look more attractive and beautiful. **“Papaya”** soap suits all the skin’s types because it is harmless and safe to be used every single day since there is no any negative effects resulted from this healthy soap.

Data 13: ***Placenta***

The connotative meanings of **“Placenta”** soap are ***healthful, natural, nutritious, and safe***. It connotes that **“Placenta”** soap is rich in healthy essence useful in fulfilling the skin’s need of nutrition. **“Placenta”** soap is enriched with plenty of organic substances which are essential for the skin’s health and growth. **“Placenta”** soap is able to supply sufficient nutrients to the skin through its healthy lather. **“Placenta”** soap helps the development of the skin to grow perfectly. **“Placenta”** soap is made of nutritious extracts which is surely needed by the skin to keep it smooth and natural. **“Placenta”** soap is able to increase the

metabolism of the skin, so the skin appears smooth, healthy, and shiny. In addition, the materials of ***“Placenta”*** soap are picked out from nature which is completely safe to be used, so it means that this soap suits all the skin’s types since it won’t not cause any bad effect to the skin. Its active substance is very effective in renewing and rebuilding the structure of the skin, so it will look more beautiful and fresher. The skin will get nourishment from the valuable extract of ***“Placenta”*** soap that consists of a great number of vitamins and nutrients. Therefore, ***“Placenta”*** soap can “change” the performance of the skin to become fascinating since it is able to supply the healthy substances to the skin proportionally. Its useful formula works in an effective way by lifting up the dead skin’s cells and all at once stimulating the growth of new skin’s cells. The skin’s cells will optimize its work to reorganize the texture of the skin intensively, so it will be renewed perfectly. Moreover, ***“Placenta”*** soap also maintains the moistness and the health of the skin to keep smooth and enchanted since it gives a balance nutrition that makes the skin never loses vitamin’s supply. It implies that ***“Placenta”*** soap brings a lot of benefits to the user through its excellent treatment, the main one is fulfilling the skin’s need of nutrients, so the skin will “change” to be charmer and healthier.

Data 14: ***Premier***

The connotative meanings of ***“Premier”*** soap are ***exclusive, classy, favorable, and optimum***. It connotes that ***“Premier”*** soap has the highest quality which contains best ingredients and gives best result to the skin. ***“Premier”*** soap is

specially formulated to give the most favorable treatment to the skin. ***“Premier”*** soap will indulge the skin through its exclusive lather which is enriched with excellent extracts. ***“Premier”*** soap not only takes care of the skin but also creates a perfect complexion that makes people always in a fresh appearance. ***“Premier”*** soap only comprises valuable and selective essence that possesses high quality; therefore, ***“Premier”*** soap will give an optimal result to the skin. Besides, the luxurious gentle lather of ***“Premier”*** soap will leave a long-lasting delicate fragrance that makes the skin always in a good scent. Indirectly, it will influence the performance of the user to become charmer and more elegant.

Data 15: ***Sunny***

The connotative meanings of ***“Sunny”*** soap are *bright, shiny, and light*. It connotes that ***“Sunny”*** soap is made especially to lighten the skin color. ***“Sunny”*** soap creates an active material which is effective to brighten up the skin thoroughly and permanently. ***“Sunny”*** soap can spread light to the entire skin, so the skin will look beautifully shiny and bright. It seems that ***“Sunny”*** soap fits the people’s expectation, especially women who wish to have perfect-soft bright skin because ***“Sunny”*** soap works entirely, even in the unreachable area, and leaves the skin clean and shiny. ***“Sunny”*** soap comprises lightening extract in order to maximize the brightness of the skin. ***“Sunny”*** soap helps the users prettify their skin to become lighter by giving an intensive treatment of the essential lightening essence to their skin. By using ***“Sunny”*** soap frequently, the color of the skin will be light and beautiful. Relating to its function, which its major use is brightening

the skin, the ingredients of **“Sunny”** soap also consists of anti-UV (ultraviolet) extract useful to protect all body from the sunlight. As we know that the light of ultraviolet is very dangerous for our skin’s health because it can cause many skin’s diseases, for instance darkness or reddish skin that makes our performance look gloomy and pale, so the anti-UV (ultraviolet) essence of **“Sunny”** soap is specially invented to give a good chance to the user to possess a lovely fair-bright skin in an economical and effective way. Moreover, the result given by **“Sunny”** soap is very satisfying because it will create a natural bright and shiny complexion to make the skin look more lovely and fresher.

Data 16: ***Trust***

The connotative meanings of **“Trust”** soap are ***guaranteed, credible, and reliable***. It connotes that **“Trust”** soap gives a promise to the user that it will give the best treatment in caring the skin. It means that **“Trust”** soap can be counted on as a good soap since it is able to look after the skin perfectly. There is nothing to be doubted about the quality of **“Trust”** soap because it is primarily made of selective materials and is guaranteed for its superior quality. **“Trust”** soap has a lot of advantages and benefits that can indulge the skin to experience many pleasant things. Since **“Trust”** soap is able to give the most favorable treatment to the skin, the credibility of **“Trust”** soap is very convincing. It implies that **“Trust”** soap gives a guarantee of amazing results felt by the skin. It is believed that **“Trust”** soap has the ability to accomplish all the skin’s needs, for examples, the need of healthy essence, safety substances, and good sensations. Therefore, we

can rely on *“Trust”* soap in caring our skin to keep smooth and luxurious. By using *“Trust”* soap, we will possess a fine performance that is very fascinating and mesmerizing. Intentionally, *“Trust”* soap is formulated to satisfy our need of a high quality and credible soap that can leave exclusive results to our skin because we deserve to get the best.

Data 17: *Twist*

The connotative meanings of *“Twist”* are *advance, good-change, impulse, and upward*. It connotes that *“Twist”* soap has the ability to make a good progress to the skin’s growth in order to develop well. *“Twist”* soap will encourage the work of the skin’s cells to operate optimally and maximally. *“Twist”* soap is devoted to people who demand a good turn into their skin’s performance because it will “change” their skin to become mesmerized and fit. By using advanced technology *“Twist”* soap is develop for the hair to provide health and style as well. Its potent ingredients make a rapid growth to the skin’s development. It means that the skin’s cells will work fast and effective to sustain the health and smoothness of the skin. Its advanced lather is able to prettify and satisfy the skin by renewing and refreshing it continuously. It is certain that *“Twist”* soap is composed of best materials to give the most favorable treatment to the skin by making a good transition to the skin’s condition. Frequent use of *“Twist”* soap makes the user feel a “good change” in their skin’s appearance which increases their self-confidence, so they will look more elegant and attractive. It implies that *“Twist”* soap is a useful, profitable and sustainable one. *“Twist”* soap will bring a forward movement to the growth of the skin’s cells which intensively develop to form a

perfect texture of the skin. The user will get numerous benefits from *“Twist”* soap economically and everlastingly since they can experience a lot of good results only by using *“Twist”* soap regularly. The fine turn which is brought by *“Twist”* soap will maximize the user’s beauty. Therefore, *“Twist”* soap can make an upward change generally to the overall appearance of the users and specifically to their skin’s conditions.

Data 18: *Zest*

The connotative meanings of *“Zest”* soap are *comfort, fresh, relief, relax, and cool*. It connotes that *“Zest”* soap is created in order to bring an ecstasy to the user’s soul. *“Zest”* soap evokes many splendor tastes to the skin that makes the user feel happier. *“Zest”* soap helps the skin release from any unpleasant feeling from dirt and germs that stick on the skin, so the skin will stay fresh and cool. The enjoyment brought by *“Zest”* soap makes the skin overwhelmed by feeling of relaxation. It implies that *“Zest”* soap has the ability to make good progress in creating a perfect skin through its enjoyable and exciting sensations. *“Zest”* soap gives a happiness sense since it is specially formulated to amuse the skin with its gentle lather and nice fragrance and leaves the skin to experience many colorful sensations such as feeling easy, fresh, and cozy. *“Zest”* soap invents a good way to bring the user into a coolness atmosphere by giving the effect of joy and interest to the skin. It seems that *“Zest”* soap contains many pleasant extracts useful in creating good impressions and comforting treatment to the skin. The skin will be relieved from any harm and discomfort because *“Zest”* soap will omit it

with its cheer sensations. By using this relaxing soap, our life will also be more relaxed as the effect of happiness brought by “*Zest*” soap. Indirectly, “*Zest*” soap makes us always in a good mood because we are satisfied with the condition of our skin— smooth, relieved, and cool.

3.2.2.2. Connotation of Shampoo English Brand Names

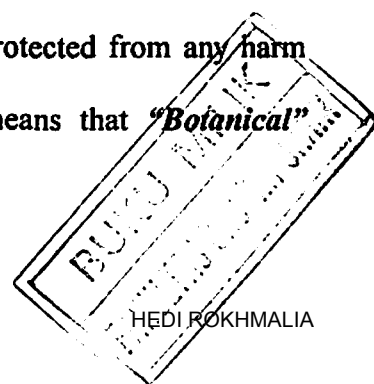
Data 1: *Ascend*

The connotative meanings of “*Ascend*” shampoo are *good change, advance, improvement, and upward movement*. It connotes that “*Ascend*” shampoo brings a different look to the user’s hair which changes to be wonderful and excellent. “*Ascend*” shampoo comes up with selected ingredients to create perfect hair. The essential essence of “*Ascend*” shampoo is able to give a forward movement to the growth of the hair, so it can develop well and healthy. “*Ascend*” shampoo brings a breakthrough in a hair treatment; its advanced formula can give “a good change” to the hair condition. “*Ascend*” shampoo is equipped with plenty of advantages useful in caring and fixing the hair cells continuously and immediately. “*Ascend*” shampoo leaves perfect results to the hair through its fantastic treatment that appears soft, shiny, and healthy hair. Its rich lather is able to reduce the excessive oil and sweep away all dirt on the hair; furthermore, it gently retains moisture and creates good texture of the hair to make it styled easily. It implies that the exclusive ingredients of “*Ascend*” shampoo give an impulse to the development of the hair cells. It produces a beneficial formula that improves the work of the hair cells and fixes the damage of the hair intensively and precisely since it has the ability to heal all the hair problems. Its super formula is effective to rebuild the

inside structure of the hair needed, so the beauty of the user's hair will be returned. Intentionally, "*Ascend*" shampoo creates a "fancy turn" to the hair condition especially to the damage hair which need much protection and care by giving it shape strength, and a fine touch. "*Ascend*" shampoo is the only shampoo with the best ingredients that gives an upward movement to the hair growth. The hair looks shinier, smoother, and stronger that makes the user's performance more confident and gorgeous.

Data 2: *Botanical*

The connotative meanings of "*Botanical*" shampoo are *healthful, natural, nutritious, safe, and floral*. It connotes that "*Botanical*" shampoo is derived from original essence of botany that produces healthy formula useful in maintaining the health of the hair. Its mild substance gives silky touch from the root to the tip of the hair. It implies that "*Botanical*" shampoo brings good effects to the hair growth since it can stimulate the work of the hair cells to be optimal, so the hair will be strong and smoothness will be increased. "*Botanical*" shampoo purely consists of natural ingredients full with vitamins and minerals. It has the function of accomplishing the hair need of nutrition in order to develop well. The hair will get adequate supply of nutrients from the essence of "*Botanical*" shampoo, so it will possess natural and healthy performance. Moreover, the active formula of "*Botanical*" shampoo also adds the hair metabolism that can build up a strong immunity useful in resisting disease. The hair will be protected from any harm which can cause unpleasant taste to one's hair. It means that "*Botanical*"



shampoo has multiple functions, that is covering and relieving the hair from any dirt and germ besides creating wonderful hair. Chemical product is excluded from the substance of *“Botanical”* shampoo since it may endanger the hair growth. On the other hand, the essence of *“Botanical”* shampoo is totally picked out from nature which is safe and healthful. Concerning the sensations brought by *“Botanical”* shampoo through its nice smell which comes from floral fragrance of botany, it will make the user feel so fresh and cool. In addition, the beautiful hair created by *“Botanical”* shampoo will support the user’s performance to be more sweet and attractive.

Data 3: *Brisk*

The connotative meanings of *“Brisk”* shampoo are *coolness, freshness, relaxation, enjoyment, and pleasure*. It connotes that *“Brisk”* shampoo brings a lot of joys to the users since it gives many pleasant things to the hair. *“Brisk”* soap leaves a fresh taste to the hair that urges the user on feeling cozy and delight. It seems that the enjoyable lather of *“Brisk”* shampoo is not only effective in cleaning the hair from any dirt but also useful in creating various good sensations to the user’s mind. *“Brisk”* shampoo is made of pleasant essence which is so pure, gentle, and cool that works fast to clean and “cheer up” the hair. Therefore, the hair will be smooth and shine lively that make the user to feel great satisfaction because of the lovely effects brought by *“Brisk”* shampoo. This pleasant shampoo has a big influence to the formation of the user’s mood which brings them into a merry atmosphere. The soft lather of *“Brisk”* shampoo makes the user enjoys a

kind of cool and pleasant breeze that evokes a sense of peace and safe to their emotion. Regular use of *“Brisk”* shampoo will “change” both the user’s hair and mind into a better condition. *“Brisk”* shampoo is specially made up to amuse the user through its cozy lather that urges the user to experience great beautiful senses, such as feeling fresher, smoother, and happier. Moreover, *“Brisk”* shampoo also causes the user more relaxed dealing with its capability in creating fabulous sensations by giving a fine and enjoyable treatment to the hair. *“Brisk”* shampoo is able to satisfy people’s longing of happiness and health because its formula can clean up and cheer up the hair everlastingly. By using *“Brisk”* shampoo, the user will always be surrounded with fantastic things; they can enjoy their life easily as they enjoy the pleasant taste of *“Brisk”* shampoo.

Data 4: *Clear*

The connotative meanings of *“Clear”* shampoo are *clean, fresh, and free*. It connotes that *“Clear”* shampoo effectively removes any unpleasant things from the hair with its active care essence and remains fresh. *“Clear”* shampoo is able to insulate the hair from the attack of germs and dirt which can cause hair ailment. *“Clear”* shampoo contains special formula useful in purifying the hair intensively and continuously. The hair will be protected from any hair problems, such as dandruff or itch, since it is beaten off by the active essence of *“Clear”* shampoo. It is certain that the main function of *“Clear”* shampoo is cleansing and releasing the hair from any harm entirely and endlessly. By using *“Clear”* shampoo regularly, the user’s hair will always be healthy, strong, soft, and shiny. Because

of this good result, sense of fresh and free is evoked in the user's heart since they no longer suffer from any kinds of hair diseases. They will look more lovely and charm because their hair and soul are fresh as well. It implies that *"Clear"* shampoo cleans the scalp and the hair for complete itch and dandruff soothing, and leaves fresh and cozy sensations to the user. *"Clear"* shampoo is dedicated to people who greatly pay much attention to the cleanliness of their body especially to their hair because it makes the hair light and fit for a long time. Indirectly, the favorable effects brought by *"Clear"* shampoo affect the user's mood to be more delighted in every place and situation, so they can face their day easily and lively.

Data 5: *Fruits*

The connotative meanings of *"Fruits"* shampoo are *healthful, safe, nutritious, natural, nourishing, and fruity*. It connotes that *"Fruits"* shampoo takes the extract of pure concentrate of fruit useful in taking care of the hair in healthy and natural ways. It means that *"Fruits"* shampoo totally consists of fruits essence enriched with many vitamins and proteins that work to protect and fix the hair cells, so it will be free from any damage and stay fit. As we know that fruit is a source of healthy nutrients functional to increase the metabolism of the body, so it will be more energetic and powerful. That is why, *"Fruits"* shampoo is invented to supply an adequate nutrition to the hair cells, so it can operate effectively and optimally, and create excellent and enchanting hair. Its active essence recharges hair vitality by fulfilling the hair cells with complete vitamins and nutrients. *"Fruits"* shampoo gives natural treatment to the hair through its delicate and

healthy lather which makes the hair naturally shiny and fresh everlastingly. Moreover, there is no doubt with regard to the safety of "*Fruits*" shampoo, because this shampoo is absolutely free from any preservatives and artificial essence. "*Fruits*" shampoo will not harm the user's hair even for daily use since its substance is derived from nature which is fresh and genuine. Whereas, "*Fruits*" shampoo is full with essential essence of fruit useful in replenishing hair nutrition for healthier and smoother hair. Besides, "*Fruits*" shampoo is also well scented with a nice odor that comes from the freshness of its ingredients which creates a cool atmosphere to the user's mind. Its mild lather laced with fruity fragrance makes the user more pleased and enjoyable. It is obvious that "*Fruits*" shampoo is formulated to give freshness and coolness to the user's hair and mind through its healthy essence.

Data 6: *Good*

The connotative meanings of "*Good*" shampoo are *eligible, guarantee, reliable, and ideal*. It connotes that "*Good*" shampoo is suitable to be chosen as a proper one since it has many advantages that brings a lot of profits to the user's hair. Through its exclusive lather, "*Good*" shampoo is capable of caring the hair satisfactorily. The valuable materials which are contained in "*Good*" shampoo are chosen through a strict selection in order to get the best essence, so it can treat the hair in a perfect way. Therefore, the active substance of "*Good*" shampoo is able to look after and heal the hair from any illness. It is also able to set up a solid protection and virtuous treatment to the hair that creates lovely hair. It implies that

“Good” shampoo can “change” the performance of the user to be more fascinated and confident because of their magnificent hair. Related to its immense benefits, **“Good”** shampoo can be counted on as a reliable one composed of high qualities’ ingredients. It is clearly seen that **“Good”** shampoo will release and prevent the hair from any unpleasant things. **“Good”** shampoo shows remarkable assurance in treating the hair perfectly. Its rich formula gives a guarantee of the best result to the hair to become fresher, smoother, and more strength. The hair can turn into a better condition that leaves a sense of beauty and excellence to the user’s mind. **“Good”** shampoo evokes a profound impression and great satisfaction concerning its favorable sensations. Thus, **“Good”** shampoo is very ideal for people who require a memorable washing experience because with its precious and high quality extracts, it can purify and satisfy the hair entirely and contentedly. It implies that **“Good”** shampoo is a representation of a favorable shampoo since it is able to give satisfaction and profits to the user.

Data 7: ***Head & Shoulder***

The connotative meanings of **“Head & Shoulder”** shampoo are *protection, safety, and well-care*. It connotes that **“Head & Shoulder”** shampoo performs its capability in caring the hair by protecting head and shoulder strongly and thoroughly. By giving solid guardian to the head and the shoulder it is aimed that the hair will grow healthily and safely. **“Head & Shoulder”** shampoo is especially formulated to take care of the head and the shoulder and stay fit and well. It means that the active essence of **“Head & Shoulder”** shampoo helps the hair to keep

smooth, shiny, and strong. *“Head & Shoulder”* shampoo will maintain the cleanliness and the freshness of the head and the shoulder, so it will be safe from any harm. The enjoyment brought by the essential extract of *“Head & Shoulder”* shampoo urges the user to be more relaxed and joyful. It is obvious that *“Head & Shoulder”* shampoo intends to create wonderful hair by purifying and refreshing the head and the shoulder permanently and intensively. The hair will grow perfectly since the head is able to give balance substance needed by the hair cells. It seems that *“Head & Shoulder”* shampoo is provided with an active-care formula which can clean and recharge the healthy substance on the head altogether. *“Head & Shoulder”* shampoo really suits active persons who have a lot of activities to do and do not have enough time to take care of their bodies including their hair intensively, since *“Head & Shoulder”* shampoo will totally protect and treat their hair and shoulder continuously and entirely. The hair will be free from any damage and look more beautiful. It implies that the healthy head and shoulder has an effect on the growth of the hair cells which can develop well, so it will create luxurious and fabulous hair. Therefore, *“Head & Shoulder”* shampoo is capable in appearing fantastic hair through its enriched-formula that is specially made up to treat the head and the shoulder in an excellent way.

Data 8: *Kids*

The connotative meanings of *“Kids”* shampoo are *affection, attention, and care*. It connotes that *“Kids”* shampoo is especially devoted to children to give the finest hair treatment, so their hair will stay clean and light in every moment. It is

known that within juvenile's period there is a time when children are very active. They always want to play around and have some fun by doing something that might be dangerous for their health. Extra protection and attention is needed to keep the children stay safe and well-cared. That is why "*Kids*" shampoo is created in order to take care of and prevent the children's hair from any harm. "*Kids*" shampoo will fully guard the children's hair from the attack of germs and dirt for a long time. There is no more anxiety about the health of the children's hair since "*Kids*" shampoo is able to cover their hair with its active essence that can work fast against the diseases. From its total protection, it grows sense of loving and caring to the children's heart because they feel protected and cared. Regarding its ingredients, "*Kids*" shampoo comes from the finest substance which is totally safe and soft for the children's hair even for frequent use. Its mild lather cleanses hair gently without causing any irritation and leaving the hair free with lovely shine and nice odor. Whereas, behind its gentleness and smoothness, "*Kids*" shampoo has a great power to prevent and release the children's hair from any unpleasant things. The children will acquire a big care and love from "*Kids*" shampoo through its tender treatment. "*Kids*" shampoo brings an endless-fond sensation to the children's soul that makes them feel so safe and peaceful. It seems that "*Kids*" shampoo gives a lot of goodness both to the children's hair and mind. By using "*Kids*" shampoo in caring the children's hair, it is a way to show one's affection and attention to the children.

Data 9: *Natural*

The connotative meanings of “*Natural*” shampoo are *safe, healthful, genuine, nutritious, and nourishing*. It connotes that “*Natural*” shampoo is skillful in altering the appearance of the hair to be healthier and more beautiful. Its active essence will accelerate the work of the hair cells in order to create smooth and shiny hair. “*Natural*” shampoo only comprises original substance picked out from nature to obtain a healthful essence useful in treating the hair delicately and naturally. “*Natural*” shampoo is made up to bring different sensations to the hair which tends to be more enjoyable and healthier. Its fine results leave deep impression and great satisfaction to the user. “*Natural*” shampoo will make the hair accomplished with complete nutrition that comes from its rich formula. “*Natural*” shampoo has the ability in nourishing and maintaining the hair condition well and enchanting. It means that “*Natural*” shampoo is also able to sustain the hair cells in a good way, so it can grow healthily and perfectly. No wonder the hair will turn into a fascinating appearance that makes the user looks prettier and admirable. Intentionally, “*Natural*” shampoo is exclusively formulated from natural essence and free from chemical ingredients in order to secure the user’s hair from any bad effects brought by those artificial substances. Within its safe essence, it brings an immense goodness to the user hair. Furthermore, “*Natural*” shampoo leaves a lifelong sensation that leads the user to feel many pleasant tastes, such as feeling cool and fresh every single day. Its smell is known to give the user unconditional comfort. Indirectly, the outstanding effect of “*Natural*” shampoo is built up a high self-confidence to the user’s mind since

they possess healthy-natural and fabulous hair created by *“Natural”* shampoo formula.

Data 10: *OK*

The connotative meanings of *“OK”* shampoo are *good, guarantee, eligible, and ideal*. It connotes that *“OK”* shampoo is a proper one which gives convincing results to the hair. Its quality is certainly good and guaranteed since *“OK”* shampoo is made from high selected ingredients to produce valuable essence useful in looking after the hair perfectly. *“OK”* shampoo fits very well and ensures a lovely performance of the hair. This shampoo is able to “turn the hair into” an excellent appearance by giving a classy touch through its exclusive lather. *“OK”* shampoo will give concrete proof dealing with its capability to create beautiful hair by leaving it shinier, softer, and healthier. It is certain that *“OK”* shampoo makes the user prettier and more elegant because of her perfect hair. Therefore, the superb treatment of *“OK”* shampoo is worthy of the highest praise. It seems that *“OK”* shampoo suits all people’s need who demand a reliable shampoo that can give great satisfaction concerning with its ability in taking care of the hair since *“OK”* shampoo surely gives all the best for the user. They can put their trust to this eligible shampoo because it promises the most favorable results to the user’s hair. The user of *“OK”* shampoo will possess a good-looking appearance with her fabulous hair. This favorable shampoo is certainly bringing a lot of benefits to the user through its special formula to contend the user’s desire. It evokes a sense of pleasure and satisfaction related to its luxurious treatment in purifying and caring the hair. *“OK”* shampoo deeply gratifies the user to own

smooth, shine, and lively-style hair. That is why, **“OK”** shampoo is very ideal to be chosen as a daily hair’s cleanser since it brings enormous advantages and profits to the user.

Data 11: *Rejoice*

The connotative meanings of **“Rejoice”** shampoo are *excitement, enjoyment, enthusiastic, and contented*. It connotes that **“Rejoice”** shampoo has the ability to give various pleasant feelings to the user’s soul by making their hair fresher and smoother for longer time. **“Rejoice”** shampoo cares for and freshen the hair in a cozy way; therefore, many cheer tastes, such as feeling excited, relaxed, and enthusiastic are evoked from its delighted sensations. Its fine and rich lather gently and thoroughly lifts away dirt, making the hair and scalp totally clean. In addition, the lovely essence of **“Rejoice”** shampoo also builds up a merry mood to the user’s mind since it gives an excellent washing experience which is truly unforgettable and incomparable. Every use of this pleasure shampoo will immerse the user in a moment of happiness. Indirectly, **“Rejoice”** shampoo gives a positive effect to the formation of one’s characteristic because it can create an adorable and comely person who has a good personality that is always cheerful and lively in passing through her life. It implies that **“Rejoice”** shampoo brings a fantastic turn either to the user’s soul and hair. The user will look charmer and happier since they are satisfied with their hair condition which is changed to be extraordinarily beautiful. The sensations created by **“Rejoice”** shampoo is able “to refresh” both the user’s heart and hair. Through its enjoyable treatment, **“Rejoice”**

shampoo makes the user feel so relaxed and contented. Intentionally, *“Rejoice”* shampoo is made-up to enthuse the user by leaving satisfied results. Its irresistible sensations insist the user on felling it. It is certain that *“Rejoice”* shampoo can bring on an amusement to the user’s life through its colorful tastes.

Data 12: *Zinc*

The connotative meanings of *“Zinc”* shampoo are *natural, healthful, nutritious, and safe*. It connotes that *“Zinc”* shampoo is good for the health of the hair since its materials are derived from nature which are free of artificial substances. *“Zinc”* shampoo is made of the essence of zinc element which is useful in maintaining the hair’s condition to keep it fit and beautiful. As we know that zinc essence is needed by the hair cells in order to grow healthily and naturally; thus, *“Zinc”* shampoo will give an adequate supply of zinc extract to the hair through its gentle later, so the hair cells will work in effective and optimal ways to produce perfect hair. Its active substance balance the zinc content to prevent dandruff and dirt and leave the hair softer, shiner, and stronger. Moreover, *“Zinc”* shampoo is safe to be used since it is absolutely free from chemical substances and totally consists of natural essence full of nutrients, healthful for the hair growth and does not cause any harm. By filling up with this essential extracts, the hair cells will work optimally and maximally to give the best result to the hair performance. Since it is widely known that zinc essence is capable of removing and killing the cause of the dandruff immediately, it seems that the biggest benefit of using *“Zinc”* shampoo is making the hair thoroughly free from dandruff, one of

hair problems, because the active content of “*Zinc*” shampoo works directly to the center of the disease to stop dandruff production and at the same time lift it up so the hair will no longer suffer from that illness.

3.3. The Dominant Connotations of Soap and Shampoo English Brand Names

From the interpretation of connotation of each data, the writer finds out that the kinds or types of connotations of soap and shampoo English brand names are varied. After all, the writer has found that some of the connotative meanings of the data contain the same thing. Therefore, in this subchapter the writer tries to find out the dominant connotation of soap and shampoo brand names by classifying it into several categories in order to know what kind of connotation mostly appeared in the label of soap and shampoo products. The classification is done due to varied connotations being found to get an easier way to find the dominant one.

3.3.1. Kinds of soap English brand names connotations and the dominant one

In this case, the writer made nine categories of connotations of soap brand names that are already interpreted before based on its main notion. The categories are:

3.3.1.1. Connotations concerning “*brightness*”

The data included in this category are “*Dove*” and “*Sunny*” brand names. The connotative meanings of these brand names relatively tend to show a fair

treatment and give white and bright effects to the user's skin through its lightening essence.

3.3.1.2. Connotations concerning “*enjoyment*”

The data included in this category are “*Harmony*” and “*Zest*” brand names. The connotative meanings of these brand names relatively tend to show an enjoyable treatment and give pleasant effect both to the user's skin and mind through its nice essence.

3.3.1.3. Connotations concerning “*magnificence*”

The data included in this category are “*Beauty*” and “*Dream*” brand names. The connotative meanings of these brand names relatively tend to show a lovely treatment and give beautiful and fascinating effects both to the user's skin and mind through its wonderful essence.

3.3.1.4. Connotations concerning “*protection*”

The data included in this category are “*Lifebuoy*” and “*Medicare*” brand names. The connotative meanings of these brand names relatively tend to show a well-cared treatment and give secure and protected effects both to the user's skin and mind through its hygienic essence.

3.3.1.5. Connotations concerning “*guarantee*”

The data included in this category are “*Trust*” brand name. The connotative meanings of this brand name tend to show a favorable treatment and give excellent effect to the user's skin through its convincing essence.

3.3.1.6. Connotations concerning “affection”

The data included in this category are “*Cuddle*” and “*My Baby*” brand names. The connotative meanings of these brand names relatively tend to show careful and affectionate treatments and give loving and caring effects both to the user’s skin and mind through its fine essence.

3.3.1.7. Connotations concerning “improvement”

The data included in this category is “*Twist*” brand name. The connotative meanings of this brand name tend to show an upward treatment and give an impulse effect to the user’s skin through its advanced essence.

3.3.1.8. Connotations concerning “luxury”

The data included in this category are “*Imperial Leather*” and “*Premier*” brand names. The connotative meanings of these brand names relatively tend to show a classy treatment and give luxurious effect both to the user’s skin and mind through its exclusive essence.

3.3.1.9. Connotations concerning “nature”

The data included in this category are “*Bee & Flower*”, “*Milk & Honey*”, “*Papaya*”, and “*Placenta*” brand names. The connotative meanings of these brand names relatively tend to show natural and healthy treatments and give healthful and fresh effects both to the user’s skin and mind through its nourishing essence.

The following is the two tables of classification:

Table 3.1. Total Connotations of Soap English Brand Names

Conn Brand Names.	Bright- ness	Enjoy- ment	Magnifi- cence	Protection	Guarantee	Affection	Improve- ment	Luxury	Nature
Beauty			1						
Bee & Flower									1
Cuddle						1			
Dove	1								
Dream			1						
Harmony		1							
Imperial Leather								1	
Lifebuoy				1					
Medicare				1					
Milk & Honey									1
My Baby						1			
Papaya									1
Placenta									1
Premier								1	
Sunny	1								
Trust					1				
Twist							1		
Zcst		1							
Total	2	2	2	2	1	2	1	2	4

Table 3.2. Percentages of Connotations of Soap English Brand Names

Connotations	Total Percentage (%)
Brightness	11,11%
Enjoyment	11,11%
Magnificence	11,11%
Protection	11,11%
Guarantee	5,55%
Affection	11,11%
Improvement	5,55%
Luxury	11,11%
Nature	22,22%

From the two tables above, the writer can find the dominant connotation of soap brand names concerning nature (22,22%). It means that the label of soap products tend to use words that has connotative meanings of nature. They are: *“Bee&Flower”*, *“Milk&Honey”*, *“Papaya”*, and *“Placenta”* brand names. The connotations of these brand names imply its natural substance and treatment which bring healthy and nourishing effects to the user’s skin and mind. Therefore, there is a tendency from the manufacturers to choose words which connote natural, healthy, and nourishing matters in labeling their soap products in order to represent its characteristics.

3.3.2. Kinds of Shampoo English Brand Names Connotations and the Dominant One

In this case, the writer made seven categories of shampoo brand names with regard to its main notion. The categories are:

3.3.2.1. Connotations concerning “cleanliness”

The data included in this category is “*Clear*” brand name. The connotative meaning of this brand name tends to show a thoroughly clean treatment and give fresh and free effects both to the user’s hair and mind through its active-care essence.

3.3.2.2. Connotations concerning “enjoyment”

The data included in this category are “*Brisk*” and “*Rejoice*” brand names. The connotative meanings of these brand names relatively tend to show a cozy treatment and give splendor effect both to the user’s hair and mind through its delighted essence.

3.3.2.3. Connotations concerning “protection”

The data included in this category is “*Head & Shoulder*” brand name. The connotative meaning of this brand name tends to show a well-cared treatment and give safe and protected effects to the user’s hair through its powerful essence.

3.3.2.4. Connotations concerning “guarantee”

The data included in this category are “*Good*” and “*OK*” brand names. The connotative meanings of these brand names relatively tend to show an eligible treatment and give exclusive effect both to the user’s hair and mind through its super essence.

3.3.2.5. Connotations concerning “*improvement*”

The data included in this category is “*Ascend*” brand name. The connotative meaning of this brand name tends to show a profitable treatment and give optimal effect to the user’s hair through its potent essence.

3.3.2.6. Connotations concerning “*affection*”

The data included in this category is “*Kids*” brand name. The connotative meaning of this brand name tends to show a loving-tender treatment and give peaceful and secure effects both to the user’s hair and mind through its gentle essence.

3.3.2.7. Connotations concerning “*nature*”

The data included in this category are “*Botanical*”, “*Fruits*”, “*Natural*”, and “*Zinc*” brand names. The connotative meanings of these brand names relatively tend to show natural and healthy treatments and give healthy and cool effects both to the user’s hair and mind through its nutritious essence.

The following is the two tables of data classification:

Table 3.3. Total Connotation of Shampoo English Brand Names

Conn. Brand Names	cleanliness	enjoyment	protection	guarantee	improvement	affection	nature
Ascend					1		
Botanical							1
Brisk		1					
Clear	1						
Fruits							1
Good				1			

Head&Shoulder			1				
Kids						1	
Natural							1
OK				1			
Rejoice		1					
Zinc							1
Total	1	2	1	2	1	1	4

Table 3.4. Percentages of Connotations of Shampoo English Brand Names

Connotations	Total Percentage (%)
Cleanliness	8.33%
Enjoyment	16.67%
Protection	8.33%
Guarantee	16.67%
Improvement	8.33%
Affection	8.33%
Nature	33.33%

From the two tables above, the writer can find the dominant connotation of shampoo brand names concerning nature (33.33%). It means that the label of shampoo products chosen by the manufacturers mostly connote to nature. They are: *“Botanical”*, *“Fruits”*, *“Natural”*, and *“Zinc”*. These brand names reflect

the naturalness of the substance and treatment of the shampoo products which leave healthy and nourishing effects to the user's hair and mind. It seems that there is also a tendency from the manufacturers to select words that reflect the naturalness and health of the substance of their shampoo products in order to represent its characteristics just like soap products.

CHAPTER IV

CONCLUSION