

## CHAPTER IV

### CONCLUSION

The formation of English brand name of soap and shampoo products in general, establishes the semantic field in order to reflect the characteristics of the products. The semantic choice and imagination of branding soap and shampoo products seems to be broad and there appears to be varying in creation. The ideas and images which is wished to be built up by the manufacturers deal with their product come alive in words that have some powers which can influence, attract, and persuade people in an engaging way.

Having analyzed the data, the writer found that the denotations of English soap and shampoo brand names are varied. As it is stated fixedly on the label of soap and shampoo products, the denotations of soap and shampoo English brand names may reflect the function, nature, substance, and benefits of the soap and shampoo products. Eventhough, the basic idea of soap and shampoo items are the same, that is, collectively refer to a cleanser of body; however, the word that the companies chose as a label of their products may denote to something far from it. It is one of the manufacturers' efforts to make their products as interesting as possible by creating a wonderful brand name which can convey a message to the consumer that their product is more than just an ordinary soap or shampoo but it has something more special useful for the consumer.

Furthermore, from the interpretation of the connotations of English soap and shampoo brand names it is known that soap and shampoo brand names

present positive connotations which can deeply impress and attract consumer's attention. It seems that connotation becomes one of the ways to make the soap and shampoo products interesting. The additional meaning of soap and shampoo English brand names can be caught subconsciously by the consumer that can swap away its denotative meaning altogether. Through the word chosen as the label of soap and shampoo products it suggests thought or feelings to the consumer.

From the result of the classification of the connotations of soap and shampoo brand names, it is found that the dominant connotation of English soap and shampoo brand names is the connotation concerning with nature. It means that both soap and shampoo English brand names are mostly connoting to the naturalness of the products. It can be one effort of the manufacturers to convey to the consumers that their product is totally safe, nutritious, and healthful to be used.

To conclude, within soap and shampoo brand names there exist two different meanings—denotation, real-world content of the brand names, and connotation, feelings or meanings associated with the brand names that express and arouse emotion, relatively play a significant role in representing and supporting the characteristics of the products. English soap and shampoo brand names can convey a message, and at the same time to be provokers of thought and emotion to the consumer.

# **BIBLIOGRAPHY**