CHAPTER I

INTRODUCTION

1.1. Background

Word does and can play an important role in the processing of brand naming of products. It is a primary vehicle for presenting characteristics of the products to consumer. A brand name is one of the tools used by the companies to get consumer's attention. It is a product's label in order to make the items distinguishable and recognizable in market. According to Britt in the Encyclopedia Americana International (1977: 56)

> Brand is a word, term symbol, or design, or a combination of two or more of these, used to identify a product or service of a seller, thus differentiating the products or service from other. A brand name is part of a brand that may be vocalized thus "standing for" the product or service of the owner. It may include a word or letter individually or in various arrangements and has value both for the owner of the name and the consumer. For the owner it helps to stimulate buying, maintain prices, differentiate products or services, aid promotional efforts, and maintain a corporate image. For the consumer it offers him the security, and sometimes prestige associated with the branded product on service and its owner.

From this definition, we can assume that a brand name actually has the duty to convey message or information of the product to the consumer, and within a brand name it may appear an additional meaning besides its literal meaning in order to build an image of the product. Thus, the word choice in creating a brand name is becoming the main concern because each word may represent certain meaning.

Previous research conducted by Joyce resulted that brand names possess an intrinsic meaning of lasting significance, connoting a class or category of the highest rank; prestige value, that a brand name possesses the power to command

admiration, and emotive value that is brand name elicits psychological reactions to the consumers (2003). Another research done by Mills provides evidence that consumers draw inferences about products based on the product name. The literal meaning of the word parts, the phonetic structure, and visual and aural qualities of the letters and/or numbers that are used to form the name affect the consumer's interpretation of a brand name. Certain sounds convey definite meaning to consumers. This research indicates that certain letters, such as 'A' or 'C' create higher recognition and recall when used at the beginning of a brand name. According to Mills, a successful brand name is developed by thoughtfully creating a name with branding objectives in mind (2003). From these researches we can conclude that a brand name may have an additional meaning besides its literal meaning in order to create a good image and attract the consumer's attention, so the product will be a success in market.

Brand names may have denotative and connotative meanings. Their denotations can be caught consciously, by mapping the name to an object in the real-world experience. Meanwhile, their connotations happen subconsciously and are assigned by natural and universal psychological processes rather than by a conscious human decision. Connotative meaning of a brand name is implicitly occurring beside its denotations. Brand name's denotations apply to the term that have been devoted as labels for the products, signify their attributes only, while their connotations imply the attributes by associate it with certain characteristics of the items to which the labels refer. Its connotation does something in addition to what denotation does. According to Palmer in his 'Semantics' (1981:34),

denotation is being used to indicate the class of persons, things, etc, generally represented by the expression. It is type of direct and explicit meaning of a word. Meanwhile, connotation arises as words become associated with certain characteristics of the items to which they refer. It is an idea or a notion associated with a word or phrase in addition to its explicit meaning. Indeed its varieties, connotations may be so powerful that they swap the denotative meaning altogether (Fromkin, 1984:171).

Furthermore, Allan and Yue Yuan stated, one of linguistic components of brand naming is that semantically a brand should present a positive connotation besides its denotation. Sometimes, the connotations seem relevant and support the characteristics of the products and they may mean something far from the surface meaning of the brand name (2001). Thus, connotation becomes one of the ways to make the product interesting. Positive connotation may put across to the right impression of the consumer.

The formation of soap and shampoo's brand name in Indonesia often use words that are foreign sounding, especially in English. The word choice of branding these products seems to be broad and there appears to be varying in the creation. Mostly brands of soap and shampoo product in Indonesia market consists of simple words, but it may have an additional meaning beside its literal meaning related to the characteristics, natures, functions, or the results by using these products. These brand names may give various senses to the consumer's thought.

As we know that soap and shampoo are cleansers that are used to clean our body. In order to show their characteristics, these brand names denote to something that usually involves feminine and beauty-related words. However, their connotations may mean deeper than their denotation. It could mean something far from its denotations, for such reflect to freshness, softness, affection, and safety. Its connotations may vary according to the experience of the individual while its denotations are fixed in the name of the label. The brand names of soap and shampoo products may have similar denotations but differ in connotations. Sometimes, brand's meaning can be caught easily for it is stated clearly in one brand, but sometimes it may be stated implicitly, so it needs further interpretation.

There are some examples of labels selected for branding soap and shampoo names which focus on:

1. The prestige value

   e.g. *Imperial Leather, Premier*

   These brand names may mean something far from the surface meaning which needs further interpretation.

2. The characteristics of cleanness

   e.g. *Clear*

   This brand name may directly indicate the characteristics of the product, since the product is related to body-care.

3. The characteristics of smoothness

   e.g. *Dove*

   This brand name may need further interpretation to get clearer description of the function of this product.

4. Emotive value

   e.g. *Cuddle*

   This brand name evokes positive psychological responses to the consumer.

   Brand names of soap and shampoo products above may mean the same as their denotation, the meanings of the brands are seen directly and explicitly. But they may also have specific connotations connected with the characteristics of the products. There is an additional idea or notion to its explicit meaning.

1.2. Statement of the Problems

Based on the above description, the problems of this thesis are:

1. What denotations and connotations do the soap and shampoo English brand names have?

2. Which connotation is dominant?

1.3. Objective of the Study

The objective of the study is to find the answers for the proposed problems through the analysis. Thus, this study is intended:

1. To find out the denotations and connotations of soap and shampoo English brand names.

2. To find out which connotation of soap and shampoo brand names is dominant.

1.4. Significance of the Study

The accomplishment of this study is expected to give contribution to the semantic study, especially on the study of denotation and connotation. In addition, the result could hopefully give valuable contribution to companies. It is hoped that they may be able to use the information as the base in deciding the brand names of their products. The writer also hopes that the brand names they have chosen can create good connotations related to the products and make people willing to acquire their commodities so the producers will be successful in selling the products. It is also hoped that the outcome of this study will be useful for public, especially for students who study in meaning and for people who want to investigate brand name formation.

1.5. Scope and Limitation

Many linguistic aspects can be studied in analyzing the meaning of soap and shampoo brand names, but because of the limitation of time and competence, the writer only limits the study to denotative and connotative meanings which are parts of semantic theory in analyzing English brand names of soap and shampoo products.

1.6. Theoretical Background

There are two major theories of denotation and connotation used in this study as a base in analyzing the data. The first theory is from Perrine in his 'Sound and Sense' (1969:38) who stated that the average word has three component parts: sound, denotation, and connotation. The basic part of word's meaning is its denotation or denotations; that is, the dictionary meaning or meanings of the word. Beyond its denotations, a word may also have connotations. The connotations suggest beyond what they express, their overtones of meanings. The second theory is from Jackson in his "Words and Their Meaning" (1988:58-9) who stated that connotations relate to the associations that a word has over and above its denotation and it is far more indeterminate than its denotation, and may be rather subjective and not shared in the same way by all speakers of a language.

1.7. Method of the Study

The method of the research that the writer uses in this thesis is a descriptive-interpretative method using the library research technique. The descriptive method refers to the activity of gaining further and thorough information about the qualitative data. The aim of this study is to describe a unit; it does not need to compare variables nor make a hypothesis but it concerns with an observation about a population or a sample of population (Labovitz, 1982:48). Furthermore, the method will lead the writer to the interpretation of the analyzed data. In working on the thesis, the writer applies the library research to support the

analysis of the problems. According to Komarudin, a library research is a process of finding information which are useful in helping the writer to direct research (1982:18). Thus, the writer collects information from books, articles, encyclopedias, and other printed materials related to the study of brand names. The writer also tries to find information about brand names by browsing in Internet. Furthermore, in order to gain information about the theories related to the study, the writer finds information from any particular books especially denotation and connotation theories that will be applied in the analysis.

1.7.1. Definition of key terms

Brand name:the name given to a particular product by the company that produces
>it for sale.

Semantics: the branch of linguistics dealing with the meanings of words and
>sentences.

Denotation :basic part of word's meaning, that is dictionary definition of a word.

Connotation: the additional meaning that a word or phrase has beyond its central
>meaning. These meanings show people's emotions and attitudes
>towards what the word or phrase refers to.

Literal meaning: basic or usual meaning of a word or phrase.

Additional meaning: an idea suggested or implied by a word in addition to its
>main meaning.

Interpretation: decode meanings hidden in the writing by the author. It includes the writer's feelings, beliefs, past experiences, goals, needs, and physical environment.

1.7.2. Location

The location in getting the data of soap and shampoo brand names are in some marketplaces in Surabaya. The writer went to *"Giant"* hypermarket, *"Alfa"* market, *"Indogrosir"* market, *"Indomaret"* market, *"Bonnet"* market, *"Superindo"* market, *"Matahari"* department store, *"Ramayana"* department store, and *"Sogo"* department store in order to gain sufficient data since those marketplaces sell many variant of soap and shampoo products.

1.7.3. Sampling

Sample is used because the number of the population is too large. Fasold says, "a sample consists of a small number of members of population which can be studied in details" (1984:86). The samples of brand names of soap and shampoo products are taken by using purposive sampling. Purposive sampling is done by picking out samples which have certain characteristics since they are chosen for a certain purpose. Thus, the samples of brand names of soap and shampoo products are those which are labeled in English. In this study, 30 brand names which consist of 18 soap English brand names and 12 shampoo English brand names are observed.
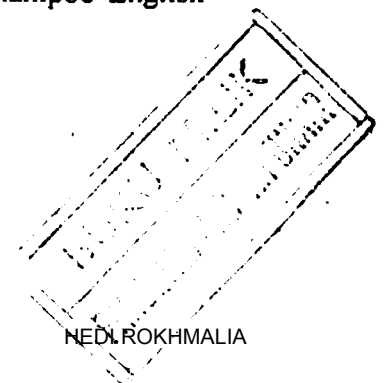
1.7.4. Technique of Data Collection

To collect sufficient data for this research, the writer did an observation to some marketplaces in Surabaya to find an accurate data about soap and shampoo brand names. In addition, the writer also searched on magazines and books of cosmetics in collecting a suitable data. Then, the writer selected the data by choosing the brand names which are labeled in English as a qualitative data that will be analyzed.

In short, the procedures of collecting the data are:

1. Doing an observation.

This technique is used to gain sufficient data about soap and shampoo brand names by going to some marketplaces in Surabaya and searched on some magazines and books of cosmetics.

2. Selecting the data

The writer only chose soap and shampoo brand names which are labeled in English words.

1.7.5. Technique of Data Analysis

After all the qualitative data are obtained, the writer analyzed the data in which the corresponding data will be elaborated into descriptive–interpretative analysis. Here, the writer described the denotation of the data. Furthermore, the writer interpreted the connotation of the data. In analyzing the data, first, the writer classified the data into two subject matters, that is, soap brand names and shampoo brand names. The classification is done due to varied issues being found

as well as to set an easier way to analyze the data. Then, the writer described the denotative meanings of each soap and shampoo brand name with the help of English Oxford Dictionary. Since some brand names might have more than one denotative meanings, the writer chose the most suitable denotative meaning of those soap and shampoo brand names by associating it with the characteristics of soap and shampoo products. Afterwards, the writer interpreted the connotative meanings of each soap and shampoo brand name according to the subjective opinion of the writer. Here, the writer tried to convey what connotation contained in the soap and shampoo brand names. Then, she classified those connotative meanings based on the dominant connotation of soap and shampoo brand names by making a table. The last step, the writer made conclusion from the analysis.

In short, the processes in analyzing the data are:

1. Classifying the data into two subject matters, that is, soap brand names and shampoo brand names.

2. Describing the denotative meanings of each soap and shampoo brand name with the help of Oxford Advanced Learner's Dictionary.

3. Choosing the most suitable denotative meaning of soap and shampoo brand names.

4. Interpreting the connotative meanings of each soap and shampoo brand name according to the subjective opinion of the writer.

5. Making tables in order to find out the dominant connotation of soap and shampoo brand names.

6. Making a conclusion.

1.8. Organization of the paper

The thesis is presented in four chapters. Each chapter is described as follows:

Chapter I is an *Introduction*. It is divided into eight sub chapters: the background, statement of the problems, objective of the study, significance of the study, scope and limitation, theoretical background, method of the study, and organization of paper.

Chapter II is *Literature Review*. It contains the review of the theory in more detailed, review of related theories, and the review of related study/thesis about his subject.

Chapter III is *Data Presentation and Analysis*. It consists of data presentation, the review of the description and interpretation of those data and also the classification of the analyzed data/result of analysis.

Chapter IV is the *Conclusion* of the result of the whole study.

CHAPTER II

LITERATURE REVIEW