

## THE MEANING OF SLOGAN IN JAPANESE FAST FOOD ADVERTISEMENT: SEMANTICS STUDY

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**Abstract:** Fast food advertising is a prevalent form of marketing that aims to attract potential consumers by using creative slogans. Slogans play a crucial role in conveying the essence of the product to the audience. This study analyzes the meaning behind sayings used in Japanese fast-food advertisements through a semantics lens. This study uses a qualitative method to categorize the slogans based on Leech's Seven Types of Meaning theory (1981). The data collection involves identifying Japanese fast food advertisements from various media, organizing the catchphrases, and analyzing the meaning behind the sayings. The study results indicate that the most slogans contain associative meanings, and some have affective and connotative meanings. This study provides insights into the meaning behind sayings in Japanese fast-food advertisements, which can help companies create more effective marketing campaigns.

## INTRODUCTION

Japanese fast-food advertising is a crucial aspect of the fast-food industry, which has rapidly grown over the years. In this digital era, advertising significantly promotes Japanese fast-food products to potential consumers. The goal of advertising is to attract interest and increase sales. Advertising differs from other marketing strategies in that it is paid, and the advertiser has complete control over the content and message. One of the essential elements of Japanese fast-food advertisements is slogans, which are short and catchy phrases that convey the essence of the product. Slogans create a lasting impression about the product and attract potential consumers. However, not all slogans have a direct meaning, and sometimes they can confuse potential consumers. This study aims to analyse the meaning behind sayings used in Japanese fast-food advertisements through a semantics lens. The study uses Leech's theory of meaning to categorize the types of meaning in Japanese fast food slogans, including conceptual meaning, connotative meaning, stylistic meaning, affective meaning, reflected meaning, collocate meaning, and thematic meaning. The study aims to answer the following research questions: What types of meaning do Japanese fast food slogans used in advertisements represent, and what is the purpose of each slogan in the advertisement? By examining the language of meaning in Japanese fast food slogans, this study provides insights into the message conveyed by Japanese fast food advertisements. It can help Japanese fast-food companies create more effective marketing campaigns.

This research was based on previous studies from various sources and journal

examples. However, what sets my article apart is its specific focus on the language used in Japanese fast-food advertising, an area of research that has yet to be explored extensively. By narrowing the scope to this particular context, my study provides insights particularly relevant to Japanese fast-food companies and their marketing campaigns. My study highlights the importance of cultural context in advertising. By analysing Japanese fast food advertising specifically, this study considers the cultural nuances and preferences of Japanese consumers, which can significantly impact the effectiveness of marketing campaigns.

Semantics is the study of meaning in language, and it plays a crucial role in understanding the message conveyed through various forms of communication, including advertising. Geoffrey Leech, a renowned linguist, identified seven types of meaning essential to understand how language works and conveys meaning. The following section outlines these seven types of meaning and their relevance to the study of advertising.

### **2.1 Conceptual Meaning**

Conceptual meaning is the most basic type, which refers to a word or phrase's literal or dictionary definition. It is the core meaning that a word or phrase conveys. In advertising, conceptual meaning describes the product or service being advertised. For example, in a fast food advertisement, the slogan "Freshly made burgers" refers to the fact that the burgers are made with fresh ingredients.

### **2.2 Connotative Meaning**

Connotative meaning refers to the emotional or cultural associations attached to a word or phrase. It is the subjective meaning that a word or phrase conveys, which can vary depending on the audience's context and cultural background. In advertising, connotative meaning creates a positive or negative impression of the advertised product or service. For example, in a fast food advertisement, the connotative meaning of the slogan "Satisfy your cravings" creates a positive emotional association with the product, suggesting that it will fulfill the consumer's desires.

### **2.3 Social Meaning**

Social meaning refers to the cultural and social norms and values that are attached to a word or phrase. It is the meaning a word or phrase conveys regarding the social context in which it is used. In advertising, social meaning is used to appeal to the cultural or social values of the target audience. For example, in a fast food advertisement, the social significance of the slogan "Share a meal with your family" appeals to the cultural value of family togetherness.

### **2.4 Affective Meaning**

Affective meaning refers to the emotional response that a word or phrase evokes in the audience. It is the meaning that a word or phrase conveys regarding its emotional impact on the listener or reader. In advertising, affective meaning creates an emotional connection with the target audience. For example, in a fast food advertisement, the affective meaning of the slogan "Enjoy a guilt-free treat" appeals to the consumer's desire for indulgence without feeling guilty.

## **2.5 Reflected Meaning**

Reflected meaning refers to a word or phrase's association with other words or phrases in the same context. It is the meaning that a word or phrase conveys in terms of its relationship with different words or phrases in the same sentence or paragraph. In advertising, reflected meaning creates a cohesive and memorable message. For example, in a fast food advertisement, the reflected meaning of the slogan "Good food, good mood" makes a memorable and catchy phrase that reflects the positive emotional and physical effects of consuming the product.

## **2.6 Collocative Meaning**

Collocative meaning refers to the associations a word or phrase has with other words or phrases commonly used together. It is the meaning that a word or phrase conveys in terms of its relationship with different words or phrases that are often used in the same context. In advertising, collocative meaning is used to create a sense of familiarity and comfort with the advertised product or service. For example, in a fast food advertisement, the collocative meaning of the slogan "Big Mac and fries" creates a sense of familiarity with the product and its associated side dish.

## **2.7 Thematic Meaning**

Thematic meaning refers to the broader message or theme that a word or phrase conveys regarding its relationship to the context in which it is used. It is the meaning that a word or phrase means in terms of its overall message or theme. In advertising, thematic meaning creates a coherent and memorable message that resonates with the target audience. For example, in a fast food advertisement, the thematic meaning of the slogan "Eat like a king" creates a message of indulgence and luxury those appeals to the consumer's desire for excess and extravagance.

Overall, using these seven types of meaning in advertising is essential in creating effective and memorable marketing campaigns that resonate with the target audience. By using language that conveys multiple layers of meaning, advertisers can create a more nuanced and persuasive message that appeals to the target audience's emotional, cultural, and social values.

## **METHOD**

This research aims to analyze the meaning of slogans in fast food advertisements using a qualitative descriptive method. The data for this study will be collected from various fast food advertisements, including television commercials, online advertisements, and social media campaigns. The study will focus on the slogans used in these advertisements.

The qualitative descriptive method is appropriate for this study as it allows for the systematic and factual description of the data under investigation. This method is suitable for this study as it aims to describe and summarize the meaning behind the slogans used in fast food advertisements. This method will help to identify patterns and themes that emerge from the data, providing a comprehensive and detailed understanding of the meaning conveyed through the slogans. The data collected will be analyzed using Leech's theory of meaning, which

identifies seven types of meaning: conceptual meaning, connotative meaning, social meaning, affective meaning, reflected meaning, collocative meaning, and thematic meaning. The study will identify the types of meaning conveyed through the slogans and the purpose of each slogan in the advertisement. Overall, the qualitative descriptive method is an appropriate approach for this study, as it allows for a detailed and systematic analysis of the meaning of slogans in fast food advertisements. Using Leech's theory of meaning will provide a comprehensive understanding of the language used in the advertisements and the message conveyed to potential consumers.

## **RESULTS AND DISCUSSION**

This study aimed to analyze the meaning of slogans in fast food advertisements using a qualitative descriptive method and Leech's theory of meaning, which identifies seven types of meaning.

### **4.1 Connotative Meaning**

This study analyzed the connotative meaning of slogans in fast food advertisements using two examples: a Marugame Udon advertisement and a Yoshinoya advertisement.

#### *Data 1*

Slogan: Udon Love (Marugame Udon)

Marugame Udon is a Japanese fast-casual restaurant chain that specializes in udon noodles.

The slogan "Udon Love" used by Marugame Udon contains a connotative meaning. The word "love" implies that Marugame Udon is passionate about its udon and prepares it well. It also suggests that their udon is so delicious that customers will love it. By using this slogan, Marugame Udon aims to create a positive emotional connection with potential customers, positioning their udon as a high-quality and enjoyable product.

#### *Data 2*

Slogan: Donburi for Gourmands (Yoshinoya)

Yoshinoya is a Japanese fast-food chain specializing in beef bowls (gyudon) and other Japanese food items.

The slogan "Donburi for Gourmands" used by Yoshinoya contains a connotative meaning. The word "gourmands" implies that Yoshinoya's donburi is high quality and caters to customers who appreciate good food. It also suggests that their donburi is rich and flavorful, appealing to customers who enjoy indulging in food. By using this slogan, Yoshinoya aims to position their donburi as a premium product worth paying a higher price for, appealing to customers willing to spend more for quality food.

### **4.2 Affective Meaning**

This study analyzed the affective meaning of slogans in fast food advertisements using three examples: a Kimukatsu advertisement, a Pepperlunch advertisement, and a Hokben advertisement.

*Data 3*

Slogan: Lebih Juicy, Lebih Lezat! (Kimukatsu)

Kimukatsu is a Japanese fast-casual restaurant chain that specializes in Katsu.

This slogan tells potential customers that Kimukatsu's katsu are juicy and delicious. The phrase "Lebih Juicy, Lebih Lezat!" means "More Juicy, More Delicious!" in Indonesian, emphasizing the quality of the product. By appealing to the buyer's desire for tasty and satisfying food, the advertiser tries to create a positive emotional association with the product, which may make potential customers more interested in trying it out.

*Data 4*

Slogan: Do-It-Yourself Steak (Pepper Lunch)

Pepper Lunch is a fast-casual restaurant chain that originated in Japan.

This slogan conveys to potential customers that Pepper Lunch's concept centers on customization and interactivity. The phrase "Do-It-Yourself Steak" emphasizes that customers can cook their steak to their liking on a hot plate provided at their table. By appealing to the buyer's desire for control and personalization, the advertiser tries to create a positive emotional association with the restaurant, which may make potential customers more interested in dining there.

*Data 5*

Slogan: Hokben, Bento Made Better

HokBen (short for "Hoka Hoka Bento") is a fast food restaurant chain in Indonesia that specializes in Japanese-style bento boxes and other Japanese fast food items.

This slogan aims to convey to potential customers that Hokben's bento boxes are higher quality than other options. The phrase "Bento Made Better" emphasizes that Hokben's bento boxes are an improvement over others, suggesting that they are more delicious, nutritious, or well-made. By appealing to the buyer's desire for quality and progress, the advertiser tries to create a positive emotional association with the product, which may make potential customers more interested in trying it out.

## **CONCLUSION**

This study analyzed the meaning behind slogans used in fast food advertisements through a semantics lens using Leech's theory of meaning. The analysis revealed that fast food slogans often convey multiple types of importance, including conceptual, connotative, social, affective, reflected, collocative, and thematic significance. The study

identified several examples of slogans that utilize these different meanings to convey a message that appeals to potential customers. The study suggests that fast food companies use language effectively to create a positive impression of their products and services. By understanding the different types of meaning conveyed through advertisements, companies can create more effective marketing campaigns that appeal to the target audience's emotional, cultural, and social values.

This journal focuses on Japanese fast-food advertising, using Leech's theory of meaning, categorizing different essential and practical implications for fast-food companies. These features make this study a valuable contribution to linguistics and advertising. This journal stands out for its application of semantics to advertising, focus on slogans, multidisciplinary approach, and attention to cultural context. These features make this study a valuable contribution to the field and provide insights that can be applied not only to Japanese fast food advertising but also to advertising more broadly.

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