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LANGUAGE STYLES OF IPHONE ADVERTISEMENT SLOGANS

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Abstract
There were two research problems addressed in this research. The first was to classify and analyze lexical and syntactic features that were contained in iPhone advertisement slogans. The second was to find out what characterizes the uses of lexical and syntactic features in iPhone advertisement slogans. The data were taken from an online iPhone advertisement slogan from the second version to the latest iPhone version recently. This research used a document analysis method and was categorized as qualitative and quantitative research. After classifying and analyzing the data, the researcher calculated the frequency to identity the top three mostly employ in lexical and syntactic features used in iPhone advertisement slogans. The results of the research were there are seven lexical features and seven syntactic features employed in iPhone advertisement slogans and the most three top dominant lexical features are simple vocabulary with 38.4%, hyperbole 21.1%, and potency with 19.2%. The top three commonly used syntactic features are short sentences with 23.5%, present tense with 19.6%, and long noun phrases with 13.7%. Those language styles are used to grab the customers' attention.

Keywords: advertisement slogan, language styles, advertisement, iPhone

Introduction
Advertisement is a medium which helps companies to promote their product. Keegan (2003, p. 153) states that advertisement is any sponsored paid communication placed in the mass medium vehicle. An advertisement has many terms which is one of the terms is a slogan. An advertising slogan or familiar with a jingle which is easy to remember and it seems to stick customer's mind for a long period. Advertisement is a medium to promote a company and its product to the public, namely advertisements on television, radio, and the internet. According to Gilson and Berkman (1986), advertisement is the persuasive media of communication to help companies achieve marketing objects. To accomplish this need, companies should make the best advertisement with a suitable language style. According to Verdonk (2002), style in a language is a set of conscious or unconscious choices of expression which is inspired or induced by a particular context. In this research, language is a general term that refers to linguistics, especially lexical features and syntactic features.

Besides, an advertisement is a well-known mass media since many companies use advertisements for particular aims. Taylor (1986) argues that the main purposes of advertisements are to create customer's awareness and product

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differentiation, to create customer's goodwill, and to make sales. It can be said that many companies use an advertisement to achieve those purposes for their profit.

Mass media has an important role in social change. For example, customers will buy a product if they are interested in the advertisement. Therefore, an advertisement must be attractive to persuade people who want to buy the advertised product. It is also supported by Goddard (1998), who states that product manufactures would not invest in advertisements if they did not work. It means that all companies pay more attention to everything that will be written in the advertisement since everything can influence the customers.

Advertisement is close enough to a persuasive language where some dictions in the advertisement could influence the customers. It is supported by Grey (2008), who conveys that advertisement copywriter often uses persuasive message which some linguistic feature is needed such as hyperbole, repetition, familiar language, weasel word, simple vocabulary and syntactic features such as short sentence, long noun phrases, and use imperative. Hyperbole is the most common linguistic feature which can make the advertisement more alive. From the customers' point of view, an advertisement copywriter has to be responsible for the advertised products because advertisements can influence customers toward the advertised company. Therefore, the important thing in the advertisement is diction which can be a very crucial thing.

Nowadays, advertisements cannot be separated from daily life. Based on Lapsanska (2006), an advertisement has become a part of the present daily life. One of the common advertisements which can be found in many places is a mobile phone advertisement. In this research, the researcher has read Tiang and Liang's (2004) journal which discusses the consumers' attitude toward mobile phone advertising. The resulting finding shows that the consumers fond of internet mobile phone advertising. Thus, the researcher is interested in iPhone advertisement slogans which are known as well-known mobile phone worldwide and it advertises the product online, too.

It is relevant to English Language Education Study Program (henceforth ELESP) students to study the nature of the advertisement language for two reasons. The first is the wording characteristics in terms of lexical features and syntactic features in iPhone advertisement slogans which has special characteristics. Each advertisement slogan is creative, unique, and able to attract the customer's attention. Arens (2006, p. 417) claims that an effective slogan should grab the audience's attention and present the message. Second, the data in these 4 research can be used as a learning material in stylistics. This research focuses on the lexical features and syntactic features used in iPhone advertisement slogans. The advertisement slogan is a sentence or a phrase that becomes jargon in the advertisement. It is used to grab people's attention. According to Whittier (1995), a slogan should be a sentence or phrase that shows such merit about a product or a service that is worthy of continuous repetitive advertising. Besides, a slogan should be easy to remember by the public.

iPhone is one of the well-known mobile phones in the world. It succeeded in attracting consumers involving the use of advertisements. The official website of iPhone has launched the newest iPhone 6 with the advertisement slogans "iPhone 6 the two and only". Starting with The Newton Message Pad was an early

handheld device manufactured which is made by Apple in the mid-1990s. Some of the Message Pads' concepts and functions have been incorporated into the iPhone. The first iPhone launched by Apple is the iPhone 3G in 2007. At the moment, Apple develops its company to update its product continuously. Based on kreditgogo.com article which discusses iPhone sales from the first iPhone 3G to the newest iPhone 6, states that iPhone sales starting from 3G, 3Gs, 4,4S, 5, 5S, 5C, and 6 has increased continuously. It could happen because its updated products always develop by following the new technology and it could also happen because of the iPhone marketing advertising.

Based on the research background stated previously, the problems are formulated as follows: First, which linguistic features are used in iPhone advertisement slogans? Second, what characterizes the uses of linguistic features?

Literature Review

Theory of Stylistics

Language in advertising is very unique. It has the power to attract the target audience. The language of advertisement is a usually persuasive speech to give the persuasive effect. Stylistics is the study that is concerned with the style in language. Simpson (2004, p.3) states that to do stylistics is to explore language, specifically, to explore creativity in the language used. However, it is not clear enough what 8 9 styles that are used in the language. Thus, according to Verdonk (2002: p.4), stylistics is a study of style and it can be defined as the analysis of distinctive expression in language and the description of its purpose and effect. In the other words, stylistics is on how such an analysis and description should be conducted and how the relationship between them is established in which different scholars of stylistics disagree but will serve the purposes for the present.

Theory of Slogans

According to Bovee and Arens (1986, p. 274), advertisement slogans or taglines are similar to headlines. An advertisement slogan is a language style which could help the advertisement copywriters to advertise their products or services. Borchers (2005, p. 204) defines an advertisement slogan as a short sentence that represents a product or a person and that is memorable because it establishes an emotional connection to the customers; also, a word or a phrase or an expression that suggests a course of action. Borchers (2005, p. 204) also claims that advertisement slogans have some functions, for instance, advertisement copywriters often utilize advertisement slogans to communicate with the 10 customers in the media, and advertisement slogans become powerful persuasive tools because they can quickly express a memorable aspect of the advertisement copywriter's message. Moreover, Janiszewski (1990) through his journal states that the advertising slogan is more positively effective when it is placed on the right side rather than the left side because it can influence the human mind.

Language Style of Advertisement

Bovee and Arens (1986, p.5) state that an advertisement can be defined as non-personal communication of information usually paid for in nature about products, services, or ideas. Additionally, the message strategy in the

advertisement is an important thing for a company to communicate with the customers. As stated by Bovee and Arens (1986, p. 255), the message for customers should be simple, interesting, informative, entertaining, enjoyable, and helpful.

Cook (2001) categorizes advertisements into several criteria. First, advertisement is categorized by its medium, namely newspaper, magazine, radio, television, and internet. Second, advertisement is categorized by service or product such as product advertisements versus non-product advertisements. Third, it is categorized by its technique, namely, the soft-sell advertisement which works through indirectness and implication, and hard-sell advertisements which makes a direct appeal to the prospective buyers. Fourth, an advertisement is categorized by its 11 customers that are considered the most important factor for an advertisement's success.

Lexical Features

Based on Grey (2008), lexical is a study of all the words in a language that has a meaning and a grammatical function. It presents an advertisement to be more unique by using certain words. In this research, the researcher chooses nine lexical features to be analyzed such as hyperbole, neologism, weasel word, familiar language, simple vocabulary, repetition, euphemism, humor, and potency.

Hyperbole

Hyperbole is a figurative language which is presented in excessive words or sentences. According to Leech (1972), hyperbole is often concerned with personal values and sentiment. It is used to vary the personal feelings and opinion.

Neologism

Grey (2008) states that a neologism is a new word or an expression that is created by joining two words or more to create an entirely new word. It means that it may have a novelty impact on the customer.

Weasel Word

Based on Grey (2008) weasel word suggests meaning without actually being specific. Some words are used as weasel words. Those are helpful, like, virtually, enriched, worth, fresh, and scientific.

Familiar Language

According to Grey (2008), familiar language is the use of second-person pronouns to address the audience and it could give a friendly attitude. For example, Ford's slogan is Let a New Ford take you where no road can.

Simple Vocabulary

Grey (2008) explains that the language of advertisements must enable the audience to always remember the words. In other words, it can be said that an advertisement must be brief, simple, and clear. Besides, simplicity must be attractive, too.

Repetition

Grey (2008) states repetition is often used to make the brand's name and the slogan more interesting. It mostly appears in the written part. Repetition consists of three types; alliteration, rhyme, and rhythm.

Euphemism

Based on Grey's theory (2008), euphemism is a type of figurative language that carries connotative meaning.

Humor

Grey (2008) defines humor as a quality in something which makes it funny. In other words, it is useful to entertain or attract the audience, e.g., wonderfuel. It is a fuel advertisement that formed from the word wonderful and it is used as humor becomes wonderfuel.

Potency

According to Grey (2008), the potential word is those word which can give new value, novelty, or immediately. Potential words can influence the audience. Grey (2008) also identifies the words free, how to, suddenly, now, improvement, bigger, amazing, remarkable, miracle, offer, and magic as the potential words.

Syntactic Features

Grey (2008) identifies that syntactic features of advertisement based on the emergence of similar grammatical structures in form of phrase. In other words, it can be said that syntactic features deal with the categories of words having the same grammatical. Based on Grey's (2008) theory, the simplicity of advertising words can be seen from the syntactic features of slogans.

Long Noun Phrase

Grey (2008) states that a long noun phrase explains that advertisement in three or more words or more independent phrases to impress the customers.

Ambiguity

Since this research deals with slogans, there will be a phrase or a sentence that has more than one cognitive meaning. It is called an ambiguous phrase or sentence. According to Leech (1972), who differentiates between lexical ambiguity and grammatical ambiguity, lexical ambiguity consists of lexical homonymy and lexical polysemy.

Use of Imperative

According to Grey (2008), an imperative is used to make an order. The purpose of the imperative is to make the customers act or do something such as buy or use the advertised product.

Simple and Colloquial Language

Grey (2008) claims that colloquial expressions do not bear the meaning they normally have. This kind of language is only used informal expressions, namely, it ain't half good. The usage ain't looks very informal and indicates the presence of simple and colloquial language.

Present Tense

Based on Grey's (2008) explanation, a present-tense implies a universal timelessness. It is because a present tense gives the condition as if the audience can see and hear the advertisement.

Syntactic Parallelism

Leech (1972)states that syntactic parallelism is a repetition of formal patterns of two or more similar ideas in similar structure forms, e.g., stay dry, stay happy which is the word happy is repeated to make the sentence more interesting because of the similar pattern.

Association

Grey (2008) describes that advertisements should associate the positive side of the advertised product with something else. It is often indicated by words like and

as.

Incomplete Sentence

Grey (2008) defines an incomplete sentence is one of the linguistic features of advertisement. The purpose of using an incomplete sentence is to make the customers catch the main point of the advertisement.

The researcher employs related studies from English Letters students. The first related study comes from Cyrilla Setiastuti's thesis A stylistics Study on McDonald's Slogan During 1960s-2008. Cyrilla's thesis shows that the most important thing to make a good slogan is the choices of the words. The data in this thesis focuses on the language applied to McDonald's slogans. The purpose of this thesis is to analyze the language style of McDonald's slogans. There are theories of stylistics (grammar, alliteration, rhyme, meter, assonance, consonance, ellipsis, simile, repetition, vocabulary), and the theory of advertising.

The second related study is Kusuma Wardhani's thesis Language Features of the Slogans on Cheetos Snacks in 1970s-2013. This undergraduate thesis focuses on the language features and language devices used. The writer employs the research of persuasive and descriptive style in Cheetos Snacks. The writer has the purpose to know how the choice of words and phrases can attract people. Wardhani's thesis helps the researcher to solve the first problem with language styles in slogans.

The third related study is Adyaningtyas's thesis Coca-Cola Advertising Strategies in Building the Brand Image. This undergraduate thesis discusses the strategies Coca-Cola used in building a positive image of the product. It consists of Coca-Cola slogans from the 1950s to 2000's periods used in printed media and television advertisements. This thesis also discusses the linguistic appeals of slogans in the Coca-Cola advertisement. This thesis focuses on 19 the language style and the function of the slogans related to the advertising categorization strategies.

The similarities of those related studies are all the researchers find out the language style used in their subjects. In this study, the researcher finds out the linguistic featured in iPhone slogans which can be found by the search engine, google. After that, the researcher will figure out the dominant language style which is frequently used. This research utilizes slogans from iPhone advertisement as a subject. All of the related studies are needed to help the researcher to write this thesis.

Method

Research Method

Since this research focuses on descriptive research and numerical data, the researcher conducted a mixed method. As stated by Naggy and Hesse-Biber (2010, p.3) that mixed methods employ a research design that uses both quantitative and qualitative data to answer a particular question or set of questions. Naggy and Hesse-Riber (2010, p.3) also state that qualitative data which consists of words, pictures, and narratives can be combined with quantitative.

The method employed in this research was content or document analysis. Ary, Lucy, and Chris (2010, p. 457) state that content or document analysis is a

research method which applied to written or visual materials to identify specified characteristics of the materials such as textbooks, newspapers, speeches, television programs, advertisements, and musical compositions. The data of this research were the second version of the last version of iPhone advertisement slogans. The researcher described the language style used, namely, hyperbole, neologism, weasel word, present tense, repetition, euphemism, familiar language, potency, association, syntactic parallelism, short sentence, imperative, long noun phrase, and incomplete sentence. The researcher also found out what characterizes language style which was used in iPhone advertisement slogans.

In conducting research, there were four steps done by the researcher to accomplish this research as follows: Gathering the data, classifying the data, analyzing data, and writing up the report.

Instruments and Data Gathering

There were several tables used in this research. The first table was table 4.1 that was used to categorize the data into several categories. Table 3.1 helped the researcher to simplify the process of analyzing lexical features and syntactic features. In Table 3.1, the researcher grouped all the iPhone advertisements based on the type of iPhone whether it is iPhone 3G, 3GS, 4, 4S, 5, 5s, 5c, and 6.

Table. 3.1 The Table of iPhone Categorization

No	Type	Picture	Advertisement
1	iPhone 3 (a)		Say hallo to iPhone
2	iPhone 3 (b)		Apple reinvents the phone

The second table was Table 3.2 which was used to identify the lexical features of iPhone advertisement slogans. Table 3.2 was used to answer the first research problem related to linguistic features found in the data. There were 9 lexical features employed while analyzing this research and those are hyperbole, neologism, weasel word, simple vocabulary, familiar language, repetition, euphemism, humor, and potency.

Table 3.2 Lexical Feature Usage in the iPhone Slogans

No	Type	Advertisement tagline (slogans)	H	Neo	WW	FL	SV	Rep	Eup	Hum	G	P
1	iPhone 3 (a)	Say hallo to iPhone					V					V
2	iPhone 3 (b)	Apple reinvents the iPhone					V					
3	iPhone 3G (a)	The iPhone you've been	V			V	V		V			V

		waiting for									
4	iPhone 3G (b)	It's OK to stare					V		V		
5	iPhone 3G (c)	Engage. Captive. Connect.			V		V				

Notes: H: Hyperbole, Neo: Neologism, WW: Weasel Word, FL: Familiar Language, SV: Simple Vocabulary, Rep: Repetition, Eup: Euphemism, Hum: Humor, and P: Potency.

The third was Table 3.3 which was used to answer the first research problem related to linguistic features which were syntactic. 9 syntactic features were used in this research. There was a short sentence, long noun phrase, ambiguity, use of imperative, simple and colloquial, present tense, syntactic parallelism, association, and ellipsis. Each of lexical features and syntactic features was given a code that was explained in the table as follows:

Table 3.3 the Syntactic Features Used in the iPhone Slogans

No	Type	Advertisement tagline (slogans)	SS	LNP	A	I	SAQ	PT	SP	AS	IS
1	iPhone 3 (a)	Say hallo to iPhone	V			V		V			
2	iPhone 3 (b)	Apple reinvents the iPhone	V					V			
3	iPhone 3G (a)	The iPhone you've been waiting for	V								
4	iPhone 3G (b)	It's OK to stare				V		V			
5	iPhone 3G (c)	Engage. Captive. Connect.			V		V				
6	iPhone 3G (d)	Twice as fast. Half the price		V							
7	iPhone 3G (e)	Touching is believing	V	V							

Notes: SS: Short Sentence, LNP: Long Noun Phrase, A: Ambiguity, I: Use of Imperative, SAQ: Simple and Colloquial, PT: Present Tense, SP: Syntactic Parallelism, AS: Association, and IS: Incomplete Sentence.

The researcher prepared rows as in Table 4.2 and Table 4.3 to categorize iPhone slogans into nine lexical features and nine syntactic features. However, Table 3.2 and Table 3.3 were representative of the tables. Those 18 features are hyperbole, neologism, weasel word, familiar language, simple vocabulary, repetition, euphemism, humor, glamorization, potency, short sentence, long noun

phrase, ambiguity, use of imperative, simple and colloquial language, present tense, syntactic parallelism, association, ellipsis, and incomplete sentence.

Data Analysis Technique

After the researcher knew the wording characteristics in the lexical and the syntactic terms, the researcher calculated the use of lexical features and syntactic features found in iPhone slogans to figure out the most three dominant lexical features used in iPhone slogans. The percentage of each lexical feature is calculated with this formula:

$$\mathbf{P} = F \div T \times 100x$$

Notes:
P: Percentage
F: Frequency of each lexical or syntactic feature found in iPhone slogans
T: Total number of lexical or syntactic features usage

Findings and Discussion

A. The Linguistic Features of iPhone Advertisement Slogans

Based on Grey (2008) in his Language in Use, there are two major features of the language styles, namely, lexical and syntactic features. The researcher chose those two features because those could answer the first and second formulated problems. The iPhone advertisement slogans had some part of those elements in the language styles that they used to advertise in the online sources.

The Lexical Features of iPhone Advertisement Slogans

The lexical features of iPhone slogans deal with the diction which used in online sources. In this case, the words were written in the advertisement. The words could persuade the customers to buy that advertised product and the words can convey the company wants. The power of the diction could empower the customers to believe what was written in the advertisement. In this section, the researcher provided the discussion and analysis of lexical features used in iPhone advertisement slogans.

Hyperbole

There were 11 iPhone slogans which had the hyperbole features while the rest did not use hyperbole. Based on Grey (2008), hyperbole is one way to overstate or exaggerate the product to persuade the customers' attention to the product. Grey (2008) also states that some words indicate hyperbole.

The ads slogan (1) "*touching is believing. The new faster iPhone now with 3G"*
The ads slogan (2) "*the fastest, most powerful iPhone yet"*
The ads slogan (3) "*Brilliant colors. Brilliant plans"*

Those previous advertisement slogans were examples of the use of hyperbole. The advertisement slogan (1) is taken from the iPhone 3G (e) shows

that the customer could feel the presence of a new iPhone product. The word new indicates the use of hyperbole. Additionally, the phrase 'touching is believing" show the overstatement sentence, because how could people simply believe in something after they touch the iPhone.

Next, the advertisement slogan (2) is taken from iPhone 3Gs shows that the customers could feel the fastest using iPhone 3GS while they utilize it. Meanwhile, the words the fastest also prove that it is hyperbole because the iPhone compared to other mobile phones which indicated that the iPhone was the fastest mobile phone. The advertisement slogan (3) is taken from iPhone 5c (a) where the word brilliant shows hyperbole because it sounds overstate the quality of the iPhone. Another word which is indicated as the use of hyperbole in iPhone slogans were waiting for, changes everything, the biggest thing, and finally here. The presence of hyperbole in the iPhone slogans could affect the customers' curiosity to use iPhone.

Neologism

The advertisement copywriter of iPhone slogans did not use neologism in the iPhone advertisement slogans. They did not introduce a new word that was formed by combining two words or more parts. iPhone advertisement slogans utilize simple words and did not use too many language features.

Weasel Words

There were only five iPhone advertisement slogans that used weasel words to grab people's attention. Every weasel word has a different style of attracting people. It can be seen by every diction iPhone slogan itself. Grey (2008) states that a weasel word carries unspecified meaning. It means that advertisements can make people question the missing information.

The ad's slogan (4) "*Engage. Captive. Connect*"
The ads slogan (5) "*This changes everything. Again*"
The ads slogan (6) "*Bigger than bigger*"

The ads slogan (4) is taken from iPhone 3G (c) shows weasel word where it makes people curious to know what iPhone purposes toward the words engage, captive, and connect. Then, it affected people to find out more about the advertisement slogan. In addition, people are interested in the advertisement slogan and they want to know more about the advantages of having an iPhone. The advertisement slogan (5) is taken from iPhone 4 where it shows question missing information because what has been changed by iPhone. Besides, the advertisement slogan (6) is taken from iPhone 6 (a) shows weasel word feature. Simply, people could raise a question bigger than what. Therefore, those kinds of curiosity could push people to buy the advertised product.

Familiar Language

Three iPhone advertisement slogans employ familiar language. It can be found through the use of the word you in the advertisement slogans. Besides, the researcher found the word I which is can be indicated as a familiar language.

The ads slogan (7) "*The iPhone you've been waiting for*"

The ads slogan (8) "*How may I help you, human?"*
The ads slogan (9) "*The sign of design with you in mind*"

The advertisement slogan (7) is taken from iPhone 3G (a) in which the word you are addressed to the customers of the iPhone which also proves that the word you in the advertisement involves customers and the company. Based on Grey's 33 theory (2008), the familiar language used the word you to show a friendly attitude between the company and its customers.

The advertisement slogan (8) is taken from 4s (b) shows the pronoun I as the iPhone. It is Siri which is part of the operating system in Apple Inc that helps people find out something by just saying the people's needs and Siri will answer that question. Besides, pronounce you in advertisement slogan (8) is the customer of the iPhone. Therefore, in the advertisement slogan (8), there is a pronoun I as Siri and you as the customer, the researcher can conclude that there is a friendly attitude to involve customers and the application from iPhone.

The advertisement slogan (9) is taken from iPhone 6 which is the pronoun you in that slogan involve the customers in the iPhone advertisement slogan. Therefore, it sounds more friendly toward the customer because the customer involves indirectly. Thus, those three iPhone slogans utilize familiar language features which can be indicated by the use of words you and I to involve the customers and the advertised product.

Simple Vocabulary

The vocabularies will be very universal but it still is understood by the customers. All of the iPhone slogans used simple vocabulary because the researcher did not find any difficulties to understand iPhone slogans. Grey (2008) states that simple diction or vocabulary in the slogan makes people easy to remember what is written in the advertisement. Some vocabulary was arranged by some simple sentences.

The ads slogan (10) "*Say hello to iPhone*"
The ads slogan (11) "*Engage. Captive. Connect*."
The ads slogan (12) "*This changes everything. Again*"

The advertisement slogan (10) is taken from iPhone 3 (a) where it is a simple advertisement slogan that emphasizes the new mobile phone by Apple. The advertisement slogan (10) means that iPhone is introducing the first product of Apple's mobile phone which is the iPhone 3. The advertisement slogan (10) proves a simple vocabulary because the customers can understand the meaning of the vocabulary one by one, it is also clear enough, and brief. Besides, there is an advertising slogan that only consists of verbs, namely, iPhone 3G (c).

The advertisement slogan (11) is taken from iPhone 3G (c) where it proves that the iPhone advertisement slogan is brief and clear enough because by reading the word engage then captive and connect, the customers can understand the word's meaning literally.

The advertisement slogan (12) is taken from the iPhone 4 where it is understandable because the customers can understand the meaning of words; changes, everything, and again. Those advertisement slogans previously are understandable, simple, and brief.

Repetition

It was not easy to find repetition feature in the simple slogan. However, most repetition always can be found in the written advertisement. Grey (2008) states repetition is often used to make the brand's name and the slogan more interesting. Grey (2008) also categorizes repetition into three types, 35 for instance, alliteration, rhyme, and rhythm. In iPhone advertisement slogans, the researcher found three slogans which used repetition feature.

The ads slogan (13) "*The biggest thing happen to iPhone since iPhone*"

The ads slogan (14) "*Brilliant colors. Brilliant plans*"

The advertisement slogan (13) is taken from iPhone 5 (a) which shows there is a repetition in the word iPhone which is used to emphasize the product to be remembered by the customer. The advertisement slogan (14) is taken from iPhone 5c (a) where the word brilliant is repeated twice which emphasized the excellence of the new iPhone 5 because when the customer glances that advertisement, the iPhone 5 has a new color which is gold and it has a new Ios. Therefore, those iPhone advertisement slogans have repetition which used repetition of rhyme whereas the pattern of the identity of sound between words which extends from the end to the last fully accented vowel to make the customer more pay attention toward the products.

Euphemism

The euphemism feature did not appear in iPhone advertisement slogans. Based on Grey (2008), euphemism is a kind of figurative language that carries connotative meaning. All of the iPhone advertisement slogans did not use this feature, since all of the iPhone advertisement slogans used denotative words which are simple, brief, and clear.

Humor

iPhone advertisement slogans have a simple way to deliver the message to the customers. Grey (2008) defines that humor as a quality in something which 36 makes it funny. Most of the iPhone slogans in the advertisements did not present humor to advertise the product. However, there is one advertisement slogan which is presenting humor.

The ads slogan (15) "*Never poop alone again*",

The advertisement slogan (15) is taken from 5 (c) where the word poop could make people stop and laugh and then try to find out the meaning of the iPhone itself because literally, poop has the other meaning; animal feces. Overall, iPhone advertisements focus on the description of the products but most iPhone advertisements have a serious atmosphere to advertise the product.

Potency

Potency words appear in seven iPhone advertisement slogans. Potency words aim to attract the customers toward the advertised product. Moreover, Grey (2008) identifies some potency words, for instance, free, how, amazing, offer, and magic.

The ads slogan (16) "*the new faster iPhone now with 3G*"

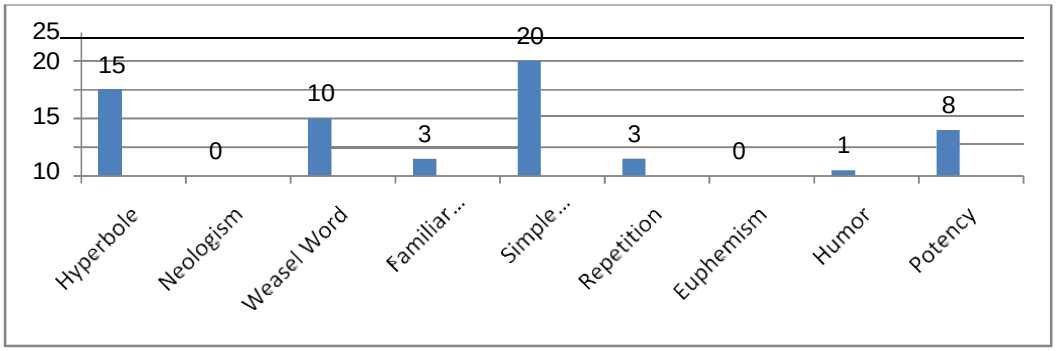
The ads slogan (17) "*It's finally here. iPhone 5*"

The advertisement slogan (16) is taken from iPhone 3G (e) where the word new shows an example of a potency word. People could conclude that iPhone has

a new product to market. It is also supported by Grey's (2008) theory, the potential word is used to tell the new value of the product to the customers. Similar to it, the advertisement slogan (17) is taken from iPhone 5 (d) where the word finally here is also the potential word because it proves that iPhone 5 had been waiting for the customers.

The result of the data analysis dealing with the lexical features of iPhone slogans can be seen in Figure 4.1 Figure

4.1 The Lexical Features of iPhone Advertisement Slogans



The researcher found that iPhone slogans in the online sources had some lexical features of advertising language. They only have lacked neologism and euphemism. Both of these features lacked because Grey's (2008) idea did not appear in iPhone advertisement slogans. The researcher discovered 11 uses of hyperbole, 5 uses of weasel words, 3 uses of familiar language, 20 uses of simple vocabulary, 3 uses of repetition, 1 use of humor. The last is 9 uses of potency. To sum up, there were 52 lexical features used in iPhone advertisement slogans which can be found in the search engine by googling iPhone slogans.

The Syntactic Features of iPhone Advertisement Slogans

The other language style of lexical features is syntactic features that deal with grammar. Different from lexical features that show extraordinary products through diction, syntactic features can show how simple the advertisement language style. In this section, the researcher explained and analyzed the syntactic features which are used in iPhone advertisement slogans.

Short Sentence

12 iPhone advertisement slogans had this feature. What has written in iPhone slogans are clear and brief. A short sentence indicates the use of simple sentences, not a compound sentence even a complex sentence. Most iPhone slogans were short sentences.

The ads slogan (18) "*Say hello to iPhone*"

The ads slogan (19) "*Apple reinvents the phone*"

It could be seen from the advertisement slogan (18) that it shows a short sentence only has a verb which says hello and an object which is an iPhone. That

could be identified as a short sentence. The advertisement slogan (19) is taken from iPhone 3 (b) where the sentence has a subject, a verb, and an object. That is very clear and short and it could be identified as a short sentence.

A short sentence is easier to understand for the customers. It is because the customer will not use much time to think repeatedly about what the slogans mean. Grey (2008) states that a short sentence has a purpose to capture the audience's attention. Therefore, a short sentence in the slogan can be more efficient to grab customers' attention to the advertised product. A short sentence usually indicates a simple sentence, not a complex or even compound sentence. Seven iPhone advertisement slogans did not have a short sentence feature.

The ads slogan (20) "*Engage. Captive. Connect*"

The ads slogan (21) "*Brilliant colors. Brilliant plan*"

The advertisement slogan (20) is taken by iPhone 3G (c) where it consists of a verb only, namely, Engage, Captive, and Connect. It could not be identified 39 as a sentence because the sentence did not have a subject, and an object. In addition, the advertisement slogan (21) is taken from 5c (a) where it is proven as a noun phrase. It is because the advertisement slogan (21) only consists of a noun which is colors and plans.

Long Noun Phrase

There are seven iPhone advertisement slogans which have long noun phrase features. They consist of three words or more whereas according to Grey (2008), a long noun phrase consists of at least three words or two independent phrases. A long noun phrase is used to convince the customers that the advertised product has a special quality that is offered.

The ads slogan (22) "*Twice as fast. Half the price*",

The ads slogan (23) "*It's finally here. iPhone 5*",

The advertisement slogan (22) is taken from 3G (d) where it has two long noun phrases. The first noun phrase is Twice as fast and the second noun phrase is half the price. Most iPhone slogans describe how the iPhone is and how the quality is.

The advertisement slogan (22) also shows a long noun phrase whereas it consists of two long noun phrases, they are it's finally here and iPhone 5. The advertisement slogan previously dedicate long noun phrases that emphasize more to the advertised product, iPhone.

Ambiguity

In iPhone advertisement slogans which can be found in the online sources, the researcher found that there is an iPhone slogan which employs ambiguity 40 feature. It is lexical ambiguity, not grammatical ambiguity. Moreover, lexical ambiguity is one word that has two or more meanings.

The ads slogan (24)"*Never poop alone again*",

The advertisement slogan (24) is taken from iPhone 5 (c) where the word poop has lexical homonymy ambiguity. The word poop based on the oxford dictionary is to pass waste from the bowels. Besides, the meaning of poop according to vocabulary.com when poop is used as a verb, it means going number two. Thus, the advertisement slogan (24) has the meaning of poop is not literary the meaning of a waste of bowels, however, the meaning is being numbered two.

Therefore, the researcher can conclude it, when the advertisement slogan (24) means that the iPhone is being numbered one.

Use of Imperative

The use of imperative is a common language feature in the advertisement. Two iPhone advertisement slogans employ imperative in the advertisement. According to Grey (2008), an imperative is used to make an order. In the advertisement, the copywriter used imperatively to ask the customers to do something with the advertised product.

The advertisement slogan (25) "*Say hello to iPhone*"

It could be seen from the advertisement slogan (25) advertisement is taken from iPhone 3 (a) where the sentence attracts the customers to greet iPhone because iPhone 3 is the first mobile phone from Apple. Therefore, it is also a way for iPhone to introduce its new product by using an imperative language style. It has 41 similar meaning to "grab it fast" or "buy now" or much other imperative in the advertisement to ask the customer to buy the advertised product.

Simple and Colloquial Language

The feature of simple and colloquial language did not appear in the iPhone slogans. The language in iPhone slogans are simple but do not use the informal expression, such as ain't to show the use of simple and colloquial language. Most iPhone advertisement slogans use informal language style but do not fit Grey's idea (2008) about a simple and colloquial language feature.

Present Tense

Most iPhone advertisement slogans use present tense which shows the advertisement slogans as if it is real. Grey (2008) says a present tense is a universal timelessness. The present tense could give an image of the real situation whenever the customers read or hear the advertisement.

The ads slogan (26) "Apple reinvents the phone"

The ads slogan (27) "Loving it is easy. That's why so many people do"

The ads slogan (28) "The iPhone you've been waiting for"

The ads slogan (29) "Touching is believing"

The advertisement slogan (26) is taken from iPhone 3 (b) which proves that iPhone utilizes present tense because based on the pattern of present tense which is using a verb in the present and put s/es in the verb such as reinvent-s.

Besides, it could be seen from the advertisement slogan (27) that shows the present tense because of the pattern of present tense. However, some

iPhone advertisement slogans employ present perfect continuous and present 42 continuous. The advertisement slogan (28) and (29) are taken from iPhone 3G (a) and (e) are the examples of present perfect continuous and present continuous.

Syntactic Parallelism

The feature of syntactic parallelism appeared in iPhone slogans. Grey (2008) claims that syntactic parallelism is a repetition of formal patterns of two or more similar ideas in similar structure forms. There is an iPhone advertisement slogan that used this feature.

The ads slogan (30) "*Brilliant Colors. Brilliant Plan*"
The ads slogan (31) "*bigger than bigger*"
The ads slogan (32) "*The biggest thing happen to iPhone since iPhone*"

The advertisement slogan (30) is taken from iPhone 5c (a) as an example of a syntactic feature. It has the same pattern as the word brilliant which indicates syntactic parallelism whereas making the sentence more interesting. Different from the advertisement slogan (31) is taken from iPhone 6 where it is not the example of a syntactic feature that repeats the word bigger to make the sentence more interesting because it does not have the same pattern but they have the same word only.

The advertisement slogan (32) is taken from iPhone 5 (a) where it is not an example of syntactic feature too although it repeats twice the word "iPhone" to make the customers more remember the advertised product, however, it could not include in syntactic parallelism because it does not have the same pattern.

Association

The words as and like are some examples of association. Those two words are appropriate to connect the special quality which is offered and something that describe familiarity with the product in daily life. It has a function to give clearer images to the customers what the product looks like. Therefore, the customers are interested in that advertised product. Grey (2008) states the way how advertisement copywriters connect an idea of the product with something else is association. This feature did not appear in iPhone advertisement slogans because Grey's (2008) idea did not fit with iPhone advertisement slogans.

The ads slogan (33) "*Twice as fast. Half the price*"

The advertisement slogan (33) is taken from iPhone 3G (d) where it is not an example of association even though that advertisement slogan uses the word "as". The advertisement slogan (33) does not describe the advertised product as a familiar thing in daily life. However, it is just an explanation more about the speed of iPhone. Thus, most iPhone advertisement slogans do not describe iPhone to something else but it states clear straight.

Incomplete Sentence

Incomplete sentences appear in three iPhone advertisement slogans. It has the purpose to make the customers catch the main point of the advertisement. The most incomplete sentence described the quality of iPhone itself.

The ads slogan (34) "*Engage. Captive. Connect*"
The ads slogan (35) "*For the colorful*"

The advertisement slogan is taken from iPhone 3G (c) shows an incomplete sentence because it could be arranged into a complete sentence. The advertisement slogan (34) has the purpose to emphasize the main idea of the product when the slogan changes into iPhone have the most amazing personal hotspot by engaging, captivating, and connecting it. In addition, the advertisement slogan is taken from iPhone 5c (b) shows an incomplete sentence but it could be arranged into a complete sentence like "buy iPhone for your colorful life". However, the advertisement copywriters do not necessary to make many complete sentences and formal sentences in the advertisements, because the important point

is the advertisement copywriters can deliver the message advertised product in a good way to the customers.

Grey (2008) defines a complete sentence which is common found in advertisements. An incomplete sentence has a function to give the main idea of the product. Therefore, the advertisement copywriters are not necessary to make complete and formal sentences in the advertisements. Besides, the customer who read the advertisement did not spend much time because they could get the main point of the advertisement easily.

The result of the analysis dealing with the syntactic features used in iPhone advertisement slogans can be seen in Figure 4.2

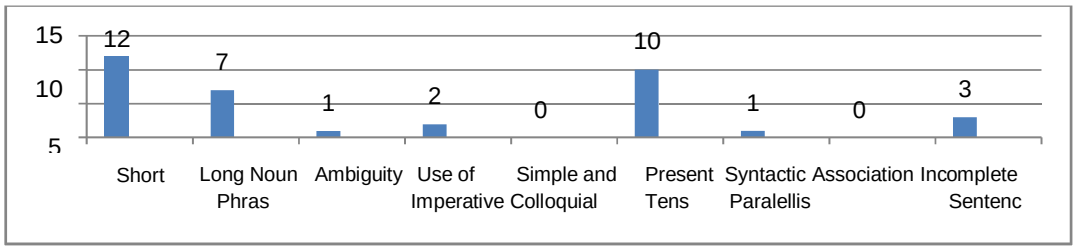


Figure 4.2 The Syntactic Features of iPhone Advertisement Slogans

Figure 4.2 showed that iPhone slogans lacked some syntactic features. There were associations and simple and colloquial language. The researcher found that iPhone slogans used 11 short sentences, 6 long noun phrases, 1 ambiguity, 2 use of imperatives, 10 present tenses, 1 syntactic parallelism, and 3 incomplete sentences.

As stated in the Research Methodology part, after analyzing and discussing the lexical features and syntactic features, the researcher calculates the percentage of each feature usage. Table 4.3 presents the calculated results of the lexical features and Table 4.4 presents the calculated results of syntactic features.

Table 4.3 The Frequency of Lexical Features Usage

No	Lexical features	Total	Percentage
1	Hyperbole	11	21.15 %
2	Neologism	0	0%
3	Weasel Word	5	9.61%
4	Familiar Language	3	5.7%
5	Simple Vocabulary	20	38.4%
6	Repetition	3	5.7%
7	Euphemism	0	0%
8	Humor	1	1.9%
9	Potency	10	19.23%

TOTAL	52	100%

Table 4.3 presents the frequency of the lexical features used in iPhone advertisement slogans using formula P = F/T x 100%, with P as a percentage, F as the frequency of each lexical features used in iPhone advertisement slogans, and T as the total number of lexical features usage. From the compiled theories of lexical features in iPhone advertisement slogans, there are nine lexical features used to 46 analyze the data, namely hyperbole, neologism, weasel word, familiar language, simple vocabulary, repetition, euphemism, humor, and potency.

Based on the data, simple vocabulary leads the findings with 38.4% as equal to 20 usages. Following behind, there is 21.15% the use of hyperbole which is equal to 11. The use of potency in the third position with 19.23% as 10 usages. Those three features dominate the results of the findings. Besides, another feature seems to be outnumbered which value below 10%, namely weasel word contributes 9.61%, use of familiar language and repetition contribute 5.7%, use of humor contributes 1.9%, and neologism and euphemism do not contribute at all.

Table 4.4 the Frequency of Syntactic Features Usage

No	Syntactic features	Total	Percentage
1	Short sentence	12	23.5%
2	Long noun phrase	7	13.7%
3	Ambiguity	1	1.92%
4	Imperative	2	3.92%
5	Simple and colloquial	0	0%
6	Present tense	10	19.60%
7	Syntactic parallelism	1	1.96%
8	Association	0	0%
9	Incomplete Sentence	3	5.88%
TOTAL		51	100%

Table 4.4 presents the frequency of the syntactic features which is found in iPhone advertisement slogans using the same formula as lexical features, namely P= F/T x 100% whereas P as a percentage, F as the frequency of the use of each syntactic features, and T as the total number of the features used. From the compiled theories of syntactic features, there are nine features used to analyze the data such 47 as a short sentence, long noun phrase, ambiguity, imperative, simple and colloquial, present tense, syntactic parallelism, association, and potency.

From the findings, the researcher can sum up that short sentence leads the findings with 25.4% as equal to 13 usages. The use of the present tense follows in the second position with 19.60% equal to 10 usages. Following behind, the use of

long noun phrases is 11.7% as equal to 6 usages. Those three dominate the results of findings, the last three features are outnumbered value below 10%.

B. What Characterizes the Uses of the Linguistic Features

In this research, the researcher analyzed two language styles in iPhone slogans which are lexical and syntactic features. The researcher found that there were three dominant lexical features and three dominant syntactic features that were used in the iPhone advertisement slogans. The following explanations will discuss the reason why those three dominant lexical features and three syntactic features dominated in iPhone advertisement slogans.

Simple Vocabulary

A simple vocabulary feature is the most commonly found in iPhone advertisement slogans. In this research, simple vocabulary is frequently used in iPhone slogans where it is indicated through the use of simple vocabularies. It is found that the uses of simple vocabularies are 20 out of 20 data. All iPhone advertisement slogans use simple vocabularies because they can be translated easily, namely, advertisement slogan iPhone 5c (b) "for the colorful" has simple vocabulary where it can be proven from the words for, the, and colorful. The vocabulary can be translated easily, the customer also could understand what the 48 advertisement slogan iPhone 5c means by translating the advertisement slogan and looking at the image of the advertisement. The other example is the advertisement slogan iPhone 5 (d) "it's finally here. iPhone5", the words in that slogan are simple vocabularies because the slogan's vocabularies are easy to be understood. According to Grey (2008), the language of advertisements must enable the audience to always remember the words. Therefore, the language of advertisement should be easy to be understood by the customers, because the customers can be elders or even young people or children. The other reason, the advertisement copywriters minimize the misunderstanding of the advertised product. The point is the message of the advertisement should be accepted by the customers. Hence, the advertisement copywriters choose simple vocabularies because advertisements should be brief, clear, and simple.

Hyperbole

Hyperbole is the second place of lexical feature which is used in iPhone slogans. The researcher found that the usage of hyperbole is 11iPhoneadvertisement slogans. It has purposes to affect the customers' curiosity to use iPhone. Besides, Based on Leech (1972) the way hyperbole presents the diction as overstating or exaggerate the product to persuade the audience's attention to the product where overstating sentence or phrase makes the advertisement becomes interesting. Indirectly, the customer will attract to that advertised product through the diction of hyperbole itself. Grey (2008) also states that the way hyperbole presents often used by adjectives and adverbs, for instance, the advertising slogan for iPhone 4 "this changes everything. Again", shows the 49 word changes everything is exaggeration whereas buying iPhone did not change everything in the customer's life.

Potency

The third place of three dominant lexical features in iPhone slogans is potency. The use of potency is 10iPhoneadvertisement slogans. Grey (2008) states that potency words are those words which able to give new value, novelty, or immediately. Most iPhone slogans have a new value to advertise the iPhone. In other words, potency words can influence the audience. Grey (2008) also claims some potency words, namely free, how to, suddenly, now, improvement, bigger, amazing, remarkable, miracle, offer, and magic. In iPhone 3G (e) advertisement slogan "touching is believing. The new, faster iPhone now with 3G" proves that there are potency words within. Moreover, that slogan consists of two potency words which are claimed by Grey (2008), they are new and now. The other example could be discovered through the slogan of iPhone 6 (a) where it states "bigger than bigger". Then, it proves the use of potency words bigger. Besides, the advertisement slogan is taken from iPhone 4s (a) "it's the most amazing iPhone yet" shows that the word amazing indicates potency word. Besides those words, there is some word that has a similar meaning, namely finally here, powerful, hello, and waiting for.

Based on the explanation previously, the most common features which are employed in iPhone advertisement slogans are simple vocabulary, hyperbole, and potency words. The next section explains the reason why the three 50 syntactic features most dominated in iPhone slogans. The researcher discusses it as follows:

Short Sentence

The first place most frequently discovered in the syntactic features of iPhone slogans is a short sentence. 12iPhone advertisement slogans are employed in this feature. A short sentence in the advertisement slogans is simple and short. It is frequently used because it has a function to capture customers' attention whereas the customers do not spend much time just to watch the advertisement or even read the long sentences which actually can be made in the short sentence.

The researcher's opinion is along with Grey (2008), who states that a short sentence gives a clear impact on the customers. iPhone advertisement slogans employ this feature, the example is from the advertising slogan for iPhone 4s (a) It's the most amazing iPhone yet, which shows a short sentence because it is clear enough and understandable. In addition, the advertisement slogan from iPhone 3G (b) It's OK to stare proved as a short sentence because by reading it once that slogan, the customers can understand that slogan asks the customers as the reader to stare at iPhone at that moment.

On the other hand, the rest of iPhone slogan which does not include in a short sentence, they are long noun phrases or even just a noun phrase. An example of a noun phrase is iPhone 3G (c) which states Engage. Captive. Connect prove that those only consist of some verbs. Moreover, a long noun phrase can be found in the advertisement slogan from iPhone 5 "it's finally here. iPhone5".

Present Tense

The present tense is the second place of the second dominant of syntactic features in iPhone slogans. The usage of the present tense exists in 10 iPhone advertisement slogans. Based on Grey (2008) a present tense is a universal timelessness. The present tense is used most commonly because it presents an image of a real situation whenever the customer read or hear. Advertisement is

often in form of imperative or present tense but it is rarely in the negative forms. Mostly, iPhone advertisement slogans used this feature, namely, iPhone 3 Say hello to iPhone proved present tense because of the use of the verb in the present tense as saying not said.

Besides, iPhone advertisement slogan from iPhone 5 loving is easy. That's why so many people do show present tense, which can be seen from the word is as the to be (is/am/are) in the form of present tense. In this research, the researcher found that most iPhone slogans are not only used present tense but also present continuous and present perfect continuous, namely, the advertisement slogan touching is believing is taken from iPhone 3G were the words is believing shows present continuous. Also, The new, faster iPhone now with 3G shows present continuous where it can be indicated by the independent sentence Touching is believing. Moreover, the researcher's opinion is supported by Grey (2008), who states a present tense is a universal timelessness because even it is present continuous or present perfect tense, they have a similar purpose to emphasize an image of a real situation.

Long Noun Phrase

Through the use of 13.7% in iPhone advertisement slogans, this feature contributes to the third position of syntactic features. The use of long noun phrases is important in advertising language because it can ease the customers to get the specialty of the advertised product. The use of long noun phrases is one way to stimulate sales. Moreover, the researcher can see Grey's opinion in analyzing the data since they are very few long noun phrases in the data. Besides, he states that a long noun phrase has the purpose to make the advertisement slogan more interesting to the customers to know more about the qualities of iPhone. Hence, in this research, advertisement slogan is taken from iPhone 3G (c) "engage. Captive. Connect" emphasizes the qualities and that slogan consists of three verb phrase, whereas that example is along with Grey (2008), who states a long noun phrase explains that advertisement in three or more words or more independent phrases to impress the customers. Moreover, the slogan from iPhone 5c (b) "for the colorful" showed that long noun phrase because it consists of an independent phrase which emphasizes the qualities of iPhone, itself.

To sum up, 19 language styles have been analyzed and discussed in this part. They are lexical and syntactic features that focus on diction and grammar. Besides, lexical features are hyperbole, neologism, weasel word, familiar language, simple vocabulary, repetition, euphemism, humor, and potency, whereas syntactic features consist of a short sentence, long noun phrase, ambiguity, use of imperative, simple and colloquial language, use of 53 present tense, association, and incomplete sentence. From 19 language styles, there will be top three between lexical and syntactic features which are chosen as dominant language styles because those features are believed to attract the customers' attention.

Conclusion

Related to the first purpose, the researcher finds that there are seven lexical features and seven syntactic features are employed in iPhone advertisement slogans. Most iPhone advertisement slogans present simple language of

advertising to advertise iPhone. Hence, the researcher only finds a few features which appear in iPhone advertisement slogans. Based on the lexical features of advertisement which is proposed by Grey (2008), iPhone advertisement slogans do not have neologism and euphemism. They have weasel words, familiar language, repetition, and humor features although they are only 10% or less. All of iPhone advertisement slogans use simple vocabulary, potency 54 words, and hyperbole to exaggerate 55 iPhone. According to Grey's (2008) theory about the syntactic features of advertisements, iPhone advertisement slogans lack simple and colloquial and association. The majority of iPhone advertisement slogans use short sentences, present tense, and long noun phrases. The other features which those have in the minority are the use of imperative, ambiguity, syntactic parallelism, and incomplete sentence.

The researcher also finds that from nine lexical features and nine syntactic features, there are six figures which characterized lexical features and syntactic features that are used in iPhone advertisement slogans. Those top three lexical features are simple vocabulary, hyperbole, and potency. The use of lexical and features can make the advertisement slogan more interesting. In addition, those top three syntactic features are short sentences, present tense, and long noun phrases. The use of simple grammatical structures can make the advertisement slogan easy to be understood.

The researcher also finds that the uses of those features in advertisement slogans are not merely autonomous. In other words, there could be found two or more features in an advertisement slogan, for instance, an advertising slogan is taken from iPhone 4 which states this changes everything. Again where it contains lexical and syntactic features because an advertisement slogan is not always in a form of a word or a phrase but it can be in a form of a sentence. Hence, since lexical is below the syntax level, it is possible to find out more than one lexical features and syntactic features in an advertisement slogan.

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