

SLOGAN AS MARKETING STRATEGIES USED IN MAKASSAR CAFES: A SEMANTIC ANALYSIS

Haerina¹

*Universitas Islam Makassar
haerinahaerul0301@gmail.com*

Dahniar²

*Universitas Islam Makassar
dahniar.dty@uim-makassar.ac.id*

Nur Mutmainna Halim³

*Universitas Islam Makassar
nur_muthmainnah_halim@uim-makassar.ac.id**

Tahir⁴

*Universitas Islam Makassar
tahir.staff@uim-makassar.ac.id*

ABSTRACT

This research is conducted to investigate the use of language expressions which were prescribed in the form of slogans which receives less attention in some previous studies. This research employed descriptive qualitative method. This research used field study and contextual theory from J.R Firth (1957). In collecting data, researchers conducted interview sessions between cafe owners and visitors. Results of data analysis show that the meaning of the slogan in each cafe varies based on the concept and situation, but at least among the 20 slogans, there are some slogan that has the same intention. There are 6 slogans lead more to the introduction of their place, 7 slogans lead to the situation that they provide, 2 slogans are more directed in motivating visitors to remain comfortable in the cafe. The function of the slogan that they posted also different from one to another, such as making the cafe more unique and as an identity. The linkage between the slogan and the marketing strategy can also be proven by the existence of interconnected opinions between the slogan's user and visitors. The presence of contextual theory is also expected to be able to expand the horizons of people who do not only understand lexical language but also contextually.

Keywords: *slogan, language expressions, marketing strategy.*

INTRODUCTION

Semantic is the study of meaning that examines the meaning of the words even the sentence, phrase and units of discourse (text or narration). Palmer (1981) states that if language is used as a means of information, it is certain that it also carries a message (meaning) by using a sign as either in sound or written form. One of the studies in semantics is identifying the meaning of language expressions manifested in the form of slogan. Slogan has a close relationship with the study of semantics because a word that is designed to be a unique word with a specific meaning is very similar to the sense of slogan itself which mentions that it is the terms used on a group of people to signify its identity. Khoeruddin (2012) states that slogan is a phrase, clause, sentence or brief utterance that is easy to remember and usually used in a political context or usually in commercial terms as an expression of the ideas or goals of a particular group. Also, Zaenuddin (2022) says that the characteristics of slogans are in the form of a group of words or short sentence that are interesting, striking and easy to remember and has an aim to inform the goals/vision of an organization, activities, companies, or groups.

Lately, various efforts have been made to explore the tendencies of meaning which are mainly addressed to expressions (idioms) and an outline of a new classification of languages which is solely based on meaning to find its shape. Language is no longer regarded as merely a tool for expressing

thoughts, but as something in itself that forms and determines thoughts also exerts the thought into specific or specific channels. In semantics analysis, it must also be realized that language is unique and has a very close relationship with the culture of the user, so the analysis of a language will only apply to that language, it cannot be used to analyze other languages. It was strengthened by Salzman, et.al. (2012) define language and culture are very closely related because the way people used language somehow reflects one's intelligence. For example, a cat in English means an animal that looks like a cat, in other words tigers and lions are also included. However in Indonesian, it is not the same case where cats only apply to cats and do not apply to animals similar to cats.

In this study, researchers used semantics analysis more specifically to the theory of contextual by John Rupert Firth (1957). Contextual theory says that a word will have no meaning if it is detached from the context. Firth sees the context of the situation as one part of the linguist's device or rather as one of the description techniques of a word. To be clear, Firth believes that most of the way linguists handle language are by describing meaning in contexts of the situation. Research related to the meaning of the slogan is compatible with the Firth contextual theory which says the word will have no meaning regardless of its context. The large number of linguistic expressions in the form of slogans used by entrepreneurs in their cafes make us difficult to understand the meaning of the slogan if we do not pay attention to the context. Through context, we can find out what the slogan maker actually means to say to consumers. As we know that slogan represents the message of the product to be marketed, if we don't see the context of course we will find it difficult to understand the meaning of the slogan because each slogan has a different product or service.

Slogan is a better marketing tools (Pilatova: 2015). It supports brands and create brand awareness towards customers. Slogans usually are found in several places that offer a product or service to the public. They conveyed the quality of the offer through a slogan. In the short sentence stated on the slogan, there is a very broad meaning and we often find the text of slogan is difficult to understand if it does not look at the context of the situation in which the slogan was attached. Many people especially entrepreneurs, use unique language expressions to attract the attention of others. One of the simplest things you can do when managing a business is to pay attention to diction (word selection) or marketing language in the business you are running. Choosing the right words and using them at the right time is very effective in attracting the attention of prospective customers. As we all know that language is a human tool to communicate.

Marketing strategy is a set of designs and plans that are intentionally made by companies to achieve effective and efficient marketing activities so that companies can more easily achieve their goals. Marketing will not be separated from the promotion and its process relates to communication. Then, communication uses language as a tool. The sharp part of the marketing instrument is a message that is communicated to prospective buyer through various elements contained in the promotion program. Rewald, et al., (2005) mention that language in this case is used to create a favorable attitude towards a product or program. Language must be presented as interesting as possible in order to create selling value for entrepreneurs. Semantics factors concerning the language used by communicators as a tool to channel thoughts and feelings to the communicant is also one of the obstacles in conveying the message.

Talking about slogans as well as related to an advertisement. Advertising is a form of communication in the form of information or ideas about a product where the target is public, and the aims are the advertisement can represent something that is promoted. The statement was strengthened by Hackley (2005), which says that the way to interpret advertisements can reflect our values, and our cultural fantasies also aspirations. People can quickly find out a product only through advertisements. Armstrong (2010) implies that advertising can attract more buyers, encouraging buyers to pay more for the product. Therefore, it increases the profitability and value of their stock. In this era of industrial revolution 4.0, language is very important. Many people used language expressions in many ways, especially in their economies, in this case, the slogan meant. Subekti (2013) says the slogan is a universal phenomenon that is needed for image identity.

There are many companies use the role of language to gain profit, such as Makassar cafes. A large amount of slogan set by cafes allows attracting many consumers to come. It also useless to set a slogan without knowing the meaning and the function. Not only that, understand how the slogan can be a marketing strategies for enterprises also needed. The use of the same slogan sometimes applied by two or more cafes. From this, researchers wanted to

prove how the slogan became a marketing strategies for cafes in appealing customers and also identify the meaning and the function of slogan itself. This kind of slogan is good to analyze to augment the perception of people in using language, because the slogan can expand the language as well as the meaning of its term.

METHOD

This research was a descriptive qualitative research. Descriptive research focuses on the actual problems as they were at the time of the study. All of data sources in this study took from several Makassar cafes. The data were in the form of text, with the total 20 cafes in Makassar that were analyzed in this research. This research also used library research to know more about the theory of semantics.

The technique used to collect the data are documentation, note-taking and interview. Techniques of data analysis in this study were (1) lists the slogan which find in data observation, then interpreted the meaning of slogan in the terms of contextual meaning by J.R Firth theory, (2) analyses the possible reasons why the cafe use slogan and why the customers come to the cafe, (3) explain the important finding and make conclusion from the data that has been analyzed.

FINDINGS

1. The Meaning and Function of Slogan

Researchers interpret the meaning of each slogan found in Makassar cafes by using the theory of contextual meaning (J.R Firth: 1957). Researchers also found several functions of slogan that used by Makassar cafes.

1.1 Meaning

1. Start your day with ATM coffee

The meaning of the slogan is a sentence that invites us to begin our day by enjoying the dishes at the cafe (ATM Coffee), if the other people only hear the sentence without understand the place, then the person will guess that this place relates with anything about ATM machine, while the real meaning is just the name of the café.

2. Coffee to the point

The meaning of the slogan is to inform people that the cafe serves instant coffee or in other words you don't have to wait long to get a drink at the cafe, because this cafe already provides ready-to-drink coffee. So, if there is a consumer, the waiter just pour the coffee into the cup without the need to wait in a long time again. The slogan will be very useful for people who do not like to wait long in buying something especially drinks.

3. Grab your daily close with caffeine here

The slogan tries to get people to spend their days or if they want to enjoy coffee just come to the place, because based on the slogan, the place really promises comfort for visitors through its beautiful interior design and can make visitors relax and spend their tired days there.

4. Food doesn't only make you full. More importantly, it makes you smile

The cafe serves a lot of heavy food, but through its slogan, the cafe tells us that although food makes our stomach full, but the food provided can make our hearts happy and satisfied and will leave a smile.

5. From base to the best

The meaning of the slogan informs people even though the cafe is located in the base

area of the hotel (basement) but, the cafe can present the best service as in the slogan of the word "base to the best" which means that the cafe is even located in the ground floor but it is able to create an excitement that initially did not exist.

6. #ICheeseyou

The meaning of the slogan that this cafe is trying to say is cheese is our favorite, why? Because the concept of this cafe provides all dishes related to cheese, starting from a design that displays images of cheese even all the food served using cheese in each menu.

7. Daily pose of your

The purpose of the slogan is to try to tell people who like to hang out in cafes and hobbies to beautify their Instagram feeds. Habitus.id is the most suitable place because this cafe presents an Instagrammable place or can be said as a good place to pose and good to spend for Instagram feeds. So, besides serving good food, good photo spots are also offered at this cafe.

8. Two is better than One

The meaning of this slogan is telling customers if buying many products is better than just buying one. The slogan was installed to tell customers not to regret if they only buy one product because the cafe serves dishes in the form of ice cream that makes people will always miss the dishes.

9. Dine with style

This slogan means a cafe with an attractive style of eating, each dishes will be served in a beautiful style, such as using banana leaf base decorations for traditional foods or certain foods, the slogan will also make it easier for people to find a cafe that provides a table decoration system for birthdays, anniversaries and others.

10. Happy is the new Rich

The meaning of this slogan is trying to suggest people to choose hang out in this café because this cafe serves dishes and designs that will make visitors feel calm and happy because those kind of feeling are a real wealth.

1.2 The Relation between Slogan and Marketing Strategies toward Makassar Cafes

To find the relationship between slogans and marketing strategy in the café, it is important to look at the reason why slogan users use slogans and also why visitors come to the cafe, whether it is related to the slogan or not.

1.2.1 Reasons to Use Slogan

Based on the results of the research regarding slogans and marketing strategies at the cafe, the researchers found several reasons from the owner even the creator of the slogan about why the slogan is applied and very urgent to apply in Makassar cafes.

1. Each cafe has a different consumer base, through the slogan people can know what the cafe's look and also through slogans, cafes can attract consumers with a suitable base that they need.
2. Cafe owners want to show the excellence that they provide through the slogan. By placing a slogan that contains the advantages of an offer, people will be interested in visiting the cafe just by looking at the short string of sentences.
3. It is impossible to explain the situation and how the cafe that we have to the customer one by one as if we serve many kinds of drinks, it is not possible if we write at length. It is different if we put all these things in the form of slogans like "a place with a variety of tasty drinks", the slogan already represents everything.
4. A product can be positioned based on its attributes, benefits provided, how to use it,

its target market profile, country of origin of the manufacturer, and relative prices to competitors and others. Not only products that have a positioning strategy, but the company also has a 'positioning' strategy. Positioning statements are often too long to communicate. Therefore, we need a short sentence that can communicate the essence of the positioning statement. In the world of communication, this is known as a slogan.

5. Sometimes the name is not enough. A product or service must also be supported by a slogan because it can determine whether or not our products are in the minds of consumers.
6. We want the customer to feel comfortable with the place by serving a motivational slogan that also can be the inspiration for them.
7. Slogan can change the mindset of people who previously did not want, change to the opposite. We want to use slogan for that purpose.
8. We want to make our cafe more unique by creating the slogans in unique and interesting writing so that visitors are interested to come because they just looking at our slogan which is different from the others

1.2.2 Reasons People Come to the Cafe

Based on the results of the research regarding slogans and marketing strategies at the cafe, the researcher found several reasons from the visitor about why they come to the cafes, whether they are interesting with the slogans or not.

1. Visitors come because they are interested in the words of the slogan like “start your day in ATM Cafe”. Initially they thought the coffee shop provided an ATM machine but, in fact, it didn't. It is merely made to attract the attention of visitors.
2. Visitors come because the slogan has told how actually the cafe is. For example, Point cafe which has the slogan "coffee to the point", the slogan makes it easy for people who want to drink coffee but do not want to wait for too long. So, just by looking at the slogan, people will be attracted to come.
3. Visitors are attracted by the slogan posted on the wall of the cafe with an interesting model or writing style because it can be used as a background for taking pictures.
4. Visitors come because they see a slogan that explains the situation or state of the cafe. For example, Base cafe that has the slogan "from base to the best", the slogan indirectly conveys that the cafe is in the ground floor but even so, the place is very good to enjoy a cup of coffee.
5. Visitors come because they are attracted by their unique slogans, such as the slogan "#Icheeseyou" from master cheese, the slogan is like a hashtag, and it can make it easier for them to find the latest information from the cafe just by writing the slogan on social media.
6. Visitors usually make purchases more because of the slogan at the cafe. For example, the slogan "two is better than one" from Bello gelato.id, indirectly the slogan affects visitors to buy many products or dishes from the cafe.
7. Visitors are interested in slogan because it contains motivations or wise words written on the cafe wall can make us inspired and feel comfortable in the cafe.
8. Visitors are interested in drink coffee because the slogans contains the benefits of its products such as the slogan which said "coffee is a central nervous stimulant" the slogan indirectly tells us that the coffee is very good to consumption because it is healthy for the body, and also it can affect us if we are feeling sleepy, the slogan can be one of the instructions to overcome that feeling.

1.2.3 The Relation between Slogan and Marketing Strategy toward Makassar Cafes

Based on the several reasons that the researcher found by conducting interview session with cafe's user in using slogans and the reason why visitor come to the cafe. The researcher found many points that could prove indeed linguistic expressions in the form of slogan were related to marketing strategy. Some points that explain how the slogan can be a matter of marketing strategy are as follows:

1. There are several points in the marketing strategy. One of them is marketing communication. In introducing a product, service or company, it takes a sign or something that can make a product, service or company remains in the mind of the intended customers. Sometimes, to explain the profile and the actual offer that we offer will contain an explanation that is too long. So, we need a short sentences that can represent everything. In the field of marketing communication is commonly called a slogan. By using linguistic expressions in the form of slogans, the dishes of Makassar cafes can be promoted without need to use long and convoluted statements.
2. Linguistic expression in the form of slogans is one of the promotion programs. Slogan can contain messages that lead the impression of several cafes in Makassar. The better the slogan is, the greater the chance of creating a good marketing strategy to attract many consumers. Rewald, et.al, (2005) mention that the sharp part of a marketing instrument is the message that is communicated to prospective buyers through various elements contained in the promotion program.
3. In designing a good marketing strategy, it takes different things from products, services and other companies. It must also be adjusted with the most interested consumers toward the products, services or companies. This case is a cafe, most enthusiasts from Makassar cafes are millennials. Linguistics expressions in the form of a slogan can be one of these references. By presenting slogan with interesting writing or unique designs, it will invite a lot of interest from millennials to come and enjoy the slogans that are presented in attractive or aesthetic design. As we know, millennials are very interested in a place that can beautify their social media. By presenting linguistic expressions in the form of slogans with beautiful shapes will provide a great opportunity to invite their attention.
4. Marketing strategies not only create many consumers for Makassar cafes but also create employees who are aware of the goals to be achieved. The use of linguistic expressions in the form of slogans can facilitate this, by using slogans related to the vision and mission that will be achieved, not only will make the intended consumer know about it, but indirectly will build the awareness of every employee and owner of the vision and mission to be achieved. Therefore, many cafe owners decide to use the slogan in their place.
5. By creating slogans that motivate will create consumer comfort while in the cafe. This is, of course, can also be a good marketing strategy idea. Rewald, et al, (2005) have been mentioned that one of the effectiveness of communication is getting attention. In getting the attention of consumers, one of the ways that Makassar cafe use is by giving them motivation using linguistic expressions in the form of slogans.
6. In marketing a product or service, there are always be developments or new things in a product or service. Makassar cafe markets their new product or dish to consumers through social media using linguistic expressions in the form of slogans because it will make the consumers easier to get that information. Sometimes, if people forget the name of the place or cafe that issued the new dish, they can just write a slogan from the cafe because the slogan is a short sentence that is easy for people to remember.

7. Most visitors from Makassar cafe give a statement that they are interested in the slogan presented to the cafe. Slogan can be their inspiration if they are facing a complicated days. So, while enjoying a meal, they also apparently enjoy the slogan displayed on the cafe. Gibson as cited in Kusuma, Sari, and Poillot (2018) in his theory of environmental perception revealed that the experience of space or the surrounding environment is actively felt by humans, which is then interpreted by the brain in the form of information that can affect human emotions and behavior.
8. In making a marketing strategy of the cafe, logo is not enough as an identity. Makassar cafes need a slogan to explain how the situation of the café is. Therefore, linguistic expressions in the form of slogan are widely used by Makassar cafes to make the owner and the consumer easier to find the cafe that they are looking for just by see the slogan. Consumer interest is very different, the situation and how the cafe that they want is also different. So, with a short sentence in the form of a slogan that explains how the situation of the cafe will make them easier to the get the cafe based on their needs.
9. Linguistic expressions in the form of slogans can change someone's mindset. For example, if we make slogans that are very interesting and can provoke someone's emotions becomes curious to visit a cafe. So in the very first time when they did not want to come, but, they are provoked by the slogan presented, they finally decided to come. This is exactly what Makassar cafe uses very much in their marketing strategies.
10. Makassar Cafes also decided to use linguistic expressions in the form of slogans as a marketing strategy because they wanted to know if the slogans were remembered by the visitors, It indicates that the product had been received by the public.

DISCUSSION

After conducting research on several cafes in Makassar for approximately three months, this research tries to find the answer of two research questions, they are what is the meaning and function of the slogan in Makassar Cafe and whether the slogan influences the marketing strategy of the cafe in Makassar or not. Researchers found the answers to the existing research questions, where they found 20 slogans in 20 cafes. Among the 20 cafes, there are still many other slogans in one cafe, researchers chose one slogan that is essentially the main slogan of the cafe.

Based on the method that has been explained in the very first time, researchers used semantic theory by J.R Firth regarding contextual meaning to analyze the meaning of the slogan. Contextual meaning was chosen to analyze the meaning of the slogan because the researcher considers contextual meaning to be very suitable for finding out the meaning of the slogan. The meaning of the slogan is sometimes difficult to find if we do not see the situation or condition from where the slogan is located. Therefore, the contextual meaning is very suitable to answer research questions about the meaning of the slogan, while the answer about the function of the slogan itself is obtained through an interview session conducted by the researcher.

Based on the findings, researchers found regarding the meaning, there are several slogans at least have the same meaning, as follows:

Slogan #1

“ Start Your Day with ATM Coffee ”

Slogan #3

“Grab Your Daily Close with Caffeine Here“

The general meaning of some slogans above is they all offer their place as a good place to drink coffee or enjoy other dishes and spend time to relax. They also want to attract the attention of people with their slogans that offer comfort and benefit in their place through linguistic expressions in the form of slogans.

Slogan #2

“Coffee to the Point”

Slogan #5

“From Base to the Best”

Slogan #6

“ICheeseYou“

Slogan #7

“Daily Pose of Your“

Slogan #9

“Dine with Style“

The general meaning of some slogans above are they all want to show how the situation of their cafe or what they really provide in their cafe. For example, as in slogan #2 which provides instant coffee by writing the slogan "coffee to the point" and also slogan #5 whose situation is on the ground floor, so he writes the slogan "from base to the best". Some of the slogan are aimed to introduce their situation and what they are really provide to their cafe through linguistic expressions in the form of slogans.

Slogan #8

“ Two is Better than One “

The general meaning of the slogan above are they are more directed to the product offering and show that the product is very good, for example slogan #8 which reads "two is better than one", the slogan indirectly wants to influence visitors to buy more than one product

Slogan #10

“Happy is the New Rich“

The general meaning of slogan above is more to motivate visitors who come to the cafe. So, they are more comfortable and will make further visits again. For example, in slogan #10 which says "happy is the new rich" which means they are suggesting visitors if there is nothing richer than feeling happy in the heart. This is conducted by the cafe owner in order to provide sustainable benefits in the form of continued visits from their own visitors because they feel comfortable with the slogan that motivates them. This is also one of the strategies of

the cafe owners to use linguistic expressions in the form of slogans to attract customers.

Slogan #4

“Food doesn’t Only Make You Full, More Importantly it makes You Smile”

The general meaning of the slogan above is more about informing the benefits of the product. The information about the benefits is also useful for suggesting people order the menu, and of course, this is a cafe owner's strategy by using linguistic expressions in the form of slogan to attract people’s attention.

Based on the explanation of the meaning above, which generally has the same meaning, it shows that the slogan is an important role in the cafe, and of course it is also as a marketing strategy to attract customers, and this is evidenced by the existence of cafes that put different slogans but in general they have the same meaning.

1. The Relation between Slogan and Marketing Strategy toward Makassar Cafe

Based on findings that explain the reason of cafe users use the slogan, and the reason visitors come to the cafe, it can prove that the slogan has a relationship with the marketing strategy at the cafe. This also shows that linguistic expressions in the form of slogan have contributed to the management sector or more specifically to the marketing strategies used by cafes in Makassar.

As for the points that more clearly prove the interrelation of slogans and marketing strategies at the cafe are as follows:

1. The thing that proves if the slogan is related to the marketing strategy at cafe is when the cafe owner expresses the reason to put the slogan such as:

(A1)

“Sometimes logo is not enough to explain the cafe, through slogan in the form of short and interesting sentences, people will quickly find out and recognize the place that we offer”.

(A2)

“Each cafe has a different consumer base “

So, they assume that the role of linguistic expression in the form of slogan is important to make people easily find out what kind of cafe that we offer, and also when a visitor gives reason for coming to the cafe such as:

(B2)

“ The slogan has told us how actually the cafe is”

It means that they come to the cafe because they had known what is actually the cafe is through short sentences called slogans. For example, the slogan "coffee to the point", by putting up that kind of slogan, visitors who want to enjoy coffee instantly no longer need to painstakingly look for a similar place, just by looking at the slogan they can guess that the cafe matches with what they need, although the obvious meaning of the slogan is unknown to them, from the phrase "to the point" that most people know the meaning is directly or quickly, they can guess that the place serves coffee quickly.

From the two reasons between cafe owners and visitors, it shows that the slogan is one of the marketing strategies used by cafe owners to attract visitors, and also it was proved

because visitors feel the benefit from the slogan that was installed. For example, they can easily find the appropriate cafe with what they want.

2. The second thing that can prove the connection of the slogan with the marketing strategy in a cafe is when the cafe owner expresses their reasons for installing the slogan as follows:

(A3)

“Cafe owner want to show the excellence that they provide through slogan”.

The sentence means that the cafe owner wants to show the excellence of the products even the cafes to the people, or in other words through language expressions in the form of slogans, they can convey the benefits of the products that they offer in their café. So, people are interested in and buy that kind of product. It will become more clear when the visitor express their reason come to the cafe such as:

(B8)

“Visitor drinks coffee in the cafe because the cafe uses slogans that contain the benefits of their products”.

The sentence above means that the visitor is interested with the slogan that contains the benefit of the product, such as the slogan which said "coffee is a central nervous stimulant", the slogan indirectly tell the visitor that their coffee is very good to consumption because it is healthy for the body, and also it can affect visitor who are feeling sleepy because the slogan can be one of the instructions to overcome that feeling.

REFERENCES

- Armstrong, S. (2010). *Persuasive Advertising: Evidence-Based Principle*. Pallgrave.
- Chaer, A. (2002). *Pengantar Semantik*. Rineka Cipta.
- Firth, J. R. (1957). *Papers in Liunguistics*. Oxford University Press.
- Griffiths, P. (2006). *An Introduction to English Semantics and Pragmatics*. Edinburgh University Press.
- Hackley, C. (2005). *Advertising and Promotion: Communicating Brands*. SAGE Publications Inc.
- Khoeruddin, S. (2012). *Analisis Sintaksis dan Semantis Slogan Iklan Produk Elektronik Pada Beberapa Majalah Khusus Elektronik*. Universitas Widyatama.
- Murphy, M. (2010). *Lexical Meaning*. Cambridge University Press.
- Palmer, F. R. (1981). *Semantics*. Cambridge University Press.
- Parera, J. D. (2004). *Teori Semantik*. Erlangga.
- Pilatova, A. (2015). *The Language of Advertising: Analysis of Advertising Slogans in Fast Food Industry*. Masryk University.
- Rai, U. (2010). *English Language Communication Skills*. Himalaya Publishing House.

- Rewald, S.H., et. al. (2005). *Introduction to Marketing Management*. Rineka Cipta.
- Salzmann, Z., et. al. (2012). *Language, Culture, and Society: An Introduction to Linguistic Anthropology*. Westview Press.
- Subekti, S. (2013). Pemaknaan Slogan Kota “Semarang Setara” Dalam Perspektif Multikulturalisme. *Sabda: Jurnal Kajian Kebudayaan*, 8(1), 63–72.
<https://doi.org/https://doi.org/10.14710/sabda.8.1.63-72>
- Tudjuka, N. (2018). Makna Denotasi dan Konotasi Pada Ungkapan Tradisional dalam Konteks pernikahan adat suku pamona. *Bahasa Dan Sastra*, 3(2).
- Zaenuddin. (2022). *Pengertian Slogan, Ciri, Fungsi, Macam-Macam, Contoh, Metode Menulis Slogan & Arti Slogan Menurut Ahli*. Artikelsiana. <https://artikelsiana.com/pengertian-slogan-ciri-fungsi-macam-contoh-metode-menulis-slogan-arti-slogan-menurut-ahli/>