

Chapter IV

Analysis and Findings

4.1 The Analysis of the Slogans of Marlboro

The branded cigarette, Marlboro is promoted in series of advertisements, using this two slogans of *Come to Marlboro Country* and *Come to where the flavor is*. The slogans are analyzed as follows.

A. The Stylistics Forms

1. Sound Pattern

The two slogans *Come to Marlboro Country* and *Come to where the flavor is* begin with the words “*come to*”. The two widespread slogans use repetition of the words “*come to*” is to reinforce the invitation and temptation to enter a certain place, as they are always welcome there.

2. Diction

a. The diction in *Come to where the Flavor Is*

The word *come* literally means *to move to, towards, into, etc a place where the speaker or the writer is; to move in order to be with somebody at a particular place or be present at an event*. The word *come* is also often used when somebody invites the other person to join him in an occasion or to be with him. Thus, the implication of the use of the word *come* in this slogan is that it implies an invitation from the company of the

cigarette to the consumers to come and to try to smoke this brand of cigarette.

The word flavor means *taste and smell; a particular type of taste*. This diction shows that that the company is trying to say that this brand of cigarette has a certain taste and smell which is particular or different from the other brands of cigarette.

Thus, this slogan, *Come to where the flavor is*, implies that the flavor is in *Marlboro*. It implies that *Marlboro* is the center of the flavor, that it has the best flavor which is distinct from any other cigarettes' flavor. Thus, the slogan invites people to come and to try because *Marlboro* has the best flavor, that its taste and smell is different from the taste and smell or flavor of the other brands of cigarette.

b The diction of *Come to Marlboro Country*

Once again, the word *come* literally means *to move to, towards, into, etc aplace where the speaker or the writer is; to move in order to be with somebody at a particular place or be present at an event*. The word *come* is often used when somebody invites the other person to join him in an occasion or to be with him in a certain place. The phrase *Marlboro country* itself raises questions like *what is it (Marlboro country)?* and *where is it?* The phrase is not meant to confuse the readers or the consumers; in fact, the slogan maker cleverly uses the phrase to evoke the curiosity on the part of the consumers. Thus, the word *come* as an

invitation is properly used in this slogan, meaning that if someone wants to know what *Marlboro country* is like, one should smoke Marlboro cigarette and find out by himself what it is actually like.

3. Imagery

The lexical selection of the slogan may evoke several images in the readers' minds. By considering the meaning of the words, it can be deduced that this slogan suggests two levels of meaning from the lexical selection, and thus, creates deviations of meaning. The first level is related to the meaning of the word *country* which is associated with the phrase *countryside*. The countryside is an area with woods, fields, and a place of a natural world. The word *countryside* also implies to the beauty of nature. There are two kinds of images that are derived from the phrase of *Marlboro country*; they are sight and smell images. The mental picture or the sight images which may come in the readers' minds when they hear the word *countryside* is a picture about a peaceful area with a beautiful scenery of the nature, a place near the woods with hills, lakes and rivers. Moreover, the slogan also may evoke imagery of smell. When people heard the word *countryside*, they may imagine the smell of the cool and fresh air of the countryside, such as the pleasant, fresh smell of the grass. Thus, the slogan implies that if one smokes Marlboro, he would find pleasure in the Marlboro country by having the experience of exploring the Marlboro country with its beautiful scenery and cool, fresh atmosphere.

In the second level, the meaning of *Marlboro* country is associated with the name of a popular place Marlborough which is situated in the Wiltshire, in the West Country region of England. It is assumed that the brand name Marlboro is taken from the name of this popular city of Marlborough. Instead of saying that this cigarette is good, the slogan says it in a different way, deviates it, and associates it with the popularity of a particular place. Thus, the implication is that when one smokes this brand of cigarette, he will also be associated with the popularity of this particular place, then he will be popular as well. As the term Marlboro country also refers to America as the country of the producing company of this brand of cigarette, thus, when the slogan says Come *to* Marlboro country, it invites the people or consumers to try the cigarette which comes from and is strongly associated to America.

The *Countryside* also can be related to its people, the country people. They usually have a simple life. Thus, the slogan also suggests a lifestyle. The lifestyle that is suggested by the slogan is the lifestyle of the country people, a lifestyle which is simple, but elegant. Thus, having these kinds of imagery, the slogan suggests a peaceful experience in the natural world away from the hectic life of cities and works. It suggests a quality of life such as peacefulness living close to the nature and freedom. Thus, the slogan implies that if somebody wishes to feel such experience, one **can** get it by smoking Marlboro.

In correlation with the phrase countryside, Marlboro can also be associated with the mythical American hero and legend, the cowboys. The cowboys picture the ideal and appealing American lifestyle. These cowboys, the Marlboro men invite the people to draw into their uniquely American paradise of the West, Marlboro Country. These slogans portray the fresh, healthy, natural attitude, as they also embody the image of cowboys as tough individuals who are rugged, strong, and independent. Cowboys are the men who are skilled in horse riding. They are men who have free life which is close to the nature and love adventuring and exploring the nature. They, too, are strong men who are used to live and struggle in the tough situation of the nature. These images suggest that Marlboro is for the people or men who love adventure in the natural world. Furthermore, the image of a cowboy can also be associated with a cowboy's way of life. The images that might appear are a cowboy usually works and lives in a ranch with his Western way of life. He owns his own ranch and could ride on his horse exploring his ranch from one end of it to the other. He is the one who leads and he is being his own boss in his own ranch. Thus, the image of a cowboy might not just be a mere rugged, strong, independent, and adventurous man, but also a man who is being his own boss and free to determine his own way of life. Thus, the slogans suggest that if one also wants to share the appealing image of this free, strong, and adventurous man who becomes his own boss, then, one should smoke Marlboro.

B. The Style-forming Factors

The slogans are designed to be persuasive using advertising appeals such as taste, social achievement, ambition, personal comfort, pride of personal appearance, and the beauty of nature. This psychological appeals makes Marlboro man and Marlboro country particularly attractive and interesting to the consumers, especially when they display Marlboro's panoramic photography and color spreads on the quintessential cowboys working the Western range as they brilliantly try to idealize and make the American lifestyle become appealing. As a consequence, Marlboro could be masqueraded and glorified as the most recognized, consistently, profitable and aesthetically appealing image in the advertising world, because the Marlboro has soared in popularity and tapped into an emotional appeal.

The Marlboro man share a secret with the masculine audience, "behind every good story, there is a man who has lived it, come to Marlboro country....." The image of Marlboro man present images when he races to the sunset on his horse with no more than a hint of what is being sold, the brand name or the red package.

In addition, the slogans provide a good trademark in the advertisement. They create symbolic -characters of cowboys, men with personality which fascinate the readers, thus the cowboys are the Marlboro men with great personalities and values of life. Also, this institutional slogan provides the trade mark through prestigious image of the company of Philip Morris. Since the slogans have been used for so many years, they create the brand equity, meaning

that the slogans use their respected brand name to add values to a product of certain company, in this case Philip Morris Company.

Thus, based on those factors, the advertisers have created a excellent advertisement slogans, with the great image of the Marlboro man and the choice lexicon. Also, as there are two slogans, *Come to where the flavor is* and *Come to Marlboro country*, the successful advertisement of Marlboro's slogans are influenced by the use of sound pattern. Finally, since the slogans are constructed from a good diction, imagery and sound pattern, the slogans become short, brief, simple, easy to understand, and easy to repeat. Thus, these four-to-six-word slogans, which possess the name of the product within, become catchy and effective slogan.

4.2. The Analysis of the Slogans of A Mild

A Mild is vigorously promoted through broadcast media, using two slogans of *How Low can You Go? and Others Can only Follows*, which are analyzed as follows:

A. The stylistics forms

1. Sound Pattern

The slogan *How low can you go?* has a certain kind of sound pattern. It uses assonance. The words low, and go have the same final sounds, that is [U]. The effect of this kind of sound pattern is that the slogan becomes more agreeable and easier to pronounce so that people can

memorize it easily. This slogan goes along with the other slogan *Others can Only Follow*. The two slogans, thus, use assonance as the way to play with the words to create good slogans.

2.Diction

a. The diction of *How Low Can You Go?*

The lexical selection of the slogan is analyzed as follows. The word *low* is an adjective, literally meaning *not high/tall; below the usual, normal or average level, amount or intensity*. The question that arises is that what the word low actually means in this context or slogan.

The possible meaning of low is that this brand of cigarette contains a low quantity of nicotine. Nicotine is the principal active ingredient of cigarette smoke which has the addictive nature. It is a health hazard substance. There is a link between heavy smoking and the later appearance of lung cancer. Thus, the slogan of A *Mild* which says *How* low can you go? implies that A *Mild* contains a low quantity of nicotine, therefore, the danger of smoking to one's health is lessened when one smokes A *Mild*.

The slogan is actually showing a paradox. Despite the fact that smoking is hazardous to one's health, it tries to say that it is safe to smoke, especially when one smokes A *Mild*, because one will not endanger his health or his life since A *Mild* only contains a low level of nicotine. Moreover, this slogan also suggests that although this brand of cigarette contains a low quantity of nicotine, the taste of the cigarette itself is still maintained. Its standard of nicotine is lower than the others', but the taste

is still great and even richer; thus, this is the particular quality of this brand of cigarette. This slogan suggests that one can still enjoy the pride of smoking without endangering one's health by smoking A *Mild*

b. The diction of *Others Can only Follow*

The word *others* literally means *the remaining persons or things in a group; people or things that are additional to or different from those mentioned or implied*. Thus, the word *others* in this slogan refers to the people in the group of smokers who do not smoke this brand of cigarette. The word *only* means *solely, merely, just*, while the word *follow* literally means *to act according to something; to copy something*. Thus, the implied meaning of this slogan is clear that other people, in this case smokers, who do not smoke this brand of cigarette are merely able to follow or to copy what people who smoke this brand of cigarette do. By saying *Others can only follow*, this slogan is also trying to imply that this brand of cigarette is the leader, the leading brand of cigarette on the top of the other brands of cigarette.

3. Imagery

a. *How Low can You Go?*

The word *low* can also be associated with the quality of being low profile. This slogan implies a question to its readers or consumers of *how low they can go* and also an invitation to be low profiles persons. Thus, the

imagery that might be evoked by the slogan is the imagery of a low profile person. When one is a leader, one should also be a humble person. A humble person is usually well liked by the others. Thus, if one smoke this brand of cigarette, one may share the quality of being low profile person and therefore, one may be liked by other people.

b. *Others can only Follow*

The wordings of the slogan also evokes several images. The implication of the word *follow* do not only refer to the one who follows, but also to the one who is followed. The image of a person derived from the person who follows someone else is that this kind of person does not have his **own** ideas or opinions, instead he follows others' opinions and ideas. Thus, people may often conclude that this kind of person does not have principles which he can hold on to by himself and he does not have genuine ideas and opinions that come from his own thoughts. This kind of person is usually less favorable compared to a person who has his own genuine opinions and ideas about things in life. On the contrary, the image of a person who is followed is that this kind of person must have certain characteristics which are worth to be admired. He has certain characteristics that may set him as an example and make him different or better than other people. Someone who is followed is usually called a leader, meaning that he is leading and showing the way. So, this brand of

cigarette wants to imply that if someone wants to be a leader of others, one should smoke this brand of cigarette.

B. The Style-forming Factors

Sampoerna A Mild is a balanced blend of costly Java aromatic, American and other quality tobaccos. This quality cigarette is brought to people with pride and an uncompromising dedication from the House of Sampoerna, as the leader of all cigarette producers. The image is the first factors that influence the use of the slogan Others can Only Follow. Thus, when they say that they are the leader, they are not saying that it is only the cigarette which is the leader but also the company as the leader. This institutional advertisement slogan is designed to create a positive attitude toward the seller, in this case, PT. H.M. Sampoerna, Tbk, Surabaya, Indonesia or the House of Sampoerna. The style of the slogans are designed to be convincing as they need to convince people that they are the leading cigarette instead of others, that the others can only follow what they do whatever innovation they make. However, the smokers could also be leaders as long as the smoke A Mild, the cigarette with a unique and distinctive flavor, taste and aroma that comes from the addition of fine natural cloves, which is produced by the leading company as well. This image given is built 'through some persuasive ideas of a low profile person even though he is a leader.

Moreover, the image is built from selected advertising appeals, especially health and taste added with the appeals of leadership and pride of personal achievement. Thus, from the appeals the image is created to ensure that this

slogan is saying the right thing to the right person, in the right context, in the right tone, and in the right manner.

The slogans also claim that A Mild is the only cigarette with the lowest tar and nicotine (see Appendix 1). Thus, the second style-forming factor is the principle of conviction, a particularly strong belief that has been anchored firmly in the slogan to make the readers believe about the product. The slogans make the people believe that A Mild is good for them, it makes them look better and live better and it even makes them 'healthier' due to the low nicotine and tar. The slogans convince the readers or the viewers about the benefits of the product of A Mild, that is having a low nicotine and tar. Yet with the low nicotine and tar, the taste is still maintained, hence it still has a distinctive flavor. Thus, people would buy A *Mild* because they are convinced by the advertisement slogans, not because they find it amusing.

As the advertisers need to communicate the message concerning the image of leadership, the claim of the cigarette **as** the one with the lowest tar and nicotine, and the good company which is followed by others, they use the stylistic forms of lexical selection, imagery and the sound pattern. The slogans are built from the sound pattern which is parallel. The parallelism is created because they want to make a good rhythm and to make it balanced. Finally, from the use of the stylistic forms, the advertisers could create a good four-to-five-word slogan which is easy to understand and easy to repeat.

4.3 The Analysis of the Slogans of L A.

The cigarette LA *Lights* uses the slogan *Fresh is... and Cool is...* The slogans are analyzed as follows.

A. The Stylistics Forms

1. Sound Pattern

The slogans *Fresh is ...and Cool is ...* use repetition of the lexicon “*is*” to make the slogans easy to remember by the readers, as they define themselves the word *fresh* and *calm*.

2. Diction

a. The Diction of *Fresh is ...*

The word *fresh* has several meanings that are *new* or *different; pleasantly clean, pure or cool*. Thus, this slogan is trying to say that *LA Lights* is the new and different cigarette, and its taste is pure and cool. It also wants to convey that the smokers can attain freshness from *LA Lights*.

b, The Diction of *Cool is ...*

The word *cool* has several meanings, such as *fairly cold not hot or warm; calm, not excited, angry or emotional; friendly, interested, enthusiastic; bold in a calm confident way; excellent, impressive*. Thus, by considering the meaning of the words, it can be deduced that this slogan suggests two levels of meaning from the lexical selection, and thus, creates deviations of meaning. The first level is related to the meaning of cool

which means fairly cold, not hot or warm referring to the conditions of the air. **LA Lights** which uses the slogan *cool* is the type of **LA Lights** which contains menthol. *Menthol is a solid white substance obtained from oil of peppermint used to relieve pain or to give a strong cool flavor.* Thus, this type of **LA Lights** has a strong cool flavor and that the cigarette is able to give a cool taste when one smokes it because of it contains menthol in its ingredients.

3. Imagery

The image that is suggested by the slogan appears from the deviation of the word *cool*. The deviation of the meaning of the word *cool* is that the first meaning of the word *cool* refers to the conditions of the air which is *fairly cold, not hot or warm*, and it deviates to the meaning of *cool as* the qualities of a person's emotion. Thus, this is a transition from the cool of menthol of the cigarette to the characters of a person which is calm and cool. The images of a person that can be deduced from the word *cool* are that the person has the qualities of being calm, not excited, angry or emotional, friendly, interesting, enthusiastic, bold in a calm confident way, excellent, and impressive. It is actually indirectly related to the effect of smoking to the human nerve system, Smoking may soothe the human nerve system and make the person who smokes calmer, more relaxed, and able to concentrate his mind, Thus, the slogans suggest that if one smokes

this cigarette, he will be calmed down, relaxed, not angry and emotional, and thus, he will be a cool person.

B. The Style Forming Factors

The slogans *Fresh is...* and *Cool is...* uses simplicity as its basic principles. As simplicity is the key to great advertising, the advertisers want to create slogans that **are** easy to remember and easy to repeat. Moreover, the slogans also focus on using the style of giving definition that *Fresh is L.A.* and *Cool is L.A.* This particular style is surely distinctive and original, different from any other slogans of other cigarettes. The slogans, thus, draw attention of the readers to see, read, and think about the slogans more. Because it is brief and short, it is catchy, easy to remember and easy to repeat, However, it is doubted whether the slogans **are** understandable, It is indeed brief and short, yet subtle slogans like these *Cool is..* and *Fresh is..* are not easily understood by the readers.

4.4. The analysis of the slogans of Pall Mall

The slogan *Light Up the Night*, used by Pall Mall, one of the branded cigarettes, is analyzed as follows.

A. The Stylistics Forms

1. Sound Pattern

The slogan *Light up the night* follows a particular sound pattern. It uses alliteration. The words *light* [laIt] and *night* [naIt] have the same final

sounds, that is [-alt]. The effect of this kind of sound pattern is that the slogan becomes more agreeable and easier to pronounce so that people can memorize it easily.

2. Diction

The word *light up* has several meanings, The meanings are *to make a person's face to become bright or lively; to provide something with light; to begin to smoke a cigarette*. The word *night* is defined *as the time of darkness, the evening*. By understanding the meaning of the words, then, the lexical selection of the slogan can be clearly explained. Since the night is dark, it needs light, thus it is necessary to light up a light to brighten the night. The slogan suggests that this brand of cigarette is necessary to be smoked, especially at night times,

3. Imagery

The word *night can* also be associated with *night-life*. *Night-life* refers to lively night activities and entertainment that are available at nights. Thus the images that might appear are the images of night-life activities like going clubbing, meeting friends at night, dancing, and having fun. Such kind of activities are usually liked by young people, thus, the market target of this brand of cigarette are the young people who like a dynamic night life. Thus, the slogan is trying to say that if somebody wants to make his night-life complete, then he should smoke this cigarette.

However, the association that can be derived from the word *night* is not only that. The word *night*, which corresponds to darkness, can also refer to the dark moments of a person's life, meaning that the person has difficulties and problems in his life. Thus, this slogan suggest those people to smoke this cigarette to 'light up' their nights', The word *light* up may imply the spiritual brightness, The word *night* here may represent the time of darkness in life, the time of difficulties and sadness. Thus, this slogan may suggest that if one smokes this brand of cigarette, spiritually his life will be bright and he will be able to think of the solution of his problems or he might cheer himself up by smoking this brand of cigarette, Actually, it is indirectly related to the effects of smoking itself, that is calming somebody down. When one is calmed down, then one would be able to think, thus, to find the solution of his problem. Thus, this slogan suggests that if someone has problems, he should not be worry, he just need to calm down and smoke this cigarette, and he would be able to think to find the solution to his problem.

B. The Style-forming Factors

The slogan *Light up the night* uses the exaggerating power of the imagery. Actually the act of lighting up a cigarette will only cause a small flickering light, but in the imagery, it is made as if the act of lighting up a cigarette can light up the whole darkness of the night around the entire world. Thus, the slogan suggests the exaggerating power of the imagery. This particular style of exaggerating power of

the imagery used in the slogan by the advertisers to indicate that Pall Mall is a unique, distinctive cigarette from other brands, special for the clubbers, people who enjoy the dynamic night-life. Also, the use of the diction can be considered appropriate since it may capture the readers' attention by using its promising appeal of the dynamic night-life experience that one may get from smoking this cigarette. It creates an interest in the readers' mind so that at least they are appealed to try the cigarette. The use of the sound pattern can be considered suitable to the principle of forming a good slogan since it makes the slogan catchy, easy to remember and easy to repeat. The slogan is also considered persuasive since it uses the appealing dynamic life-style for youngsters and the opportunity for more leisure time whenever they smoke Pall Mall, added with the pride of the youngsters' personal appearance that makes a better image for those people who choose Pall Mall.

4.5 The Analysis of the Slogan of *Bentoel Mild*

Bentoel Mild uses the slogan *Mild plus for male plus*. The slogan is analyzed as follows.

A. The stylistic forms

1. Sound Pattern

The slogan *Mildplus for male plus* follows a certain kind of sound pattern. It uses alliteration. The words *mild* [maɪld] and *male* [meɪl] have the same initial sound, that is [m]. The slogan also uses repetition, that is

in the word **plus**. The effect of this kind of sound pattern and the use of repetition is that the slogan becomes more agreeable and easier to pronounce so that people can memorize it easily.

2. Diction

The lexical selection in the slogan *Mild Plus for Male Plus* is discussed as follows. The word **plus** literally means *a positive quality, an advantage*. The word **plus** can also be associated with the meaning of more, better than the others. Thus, the implication of the use of the word **plus** in this slogan is to tell the consumers that *BentoelMild* has a positive quality, better than the other mild cigarettes. A mild cigarette is the kind of cigarette which has low quantity of nicotine. Thus, the phrase *mildplus* suggests that this cigarette has positive quality in terms of the low quantity of nicotine. Thus, it has further implication. The implication is that since this cigarette has a low quantity of nicotine, smoking this cigarette does not destroy one's health. The risk is reduced by the low standard of nicotine possessed by the cigarette. Thus, if one smokes this cigarette, it may show that one is aware of his own health and of the danger of smoking. The slogan also mentions *male plus*. This phrase can be understood as a male person, a man with attitude, who has a positive quality, better than other males. Therefore, this slogan means that *Bentoel Mild* has a positive quality, better than the other mild branded cigarette. Moreover, the slogan wants to say that *Bentoel Mild* is not for anybody, it

is for males or men who are 'plus', men who also have positive qualities, better than the other males or men. The slogan implies that if somebody wants to be better or considered as a male plus with positive attitude, then, one should smoke this cigarette.

3. Imagery

The phrase *mild plus* from the slogan may evoke an image, creating a mental picture in the minds of the readers of the slogan- The image that is evoked by the slogan is the image of the life of the Western people. Western people usually smoke mild cigarette which has a low standard of nicotine. Thus, by smoking cigarette with the low standard of nicotine, one may reduce the risk of smoking. Then, the implication of the imagery is that if one smokes the cigarette, one may share the good quality of life of the Western people. Thus, if one smokes mild cigarette, he will be like a Westerner who knows how to reduce the risk of smoking by smoking mild cigarette.

B. The Style-forming Factors

Bentoel Mild offers the ultimate satisfaction and smoothness of a mild cigarette formulated through the latest technology from the best blend of tobaccos and cloves provides the distinctive taste and aroma. Thus, the mild plus is dedicated to the male plus. The open-ended slogan is designed to trigger the

readers and the viewers about the image of the male plus. The male plus is the man with positive attitude

The slogan is relevant because when people hear or read the slogan *Mild plus for male plus* it makes them think about themselves and the things that they care about. The advertising appeals used are the taste, superiority of men, ambition, pride of personal appearance, the pride of personal achievement, and manhood activities. From the advertising appeals above, they choose the diction *Mild plus for male plus* in accordance to their desire to make a catchy slogans with good sound pattern. By saying *Mildplus*, they want to claim the quality or the excellence of the product. The open-ended statement of the slogan can be analyzed further as follows. The phrase *Mildplus* does not mean a mere: a better mild cigarette, but it may be seen as an equation, meaning mild plus something else, such as the additional distinct taste or flavor. Thus, from all the style-forming factors mentioned above, the advertiser has created a convincing image of man with attitude through the good lexical selection as they want to maintain the sound pattern in order to make the slogan catchy, easy to remember and easy to repeat. The five words slogan is simple and easy to understand because it is indeed brief and short. It can also be used as the propaganda to persuade people to purchase the product.

4.6 The Analysis of *S. T. Dupont*

The brand new cigarette *S.T. Dupont.*, uses the slogan *Cool. Calm. Confident.* The slogan *Cool. Calm. Confident* is analyzed as follows.

A. The Stylistics Forms

1. Sound Pattern

The slogan *Cool. Calm. Confident* follow a certain sound pattern, that is alliteration (repetition of the initial consonants sound). All the words cool, calm and confident have the same initial sound that is the sound /k/ which is pronounced as [k]. Since the slogan has the sound pattern of alliteration, this makes the slogan easier to remember and more agreeable to pronounce, like [ku:l], [ka:m], [ˈkɑnfɪd nt]. Thus, from the sound pattern, the slogan has become a good slogan which is not easily forgotten by the consumers.

2. Diction

The lexical selection / diction used in the slogan is considered perfect, since the words are carefully chosen, and they imply a high level of usage in their arrangements, the force, the accuracy, and the distinction with which they are used. The word Cool means not hot, or warm, not excited, angry, or emotional. Thus, the word *Cool* is used to say that *S.T. Dupont* is the cigarette which is cool, not hot, but warm; thus instead of using the word *Cold*, for example, the word *Cool* becomes the chosen lexicon for the slogan which represents *S.T. Dupont* as the cigarette that

could give the smokers some warmth. Moreover, *Calm* means not nervous or troubled, but quiet. Thus, the word *Calm* is used to convey that *S.T. Dupont* could make the smokers feel calm, not nervous, and not troubled. Finally, the lexicon *Confident* which means the feeling of showing confidence, showing certainty about something, shows that *S.T. Dupont* could make people feel confident, and being certain that they smoke *S.T. Dupont* with confidence as well. Hence, those are the analysis for the lexical selection / diction, which is proved to be appropriate to use in the slogan of *S.T. Dupont*. From the good lexical selection, the slogan is created to represent the characteristics of *S.T. Dupont including being Cool, being Calm, and being Confident*.

3. Imagery

There are some images derived from the slogan. First of all, since men are the ones who usually smoke, the word *Cool* gives the image of man with warmth that everybody loves being with. These men are cool in their way of thinking, and that they have cool ideas and cool opinions. This first image, of course evoke satisfactory feelings for the smokers. The word *Calm* gives another image, though related to the first one, that the smokers would be calm in his attitude and behavior, instead of being confused and irrational. Thus, whenever a man face a certain problem in his life, he knows what to because he is not confused and is not be troubled with his difficulty since he has become a calm person,

undoubtedly, this might happen only because of S.T. Dupont: Finally, since the man is cool in his thinking, ideas and opinions, also calm in his attitude and behavior, consequently this man will act and feel confidently. Being confident is one good image that many people desire to have, and being confident might bring such people good outlook and excellent image in the eye of other people. Thus, being cool in thinking, calm in attitude, and confident of one's self are the images derived from the slogan *Cool. Calm. Confident.* Positively, people would love to have such extraordinary personality, that they would think that by smoking *S.T. Dupont* they could get such advantageous attitudes they want.

B. The Style-forming Factors

The style-forming factors of this slogan are the economical factors (about advertisement in particular) and the language factors. The slogan *Cool. Calm. Confident.* becomes the slogan of an advertisement which could build awareness of the brand of *S.T. Dupont* and build a certain image of being cool, calm, and confident. Also, the slogan is designed to be persuasive in giving desirable images for the readers. It talks to the readers personally, and it makes the readers have the impression that they need to use the product advertised. Also, as the characteristics of language in advertisements, the slogan *Cool. Calm. Confident* is in fact intended for communicating among its own community—the advertisers and the consumers. Thus, the slogan is well-modified that it fulfills both economic principles as well as principles of language in advertisements.

The lexical selection is chosen because they want to emphasize on the sound pattern of alliteration. However, the slogan contains manipulation. It is supposed to be in the forms of at least three sentences such as *if you smoke this cigarette, you will be a cool person; if you smoke this cigarette, you will be a calm person; if you smoke this cigarette, you will feel confident. To avoid redundancy* and to create a simple, catchy slogan, they have to modify the wordings of the slogans. Thus, they only make use of the core meaning of each sentence, and the result is *Cool. Calm. Confident.* Thus, the other style-forming factors of the slogans are the avoidance of redundancy and the use of the advertising appeals, such as personal comfort, pride of personal appearance, avoidance of a lot laborious task, style, novelty, professionalism, and cooperation. Thus, the slogan *Cool. Calm. Confident.* creates an image of a true man in his thinking, attitude, mind, and taste. **So, even** though the slogan does not meet the minimum requirement amount of words of a good slogan, and instead it only consists of three words, the slogan still can be considered good and effective since it creates a good imagery to it becomes a simple, catchy, easy to repeat, and easy to remember slogan, Thus, the style-forming factors above have influence the application of the stylistics forms in the slogan *Cool. Calm. Confident.*