

ANALYSIS MEANING OF CONNOTATIVE AND DENOTATIVE IN TAGLINE DETERGEN BRAND

(ANALISIS MAKNA KONOTATIF DAN DENOTATIF PADA TAGLINE BRAND DETERGEN)

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Abstract

This study aims to analyze the denotative and connotative meanings contained in detergent product taglines using a semantic approach based on Charles W. Kreidler's theory. In the theory, meaning is divided into several dimensions, including denotation (referential meaning) and connotation (emotional or cultural association). The data in this study are 13 taglines from various detergent brands that were analyzed qualitatively. The analysis results show that the denotative meanings in the taglines describe the direct functions of the products, while the connotative meanings imply values such as cleanliness, family warmth, courage, and environmental care. Kreidler's semantic approach helps reveal the layers of meaning hidden in advertising language and shows how language implicitly shapes consumer perceptions.

Keywords: semantics, connotative, denotative, tagline.

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INTRODUCTION

In advertising, language serves as a strategic weapon for persuasion rather than just a communication tool. Ads aim to affect consumer behavior, feelings, and perceptions by carefully choosing their words and expressions. Semantics is the field of study that deals with meaning in linguistics. Linguistic semantics is "the systematic study of meaning in language," according to (Kreidler W. Charles, 2014) in *Introducing English Semantics*, and it is mostly focused on the way language constructs and communicates meaning.

According to Kreidler, there are a number of ways to interpret linguistic meaning, but the two that are most pertinent to advertising are denotative and connotative meaning. This distinction is also emphasized by Leech (1981), whose semantic theory is widely used in advertising studies to classify meanings into types such as conceptual and connotative (Iram Sagheer et al., 2023). A word's literal, objective, or referential meaning—what it immediately refers to in the outside world—is referred to as denotation. On the other hand, connotation refers to the subjective, cultural, or emotional connotations and values that a word or phrase holds for both the hearer and the speaker.

Connotation makes a word a potent tool in persuasive communication by enabling it to inspire emotions, identities, and social attitudes, but denotation grounds a term in shared reality. Prior research confirms that connotative language in advertisements evokes emotions and social values, particularly in beauty and household products (Hayati & Jadidah, 2022).

In the world of advertising, taglines are essential for conveying succinct yet impactful ideas, especially when it comes to the promotion of household products like detergent brands. A tagline is a deliberately constructed phrase intended to convey a brand's identity, values, and promise in a few words; it is not just an informative sentence. In order to affect customer perception, these taglines frequently combine denotative clarity and connotative richness, operating on many semantic levels. This layered semantic function is not only present in advertisements, but also in narrative texts such as novels, where denotative meanings clarify literal content and connotative elements enrich emotional depth (Hayati & Jadidah, 2022). For instance, the well-known Indonesian detergent slogan "Berani kotor itu baik" (literally, "Getting filthy is good") discreetly promotes larger social meanings, such as fostering parental understanding, children growth, and exploration, in addition to supporting the physical act of accepting stains. The term "kotor" (dirty), which is usually used in a negative sense, is reframed in this context as something that is essential for learning and development—a change from a denotative to a positive connotative interpretation.

This phenomena demonstrates how advertising language has deeper meanings than meets the eye. It creates symbolic connections and reinterprets the significance of commonplace ideas. Connotation is manipulated by advertisers to link a product to positive feelings, ways of living, or social ideals like modernity, cleanliness, safety, trust, or environmental awareness. In order to decipher how language influences and molds consumer identity, it is crucial to comprehend the semantic layers of taglines—how they operate both literally and symbolically.

Therefore, the purpose of this study is to examine how detergent brand taglines employ denotative and connotative meanings and to comprehend how these meaning layers are employed to create brand identification and emotional resonance with consumers. This study examines the semantic tactics incorporated into common advertising language using Kreidler's semantic framework, offering insight into how companies use linguistic meaning to improve persuasion, shape perception, and ingrain their message firmly in the public's mind.

Ultimately, by showing how linguistic theory may be applied to everyday communication and how meaning is systematically created by both what is said and how it is expressed, this work advances the science of linguistics in general and semantic analysis within media discourse in particular.

METHOD

This study uses a qualitative descriptive approach that employs semantic analysis based on Charles W. Kreidler's theory. A similar semantic approach was employed by (Iram Sagheer et al., 2023) and (Niswa et al., 2023). The data came from product documentation and promotional media of thirteen detergent brands. According to Kreidler, the analysis was conducted by distinguishing two main categories of significance, namely, denotative meaning, which means literally pointing to something or thing (referential). Connotative meanings are meanings that have a social, emotional, or cultural connection to the word or phrase.

The analysis process includes a thorough reading of each tagline. After that, the meaning structure contained in it was identified. The researcher used the use of language in the advertisements and the cultural and emotional ramifications to interpret the meanings. To identify patterns of meaning use in cleaning advertisements, the interpretation results were categorized and compared.

RESULTS AND DISCUSSION

Charles W. Kreidler's framework from *Introducing English Semantics* was used to analyze 13 detergent taglines, and the results are shown in this section. The emphasis is on the two main aspects of meaning as put out by Kreidler (2014): connotative meaning, which encompasses the emotional, cultural,

or attitudinal associations associated with language, and denotative meaning, which refers to the literal, referential substance of linguistic signs.

Data 1

In the tagline:

Berani Kotor Itu Baik (Rinso)

The Denotative meaning in this tagline conveys that being dirty is acceptable because it brings positive outcomes. However, the connotative interpretation transforms the word "kotor" (dirty) into a symbol of exploration, learning, and bravery, especially related to children's development. This redefinition challenges negative perceptions of dirt, positioning it instead as part of personal growth and curiosity.

Data 2

In the tagline:

Karena Ibu Perlu Dikasih Sayang (Sayang)

The literal meaning suggests that mothers deserve love and care. The connotation meaning, this tagline connects the act of doing laundry with an emotional gesture of affection toward mothers. It portrays the product as more than a household necessity—it becomes an expression of gratitude and love within the family structure.

Data 3

In the tagline:

Boombastis Wanginya (Boom)

Denotative meaning in this tagline, it states that the product has an exceptionally strong fragrance. However the connotative meaning, in the word "boombastis" evokes energy, boldness, and an explosive sensation, creating a memorable sensory image. This metaphor amplifies product appeal by linking it to impactful and standout experiences.

Data 4

In the tagline:

Naturally SoSoft (SoSoft)

The denotative communicates that the product is naturally soft. The connotative builds associations with safety, gentleness, and eco-friendliness, catering to consumers who value natural ingredients and skin-sensitive products. This tagline integrates environmental consciousness into the brand narrative.

Data 5

In the tagline:

A Pure Clean (Ariel)

In this tagline the denotative meaning is suggests complete cleanliness. The connotative, it

evokes purity, health safety, and perfection, appealing to consumers seeking not only functional cleaning but also protection from harmful substances.

Data 6

In the tagline:

Stain Fighting Power (Oxi Clean)

Literal meaning the tagline communicates the product's ability to combat stains. The connotation, however, constructs an image of strength, aggression, and effectiveness, enhancing consumer confidence in the product's performance, especially for tough stain removal.

Data 7

In the tagline:

Dirt Is Good (Tide)

The literal meaning asserts that dirt can have positive value. Connotation, "dirt" becomes a metaphor for experiential learning, self-expression, and personal freedom, particularly in child development contexts. Similar to Rinso's tagline, this strategy repositions "dirt" as an essential element of life exploration.

Data 8

In the tagline:

For A Clean You Can Trust (Dreft)

Denotation, this highlights trustworthy cleaning performance. The connotative, it fosters emotional security, implying that Dreft is not only effective but also safe and reliable, especially for delicate fabrics or sensitive users such as infants.

Data 9

In the tagline:

If It's Got to Be Clean, It's Got to Be Tide (Tide)

Literally, this tagline suggests that true cleanliness requires Tide. Connotative meaning, it elevates Tide as the ultimate standard, projecting exclusivity, reliability, and total brand authority over cleanliness.

Data 10

In the tagline:

Terbukti Daya Cuci dan Bersihnya (Daia)

Denotative meaning, it claims the product's cleaning power has been proven. The connotation emphasizes trustworthiness, scientific validation, and positive reputation, aligning with consumer expectations for credibility and product efficacy.

Data 11

In the tagline:

Dirt Can't Hide From Intensified Tide (Tide)

The denotative meaning is, no dirt can escape Tide's cleaning ability. The connotation meaning, the tagline portrays control, strength, and satisfaction, framing Tide as a powerful, dominating solution against dirt.

Data 12

In the tagline:

So Klin Is The Best (So Klin)

The literal meaning asserts So Klin's superiority. The connotative, it generalizes the product as the most trusted or preferred choice, reinforcing consumer loyalty and brand pride.

Data 13:

In the tagline:

No-1 Di Hati Ibu (Downy)

Denotative meaning, this indicates the product's popularity among mothers. The connotative meaning is it constructs emotional closeness and reliability, presenting Downy as a household companion intertwined with maternal affection and care.

CONCLUSION

This study examined the denotative and connotative meaning dimensions of 13 detergent brand taglines utilizing Charles W. Kreidler's semantic theory as a framework. The results demonstrate that although each tagline conveys a distinct denotative (literal) meaning that explains the function or advantage of the product, the advertisement's persuasive power is in its connotative connotation.

These taglines connotative connotations convey a range of emotional, cultural, and social links, from concepts of strength, exploration, and lifestyle identification to maternal love, dependability, and environmental friendliness. These connections enhance the literal meaning, transforming straightforward expressions into memorable and emotionally impactful brand messaging. This supports the findings of (Hayati & Jadidah, 2022), who emphasized how connotative language can emotionally influence readers or audiences by invoking familiar cultural or affective associations

Connotative meaning aids in encoding speakers' opinions and societal ideals into language, as Kreidler argues. By matching items to aspirational ideals, cultural norms, or personal beliefs, this tactic enables marketers to build closer relationships with consumers in the context of advertising.

In summary, the combination of denotative and connotative elements in detergent taglines shows how language can be purposefully crafted to affect emotion, identity, and cognition. This highlights how

important semantics is to comprehending the deeper meanings of media language, particularly in persuasive communication like advertising.

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