SEMANTIC ANALYSIS ON THE USE OF ENGLISH LANGUAGE SLOGAN

¹Andi Asrifan

²Like Raskova Octaberlina

³Rini Handayani

^{1,3}Universitas Muhammadiyah Sidenreng Rappang

²Universitas Islam Negeri Maulana Malik Ibrahim, Malang, Indonesia

Abstract

In this study the objectives to be achieved are: (1) To identify what are the types of English slogans. (2) To identify how the semantic meanings of English slogans. The type of research used is qualitative. While the methods and instruments used to collect and analyze and answer all existing problems are qualitative methods and checklist observations. The process of data analysis in this research is carried out in a process starting from data collection and done intensively until the end of the study. Data that researchers get from observations from several sources such as the internet and journals, namely: (1) in general there are 4 types of slogans such as product / advertising slogans, health slogans, environmental slogans and educational slogans. The types of product / advertising slogans are 6 slogans, health slogans 2, environmental slogans 5 and education slogans totaling 8. (2) semantic meanings of 4 types of slogans from internet and journal sources there are 5 namely conceptual meaning, associative meaning, connotative meaning, affective meaning and stylist. Of the 20 slogans education slogans and products that contain more conceptual meaning. The environmental slogans contain more conceptual and affective meanings. Slogans that contain conceptual meaning in the form of a situation context and based on words that have been conceptualized in the dictionary.

Key Words: Analysis Semantic, Semantic Meaning, English Slogan.

Language is an important component in life so it is not excessive when language is termed as the heart of human life, because language is a very important role in life to support the interaction process. Knowledge of a language is very important especially knowledge about the relationship between symbols or units of language with the meaning in communicating using that language.

Furthermore, the true meaning is content contained in forms or symbols, namely the relationship between symbols and or units of language and the outside world agreed upon by language users so that they can be mutually understood. In other words, learning the meaning of words basically learns how language users in a language community interpret language symbols to understand each other. One medium for conveying intent is to use writing. Languages can be divided into two types, namely written language, and oral language. Language has a variety of meanings that can be interpreted by everyone who hears or reads it. The writing used to convey certain intentions can be written that is interesting and striking like a slogan. Slogans are interesting or striking speeches, words, or short sentences that are easy to remember to tell or explain the ideological goals of groups, organizations, political parties, and so on.

English itself is unique in realizing the meaning contained in the slogan so that English is often the main motto in a slogan. However, the meaning contained in the English slogan is not immediately understood simply by reading or listening. This is because the language used is different from the language we use in everyday life. This will be very influential if the target slogan does not understand the meaning contained so that they cannot capture the message or information conveyed in the slogan.

The slogan is the writing used to convey the intentions conveyed by the slogan maker. Slogans are usually in the form of concise and simple sentences that contain warnings, appeals, and invitations made intentionally by agency agencies that contain the meaning of the goal so that the target of the slogan is easily remembered. The language used in the slogan that we usually meet is not only in the form of Indonesian slogans but we also often encounter slogans that use English, especially advertisements, large companies and public places such as hospitals, parks, school, library, and others.

The slogan in the environment was made aimed at conveying various aspects of the meaning of objectives to the community there. Talking about meaning means talking about the meaning of words that are certain in nature, namely having meaning in the relationship between signs in the form of symbols of speech sounds with things or things intended. Meaning in language certain, the origin and development of the meaning of a word can be known through semantics. Semantics is one branch of linguistics that examines meaning. It means Semantics is study of meaning, or the study of relationships between words and how we construct meaning, sheds light on how we experience the world. Based on the semantic understanding above, According to Charles W. Kreidler semantics is systematic study of meaning and how to express meanings of the language. Charles (1998: 3) stated that: "Semantics is the systematic study of meaning, and linguistic semantics is the study of how languages organize and express meanings". It means that semantics is systematic in the study of meaning.

This is in line with the semantic notion put forward by Saeed (1997: 3) in his book entitled semantics, argued that: "Semantics is the study of meaning and words or semantics is the study of meaning communicated through language". According to him semantics is the study of the meaning of words and is a study of the meaning of communication in language, meaning semantics is the study of how we interpret communication in a language.

This opinion was also reinforced by, Palmer (1981) in his book entitled Semantic. Palmer said that: , "Semantics is the technical term used to refer to the study of meaning". According to Palmer, this semantic term can be technically used to refer to the study of meaning. From several opinions above all agree that semantics is the study of meaning.

Understanding of the meaning of the objectives of the slogan needs to be mastered by the community so that no violations can harm themselves or others. the community must heed orderly rules by taking lessons in every slogan in the existing environment. but unfortunately, not everyone can understand the meaning of these English slogans.

Understanding the aspects of the purpose of the English slogan cannot be mastered or understood by just reading at a glance, but will only be mastered understanding the meaning of the purpose if often pass through, read, analyze and understand the meaning of slogans in the region. this is because the English slogan has a variety of purposes in its meaning, besides that the use of foreign languages that may not be understood by all people can easily affect the meaning of the community towards the slogan. of course, this will have an effect on the reception and implementation of the message someone wishes to convey in the slogan to the person who reads it so that the message conveyed is not conveyed properly.

Based on the background of the problem, the authors are interested in reviewing research on "semantics analysis on the use of English language slogans"

A. Some Pertinent Idea

In this section, we will discuss several theories that support this research such as theories about slogans, semantics and meanings

1. Slogan

In terminology or the term, the slogan is a motto or phrase that is used as an expression of an idea or goal that is easy to remember. While etymologically the slogan is taken from the term Gaelic word, "Sluagh-chairman, which means" shout of battle ". The shape of the slogan varies, from the written and visible to the spoken and vulgar tone. However, in general, the notion of slogans is to provide space for conveying more detailed information, besides that it is also conveyed in the form of social expressions of shared goals rather than projections from only a few people. Slogans generally use persuasive sentences.

Whereas according to kamus besar bahasa indonesia/KBBI or the large dictionary of the Indonesian language (2003:1080),

“slogan/slo·gan/ n 1 perkataan atau kalimat pendek yang menarik atau mencolok dan mudah diingat untuk memberitahukan sesuatu ; 2 perkataan atau kalimat pendek yang menarik, mencolok, dan mudah diingat untuk menjelaskan tujuan suatu ideologi golongan, organisasi, partai politik, dan sebagainya ”

“slogan / slo • gan / n 1 short or interesting words or sentences that are easy to remember to tell something; 2 short words or short sentences that are interesting, striking, and easy to remember to explain the purpose of a group, organization, political party, etc”.

From the opinions and several sources above regarding the notion of slogans, it can be concluded that slogans are words or short sentences that are interesting or striking and are easy to remember to tell something and a tool/ media that has the purpose of explaining things to the public, with slogans that vary from written until spoken.

a. Characteristics of Slogan

Based on the theory from KBBI (2003) about slogan, we can see that the characteristics of the slogan are interesting, striking easy to remember and explain a group, organization , and political ideology. The contents of the Slogan describe the vision, goals , and expectations of an activity or company organization. A slogan is made to inform something. The word slogan is arranged in such a way as to influence the reader. The characteristics of the slogan include:

1) His words are short, interesting, and easy to remember

In a slogan whether in the form of writing or oral, the use of the word in it contains short and interesting words which are words in an interesting slogan to read. By using word choices, then from the use of short words, someone who sees it will easily remember the writing on the slogan in question. Not all in notifying or informing in short words is interpreted as the characteristics of slogans or rustic slogans.

2) Is the Motto of an Organization or Society

It is the slogan of an organization or community. Slogan, besides functioning as a tool/ media for information and slogans, is usually a slogan to explain the purpose of a particular organization in the form of words or short sentences that are used as a basis for life guidance. Here's one example of a slogan that contains the motto that we often hear.

b. Various slogans

The slogan does not only consist of one type, but the slogan is there are various types that are seen from the nature of the slogan or the discussion of the slogan. The various slogans include:

1) Educational Slogan

The definition of an educational slogan is a slogan that is often found in schools, especially in classrooms, which aims to motivate to increase the spirit of learning and to provide information that is knowledge-enhancing.

2) Environmental Logos

We often find environmental slogans on the roadside or other places. The purpose of environmental slogans is usually to invite people to protect and love the environment.

3) Product slogan

Definition of Product Slogan is a slogan that is often found in a number of products that are added value to attract consumers for the purpose of the product being in demand.

4) Health slogan

Definition of Health Slogan is a slogan used to socialize a number of tips and effects that are harmful to the body in a simple way.

c. The goal of the slogan

1) The purpose of the slogan is:

- a) To influence others
- b) To convey information
- c) To motivate others
- d) To make people aware
- e) To appeal to others

2) The purpose of the slogan is to spur the spirit of a group (individual) or become the ideals of an institution / organization which must then understand the intended audience.

3) Function slogans are for community education, encouraging enthusiasm, and aspirations. In addition, it is an expression, idea or goal that is repeated so that it can be easily remembered by everyone

d. Example of slogans

- 1) United we stand divided we fall (*Bersatu kita teguh bercerai kita runtuh*).
- 2) Knowledge is power (*Pengetahuan adalah kekuatan*).

2. Semantics

a. The History of semantic

Aristoteles, as a Greek thinker who lived during the period 384-322 BC, was the first thinker to use the term "meaning" through the definition of the word which according to Aristotle was "the smallest unit containing meaning". In this case, Aristoteles has also revealed that the meaning of the word can be distinguished between the meaning that is present from the word itself autonomously, and the meaning of the words that are present due to the occurrence of grammatical relationships. Even the plato (429-347 BC) "reveals that the sounds of the language implicitly contain certain meanings". It's just that indeed, at that time the boundary between etymology, the study of meaning, and the study of the meaning of the word, was unclear.

In 1925, a German national, C. Chr. Reisig put forward a new concept of grammar which according to Reisig includes three main elements, namely (1) semasiology, the science of signs, (2) syntax, the study of sentences, and (3) etymology, the study of the origin of words in relation to changes in form and said. At this time, the term semantics itself has not been used even though the study of it has been carried out.

For this reason, Aminuddin referred to this as the first period of growth which he termed the underground period.

The second period of semantic growth was marked by the presence of the work of Michel (1883), a French national, through his article entitled "Les Lois Intellectuelles du Langage". At that time, although clearly Breal had mentioned semantics as a new field in science, he was like Reisig, but called semantics a purely-historical science. In other words, semantic studies at that time were more related to elements outside of the language itself, for example the form of changes in meaning, background of changing meanings, relationships of changing meanings with logic, psychology and other criteria. Breal's classic work in the semantic field at the end of the 19th century was the *Essay de Semantique*.

The third growth period of the study of meaning was marked by the emergence of the work of Swedish philologist Gustaf Stern, entitled *Meaning and Change of Meaning, with Special Reference to the English Language*. . Stern inside the study, has conducted an empirical study of meaning by going from one language, namely English. Several decades before the presence of Stern's work.

There are two new concepts displayed by Saussure and a revolution in the field of theory and the application of linguistic studies. These two concepts are (1) linguistics, basically linguistic studies that focus on the existence of the language at a certain time so that the study carried out must use a synchronic approach or descriptive study. While the study of the history and development of a language is a historical study that uses a diachronic approach, (2) language is a gesture or a totality supported by various elements, one element with another experiencing mutual dependence in order to build the whole. This second insight, on the other hand, is also a root of structural linguistics.

b. The type of semantic

There are several types of semantics, which are distinguished by level or part of the language that is the object of his investigation.

1) Lexical Semantics

Lexical is an adjective form derived from the noun lexicon form (vocabulary, vocabulary, treasury, word). The unit of the lexicon is a common lexeme which is defined as the smallest free grammatical unit that has meaning. The collection of lexemes of a language is a lexicon. The object of study of lexical semantics is the lexicon in a language. The lexical semantics investigating the meanings found in lexemes are called lexical meanings.

2) Grammatical Semantics

Grammar or grammar is divided into two subparts, namely morphology and syntax. The grammatical semantics of the object of study are the grammatical meanings of the morphological and syntactic level. Morphology is a branch of linguistics that studies the internal structure of words and their formation processes. Meanwhile, syntax is the study of the relationship of words to words in forming larger units, namely phrases, clauses and sentences.

3) Contextual Semantics

The appearance of meaning can be caused by situation, place, time, and environment. In semantics, this can be assessed based on contextual meaning. According to Verhaar (1978: 130) said in rahayuni (2017) "contextual meaning is related to the use of forms of language style, or can be interpreted as a field of semantic study that studies

the meaning of speech in accordance with the context of the situation of its use". This meaning will become clear if used in sentences.

Contextual meaning applies as a result of the relationship between speech and situation. In addition, Catford (2005) in rahayuni (2012) argues that "contextual meaning is similarly language bound, since the grouping of relevant situational features that are linguistic items is related." This means that contextual meaning is the same as the bound language, because the relationship of the situation or context that corresponds to the meaning of the word. Contextual meaning is the most important element in every act of linguistic communication. Contextual meaning is the meaning possessed by a lexeme regardless of any context or association. The word "horse" has the contextual meaning "a kind of four-legged animal that is usually driven", and the word "house" has a contextual meaning "human habitation"

The elements, of contextual meaning namely as follows.

- 1) Conceptual meaning, namely meaning that emphasizes logical meaning. Sometimes this meaning is called 'denotative' or 'cognitive'. Although in fact there is a possibility of differences in conceptual meaning in each language user, in this study it is assumed that conceptual meaning is the meaning written in the dictionary.
- 2) The connotative meaning, is the communicative value of an expression According to what is referred to. The word 'women / women' in its conceptual meaning only means: humans, not men, and adults. But in connotative terms there are additional traits that are referred to, whether physical, psychological, or social, such as the connotation of weak psychic traits, crying easily, coward, etc. that is attached to the word 'woman'.
- 3) The meaning of the stylist, is the meaning of a word that indicates the Social environment of the user. The presence of several words or words as dialects shows the origin of speakers according to the geographical or social environment. This meaning also shows something about social relations between speakers and listeners.
- 4) Affective meaning, is a meaning that reflects the personal feelings of the speaker, including his attitude towards the listener, or his attitude towards something he says.
- 5) Reflective meaning, is the meaning that arises in terms of multiple conceptual meanings, if an understanding of a word in its use automatically generates some of our responses to other understandings. This meaning is often also understood as a suggestion for a language use.
- 6) Collocative meaning, is the meaning that contains associations obtained by a word, which is caused by the meaning of other words that tend to appear in the environment.
- 7) Reflective, collocative, affective, stylistic, and connotative meanings can be incorporated into a large category, namely associative meaning.
- 8) Thematic meaning is the last type, namely the meaning communicated in the way the speaker or writer organizes his message, in terms of order, focus and emphasis.

c. Semantic Elements

The semantic elements are as follows ...

1) Signs and Symbols (Symbols)

Signs and symbols (symbols) are two elements contained in language. Signs developed into a theory called semiotics. Semiotics has three aspects related to linguistics, namely syntactic aspects, pragmatic aspects, semantic aspects.

2) Lexical Meanings and Reference Relationships

The lexical element is the smallest unit in a system of linguistic meanings in which the smallest unit is distinguished. The lexical meaning is in the form of a categorematic and syncategorematic in which all words and implications are scientific groups with structural meanings that must be defined in units of construction. Whereas

in referential relations is the relationship that exists between a word and a world that is outside the language referred to by the conversation.

3) Naming

The term penamaan is interpreted by Kridalaksanan that the process of searching for a language symbol serves to describe objects, concepts, processes and so on. In addition, naming is used for the existing treasury, among others, by changing possible meanings or by creating words or groups of words.

d. Benefits of Studying Semantics

The benefits that we can take from semantic studies are dependent on fields in the fields we are engaged in in our daily lives. For a journalist, a reporter, or someone who is involved in the world of news and preaching, they will often get a practical benefit from the knowledge of knowing semantics.

Semantic knowledge will make it easier to choose and also use katta with the right meaning in conveying information to the general public, without any knowledge of the concepts of polysemy, homonymy, denotations, connotations and nuances that will certainly be difficult for them to be able to convey information correctly and also true. So that in this case the semantic benefits are divided into two, namely theoretical benefits and practical benefits.

Theoretical benefits because he as a language teacher must also study seriously the language he teaches. Semantic theory tries to help it by being able to better understand the concepts it teaches. While the practical benefits of smenatik are in the form of ease in teaching language to students.

e. The different of meaning and sense

Of course we will not communicate meaninglessly. Language units are arranged either through words or sentences. Together with their role, these language units have meaning. There are many opinions regarding this meaning. This is because the production of language is very wide. In order to find a description of meaning, Lyons (1995: 40) said in siswoko (2015) innovatively extracts the essence of several types of theories to answer the question "what does that mean?".

- 1) Referential / denotational theory . The meaning of an expression is to what a point is (denotes).
- 2) Ideational / Mentalistic Theory. The meaning of an expression is an idea or concept associated with something in the mind of someone who knows that expression.
- 3) Behaviorist Theory. The meaning of an expression is a stimulus that generates it or responds to what it causes. Can also be a combination of both. Certain events of speech.
- 4) The Meaning-is-use Theory. The meaning of an expression is determined by its use in the language (if not identical).
- 5) The Verificationist Theory. The meaning of an expression is determined by the ability to verify (verifiability) of the sentence, the propositions that are in it.
- 6) Conditional Theory of Truth. The meaning of an expression is its contribution to the conditional truth of the sentence it contains.

f. Sense

When we will say something, surely we have a concept before it is said. This is often referred to as sense. A framework of descriptions of things that can logically be understood. Wijana and Rohmadi (2008: 11) said in siswoko argue "that sense is an abstract concept of human experience but is not a person's experience". Unlike the symbol or referent, meaning will refer to the non-physical form in a speech.

The term meaning is then concluded with a concept in the human mind. Ogden and Richards in Parera (2004: 46) explain in more detail what is meant by meaning. The meaning is said to be the relationship between reference and referent expressed through the symbol of the sound of language in the form of phrases or sentences. More clearly, meaning is defined as a collection or network of relationships-meaning between these expressions with other expressions of the same language. This is the reason, the meaning is inter-lexical and inter-lingual relationships as a complete internal language system. This turns out to be different from denotation. Although denotation as its true meaning, it only connects expression to entity classes in the world.

g. Qualitative research methods

Miles and Huberman (1984) said in rahayuni (2017) “suggest that the activities in qualitative data analysis are carried out interactively and take place continuously until complete, so that the data is saturated. The size of data saturation is indicated by no new data or information obtained. Activities in the analysis include data reduction, data presentation, and drawing conclusions and verification.

1) Data reduction

- a) Summarize direct contact data with people, events and situations at the research location, b) Encoding, c) Objective notes, d) Make reflective notes, e) Make marginal notes, f) Data storage, g) Making memos, h) Analysis between locations, i) Making a temporary summary between

2) Data presentation

- a) Describe the context in the study, b) Checklist matrix, c) Describe developments between times, d) Role matrixe) Clustered concept matrix, e) Effect and effect matrix f) Location

3) Conclusion drawing/ verivication

The stage of drawing conclusions and verivication

Research Design

Integrated research, design, and detailed plans on how to obtain, analyze, and interpret data. According to Trochim (2005) said in siswoko (2015), research design "provides the glue that brings together research projects. The project works together to try to answer the main research questions". Research design such as recipes, in this case steps or instructions for doing something.

In this study researchers used qualitative research as a method to analyze semantic meanings in English slogans. Thid method, used analysis, referring to data, utilizing existing theories as supporting materials, and producing a theory Qualitative research methods are subjective from the participant's perspective descriptively so the results cannot be generalized. In other words, this research method is more about giving a clear picture of a problem in accordance with the facts in the field. Miles and Huberman (1984) said in siswoko (2015), suggest that the activities in qualitative data analysis are carried out interactively and take place continuously until complete, so that the data is saturated. The size of data saturation is indicated by no new data or information obtained. Activities in the analysis include data reduction, data presentation and drawing conclusions and verification. Qualitative approaches are intended to obtain more in-depth data, to develop theories, and to describe the reality and complexity of the phenomenon under study.

From the results of the descriptive analysis in this study, then the results of the description are focused on the semantic meaning contained in the English slogan. The approach used in this

study is a qualitative research. This is used based on the consideration that the objective to be achieved in this study is to reveal the semantic meaning in the English slogan. The following is a description of the design in the research conducted data collection, analysis of data in the form of semantic meanings in the English language slogan and conclusion.

Research Setting

1. Research Subject

Determination of the subject of the study is carried out by analyzing the semantics of slogans with specific objectives and considerations. The consideration is the type of English slogan and the purpose of the study to identify the semantic meaning in the slogan. So, the subject of this research is the English slogan, namely the slogan of advertising / product, education, health, and environment. While the object of this research is semantic meaning. The researcher chooses semantics as the object of research because there are still many people who do not understand the meaning contained in the slogan so that to learn meaning, we need to refer to the study of meaning, namely semantics. Presentation of data to help research using the classification of slogan types.

2. Data source

Qualitative research does not recognize the term population, let alone sample. Population or sample in a qualitative approach is more accurately called a data source in a particular social situation (Social Situation) (Satori, 2007: 2). Spradley (Sugiyono, 2011: 297) said that Social situations consist of three elements, namely: places, actors, and activities that interact synergistically.

In this study, data sources used purposive samples that focused on selected informants who were rich in cases for in-depth studies (Syaodih, 2007: 101). Then the data needed to find out how the semantic meaning in the English slogan is data collected through the study of data source documentation is the subject from which the data was obtained. Based on the type of data needed, then in this study, which is used as participants by researchers is a group of objects that are used as data sources in research in the form of documents. Thus based on the problems that exist in this study, the data sources are internet and or electronic books.

Instrument of Research

The instruments used in this study are human instruments or researchers themselves. The position of researchers in qualitative research as a human instrument serves to determine the focus of research, choose informants as data sources, collect data, assess the quality of data, analyze data, interpret data, and make conclusions on its findings (Sugiyono, 2010: 306). Researchers with all their knowledge try to describe and identify the semantic meanings contained in the English slogan. As for analyzing the semantic meaning of the slogan, this study uses an observation instrument checklist. After finding the semantic meaning contained in the English slogan, the researcher describes the form of semantic meaning that will be used as an alternative for the community to understand the meaning contained in the slogan in the environment.

Research Findings

Based on the research conducted, the researcher obtained data on the types of slogans and semantic meanings in the slogans obtained from various sources such as the internet and journals. The purpose and meaning of the slogan depends on the type of slogan itself. As with

product / advertising slogans aimed at promoting and offering products, the education slogan aims to appeal to and motivate, health and environmental slogans aiming to encourage health and environment and the prohibition to ignore health and damage the environment.

1. Type of slogan

The types of slogans obtained during the research in general are 4, namely the slogan of education, health, environment and products / advertisements. Product slogan is a motto that is used by certain products to offer their products to be more memorable and attractive, the slogan of health itself is used to appeal to the public to pay more attention to their health, while the environmental slogan is used to invite, encourage the public to maintain and maintain cleanliness and cleanliness environment, and the slogan of education is a motto that describes the character of education in the form of appeal, motivation and prohibition.

The following table presents the slogan type from the data collected during the study.

No	Type Of Slogans	Slogans
1	Product/advetisment	"Smart technology comforts your eyes"
		"Life's too short for the wrong job"
		"Ready for the next level"
		"Move into a new world"
		"The world in your hand"
		"Connecting people"
2	Health	"Burn your fat not your money"
		"Do not wait for the healthy"
3	Environment	"Make It Clean, Keep It Green"
		"Save The Earth"
		"There's No Planet B"
		"Plant a Tree for Life"
		"Think big, and act now"
4	Education	"Education is form of person with knowledge"
		"A million mils comes from 1 step"
		"Class is the place you have knowledge and friends together!"
		"Move or you will be zero"
		"Study hard, play hard, and be smart."
		"Reading opens the doors!"
		"Today a reader, tommorow a leader"

Table 1 : The Type Of Slogan

Semantic meaning of the slogan

Based on the literature review conducted and the results of the theoretical presentation in the previous chapter, researchers found that there were several semantic meanings, namely conceptual meaning, connotative meaning, stylist, affective meaning, reflective meaning, collotative meaning, associative meaning and thematic meaning. From these several meanings that often appear based on the type of slogan reviewed by researchers are conceptual meaning, connotative meaning, stylist, and associative meaning. The following table presents semantic meaning data based on the type of slogan obtained from several sources.

No	Slogans	Source	Semantic Meaning (Contextual Meaning)							
			CP. M	CN .M	Stylist	AF. M	R.M	CL. M	AS .M	T. M
1	"Smart technology comforts your eyes"	Jurnal	√							
2	"Life's too short for the wrong job."	Jurnal							√	
3	"Ready for the next level"	Jurnal	√							
4	"Move into a new world"	Internet		√					√	
5	"The world in your hand"	Internet		√					√	
6	"Connecting people"	Internet	√		√					
7	"Burn your fat not your money"	Internet		√					√	
8	"Do not wait for the healthy"	Internet	√							
9	"Make It Clean, Keep It Green"	Internet	√			√				
10	"Save The Earth"	Internet	√			√				
11	"There's No Planet B"	Internet	√			√				
12	"Plant a Tree for Life"	Internet	√							
13	"Think big, and act now"	Internet	√							
14	"Education is form of person with knowledge"	Internet	√							
15	"A million miles comes from 1 step"	Internet	√							
16	"Class is the place you have knowledge and friends together!"	Internet	√		√					
17	"Move or you will be zero"	Internet							√	
18	"Study hard, play hard, and be smart."	Internet	√							
19	"Reading opens the doors!"	Internet		√					√	
20	"Today a reader, tomorrow a leader"	Internet	√							

Table 2: Technique Of Data Analysis By Useng Observation Instrument Checklist

Discussion Of Research Result

English slogan data from several sources are analyzed with several semantic meanings namely conceptual meaning, connotative meaning, stylist, affective meaning, reflective meaning, collotative meaning, associative meaning and thematic meaning, with the following description:

1. Smart technology comforts your eyes

Smart technology comforts your eyes have conseptual meaning. Although the word eye here is not meaningful to the eye, it has meaning as a view that refers more to the verb. However, overall all the words that construct the sentence have real meaning in the dictionary. This slogan means that today's more sophisticated technology makes consumers increasingly spoiled by the superiority of these products.

2. Life's too short for the wrong job.

This ad slogan is an advertisement for a labor distributor. The concept of this advertising slogan is well packed and interesting. Described a man who works in a gas station engine to pour every order of fuel. It says "Life's too short for the wrong job. jobsintown.de "which means connotative associative. Readers are encouraged to find out more information by visiting the website. Thus the slogan will give rise to various views that require someone to find out more about the meaning of the slogan.

3. Ready for the next level

In this sentence it means 'ready for the next level'. The product level is better than before, in other words there is a newer product. this shows conseptual meaning which if we search in the dictionary all the words that make up the sentence have real meaning. This slogan

is a product slogan that offers something new and more sophisticated than the previous type. This slogan maker uses words that are light and easy to understand to attract consumers to see their new products.

4. Move into a new world

In the sentence move slogan into a new world which means moving into a new world means associative is connotative. The word world here does not mean the real world. But world here means a change in the sense of higher quality. Because this is a product advertisement, the slogan writer wants to convey that the product has a higher quality than other products and previous products that can provide new changes

5. The world in your hand

The sentence slogan of this product has associative meaning which is connotative. We can see this in the word world and hand. What the world means in its grip here is not a world in the form of earth which is our world. But the word world here means connotative of what we can achieve like success, our ability to establish literacy or relationships with people, our success in various aspects and others. This Telkomsel product offers a new, more modern development through internet network access that makes it easy for users to know the development of the world. So basically, the author wants to offer more sophisticated changes through a wider network. We can control various and master various aspects if we are able to access information quickly. Therefore it is not true if we interpret this slogan as someone who is able to hold the earth so large

6. Connecting people

The meaning of the slogan is one of these smartphone products is a conceptual and stylist meaning. Through this slogan, the writer wants to offer a product that can connect people from far and near via a smartphone. With the products offered this will make it easier Connecting people, people will easily give news to each other, exchange thoughts and communicate easily even though the distance is far away.

7. Burn your fat not your money

This slogan means associative is connotative. The word burn here does not mean actual burning, for example burning or burning with fire which we can find in a dictionary. Through the sentence above, the writer wants to convey that fat can be harmful to the body so that it has a risk to health. As a result, if we are sick, we will spend a lot of money on treatment. This slogan contains an appeal to maintain health by reducing the fat content in the body through exercise and maintaining a diet.

8. Don't wait for the healthy

This slogan has conceptual meaning. The purpose of this slogan is that the author wants to convey so that we keep trying to maintain health and not be lazy to live a healthy lifestyle. All words that construct the sentence of this slogan have real meaning that we can easily understand and find in a dictionary.

9. Make It Clean, Keep It Green

This slogan has an affective and conceptual meaning, the word make, clean, keep and green has the real meaning that we can find in the dictionary. This slogan contains the appeal to keep the cleanliness and environmental sustainability in order to stay green. This is one form of the author's attitude towards what he feels about environmental conditions. Let's come together to support and implement what is stated in the slogan above.

10. Save The Earth

The environmental slogan above has conceptual meaning that is affective which describes the feelings of the author so that the reader urges to maintain or protect this earth, the meaning is let us together to maintain and preserve the earth which is our home and place of residence. If not us, then who will take care of it? The maker of this slogan wants to invite the reader not to damage the environment and to maintain its sustainability.

11. There's No Planet B

This environmental slogan has an affective associative meaning which is a play on the famous slogan "There's No Plan B". Planet B describes the earth. The meaning of this slogan is that there is no planet that is truly like the earth and we have no choice but to this earth. The author of this slogan wants to convey that this earth is very important and we must really take good care.

12. Plant a Tree for Life

The above environmental slogan has conceptual meaning. all the words that make up this slogan can be interpreted only by looking at the concept of words that are already in the dictionary. This slogan is made with the intent and purpose of calling on the community to familiarize or cultivate trees and not cut down trees wildly. with this slogan will remind people that planting trees will benefit our lives tomorrow.

13. Education is a form of person with knowledge.

The meaning of this slogan is conceptual meaning. The sentence that composes the sentence in this slogan can we easily understand through the meaning contained in the dictionary. The writer of this slogan wants to illustrate that education is a place for knowledgeable people and through education people will have knowledge.

14. Think big, and act now.

This slogan has conceptual meaning, the words think and big have meanings that have been conceptualized in the dictionary and do not give rise to new opinions. Likewise with the word act now this word emphasizes to immediately act without delay. In this slogan, the writer wants to convey a message to keep thinking and acting without delaying what can be done right away.

15. A million miles comes from 1 step.

This slogan has conceptual meaning, we can see it from all the words that construct the sentence in this slogan that have been conceptualized and we can find the meaning of the word. The slogan can be understood even though it only means through a dictionary without having to create new perceptions or opinions. Through this slogan, the writer wants to give motivation that whatever we try all starts from step by step to finally what is at the farthest point.

16. Class is the place you have knowledge and friends together!

This slogan means language style that is light and easy to understand. The words that are used have the actual meaning in the dictionary. So the semantic meaning in this slogan is conceptual and stylistic meanings. The author would like to convey that class is a place to gain knowledge and friends

17. Move or you will be zero

This slogan means associative, namely acting or you don't become anything. The word move on this slogan does not have the same meaning that we can find in the dictionary. Besides that the word will be zero does not mean being zero or getting zero, but the purpose of will be zero on this slogan is to get nothing.

18. Study hard, play hard, and be smart.

This is one slogan that contains conceptual meaning in an easy and light language style. This slogan illustrates the relationship between active learning, hard work that will make someone smart. The writer wants to convey that by learning hard and working hard then we will be smart.

19. Reading opens the doors!.

This slogan has associative meaning that is connotative and affective. This is because this slogan invites readers to give other views. This slogan can also not be interpreted simply by looking at the meaning of reading, open and doors in the dictionary because the word open the door in this slogan is not opening doors that are roughly interpreted in dictionaries

such as doors, rooms and the like. The meaning of the word open the door here is the doors of success. By reading a lot it will make it easier for us to know new things can support the efforts that we do.

20. Today a reader, tomorrow a leader

This slogan has a conceptual meaning that describes the relationship between a person who likes to read and his future as a leader. The author wants to convey to people who read this slogan that reading has many benefits. By reading we will get a lot of knowledge that can lead us to become a future leader. This slogan provides motivation to continue to multiply reading for a better tomorrow.

From the 20 slogans above the most frequently occurring meanings are conceptual, associative, connotative, affective and stylistic meanings. Here I will describe the 5 meanings above.

1) Conceptual meaning

Conceptual meaning, namely meaning that emphasizes logical meaning. Sometimes this meaning is called 'denotative' or 'cognitive'. Although in fact there is a possibility of differences in conceptual meaning in each language user, in this study it is assumed that conceptual meaning is the meaning written in the dictionary (Leech 1974: 19)

2) Associative meaning

Associative meaning which is divided into five types of meaning (connotative meaning, stylistic meaning, affective meaning, reflected meaning, and collocative meaning) (1981: 9). On the other definition, associative meaning is a meaning of lexeme or word relating to something out of the linguistics context (Chaer, 2007: 293)

3) Connotative meaning

Connotative meaning is the communicative value of an expression had by virtue of what it refers to, over and above its purely conceptual content" (1981: 12)

4) Social meaning or stylistic

Social meaning or stylistic is that which a piece of language conveys about the social circumstances of its use" (1981: 14)

Conclusion

Based on the results of the study it can be concluded that:

1. The Type of slogan

The types of slogans obtained during the research in general are 4, namely the slogan of education, health, environment and products / advertisements. Product slogan is a motto that is used by certain products to offer their products to be more memorable and attractive, the slogan of health itself is used to appeal to the public to pay more attention to their health, while the environmental slogan is used to invite, encourage the public to maintain and maintain cleanliness and cleanliness environment, and the slogan of education is a motto that describes the character of education in the form of appeal, motivation and prohibition.

2. Semantic meaning on the slogan

Semantic meaning Of the 20 slogans on product / advert slogan 3 have conceptual meaning, 2 means associative and connotative, 1 conceptual and stylistic meaning. The health slogan 1 means associative and connotative, and 1 conceptual conceptual. From the health slogan 2, conceptual and 3 mean meaning connotative and affective. And of the 8 educational slogans, 4 of them are conceptual, 1 conceptual and stylistic, 1 connotative and 2 are associative.

From the description it can be concluded that from the 4 types of slogan semantic meanings that are most often used are conceptual meaning and associative meaning.

Suggestion

As the closing of this study there are a number of things the writer can suggest related to this research, namely as follows:

1. For language learners to improve their knowledge of the semantics of the language and the meaning contained in it, so that they can better capture the message and contents of the Indonesian slogan.
2. For the community to better understand the meaning and message contained in the slogan around it.
3. For the next researcher, it is expected to be able to examine further the influence of the type of slogan and style of language on the semantic meaning of the slogan.

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