

THE ANALYSIS OF LINGUISTIC FORM AND LEXICAL MEANING IN FOOD AND BEVERAGE SLOGAN AND ITS APPLICATION IN TEACHING VOCABULARY

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Abstract

The center of the investigate is etymological frame and lexical meaning in nourishment and refreshment trademarks. The reseacher took fifteen nourishments and refreshments of English trademarks from web. This investigate has a place to graphic subjective inquire about, in which the information were trademarks that contain phonetic frame and lexical meaning. The reseacher started to analys by coding the information of each nourishment and refreshment motto, classifying the etymological frame of the mottos whether they are included into state and clauses. Advance, the analyst numbered the rate of state and clauses utilizing graph. Moreover, the analyst too examine in this ponder how to apply the etymological shape of trademarks conjointly the meaning of its mottos. The phonetic shape and the meaning of its motto to be executed in educating English lexicon. There are two kind of etymological shapes establishes in nourishment and refreshment English mottos those are expressions and clauses. There are 8 trademarks of nourishment and refreshment utilizing expressions, which comprise of 6 thing expressions and 2 descriptive word expressions. On the other hand, there are 7 nourishments and refreshments mottos utilizing clauses, all of which utilize free clauses. The lexical meaning of all the nourishment and refreshment English mottos are simple to get it. The nourishment and refreshment English mottos found in web can be utilized as elective fabric instructing English lexicon.

Keywords: *Linguistic form, lexical meaning, food and beverage slogans*

1 INTRODUCTION

Language is a communication tool that supports human interaction in daily life. In the current era of globalization, people use language not only as a means of verbal communication but also as a means of written communication. Not only used in human communication, language can also be found in a number of literary works such as poetry, songs, films, speeches, advertisements and any other literary works. . Language can also be used to persuade others through speeches and advertisements. Thus, language plays the most important role in conveying meaning and persuading people.

In worldwide world the significance of English cannot be denied and overlooked since English is the foremost common dialect talked all over. English is one of the foremost utilized language within the world. Indeed exterior of nations just like the USA and the UK, numerous individuals can talk and get it English. A few investigate says that, an assessed 1 billion individuals around the world talk English. On best of this, 67 nations have English as their official dialect and there are 27 nations that have English as their auxiliary official dialect[1].

As a worldwide dialect, it is apparent that English plays an imperative part within the universal interaction. Worldwide intuitive incorporate financial relationship among nations, worldwide commerce relationship, worldwide exchanging, and others[2].

Dialect can be primarily separated into two: talked dialect and composed dialect. Talked dialect includes talking and tuning in abilities while composed dialect includes perusing and composing aptitudes. It implies that between talked and composed dialect are distinctive from way of communicating. The case of the utilize of composed dialect can be found in magazines, daily papers, and any notices[3]

Trademark is clause or sentence as basic parcel of advancement. It makes the perusers are able to recognize, be beyond any doubt , purchase and utilize advanced thing or advantage. In a making witticism, a company as a run the show contains a few purposes and capacities of the trademark, that will affect in choosing of words for witticism. A trademark may be a brief sentence that has an engaging ask, is brief, and basic to be beyond any doubt to report or clarify the reason of a particular item. The work of the trademark is to supply an charm so that the open or buyers have a intrigued around the things being showcased[4].

The meaning contained within the motto is more often than not an thought or information that promoters need to communicate through a trademark to shoppers almost the item. The part trademark in presenting nourishment and refreshment promotions is anticipated to assist buyers to continuously keep in mind the nourishment and refreshment products offered. A quality trademark requires tall imagination, since a trademark requires the proper choice of words and can draw in the hearts of buyers. The objective is for the item to be effectively recalled by the individuals who see it.

The objective is to form the item simple to keep in mind by individuals who see it. Slogan also contained the message to be passed on. The messages are lifeful messages that are moreover edifying, valuable, and significant. A few mottos within the nourishment and refreshments trademarks can be seen as takes after:

You C 1000: Healthy Inside Fresh Outside

The meaning of Sound Interior New Exterior is that the item gives a few vitamin C required for human body in arrange to be new all long day. The bottle is made from straightforward bottle so the buyer can see the substance of the item. The item has yellow and orange fluid that speaks to orange taste. The yellow color of the item looks so new, so the customer will be pulled in. The item convinces can make body wellbeing in interior and new exterior. The etymological frame of the trademark is descriptive word state shape. The case of English motto of nourishment item: *Tini Wini Biti: Bites of Fun*

This articulation clarifies that Tini Wini Biti gives fun for customers in each nibble of the saltine nibble. It is backed by this bundle that employments different colors, and picture on the bundle. The saltine is shaped with different creatures to dodge the repetitive impact. The etymological shape of the motto is thing express shape. The trademark ensnares that the item isn't an standard one since in each chomp of Tini Wini Biti's saltines; there's a fun feeling that creates the shoppers who expend it gets to be cheerful.

The think about over persuades the analyst to do inquire about on etymological frame and lexical meaning trademark with diverse item with the think about some time recently. The analyst chose to analyze motto on the nourishment and refreshment items. Analyzing nourishment and refreshment slogan is interesting since individuals cannot live without nourishment and drink. This can be way the analyst does this inquire about is entitled “The Analysis of Linguistic Form and Lexical Meaning in Food and Beverage Slogan and Its Application In Teaching Vocabulary”.

2 METHODOLOGY

This portion clarifies approximately inquire about plan utilized in this think about, and the thought of applying the investigate plan. Investigate plan can be characterized as all of the researcher's arrange and technique to reply inquire about issues of think about. According[5]“ Inquire about plan is the researcher's arrange of how to continue to pick up an understanding of a few bunches or a few phenomenon's in its common setting. Inquire about plan utilized in this consider was library inquire about or substance examination.” Furthermore[6],“Substance investigation has a place to subjective approach is one in which the inquirer frequently makes information claims based fundamentally on constructivist point of view.”

This study belonged to descriptive qualitative approach. [7] Clear investigate may be a strategy of investigate which attempting to picture out and deciphers the question as within the reality. According to [8] subjective ask around may well be a suggests for exploring and understanding the meaning individuals or bunches credit to a social or human issue. The strategy of ask almost incorporates rising questions and methodologies; collecting data inside the individuals setting; dismembering the data inductively, building from particulars to common subjects; and making elucidations of the meaning of data. The extreme composed report contains a versatile composing structure.

Expressive inquire about is additionally called as non-experiment inquire about, since in this inquire about the researcher does not ought to donate control and control the investigate variable. Plan inquire about is preparing in utilized arranging and execution investigate. In a inquire about, the analyst must decide the analyst plan of this investigate. Plan investigate is exceptionally critical for a consider since it contains methodologies, strategy or steps to be taken by a investigate in conducting research. This ponder moreover had a place to library inquire about. Library examine may well be a collection of sources of information and comparable resources, made accessible to a characterized community for reference or borrowing. It gives physical or computerized get to.

3 FINDING AND DISCUSSION

3.1 Data Description

In this chapter the analyst would like to reply the analyst address within the to begin with chapter by examining and talking about the collected information. Moreover, the analyst too clarifies almost the finding of the trademarks based on the sorts of item.

3.2 Descriptive Analysis

The analyst centers within the investigation of phonetic shape and lexical meaning in nourishment and refreshment English mottos. They are fifteen English trademark that have been dissected by the analyst from nourishment and refreshment notice. The trademarks based on the kind of products are recorded within the table underneath:

Table 2. *The Finding of Categorizing Slogans based on the Kinds of Products*

No.	Food and Beverage Brand	Slogan	Kind of Products
1	Promina	Natural Balance Nutrition	Food
2	Kraft	Natural Cheese	Food
3	Silverqueen Chunky	The Biggest Chunkies Silverqueen Ever	Food
4	Chitato Snack	Life is never flat	Food
5	Oreo	America's favourite cookies	Food
6	Cadbury Dairy Milk	A glass and a half full of joy	Food
7	Frestea	Refresh think fres	Beverage
8	Morinaga Chil-Kid	New improved formula	Beverage
9	Magnum	For Pleasure Seekers	Beverage
10	Lipton Ice Tea	The Sign of Good Taste	Beverage
11	You C1000	Healthy Inside, Fresh Outside	Beverage
12	Bebelac	You are my everything	Beverage
13	Coca-Cola	It's the real thing coke	Beverage
14	Ultra milk	Stay Healthy	Beverage
15	Sprite	Obey Your Thirst	Beverage

The trademarks are isolated based on the sorts of thing into one categorizes that talk to the winning sorts of take note, they are nourishments and refreshments. They are state and sentence. The detail clarification can be seen in table 2. underneath:

Table 2. *The Finding of Categorizing Slogans based on the Kinds of Products*

No	Kind of Product	Phrase	Clause
1	Food	2	4
2	Beverage	6	3
Total		8	7
Percentage (%)		53	47

From the table 2 over, the examiner found that 53% of those take note trademarks were in express shapes. The others, for roughly 47% of them were in clause shapes. A express may be a constituent which can be recognized on the introduce the word course enrollment of at smallest one of its constituent words, in spite of the fact that a clause (or sentences) is identifiable on the introduce of the relations holding among its provoke constituents.

There are five categories of express are thing state, expressive word state, intensifier state, verb state and prepositional state. Though, a sentence can be depicted by showing the capacities that their constituents have in sentence structure and the categories to which their constituents have a put. In this finding, for food and refreshments takes note which include of fifteen trademarks are found that six trademarks are in state outline and nine mottos in sentence shape.

The nourishments and refreshments notice trademarks that are in state frame are Promina, Kraft, Frestea, Morinaga Chil-Kid, Magnum, You C1000, Coca cola and Ultra Milk. While, which are in clause shape are Silverqueen Chunky, Chitato, Oreo, Cadbury Dairy Milk, Lipton Ice Tea, Bebelac, and Sprite. In these discoveries, the analyst found that mottos in express frame are more prevailing than they which are in state shape.

3.3 Discussion

The analyst talks about almost phonetic frame and lexical meaning found within the nourishment and refreshment motto notice. The analyst investigations the 15 mottos from the nourishment and refreshment notice. The analyst classifies the trademarks into two shapes are expressions and sentences. In addition, the analyst examinations the lexical meaning of 15 nourishment and refreshment English trademarks. Besides, the analyst moreover depicts how to apply the phonetics shape and lexical meaning of nourishment and refreshment English trademark in educating lexicon in senior tall school. The detail data approximately the analyst talks are as takes after:

1. Linguistic Form

a. Phrase

According to [9], express could be a gather of words which shape a syntactic unit, a express does not contain a limited verb and does not have a subject predicate structure. The 8 nourishment and refreshment English trademarks that utilize expressions, as takes after:

1) Promina

Promina could be a brand of infant porridge item. Its trademark says "*Natural Balance Nutrition*". From this motto, the analyst categorized it into a state, since a state could be a constituent which can be recognized on the premise of the word course enrollment of at slightest one of its constituent words. The analyst did not categorize it into clause/sentence, since this trademark might not be portrayed by indicating the capacities of their constituents in sentence structure. This trademark does not has predicator as negligible prerequisite of the sentence. The sort of this express is noun state, in which it encompasses a thing as its vital constituent (head), *that's sustenance*.

2) Kraft

Kraft may be a brand of cheese item. It's motto says "Natural Cheese". From this motto, the analyst categorized it into a state, since a express may be a constituent which can be recognized on the premise of the word course enrollment of at slightest one of its constituent words. The analyst did not categorize it into clause/sentence, since this trademark seem not be portrayed by indicating the capacities of their constituents in sentence structure. This motto does not has predicator as negligible prerequisite of the sentence. The sort of this express is noun state, in which it encompasses a thing as its vital constituent (head), *that's cheese*.

3) Morinaga Child-Kid

Morinaga Chil-Kid could be a brand of infant drain item, in which its motto says "New improved formula". From this motto, the analyst categorized it into state, since it seem not be portrayed by indicating the capacities of their constituents in sentence structure. The sort of this phrase is thing state, in which it incorporates a thing as its vital constituent (head), *that's equation*. For this reason, the analyst categorized this motto into thing express.

4) Magnum

Magnum could be a brand of ice cream. It's motto says "For Pleasure Seekers". From this trademark, the analyst categorized it into a state, since a state could be a constituent which

can be distinguished on the premise of the word course participation of at slightest one of its constituent words. The analyst did not categorize it into clause/sentence, since this trademark may not be depicted by indicating the capacities of their constituents in sentence structure. This trademark does not have predicator as negligible prerequisite of the sentence. The sort of this express is noun state, in which it incorporates a thing as its vital constituent (head), that's pleasure.

5) Ultra Milk

Ultra Drain could be a brand of drain item. Its motto says “Stay Healthy”. From this motto, the analyst categorized it into a express, since a express may be a constituent which can be recognized on the premise of the word course participation of at slightest one of its constituent words. The analyst did not categorize it into clause/sentence, since this trademark seem not be portrayed by indicating the capacities of their constituents in sentence structure. This trademark does not have predicator as negligible necessity of the sentence. The sort of this express is adjective express, in which it has an descriptive word as its imperative constituent (head), that's healthy.

6) You C1000

You C1000, in which it may be a delicate drink contained vitamin C1000mg. Its motto says “Healthy Inside, Fresh Outside”. From this trademark, the analyst categorized it into a express, since a express may be a constituent which can be recognized on the premise of the word course enrollment of at slightest one of its constituent words. The analyst did not categorize it into clause/sentence, since this motto might not be depicted by indicating the capacities of their constituents in sentence structure. This motto does not have predicator as negligible necessity of the sentence. The sort of this state is adjective express, in which it has an descriptive word as its critical constituent (head), that's healthy and fresh.

7) Frestea

Frestea may be a brand of tea item. Its trademark says “Refresh Think Fres”. From this trademark, the analyst categorized it into a sentence, since a state could be a constituent which can be distinguished on the premise of the word lesson participation of at slightest one of its constituent words. The analyst did not categorize it into clause/sentence, since this motto may not be depicted by indicating the capacities of their constituents in sentence structure. This motto does not have predicator as negligible prerequisite of the sentence. The sort of this express is noun express, in which it incorporates a thing as its vital constituent (head), that's fres.

8) Coca Cola

Coca Cola could be a brand of delicate drink (coke). Its trademark says “It's the real thing coke”. From this trademark, the analyst categorized it into state, since it may not be portrayed by indicating the capacities of their constituents in sentence structure. The sort of this phrase is thing state, in which it contains a thing as its vital constituent (head), that's “coke”. So, the analyst categorized this motto into thing state.

b. Clause

[10] Davidson say that the humbler sentence that are associated to create a greater sentence are called clauses. A clause may be a word-group which has the same structure as a sentence but which is parcel of a greater sentence. The 7 nourishment and refreshment English mottos that clauses, as takes after:

1) Chitato

Chitato Nibble may be a nibble made from fries. Its motto says “Life is never flat”. The shape of Chitato Nibble motto is clause since it has subject and predicate. Additionally, this motto incorporates free clause it can express a total thought and can stand alone. The word life as subject, the is as verb and never level as compliment.

2) Bebelac

Bebelac could be a brand of child drain item. Its trademark says “You are my everything”. This trademark incorporates autonomous clause it can express a total thought and can stand alone. One single clause can be expressed as a straightforward sentence. Besides, this slogan includes explanatory sentences, in which it contains a subject that goes before the

verb and its work in communication is as explanation, which clarified how vital the children for their moms. The word you as subject, the word are as a verb and my everything as a compliment.

3) Cadbury Dairy Milk

Cadbury could be a brand of chocolate. One of that items is dairy drain. Dairy drain is chocolate with drain taste. Its motto says “Tastes like this feels”. This motto incorporates free clause it can express a total thought and can stand alone. One single clause can be expressed as a straightforward sentence. Additionally, this trademark incorporates revelatory sentences, in which it features a subject that goes before the verb and its function in communication is as explanation. The word tastes as subject, the word like as a verb and this feels as a compliment.

4) Lipton Ice Tea

Lipton may be a brand of tea. One of that items is Lipton. Lipton is tea with lemon. Its motto says, “The Sign of Good Taste”. This motto incorporates free clause it can express a total thought and can stand alone. One single clause can be expressed as a straightforward sentence. The sort of this sentence is declarative sentence, in which it contains a subject that goes before the verb and its work in communication is as statement.

5) Sprite

Sprite could be a brand of delicate drink product. Its slogan says “Obey your thirst”. This trademark incorporates free clause it can express a total thought and can stand alone. The shape of Sprite motto is clause since it has subject and predicate. Besides, this motto incorporates autonomous clause it can express a total thought and can stand alone. The word you as subject, the word obey as a verb and thirst as a compliment.

6) Oreo

Oreo may be a chocolate bread with vanilla cream, choco shelled nut cream, strawberry cream, and ice cream enhance. Its trademark says “America's favourite cookies”. This motto incorporates free clause it can express a total thought and can stand alone. One single clause can be expressed as a straightforward sentence. Moreover, this trademark incorporates explanatory sentences, in which it features a subject (America's) that goes before the verb (top choice) and its work in communication is as statement.

7) Silverqueen Chunky

Silverqueen may be a brand of chocolate. One of that items is Silverqueen Chunky. Silverqueen Chunky is chocolate with almond or nut. Its trademark says “The Biggest Chunkies Silverqueen Ever”. This trademark incorporates autonomous clause it can express a total thought and can stand alone. One single clause can be stated as a straightforward sentences. In addition, this trademark incorporates revelatory sentences, in which it has a subject that goes before the verb and its work in communication is as explanation.

2. Lexical Meaning

In this research the researcher analysed the food and beverage English slogan using lexical meaning approach. Lexical meaning is based on convention, they are shown in dictionary and lexical. Furthermore, lexical meaning is a kind of meaning that could be given in a dictionary. The lexical meaning of slogans, as follows:

a. The slogan of Promina is “*Natural Balance Nutrition*”

Promina may be a product that's pointed to baby. It includes a part of variations. Promina child porridge may be a supplementary nourishment for breast drain, created from common fixings and enhanced with total supplements to back the baby's and Little child is development. Whereas, Promina child rolls are tall in sustenance and simple to process and Promina's cereal- and milk-based items can be devoured by babies six months ancient onwards, as the infant comes to six months ancient. The word normal implies it was made from natural fixings, not chemical substances. The word adjust implies composition and extent of the sustenance is adjust and fitting for babies. It implies that there's nourishment in Promina infant porridge, and the sustenance is adjust and characteristic.

b. The slogan of Kraft is “*Natural Cheese*”

Kraft may be a brand of cheese item. Its trademark says characteristic cheese. This motto comprises of a few words specifically common and cheese. The word normal implies it was made from common fixings, not chemical substances. The word cheese implies a nourishment comprising of drain and butter. Its implies that Kraft has shape as well as the composition of cheese is from drain and butter. One of the benefits of cheese can make body wellbeing since it is made from drain and butter conjointly it is from nature so it is secure for our body.

- c. The slogan of Silverqueen Chunky is *“The Biggest Chunkies Silverqueen Ever”*
Silverqueen may be a brand of chocolate. One of that items is Silverqueen Chunky. Silverqueen Chunky is chocolate with almond or nut. Its trademark says The Greatest Chunkies Silverqueen Ever. This motto comprises of a few words specifically greatest and ever. The word greatest implies huge or incredible in measurements. The word ever implies always, in anytime or besides. The generally lexical meaning is, Silverqueen Chunky is the thickest chocolate item within the entire world at whatever point and wherever.
- d. The slogan of Chitato Snack is *“Life Is Never Flat”*
Chitato is fries chips wavy slices. This motto comprises of a few words specifically life, never and level. The word life implies the period from birth to passing. The word never implies not ever. The word level implies remain continually. The lexical meaning that may well be uncovered from this motto is that life is like a wave as well as Chitato is frame. Some of the time, life was within the up, in which individuals felt so happy and they may reach what they imagined. Life is never happy or pitiful until the end of time. No one remains in upbeat without any pity. That's why, the advertiser portrayed that life is never flat.
- e. The slogan of Oreo is *“America's Favourite Cookies”*
Oreo may be a chocolate bread with vanilla cream, choco shelled nut cream, strawberry cream, and ice cream flavour. Its trademark says America's top pick treats. This trademark comprises of a few words specifically America's, top pick and treats. The word America's could be a thing implies American individuals. The word top choice implies enjoyed by numerous. The word treats implies a little level or somewhat raised cake. Subsequently, this motto implies that there's individuals in America like treats and Oreo could be a favourite cookies for America's
- f. The slogan of Cadbury Dairy Milk is *“A Glass and A Half Full of Joy”*
Cadbury may be a brand of chocolate. One of that items is dairy milk. Dairy drain is chocolate with drain taste. Its trademark says “A glass and a half full of joy”. This motto consists of a few words specifically a, glass, half, full and delight. The word a implies one. The word glass meaning cup or holder to drink. The word half implies being one of two rise to parts. The word full implies the most extreme degree. The word bliss implies delight or delight. The in general lexical meaning is, every Cadbury chocolate contains a glass of drain which can make half of life's joys.
- g. The slogan of Frestea ids *“Refresh Think Fres”*
This trademark comprises of a few words specifically refresh and think. The word refresh implies to refresh up. The word think implies to create or have in the intellect. The generally lexical meaning is, on the off chance that you want to revive your body, the primary thing that comes to intellect is frestea
- h. The slogan of Morinaga Chil-Kid is *“New Improved Formula”*
Morinaga Chil-kid platinum is a children drain item for they who are one to three a long time ancient. It contained nourishment to assist children developing. It is formulated with Kolin, AA and DHA, Lactoferin, Nucleotida, Calsium, etc. in this inquire about, the analyst will not talk about almost this nourishment, but the researcher focused on its trademark that says unused progressed equation. This motto comprises of a few words specifically modern, moved forward and equation. The word new implies made or gotten to be new. The word moved forward implies to progress or make advance in what is desirable. The word equation implies a drain blend or substitute for feeding an newborn child. The lexical meaning that can be uncovered from this trademark is that Morinaga Chil-Kid could be a defining item, there is a modern equation, it implies there was an ancient equation in which the equation had not been progressed however.

- i. The slogan of Magnum is *“For Pleasure Seekers”*
This slogan comprises of a few words to be specific for, joy and searchers. The word for implies used as a work word to demonstrate an genuine or implied enumeration or determination. The word delight means a source of charm or delight. The word searchers cruel to create a look or inquiry. The lexical meaning that can be uncovered from this slogan is that Magnum is ice cream for people who had been delighted in. When somebody eats magnum ice cream somebody will get delight
 - j. The slogan of Lipton Ice Tea is *“The Sign of Good Taste”*
The Lipton Ice Tea slogan is the sign to great taste. This trademark comprises of a few words to be specific sign, of, great and taste. The word sign means something. The word of may be a relational word utilized in indicated the put, individual, or something that has a place to somebody or something. The word great is an descriptive word implies way better or best. The word taste means what individuals can feel. Therefore, the sign of good taste meaning that Lipton Ice Tea is a drink that grant the leading tea taste.
 - k. The slogan of You C1000 is *“Healthy Inside, Fresh Outside”*
This slogan consists of a few words specifically sound, interior, new and exterior. The word sound implies getting a charge out of good health. The word interior implies the side seem not be seen by our eyes. The word fresh means looks shinning or the body not gloomy. The word exterior implies the side might be seen by our eyes. The lexical meaning that can be uncovered from this product makes body interior solid and body outside fresh. It is sound since it contains vitamin C 1000mg that's required by the body. It moreover makes confront or skin new because vitamin C is nice for skin as anti-oxidation.
 - l. The slogan of Bebelac is *“You Are My Everything”*
This slogan consists of several words namely you, are, my and everything. The word you mean is a pronoun used to refer to the person or group of people that is being addressed as the subject of verb or as the object of a verb or preposition. The word is a present of second singular or a present plural of be. The word my means of or relating to me or myself especially as possessor, agent, object of an action, or familiar person. The word everything means all that is important. From this slogan, the researcher has assumption that the children exist. In this case, the word *you* in this slogan refers to the children and *my everything*, which means over the all thing. The lexical meaning that can be revealed from this product it is known that the mother will give everything that is best for her child and Bebelac is the best product.
 - m. The slogan of Coca-Cola is *“It's the Real Thing Coke”*
This slogan consists of several words namely it's, real, thing and coke. The word it's used as subject of an impersonal verb that expresses a condition. The word real means not a trick or illusory. The word thing means something. The word coke used for a cola drink. Therefore, this slogan means of the various types of similar drinks, only Coca Cola is the real coke.
 - n. The slogan of Ultra milk is *“Stay Healthy”*
This slogan consists of several words namely stay and healthy. The word stay means keep or maintain or be in steady state. The word healthy means enjoying good health. Therefore, this slogan means that Ultra milk can keep in enjoying good health
 - o. The slogan of Sprite is *“Obey Your Thirst”*
This slogan consists of several words namely obey, your and thirst. The word obey means to conform to or comply with. The word your is adjective means something that relating to or belonging to you. The word thirst means a desire or need to drink. Therefore, this slogan means that Sprite is a drink that can quench thirst.
3. The Application of Food and Beverage Slogan in Teaching Vocabulary
Based on the investigate discoveries, the analyst would like to proposes the result of the ponder to be actualized within the dialect learning particularly for Senior Tall School, which one point of the syllabus is the competency lexicon the brief useful content.

The senior tall school understudies require an inventive way in learning English since there are a few media that can be utilized as compelling apparatuses. One of the media in instructing English

is utilizing picture. It is accepted that action of learning with a few picture will make understudies more intrigued and more get it the fabric.

In this inquire about, the analyst tries to utilize picture as an bona fide fabric in educating lexicon for brief utilitarian content. In English instructing learning in Senior Tall School, trademarks are displayed in their dialect learning movement, these mottos are utilized in notice writings. Educator can utilize trademarks with the picture item as educating fabric to clarify almost phonetic frame and lexical meaning. The material is instructed within the moment semester of tenth review understudies in senior tall school. The case of application in instructing lexicon and understanding the phonetic shape and lexical meaning in English motto is characterize within the taking after lesson arrange:

LESSON PLAN

School Name	: MAN 3 Kebumen
Subject	: English
Topic	: Short Functional Text
Sub Topic	: Advertisement
Level	: 2 th Grade of Senior High School
Time Allocation	: 2 x 40 minutes
Aspect of Skill	: Vocabulary

i. Basic Competence

Distinguish social functions, text structures, and linguistic elements of some special texts in the form of advertisements by giving and asking for information related to events, according to the context

ii. Indicator Achievement

1. Students are able to identify the linguistic form (phrase and clause) in English slogan
2. Students are able to explain the lexical meaning in English slogan
3. Students are able to understand meaning of English slogan

iii. Learning Objective

1. Students are able to mention and identify the linguistic form of English slogan
2. Students are able to explain the lexical meaning in English slogan
3. Students are able to arrange English slogan
4. Students are able to understand meaning of English slogan

iv. Learning Material

1. Advertisement text
 - a. Definition
Advertisement text is a text that announces something that appeals to many people to use the product or service
 - b. Purpose
The purpose of advertisement text is to promote services or product
 - c. Example



2. Linguistic form
Linguistic form deal with clauses and phrases

a. Clauses

The smaller sentence that are linked to form a larger sentence are called clauses. A clause is a word-group which has the same structure as a sentence but which is part of a larger sentence. There are two kinds of clause: independent clause and dependent clause.

- 1) Independent clause

Subject + verb + complement

Example: She spends three hours for swimming

2) Dependent clause

Subordinator + subject + verb + complement

Example: When they visit Jakarta

b. Phrases

Phrase is an annexation of two or more words, which obtain a word as a central idea from this annexation, these words make a new explanation of the meaning. Phrase divided into several types they are, noun phrase, verb phrase, adverb phrase, and adjective phrase and prepositional phrase.

3. Lexical meaning

Lexical meaning is an adjunctive frame inferred from the shape of a thing dictionary (lexicon). The unit of the vocabulary is lexeme which may be a important unit of dialect. In the event that we compare the lexicon with lexicon or lexicon, at that point able to compare lexeme with word. Hence lexical meaning can be deciphered a dictionary, lexeme, or word. A lexical word or meaning is the meaning that compares to its referent, meaning that's in agreement with the comes about of perception of the senses, or meaning that's really genuine in our lives, in other words, a lexical meaning of a word could be a genuine picture of a concept as the word symbolizes it. Lexical implications can moreover be considered as the meaning contained in a lexicon.

4 CONCLUSIONS

In this chapter, conclusion is composed as the reply to the issue articulations within the Chapter I. The conclusions are draw as takes after, there are two kind of etymological shapes establishes in nourishment and refreshment English trademarks those are expressions and clauses. There are 8 mottos of nourishment and refreshment utilizing expressions, which comprise of 6 thing expressions and 2 descriptive word expressions. On the other hand, there are 7 nourishment and refreshment trademarks utilizing clauses, all of which utilize free clauses. The lexical meaning of all the nourishment and refreshment English trademarks are simple to get it. The nourishment and refreshment English mottos found in web can be utilized as curiously fabric in educating English. It is suitable to utilize them in instructing lexicon at junior tall school.

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