

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter consists of two parts. The first part is the findings of the full sentences of the ellipted slogans, the types of figure of speech and the total frequency of figures of speech found in Coca Cola slogans and the intended meanings with concept of context and the schemata. Furthermore, the findings will also then be discussed in the second part.

4.1 Findings

There are some findings in this research. The first findings are the full sentences of the ellipsis Coca cola slogans that have been numbered. They can be seen on the (Table 4.1). The second findings are the types of figure of speech and its total frequency that could be seen on (Table 4.2) and (Table 4.3); as well its intended meaning used in Coca cola slogans.

Table 4.1 Numbered Slogans and Possible Full Sentences for the Ellipted Slogans

Slogan's Number	Slogan	Published Year	Ellipsis	Full Sentence Slogans
1	Thirst knows no season.	1922		-
2	Pure as Sunlight	1927	√	Coca cola is pure as sunlight
3	The pause that refreshes.	1929	√	Coca cola is the pause that refreshes.
4	Ice-cold sunshine.	1932	√	Coca cola is Ice-cold sunshine
5	America's favorite moment.	1937	√	Coca cola is America's favorite moment.
6	The best friend thirst ever had.	1938	√	Coca cola is the best friend thirst ever had.
7	Thirst asks nothing more.	1938		-

8	Whoever you are, whatever you do, wherever you may be, when you think of refreshment, think of ice cold Coca-Cola.	1939		-
9	Passport to refreshment.	1945	√	Coca cola is passport to refreshment.
10	Coke knows no season	1947		-
11	The sign of good taste.	1957	√	Coca cola is the sign of good taste.
12	Things go better with Coke.	1963		-
13	Coke adds life.	1976		-
14	Can't Beat the Feeling.	1989	√	There is nothing can't Beat the Feeling.
15	Can't Beat the Real Thing.	1991	√	There is nothing can't Beat the Real Thing.
16	Always Coca-Cola.	1993	√	It is always Coca-cola.
17	Life tastes good	2001		-
18	Live on the Coke Side of life	2007	√	We live on the Coke side of life
19	Open Happiness	2009	√	We open happiness
20	Twist The Cap To Refreshment	2010	√	We twist the cap to refreshment
21	Life Begins Here	2011		-
ELIPETED SLOGANS TOTAL			13	

From the table above, it could be seen that among 23 Coca cola slogan, there are 13 elipted slogans. They are slogan 2, 3, 4, 5, 6, 9, 11, 14, 15, 16, 18, 19, 20, and 21.

Table 4.2 The Figures of Speech occurred in Coca cola Slogans

Slogan's Number	Slogan	Figures of Speech					
		P	Si	Mo	Hy	VI	Sy
1	Thirst knows no season.	√					
2	Pure as Sunlight		√				
3	The pause that refreshes.			√			
4	Ice-cold sunshine.					√	
5	America's favorite moment.						√
6	The best friend thirst ever had.	√					
7	Thirst asks nothing more.	√					
8	Whoever you are, whatever you do, wherever you may be, when you think of refreshment, think of ice cold Coca-Cola.				√		
9	Passport to refreshment.			√			
10	Coke knows no season	√					
11	The sign of good taste.			√			
12	Things go better with Coke.				√		
13	Coke adds life.			√			
14	Can't Beat the Feeling.				√		
15	Can't Beat the Real Thing.				√		
16	Always Coca-Cola.				√		
17	Life tastes good			√			
18	Live on the Coke Side of life			√			
19	Open Happiness			√			
20	Twist The Cap To Refreshment			√			
21	Life Begins Here			√			
Total		4	1	9	5	1	1

P	Personification
Si	Simile
Mo	Metaphor
Hy	Hyperbole
VI	Verbal Irony
Sy	Synecdoche

From the table above, it can be seen that there are 21 figure of speech items used in Coca Cola slogans. They are 4 personifications, 1 simile, 9 metaphors, 5 hyperboles, 1 verbal irony, and 1 synecdoches. In order to visualize the findings, below is the chart figures of speech finding in Coca Cola slogans

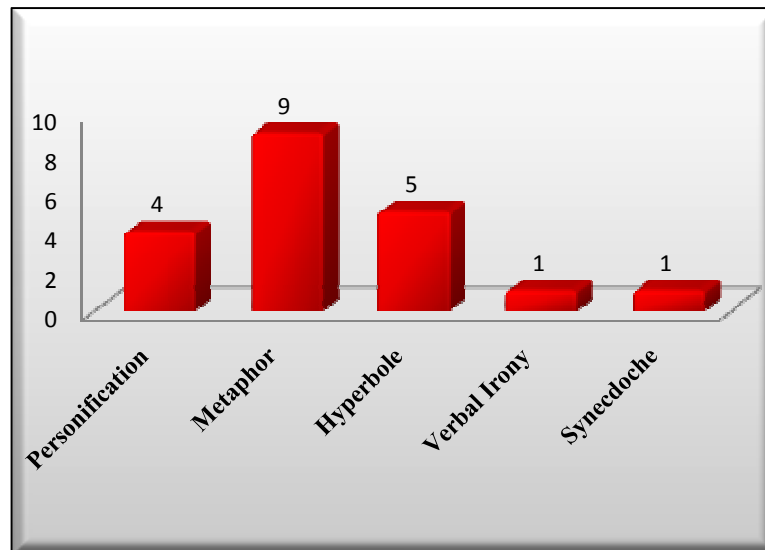


Chart 4.1 The Total Frequency of Each Type of Figures of Speech

4.1.1 The Analysis of the Possible Full Sentences of the Ellipted Slogans.

There are some ellipted slogans that have been found based on the theory in chapter two. They are slogan 2, 3, 4, 5, 6, 9, 11, 14, 15, 16, 18, 19, 20, 21. Moreover the possible full sentences of those elliptized slogans will be analyzed using the co-text context theory of Pragmatics as stated in chapter two.

4.1.1.1 Slogan 2

Slogan 2 is *Pure as Sunlight*. This slogan is ellipsis because there is no subject in it. Therefore, to make it into a full sentence, the subject has to be added into the sentence. Since it is a Coca cola slogan then the one who does the action to be as pure as sunlight is Coca cola itself. Hence the slogan in full sentence will possibly be: Coca cola is pure as sunlight.

4.1.1.2 Slogan 3

Slogan 3 is *The pause that refreshes*. This slogan is ellipsis because there is no subject in it. Therefore, to make it into a full sentence, the subject has to be added into the sentence. Since it is a Coca cola slogan then the one who does the action to be as pure as sunlight is Coca cola itself. Hence the slogan in full sentence will might be: Coca cola is the pause that refreshes

4.1.1.3 Slogan 4

Slogan 4 is *Ice-cold sunshine*. This slogan is ellipsis because there is no subject in it. Therefore, the subject has to be added into the sentence to make ellipted slogan into a full sentence. Since it is a Coca cola slogan then the one who does the action to be ice-cold sunshine is Coca cola itself. Hence the slogan in full sentence will be possible to be: Coca cola is ice-cold sunshine.

4.1.1.4 Slogan 5

Slogan 5 is *America's favorite moment*. This slogan is ellipsis because there is not a subject in it. Therefore, to make it into a full sentence, the subject has to be added into the sentence. Since it is a Coca cola slogan then the one who does the action to be America's favorite moment is Coca cola itself. Hence the slogan in full sentence will might be: Coca cola is America's favorite moment.

4.1.1.5 Slogan 6

Slogan 6 is *The best friend thirst ever had*. This slogan is ellipsis because there is no subject in it. Consequently, the subject has to be added into the

sentence to make ellipted slogan into a full sentence. Since it is a Coca cola slogan then the one who does the action to be the best friend thirst ever had is Coca cola itself. Hence the slogan in full sentence will probably be: Coca cola is the best friend thirst ever had.

4.1.1.6 Slogan 9

Slogan 9 is *Passport to refreshment*. This slogan is ellipsis because there is no subject in it. Therefore, the subject has to be added into the sentence to make ellipted slogan into a full sentence. Since it is a Coca cola slogan then the one who does the action to be the passport to refreshment is Coca cola itself. Hence the slogan in full sentence will may be: Coca cola is passport to refreshment.

4.1.1.7 Slogan 11

Slogan 11 is *The sign of good taste*. This slogan is ellipsis because there is no subject in it. For that reason, the subject has to be added into the sentence to make ellipted slogan into a full sentence. Since it is a Coca cola slogan then the one who does the action to be the sign of good taste is Coca cola itself. Hence the slogan in full sentence will be possible to be: Coca cola is the sign of good taste.

4.1.1.8 Slogan 14

Slogan 14 is *Can't Beat the Feeling*. This slogan is ellipsis because there is no subject in it. Therefore, the subject has to be added into the sentence to make ellipted slogan into a full sentence. Since it is a Coca cola slogan then it will show the strength of the product. For that reason the one who do the action that can't beat the feeling is none. Hence the slogan in full sentence will might be: Everything can't Beat the Feeling.

4.1.1.9 Slogan 15

Slogan 15 is *Can't Beat the Real Thing*. This slogan is ellipsis because there is no subject in it. Therefore, the subject has to be added into the sentence to make ellipsed slogan into a full sentence. Since it is a Coca cola slogan then it will show the strength of the product. For that reason the one who do the action that can't beat the real thing is none. Hence the slogan in full sentence will probably be: Everything can't beat the Real Thing.

4.1.1.10 Slogan 16

Slogan 16 is *Always Coca-Cola*. This slogan is ellipsis because there is no subject in it. Therefore, the subject has to be added into the sentence to make ellipsed slogan into a full sentence. This slogan is actually impersonal that is without reference or connection to a particular person or thing because it signifies the frequency of Coca cola. For that impersonal reason the subject will be it. Hence the slogan in full sentence will might be: It is always Coca cola

4.1.1.11 Slogan 18

Slogan 18 is *Live on the Coke Side of life*. This slogan is ellipsis because there is no subject in it. Therefore, the subject has to be added into the sentence to make ellipsed slogan into a full sentence. This slogan is intended to all the people. It means that the one who does the action to live on the coke side of life is all the people. Then, the subject could be people, everyone, we, or other words that have similar meaning. In a possible good sense consideration, the word “we” is chosen to be the subject. Hence the slogan in full sentence will be possible to be: Everyone lives on the Coke side of life.

4.1.1.12 Slogan 19

Slogan 19 is *Open Happiness*. This slogan is ellipsis because there is no subject in it. Therefore, the subject has to be added into the sentence to make ellipsed slogan into a full sentence. This slogan is intended to all the people. It means that the one who does the action to live on the coke side of life is all the

people. Then, the subject could be people, everyone, we, or other words that have similar meaning. In a possible good sense consideration, the word “we” is chosen to be the subject. Hence the slogan in full sentence will may be: we open happiness.

4.1.1.13 Slogan 20

Slogan 20 is *Twist The Cap To Refreshment*. This slogan is ellipsis because there is no subject in it. Therefore, the subject has to be added into the sentence to make ellipted slogan into a full sentence. This slogan is intended to all the people. It means that the one who does the action to live on the coke side of life is all the people. Then, the subject could be people, everyone, we, or other words that have similar meaning. In a possible good sense consideration, the word “we” is chosen to be the subject. Hence the slogan in full sentence will might be: we twist the cap to refreshment.

4.1.2 The Analysis of Types of Figure of Speech Used in the Coca cola Slogans

4.1.2.1 Personification

This type of figures of speech appeared in five Coca Cola slogans. They are slogan 1, 6, 7, and 10

4.1.2.1.1 Slogan 1

Slogan 1 is *Thirst knows no season*. It is personification because the sentence tries to state that the thirst which is non-human thing can have a human quality which is “knowing” something. Therefore, it is considered as personification.

4.1.2.1.2 Slogan 6

In this advertisement, personification was found out in *The best friend thirst ever had*. It is considered as personification, because the sentence tries to

state that thirst, which is non-human thing, is described as if it can have best friend, which belong to the quality of human being. Therefore, the application of this word in the sentence considered as personification.

4.1.2.1.3 Slogan 7

The figure of speech personification was found in slogan 6, which can be seen from the phrase *Thirst asks nothing more*. The thirst here, which is non – human thing, is described as if it can ask something. So, it is clear that the statement is included as personification.

4.1.2.1.4 Slogan 10

Figures of speech personification also appears in the slogan 10. Here, the speech personification is found in phrase *Coke knows no season*. It is personification because it gives the human attributes to non-human thing, which is described as if it personifies the Coke, which not a living thing, able to know something, which is included as human’s feeling. Therefore, it contains a personification.

4.1.2.2 Hyperbole

The next type of figure of speech that occurred in those advertisements is hyperbole. Hyperbole is also used in Coca Cola slogans. They occur in the slogan 8, 12, 14, 15, and 16

4.1.2.2.1 Slogan 8

In this slogan, which is “*Whoever you are, whatever you do, wherever you may be, when you think of refreshment, think of ice cold Coca-Cola.*”, there is a figure of speech hyperbole occurred. It is hyperbole, because this sentence is showing an exaggeration, which tries to exclaim that every time people think of refreshment, they will think Coca Cola, that is impossible for everyone in this world wide to do. So, this sentence is considered as hyperbole.

4.1.2.2.2 Slogan 12

In this slogan, which is “*Things go better with Coke,*” there is a figure of speech hyperbole occurred. It is hyperbole, because this sentence is showing an exaggeration, which tries to exclaim that things will go better with coke. It is over the top to say because the situation does not happen that way. So, this sentence is considered as hyperbole

4.1.2.2.3 Slogan 14

In this slogan, the figure of hyperbole contained in “*Can't Beat the Feeling*”. It is hyperbole, because there is an exaggeration occurred in the slogan. It tries to state that there is nothing can beat the feeling of drinking Coca Cola. So, the sentence above is classified as hyperbole.

4.1.2.2.4 Slogan 15

In this slogan, the figure of hyperbole contained in “*Can't Beat the Real Thing*”. It is hyperbole, because there is an exaggeration occurred in the slogan. It tries to state that there is nothing can beat the Real thing about Coca Cola. It is over the top because there is actually no real thing in soft drink. Everything is not natural. The over the top phrase in this slogan makes it into hyperbole.

4.1.2.2.5 Slogan 16

There is only hyperbole occurred in “*Always Coca-Cola*”. It is hyperbola because it contains exaggeration. The slogan always Coca Cola is kind of impossible, because many things in this world that people will choose or do, so it is considered as hyperbole.

4.1.2.3 Metaphor

Figure of speech metaphor also appears in Coca cola slogans, particularly in slogan 3, 9, 11, 13, 17, 18, 19, 20 and 21.

4.1.2.3.1 Slogan 3

The slogan “*The pause that refreshes*” in this advertisement is regarded as metaphor because it uses a comparison between two things essentially unlike without using comparison words, such as like, as, similar, etc. in this sentence, it compares the pause with the time for people to drink Coca cola. Since there is a comparison implied, so it is called as metaphor.

4.1.2.3.2 Slogan 9

The slogan “*The passport to refreshment*” in this advertisement is regarded as metaphor because it implicitly compares the passport to refreshment to a message that drinking Coca cola is a way to reach the refreshment. Since there is a comparison implied, so it is called as metaphor.

4.1.2.3.3 Slogan 11

The slogan “*The sign of good taste*” in this advertisement is regarded as metaphor because it implicitly compares. It compares the sign of good taste with Coca cola. Since there is a comparison implied, so it is called as metaphor.

4.1.2.3.4 Slogan 13

The slogan *Coke adds life* in this advertisement is regarded as metaphor because it implicitly compares Coke adds life with the situation where people will feel happier than before after drinking Coca cola.

4.1.2.3.5 Slogan 17

Here, the slogan “*Life tastes good*” contains metaphor, because this slogan implicitly compares the good tastes of life with the good taste of Coca cola. Hence, the sentence is categorized as metaphor.

4.1.2.3.6 Slogan 18

The slogan “*Live on the Coke Side of life*” in this advertisement is regarded as metaphor because it shows a comparison without using comparison

words, such as like, similar, as, and etc. It compares the Coke side of life with the point where people choose Coca cola to be part of their habitual days or even just when they choose to drink Coca cola.

4.1.2.37 Slogan 19

Here, slogan “*Open Happiness*” contains metaphor, because this slogan implicitly compares open Coca cola with open happiness. Hence, the sentence is categorized as metaphor.

4.1.2.38 Slogan 20

In this Advertisement, there is the figure of speech metaphor in slogan 5 ” *Twist The Cap To Refreshment*”. Here, the figure of speech metaphor can be seen as the comparison without using comparison words, such as like, similar, as, and etc. It compares twist the cap with drinking Coca cola.

4.1.2.39 Slogan 21

In this slogan, the figure of metaphor is contained in “*Life Begins Here*”. It is metaphor because it shows a comparison without using comparison words, such as like, similar, as, and etc. It compares life with something more sparkle and cheerful while the here implies the moment people drink Coca cola. In short, it compares this slogan with a message that more sparkle and cheerful feeling will begin when people drink Coca cola. Since it tries to compare things that essentially unlike without using the comparison words, then it is classified as metaphor.

4.1.2.4 Simile

Form all the data, there is only one Slogan contained simile which is Slogan 2.

4.1.2.4.1 Slogan 2

In this Advertisement, the figure or speech simile in slogan 2 ” *Pure as Sunlight*”. Here, the figure of speech simile can be seen form the comparison

between pure and sunlight, by using a comparison word, which is "as". So, this statement is simile.

4.1.2.5 Verbal Irony

After analyzing all data, it is found only one figure of speech verbal Irony in slogan 4.

4.1.2.5.1 Slogan 4

Here, there is a figures of speech verbal irony contained in "*Ice-cold sunshine*". The using of ice cold is the opposite of sunshine which is hot. Therefore, it is a verbal irony.

4.1.2.6 Synecdoche

Form all the data, it is found only one figure of speech synecdoche in slogan 5.

4.1.2.6.1 Slogan 5

In this Advertisement, there is the figure or speech synecdoche in slogan 5 "*America's favorite moment*". Here, the figure of speech synecdoche can be seen as the use of generalising synecdoche (totum pro parte) that is the whole standing for the part because the speaker uses America to generalize Some people in America who drink Coca cola.

4.1.2 The Analysis the Intended Meaning in the Coca cola Slogans

4.1.2.1 Slogan 1

The context is based on the co-text of the slogan itself. Thirst is "The desire or need to drink". Then, the word "season" means one of the four periods of the year beginning astronomically, but geographically at different dates in different climates. In America, where Coca cola is genuinely produced, there are

four main seasons; spring, summer, autumn, and winter. It can be considered that the word 'thirst' is noun which is considered as a subject. Therefore, thirst becomes someone that can come without knowing the season.

After reading this slogan, the schemata is that drinking is the main need of human being to keep survives. Furthermore the slogan tries to convey that thirst or the feeling of the need for drinking happened in every season and situation. This idea could be seen in the Coca slogan itself.

It is concluded that thirst does not come only in hot situation or summer season. Thirst also came in spring, autumn, even winter. Because of the feeling of thirsty, people drank Coca cola in every season and situation. Hence, the possible intended meaning is Coca cola could be found and drunk not only in summer season, but in every other season too.

4.1.2.2 Slogan 2

The context is based on the co-text in the slogans. First, the possible full text is Coca cola is pure as sunlight. Pure itself defines a clear, simple, contaminating kind while sunlight refers to healthy and cheerfully. Coca cola compares the pureness with the sunlight

The schemata comes up after reading this slogan. The feeling of emphasizing the pureness is really obvious since it compares to the sunlight by the using of word; as.

It is concluded that Pure becomes a statement that the ingredient in Coca cola beverages are pure clear and healthy that will make the people who drink that become happy. Hence, the intended meaning of this slogan might be Coca cola is a healthy drink that will make people happy.

4.1.2.3 Slogan 3

The context is based on the co-text of the slogan itself. The possible full text of this slogan is Coca cola is the pause that refreshed. There are some words in this slogan but there are only two key points of this slogan. The first one is the word; pause which means an action in a short time during which someone stops

doing something before starting again. The second one is the word; refreshed which means an action that makes someone feels less tired or hotter.

After reading this slogan, the schemata is that stopping doing something to feel refreshed.

The intended meaning of this slogan is possible to be people stopped their activities to drink Coca cola for a while, they would always refresh.

4.1.2.4 Slogan4

The context is based on the co-text in the slogans. The possible full sentence for this slogan is Coca cola is ice-cold sunshine. Ice cold is as cold as ice that is so refreshing while sunshine is healthy and cheerfully.

After reading the slogan, the schemata that comes up is Coca cola makes a delightful contradiction. This slogan states ice-cold as something that is really cold that could be refreshment. It also states the sunshine that is warm and cheerfully.

Finally, after considering the co-text context and the schemata, the conclusion is acquired. The delightful contradiction attracts people's attention to the slogan then finally to the product which is Coca cola. Hence, this slogan conveys the possible intend meaning that Coca cola is a refreshing drink that will make people cheerful after drinking it.

4.1.2.5 Slogan 5

The context is based on the co-text in the slogans. This co-text consists of three words. They are America's, favorite, and moment. America is a name of continent where many Americans living. While favorite moment means the most preferred time among others.

After reading the slogan, the schemata that comes up is Coca cola wants to emphasize its succeed in creating Coca cola.

Finally, after considering the co-text context and the schemata, the conclusion is acquired. The fact that Coca cola wants to emphasize its succeed in creating Coca cola, makes this slogan conveys the possible intended meaning that

Coca cola is a leading beverage company because drinking Coca cola is the most preferred time of many people in America.

4.1.2.6 Slogan 6

The context is based on the co-text in the slogans. This co-text visualizes thirst becomes someone that is able to have a best friend. The possible full sentence of this slogan is; Coca cola is the thirst' best friend. The word 'best friend' means someone that people know and like better than anyone else. Best friend is also someone that people can trust and count on more than others.

After reading the slogan, the schemata that comes up is Thirst has other friend but Coca cola is the best one.

Finally, after considering the co-text context and the schemata, the conclusion is acquired. The fact that Coca cola is the thirst's best friend, makes this slogan conveys the possible intended meaning that whenever People feel thirsty Coca cola will be the best one to drink.

4.1.2.7 Slogan 7

The context is based on the co-text in the slogans. This co-text visualizes thirst becomes someone that could ask for nothing more. The word "ask" means requires something. "Nothing" means nonexistence. While, "more" means a greater amount or quantity.

After reading the slogan, the schemata that comes up is; Thirst asks nothing more than Coca cola.

Finally, after considering the co-text context and the schemata, the conclusion is acquired. The fact that thirst asks nothing more than Coca cola, makes this slogan conveys the probable intended meaning that whenever people feel thirsty, Coca cola is all the people need.

4.1.2.8 Slogan 8

The context is based on the co-text in the slogans. This slogan is quite clear to convey the message. It states many elements of words implying “everyone in every situation”, in order to make a dramatic sense.

After reading the slogan, the schemata that comes up is quite simple. It is that Coca cola reaches everyone to thin that it is a refreshing drink.

Finally, after considering the co-text context and the schemata, the conclusion is acquired. The intended meaning of this slogan might be Coca cola is very refreshing for everyone with every situation and background.

4.1.2.9 Slogan 9

The context is based on the co-text in the slogans. The possible full sentence for this slogan is; Coca cola is passport to refreshment. This slogan actually, consists of three words. They are passport, to, and refreshment. Passport is any authorization to pass or go somewhere. To is used for expressing direction or motion toward something. Refreshment is something that provides new vigor and energy, make fresh and cheer again.

After reading the slogan, the schemata that comes up is quite simple. It is that Coca cola will make the people who drink it feels the refreshment.

Finally, after considering the co-text context and the schemata, the conclusion is acquired. The intended meaning of this slogan might be there is a way in order to get the refreshment that people should drink Coca cola.

4.1.2.10 Slogan10

The context is based on the co-text of the slogan itself. There are several words in this slogan but there are two key points. The first one is the part of “Coke knows”. It means that Coca cola becomes some one that knows something. The second part is the word “season” that means one of the four periods of the year beginning astronomically, but geographically at different dates in different climates. In America, where Coca cola is genuinely produced,

there are four main seasons; spring, summer, autumn, and winter. Therefore, Coca cola becomes someone that can come without knowing the season.

After reading this slogan, the schemata is that drinking is the main need of human being to keep survives. Furthermore the slogan tries to convey that People drink Coca cola every time.

It is concluded that Coca cola does not come only in hot situation or summer season. Thirst also came in spring, autumn, even winter. Hence, the intended meaning maybe Coca cola could be found and drunk not only in summer season, but in every other season.

4.1.2.11 Slogan 11

The context is based on the co-text in the slogans. The possible full sentence for this slogan is; Coca cola is the sign of good taste. There are several words in this slogan but there are two key points. The first one is the word “sign”. It means indication or direction. The second one is “good taste” that means good sense of flavors.

After reading the slogan, the schemata that comes up is quite simple. It is that whenever people see coca cola then they will see the indication of a very good flavored drink

Finally, after considering the co-text context and the schemata, the conclusion is acquired. The intended meaning of this slogan might be Coca cola is indicated to be a good flavor beverage.

4.1.2.12 Slogan 12

The context is based on the co-text in the slogans. The possible full sentence for this slogan is; Coca cola is the sign of good taste. There are several words in this slogan but there are two key points. The first one is the word “things” which here means any kind of matters. The second one is “better” that means increasing the quality of good. In short, many things in certain situation will be better than before after drinking Coca cola

After reading the slogan, the schemata that comes up is quite simple. It is quite the same with the context which is many things in certain situation will be better than before after drinking Coca cola. But, there is other schemata that should bring to the surface that is the prior knowledge that Coca cola is a very refreshing and fun drink

Finally, after considering the co-text context and the schemata, the conclusion is acquired. The intended meaning of this slogan is probably Coca cola will refresh the people who drink it than make people happier that before then can do something even better finally.

4.1.2.13 Slogan 13

The context is based on the co-text in the slogans. This slogan consists of two words besides the word ‘Coke’ itself. They are; add and life. The word “adds” means giving addition. The second one is “life” that means a concept to live in. In short, Coca cola gives addition to life.

After reading the slogan, the schemata that comes up is quite simple. It is quite the same with the context which is Coca cola gives addition to life. But, there is other suited schemata for this slogan that should bring to the surface that is the prior knowledge that Coca cola is an enjoyable drink.

Finally, after considering the co-text context and the schemata, the conclusion is acquired. The intended meaning of this slogan might be the fun of drinking Coca cola will give an addition to life to be more cheerful and fun.

4.1.2.14 Slogan 14

The context is based on the co-text in the slogans. The possible full sentence for this slogan is; everything can’t beat the feeling. There are several words in this slogan but there are two key points. The first one is the word “beat” which here means achieve more. The second one is “the feeling” that means the feeling of drinking Coca cola.

After reading the slogan, the schemata that comes up is quite simple. It is quite the same with the context which is everything can't beat the feeling of drink Coca cola.

Finally, after considering the co-text context and the schemata, the conclusion is acquired. The intended meaning of this slogan might be there is nothing that can achieve more the feeling of drinking Coca cola.

4.1.2.15 Slogan 15

The context is based on the co-text in the slogans. The possible full sentence for this slogan is; everything can't beat the real thing. There are several words in this slogan but there are three key points. The first one is the word "beat" which here means achieve more. The second one is "real" that means genuine. The third one is "thing" that since its Coca cola means the flavors Everything can't beat the real thing.

After reading the slogan, the schemata that comes up is quite simple. It is quite the same with the context which is everything can't beat the real thing of drink Coca cola.

Finally, after considering the co-text context and the schemata, the conclusion is acquired. The intended meaning of this slogan is possible to be there is nothing can achieve more the genuine of flavored of Coca cola

4.1.2.16 Slogan 16

The context is based on the co-text in the slogans. The possible full sentence for this slogan is; it is always Coca cola. There are several words in this slogan but there is one key point which is the word; always. It means every time, on every occasion without exception.

After reading the slogan, the schemata that comes up is quite simple. Since this is Coca cola slogan, then it will be; it is always drinking Coca cola.

Finally, after considering the co-text context and the schemata, the conclusion is acquired. The intended meaning of this slogan might be Coca cola can be drunk every time, on every occasion, without exception.

4.1.2.17 Slogan 17

The context is based on the co-text in the slogans. There are three words in this slogan. They are life, taste and good. Life means a concept to live in or something more cheerful or sparkles. In short, Life has a sense of good taste like Coca cola.

After reading the slogan, the schemata that comes up is quite simple. Since this is Coca cola slogan, then it will be; life has a sense of good taste like Coca cola.

Finally, after considering the co-text context and the schemata, the conclusion is acquired. The intended meaning of this slogan is possible to be life will taste as good as Coca cola when people drink Coca cola.

4.1.2.18 Slogan 18

The context is based on the co-text in the slogans. The possible full sentence for this slogan is; we live in the Coke side of life. There are several words in this slogan but there is two key points. The first one is live which means to stay in or something more cheerful or sparkles.. The second one is the part that says; Coke side of life. It means drinking Coca cola becomes more that just a drink but also a concept of way people live.

After reading the slogan, the schemata that comes up is quite simple. It will be; everyone who lives on the coke side of life is the one who chooses to drink Coca cola and also the fact that Coca cola is a carbonized drink.

Finally, after considering the co-text context and the schemata, the conclusion is acquired. The intended meaning of this slogan might be drinking Coca cola is becoming a choice concept of way people live or life habit that people can live in that will bring sparkle and cheerful.

4.1.2.19 Slogan 19

The context is based on the co-text in the slogans. The possible full sentence for this slogan is; we open happiness. There are two words in this

slogan. They are open and happiness. Open happiness means Open the Coca cola is like open happiness.

After reading the slogan, the schemata that comes up is Coca cola wants to compare the act of opening the product with opening the happiness.

Finally, after considering the co-text context and the schemata, the conclusion is acquired. The most possible intended meaning of this slogan is; Drinking Coca cola will bring happiness

4.1.2.20 Slogan 20

The context is based on the co-text in the slogans. The possible full sentence is we twist the cap to refreshment. There are several words in this slogan but there are only two key points in this slogan. The first one is the part that says; twist the cap which means open the bottle cap of Coca cola. The second part is the word; refreshment which means which a condition when people feels less tired or hotter.

After reading the slogan, the schemata that comes up is the way Coca cola to implicitly comparing. Hence, “Twist the cap” compares to drinking Coca cola

Finally, after considering the co-text context and the schemata, the conclusion is acquired. The intended meaning of this slogan might be drinking Coca cola will bring refreshment.

4.1.2.21 Slogan 21

The context is based on the co-text in the slogans. There are three words in this slogan. They are life, begins and here. “Life” means a concept to live in or something more cheerful or sparkles. “begins” can also considered as starts. “Here” means at this point where people drink Coca cola.

After reading the slogan, the schemata that comes up is the comparison of here with the point where people drink Coca cola. Moreover, there is other suited schemata for this slogan that should bring to the surface that is the prior knowledge that Coca cola is a refreshing and enjoyable drink also the fact tha Coca cola is a carbonized drink.

Finally, after considering the co-text context and the schemata, the conclusion is acquired. The most possible intended meaning of this slogan is; a new concept to live in will start at the point where people drink Coca cola because it will bring more refreshing and happy life to them

4.2. Discussion

After analyzing 21 Coca Cola slogans, There are three findings. They are the full sentences of the ellited slogans, The figures of speech occurs in Coca cola slogans and finally the intended meaning in them.

The ellipsis in Coca cola slogans reaches a dominating value. Among 21 Coca cola slogans, there are 13 ellipted Coca cola slogans which are 62 %. They are slogan 2, 3, 4, 5, 6, 9, 11, 14, 15, 16, 18, 19, 20, 21.

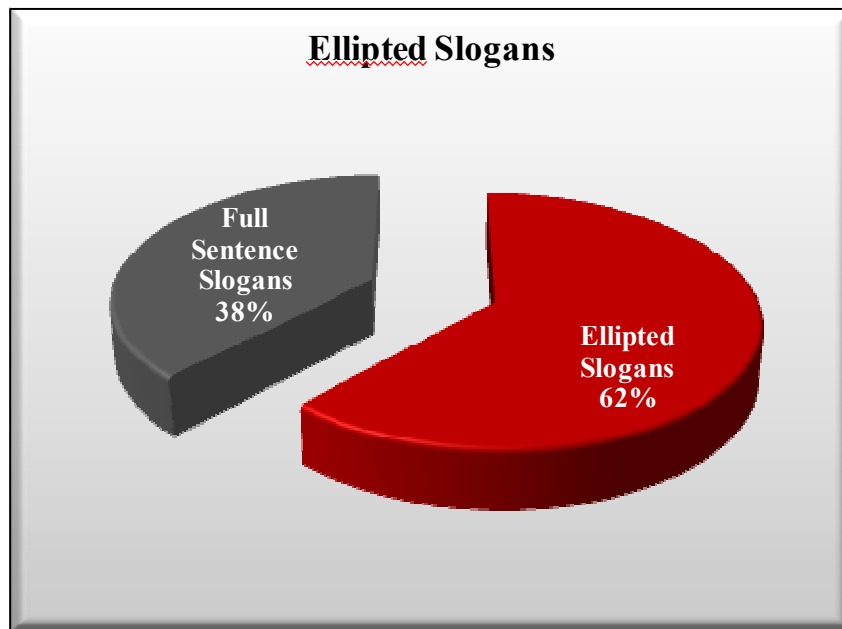


Chart 4.2 The Frequency of ellipted slogans in percentage

Ellipsis in Coca cola slogans is quite many to be used because of several reasons. Besides the economical reasons which are to save space and money because words cost money, avoiding drawing attention to features of the message

which does not serve the advertiser's interest, creating a sense of informality, and establishing closeness to the reader which are mentioned in Chapter two, It also captures the point of the slogan itself. It is the fact that the slogan should be short and memorable.

The types of figures appear in those slogans are personification, metaphor, hyperbole, simile, verbal irony, and synecdoche. From the analysis above, among those types of figure of speech appeared in Coca cola slogans, the one occurred the most is Metaphor, which is occurring 9 times or 45% as the chart below.

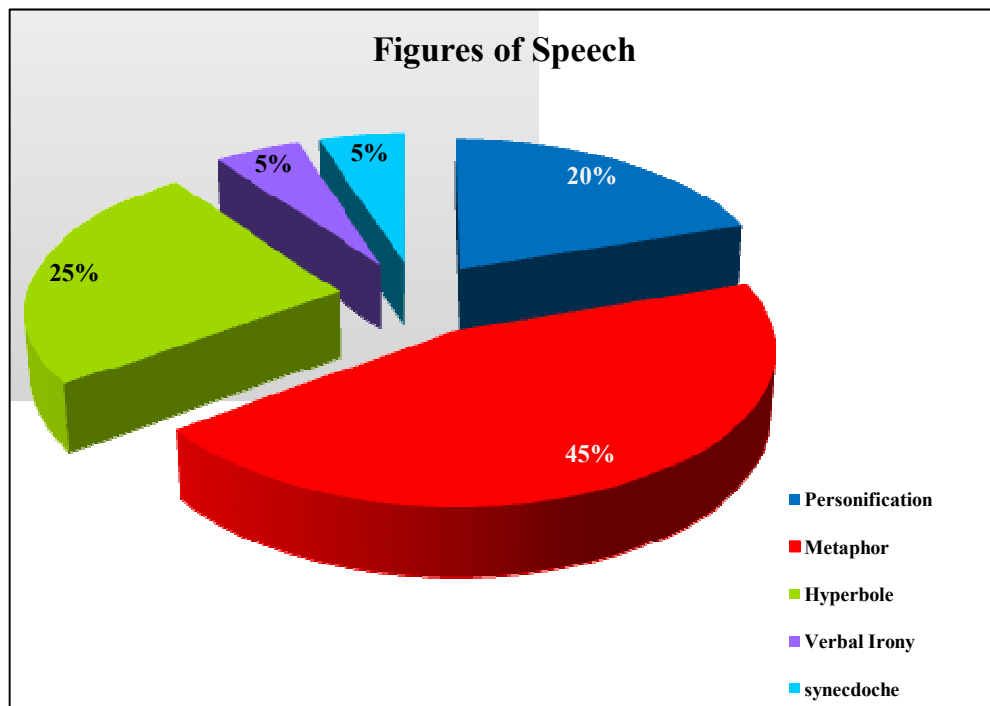


Chart 4.3 The Frequency of Each Type of Figures of Speech in percentage

Metaphor is mostly used in Coca cola slogans because metaphor “carries over” the meaning of an idea, making it more vivid and colorful. Metaphor is able to catch the people’s attention. Furthermore, it is also able to create a discussion about it.

Finally, the use of figure of speech in Coca Cola slogans is mainly used to persuade and attract people's attention in order to arouse their curiosity about the product being advertised and buying the product. It usually sums up what the advertised product or service stands for, for instance, benefits, specialty, marketing position, and commitment. It is claimed to be, and often proven to be, the most effective means of drawing attention to the product. Hence, metaphorical expressions are frequently applied to create fascinating impression.