

# AN ANALYSIS OF LANGUAGE USE IN ENGLISH SLOGANS FROM FASHION AND APPAREL ADVERTISING CAMPAIGNS

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## Abstract

This research aims to: 1) examine the frequent words used in English slogans from fashion and apparel advertising campaigns, and 2) analyze the classifications of English slogans from fashion and apparel advertising campaigns. A qualitative approach was employed, focusing on four product categories within fashion and apparel: clothing, bags, shoes, and jewelry. A total of 400 slogans were collected from four different websites, with 100 slogans selected for each category. The AntConc software (version 4.2.4) was used to determine the most frequently occurring words in the slogans, and the slogans were categorized according to their types. The analysis revealed two key findings. First, the five most frequently occurring content words across all 400 slogans were "style" (24 occurrences), "comfort" (19 occurrences), "life" (15 occurrences), "world" (13 occurrences), and "fashion" (12 occurrences). Second, the slogans could be classified into five distinct types: business slogans, descriptive slogans, persuasive slogans, creative slogans, and emotive slogans. Among these, descriptive slogans were the most common, accounting for 132 instances. Emotive slogans followed with 110 occurrences, while business slogans appeared 68 times. This study provides valuable insights for business students and marketing professionals, particularly those involved in creating advertising and marketing materials for fashion and apparel brands, as it highlights key linguistic trends and the effectiveness of different slogan types in branding.

**Keywords:** Apparel Advertising, Fashion Advertising, English Slogan, AntConc

## 1. Introduction

English is a commonly used language that is used and understood by millions of people worldwide. Adawiyah (2021) mentioned that in today's global world, the importance of English cannot be denied and ignored, because English is the most widely used universal language globally. English is a world language. (Wichuda, 2017). English is also the language of international business. The widespread use of English as a language in the twenty-first century has made the world smaller, more approachable, shareable, and recognizable for everyone who lives these days. It is an undeniable fact that there is a need for a common language to communicate with the present growing commerce and trade between companies from all over the world (Rao, 2019). Adawiyah (2021) explains that in the business world, English serves as the international language of the business community to ensure the unity of communication to support successful cooperation.

## 1.1 Slogan

In brand building, slogans play a critical role, and one of the best ways to gauge a slogan's effectiveness is through memory. Kohli et al. (2013) thought that slogans can provide a unique and significant contribution to a brand's identity.

Slogans are catchy, brief expressions of a concept. Branding and advertising are frequently used to help customers remember products and set them apart from rivals (Alnajjar & Toivonen, 2021). They also stated that in advertising, slogans are used to enhance the recall of the advertised product by consumers and to distinguish it from others in the market. An essential element of advertisements is slogans. The study of Ifan et al. (2021) found that slogans have an important role in the marketing world. A product advertisement's slogan can inform people about the product that customers are probably going to be interested in. The slogans employed in advertisements differ based on the product. Jin et al. (2021) have said that generating diverse slogans is crucial to avoid ad fatigue and enable personalization.

Amarnani (2023) classified the five different categories of slogans as follows:

### a) Business slogans

Slogans used in business are informative. A business slogan serves the function of communicating your brand's values. Whether it's self-love, revolution, confidence, or trust, putting these principles into a slogan increases a company's communication with its target audience.

### b) Descriptive slogans

A slogan that sums up the services and values your company offers is called a descriptive slogan. It is important for consumers to be able to visualize descriptive slogans. Descriptive slogans are the best option if you want to give customers a clear, concise message. When crafting a descriptive slogan, make sure it's clear, concise, and powerful.

### c) Persuasive slogans

A slogan that persuades people to try your product or service is known as a persuasive slogan. Write a compelling slogan that explains the benefits to the consumer and how the brand could assist them.

### d) Creative slogans

Sensational slogans get people to react more and more. Businesses that aim to maintain a standard use innovative slogans that are frequently a little unconventional. This also includes humorous slogans, whose message is unconventional but still powerful. Slogans of this nature are designed to amuse and motivate.

### e) Emotive slogans

Customers react emotionally when they see an emotive slogan. These aren't just commercial slogans; they trigger strong emotions in people who see them. Although they are typically brief, they must be carefully analyzed from a psychological perspective to make sure they evoke the correct feeling for the brand.

## 1.2 Advertisements

Advertisement, which is frequently shortened to "ad," is a type of communication used to market or promote a good, service, concept, or company. Today's advertising industry is vast, encompassing not only creative aspects but also methodology and innovative media. For the purpose of reaching a target audience and convincing them to do something, like buying a product, using a service, supporting a cause, or altering their behavior, advertisements are made and distributed through a variety of media channels. Ilyas & Md Nayan (2020) explain that advertising can be accomplished utilizing various media like TV, papers, radio, flags, leaflets, sites and so forth. In order to attract our interest and persuade us to purchase the goods or service, the advertisement used a number of strategies. They added that through promotional techniques such as advertising, marketers can correct the negative attitude towards the product, if any. Negative attitudes can also be corrected through public relations and advertising. Owing to product information is important, particularly when a product is being modified or introduced to the market. An effective way for many businesses to tell potential customers about their products and services is through advertising. Advertising is a means to effectively communicate one's goods or services utilizing appealing language and visuals. (Sihombing et al., 2022).

## 2. Research Objectives

The objectives of the study are 1) to study frequent words in fashion and apparel advertising slogans and 2) to analyze classifications of fashion and apparel advertising slogans.

## 3. Research Methodology

The data were collected as follows:

1. Explore the four categories of fashion and apparel—cloth, bag, shoes, and jewelry—and their related slogans.
2. Gather 400 slogans from the four websites and select one hundred slogans in each category.
3. Analyze the vocabulary frequently used by utilizing the AntCont program (version 4.2.4).
4. Classify the categories of slogan type following those categories classified by Amarnani (2023)
5. Summarize and conclude the results.

## 4. Results

By using the AntConc programs, the result found the frequency of content words from fashion and apparel advertising slogan as follows.

### 4.1. Frequency words in English slogans from fashion and apparel advertising campaigns

The most frequent word is *style* (N=24) The second word is *comfort* (N=19) The third word is *life* (N=15) The fourth word is *world* (N=13). The fifth word is *fashion* (N=12). Each word appears in almost every category except the words *comfort* and *fashion*. The former doesn't appear in jewelry advertising slogans and the latter doesn't appear in both shoes and jewelry advertising slogans.

*Table 1 Top 5 words with high frequency in English slogans from fashion and apparel advertising campaigns*

No.	Words	Clothes N	Bag N	Shoes N	Jewelry N	Total N
1	style	9	7	3	5	24
2	comfort	2	2	15	0	19
3	life	3	3	2	7	15
4	world	2	3	2	6	13
5	fashion	5	7	0	0	12

## 4.2 Frequency words in each type of fashion and apparel advertising slogans

### 4.2.1 Frequency words of clothes type

The most frequent word in clothes category is *style* (N=9). The second word is *wear* (N=6). The third word is *fashion* (N=5) as shown with examples in Table 2.

Table 2 Top 10 words of clothes with high frequency

No	Word	Examples
1	Style (N=9)	1. Explore your true style 2. A style for every story
2	Wear (N=6)	1. I wear nothing but the attitude 2. Wear your heart out
3	Fashion (N=5)	1. Fashion is nothing without people 2. Fashion in context
4	Jeans (N=5)	1. Original jeans. original people 2. Jeans your skin
5	Better (N=4)	1. Reality is better than fantasy 2. Nobody does it better
6	Feel (N=4)	1. When it fits you feel it 2. See how good they feel
7	Great (N=4)	1. Great Styles at Great Prices 2. Discover great values
8	Day (N=3)	1. Every Day Matters 2. Tough jeans for tough day at work
9	Get (N=3)	1. Get the good stuff first 2. Get real
10	Life (N=3)	1. Your life. Styled 2. It is a way of life

#### 4.2.2 Frequency words of bag category

The most frequent word in the bag category is *bag* (N=11). The second word is *carry* (N=9). The third word is *fashion* (N=7) as shown with examples in Table 3.

Table 3 Top 10 words of bag with high frequency

No	Word	Examples
1	Bag (N=11)	1. Express Yourself, Carry Our Bag 2. Carry Comfort, Carry our Bag
2	Carry (N=9)	1. Carry On in Style 2. Carry the world with style
3	Fashion (N=7)	1. Where Fashion Meets Functionality 2. Fashion Foward, Bag obsessed
4	Style (N=7)	1. You are reflecting your style 2. Your Style Your Bag
5	Best (N=5)	1. Luxury for the best 2. Bag the Best. Be the Best
6	Quality (N=4)	1. Quality is remembered long after price is forgotten 2. Quality Products, Quality Life
7	Stylish (N=4)	1. Look Stylish, Be Stylish 2. To improvise your stylish look
8	Bags (N=3)	1. Chic Bags for Every Moment 2. Bags that make a statement
9	Chic (N=3)	1. Stay Organized, Stay Chic 2. Crated for chic in you
10	Life (N=3)	1. Quality Products, Quality life 2. A Life Full of Fashion

#### 4.2.3 Frequency words of shoe category

The most frequent word in shoe category is *comfort* (N=15). The second word is *shoes* (N=8). The third word is *better* (N=6) as shown with examples in Table 4.

Table 4 Top 10 words of shoes with high frequency

No	Word	Examples
1	Comfort (N=15)	1. Walk in comfort wear in style 2. Move with ultimate comfort

2	Shoes (N=8)	1. If Mondays were shoes, they would be crocs 2. Shoes turn it down
3	Better (N=6)	1. Look better feel better play better 2. Shoes are boring wear sneakers
4	Fit (N=5)	1. The perfect fit for the perfect run 2. Get fashionably fit
5	Look (N=4)	1. Racing will never look the same 2. Look good feel good
6	Move (N=4)	1. Gives you the freedom to move 2. Bolder with every move
7	Shape (N=4)	1. Shape up while you walk 2. Shape up anywhere
8	Get (N=3)	1. Get fashionably fit 2. Get the ball – faster
9	Go (N=3)	1. Go like never before 2. Where ever you go
10	Good (N=3)	1. Look good feel good 2. They are toe licking good

#### 4.2.4 Frequency words of jewelry category

The most frequent word in jewelry category is *love* (N=8). The second word is *time* (N=8). The third word is *jewelry* (N=7) as shown with examples in Table 5.

Table 5 Top 10 words of jewelry with high frequency

No	Word	Examples
1	Love (N=8)	1. A symbol of unending love 2. Believe in love
2	Time (N=8)	1. It's your time to bloom 2. Time changes everything
3	Jewelry (N=7)	1. We're not just your jewelry. We're your story 2. The best jewery under one roof
4	Life (N=7)	1. Celebrate the beauty of life 2. Live – Love - Life

5	World (N=6)	1. Rare jewels of the world 2. At the world's finest jewelers
6	Style (N=5)	1. Find your sparkle. Find your style 2. Let your style shine
7	Watch (N=5)	1. Watch Beyond 2. The watch that celebrates life
8	Beautiful (N=4)	1. Life can be a beautiful surprise sometimes 2. Jewelry that's as beautiful as you are
9	Beauty (N=4)	1. We'll emphasize your beauty 2. Celebrate the beauty of life
10	Unique (N=4)	1. The Art of Being Unique 2. Find a gift that's unique and special

#### 4.3. Classifications of slogans.

The most frequent type in fashion and apparel advertising campaigns is *descriptive slogan* (N=132). The second type is *emotive slogan* (N=110). The third type is *business slogan* (N=68). The fourth type is *creative slogan* (N=58). The last type is *persuasive slogan* (N=32) as shown with examples in Table 6.

Table 6 Frequency of slogan type in fashion and apparel advertising.

No	Classifications of slogans	Examples
1	Business Slogan (N=68)	1. Respect yourself 2. Be your own hero 3. Be comfortable outside your comfort zone
2	Descriptive Slogan (N=132)	1. Go green wear blue 2. Instruments for Professionals. 3. Everything except expensive.
3	Persuasive Slogan (N=32)	1. Crafted for the chic in you 2. Show your color to the world 3. You could be getting in shape right now
4	Creative Slogan (N=58)	1. Your foot gives you a hand 2. Stand out from the crowd 3. The soul of this world, it's driving inspiration

5	Emotive Slogan (N=110)	<ol style="list-style-type: none"> <li>1. It is designed for your mood.</li> <li>2. It's hard to be nice if you don't feel comfortable.</li> <li>3. The diamonds are real, but the magic is in your eyes.</li> </ol>
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## 5. Conclusions

English slogans from fashion and apparel advertising campaigns use a wide range of vocabulary. *Style, comfort, and life* are the three most used content words in this study. They are located along with adverbs, quantifiers, determiners, and other words. This can serve as guidelines for language practice for all language learners, particularly those who are in the advertising field. Additionally, it can also be recognized that some words in advertising campaigns are applied to strongly express or create immense impact on the readers - their potential customers. As a result, among the 400 slogans, the most common type of slogan in fashion and apparel advertising campaigns is the *descriptive slogan* which provides clear, concise, and powerful information for products or services. This is one tactic for companies to achieve their goals in this competing field of business. The challenge of categorizing these 400 slogans is the overlapping of words application in each slogan for each category to pursue the intension or achieve the purposes of advertising their products. Conducting further research on words or vocabularies that frequently applied in each slogan category may help those who are learning the language or responsible for writing or creating advertising campaigns.

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