

Speech Functions and Prepositional Phrases on Shampoo Slogans

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ABSTRACT

This article investigated speech functions and prepositional phrases on shampoo slogans. The objectives of this study were to explore the types of speech functions and to examine prepositional phrases on picture shampoo slogans. The data, consisting of 56 shampoo slogans and 11 picture shampoo slogans, were collected from the internet. The method was descriptive qualitative. Results showed that the statement occurred 52 times (92.85%), command, thrice (5.35%), and question once (1.78%). Afterwards, 11 pictures of shampoo slogans were analyzed to categorize speech functions. The findings showed three speech functions, namely a statement, question, and command. The percentages were the statement (81.81%) and command (18.18%). The types of prepositional phrases were analyzed based on the 56 shampoo slogans. The percentages were "for" (29.03%), "of" (24.19%), "to" (17.74%), then "with" (12.90%), "as" (3.22%), "in, about" (3.22%), and "from" (1.61%).

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1. Introduction

A slogan is also part of an advertisement. Slogans hold an essential role in the world of marketing. The slogan is an indication of the kind of product that customers will be interested in the case of a product advertisement. The slogan should be a repetitive product or service statement worthy of advertisement that is remembered by the public and phrased so that the public will recognize it. Advertising is essentially about strengthening the brand image of current customers, discovering new customers, and positively affecting attitudes. According to Doan (2017), advertising aims to attract customers' attention, make a memorable impression, and persuade consumers to purchase the product. The language of the advert is concise and persuasive, which goes against the norms of other language use in everyday life. (Suci & Rusyan, 2022). The data on shampoo slogans were taken from advertisements on the Internet.

Speech functions are utilized to exchange experiences to meet their needs. Dunn et al., (2022) stated that a speech function is a communication technique for conveying one's ideas and helping the listener understand those thoughts comes in different forms that depend on the situation or problem. To effectively and efficiently communicate, we need to manage the speech message that we want to convey (Corderio, 2018; Rahman et al., 2021; Andini et al., 2022). Batubara & Nasution, (2020) stated that the speech function is to perform or act on the speaker's part. Meanwhile, according to Isda (2019), the speech function means how someone communicates ideas to make the listener understand. Also, has various functions that are used. Munawarah (2018) states the types of speech functions: statements, questions, offers and commands. with formulas. The term "speech function" deals with the variety of speech used and their function in speech. It is essential to learn about speech function because that would be beneficial in maintaining favourable interactions among people in day-to-day life. Speech functions happen not just in everyday communication but also on shampoo slogans.

Furthermore, there are two types of language: written and spoken. Languages have a wide range of interpretations that can be interpreted by each person who hears or reads them. The writing used to convey a specific intention can be in the form of attractive and striking writing, such as slogans. Slogans are short phrases that are partly used to help shape a band or organization's image, identity, or position and are created by parroting a phrase. A slogan is more powerful than a logo because the customer can know what they need. A slogan is a sentence or phrase used to express an intention or purpose uniquely. Asrifan, et al. (2021) stated that slogans are words or brief sentences that are attractive or conspicuous and memorable to inform something and are tools or media that aim to explain something to the people, with slogans that range from written to spoken. The researchers used a product slogan to conduct this research. Rizal, et al. (2022) state that slogans are helpful phrases for verbal advertisements regarding the nature and

benefits of the product. A slogan means to direct something, a person, or a group, either in a statement, offer, command, or question. Batubara (2020) states that a slogan is typically at the base of several adverts, just below the name of the sponsor.

All advertising slogans comprise a bunch of catchy words or phrases and short sentences that can be analyzed into groups and syntax structures. Syntax is a branch of linguistics that relates to how words are put into a sentence. According to Chomsky (1957, cited in Huadhom & Trakulkasemsuk, 2017) defined syntax is "a study of the principles and processes by which sentences are constructed in particular languages" (p.11). The phrases become the second phase of forming units in syntax (Salvianto & Sulhan, 2022; Rahman & Amir, 2019).

Prepositional phrases are made up of a "preposition" and "phrase." A prepositional phrase consists of a preposition immediately preceded by a noun, pronoun, noun phrase, or adverb, as Putri., et al. (2022). Bram (2005, cited in Mahardika & Bram, 2022) stated a preposition shows the relationship between the object of the preposition and the rest of the sentence. Prepositions are essential to make good sentences (Pratiwi & Indriani, 2021; Amir P. et al., 2023). Prepositional phrases always start with a preposition and end with a noun or pronoun, which is the object of the preposition (a word related to the preposition). Humeid (2013, cited in Fithri, 2021) stated that a preposition is used to express a relation between two entities; 1 is represented by another part of the sentence, and 2 is an object of a preposition that can possess its modifier, which is also part of the prepositional phrase. For example: For healthy scalp and hair, Of your Curly hairs, In the sunshine. Akhtar, et al. (2017) found that the most frequently used prepositions are with, to, from, at, in, of, by, for, and on.

In addition, prepositional phrases are essential parts of a sentence. Prepositional phrases can give a sentence more information by linking the subject, object, and verb. Putri, et al., (2020) state that prepositional phrases must be put near what they explain and that prepositional phrases are groups of words made up of two or more but lack a subject or predicate and function to fulfil the definition or inform the sentence. Based on Berry (2017, in Wanodyatama, 2020), there are some types of prepositions, such as prepositions of time, prepositions of place, prepositions of manner, and prepositions of direction. Ismail (2022) found that a preposition phrase is always followed by a verb phrase and a noun phrase.

Juliarta (2021) stated that prepositional is the relation between nouns and verbs. Prepositional has two combinations: first, prepositional particles are about, across, after, around, as, at, and in, for example. And then, the collected parts of speech were separated by nouns, adjectives, adverbs, and sometimes phrases. Second are complex prepositional particles as well, namely: as for, except, according to, by means of, in return for, and on the part of. A simple prepositional phrase is made up of a singular word that is followed by a modifier or a compliment. The complement consists of nouns, pronouns, adverbs, adjectives, prepositional phrases, and clauses. Complex prepositional phrases are made of two or three prepositions. They are modified with nouns, noun groups, pronouns, adverbs, or adjectives.

In this article, the researchers focus on shampoo slogans, especially speech functions and prepositional phrases. The researchers chose the topic because the selected shampoo slogans contain speech functions and prepositional phrases. Two research questions were formulated in this study. First, what types of speech functions are used on shampoo slogans containing prepositional phrases? Second, what are the speech functions of prepositional phrases on the picture shampoo slogans?

2. Methodology

Researchers used a descriptive method to examine and describe answers to research questions. Moleong (2017) noted that understanding the events that happen to the research subject is how qualitative research was conducted. It means that the data are collected and analyzed in a descriptive form, such as words or pictures, rather than using statistical or numerical data. Therefore, qualitative researchers were more concerned with the descriptions than the quantity of data. The research focused on an analysis speech function of prepositional phrases on shampoo product slogans.

This research was done by analyzing speech functions and prepositional phrases on shampoo slogans. The analysis of the shampoo product slogan was started on 21 October 2022 to 23 December 2022. The researchers picked 67 shampoo product slogans on the Internet as the primary materials to analyze. This method was qualitative, and the researchers used descriptive analysis in this study. This research used data sources from the Internet collected through

the Google search engine. The researchers collected data efficiently, and there were many shampoo slogans available online.

In this study, the researchers focused on the speech functions and prepositional phrases that were used on shampoo slogans. There were 56 shampoo slogans and 11 pictures of shampoo slogans. The researchers selected all 67 sentences on slogans also pictures to know about the prepositional phrase and also speech functions, namely the statement, question, offer, and command.

Furthermore, to collect ed shampoo slogans, the researchers browsed shampoo slogans on the Internet. After that, the researchers analyzed, identified, and categorized speech functions and prepositional phrases on the collected shampoo slogans. The researchers captured images of shampoo products and also a sentence from Google as evidence of data in this paper.

3. Result and Discussion

The results and discussion of the answers to the research questions are presented in the following.

a. Speech Functions on Shampoo Slogans

Table 1. Prepositional Phrases and Speech Functions on Shampoo Slogans

No	Prepositional Phrase	Slogan	Speech Function				Brand Name
			S	Q	O	C	
	Of fresh air for your hair	A breath of fresh air for your hair	√	-	-	-	Head & Shoulders Citrus Fresh
	To your do	Add some Roo to your do	√	-	-	-	Aussie Shampoo
	For demanding hair	Expert care for demanding hair	√	-	-	-	L'Oreal Extraordinary Oil
	For healthy scalp and hair	For healthy scalp and hair	√	-	-	-	Vaseline Shampoo
	Of care	Give your hair just the right level of care	√	-	-	-	Dove Essential Care Shampoo
	For the real world	Haircare for the real world	√	-	-	-	Clairol Daily Defense Shampoo
	For hair as fresh as spring	Seal and prevent split ends for hair as fresh as spring	√	-	-	-	Nexus
	To paradise	Take your hair to paradise	√	-	-	-	Herbal Essences
	Of beautiful hair	The secret of beautiful hair	√	-	-	-	Dove Shampoo
	Of royal jely	Tio Nacho. The king of royal jely	√	-	-	-	Tio Nacho Shampoo
	Of nature	Unleash the					Timotei Shampoo

	beauty of nature	√	-	-	-	
In sunshine	Wash your hair in sunshine	-	-	-	√	Timotei Shampoo
With Sunsilk	Wash out your hair monsters with Sunsilk	-	-	-	√	Sunsilk
To tangles	Say goodbye to tangles	√	-	-	-	Johnson's Baby
For the Baby, for you	Best for the Baby- Best for you	√	-	-	-	Johnson's Baby
To frizz	Now you can say goodbye to frizz	√	-	-	-	Pantene Pro – V Smooth & Sleek
Of you shine through	Let the best of you shine through	√	-	-	-	Pentene Pro – V Shampoo
For the healthy hair you love	For the healthy hair you love	√	-	-	-	Pentene Pro – V Shampoo
For long beautiful hair	For long beautiful hair	√	-	-	-	Pentene Pro – V Shampoo
As smooth as a feather	As smooth as a feather	√	-	-	-	Pentene Pro – V Shampoo
To your Style	Add some Shine to your Style	√	-	-	-	Pentene Pro – V Shampoo
About hair	It's all about hair	√	-	-	-	Pentene Pro – V Shampoo
To the touch	For hair that's soft to the touch	√	-	-	-	Pentene Pro – V Shampoo
To have longer hair	Because it feels good to have longer hair	√	-	-	-	Pentene Pro – V Shampoo
For you	Longer hair – no more a myth for you	√	-	-	-	Pentene Pro – V Shampoo
For your hair	Expert care for your hair	√	-	-	-	Pentene Pro – V Shampoo
As rare	Shiny hair as rare	√	-	-	-	Pentene Pro – V Shampoo
Of your Curly hairs	The secret of your Curly hairs	√	-	-	-	Pentene Pro – V Shampoo
Of Care	Right Level of Care	√	-	-	-	Pentene Pro – V Shampoo

For always	A shampoo for always	√	-	-	-	Pentene Pro – V Shampoo
Into foaminess	Turning water into foaminess	-	-	-	√	Pentene Pro – V Shampoo
With messy showers	Messy hair shouldn't come with messy showers	√	-	-	-	Pentene Pro – V Shampoo
Of both worlds with cute and clean	Get the best of both worlds with cute and clean	√	-	-	-	Pentene Pro – V Shampoo
Of passion	The creamy lather of passion	√	-	-	-	Pentene Pro – V Shampoo
To healthy hair	The next best thing to healthy hair	√	-	-	-	Pentene Pro – V Shampoo
Of nature	A care Full of nature	√	-	-	-	Pentene Pro – V Shampoo
Of dry	A little splash of sweet A little dab of dry	√	-	-	-	Pentene Pro – V Shampoo
At first shampoo	Love at first shampoo	√	-	-	-	Pentene Pro – V Shampoo
For Hair that you love	For Hair that you love	√	-	-	-	Pentene Pro – V Shampoo
To your	Add some rays to your hair	√	-	-	-	Pentene Pro – V Shampoo
Of your hair	For the life of your hair	√	-	-	-	Pentene Pro – V Shampoo
To beauty	When it comes to beauty, we know a thing or two	√	-	-	-	Dove Shampoo
From a healthy scalp	Healthy hair starts from a healthy scalp	√	-	-	-	Head & Shoulders
About you	It's all about you	√	-	-	-	Herbal Essences
For every day	Beautiful hair for every day	√	-	-	-	Garnier Fructis
Of beautiful hair	The science of beautiful hair	√	-	-	-	Aveda
With a cause	Rebels with a	√	-	-	-	Schwarzkopf

	cause					
With pride	Wear your hair with pride	√	-	-	-	Head & Shoulders
To make a first impression	Because you never get a second chance to make a first impression	√	-	-	-	Head & Shoulders
Of fresh air for your hair	A breath of fresh air for your hair	√	-	-	-	Head & Shoulders
For hair that shines with all its strength	For hair that shines with all its strength	√	-	-	-	Garnier Fructis
For the real world	Haircare for the real world	√	-	-	-	Clairol Daily Defense Shampoo
With Sunsilk	Wash out your hair monsters with Sunsilk	√	-	-	-	Sunsilk Shampoo
With Sunsilk	Every day's a good hair day with Sunsilk	√	-	-	-	Sunsilk Shampoo
In the world	Head & Shoulder Shampoo used as anti-dandruff in the world strengthen hair	√	-	-	-	Head & Shoulder Shampoo
for beautiful hair?	Do you want to pay more for beautiful hair?	-	√	-	-	Rejoice Family
Total		52	1	0	3	

Notes: S: statement; O: offer; Q: question; C: command

Based on the analysis presented in Table 1, it can be seen that of the 56 slogans, 52 used the speech function of a statement, appearing more frequently than the other speech function forms, such as the question and command. Furthermore, the so-called "offer" speech function was not identified in the analyzed data possibly due to the relatively small size data, namely 56 shampoo slogans. Structurally, the speech function "statement" can be in the form of a noun phrase, as in Rebels with a cause.

Table 2. Prepositional Phrases on Shampoo Slogans

No.	Prepositional Phrases	Data	Percentage
1.	With	8	12.90%
2.	To	11	17.74%
3.	In	2	3.22%
4.	Of	15	24.19%

5.	For	18	29.03%
6.	As	5	8.06%
7.	About	2	3.22%
8.	From	1	1.61%
Total		62	100%

Table 2 above presents the data and percentages of types of prepositional phrases which were found on shampoo slogans. There were eight prepositional phrase categories on the collected slogans. The distribution was the preposition “for” occurring 18 times (29.03%), “of” with 15 appearances (24.19%), and “from” occurring once or the least productive (1.61%), for example.


Table 3. Speech Functions on Shampoo Slogans


No.	Speech Function	Data	Percentage
1.	Statement	52	92.85%
2.	Question	1	1.78%
3.	Offer	0	0%
4.	Command	3	5.35%
Total		56	100%

Table 3 above presents the data of speech functions that were frequently used the statement (92.85%), command (5.35%), and questions (1.78%). So the result of this study is to show picture shampoo slogans to persuade readers or customers to be interested in the products.

b. Speech Functions of Prepositional Phrases

Table 4. Prepositional Phrases and Speech Functions on Picture Shampoo Slogans

No	Picture	Prepositional Phrase	Speech Function			
			S	Q	O	C
		With damage protection	√	-	-	-

	To dandruff	√	-	-	-
	On your side	-	-	-	√
	With your flow	√	-	-	-
	For damaged hair	√	-	-	-
	To gaps, in your hair	√	-	-	-
	On scalp, at the root	√	-	-	-
	With every wash	√	-	-	-

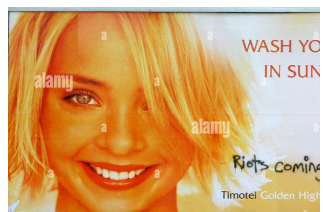
As
in Table 4
picture
slogans
various



In 14 days

√ - - -

displayed
the 11
shampoo
were in



In sunshine

- - - √



With Pantene Smooth

√ - - -

prepositional phrases, such as In sunshine, With Pantene smooth and For damaged hair. Of the 11 slogans, the most and least productive speech functions were the statement and command successively. The other two types, namely offer and question were non-existent in the data.

Table 5. Prepositional Phrases on Shampoo Slogans

No.	Prepositional Phrases	Data	Percentage
1.	With	4	36.36%
2.	To	2	18.18%
3.	In	2	18.18%
4.	On	2	18.18%
5.	For	1	9.09%
Total		11	100%

Table 5 above presents the data and percentage of type of Prepositional Phrases which was found in pictures of the shampoo product slogan. There are five prepositional phrases that exist on the slogan. It shows first is "with" (36.36%) dominant prepositional phrases. The percentages are "to" (18.18%), "in" (18.18%), and "on" (18.18%). Then the last "for" (9.09%).

Table 6. Speech Functions on Shampoo Slogans

No.	Speech Function	Data	Percentage
1.	Statement	9	81.81%
2.	Question	0	0%
3.	Offer	0	0%
4.	Command	2	18.18%
Total		11	100%

Table 6 shows that the most and least frequently used speech functions were the statement, occurring 9 times (81.81%) and command, twice (18.18%). Syntactically, the speech functions on the selected shampoo slogans. It is highly possible that the non-existent speech functions "question" and "offer" in the data collected was due to a relatively small number of sample slogan pictures, namely 11. Based on the findings in Table 6, which showed the speech function "statement" being the most productive, it can be concluded that the other three speech functions, namely the command, offer and question were less frequently used on shampoo slogans. Munawarah's (2018) research on shampoo advertisements showed similar results to that of this study.

4. Conclusion

The results show three types of speech functions used on the shampoo slogans, namely the statement, question and command. The speech function "offer" was non-existence in the findings due to the relatively small size of the collected data. As shown in Table 3, 56 shampoo slogans were analyzed and the speech functions identified were as follows: the statement (92.85%), command (5.35%), and question (1.78%). Based on Table 6, 11 types of pictures of shampoo slogans were examined and the percentages were as follows: statement (81.81%) and command (18.18%). The frequent types of prepositional phrases were the prepositional phrases containing "for" (29.03%), "of" (24.19%), "to" (17.74%), then "with" (12.90%), "as" (3.22%), and then "in, about" (3.22%), and "from" (1.61%). Concerning the 11 types of pictures of shampoo slogans, the observed prepositions were as follows: "with" (36.36%); the dominant prepositional phrase percentage "to" (18.18%), "in" (18.18%), "on" (18.18%), and "for" (9.09%).

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