
VOLUME 1 NUMBER 2, **DECEMBER 2023**

CULTURAL NARRATIVES

PUBLISHER:
ERA DIGITAL NUSANTARA



Fashion Brands Identity Through the Use of Slogans: A Stylistics Analysis

Muizzu Nurhadi^{1*}, Pininta Veronika Silalahi¹, Shabrina Dwi Arsa¹, Agiel Bramantyo¹

¹Universitas 17 Agustus 1945 Surabaya, Indonesia

ABSTRACT

This research discusses how style has a role in enlivening each word and sentence in the slogan of a brand product in the sphere of advertising from time to time. Through the qualitative descriptive analysis, this research analyses ten slogans from several brand classes, especially on products that have class categorization with stylistic devices to find out the identity function embedded in each word or sentence. The research results show that stylistic devices, especially through lexical features such as vocabulary selection, parts of speech, and metaphor, as well as understanding the deep context of each slogan can show their brand images in advertising. In this way, these stylistic devices sharpen the meaning and reflection of the identity desired by fashion brands to consumers.

Article history:

Received 25 January 2024

Accepted 30 January 2024

Keyword:

brand images, fashion slogans, identity, functions, Stylistics

INTRODUCTION

Advertisements or Advertising has been a big part of a product sale. Every company has been utilizing a different way to advertise their product so that it can appeal to their desired audience or potential customer, even beyond that, in advertising every company also tries to convey their identity through their products and brands. Some of them will make a video advertisement, while others make posters or flyers that can be spread hand to hand to people. Although differ in form and method, they apply some degree of language in their advertisements (Mahmudova, 2020).

A slogan is defined as a short, usually catchy phrase or statement that functions as a means to advertise a product, a service, or a cause, and it is widely known that slogans function to advertise, to promote a product of a company to introduce and offers the brands they build (Mahmudova, 2020). But more than that slogans also play a vital role in building brands, engaging consumers, and driving success in the marketplace. In addition to shaping the identity of the brands or product, slogans serve as an image of the company or community behind it, slogans act as a shorthand for a brand's core values and beliefs (Briggs & Janakiraman, 2017). Slogans condense complex ideas into a simple and easily understood message, helping consumers instantly identify with the brand's essence. The companies communicate the brand's mission, vision, and unique selling proposition, and even help people or customers remember a product, a company, or a brand easily. Ng (2017) explains identity helps distinguish the brand from competitors and create a memorable impression. So, in this case, every word in slogans has a chance to increase brands to getting chosen by

*CONTACT: muizzu@untag-sby.ac.id

Copyright ©2024 Muizzu Nurhadi, Pininta Veronika Silalahi, Shabrina Dwi Arsa, & Agiel Bramantyo

This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

the people. Furthermore, a slogan can also be used to separate the target markets of a product for different social classes.

One of them that is related to this is a fashion brand. A fashion brand or a fashion label is all the brands that released a fashion product such as clothing, shoes, accessories, etc. There are a lot of fashion brands in the world from the luxurious brand that sells super premium quality products that are being used by famous people such as celebrities to a common brand that is used by regular people. From luxurious brands to common everyday life brands, there are differences in the slogans they use in their advertisement.

When analyzing the use of slogans in fashion brands, within this sphere, Pobelo et al. (2021) explain slogans are one way for them to convey an identity. It becomes evident that these catchphrases are crucial in shaping the identity and perception of the brand. The slogans act as a concise representation of the brand's values and image, serving as a powerful tool for engaging with consumers and creating a lasting impression (Taylor & Costello, 2017). The choice of language and the specific words used in the slogans play a significant role in positioning the brand within the market. For instance, luxury fashion brands often use sophisticated and aspirational language in their slogans to convey exclusivity and elegance. On the other hand, more accessible and everyday fashion brands may utilize relatable and inclusive language to connect with a broader audience. Furthermore, slogans also can target specific social classes or philosophies, and they serve as a powerful tool for connecting with consumers and enhancing brand loyalty (Gurzki et al., 2019).

Fashion brands often use slogans to convey their unique style, target audience, and overall brand identity. For instance, luxury fashion brands may use sophisticated and exclusive language in their slogans to appeal to high-end consumers, while more affordable fashion brands might use relatable and down-to-earth language to connect with a broader audience (Yang, 2022). Moreover, slogans can also be used to convey a brand's commitment to sustainability, inclusivity, or innovation, depending on its strategic positioning in the market. For example, a fashion brand promoting sustainability might use slogans that reflect their dedication to eco-friendly practices and ethical production.

Fomukong, Haidar, and Hosana et al. have contributed valuable insights into the analysis of advertising slogans in various contexts. Fomukong's (2016) study on the Dangote cement advertisement in Bamenda, Cameroon, sheds light on the application of stylistic analysis in advertising discourse, providing a framework for understanding the linguistic choices and their impact on brand identity. Meanwhile, Haidar's research (2022) examines the syntactic nature of advertising slogans of American brands of clothes and footwear, offering a comprehensive understanding of the structural aspects of slogans. Additionally, Hosana, Juanda, and Supriadi's study (2022) focuses on figurative language in snack advertising slogans, emphasizing the role of figurative elements in creating impactful and memorable slogans.

By integrating these insights and adopting a comprehensive approach, our research will offer a nuanced understanding of the linguistic and stylistic aspects of fashion brand slogans, shedding light on how these elements contribute to brand differentiation, resonance with target audiences, and cultural identity within the fashion industry. To build on these existing studies, our research aims to further explore the words used in slogans by different fashion

brands and their association with luxurious or common brands. We also seek to investigate how these words sharpen the identity of fashion brands across various social classes.

For that matter mentioned above, the researchers would like to discuss and conduct research on advertisements, more specifically on the slogans used by fashion brands. In this research, the researchers will cover the words used in slogans by different fashion brands, why those words are associated with luxurious brands or common brands, and why the words of slogans can sharpen the identity of every fashion brand in all social classes.

This research uses the theories of Paul Simpson in the field of stylistics. As Simpson states in his book "Stylistics: A Resource Book for Students", takes that Stylistics is the study of language variation and how this variation relates to meaning and function. It examines how language choices at all levels, from individual words and phrases to larger textual structures, contribute to the overall meaning and effect of a text. *"The study of the linguistic choices that speakers and writers make in order to create different meanings and effects."* Simpson (2004). Stylistics plays a role in the world of advertising, but not only supports or aims to influence. However, it can also take on identity functions in every word meaning related to the world of advertising. Stylistic choices in advertising are not merely aesthetic; they are strategic tools for constructing brand identities that resonate with the target audience.

Every sentence or statement emphasizes that stylistics is not about judging or correcting language, but rather about understanding how language works to create meaning and achieve specific communicative goals (Nurhadi & Linusia, 2022). How the relation of stylistics and advertisement recognizes that language use influences social context and factors. This concern can be underlined in our research, as the words in the slogan are searched and classified to find meaning and function with one of the selections of word levels in stylistics, Lexical which has known plays a crucial role in shaping the style and meaning of a text.

METHOD

Researchers use qualitative descriptive analysis to understand the complexity of meanings or interpretations of individuals or groups. For this relation, the methods used by the researcher will include stylistic devices and discourse analysis for the depiction of the meaning contained, the identification of identical words associated with all social classes, and the discovery of the identity of each fashion brand. The data for this research has been sourced from a diverse range of fashion brands including Chanel, Louis Vuitton, Saint Laurent, Uniqlo, Coach, Erigo, The North Face, Prada, Gucci, and Dior. These brands were chosen based on their prominence in the fashion industry and their representation of varied consumer demographics and social classes. By selecting a mix of luxury and common fashion brands, the researchers aim to gain a comprehensive understanding of how different words in slogans shape brand identities across a spectrum of social classes.

This research uses Simpson & Carter's stylistics concepts (1989) in analyzing advertisement, bridging stylistics & discourse analysis will insight into the word choices at all levels while finding out language functions in different social contexts to create meaning and achieve specific goals. The researchers will employ qualitative descriptive analysis to

delve into the complexity of meanings and interpretations associated with the slogans of the selected fashion brands. Stylistic devices, lexical and figurative, will be utilized to depict the underlying meanings, identify recurring words associated with different language strategies, and uncover the distinct identities of each fashion brand.

One of the limitations of this research lies in the selection of fashion brands, as the analysis are limited to 10 specific brands and stylistics. While these brands offer valuable insights, the findings may not be fully representative of the entire fashion industry. Additionally, the qualitative nature of the analysis may limit the generalizability of the findings to a broader context.

RESULTS AND DISCUSSION

The brand slogans analyzed and discussed in this study are taken from several classes of brands, especially in products that are well-known and used by the general public with luxury brands that are only used by a few people. The data are Chanel, Louis Vuitton, Saint Laurent, Uniqlo, Coach, Erigo, The North Face, Prada, Gucci, and Dior. The attached brands are analyzed with lexical features to explore the relationship between words, find the deep meaning associated with more than just the surface meaning of words in each brand slogan, and understand the context in which each word or sentence is conveyed. This will eventually reveal the identity function of each sentence in the slogans used by the brands.

Lexical Level

Lexical devices were found in each of the research objects. Our research involves digging deeper than just the surface meaning of the words, as the slogans in each word have different images in terms of where the words are associated with their branded products. The following is the analysis:

a) Gucci – Gucci is an Italian luxury fashion brand that is based in Florence, Italy. Gucci was founded by Guccio Gucci in 1921 in Florence, Tuscany. Gucci reached its worldwide fame and achieved a global audience that seeking luxury experiences and aspirations.

The slogan: Eternal Symbol of Luxury

Eternal (Adjectives), Symbol (Noun), of (Prepositions), Luxury (Noun)

The phrase "Eternal Symbol of Luxury" is a noun phrase that functions as a whole idea rather than a complete sentence.

- Eternal: according to Merriam Webster Dictionary, means having infinite duration or seemingly endless. It is equal to everlasting which means lasting or enduring through all time. Cambridge Dictionary also said that 'eternal' means lasting forever or for a very long time.
- Symbol: means something that is used to represent a quality or idea in this case it represents luxury.
- Luxury: Wealth & exclusive.

The choice of words Gucci used can signify the quality of its product that is unbreakable through times or it can also mean as having super good quality and it is a symbol of luxury or wealth or class of a person owning it. They associate the brand with exclusivity, heritage, and cultural influences. This is why their slogan indirectly indicates that the product of

Gucci is timeless and exclusive. The portrayal given in the slogan displays the brand's essence of *Luxury and Boldness* to their consumers through their advertising campaign.

b) Louis Vuitton – Louis Vuitton Malletier or LV is a French luxury fashion brand founded in 1854. Make it LV one of the world's leading fashion houses. The slogan of “*You can't buy class*” represents their image on the products they show.

The slogan: You can't buy class

You (Subject), can't (Modal Verb), Buy (Verb), Class (Object)

- You: a pronoun which to refer to their customer, this can make them feel more engage as if LV itself is reminding them that they “can't buy class”.
- Class: represents an intangible quality associated with refinement, good taste, and social status.

This shows how the quality given to their brands is not something that can be obtained easily through materialistic pursuits, the class they carry is a word choice that shows that they have status, so people do not easily buy "class" especially through the products they display in their media or advertisement.

c) Yves Saint Laurent – Yves Saint Laurent or YSL is a French luxury fashion house first founded in 1962 by Yves Saint Laurent and Pierre Berge.

The slogan: Fashions Fade, Style is Eternal

Fashions (Noun), Fade (Adjectives), Style (Noun), is (Auxiliary), Eternal (Adjective)

- Fashion: According to Cambridge Dictionary, fashion is a style that is popular at a particular time, especially in clothes, hair, make-up, etc. By Wikipedia, Fashion is a term used interchangeably to describe the creation of clothing, footwear, accessories, cosmetics, and jewelry of different cultural aesthetics and their mix and match into outfits that depict distinctive ways of dressing (styles and trends) as signifiers of social status, self-expression, and group belonging.
- Fade: Gradually grow faint and disappear (Oxford Languages)
- Style: From Merriam Webster, style is a particular manner or technique by which something is done, created, or performed. Simply put, A way of doing something.
- Eternal: Infinite & Timeless.

This slogan provides the customer some insight or the vision of YSL which is providing a unique style for the customer. In the slogan we were told that fashion fades although YSL is a fashion brand. The reason for this is not that their products will fade with time instead it tells the customer to create their style using things from YSL because they stood the test of time meaning it was made with super quality goods, hence why they use the word 'eternal' meaning having infinite duration or seemingly endless according to Merriam Webster Dictionary.

d) Uniqlo – Uniqlo is the name of a Japanese brand founded by Tadashi Yanai on June 2nd 1984. The name Uniqlo is a blending of the first shop opened in 1984, Unique Clothing Warehouse. This brand has been growing in popularity ever since, even today it is still a choice for all society.

The slogan: Made for All

Made (Verb), for (Preposition), All (Pronoun)

- Made: Produce - refers to the creation of the product itself
- All: The word 'all' here refers to customer gender and age, meaning that the goods Uniqlo sold is for men and women, adults and children they have it all.

This implies that Uniqlo is made for All, which everyone from every social class can afford. This slogan can notify the customer that Uniqlo has all the customers need.

e) Coach – Coach is an American brand that was founded in 1941. The coach was once a family-run workshop in Manhattan. As the years passed and the brand became known, Coach started to sell fashion goods such as clothing, shoes, and accessories.

The slogan: Lightweight Simple Punchy Inexpensive

Lightweight (Adjective), Simple (Adjective), Punchy (Adjective), Inexpensive (Adjective)

- Lightweight: According to Merriam Webster dictionary, is having less of average weight.
- Simple: Defined as free from vanity or modest by Merriam Webster
- Punchy: Vivid or vibrant.
- Inexpensive: Cheap things

From those words, Coach brand displays the goods with great comfy qualities through their slogan. Therefore, the customer can know that Coach apparel or goods are not heavy to wear "*Lightweight Simple*" as well as they have vivid color and are inexpensive also modest in style through the words "*punchy*" and "*Inexpensive*".

f) Chanel – Chanel, the iconic French fashion house founded in 1910 by Gabrielle "Coco" Chanel, is a story of reinvention, rebellion, and enduring elegance. The brand holds aspirational value for a wider audience, influencing fashion trends and cultural perceptions of luxury.

The slogan: In Order to Be Irreplaceable One Must Be Different

In Order to (Preposition), Be (Auxiliary Verb), Irreplaceable (Object), One (Subject), Must (Modal), Be (Auxiliary), Different (Adjective)

This sentence functions declarative to make a statement, expressing a general truth or principle.

- In Order to: Doing something or express the purpose of something
- Irreplaceable: Impossible to replace
- One Must Be Different: Embracing or Encouraging Self-Acceptance

From this slogan, Chanel's fashion brand shows its image as a brand that is different from others. A brand that expresses its authenticity and stands out in society, and how its campaigns go beyond weaving narratives that evoke emotions and connect with viewers on a deeper level in the word "*One Must Be Different*".

g) Dior – Christian Dior, a name synonymous with luxury, elegance, and timeless sophistication, established his renowned fashion house in 1946 on the heels of World War

II. The brand extends its influence to a wider audience through collaborations, fragrances, and beauty products, fostering a global appreciation for its sophisticated aesthetic.

The slogan: The luxury of freedom

The (Article), Luxury (Adjective, of (Prepositions), Freedom (Noun)

- Luxury: Show a wealthy & exclusive.
- Freedom: the power or right to act, speak, or think as one want

Those can highlight the ability to make decisions, take risks, and shape one's destiny. It emphasizes the luxury of not being restricted by external pressures or obligations, instead, having the liberty to chart one's course. It means the brand interprets how its image can determine its direction without being bound by anything. This indication shows luxury and the word indirectly carries an aura of nobility.

h) Prada – Prada, the iconic Italian fashion house, boasts a history rooted in leather goods and a reputation for constant innovation and pushing boundaries. Founded in 1913 by Mario Prada in Milan, Italy, the brand initially specialized in luxury travel accessories and trunks.

The slogan: The Devil wears Prada

The (Article), Devil (Pronoun), wears (Verb), Prada (Noun)

- Devil: This word can be categorized as creature or showing a person with specified characteristics according to Oxford Languages.

This slogan has a uniqueness in its phrase "*The Devil wears Prada*", The Devil which people may believe implies to a thing or creature, and can refer to symbols of powerful, a powerful evil, a person like a devil (a powerful person), or Terrifying characteristics. This shows how the Prada brand can only be worn by people who have these characteristics, like how the devil associating with Miranda in film adaptation as their way of introducing and advertising their brand.

i) The North Face – The North Face, is a brand synonymous with outdoor adventure and high-performance apparel. The North Face's reputation for quality and heritage holds aspirational value for a broader audience, even those who may not engage in strenuous outdoor activities.

The slogan: Never Stop Exploring

Never (Adverb), Stop (Verb), Exploring (Object)

- Never: At no time in the past or future by Oxford Languages
- Exploring: The act of exploration

This phrase shows how their brand is a step or an act of exploration in line with what is being shown through their products. The word exploration can refer to something broad, whether it's an experience or a search for something as the brand holds a broader consumer value, for those who like broad activities and those who don't.

j) Erigo – Erigo, a rising star in the Indonesian fashion scene, boasts a vibrant story of digital-first design, youthful exuberance, and cultural relevance. The accessible price point

further expands its reach, offering stylish options for fashion-conscious individuals on a budget.

The slogan: Local Pride, World Domination

Local (Adjective), Pride (Noun), World (Noun), Domination (Noun)

- Local: Relating or restricted to a particular area or one's neighbourhood:
- Pride: According to Oxford Languages is a feeling of deep pleasure or satisfaction derived from one's achievements, the achievements of those with whom one is closely associated, or from qualities or possessions that are widely admired
- World: The earth, the totality of entities, the whole of reality, or everything that is.
- Domination: Power or influence over someone or something, or the state of being so controlled

"Local Pride, World Domination", This sentence shows how the brand becomes the pride of the people or the society itself and indirectly makes them a world-dominating, overall dominating force because of their president.

Figurative Language

Figurative language is words or phrases that are used to create a more vivid, imaginative, or impactful meaning. In this case, the slogan also has an attachment to the figurative language to create a sentence or tagline that has an impactful meaning.

- Gucci: The Eternal of Luxury – *Metaphor*, which implies how luxury transcends time and how it is somehow limitless or permanent.
- Louis Vuitton: You Can't Buy Class – *Metaphor*, referring to a literal social class but rather to intangible qualities of elegance and sophistication.
- Saint Laurent: Fashions Fade, Style is Eternal – *Metaphor*, which compares the cyclical nature of fashions to the permanence of true style.
- Uniqlo: Made for All – *Metaphor*, which the product or concept is designed to be universally beneficial or suitable
- Coach: Lightweight Simple Punchy Inexpensive – Straight & Impactful (*Hyperbole*)
- Chanel: In Order to Be Irreplaceable One Must Be Different – *Metaphor*, comparing being irreplaceable to standing out from the crowd.
- Dior: The Luxury of Freedom – *Metaphor*, referring to how freedom is a precious and valuable thing, comparable to traditional forms of luxury like material possessions.
- Prada: The Devil Wears Prada – *Metaphor*, as how "The Devil" is associated with power and Influence, comparable to a trait of a person.
- The North Face: Never Stop Exploring – *Metaphor*, representing a broader sense of everything including curiosity, discovery, or personal growth.
- Erigo: Local Pride, World Domination – *Metaphor*, for the phrase local pride implying a sense of identity, community, and commitment. For the world domination phrase is comparable to a desire, achieving success, and such.

9 out of 10 slogans use metaphor to describe one thing in terms of another, they express some complex ideas and make the words or phrases more interesting and engaging despite how abstract the emotions are or how complex the ideas and the emotion they expressed in those words.

Identity Functions

Defining an identity is quite complex, as identity has a variety of meanings and directions. Like how identity is related to a person's characteristics, their values, beliefs, heritage, culture, and so on. But often people think that identity is how the way people think and act. According to Alo Liliweri, *identity comes from the word identity which means: 1) a condition or fact about something that is the same, similar to one another; 2) a condition or fact about something that is the same between two people or two objects; 3) a condition or fact that describes something that is the same between two people (individuality) or two groups or objects; 4) indicates a habit of understanding identity with the word "identical"* (Abd Salam, 2010). In these cases, identity may not only be used as a self-perception but also as a medium to convey the vision and image that is being displayed even in the social sphere. Just as brands in advertising are not spared in the use of the identity function, especially in the use and creation of slogans. Slogans, as stated earlier, are powerful tools that can shape how consumers perceive brands and their relationship with their own identity. Its role is what can sharpen a brand, especially what has been conveyed in its advertising media.

The identity in this slogan includes the functions of social identity. Social identity usually has distinctive characteristics, including having actions or ways of thinking that can foster a sense of belonging to a community. Just as slogans create a sense of community by aligning the brand with certain values, interests or aspirations that resonate with a particular group. In addition, Brands can associate themselves with positive attributes such as success, luxury, or exclusivity, and by aligning themselves with the brand, consumers can internalize these attributes and increase their self-esteem. Likewise, how they guide social behavior, actions, and beliefs that justify them, also gives importance to how their messages are conveyed. Each slogan on the brand has these kinds of functions.

Therefore, on the explanation above the researcher will analyze the category of each slogan based on the choice of words or the use of stylistic features displayed or chosen by their brand, as the words, phrases, and sentences have different meanings that are mentioned in Table 1.

Table 1. Classification of social class from fashion brand slogans

Brand	Slogan	Social Class	Interpretation
Gucci	Eternal Symbol of Luxury	Luxury	Looking at its slogan, Gucci falls under the Luxurious brand. We can see that in their slogan "Eternal Symbol of Luxury" that clearly reflects their goods, Everlasting luxurious goods.
Louis	You Can't Buy Class	Luxury	LV using its slogan "You Can't Buy Class" really shows their identity as a luxurious brand. They are not only advertising their product but they are also advertising an identity of a group or community hence

Brand	Slogan	Social Class	Interpretation
Vuitton			why they use that slogan which means not everyone can buy class, meaning only those from higher class community can buy their goods.
Saint Laurent	Fashions Fade, Style is Eternal	Luxury	Saint Laurent falls into the luxurious brand category. Saint Laurent use that slogan to show that their goods are not merely fashion, it is a style that will not fade through time.
Uniqlo	Made for All	Common	Uniqlo's slogan make them a choice for everyone as they provide everyone with their needs. Their slogan "Made for All" really shows that they have what everyone needs and everyone can buy their product, from commoners to celebrity and everyone in between are their consumers.
Coach	Lightweight Simple Punchy Inexpensive	Common	Coach's slogan made them fall into the common brand category. They advertise their product as lightweight simple and punchy means comfortable to wear and most importantly cheap which translates to everyone can buy them.
Chanel	In Order to Be Irreplaceable One Must Be Different	Luxury	In this case, Chanel falls into the upper social class. Aside from its historical background, the straight to the point choice of the phrase "One Must Be Different" makes the Chanel brand associate exclusivity in its brand slogans and campaigns. This choice also enhances the self-esteem of their displayed image, becoming a function of their identity internalizing these attributes to their consumers.
			From the choice of the word "Luxury", Dior is definitely in the upper social class. Exclusivity

Brand	Slogan	Social Class	Interpretation
Dior	The Luxury of Freedom	Luxury	brands like this are often not afraid of how they can convey their prestigious and luxurious image, let alone their historical side that sharpens their identity to the public. Dior, which is known to have an aura of nobility, has become a testament to how their identity is displayed, the function in this identity builds and guides consumers to their brand.
Prada	The Devil Wears Prada	Luxury	The social function of Prada's identity goes into how the brand enhances consumers' self-esteem and aspirations. The choice of the word "The Devil" has different meanings, but however they are interpreted the strong image that exists in the brand makes it a binding identity. It creates a sense of alignment to aspirations and interests that has resonated with certain groups.
The North Face	Never Stop Exploring	Common	The identity of The North Face brand has a broad alignment in the choice of the word "Exploring", so that this brand can be worn by anyone and from any class. Explore, which also means an adventure, makes it a strong identity that is conveyed and displayed for each customer.
Erigo	Local Pride, World Domination	Common	From the word "Local Pride" alone we can know that this brand or product is a general class of brand, or it can be interpreted that it can be used by every group. Local, which can refer to a certain society or community, indirectly becomes the identity of the brand. The same goes with the phrase "World domination" that refers to something global.

It can be seen that, in Table 1, the use or selection of words in each slogan in a product or brand can sharpen their identity as each word has certain characteristics. The words chosen by luxury and common brands can be categorized. The words of luxury brands often use strong words or phrases, showing their differences with others, straight to the point, showing character, and also showing confidence, especially in exposing their social status like Luxury, Different, The Devil (Character), Eternal, Class, and so on. In contrast to general brands that can be used by everyone, they have words or phrases and sentences that tend to lead to broad things and cover all communities such as Explore, Local, World, All, and more.

CONCLUSION

Defining identity is very complex since it has many different meanings and orientations. Such as how identity relates to a person's characteristics, values, beliefs, traditions, culture, and more. Identity in this slogan includes the function of social identity, just as slogans create a sense of community by aligning the brand with specific values, interests, and aspirations that resonate with specific groups. That's why, from the discussion above we conclude how that slogans can make and enhance a brand's identity based on their choice of words to make tagline meaningful and successfully create their images to convey to their customers. Through careful selection of words, each brand makes its identity stand out from the rest. From the ten slogans that we analyze, we find out that six of them are luxurious brands, they are Gucci, Louis Vuitton, Saint Laurent, Chanel, Dior, and Prada. The other four are in the common goods category, they are Uniqlo, Coach, The North Face, and Erigo. We also find the different words they use, for example, luxurious brands use words like "eternal" and "luxury" in their slogans to inform people about the goods they sell, which are luxurious goods made for fashion, while the common brands use words like "Inexpensive" and "for all" to inform people that they have everything they need to wear in every day life.

Authors Information

Muizzu Nurhadi, English English Department of Universitas 17 Agustus 1945 Surabaya, Lecturer, expertise in literary and cultural studies, muizzu@untag-sby.ac.id

Pininta Veronika Silalahi, English English Department of Universitas 17 Agustus 1945 Surabaya, Lecturer, expertise in linguistics, pininta@untag-sby.ac.id

Shabrina Dwi Arsa, English Department of Universitas 17 Agustus 1945 Surabaya, Student, shabrinadwiarsa@gmail.com.

Agiel Bramantyo, English English Department of Universitas 17 Agustus 1945 Surabaya, Student, agiellbramantyo@gmail.com.

REFERENCES

- Agazade, M. C. (2021). Linguistic analysis of French slogans in the advertising of perfumes and cosmetics. *Elmi Xəbərlər*, 2, 32–37. <https://doi.org/10.54414/ulqg3947>
- Briggs, E., & Janakiraman, N. (2017). Slogan recall effects on marketplace behaviors: The roles of external search and brand assessment. *Journal of Business Research*, 80, 98–105. <https://doi.org/10.1016/j.jbusres.2017.07.010>

- Carter, R., & Simpson, P. (1989). *Language, discourse and literature*. <https://doi.org/10.4324/9780203396711>
- Fomukong, S.E.A. (2016) Stylistics Analysis in Advertising Discourse: A case of the Dangote cement advertisement in Bamenda- Cameroon. *Advances in Language and Literary Studies*, 7(6). <https://doi.org/10.7575/aiac.all.v.7n.6p.105>
- Gurzki, H., Schlatter, N., & Woisetschläger, D. M. (2019). Crafting extraordinary stories: decoding luxury brand communications. *Journal of Advertising*, 48(4), 401–414. <https://doi.org/10.1080/00913367.2019.1641858>
- Haidar, V. (2022). SYNTACTIC NATURE OF ADVERTISING SLOGANS OF AMERICAN BRANDS OF CLOTHES AND FOOTWEAR. *Aktual'nì Pitannâ Gumanitarnih Nauk*, 1(54), 164–168. <https://doi.org/10.24919/2308-4863/54-1-23>
- Hosana, S., Juanda, J., & Supriadi, A. (2022). Figurative language in snack advertising slogan. *International Journal of Linguistics, Literature and Translation*, 5(12), 121–126. <https://doi.org/10.32996/ijllt.2022.5.12.15>
- Mahmudova, U. U. K. (2020). EFFECTIVENESS OF ADVERTISING LANGUAGE AND SLOGANS. *Theoretical & Applied Science*, 85(05), 71–74. <https://doi.org/10.15863/tas.2020.05.85.16>
- Ng, C. J. W. (2017). Performing brand identity: situating branding in discursive-ideological landscapes. *Consumption Markets & Culture*, 21(2), 147–170. <https://doi.org/10.1080/10253866.2017.1369970>
- Nurhadi, M., & Marsih, L. (2022). STYLISTIC ANALYSIS OF EARLE BIRNEY'S THE BEAR ON THE DELHI ROAD. *PARAFRASE : Jurnal Kajian Kebahasaan & Kesastraan*, 22(1), 122-133. <https://doi.org/10.30996/parafrase.v22i1.6632>
- Pobelo, R., Muntuuntu, M., & Posumah, J. (2021). A SEMANTICAL ANALYSIS ON SLOGAN. *JELLT (Journal of English Language and Literature Teaching)*, 4(2). <https://doi.org/10.36412/jellt.v4i2.2400>
- Simpson, P. (2004). *Stylistics: a resource book for students*. <http://ci.nii.ac.jp/ncid/BA67604031>
- Taylor, C. R., & Costello, J. P. (2017). What do we know about fashion advertising? A review of the literature and suggested research directions. *Journal of Global Fashion Marketing*, 8(1), 1–20. <https://doi.org/10.1080/20932685.2016.1255855>
- Yang, L. (2022). Observing Consumer Market Changes from Brand Slogan Changes. *Advances in Social Science, Education and Humanities Research*. <https://doi.org/10.2991/assehr.k.220109.055>