

# THE LANGUAGE OF AIRLINE SLOGANS: A LINGUISTICS ANALYSIS

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**Abstract.** To promote themselves, airlines do not only serve better but also have slogans to be known as their identities. The use of slogans is unique and appealing if they are seen from linguistics point of view. The objectives of this research are to find out the Syntactic categories, semantic claims and Speech acts that used by 35 Airlines Slogans in five continents. To know the answers, the researcher used Content analysis and finds that Syntax category which mostly used by Airlines slogans around the world is *phrase*, majority airlines slogans take benefits from the use of *we are different and unique* claim, and the most frequent speech act that used by airline slogan is *representative*.

**Key words:** Slogan, Syntax category, Semantics claim, speech act

## A. INTRODUCTION

The business of tourism and travel is always promising. Many countries have worked hard to promote their tourism destinations to lure visitors from around the globe to come and spend their money. Some countries really get a lot of benefits from this business. One example is Indonesia. According to [www.wttc.org](http://www.wttc.org), tourism and travel have contributed number three in Indonesia economy income just under agriculture and mining sectors. Travel & Tourism generated a total impact of \$US 80 billion of Indonesia's GDP in 2014. Travel & Tourism also contributed, either directly or indirectly, 8.4% of employment in Indonesia in 2014.

One way to attract visitors come to their countries, those countries have used advertisements both electronic and printed versions. These tourism ads have used certain linguistics techniques to inform, describe, promote, advertise, persuade, and even manipulate the readers

(Crisan et.al, 2009). Advertisement and tourism are like two sides of coin that need each other. Both of them are expensive but also generate a lot of money.

To produce high quality advertisements, advertisers commonly will accompany their tourism brochures and leaflets with appealing pictures and unique languages. It is in line with Ling Ip (2008:1) statement: “In view of the intangible and heterogeneous nature of tourism products, it is found that travel advertising relies heavily on hyperbolic language and glamorous images to enhance its persuasive power so as to attract business”.

In the case of tourism advertisement, language is very crucial device to deliver a message, so the language must be convincing to persuade the reader, eye-catching to take attention, easy to repeat and remember, and interpretable to convey double meaning. The language of tourism brochures also tends to show only the positive and attractive sides of destination and services. Based on a research done by Crisan (2009:945) and Ip (2008:1-7) It is very often the tourism advertisement designer will provide their products with special chosen words such as noun phrases, verbs, exaggerated adjectives, superlative adjective, idioms and figure of speech.

The noun phrases that often used commonly have patterns: Destination names + Noun Phrases. For Example: *Bali. The Island of God; Antigua. A cool Carribean vibe and a laid-back atmosphere.* Special verbs are also employed to give soft imperative such as *enjoy, experience, try, choose, offer,* etc. For example: *In Carribean you can `experience a marriage made in paradise`, enjoy a beautiful ceremony in a beautiful surroundings, let it capture your heart, dream a little dream.* The tourism ads designers also use adjectives to show the force of persuasiveness, expressiveness and to give heavenly like destinations. The use of these adjectives is often depicted as exaggerations. The examples of these adjectives such as *beutiful, breathtaking, spectacular, magnificent, perfect, extraordinary, unspoiled, unique, stunning, etc.* Another adjective which is often used is superlative. The use of *one of the best and the most beutiful* is common in tourism ads.

Another technique that often used by advertisers to introduce their product is Slogan. Slogan is motto that usually used by political, religious and commercial organization. A slogan or motto of an institution can not be used by other organizations. The function of slogan is to catch the readers` attention and then persuade them with pleasant slogan to trust their companies. Muhabat et.al (2015:420) mention slogans are used to express aims, ideas and nature of an organization or an individual. Slogans are usually easy to repeat and to remember, so they are formed by few words but very special words. The slogans often convey two meanings that are communicative and persuasive.

There have been some researches about slogans. Skracic et.al (2016) analysed some slogans in yachts or boats in nautical magazine. The investigation has revealed that yacht slogans use specific language devices. For example, in Phonology, these slogans use alliteration, assonance, euphony, and rhythm. In Syntax, these slogans do not use all sentences and use many noun phrases. In addition, semantically these slogans utilized many figurative languages such as metaphor, metonymy, hyperbole, and antithesis.

Muhabat (2015) investigated some schools slogans in Pakistan and he found that those school slogans have some claims and he also got information about the use figurative languages in those education institutions. Sutjana (2012) studied on the speech acts of the slogans of national airlines (represented by Indonesian airlines). The results of the research reveal that the speech acts of national airlines' slogans are commissive 50%, assertive 35.7%, and directive 14.3%.

Based on these phenomenon, Reseacher is very intereseted in conducting a research which can explore the surface and deep structure of Airlines slogans of 5 continents which have number around 35 from Linguistics points of view, so this is the reason to propose this research proposal. The research questions are formulated as follows:

1. What syntactic levels (words, phrases and sentences) are used in creating airline slogans?
2. What are claims made by the airline slogans to be seen from semantics point of view?
3. What speech acts are representated on those airline slogans?

## **B. Advertising Slogan**

Advertising slogans are simple and memorable phrases that are designed to capture the essence of a product or a service and to efficiently relay the essential message a company (or country, city, destination...) Most importantly, an advertising slogan should be memorable. It has to find its way into consumer's memory and stay there, in order for a consumer to associate the slogan with the product it is representing, and make the consumer feel a desire or need. Memorability may depend on how often and how long the slogan has been used in advertising

### **Language and Linguistics**

#### 1. Language

Language is highly elaborated signalling system (Ipsen, 2011:10). Pei and Gaynor (1975) in Alwasilah (1993) defines language as a system of communication by sounds through the speech and hearing organs among human beings using vocal symbols and arbitrary convention. Humans express their thoughts through words. Traditionally, language has been seen as a tool of thought, a system of expression which delivers thought from one person to the other (Finegan et al, 1992:9 )

#### 2. Linguistics

Linguistics is the scientific inquiry into the human language with all its aspects (Ipsen, 2011:11). In line with Ipsen, Finegan et al (1992:9) defines linguistics as scientific investigation toward the language of human: Its structure and use and the relation between them. From two definitions above, Linguistics can be concluded as a scientific study of human language with all its aspects such as its structure, its use and relations of them. As a discipline, Linguistics has many branches.

### **Syntax, Semantics and Pragmatics.**

#### 1. Syntax

There are some definitions of syntax but they share the same meaning. Syntax is the study of how words combine to form sentence structure. Words as the smallest unit of syntax have classes and functions. Syntactic class has form of nouns, verbs, adjective, adverb, preposition,

conjunctions, etc. Words in sentence serve differently; nouns function as subject or object and verb shows action as predicate.

### 1.1. Syntactic level

In grammar, Praba et.al (2017:2.33) mentions there is a unit analysis which is called level. Level actually is the category of units in a language. In this, one can list the following levels: *phoneme, morpheme, word, phrase, clause, sentence, and discourse*. However, in syntax the smallest units only from word, phrase, and sentence that will be discussed and investigated.

Words contain smaller units that are called morphemes. Morphemes can be divided into two categories, namely, free morpheme and bound morpheme. Free morphemes can stand alone as a word and bound morphemes cannot exist until they are attached to free morphemes. We call them as affixes. The examples of free morphemes are such as *table, honest, run*, etc. Bound morphemes, on the other hands, have examples such as *-s, un, ion, ing, er*, etc.

Generally, A phrase is defined as a group of two or more words. Another definition, a phrase is a group of words that do not have subject + verb form, whereas a clause has form of Subject + verb form markers. Phrase as one of Syntax analysis is actually reflection of words functioning as head with exception of conjunction. Each word class has associated with it a phrase class. The following examples of phrases are taken from Fenagel et.al (1992:114):

Sentence is often described as utterance which consists of subject and predicate. There are some types of sentences: declarative, imperative, interrogative, and exclamative. These sentence types are generally used to perform speech acts. Declarative to make statements, imperatives to ask directives (orders, requests, etc.), interrogative to ask questions and exclamatives to make exclamations.

## 2. Semantics

It is the meaning structure of human language. Semantics will relate to word and sentence meanings. There are some kinds of meaning behind different kind of words. There are two kinds of words, namely, content words and function words. Content words consist of nouns,

verbs, adjectives, and adverbs. All these words refer to concrete objects, actions, abstract concepts, feeling, etc..

### 2.1. Semantic claims of advertising Slogans

There was a research conducted by Muhabat et.al (2015) toward school slogans in Pakistan. From this investigation, He found that schools in some areas of Pakistan use language devise to promote their schools to public and this policy is also supported by Pakistani government. The research findings show that Pakistani schools have claimed their schools as:

- *We are different and unique* claim

There are schools which give impression as different and unique. They create such slogan to get attention of the audience by showing they are not similar to other schools. For instances: **A unique school system, I want to make difference,**

- *Improvement* claim.

This kind of slogan said that the school has ability to improve students` competences or to increase the students` mental capacities. For example: **We develop your brain, and it is our mission to sharpen your skills**

- *Higher Achievement* claim

This slogan states that the schools can bring students toward better education achievement or brighter future. For Instance: **Towards academic excellence, Conveying better future, and Determiner toward success.**

- *Sententia* claim

Sententia is words which are used to show wisdom. It can be quotations, wise words, or maxim. It can utilized to a condition as general truth. For example: **Vini, Vidi, Vici** and **Tell me, I'll forget, Show me, I may remember, but involve me, and I'll remember.**

### 3. Pragmatics

Pragmatics is the branch of linguistics that studies the use and meaning of utterances based on situations. People use language to ask questions, show requests, make comments, report news, give directions, offer greeting, and perform many other verbal actions. By using

language, human beings propose marriage, swear to tell the truth, insult other people, and so on. Actions which are done through language are called Speech Acts.

### 3.1. Kinds of Speech acts

As social actions, Speech Acts involve acts of speaking or writing when someone (the Speaker) says (or writes) something to someone else (the Hearer) at a specific time in a specific place. Engaging in any SA is underlain by the assumption that the Speaker intends to communicate with the Hearer.

Various speech acts have been determined by experts of pragmatics as follows:

- Representatives are speech acts that represent a state of affairs such as assertions, statements, claims, hypotheses, descriptions and suggestions.
- Commissives are speech acts which commit a speaker to a course of actions such as promises, pledges, threats, and vows.
- Directives are speech acts intended to get the addressee to carry out an action such as commands, request, challenges, invitations, entreaties, and dares.
- Declarations are speech acts that bring about the state of affairs they name such as blessing, firings, baptisms, arrests, marrying, dismissing a case.
- Expressives are speech acts that show the speakers' psychology state or attitude such as greetings, apologies, congratulations, condolences, and thanks-givings.
- Verdictives are speech acts which assess or make judgment such as rankings, assessing, appraising, and condoning.

## **C. Research Methodology**

### **Research Design**

It is a quantitative content analysis. This research is called quantitative because this research will try to measure the Linguistics aspects such as phrases, sentences, claims, figure of speeches, and speech acts in airline slogans. It is called a content analysis because this research will try to unveil some information behind the texts. The texts here are the airline slogans from five continents countries. Content analysis can be defined as a technique to

collect and analyse content from a text. Content can be in the forms of words, meaning, pictures, symbols, idea, themes, or some messages that can be communicated (Neuman, 2003) in (Martono:2014:92).

Data sources in content analysis are in the forms of printed and other observable materials. Those data sources must be in the same patterns, and if they are taken from mass media, they must be routine and periodic such as rubric, ads, films, news, TV shows, comic stories, etc. Those data sources must be available enough in quantities. If they are too little, and do not have the same patterns, so a researcher can not discover deeper information and can not explain the trend of the analysed data.

## **Population and Sample**

### **1. Population**

The population of this research is some airlines slogans which are taken from five continent countries. Their number is 35. They are spread in Asia, Europe, Africa, America, and Australia & Oceania.

### **2. Sample**

This research will use simple random sampling. However, because the number of population is only 35, all population will be taken as sample. It means the the number of population will be the number of sample.

Table. 1

**Airlines List**

<b>NO</b>	<b>AIRLINES</b>	<b>COUNTRY</b>	<b>SLOGANS</b>
1	Airfrance	France	<i>France is in the air</i>
2	Iberia	Spain	<i>Can you imagine?</i>
3	Korean Air	South Korea	<i>Excellence in flight</i>
4	Aeroflot	Russia	<i>Sincerely yours</i>
5	Austrian	Austria	<i>The charming way to fly</i>
6	SAS Scandinavian	Sweden	<i>We are travellers</i>

	Airlines		
7	Air Canada	Canada	<i>Your world awaits</i>
8	American Airlines	USA	<i>The world`s greatest fliers fly American</i>
9	Aerolineas	Argentina	<i>Up high in the sky</i>
10	Egyptair	Egypt	<i>Enjoy the sky</i>
11	Royal Air Maroc	Marocco	<i>The wings of Marroco</i>
12	South Africa Airways	South Africa	<i>Bringing the world to Africa and taking Africa to the world</i>
13	Uganda Airlines	Uganda	<i>The flying crane</i>
14	Ethiopian Airlines	Ethiopia	<i>The new Spirit of Africa</i>
15	Qantas	Australia	<i>The spirit of Australia</i>
16	Airlines of Tasmania	Australia	<i>Your Tasmanian Airlines</i>
17	Hawaiian Airlines	USA	<i>Hawii flies with us</i>
18	Saudia	Saudi Arabia	<i>Welcome to your world</i>
19	Turkish Ailines	Turkey	<i>Widen your world</i>
20	Air Zimbabwe	Zimbabwe	<i>Zimbabwean Hospitality in skies</i>
21	Etihad Airways	United Arab Emirates	<i>From Abu Dabi to the world</i>
22	Emirates Airline	United Arab Emirates	<i>From Dubai to destinations around the world</i>
23	Thai Airways	Thailand	<i>Smooth as silk</i>
24	Singapore Airlines	Singapore	<i>A great way to fly</i>
25	Garuda Indonesia	Indonesia	<i>The airline of Indonesia</i>
26	Air India	India	<i>Air India...Truly Indian</i>
27	Pakistan International Airline	Pakistan	<i>Great people to fly with</i>
28	Japan Airlines	Japan	<i>Fly into tomorrow</i>
29	Royal Jordanian	Jordan	<i>A world of stories</i>
30	KLM Royal Dutch Airlines	The Netherland	<i>Journeys of Inspiration</i>
31	British Airways	UK	<i>To fly. To serve</i>
32	United Airlines	USA	<i>Fly the friendly skies</i>
33	Virgin Australia	Australia	<i>Here`s to looking up</i>
34	Avianca S.A	Colombia	<i>It`s for you</i>
35	Lufthansa	Germany	<i>Nonstop you.</i>

### 3. Location and Time of Research

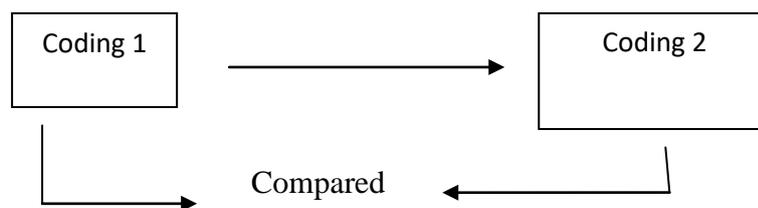
This research will take place around July through December 2017. The detail of time shcedule is attached on the appendix. The location of research will be done at UIN Raden Intan lampung especially faculty of Teacher training and Education or Tarbiyah.

#### 4. Technique of data collection

The method to collect data is documentation. The technique of data collection is by collecting the airline slogans from internet and then copy them as sample. The data of slogans will be collected from internet by visiting the respective airline slogans websites.

#### 5. Validity and Reliability

According to Martono (2014), the validity in content analysis is different from validity in general research. Validity in this research is not about the causal relationship between variables but a process to categorize symbol of the same meanings. Because it is quantitative, the measurement is a central issue. The measurement in content analysis refers to the arrangement process of coding. In addition, reliability in content analysis is a form of correspondence between coders in content categorizations. Reliability of content analysis will test coding and symbol of Research because these coding and symbol that function as instrument. There are three kinds of reliability of content analysis. They are stability, accuracy, and reproducibility reliability. This research will use stability reliability. Stability reliability refers to a condition when a symbol or message that becomes the object of content analysis is coded two times and the result is similar. This kind of reliability is called *in coder reliability*. The scheme of in coder reliability can be seen below.



#### 6. Data Analysis

Analysis instrument which will be used is pie diagram to describe frequency distribution. Hence, the data is also presented through chart pie. Statistic that will be used is percentage because the data that is analysed in the form of nominal.

### D. Results And Discussion

## Research Results

### 1. Syntax Category

Table. 2  
Syntax Category

No	Airlines	Slogan	SK 1	SK 2	SK 3
1	Korean Air	<i>Excellence in flight</i>		✓	
2	Saudia	<i>Welcome to your world</i>			✓
3	Turkish Airlines	<i>Widen your world</i>			✓
4	Etihad Airways	<i>From Abu Dhabi to the world</i>		✓	
5	Emirates Airline	<i>From Dubai to Destination around the world</i>		✓	
6	Thai Airways	<i>Smooth as silk</i>		✓	
7	Singapore Airlines	<i>A great way to fly</i>		✓	
8	Garuda Indonesia	<i>The Airline of Indonesia</i>		✓	
9	Air India	<i>Air India...Truly Indian</i>		✓	
10	Pakistan Int. Airlines	<i>Great people to fly with</i>		✓	
11	Japan Airlines	<i>Fly into tomorrow</i>			✓
12	Royal Jordanian	<i>A world of Stories</i>		✓	
13	Qantas	<i>The spirit of Australia</i>		✓	
14	Airlines of Tasmania	<i>Your Tasmanian Airline</i>		✓	
15	Hawaiian Airlines	<i>Hawaii flies with us</i>			✓
16	Virgin Australia	<i>Here`s to looking up</i>			✓
17	Egypt Air	<i>Enjoy the sky</i>			✓
18	Royal Air Maroc	<i>The wings of Morocco</i>		✓	
19	South African Airways	<i>Bringing the world to Africa, and taking Africa to the world</i>		✓	
20	Uganda Airways	<i>The Flying crane</i>		✓	
21	Ethopian airlines	<i>The new spirit of Africa</i>		✓	
22	Air Zimbabwe	<i>Zimbabwean Hospitality in the sky</i>		✓	
23	Air France	<i>France is in the air</i>			✓
24	Iberia	<i>And tomorrow... Can you imagine?</i>			✓
25	Aeroflot	<i>Sincerely yours</i>		✓	
26	Austrian	<i>The charming way to fly</i>		✓	
27	SAS	<i>We are travellers</i>			✓
28	KLM	<i>Journeys of inspiration</i>		✓	

29	British Airways	<i>To fly. To serve</i>		✓	
30	Lufthansa	<i>Nonstop you</i>			✓
31	Air Canada	<i>Your world awaits</i>			✓
32	American Airlines	<i>The world's greatest fliers fly American</i>			✓
33	Aerolineas	<i>Up high in sky</i>		✓	
34	United Airlines	<i>Fly the friendly skies</i>			✓
35	Avianca	<i>It's For you.</i>			✓
Number			-	21	14

SK 1 : Word

SK2 : Phrase

SK 3 : Sentence

Table 1 showed us the number of Syntax categories which are used by Airlines slogans around the world. The most frequent category that is used is Phrases with 21 times or 60%, whereas sentences are only 14 times or 40% as the second most frequent used. Unfortunately, no air lines that used words as their slogan or 0%. It means the acquisition of phrases is more favourable than other categories such as sentences and words. Even, no airline chooses word as slogan.

The airlines which have slogans of phrases are Korean Air (excellent in flight), Etihad Airways (From Abu Dhabi to the world), Emirates Airline (From Dubai to Destinations around the world), Thai Airways (Smooth as silk), Singapore Air Lines (a great way to fly), Garuda Indonesia (The Airline of Indonesia), Air India (Air India...Truly India), Pakistan Int. Airlines (Great People to fly with), Royal Jordanian (A world of stories), Qantas (The spirit Australia), Airlines of Tasmania (Your Tasmanian Airline), Royal Air Maroc (The wings of Morocco), South African Airways (Bringing the world to Africa, and taking the Africa to the world), Uganda Airways (The flying crane), Ethiopian Airline(The new Spirit of Africa), Air Zimbabwe (Zimbabwean Hospitality in the sky), Aeroflot (Sincerely yours), Austrian (The charming way to fly), KLM (Journeys of Inspirations), British Airways (To fly. To serve), Lufthansa (Nonstop you), Aerolineas (Up high in the sky).

There are 21 phrases that used by Airlines to show their slogans. From that number, Noun phrases (NP) appears 15 times or 71%, Preposition phrase (PP) appears 3 times or 14 %, Adjective phrase (Adj.P) appears 1 or 5%, participle phrase(Parti.P) appears 1 or 5%, and infinitive phrase (infi.P) emerges 1 or 5%. Airlines that use noun Phrases are Korean Air, Singapore Air Lines, Garuda Indonesia, Air India, Pakistan Int. Airline, Royal Jordanian, Qantas, Airlines of Tasmania, Royal Air Maroc, Uganda Airways, Ethopian Airlines, Air Zimbabwe, Aeroflot, and KLM. Airlines which have preposition phrases are Etihad Airways, Emirates Airline, and Aerolineas. Thai Airways utilizes adjective phrase as her slogan. South African has participial phrase and British Air Ways uses infinitive phrase as slogan. This information tells us that noun phrase is the most popular choice among airlines owner to choose. Complete information about kinds of phrases and their number can be seen below.

Table.3  
Kinds of Phrases

No	AirLines	NP	PP	Adj. P	Part. P	Infi.P
1	Korean Air	✓				
2	Singapore Air Lines	✓				
3	Garuda Indonesia,	✓				
4	Air India	✓				
5	Pakistan Int. Airline	✓				
6	Royal Jordanian	✓				
7	Qantas	✓				
8	Airlines of Tasmania,	✓				
9	Royal Air Maroc,	✓				
10	Uganda Airways	✓				
11	Ethopian Airlines	✓				
12	Air Zimbabwe	✓				
13	Aeroflot,	✓				
14	KLM	✓				
15	A Etihad Airways		✓			
16	Emirates Airline		✓			
17	Aerolineas		✓			

18	Thai Airways			✓		
19	South African Airways				✓	
20	British Air Ways					✓
21	Austrian	✓				
	Number	15	3	1	1	1

There are 14 sentences which are used by these air lines slogans. These Airlines are Saudia (Welcome to your world), Turkish Airline (Widen your world), Japan Airlines (Fly into tomorrow), Hawaiian Airlines (Hawaii flies with us), Virgin Australia (Here`s to looking up), Egypt Air (Enjoy the sky), Air France (France is in the Air), Iberia (Can you imagine?), SAS (we are traveller), Lufthansa (Nonstop you), Air Canada (Your world awaits), American Airlines (The world`s greatest fliers fly American), United Airlines (Fly the friendly sky), and Avianca ( It`s for you).

From 14 sentences above, there are 7 declarative sentences, 5 imperative sentences, 1 interrogative sentence, and 1 negative sentence. The airlines that use declarative sentences such as Hawaiian Airline (Hawaii flies with you), Virgin Australia (Here`s to looking up), Air France (France is in the air), SAS (We are travellers), Air Canada (Your world awaits), American Airlines ((The world`s greatest flier fly American), and Avianca (It`s for you). The airlines that use imperative sentences are Saudia (Welcome to your world), Turkish Airline (Widen your world), Japan Air lines (Fly into tomorrow), Egypt Air (Enjoy the sky), and United Airlines (fly the friendly skies). One interrogative sentence is used by Iberia (Can you imagine?) and one negative sentence, namely, Lufthansa (Nonstop you). From information above, it can be concluded that declarative sentence is mostly used by airline to promote themselves to public. For details, please look at the table and figure below.

Table.4

Kind of Sentences

No	Air Lines	Dec	Imp	Int	Neg
1	Saudia		✓		

2	Turkish Airline		✓		
3	Japan Airline		✓		
4	Hawaii flies with us	✓			
5	Virgin Australia	✓			
6	Egypt Air		✓		
7	Air France	✓			
8	Iberia			✓	
9	SAS	✓			
10	Lufthansa				✓
11	Air Canada	✓			
12	American Airlines	✓			
13	United airlines		✓		
14	Avianca	✓			
	Number	7	5	1	1

Dec: Declarative

Imp: Imperative

Int : Interrogative

Neg: Negative

## 2. Semantic Claims

Table.5  
Semantic Claims

No	Airlines	Slogan	SC 1	SC 2	SC 3	SC 4
1	Korean Air	<i>Excellence in flight</i>			✓	
2	Saudia	<i>Welcome to your world</i>	✓			
3	Turkish Airlines	<i>Widen your world</i>		✓		
4	Etihad Airways	<i>From Abu Dhabi to the world</i>			✓	
5	Emirates Airline	<i>From Dubai to Destination around the world</i>			✓	
6	Thai Airways	<i>Smooth as silk</i>	✓			
7	Singapore Airlines	<i>A great way to fly</i>			✓	
8	Garuda Indonesia	<i>The Airline of Indonesia</i>				✓
9	Air India	<i>Air India...Truly Indian</i>	✓			
10	Pakistan Int. Airlines	<i>Great people to fly with</i>			✓	
11	Japan Airlines	<i>Fly into tomorrow</i>		✓		
12	Royal Jordanian	<i>A world of Stories</i>	✓			
13	Qantas	<i>The spirit of Australia</i>	✓			

14	Airlines of Tasmania	<i>Your Tasmanian Airline</i>	✓			
15	Hawaiian Airlines	<i>Hawaii flies with us</i>	✓			
16	Virgin Australia	<i>Here`s to looking up</i>	✓			
17	Egypt Air	<i>Enjoy the sky</i>			✓	
18	Royal Air Maroc	<i>The wings of Morocco</i>	✓			
19	South African Airways	<i>Bringing the world to Africa, and taking Africa to the world</i>			✓	
20	Uganda Airways	<i>The Flying crane</i>	✓			
21	Ethopian airlines	<i>The new spirit of Africa</i>	✓			
22	Air Zimbabwe	<i>Zimbabwean Hospitality in the sky</i>	✓			
23	Air France	<i>France is in the air</i>		✓		
24	Iberia	<i>And tomorrow... Can you imagine?</i>	✓			
25	Aeroflot	<i>Sincerely yours</i>				✓
26	Austrian	<i>The charming way to fly</i>	✓			
27	SAS	<i>We are travellers</i>	✓			
28	KLM	<i>Journeys of inspiration</i>	✓			
29	British Airways	<i>To fly. To serve</i>				✓
30	Lufthansa	<i>Nonstop you</i>				✓
31	Air Canada	<i>Your world awaits</i>	✓			
32	American Airlines	<i>The world`s greatest fliers fly American</i>			✓	
33	Aerolineas	<i>Up high in sky</i>			✓	
34	United Airlines	<i>Fly the friendly skies</i>			✓	
35	Avianca	<i>It`s For you.</i>				✓
Number			17	3	10	5

SC 1 : We are different and Unique

SC 2 : Improvement

SC 3 : Higher Achievement

SC 4 : Sententia

Table. 4 reveals some facts, namely, majority airlines slogan take benefits from The use of *we are different and unique* claim. There are about 17 claims or 48% of this kind. *Higher Achievement* claim is in the second position with 10 claims or 29%. *Sententia* is in the third position with 6 claims or 14% and *improvement* claim is in the last number with 2 or 9%.

The Airlines that employ *we are different and unique* claim are Saudia (Welcome to your world), Thai Airways (Smooth as silk), Air India (Air India...Truly India), Royal Jordanian (A world of stories), Qantas (The spirit of Australia), Airlines of Tasmania (your Tasmanian Airline), Hawaiian Airlines (Hawaii flies with us), Royal Air Maroc (The wings of Morocco),

Uganda Air ways (The flying crane), Ethiopian Airlines (the new spirit of Africa), Air Zimbabwe (Zimbabwean Hospitality in the sky), Iberia (And tomorrow... Can you imagine?), Austrian (The charming way to fly), SAS (We are travellers), KLM (Journeys of Inspiration), Air Canada (Your world awaits). The slogans imply that they are not the same with other airlines` identity and they have special tastes which other companies do not have. For Example: Thai Airways which has motto: *Smooth as silk*.

There are only two airlines which are included in *improvement* claims, namely, Turkish Airline (widen your world) and Japan Airlines (Fly into tomorrow). The meaning of this claim asks the passengers to improve or to widen their insights and asks to see tomorrow.

On the other hands, *higher achievement* claims are had by 10 airlines slogans. The airlines which have this claims are Korean air (Excellence in Flight), Etihad Airways (From Abu Dhabi to the world), Emirates Airline (From Dubai to Destinations around the world), Singapore airline (A great way to fly), Pakistan Int. Airlines (Great people to fly with), Virgin Australia (Here`s to looking up), Egypt Air (Enjoy the sky), Royal Maroc (The wings of Marrocco), South African Airways (Bringing the world to Africa, and taking the Africa to the world), Air France ( France is in the air), American Airlines (The world`s greatest fliers fly American, Aerolineas (Up high in sky) and united Airlines (Fly the friendly skies). The meaning of this claim the airlines believe that they have done something special that other do not do or they have achieved something extraordinary. For example, South African Airways which has motto: *Bringing the world to Africa, and taking the Africa to the world*. This slogan or motto imply that this airline has shown the world to Africa and shown Africa to the world and this action perhaps does not apply by other airlines. Therefore, it is special achievement.

There are only 5 Airlines which possess Sententia as their slogans such as Garuda Indonesia (the airline of Indonesia), Aeroflot (Sincerely yours), British Airways (To fly, To serve), Lufthansa (Nonstop you), and Avianca (it`s for you). Sententia is only claim which reveal general truths. For example, Garuda Indonesia with its motto: The airline of Indonesia. It is only a statement that Garuda is Airline which belonged by Indonesia.

## 3. Speech Acts

Table.6  
Speech Act

No	Airlines	Slogan	SA 1	SA 2	SA 3	SA 4	SA 5	SA 6
1	Korean Air	<i>Excellence in flight</i>		✓				
2	Saudia	<i>Welcome to your world</i>					✓	
3	Turkish Airlines	<i>Widen your world</i>			✓			
4	Etihad Airways	<i>From Abu Dhabi to the world</i>		✓				
5	Emirates Airline	<i>From Dubai to Destination around the world</i>		✓				
6	Thai Airways	<i>Smooth as silk</i>	✓					
7	Singapore Airlines	<i>A great way to fly</i>	✓					
8	Garuda Indonesia	<i>The Airline of Indonesia</i>	✓					
9	Air India	<i>Air India... Truly Indian</i>	✓					
10	Pakistan Int. Airlines	<i>Great people to fly with</i>	✓					
11	Japan Airlines	<i>Fly into tomorrow</i>			✓			
12	Royal Jordanian	<i>A world of Stories</i>	✓					
13	Qantas	<i>The spirit of Australia</i>	✓					
14	Airlines of Tasmania	<i>Your Tasmanian Airline</i>	✓					
15	Hawaiian Airlines	<i>Hawaii flies with us</i>	✓					
16	Virgin Australia	<i>Here`s to looking up</i>	✓					
17	Egypt Air	<i>Enjoy the sky</i>			✓			
18	Royal Air Maroc	<i>The wings of Morocco</i>	✓					
19	South African Airways	<i>Bringing the world to Africa, and taking Africa to the world</i>		✓				
20	Uganda Airways	<i>The Flying crane</i>	✓					
21	Ethopian airlines	<i>The new spirit of Africa</i>	✓					
22	Air Zimbabwe	<i>Zimbabwean Hospitality in the sky</i>		✓				
23	Air France	<i>France is in the air</i>	✓					
24	Iberia	<i>And tomorrow... Can you imagine?</i>			✓			
25	Aeroflot	<i>Sincerely yours</i>		✓				
26	Austrian	<i>The charming way to fly</i>		✓				
27	SAS	<i>We are travellers</i>	✓					
28	KLM	<i>Journeys of inspiration</i>	✓					
29	British Airways	<i>To fly. To serve</i>		✓				

30	Lufthansa	<i>Nonstop you</i>		✓				
31	Air Canada	<i>Your world awaits</i>	✓					
32	American Airlines	<i>The world`s greatest fliers fly American</i>	✓					
33	Aerolineas	<i>Up high in sky</i>	✓					
34	United Airlines	<i>Fly the friendly skies</i>			✓			
35	Avianca	<i>It`s For you.</i>		✓				
Number			19	10	5	-	1	-

- Sa 1 : Representative  
 Sa 2 : Commissive  
 Sa 3 : Directive  
 Sa 4 : Declaration  
 Sa 5 : Expressive  
 Sa 6 : Verdictive

Table.5 and figure.6 indicate that the most frequent speech act that used by airline slogan is *representative* with 19 times or 54%, *commissive* with 10 or 29%, *directive* 5 times or 14%, *expressive* with 1 or 3%. Both *declaration* and *verdictive* are not used or 0%. This information shows us that the most frequent speech act is representative, followed by commissive, directive and expressive.

The slogans which include to representative are Thai Airways (Smooth as silk), Singapore Airlines (A great way to fly), Garuda Indonesia (The Airline of Indonesia), Air India (Air India...Truly India), Pakistan int. Airlines (Great People to fly), Royal Jordanian (A world of Stories), Qantas (The spirit of Australia), Airlines of Tasmania (Your Tasmanian Airline), Hawaiian Airlines (Hawaii flies with us), Virgin Australia (Here`s to looking up), Royal Air Maroc (The wings of Marocco), Uganda Airways (the flying crane), Ethiopian Airline (the new spirit of Africa), Air France (The France is in the air), SAS (we are travellers), KLM (Journeys of inspiration), Air Canada (Your world awaits), American Airlines (The world`s greatest fliers fly American), Aerolineas (Up high in the sky). The meaning of this finding is that many slogans in forms of assestion, statements, claims, hypotheses, descriptions, and suggestions.

The airlines whose airlines in comissives consist of Korean air (Excellence in Flight), Etihad air ways (from Abu Dhabi to the world), Emirates airline (From Dubai to Destination around the world), South African Airlines (Bringing the world to Africa, and taking Africa to the

world) Air Zimbabwe (Zimbabwean Hospitality in the sky), Aeroflot (Sincerely yours), Austrian (The charming way to fly), British Airways (To fly, To serve), Lufthansa (Nonstop you), Avianca (It's for you). The meaning of this speech act contains promises, pledges, threats, and vows.

Slogans of airlines which contain directive are Turkish Airlines (widen your world), Japan airlines (fly into tomorrow), Egypt Air (enjoy the sky), Iberia (Can you imagine), and united airlines (fly the friendly skies). These slogans have meanings of commands, requests, challenges, invitations, entreaties and dares. For expressive speech act, only Saudia (welcome to your world) which has such slogan and its meaning is greeting, congratulation, etc.

### **Discussion**

Advertisements are tools that used to promote many things such as products and services. As a genre, advertisements have different characteristics that differentiate them from other texts. One way is by creating slogans together with other elements such as texts, image, logo, video, music, jingle, etc.

Airline as part of tourism and transportation business also uses slogans in their promotions. Mostly airlines use English language as their slogans and only a small number of them which uses other languages. Like other vehicles, those airlines planes are also labeled with appealing slogans which are interesting to be investigated to know its characteristics. Therefore, based on this phenomenon, researcher conducted an investigation toward 35 slogans of Airlines from 5 continents to know their syntactic categories, semantics claims, and speech acts.

After collecting 35 slogans from 35 airlines, researcher then analyzed and categorized those slogans based syntax, semantic and pragmatic levels and these results were found as follows: The most frequent syntax category that is used is Phrases with 21 times or 60%, Majority airlines slogan take benefits from the use of *we are different and unique* claim is about 17 claims or 48% of this kind. The most frequent speech act that used by airline slogan is *representative* with 19 times or 54%,

The findings of this research in some respects are in line with finding of previous ones. For example, Eva`s research findings on regional airlines slogans show that the most frequent speech acts is representatives or assertive and it is similar with this research result where from 35 airlines slogan from 5 continents commonly use representatives or assertive. This research finding is also similar with findings` of Muhabat et.al where advertising slogans really have claims such as we are different and unique, higher achievement, sentential and improvement claims. Due to some parts of this respects are the same with previous researchers, so this research`s findings have enriched the theories about the use of advertising slogans in general and airlines slogan in particular.

## E. Conclusions And Suggestions

### Conclusions

1. The numbers of Syntax categories which are used by Airlines slogans around the world are phrases and sentences. The most frequent category that is used is Phrases with 21 times or 60%, whereas sentences are only 14 times or 40% as the second most frequent used. Unfortunately, no air lines that used words as their slogan or 0%.
2. Majority airlines slogan take benefits from the use of *we are different and unique* claim. There are about 17 claims or 48% of this kind. *Higher Achievement* claim is in the second position with 10 claims or 29%. *Sententia* is in the third position with 6 claims or 14% and *improvement* claim is in the last number with 2 or 9%.
3. The most frequent speech act that used by airline slogan is *representative* with 19 times or 54%, *commissive* with 10 or 29%, *directive* 5 times or 14%, *expressive* with 1 or 3%. Both *declaration* and *verdictive* are not used or 0%. This information shows us that the most frequent speech act is representative, followed by commissive, directive and expressive.

### Suggestions

1. For airline owner

In making airline slogan, the owner should consult to the findings of this research. For example, they are expected to create the slogan which consists of phrases or sentences.

This research has shown that the use of word is neglected and all airlines use phrases and sentences.

2. For the next researchers

There are many gaps that can be continued by the next researchers towards advertising slogans. For example, universities slogans, hotel slogans, political party slogans can be investigated to know their meanings, their phrase formations, their sentence formations, etc.

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