

ABSTRACT

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Linguistics is a branch of science that studies languages. Semantics is one of the branches of linguistics. Semantics is usually known as the study of meaning. There are various types of meaning in semantics that commonly used in analyzing the meaning of various things in the oral form such as speeches, advertisements on television and many more, or meanings in writing form such as advertisements in magazines, newspapers, brochures, banners or slogans.

In this study, the researcher used qualitative research method to describe the data analysis. First, the researcher made a list of tourism slogans around Asian countries. The second is analyse the data based on types of slogans and the seven types of meaning according to Leech (1983), but the researcher only focused in two meanings, they are conceptual meaning and connotative meaning.

The researcher took 46 data from her observation and the researcher just focused to analyse the tourism slogans in Asian countries only. The researcher found 16 Descriptive slogans, 2 persuasive slogans, 1 creative slogan, 1 emotive slogan, 14 brand recognisable slogans, and 6 imperative slogans. From the findings, the researcher conclude that most tourism slogan in Asian countries used descriptive slogan as their slogan types.

For the result of analysing the seven types of meaning in accordance with Leech theory (1983). Here, the researcher just focused on two meanings, conceptual and connotative meaning. The researcher found 25 conceptual meaning and 15 connotative meaning. So, the researcher concludes that most tourism slogan in Asian countries used conceptual meaning as their slogan types of meaning.

In short, researcher suggested advertisers to make their tourism slogans more creative and reflect their own tourism conditions, so readers can be more interested in visiting the country. In addition, for the other researchers, because the researcher has analysed the semantic of tourism slogans, so the other researchers are advised to analyse other objects, such as analysing the semantic of professional slogans, analysing the semantic slogan of book publishers, etc. Not only that, the researcher also suggests that the other researchers can discover the things that are not found by the researcher in this research.