THE LEXICAL AMBIGUITY FOUND IN FOOD AND BEVERAGE SLOGANS

AN UNDERGRADUATE THESIS

Presented as Partial Fulfillment of the Requirements
for the Degree of Sarjana Sastra
in English Letters

By
GEDE ARDI WIRYANTARA
Student Number: 134214069

ENGLISH LETTERS STUDY PROGRAM
DEPARTMENT OF ENGLISH LETTERS
FACULTY OF LETTERS
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STATEMENT OF ORIGINALITY

I certify that this undergraduate thesis contains no material which has been previously submitted for the award of any other degree at any university, and that, to the best of my knowledge, this undergraduate thesis contains no material previously written by any other person except where due reference is made in the text of the undergraduate thesis.

Yogyakarta, July 16, 2017

Gede Ardi Wiryananta
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UNTUK KEPENTINGAN AKADEMIS

Yang bertanda tangan di bawah ini, saya mahasiswa Universitas Sanata Dharma

Nama : Gede Ardi Wiryantara
Nomor Mahasiswa : 134214069

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THE LEXICAL AMBIGUITY FOUND IN FOOD AND BEVERAGE SLOGANS

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Dibuat di Yogyakarta
Pada tanggal 16 Juli, 2017

Yang menyatakan,

Gede Ardi Wiryantara
To be, or not to be: that is the question
- Shakespeare
For
My Beloved Parents
My Siblings
and
for Everyone
I’ve Met in My Life
I would like to thank my parents for supporting me through my times studying in Universitas Sanata Dharma. I would also like to thank my relatives for believing that I can finish my thesis on time. I would like to give my gratitude to Dr. Fr. B. Alip, M.Pd., M.A. for being my thesis advisor. Without his guidance, this thesis could not have been done. I would also like to thank Arina Iсти’anah, S.Pd., M.Hum. for being my reader. I thank Universitas Sanata Dharma for admitting me as one of their students in English Letters Department.

I would like to thank all the friends that I have met during my time studying English in Universitas Sanata Dharma. I would also like to give appreciation to Arsita Aprilia for giving me the courage and motivation to complete my thesis. I hope that this thesis could enlighten future researchers as reference towards their theses.

Gede Ardi Wiryantara.
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ABSTRACT

WIRYANTARA, GEDE ARDI. The Lexical Ambiguity Found in Food and Beverage Slogans. Yogyakarta: Department of English Letters, Faculty of Letters, Sanata Dharma University, 2017.

Language is something that cannot be separated from human’s life. It is the only tool that people use to communicate to each other, but sometimes a communication becomes ineffective because of several factors. One of those factors is ambiguity. Ambiguity is a phenomenon where a sentence or a word has several possible meanings. This phenomenon is not always in the spoken communication, but also in several written works such as newspaper, poem, song, letters, and slogan.

The focus of this research is the ambiguity in the slogan. The researcher picked 27 food and beverage slogans and those slogans were analyzed. All problems found in each slogan were words contain. That kind of case was usually referred to the lexical ambiguity. There were several terms that cause lexical ambiguity. After knowing the terms of lexical ambiguity contained in the slogan, the researcher discussed the possible interpretations that might be caused by the ambiguity.

From those several possible interpretations, mostly there was only one interpretation meant by the company. However, a few of the companies are intentionally put the ambiguity in the slogan to attract public’s attention. The researcher used semantics and pragmatics to analyze the ambiguous word. Semantics helped the researcher to find those possible meanings of the ambiguous word and possible interpretations toward the slogan. In considering the possible word, the researcher used homonymy, polysemy, and metaphorical expression.

After analyzing those ambiguous words, the researcher considered which meanings implied by the slogan through context. Pragmatics would help the researcher to consider the implied meaning of the ambiguous word in the context of the slogan itself.

Key Words: Language, Ambiguity, Slogan, Food and Beverage
ABSTRAK


Setelah menganalisis kata – kata ambig, peneliti mempertimbangkan arti yang tersirat di dalam slogan melalui konteks. Pragmatik membantu peneliti mempertimbangkan arti tersirat di dalam kata – kata ambig melalui konteks slogan.

Kata Kunci: Bahasa, Ambiguitas, Slogan, Makanan dan Minuman
CHAPTER I
INTRODUCTION

A. Background of the Study

Language is a tool that people use to express their ideas since this tool has an important aspect in the life of all beings. Language develops through times and it has become very important in human life because language is a system which is always used to express thoughts and emotions.

Language, a system of conventional spoken, manual, or written symbols by means of which human beings, as members of a social group and participants in its culture, express themselves. The functions of language include communication, the expression of identity, play, imaginative expression, and emotional release (Robins & Crystal, Britannica, 2015).

Not only used in communication among people, language also can be found in some literary works such as poetry, song, film, speech, advertisement, and any other literary works. There are many ways that people do to express their messages or ideas through language. People made language more interesting by writing poem or singing a song. Language also can be used to persuade other people through speeches and advertisings. Thus, language has the most important role and part in delivering meaning and persuading people.

From language, people can share their thought, opinion, and idea. The example is in an advertising where a company uses language in its advertisement to persuade others to follow its idea. Advertising is something that cannot be missed from a company. Advertising is the personal communication of information usually paid for and usually persuasive in nature about products,
services, or ideas by identified sponsors through various media (Bovee and Arens, 1986). It has an important role for a company because through advertisement, the companies can send their message of their idea to the public. Nowadays, some companies share their advertisement through media such as TV, printed media (magazines, journals, newspaper, and posters), radio, and internet. The messages can be about their products, their own company’s introduction, or persuasion to the public. The advertisement’s foremost part in delivering the messages is language. Without language, the messages will not be understood by public. In order to make their advertisement become easier to understand and stuck in people’s mind like a repeated record, companies make slogans in their own advertisement.

Slogan is a word or phrase that is easy to remember and usually consisted in an advertisement in order to attract people’s attention or to make the public suggest the idea of the advertisement quickly. The companies put slogans on advertisement and all marketing materials for consistency and reinforcement. However, there are slogans that do not work well and may convey more than one interpretation, sometimes a wrong interpretation. This can create a misinterpretation. The case is usually caused by the ambiguous word that creates wrong interpretation.

This thesis is conducted to analyze the ambiguity that contains in food and beverage advertisements’ slogans. The slogan is the focus of this thesis because the main purpose of the slogan is to attract consumers’ attention. Sometimes, the companies tend to make slogans that could sell their products by playing words. Not only creating a catchy slogan, the element of ambiguity is also included into
the slogan in order to make the slogan itself more interesting. The ambiguity found in the slogan will make the public tend to discuss several possible meanings or interpretations caused by the ambiguity itself.

B. Problem Formulation

In this thesis, there are two questions that the researcher uses to analyze the data which are formulated as follows.

1. What ambiguous words are found in the food and beverage slogans?
2. What are the possible interpretations that can be created from the ambiguous slogans?

C. Objectives of the Study

The study aims to analyze the ambiguity in the slogan of some food and beverage advertisements. There are many elements that can cause an ambiguity in the slogan. It can be a word, some words, or even a phrase consisted in the slogan. If the ambiguity in slogan is caused by lexical ambiguity, the researcher continues analyzing how the word is considered as a lexical ambiguity in the slogan.

The other purpose is to know the possible interpretations caused by ambiguous words. From the fact that the slogan may contain one or more ambiguous words in the phrase or sentence, it will influence the slogan to be interpreted more than one way, especially from the public’s interpretation. However, some companies sometimes make their own slogan ambiguous with a purpose to attract public’s attention, but sometimes the companies unintentionally make their slogan ambiguous. Even though ambiguity could help attracting public’s attention, the ambiguity also may cause a wrong interpretation that can be
the biggest problem in the advertising such as misunderstanding, undelivered messages, and wrong interpretation. In order to know more about the reasons of ambiguous slogans, the researcher discusses and explain about a lexical ambiguity that is contain in several food and beverage slogans. The researcher will provide several possible interpretations from the slogan that contains a lexical ambiguity.

D. Definition of Terms

In order to avoid misunderstanding and wrong interpretation, the researcher provides some explanations related to some terms that are discussed in the study. The terms that are used in the study are advertising, slogan, ambiguity, and lexical ambiguity.

Food and beverage in this analysis refer to a product that is provided or sold by a certain company. The products of food and beverage in this analysis may refer to fast food, cheese, chocolate, margarine, and ice cream. Then, for beverages, the product may refer to an alcohol drink, coffee, juice, and energy drink.

Slogan is a standard company statement or tag line for advertisements, salespeople, and company employees. The effective slogans are short, easy to understand, memorable, and easy to repeat (Bovee&Arens, 1986: 274). Thus, slogan resembles a tool in advertisement used to catch people’s attention and made it stuck in their mind.

Ambiguity is the term used to describe a word, phrase, or sentence with multiple meanings (Fromkin, 2003: 574). Ambiguous words are sometimes a problem while people try to understand the meaning that they read or listen.
Ambiguity leads people to vagueness and confusion. The example is “bank” which has two meaning. It may be an edge of the river or it may refer to a particular building (Fromkin, 2003:180).

Lexical ambiguity is multiple meanings of sentences due to words that have multiple meanings (Fromkin, 2003: 586). In common, people create some examples of lexical ambiguity for making the work becomes more fun and interesting such as creating puns and other types of word-play.
CHAPTER II
THEORETICAL REVIEW

A. Review of the Related Studies

In this part, the researcher reviews the related studies from Duboviciene’s work entitled “The Analysis of some Stylistic Features of English Advertising Slogans” and Sari’s “Phrase Ambiguity in the Jakarta Post Reader’s Forum Section on Forest Fire Haze in Indonesia”. The researcher chooses the two studies to be the related studies because the focus and the data of both studies are the same with the researcher. Duboviciene’s topic is talking about analyzing slogan advertisement. It focuses on the language style used in slogans. In the other side, Renie’s topic focuses on the ambiguity in the Jakarta Post’s article.

The focus on Duboviciene’s study is on the figurative language that is used in advertising slogan and Renie’s research is about the ambiguity, especially ambiguity on phrase of the sentence.

Duboviciene focuses on the language and rhetorical devices such as figurative language and sound techniques that are used in slogans. In figurative language, Duboviciene explains about the several definitions of figurative language’s terms. Those terms are simile, metonymy, metaphor, pun (work play), personification, apostrophe, symbol, and paradox. From those terms, he strengthens his explanation about how important they are in slogans. By using
those terms, Duboviciene believes that they can help make the slogans better and attractive. In the other hand, Renie uses the semantic and syntactic approach to analyze the ambiguity found. She uses semantic approach in order to find what kind of ambiguities found in the phrase of the sentence, as well as syntactic approach which she uses to identify the structural ambiguity found in the phrase.

Besides figurative language, sound techniques are often used in advertising slogans. In sound techniques, he explains the terms such as rhyme, alliteration, assonance, consonance, rhythm, and onomatopoeia. He said that the dominant term in sound techniques is rhyme because rhyme can make the slogans or headlines appear striking and easier to remember (Duboviciene, 2014: 67).

The other techniques that are mentioned in Duboviciene’s analysis are repetition, comparison, parallelism, antithesis, and hyperbole. These devices are also quite important in making slogans because it can make the slogans more interesting, especially hyperbole where the slogan become more exciting because hyperbole is a figure of speech which contains an exaggeration for emphasis (Duboviciene, 2014: 71).

The two analyses are very important in making this thesis because it assists the researcher to consider what kind of techniques can be used in analyzing the data. Based on several techniques and its explanations, there are a lot of techniques that can be used to analyze the researcher’s topic such as terms in figure of speech. The techniques can help the researcher in analyzing the ambiguity in slogan by using metaphor technique in figure of speech techniques which have been explained before.
B. Review of the Related Theories

In this part, the researcher mentioned the theories used to analyze the data in Chapter IV.

1. Semantics

In order to understand more about ambiguity, the researcher uses the theory that is related to the meaning. The theory that is needed is semantics.

Semantics is generally considered to be the study of meaning (and related notions) in languages, while in the field of logic, semantics is generally considered to be the study of linguistic reference and truth conditions in languages (Akmajian, 1984:236).

Then, lexical semantic is a subfield of semantics that is concerned with the meaning of words, and the meaning relationships among words; and phrasal, or sentential, semantics, which is concerned with the meaning of syntactic units larger than the word (Fromkin, 2003:173).

In that case, semantics is concerned with the meaning of word or lexical, the meaning of the relationships among the words such as phrase and sentence. The meaning can also be found based on the speaker’s meaning or the meaning that is shown from a dictionary.

2. Pragmatics

Besides semantics, the researcher also uses another theory to discuss more about meaning. “Pragmatics is the study of how context and situation affect meaning” (Fromkin, 2003:207). In other word, pragmatics is concerned with the interpretation of speaker meaning in context.

There are two contexts that are meant, the linguistic context and situational context. The linguistic context is the discourse (the larger linguistics units such as
sentences combined to express complex thought and ideas) that precedes the phrase or sentence to be interpreted. In the other side, situational context is the knowledge of the world. The situational context usually includes the speaker, hearer, and any third parties that present, along with their beliefs and their beliefs about what the other believe (Fromkin, et al, 2003:212). By knowing a certain context of the phrase or sentence, it will help the researcher to analyze the ambiguous word in the slogan.

3. **Meaning**

In semantics and pragmatics, meaning is the message that is conveyed by words, sentences, and symbols in context. They are also called as lexical meaning and semantic meaning (Nordquist, 2016). In other words, it can be said that meaning is the messages of words, sentences, or symbols of the speaker and the writer.

According to Nordquist (2016), in order to understand about the speaker meaning, there are two types of meaning that can help to know the speaker’s meaning. They are semantics meaning and pragmatics meaning. Semantics meaning is a sentence expresses a more or less complete propositional content, but on the other side, pragmatic meaning comes from a particular context of the sentence that is uttered (Nordquist, 2016)

4. **Lexical Meaning**

Lexical meaning is the meaning of words, without paying any attention to the way that is used or to the words that occur with it (Hornby, 2010:854). Briefly, lexical meaning can be defined as the explanation of the meaning of a word. In
forming a sentence, people usually need several words and structure it to become a good sentence. Actually, “word” is an expression which has both form and meaning. Every word has its own form (adjective, verb, and noun). When people combine few words, the combination can be either sentences or phrases. The combination of words can be said as a sentence if the combination contains words which are form as subject (noun), verb, and object (noun).

In semantic, there are two terms of lexical. They are lexical units and lexemes. Lexical units are those form-meaning complexes with (relatively) stable and discrete semantic properties which stand in meaning relations such as antonymy, hyponymy, and which interact syntagmatically with contexts in various ways to produce, for instance, the different sorts of anomaly (Lyons, 1995:49). In the other sides, lexemes are the items listed in the lexicon, or “ideal dictionary”, of a language. People might think that the noun “lexeme” is related to the words “lexical” and “lexicon” which has the same meaning with ‘vocabulary’ and ‘dictionary’.

5. Homonymy and polysemy

Homonyms are different words that are pronounced the same, but sometimes those words can be spelled the same and sometimes different. The examples are to, too, and two (Fromkin, et al., 2003:178). Those words are homonym because when they are pronounced it will be the same even though the spelling of those words is different. Of course, when people hear about these homonyms words, they will be confused because homonyms can create ambiguity. Another example is “pole”. “Pole” is a homonym because it gives two
different meaning, though they have the same spelling and pronunciation. “Pole” refers to the citizen of Poland or it may also refer to a bamboo pole or any other wooden pole. Of course, from these two examples, we can conclude that homonym can create an ambiguity in a conversation or written text.

On the other hand, a word which has multiple meanings that are related conceptually or historically is called polysemy. The example is “guard”. By definition, either “guard” refers to people who protect other such as soldier and police or it may refer to something that covers a part of human body or some other machine to prevent people from getting injured.

6. **Synonymy**

   Synonym is several words that the sound and the spelling are different but they have the same meaning. According to Lyons, there are two points should be noted about the meaning of synonym. The first is it doesn’t restrict relation of synonym to lexemes: it allows for the possibility that lexically simple expressions may have the same meaning as lexically complex meaning. Second, it makes identity, not merely similarity, of meaning the criterion of synonym (Lyons, 1995:60).

   From those two points, people should consider before they decide a synonym of a particular words. There are many examples of synonym such as happy and joyful, show and display, important and significant, bad and evil, and any other synonymous words that are known to us.

7. **Metaphor**

   Metaphor is a part of figurative speech which is kind of an expression that ordinarily designates one concept, its literal meaning, but it is used to designate another concept, thus creating an implicit comparison. Briefly, this is an
expression that sometimes makes an ambiguous word because most of the meaning of the word is a kind of perspective of the speaker or writer. Metaphor usually found in several works such as song, poem, and especially in advertisement. It has a big influence to the listener or the reader because it can help sharpen people’s imagination to comprehend what is being communicated to them. Besides, the metaphoric word becomes more interesting to be heard because it gives a life-like quality in the word. The example is in the work of a well-known artist, Shakespeare. Almost in every part of his works contained a metaphorical word. One of the examples is “Our doubts are traitors”. The focus on the statement is “traitors” because to the researcher, this is a metaphor. “Traitors”, if it is interpreted literally, will give a meaning as a person who gives away secret about their friend. However, in another interpretation, it means something that can betray you. So, “Our doubts are something that can betray you”, and that is the other interpretation. This case is usually called as metaphor because it is a kind of important creativity in language (Fromkin, 2003:205).

8. Ambiguity

Ambiguity is a word, phrase, or sentence is ambiguous if it has multiple meaning (Portner, 2006:138). It can be said that ambiguity is a word which has uncertainty in the meaning because it has several interpretations that are accepted. There are many words that can be ambiguous when it is combined into a sentence. Take for example the word “good”. Some people might think “good” has no ambiguous meaning. But, when it is combined in a sentence “she has a good hair”. The word will be ambiguous because “good” can give two meanings. The
first is “good” refers to the healthy hair. The sentence means the girls has a healthy hair. On the other side, “good” may refer to the word “beautiful”. Therefore, the sentence becomes “the girl has a good hair”.

C. Theoretical Framework

The analysis aims to solve the problems that have been mentioned above. The theories mentioned above were used to assist the researcher in analyzing the data. Since the main problem of this thesis was about the ambiguity in slogans, the researcher used the theories that he believed could help him analyze the data.

The theory of meaning was used to identify the objects which were the ambiguous slogans of food and beverage advertisements. The words’ meaning in the slogan is analyzed and organized based on the meaning that was conveyed by the words whether they conveyed multiple meanings or not.

In analyzing several slogans, the researcher used semantics and pragmatics approach because by using this approach it could help the researcher to find the problem in ambiguous words. Semantics would help the researcher to find the ambiguity consisted in the slogan. Based on what have been mentioned above, there are several terms in lexical theory that is used to analyze the word such as homonymy, polysemy, and synonymy. Those terms would help the researcher to find some possibilities about ambiguity perspective in the word. In the other side, pragmatics would help the researcher found the meaning of a particular word through the context of the slogan.

The other theory is metaphor that helped the researcher to solve the problem in interpreting ambiguous words. Some cases in slogans were phrases
which were complicated to be understood because of the words contained in the phrase could make several perceptions and by using the metaphor theory, it would help the researcher to understand more towards the meaning of the ambiguity problem in slogan.

By knowing the ambiguous theory, it would help the researcher understand toward the problem in ambiguity of the word. In the theory of ambiguity above helped the researcher more understand how to consider before deciding the ambiguity in a phrase or sentence of slogan.
CHAPTER III

METHODOLOGY

In this part, the researcher explains the methodology used to discuss the object of the study. This part is divided into three parts. Those three parts are object of the study, approach of the study, and method of the study.

A. Object of the Study

The object of the study is the slogans in food and beverage companies. The researcher found 27 slogans of food and beverage companies, mainly from western companies. Those slogans are mentioned in the table below.

<table>
<thead>
<tr>
<th>Companies’ name</th>
<th>Slogan</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Burger King</td>
<td>“Burger King Home of the Whopper”</td>
</tr>
<tr>
<td>2. Burger King</td>
<td>“In the land of Burgers, Whopper is the King”</td>
</tr>
<tr>
<td>3. Kit Kat</td>
<td>“Have a break, have a Kit Kat”</td>
</tr>
<tr>
<td>4. Dr. Pepper Snapple Group</td>
<td>“Hey! How about a nice Hawaiian Punch?”</td>
</tr>
<tr>
<td>5. Guinness</td>
<td>“Guinness is good for you”</td>
</tr>
<tr>
<td>6. Almond Joy Mounds</td>
<td>“Sometimes you feel like a nut, sometimes you don’t”</td>
</tr>
<tr>
<td>7. Taco Bells</td>
<td>“Think outside the bun”</td>
</tr>
<tr>
<td>10. Hardees</td>
<td>“Where the food’s the star”</td>
</tr>
<tr>
<td>11. Zero’s Subs</td>
<td>“We are hot and on a roll”</td>
</tr>
<tr>
<td>12. Big Boy</td>
<td>“Home Of The Original Double-Decker”</td>
</tr>
<tr>
<td>13. Burn</td>
<td>“Fuel Your Fire”</td>
</tr>
<tr>
<td>14. Tiger</td>
<td>“Power is Back”</td>
</tr>
<tr>
<td>15. Tropicana</td>
<td>“100% pure squeezed sunshine”</td>
</tr>
</tbody>
</table>
Table 3.1. Data of Companies’ Name and Their Slogans

<table>
<thead>
<tr>
<th>No.</th>
<th>Company Name</th>
<th>Slogan</th>
</tr>
</thead>
<tbody>
<tr>
<td>16.</td>
<td>Carl’s Jr.</td>
<td>“Making people happy through food”</td>
</tr>
<tr>
<td>17.</td>
<td>Subway</td>
<td>“The way a sandwich should be”</td>
</tr>
<tr>
<td>18.</td>
<td>Glace</td>
<td>“Doorway to Heaven”</td>
</tr>
<tr>
<td>19.</td>
<td>Saxby’s Stone</td>
<td>“The big ginger bite”</td>
</tr>
<tr>
<td>20.</td>
<td>Budweiser Beer</td>
<td>“Where there’s life, there’s Bud”</td>
</tr>
<tr>
<td>21.</td>
<td>Cadbury</td>
<td>“Roses Grow on You”</td>
</tr>
<tr>
<td>22.</td>
<td>Panda</td>
<td>“Never say no to Panda”</td>
</tr>
<tr>
<td>23.</td>
<td>President Butter</td>
<td>“When You Love Life, You Love President”</td>
</tr>
<tr>
<td>24.</td>
<td>Imperial Margarine</td>
<td>“Flavor so good, I feel like a queen”</td>
</tr>
<tr>
<td>25.</td>
<td>Krona</td>
<td>“If the crown fits, why spend more?”</td>
</tr>
<tr>
<td>26.</td>
<td>Nabob Coffee</td>
<td>“Respect the bean”</td>
</tr>
<tr>
<td>27.</td>
<td>Checker Drive in Burgers</td>
<td>“Devour the Night”</td>
</tr>
</tbody>
</table>

The focus of the analysis in the slogan is the word considered as ambiguous word in the slogan. The analysis of the ambiguous word is to find the possible meaning of the word which will be based on the dictionary to help the researcher find some possible meanings toward the ambiguous word.

From those slogans mentioned above, the researcher found the ambiguity in each lexical meaning contained in the slogans. The ambiguity can be found from those slogans because those ambiguous words can create at least two different possible interpretations, especially from the consumer and even the listener. Sometimes, the ambiguity can give a good interpretation, so it will give a benefit for the company. However, the ambiguity can also give a wrong interpretation and will give a problem to the company that even they can get some disadvantages from it because the message cannot be understood by some people. The example is the word “whopper” in the slogan of Burger King. “Whopper” is
ambiguous because it has two different meanings. They are “Something that is very big” and “A lie”. The ambiguous word in the slogan will attract people’s attention, especially to discuss the ambiguous word in the slogan that cause several interpretations.

B. Approach of the Study

The approach used in this research is semantics because semantics is generally considered to be the study of meaning of a word, phrase, or sentence in languages (Akmajian, Demers, & Harnish, 1984). In analyzing the meaning of a word in the data, the researcher uses semantics in order to understand the meaning of some words that the researcher considers as ambiguous words in the sentence or phrase of the slogan. Besides that, the researcher also uses pragmatic approach. The researcher uses pragmatic approach because it will help the researcher to consider which possible meanings of the ambiguous word will be more related with the meaning of the slogan itself. In considering which possible meaning is more related to the slogan, the researcher will see the problem through the fact and the context of the slogan. The example is the word “Whopper” that is connected into the fact of the product which has a large size of burger from Burger King. The researcher uses those approaches because those approaches can help the researcher define the meaning of the ambiguity of a word in slogan. After defining the ambiguity, the researcher connects the meaning of the ambiguity itself into expected result of the company from the ambiguous slogan itself through the fact and context of the slogan.
C. Method of the Study

1. Data Collection

There are twenty seven slogans that are considered to own ambiguous words. All the slogans mentioned above have an ambiguous word or words in them. In collecting the data, the researcher takes the slogans from several web-sites that focuses and provides slogans. Those websites are:


Here the researcher uses purposive sampling. The researcher take the sampling based his judgment according to the characteristics of the sampling he found. The characteristics meant are the sampling which are food and beverage slogan and consist of lexical ambiguity in the slogan. From all those websites, the researcher rechecked each slogan in order to find several ambiguous words contained in the slogan’s phrase or sentence. If the researcher does not find any ambiguity in the slogan, the researcher will not use it as the data analysis. If the slogan is ambiguous, the researcher rechecked again whether the ambiguous is caused by the lexical ambiguity or any other ambiguity. The researcher will not put a slogan which has ambiguity other than lexical ambiguity.

2. Data Analysis

In analyzing the data, the researcher used all related theories that have been mentioned before. To analyze the data, there were several processes that the
researcher would conduct. The first is in order to answer the first problem mentioned above, the researcher found several possible meanings that was created from the ambiguous word. It might be checked through dictionary (Oxford Advanced Learner’s 8th Edition) and online dictionary such as urban dictionary. Other than that, the researcher uses metaphor theory and lexical meaning theory in order to find possible meaning to the ambiguous word. After all possible meanings had been classified, the researcher related all those possible meanings into the sentence or phrase of the slogan to make several possible interpretations caused by the possible meanings of the word. This answered the second problem formulation mentioned above.

When the researcher found several possible interpretations toward the slogan, the researcher picked which possible meaning of the ambiguous word is meant by the slogan. The researcher used the pragmatic of context theory in this analysis. After the researcher has decided the context of the slogan, the researcher considers which meaning of the ambiguous is meant by the slogan itself.
CHAPTER IV
ANALYSIS RESULTS AND DISCUSSIONS

In this chapter, the researcher intends to answer the problem formulation mentioned in Chapter I. To answer the questions, there are three steps that the researcher did to analyze the ambiguous words in the slogans. First, the researcher looked into the ambiguous words in the advertising slogan. Understanding the ambiguous words in the slogan helped the researcher to answer the first question in the problem formulation “What ambiguous words are found in food and beverage advertisement’s slogan?” Second, the researcher created some possible interpretations that can be created from the ambiguous words in the slogans. The possible interpretations helped the researcher to answer the second problem formulation “What are possible interpretations of the consumer regarding to the slogan?” Third, the researcher found which interpretation suited best with the meaning of the advertising slogans. It helped the researcher to understand the meaning and the purpose of the slogan itself.

The objects of this research are slogans from food and beverage advertisements. The researcher uses *Oxford Advanced Learner’s Dictionary 8th Edition* to find the meaning of the ambiguous words in the food and beverage slogans. By using *Oxford Advanced Learner’s Dictionary 8th Edition*, the researcher can figure out why ambiguous words are put in slogans. Other than *Oxford Advanced Learner’s Dictionary 8th Edition*, the researcher also uses an online dictionary such as *Urban Dictionary* which consists of slang words. By
using *Urban Dictionary*, the analysis can be easier to conduct since it helps the researcher to learn about the ambiguous words consisted in slogans thoroughly.

The parts below are the analysis of the data provided in Chapter III. The italic word in the title of each slogan is considered as the ambiguous word. The data are analyzed and combined into paragraphs.

1. **BURGER KING : BURGER KING HOME OF THE WHOPPER**

   In a Burger King slogan, the word “Whopper” is ambiguous. In *Oxford Advanced Learner’s Dictionary 8th Edition*, *Whopper* has two meanings. The first meaning is “something that is very big” and the second meaning is “a lie”.

   Here, Burger King creates two possible interpretations with their slogan. The first interpretation is that “Burger King is the home of something that is very big”. “Something that is very big” here refers to a food or a beverage provided by Burger King themselves in their fast-food restaurant. The second possible interpretation is “Burger King is a home full of lies” which, if translated, suggests that everything inside Burger King, whether from their food or promotion, are all fake. It can be seen from the picture of the slogan as example. When Burger King promotes one of their burgers with pictures of a giant burger with additional ingredients of sauces that attracts consumers to buy it, they were let down to find that whether the ingredients, the patty, or the sauces are just the same like any regular Burger King burgers and did not meet the expectation of the consumers.

   Based on the two interpretations, it can be seen that the first interpretation is what the advertisement is meant for. It can be proved by knowing the fact that Burger King is the only fast-food restaurant that sells “Whopper”, its iconic
burger. The second interpretation does not correlate with the advertisement since it creates a negative image towards its own company.

2. **BURGER KING: IN THE LAND OF BURGERS, WHOPPER IS THE KING**

This slogan contains two phrases. From those two clauses, each phrase has its own ambiguous word. The first ambiguous word is “land”. Based on *Oxford Advanced Learner’s Dictionary 8th Edition*, there are several meanings to the word *land*: (1) an area of ground, especially one that is used for a particular purpose; (2) lot which is an area of ground, especially one that is used for a particular purpose such as building lots and parking lots; and (3) an area of land that is used for a particular purpose such as “the kids were playing on waste ground near the school”. However, the word “land” in this slogan contained metaphorical expression. The metaphorical expression in this slogan refers to a land or a piece of property where only burgers existed in a fast-food scope. The burgers that live in this land could either be the burgers sold in Burger King or any burgers that other fast-food restaurants have.

The next ambiguous word is “king”. In *Oxford Advanced Learner’s Dictionary 8th Edition*, “king” is “a person, an animal, or a thing that is thought to be the best or most important of a particular type”. From the definition, it can be seen that the word “king” in the slogan is used by Burger King to show that they have something which is the best of the best.

From defining the two ambiguous words, two interpretations can be made. The first possible interpretation is “In the land where burgers lived or existed or
thrived, bigger burger is the best one”. The second interpretation is “In the land where Burger King’s burgers lived or existed or thrived, the best burger is always the Whopper”.

It is concluded that the second interpretation correlates with the advertisement’s purpose of delivering messages. As it has been explained before, “Whopper” is Burger King’s iconic burger that stands out than the rest of Burger King’s burger products. In correlation with the slogan, Burger King announced that their “Whopper” has always been “the king” of all burgers. The fact that “Whopper” is widely known as the eldest product from Burger King makes it all possible for the company to entitled “Whopper” as “the king” of all burgers.

3. KITKAT : HAVE A BREAK, HAVE A KIT KAT

In this slogan, there are two phrases. However, this slogan is ambiguous because it contains an ambiguous word. The ambiguous word is “break”. Based on Oxford Advanced Learner’s Dictionary 8th Edition, “break” means “a pause or period time when something stops before starting again”. The other meaning of “break” is “a place where something has broken”. However, “break” in the first meaning can refer into two terms. The first is “a pause or period time of someone’s activity”. The second is “a pause or period time when a couple stops to continue their relationship”. The first refers to an activity of someone and the second refers to a relationship of a couple.

Because of that case, it creates more than two possible interpretations. The first interpretation is “Have a break time, have a Kit Kat”. It means when people have a pause time of doing something, then they may have a Kit Kat. Then, the
second interpretation is “When you have a break with your couple, have a Kit Kat”. It means when a couple stops their relationship, it’s good for them to have a Kit Kat, so maybe both of them will get better. The last interpretation is “Break the Kit Kat before having it”. It means the consumer must break the Kit Kat before he or she eats it.

From those three interpretations, actually all of those interpretations can make sense to be the meaning of the slogan. However, the most interpretation that shows the meaning of the slogan is the last interpretation that the consumer has to break the Kit Kat first before he or she eats it. It can be seen from the fact from the picture of the advertisement that the chocolate is broken. Besides, the chocolate has a shape of two or more rods of chocolate into one. It has a purpose where the two rods of chocolate must be broken into two parts. It shows the best way to eat Kit Kat. By that, the word “break” refers to something broken, especially for the chocolate product.

4. DR. PEPPER SNAPPLE GROUP: HEY! HOW ABOUT A NICE HAWAIIAN PUNCH?

In this slogan sentence, the researcher found a lexical ambiguity that caused the slogan look ambiguous. The lexical ambiguity here is “punch”. Based on Oxford Advanced Learner’s Dictionary 8th Edition, “punch” has two meanings, the first meaning is “a hard hit made with the fist”. The second meaning is “a hot or cold drink made by mixing water, fruit juice, spices, and usually wine or another alcoholic drink”.

PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI
From the picture of the slogan, it can be seen that there are two creatures facing each other. One of them, who is wearing striped clothes, is bringing a glass of punch in his left hand and in his right hand is in the clenching position while saying “How about a nice Hawaiian punch?” Because of that case, there are two possible interpretations created. The first interpretation is “Hey! How about a nice Hawaiian fist?” This is supported from the picture of the slogan. Then, the second interpretation is “Hey! How about a nice Hawaiian a kind of drink from Dr. Pepper Snapple Group?”

From those two interpretations, the second interpretation is the meaning of the slogan. The slogan means to offer the public about its product of a kind of drink called as “punch”. It is shown from the fact that Dr. Pepper Snapple Group is an American soft drink company. The word “punch” is ambiguous because it has two different meanings. If the public do not know about what Dr. Pepper Snapple Group is or what they sell, they will get confused to consider the meaning of the slogan itself.

5. **GUINNESS : GUINNESS IS GOOD FOR YOU**

In this slogan, the researcher found an ambiguous word which has more than one meaning. The ambiguous word here is “good”. Based on Oxford Advanced Learner’s Dictionary 8th Edition, “good” has several meanings, but in this case the researcher only can relate two meanings of “good”. The first meaning is “pleasant; that you enjoy or want”. The second meaning is “healthy effect on something or somebody”.
That case may create two interpretations. The first interpretation is “Guinness is pleasant for you”. It means that Guinness can be enjoyable for the drinker. It makes people become happy after they drink it. However, the second interpretation is “Guinness is healthy for you”. It means that Guinness is a healthy drink even though its product is an alcohol drink.

From those two interpretations, the researcher concludes that the second interpretation is more showing the purpose meaning of the slogan. It can be seen from the fact that Guinness is a famous product of an alcohol drink which is actually a stout beer. Based on the news from CNN, Guinness is healthy for the consumer because the ingredients of the drink do not contain any harmful ingredients that caused effects to the consumer. Most of the ingredients of Guinness beer are healthy ingredients such as roasted barley, antioxidants, mineral silicon, and other ingredients that can give a good impact to the consumer. By saying “good”, Guinness expect that the public know that its product is healthier than other beer’s product (Drayer, 2017).

6. ALMOND JOY MOUNDS : SOMETIMES YOU FEEL LIKE A NUT. SOMETIMES YOU DON’T.

In this slogan, the researcher found there are two sentences. They are “Sometimes you feel like a nut” and “Sometimes you don’t”. From the first phrase, the researcher found a lexical ambiguity or an ambiguous word. The lexical ambiguity here is “nut”. Based on Oxford Advanced Learner’s Dictionary 8th Edition, “nut” has several meanings. However, there are only two possible meanings that can be related with the slogans context. The first meaning is “a
small hard fruit with a very hard shell that grows on some trees”. The second is “a strange or crazy person”. Other than those meanings, the researcher also found the third meaning of the “nut”. The researcher found that the meaning of “nut” is hard. This meaning is a metaphoric expression where “nut” usually has a characteristic which is hard. In the other side, feel like also ambiguous because it may refer into two meaning. The first meaning is experiencing particular food. The second meaning is to become something.

From that case, it creates three interpretations into the slogan. The first interpretation is “sometimes when you are having it, it feels like a nut, sometimes you don’t”. It means that you will feel taste a nut inside the product of Almond Joy Mound. In other side, the second interpretation is “sometimes you become like a crazy people, sometimes you don’t”. More or less it means that sometimes the consumer feels like they were a crazy person, but sometimes they don’t when they have Almond Joy Mounds. The third possible interpretation is “sometimes you feel it is hard, sometimes you don’t”. It means that the product sometimes feel hard, as hard as a nut, when the consumer eat it, but sometimes it is not that hard.

From those interpretations, the researcher concludes that the first interpretation is more showing about the purpose of the slogan. The meaning “nut” refers to the small hard fruit with a very hard shell than a strange or crazy person. It is shown from the fact that the product of Almond Joy Mounds is a candy bar that consists of a coconut-based center topped with one or two almonds. From the fact, the researcher may conclude that the consumers may feel the dominant taste of the nut, but sometimes they do not feel the taste of the nut.
7. **TACO BELLS : THINK OUTSIDE THE BUN**

In this slogan, the lexical ambiguity lies on the word “bun”. Based on *Oxford Advanced Learner’s Dictionary 8th Edition*, “bun” has two definitions. The first definition is “a small round flat bread roll”. The second definition is a long hair that has been twisted into a round shape and is worn on top or at the back of the head. However, the second definition does not correlate with the slogan. From *Urban Dictionary*, a “bun” is another word for “ass or butt, especially for women”. The example is “Margie’s bun looks nice and tight now that she’s working out”. This term is a slang word that is usually used by youngsters in their daily conversation.

Because “bun” has two meanings, then two interpretations can be made. The first interpretation is “Think outside the small round flat bread roll”. The interpretation means that Taco Bell, as a fast-food interpretation is “Think outside the ass”. It means that someone or somebody needs to stop thinking anything that is related with porn whenever looking at someone’s “bun”.

From the interpretations, it is clear that the meaning of “bun” here is a small round flat bread roll. The interpretation that suits the slogan is “think outside the small round flat bread roll”. Taco Bell uses this slogan to promote their non-bun meals such as tacos, burritos, quesadillas, nachos, and other specialty items of Tex-Mex foods.

8. **RED BULL : RED BULL GIVE YOU WINGS**

In this slogan, there is only a sentence. This sentence has a lexical ambiguity that makes it look ambiguous. The lexical ambiguity here is “wings”. 
The word “wings” in *Oxford Advanced Learner’s Dictionary 8th Edition* means “one of the parts of the body of a bird, insect, or bat that is used for flying”. The other meaning is a metaphorical expression which is from the perspective of the speaker. The first metaphorical meaning is “power”. It refers to “power” because Red Bull is an energy drink, so Red Bull means giving power to the drinker to be more powerful, so Red Bull expects the drinker can do their job as fast as they can fly by the wings after they drink Red Bull. However, in the other side, “wings” can mean “a death”. This is an urban belief that the word “wings” can resemble the meaning of death because when someone dies, his or her soul will be an angel who has “wings”.

From those three meanings, they create different possible interpretations toward the slogan. The first interpretation is “Red Bull gives you a pair of wings for flying”. It means “wings” is literary wings for something flying. In the second possible interpretation is “Red Bull gives you power”. The researcher concludes “wings” is a metaphorical expression. By the word “wings”, Red Bull tries to convey an understanding of the power not a literary of wing. It is because Red Bull is an energy drink, so it expects that the consumer believes they will get more power by drink an energy drink from Red Bull. The third interpretation is “Red Bull gives you death”. Of course this is not expected interpretations. The consumer will not buy Red Bull if they think this way.

Based on those three possible meanings, the best interpretation that shows the purpose of the slogan is the second interpretation is “wings” that means a power. The research concludes this interpretation as the most related meaning to
the slogan because the fact that the product of Red Bull is an energy drink which Red Bull really expects that the drinker will feels more powerful after he or she drinks it.

9. **EL POLLO LOCO : WHEN YOU ARE CRAZY FOR CHICKEN**

   In the sentence of the slogan, the researcher found two lexical ambiguities. They are “crazy” and “chicken”. In this slogan, the researcher tries to explain those two ambiguous words. The word “crazy” has several possible meanings. Based on *Oxford Advanced Learner’s Dictionary 8th Edition*, the first meaning is “not sensible or stupid”. The second meaning is “very angry”. The third meaning is “very enthusiastic or excited about something”.

   On the other side, the word “chicken” also has several meanings. The first meaning is “a large bird that is often kept for its eggs or meat”. The second meaning is “meat from chicken”. The third is “a kilogram of cocaine”. The researcher found the third meaning from *Urban Dictionary*.

   From those two words explanations, the researcher can conclude that there are some possible interpretations created from each word. From the word “crazy”, the possible interpretations toward the slogan are:

   1. When you become stupid just for chicken. It means that the consumer might do a stupid thing or not sensible only for getting chicken.

   2. When you are getting angry for chicken. It means that the consumer might be angry only for getting chicken. It may be caused by the reason that the consumer is waiting too long because the serve or the line is taking a long time.
3. When you are very enthusiastic or excited for chicken. It means that the consumer might be very excited for getting the chicken.

Those are the possible interpretations of the word “crazy”. On the other side, the possible interpretation from the ambiguous word “chicken” is also described here, they are:

1. When you are crazy for chicken (a large bird that is often kept for its eggs or meat). It means that when someone becomes crazy for a chicken, a kind of an animal.
2. When you are crazy for meat of chicken. It has been clear explanation.
3. When you are crazy for a kilogram of cocaine. It means that when someone becomes addicted to cocaine.

From those possible interpretations, those two words in the sentence of the slogan can create different interpretations, they are:

1. “When you are very enthusiastic or excited for meat of chicken”. The interpretation is clear.
2. “When you are very enthusiastic or excited for a kilogram of cocaine”.
3. “When you become stupid or not sensible for a kilogram of cocaine”. It means that someone will do everything, even do a stupid thing or not sensible only for cocaine. It usually happens for those who are addicted to cocaine.

From all those interpretations, there is only one interpretation that the company wants to. The interpretation meant to the purpose meaning of the slogan is “when you are very enthusiastic or excited for meat of chicken”. This is
what interpretation meant than other interpretations because of the fact that El Pollo Loco is a restaurant which most of the menu made of chicken, especially roasted chicken from Mexico. The message is the consumer may have a really good experience in EL POLLO LOCO, especially when the consumer has the chicken provided there. The company hopes that the consumer will be very excited to the chicken in EL POLLO LOCO.

10. HARDEES: WHERE THE FOOD’S THE STAR

The slogan has one sentence. In the sentence, the researcher found that there is a lexical ambiguity in the slogan. The lexical ambiguity is “star”. “Star” in here has two meanings. The first meaning is “an object, a decoration, a mark, etc. usually with five or six points, whose shape represent a star (in the sky)”. Then, the second meaning is “a mark that represents a star and tells you how good something is”.

By knowing those two meanings, the researcher can conclude that there are two possible interpretations in the HARDEES’ slogan. The first interpretation is “where the food has the shape like a star”. It means that the food that HARDEES’ provide is the food that has the shape like a star. Then, the other interpretation is “where the food has a great quality”. It means the meaning of “star” is the mark of the quality.

From those two interpretations, the researcher concludes that the most related interpretation to the meaning of the slogan is the second interpretation, “where the food has a great quality”. The company wanted to show to the public that its product has a really good quality not has a food which is shape like a star.
By showing that the quality of the product is good, the company may have the public’s trust and attention.

11. ZERO’S SUBS : WE ARE HOT AND ON A ROLL

In this slogan, the researcher found two lexical ambiguities. They are “hot” and “roll”. Based on *Oxford Advanced Learner’s Dictionary 8th Edition*, the researcher found that there are three possible meanings of the word “hot” related to the slogans. The first is “popular-new, exciting, and very popular”. The second is “temperature-having a high temperature”. Then, the third is “spicy foods”.

In the other side, the word “roll” also has two possible meanings related to the slogans. Based on *Oxford Advanced Learner’s Dictionary 8th Edition*, the meaning of “roll” is “an act of rolling the body over and over”. Other than the meaning itself, the researcher found the other meaning of “roll” in *Urban Dictionary*. The meaning is “experiencing the effect of ecstasy”. However, the researcher also found that the word “on a roll” according to *thefreedictionary.com*, the word is an idiom which means in the midst of a series of successes.

From those possible meanings, the researcher found there will be some interpretations towards the slogans. However, those different interpretations can be influenced by the meaning of the subject “we”. The example of the interpretation is “We are popular and feeling the effect of ecstasy”. It means that the subject think that they are popular by trying an ecstasy. The word “we” here refers to the people. Other possible interpretation is “We are in high temperature and still rolling over and over again”. It means that the food is served in hot condition and the meaning of roll here refers to the chicken that is still grilled in
the oven by rolling it every time. The word “we” here refers to the company. The other meaning is “We are popular and in the midst of a series of our successes”. It means that the company conveys that it becomes famous and achieves its success as one of the restaurant.

From those two examples, the lexical ambiguity can create several meanings that can change the meaning of the subject too. The first subject refers to the human being. Then, the second subject refers to the company.

By knowing the possible interpretations of the slogan, the researcher concludes that the best interpretation showing the purpose meaning of the slogan is the third interpretation. It is “We are in popular and in the midst of a series of our successes”. It can be seen in the fact that Zero’s Subs is one of the largest regional sandwich franchises in the U.S. with more than 30 restaurants nationally. Therefore, people may believe that Zero’s Subs is a popular company and a great company that achieve its successes.

12. BIG BOY : HOME OF THE ORIGINAL DOUBLE-DECKER

In this slogan, the researcher found a lexical ambiguity that causes two possible interpretations to the slogan. The lexical ambiguity is “double-decker”. In Oxford Advanced Learner’s Dictionary 8th Edition, “double-decker” has two meanings, they are:

1. A bus with two floors
2. A sandwich made from three pieces of bread.
That case shows that double-decker is a homonym word. Besides, this case also has a possibility to create several interpretations toward the slogan. Those interpretations are:

1. Home of the original bus with two floors.

2. Home of the original sandwich made from three pieces of bread.

From those two interpretations, it is clear where the best interpretation to the purpose meaning of the slogan can be seen. The best interpretation is the second interpretation because the fact that Big Boy is a company that focuses on fast food product, especially sandwich. By that slogan, Big Boy wants to deliver a message to the public that in Big Boy they will find an original big sandwich.

13. BURN: FUEL YOUR FIRE

After analyzing the slogan, the researcher found a lexical ambiguity contains in this slogan. The lexical ambiguity found is “fire”. “Fire” here is a homonymy because it has more than one different meaning. Based on Oxford Advanced Learner’s Dictionary 8th Edition there are three meanings of “fire”. The first meaning is “something burning such as the flames, light and heat, and often smoke, that are produced when something burns”. The second meaning is “very strong emotion, especially anger or enthusiasm”. This third meaning is a metaphoric expression. Then, the third is “shots from guns”.

From that case, the researcher found that there are two different interpretations toward the slogan. The first interpretation is “fuel your flames”. It means that someone is in the kitchen or somewhere to cook or to burn something by turning up or fueling the fire. The second interpretation is “fuel your anger or
feeling of enthusiasm”. It means that someone is getting enthusiasm after he or she drinks burn. “The third interpretation is fuel your shoot”. It means that someone needs to reload the gun.

From all those interpretations, the researcher concludes that the most related interpretation to the real meaning of the slogan is the second interpretation. Burn is a company which focuses on energy drink products. The second interpretation is the most related to the slogan because the company wanted the consumer to increase their enthusiasm by drinking their product.

14. TIGER: POWER IS BACK

The researcher found one lexical ambiguity in this slogan. The lexical ambiguity is “power”. In *Oxford Advanced Learner’s Dictionary 8th Edition*, the researcher found that “power” has multiple meanings. However, there are two meanings that can be related to the slogan. The first meaning is “physical strength used in action”. Then, the second meaning is “the right or authority of a person or group to do”.

From those two possible meanings, there are also possible interpretations toward the slogan. The first interpretation is “the energy is back”. It means that the consumer might get back his energy from a day of hard work. The other interpretation is “the authority is back”. It means that the authority of someone or group is back.

Those two interpretations toward the slogans may come up in the public’s mind. However, the most related interpretation to the message of the slogan is the first interpretation. It can be seen from the fact that Tiger is a company that
focuses on energy drink product. The meaning of “power” is “energy” in the slogan. From the slogan, the company wants the consumer to know that its product may give his or her energy back. In the other side, the second and the third meaning or interpretations are not related to the slogan, but it may cause ambiguity when the consumer does not know what the company focuses on.

15. TROPICANA : 100% PURE SQUEEZED SUNSHINE

In this slogan, the researcher found two lexical ambiguities. The lexical ambiguities are “squeezed” and “sunshine”. Those two words are homonymy because they have more than one meaning in each word. Based on Oxford Advanced Learner’s Dictionary 8th Edition, “squeezed” is a verb that has two meanings. The first meaning is “to get liquid out of something by pressing or twisting it hard”. The second meaning is “threaten or to get something by putting pressure on somebody”.

On the other side, the word “sunshine” also has multiple meanings. The first meaning is “the light and heat of the sun”. The second meaning is “happiness”. The third is “used for addressing somebody in a friendly, or sometimes a rude way”. The fourth possible meaning is a metaphoric expression that means “a half shape of an orange”.

After analyzing the possible meaning of those two ambiguous words, the researcher found some possible interpretations. Those possible interpretations are:

1. “100% pure pressing or twisting pieces of orange”. It means that the drink is 100% of pressing of the orange or orange juices. The word sunshine
here refers to an orange that is sliced become two parts. Each part is called sunshine because its shape looked like a sun that is shining.

2. “100% pure threaten someone”. This is a case where someone gets threatened by other people.

Those are two possible interpretations from the slogan. However, the researcher concludes that there is one related interpretation to the purpose of the slogan. The most related interpretation to the slogan is the first interpretation because the first interpretation conveys the product of the company. It can be seen from the fact that Tropicana is an American multinational company which primarily makes orange-based beverage. It is different from the second interpretation that shows a case of someone. This slogan may cause an ambiguity if the consumer does not know about both the company and its product.

16. CARL’S JR. : MAKING PEOPLE HAPPY THROUGH FOOD

In the sentence of the slogan, the researcher found an ambiguous word. The ambiguous word here is “happy”. Based on Oxford Advanced Learner’s Dictionary 8th Edition, the word “happy” may refer to several meanings. However, in this context of slogan that Carl’s Jr. is a fast food restaurant. The researcher chooses two meanings of the word “happy” because the other meanings cannot be applied in this sentence that may cause meaningless interpretations. The first possible meaning of the word “happy” is “feeling or showing pleasure; pleased”. The second possible meaning is “satisfied that something is good or right; not anxious”.
From those possible meanings of the word “happy”, the researcher concludes there are several interpretations may be created. The first interpretation is “Making people feel pleasure through food”. It means that the company expects that the customers will be pleased after they eat food from Carl’s Jr. The second possible interpretation is “Making people to become satisfied through food”. It means that the company expects that the costumers will be satisfied after they eat the food.

According to *Oxford Advanced Learner’s Dictionary 8th Edition*, feeling satisfied referred to something that you expect have happened. However, feeling pleased or pleasure refers to the feeling happy about something. From the interpretations regarding to the slogan above, the researcher concludes that the most related interpretation into the meaning of the slogan is the first interpretation where the meaning of the ambiguous word is “pleased or feeling pleasure because of the food rather than feeling satisfied”.

**17. SUBWAY: THE WAY SANDWICH SHOULD BE**

In this slogan, the researcher found an ambiguous word consists in the slogan. The word is “sandwich”. The researcher found that there are two possible meanings of this word. Based on *Oxford Advanced Learner’s Dictionary 8th Edition*, the meaning of “sandwich” is “two slices of a bread, often spread with butter, with layer of meat, cheese, and etc. between them”. On the other side, based on *Urban Dictionary*, the meaning of sandwich is “a vile, old woman who practices witchcraft and lives on the beach”.
From those two possible meanings, the researcher concludes that there are two possible interpretations regarding those two possible meanings. The first interpretation is “The way sandwich (food) should be”. It means that in Subway, the consumer may find the real sandwich. On the other side, “the way a vice sandwich should be”. It means to show the characteristic of a vice sandwich should be like scared, wearing a magic cap, pointed nose, and so on.

From that case, the researcher can conclude that there are two possible meanings that influence the meaning of the slogan. Sandwich may refer to the kind of food or it may refer to someone. However, the researcher considers the meaning of sandwich as a kind of food because he sees the context of the slogan where this slogan comes from a famous restaurant that focuses in fast food, Subway. The fact that Subway is a restaurant that serves kind of sandwiches. Therefore, the interpretation that is meant from the slogan is the first interpretation. It will be impossible that the second interpretation is the meaning of the slogan if the consumers have known the context of the slogan.

18. GLACE ARTISAN ICE CREAM : DOORWAY TO HEAVEN

In this slogan, the researcher found a lexical ambiguity. The lexical ambiguity is “heaven”. “Heaven” here is a homonymy where the researcher found two meanings of this word. Based on Oxford Advanced Learner's Dictionary 8th Edition, the first meaning is “a place believed to be home of God where good people go when they die”. The second meaning is “the situation in which you are very happy”.
After analyzing the possible meaning of the ambiguous word, the researcher found two possible interpretations toward the slogan. The first interpretation is “doorway to a place where good people go when they die”. It is a bit grim because it may cause an interpretation of death. The second interpretation is “doorway to a situation in which you are very happy”. It means that by going to Glace, people may find much happiness in that place, especially when they have some food provided there.

When the researcher found those two interpretations, the second interpretation is the most related interpretation toward the slogan because the context here is about the ice cream restaurant, Glace. Glace Artisan Ice Cream tries to convey that its restaurant is a good place for someone to find their happiness.

19. SAXBYS: THE BIG GINGER BITE

In this slogan, the researcher found two lexical ambiguities. Those lexical ambiguities cause several possible interpretations toward the slogan. The lexical ambiguity is “ginger”. Based on Oxford Advanced Learner’s Dictionary 8th Edition, the meaning of “ginger” is “the rood of ginger plant used in cooking as a spice”. While based on Urban Dictionary, the meaning of “ginger” is “a human characterized by pale skin, freckles and bright red hair”.

The second lexical ambiguity in the slogan is “big”. “Big”, based on Oxford Advanced Learner’s Dictionary 8th Edition, is “large size, degree, amount, etc.” However, the other meaning of “big” in the slogan is “strong”. This is kind of metaphoric expression.
After analyzing the possible meaning in each word, the researcher also found several interpretations toward the slogan. Those interpretations are

1. The large size of someone bites. It means that there is a mark that shows a big bitten of someone who is called ginger.

2. The strong taste of ginger. This is a metaphor expression regarding the slogan.

From all those possible interpretations, the researcher concludes that the second interpretation is the best related interpretation toward the slogan. By metaphorical expression, the second interpretation could show the real meaning of the slogan. From the fact that Saxby’s product is a stone ginger beer that uses real ginger into its product. Saxby tries to convey that its product taste has a strong taste of ginger.

20. BUDWEISER BEER: WHERE THERE’S LIFE, THERE IS BUD

The word “Bud” here is a lexical ambiguity in the slogan. This lexical ambiguity can create several interpretations toward the slogan. Based on Oxford Advanced Learner’s Dictionary 8th Edition, “Bud” has several meanings. However, there is only one meaning that can be related to the slogan context, it is “Buddy”. “Buddy” means a special name for a friend, but sometimes it is shortened, or abbreviations. In the other side, the word “Bud” is also abbreviations word from the word Budweiser, the name of the company.

Based on that case, the slogan may have several possible interpretations. The first interpretation is “where there’s life, there’s buddy”. It means that wherever you are, as long as there is a life you still have a friend. The second
interpretation is “where there’s life, there’s Budweiser Beer”. It means that the Budweiser Beer product has been spread almost in all over the world.

From those two interpretations, the researcher conclude that the second interpretation is the most related to the meaning of the slogan. The meaning of Bud is Budweiser Beer in the context of the slogan meaning. Through the slogan, the company wants the consumer to understand that its product has been all around the world and the consumer can easily find it.

21. CADBURY: ROSESGROW ON YOU

In this slogan, the researcher found two lexical ambiguities contained in the slogan. They are “roses” and “grow”. Roses is a noun which its base is Rose. The researcher found several meanings of “roses”. Based on Oxford Advanced Learner’s Dictionary 8th Edition, “roses” is “a flower with a sweet smell that grows on a bush with thorns on its stems”. Then, others possible meaning of “roses”, based on Urban Dictionary, is “the most beautiful girl ever”. This word is usually used to someone’s significant other. Then, the possible meaning of the context in this slogan, “roses” is a name of Cadbury’s product. This is actually a kind of product of Cadbury.

Besides “roses”, the other ambiguous word in this slogan is “grow”. Based on Oxford Advanced Learner’s Dictionary 8th Edition, “grow” means “to become bigger or taller and develop into an adult”. On the other side, “grow on”, is a phrasal verb which has a meaning “somebody start to like something more and more”.

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Based on those several possible meaning of words, the researcher found that there are several possible interpretations toward the slogan. The first interpretation is “the beautiful is growing on you”. It means that the slogan refers to someone that is getting matured physically. The second interpretation is “someone is getting like roses (Cadbury’s product) more and more”. It means that the consumer may really love roses product.

From those two interpretations, the researcher concludes that the second interpretation is more related to the meaning of the slogan. The slogan tries to show that by having Roses product, the consumer will really like it more and more, it is shown from the words “grow on”.

22. PANDA : NEVER SAY NO TO PANDA

After analyzing the slogan, the researcher found that there is a lexical ambiguity contained in the slogan. The lexical ambiguity is “panda”. In here, “panda” has several meanings. Based on Oxford Advanced Learner’s Dictionary 8th Edition, “panda” is “a large black and white animal like a bear that lives in China and is very rare”. Others meaning of “panda”, based on Urban Dictionary, is “a close friend that you tell everything to”. This is because the characteristic of a panda is cute and someone usually relates it to call other that he or she loves. Then, the third meaning of “panda” in this context is the name of the brand.

From those several possible meanings, the researcher concludes that there are several possible interpretations regarding the slogan. The first possible meaning is “never say no to Panda (animal)”. This interpretation is meaningless. However, it is possible in several cases, such as in circus or in a research. Then,
the second possible interpretation is “never say no to your close friend that you usually call Panda”. It means that never reject any instruction or order from someone you love. The third interpretation is “never say no to Panda (the name of the company)”. In this slogan, the company tries to convey to the consumer that they will regret when they reject Panda’s product.

Based on those three possible interpretations, the researcher considers that the last interpretation of the slogan is the most related interpretation. It is because the meaning of Panda is the name of the product, not actually animal or someone else.

23. PRESIDENT BUTTER : WHEN YOU LOVE LIFE, YOU LOVE PRESIDENT

In this slogan, the researcher found a lexical ambiguity. The lexical ambiguity is “president”. In this context of slogan, there are two meaning of the word “president”. Based on Oxford Advanced Learner’s Dictionary 8th Edition, the meaning of “president” is “the leader of the republic”. On the other side, the meaning of the word in the slogan is the name of the brand.

Based on that fact, the researcher found several interpretations toward the slogans. The first is “when you love life, you love your President in your country”. It means that the presidential stuff in your country has been running so well, he or she may help all his or her people well. The second possible interpretation of the slogan is “when you love life, you love president (the name of the product)”. It means that you will absolutely love your life when you have or eat president in your life.
From those two interpretations, the most related interpretation to the meaning of the purpose meaning of the slogan is the second interpretation. The meaning of “president” in the slogan is the name of the product not a leader of the republic.

24. IMPERIAL MARGARINE: FLAVOR SO GOOD, I FEEL LIKE A QUEEN

In this slogan, there are two phrases in the sentence. After analyzing the slogan, the researcher found three possible meanings of the word “queen”. Based on Oxford Advanced Learner’s Dictionary 8th Edition, the meaning of “queen” is “the female ruler of an independent state that has a royal family”. The second possible meaning is “the happiest girl”. This is a metaphorical expression. The third possible meaning based on Oxford Advanced Learner’s Dictionary 8th Edition is “homosexual, an offensive word for a male homosexual”. However, this meaning is not often used. There are several possible interpretations toward the slogans, they are:

1. “Flavor so good, I feel like a queen who is a ruler of an independent state that has a royal family”. So, the queen here is a wife of the king. It means that the consumer feel like a wife of the king after eat Imperial Margarine.

2. “Flavor so good, I feel like the happiest girl”. It is a metaphor expression where the queen represents the feeling of the consumer. The queen is related to someone who is very rich so she may get everything include the happiness. That is why the researcher relates the queen with happiness through the metaphor expression.
3. “Flavor so good, I feel like a homosexual”. It seems meaningless, but it may have a possibility related to the interpretation toward the slogan in other context.

From all those possible interpretation, the most related interpretation toward the slogan is the second interpretation where the meaning of “queen” is “the happiness”. By knowing the meaning of queen is happiness, the purpose meaning of the slogan can be received well by the consumer.

25. KRONA : IF THE CROWN FITS, WHY SPEND MORE?

In this slogan, there are two phrases in the sentence. After analyzing the sentence, the researcher found there are two lexical ambiguities in the first phrase. Those lexical ambiguities are “crown” and “fits”. Based on *Oxford Advanced Learner’s Dictionary 8th Edition*, there are several meanings related to the slogan’s context. The first is “an object in the shape of a circle, usually made of gold and precious stones, that a king or queen wears on his or her head on official occasions”. The second meaning is “a unit of money in several European countries”. The third is the name of the company, Krona. It is said the possible meaning because it is a pun word. It means that both have the same pronunciations even though they are spelling different.

On different side, the word “fits” has several meanings in this context. Based on *Oxford Advanced Learner’s Dictionary 8th Edition*, the word “fits” means “to be the right shape and size for somebody or something”. The second meaning is “to agree with, match, or be suitable for something”.

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From that case, the researcher found two possible interpretations to the slogan. The first interpretation is “if the crown of the King and Queen fits on their head, why do they have to spend more?” It means that the King and Queen do not have to buy or find the new crown. The second possible interpretation is “if Krona is suitable with you, why you spend more?” It means that if you like Krona, you do not have to find other things, you will just spend your money.

Based on those interpretations, the researcher concludes that the meaning of crown is refers to the Krona, the pun word and the meaning of fits refers to feeling suitable rather than to be the right shape or size of a thing. It is shown in the second interpretation where it seems to deliver the purpose meaning of the slogan.

26. NACOB COFFEE : RESPECT THE BEAN

In this slogan, the researcher found the lexical ambiguity contains into the slogan. The lexical ambiguity is “bean”. The researcher found that word “bean” has two meanings. Based on the dictionary, the first meaning is “a seed of coffee”. However, based on Urban Dictionary, the meaning of “bean” is “a crazy fun loving person”.

Based on that case, the researcher considers that there are two possible interpretations regarding the slogan. The first interpretation is “respect the seed of coffee”. It means that you are having a good opinion to the coffee provided in the bar. The second possible interpretation is “respect someone that you think is a crazy fun loving person”. It means that you may not underestimate someone who looks fun loving person, even he or she crazy.
So, the researcher may conclude that the most related interpretation to the slogan is the first interpretation which the meaning of lexical ambiguity, bean, is “a seed of the slogan”. It can be proven by the fact that Nacob Coffee is a company that focuses on coffee product. By the slogan, the company may deliver the message to the consumer to not to underestimate its coffee products.

27. CHECKER DRIVE IN BURGERS: DEVOUR THE NIGHT

In this slogan, the researcher found an ambiguous word or lexical ambiguity consist in the slogan. The lexical ambiguity is “devour”. The researcher considers this word as a lexical ambiguity because it has two meanings based on Oxford Advanced Learner’s Dictionary 8th Edition. The first possible meaning is “to eat all of something quickly, especially because you are hungry”. The second meaning is “to destroy something or somebody”.

However, after analyzing the ambiguous word by applying those meanings into the sentence of the slogan, the researcher does not find the meaning of the slogan. Then, based on the fact that Checkers is a 24 hours restaurant, the researcher concludes that the company tries to convey that the company still serves their customer, even in the night. “Devour the night” in the slogan is a metaphoric expression which means that the customer may still order and eat in Checkers in the night because Checkers open 24 hours now. It can be seen from the word “devour” which has a semantic property of an action that refers to the action of eating.
CHAPTER V

CONCLUSION

From the analysis, the researcher concludes that all slogans mentioned in Chapter IV contained ambiguous words. From 27 slogans that the researcher analyzed, most of them consist of ambiguous word. Those ambiguous words are categorized as lexical ambiguity since the ambiguous words have more than one meaning that may cause several interpretations toward the slogan.

The first problem is formulated to find out the ambiguous words in the slogan. By observing the ambiguous word, the researcher tried to find several possible meanings from particular words. Several meanings of the words were found in several sources such as Oxford Dictionary and Urban Dictionary. Some of the particular words have more than two meanings and a few of those meanings could not be applied in the slogans because they will give nonsenses interpretation. The researcher only chooses several words that could be related into the possible meanings that correlate with the slogans. In several cases, the researcher found that the slogans contained more than one ambiguous word. The slogans which had more than one lexical ambiguity cause multiple interpretations, but in result, there was only one interpretation that each slogan carries.

Most of the cases of an ambiguous word are considered as a homonymy word. This word may cause the public, especially the consumer, to understand and interpret the slogan in multiple ways than one. Then, only a few cases are considered as Polysemy, such as good, break, power, and happy. In some other
cases, the metaphoric expression also exists in some slogans. The example is the word “wings” from Red Bull’s slogan. In the context of Red Bull’s slogan, the researcher may not use the literary meaning of the word “wings” because the meaning misled the slogan’s real purpose. By understanding the metaphorical expression, the researcher may refer to the other meaning of “wings” that means “power” in order to correlate the meaning of the word into the context of the slogan. Then there is only one case where the ambiguous word comes from the slogan, it is Crown and Krona where they are pronounced the same. Thus, the first problem of this thesis is answered; the ambiguous word from the analysis usually comes from the homonymy, polysemy, pun, and from the word of metaphoric expression.

The second problem is formulated to find out the possible interpretations of the slogans. From the analysis, the interpretations are created from lexical ambiguity. The lexical ambiguity creates multiple interpretations toward the slogans. However, mostly, there is only one meaning or interpretation correlates with each slogan. A few of the slogan is intentionally put the ambiguity to attract public attention. The example is the word Punch in the slogan of Dr. Pepper Snapple Group. By considering the meaning of the word and interpretation of the slogan, the researcher looks into the context of the slogan and the advertisement. The meaning of the slogan is often shown from the picture of the advertisement such as in the slogan of Kit Kat, Burger King, and the others. In other cases, the meaning of the slogan is usually shown from the context of the slogan that is also supported by some facts about the company.
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APPENDIX

Related Pictures of Food and Beverages Slogans

1. Burger King : Home of the Whopper


2. Burger King : In the land of burgers, whopper is the king

3. **Kit Kat**: have a break, have a Kit Kat


4. **Dr. Pepper Snapple Group** – How about a nice Hawaiian punch?

5. Guinness – Guinness is good for you


6. Almond Joy Mounds: Sometimes you feel like a nut, sometimes you don’t

![Almond Joy Mounds Image](https://www.youtube.com/watch?v=Bz-p1gH1nGche) video May 21, 2017.
7. **Taco Bells : Think Outside The Bun**

![Taco Bell Logo](https://loyoladigitaladvertising.wordpress.com/2014/06/30/taco-bell-thinking-outside-the-bun-outside-the-box/)

May 27, 2017.

8. **Red Bull : Red bull gives you wing.**

![Red Bull Logo](http://energydrink.redbull.com/)

June 2, 2017.


10. Hardees: Where the food’s the star

11. Zero’s Subs : We are hot and on roll

Zero’s Subs is one of the larger subs sandwich franchises in the U.S. with over 10 restaurants nationally. Since its inception in Virginia Beach in 1967, Zero’s Subs has created a proven fast casual concept which offers high quality foods such as hot oven-baked subs, hearth-baked bread, Hormel meats, Buffalo Chicken Wings, innovative health conscious salads, wraps and pizza, all under one roof.

At Zero’s Subs, we have perfected our superior product quality and franchise concept over the last 48 years. Zero’s Subs has been awarded the prestigious “Best of the Beach” award from the readers of the Virginia Pilot Newspaper for many years. Zero’s also won the “Reader’s Choice” and the “Best of Hampton Roads” awards numerous times.


12. Big Boy : Home Of Original Double Decker

13. Burn : Fuel your fire


14. Tiger : Power is back

15. Tropicana: 100% Pure Squeezed Sunshine


16. Carl’s Jr.: Making people happy through food

17. Subway : The way a sandwich should be


18. Glace : Doorway to heaven

19. Saxby’s Stone : The big ginger bite


20. Budweiser : Where there is life, there is bud

21. Cadbury : **Roses grow on you** (Video advertisement)


22. Panda : **Never say no to Panda**


23. President : **When You Love Life, You Love President**


June 2, 2017.
24. Imperial Margarine: Flavor so good, I feel like a queen


June 2, 2017.

25. Krona: If the crown fits, why spend more?
June 2, 2017.

26. Nacob Coffee : Respect the bean

(https://twitter.com/NabobCoffee) June 2, 2017

27. Checkers Drive In : Devour the night