
Analizing The Lingual Elements of Sampoerna Hijau Advertisement Published on Youtube

Ni Luh Sara Oktaviyanti

Magister Ilmu Linguistik Program Pascasarjana Universitas Warmadewa

*niluhsaraoktaviyanti@gmail.com

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Abstract—The research aims to find any lingual elements and meanings used by advertisers in “Sampoerna Hijau” Cigarette advertisements on Youtube. There are 5 editions of advertisements that are analyzed, “Edisi Dateng Kondangan”, “Edisi Selfie di Kondangan”, “Edisi Minum Es Kacang Ijo”, “Edisi Punyaku Lebih Nikmat” and the last is “Edisi Hijau Panas”. Seven Types of Meaning theory by Leech is used on this research. This study is design in a qualitative research. Researcher collected the data using observation methods. Then in the analysis of research data using Agih method with the basic technique that is Bagi Unsur Langsung or BUL techniques. The BUL method and technique are used by researcher to analyze the signs and forms found in Sampoerna Hijau cigarette advertisements so that they can easily classify these lingual signs and forms. The researcher found that the lingual form in the five editions of Sampoerna Hijau Cigarette Advertisements, namely: 10 interrogative sentences, 13 imperative sentences, 13 declarative sentences, 14 exclamation sentences, 2 nouns and 1 adjective. The meanings found in each lingual form are 5 meanings, with the following description: sentences that contain reflections as many as 12 sentences, sentences containing affective meanings of 22 sentences, sentences containing conceptual meanings of 15 sentences, sentences that contains a colloquial meaning of 2 sentences and the last sentence that contains connotative meaning of 1 sentence.

Keywords: Advertisement, Lingual elements, Types of meaning

I. INTRODUCTION

Advertising, derived from the Latin *advertere* which means "turn to" (Goddard, 1998), is a combination of art and communication in offering a particular product that use many visual signs and symbols to attract the consumers. Advertising is a conversation with consumers about a product by attracting attention, providing information, expressing added value, with the hope that the target audience will buy, try or do something (Moriarty, 1991). Of course, in an advertisement the application of signs, symbols and metaphors are very influential, it has a persuasive purpose and has its own uniqueness in conveying the intentions of the advertiser. Many advertisements are published in various

media such as printed, radio and television. Ads that are published on television are now very easily to be seen through Youtube. Moreover, this media has a very broad and unlimited range. In advertisements, linguals which often found are unique and very interesting to study. The dense and clear language of advertising often makes the audience curious about the meaning. Especially in cigarette advertisements which strictly forbid to mentions “cigarettes” in their own advertisements and cigarette products that are considered interesting to be studied are *Sampoerna Hijau* cigarette products. Which cigarette products contain several scenes of "eccentric" and looks "low profile" in the ad. Without having to first look at the visuals, but just by listening the linguals, the audience can be attracted to listen to this *Sampoerna Hijau*

cigarette product advertisement. The lingual satuals can be divided into seven, namely command sentences, question sentences, affective sentences, news sentences, topics, exciting sentences, and segments sentence or gatra and others.

In this study, using five editions of the *Sampoerna Hijau* cigarette advertisement, namely; *Dateng Kondangan* Edition, *Selfie Edition di Kondangan*, *Minum Es kacang Ijo* Edition, *Punyaku Lebih Nikmat* Edition and the *Hijau Panas* Edition. In this study the researcher used the Seven types of meaning theory (Leech, 1981). The seven types of meaning consist of conceptual meaning, connotative, collocative, social (stylistic), affective, reflection, and thematic.

Further explanation of those types of meaning are conceptual meaning is the cognitive content of words; it can be expressed by features or by primitives, connotative refers to what is communicated by virtue of what language refers to; thoughts provoked by a term when in reference to certain entities, collocative refers to what is communicated through association with words which tend to occur in the environment of another word; describes words that regularly appear together in common use (within certain contexts), social (stylistic) refers to what is communicated of the social circumstances of language use; where words are used to establish relationships between people and to delineate social roles, affective refers to what is communicated of the feelings and attitudes of the speaker writer; has to do with the personal feelings or attitudes of the speaker, reflection refers to what is communicated through association with another sense of the same expression; has to do with when one sense of a particular word affects the understanding and usage of all the other senses of the word, and thematic refers to what is communicated by the way in which the message is organized in terms of order and emphasis; concerns itself with how the order of words spoken affects the meaning that is entailed.

Researches that have been conducted on the meaning of lingual such as that conducted by Triandjojo (2008) entitled *Semiotika Iklan Mobil di Media Cetak Indonesia*, Prasetyaningtyas (2013) with the title *Yang Lain Bersandiwara, Gue Apa Adanya!* Versi *Topeng Monyet di Media Televisi* and Pondaag (2013) whose research is entitled *Analisis Semiotika Iklan A Mild Go Ahead versi "Dorong Bangunan" di televisi* have not been

too deep and focused on lingual elements only. Meanwhile, this research is expected to be able to thoroughly explore the types of meanings that are usually used in advertisements, especially *Sampoerna Hijau* cigarette advertisements, in conveying advertiser's implied messages. By using the theory from Leech, this research can be considered as one of the sources of reference in the field of semiotics, especially in the realm of lingual meaning in advertising in visual media.

Taking into the description above, therefore this research aims to find any lingual elements and meanings used by advertisers in "Sampoerna Hijau" Cigarette advertisements on Youtube.

II. METHODS

In this study, researcher collected the data with observation methods and for advanced, the researcher used techniques listen and record. Then in the analysis of research data using *Agih* method with the basic technique that is *Bagi Unsur Langsung* or *BUL* techniques. *Agih* method according to Sudaryanto (2005: 18) the determining tool is part of the language itself. The determinant tool in the framework of the work method is always a part or element of the object of the research object itself, such as words (ungars, prepositions, adverbs), syntactic functions (subjects, objects, predicates), clauses, syllables, pitches, and another. The basic technique of the *Agih* method, namely the *Bagi Unsur Langsung* technique or *BUL*, is the method used at the beginning of the analysis work is to divide the lingual unit of data into several parts or elements; and the elements concerned are seen as a part that directly forms the intended lingual unit. Based on the above sudaryanto also wrote that lingual satuals can then be divided into seven, namely command sentences, question sentences, affective sentences, news sentences, topics, exciting sentences, and segments sentence or gatra; and others. The driving force for the determinant is the power for the intuitive (linguistic intuition). The results of using the *BUL* technique for a lingual unit need not only be of one type; but can vary (Sudaryanto 2005: 39). The *BUL* method and technique are used by researcher to analyze the signs and forms found in *Sampoerna Hijau* cigarette advertisements so that they can easily classify these lingual signs and forms.

III.RESULT AND DISCUSSION

In an advertisement it is not only visual that can convey the message from the advertiser, but there is also from verbal or lingual form which is a style of language that also supports implicit delivery of messages to consumers. Of course, all the meanings implied in advertising will be very useful to be revealed to the audience so that the purpose of advertising as a promotional tool can be achieved, namely to influence consumers to

consume their products. In this *Sampoerna Hijau* cigarette ad, the advertiser uses three adult male characters called "Geng Ijo" as the main actors of the activities and uses some unique verbals in the ad that has specific purposes. This below, will be discussed and elaborated in the table of lingual forms found by the researcher in each edition of the *Sampoerna Hijau* Cigarette Ad and its meaning. The following is the discussion:

Table 1
Lingual Elements in *Dateng Kondangan* Edition of Advertisement and its meaning

No	Verbal	Lingual Types	Types of Meaning	Implied Meaning
1	Kemana mereka?	Interrogative Sentence	Conceptual	Looking for people who are more than one
2	Wah menggoda nih	Command Sentence	Reflection	Interested to something
3	Yah.. Hambar..	Declarative Sentence	Reflection	Dislike expression
4	Coba itu deh..	Imperative Sentence	Affective	Giving an idea
5	Aah, gak enak..	Command Sentence	Reflection	Dislike expression
6	Nah yang ijo nih.	Imperative Sentence	Affective	Expression in finding something
7	Aromanya aja nikmat rasanya pasti lebih nikmat.	Declarative Sentence	Affective	Expecting the taste will be better than the smell
8	ayo, ayo, ayo	Imperative Sentence	Conceptual	Inviting
9	Sampoerna Nikmatnya Rame-Rame	Declarative Sentence	Affective	Telling that consume "Sampoerna" is better together
10	Mas salah tempat!	Command Sentence	Conceptual	Giving a warn of a wrong located
11	Waduh, salah tempat	Command Sentence	Reflection	Awareness of doing wrong

In the Sampoerna Hijau cigarette advertisement, *Dateng Kondangan* edition, based on the above table, four types of sentences and three types of meanings were found. The following explanation:

In the interrogative sentence "*kemana mereka?*" It was found that the sentence contained conceptual meaning. Where the sentence is intended to ask about the departure of several people. In that sentence there is also a lapse in the predicate "*pergi*" which should be "*kemana mereka pergi?*".

The sentence "*wah, menggoda nih*" contains the meaning of reflection, where this sentence is a reaction from what is seen from the speaker. This sentence is an exclamation sentence because it is intended to show the

feelings of the speaker. This sentence is experiencing subject lapses, where the sentence should be "*wah, makanan ini menggoda nih*".

The sentence "*yah... hambar...*" is an exclamation sentence and contains the meaning of reflection because it expresses what is felt by the speaker. This sentence experiences subject and predicate that should be "*yah, makanan ini terasa hambar*".

The phrase "*coba itu deh*" contains an affective meaning and is an imperative sentence where the speaker has the goal to influence the listener to try the pointed food.

The phrase "*ah ngak enak*" is a sentence of exclamation and contains the meaning of reflection because it is an expression of the taste of food that is tried by the speaker. This

sentence experiences absorption of subject and predicate, which should be “ah, makanan ini tidak terasa enak”.

The phrase “nah, yang ijo nih” is an imperative sentence and contains an affective meaning where the goal of the speaker is to invite the listener to try foods that are spiced in green. This sentence is experiencing an absorption to the stimulating word, subject and predicate, where this sentence should be “nah, mari kita coba yang ijo nih”.

The sentence “aromanya aja nikmat, rasanya pasti lebih nikmat” contains affective meaning and is a declarative sentence. Speakers provide information hoping that the listener will be affected and try the food they talk about.

The sentence “ayo,ayo,ayo” is an imperative sentence and contains an affective meaning where the speaker asks and influences the listener to try the food they talk about. This sentence experiences the absorption of subject, predicates and objects that should be “ayo, kita coba makanan ini”.

The phrase “sampoerna nikmatnya rame-rame” is a declarative type of times which contains affective meaning. Advertisers provide information and hope that consumers are affected that their products are delicious when consumed together or in other words give priority to togetherness.

The phrase “mas salah tempat!” Contains conceptual meaning and is an exclamation sentence. Where the speaker really wants to tell

that the listener is in a place that should not be. This sentence has a subject lapse that is ‘kalian’.

The phrase “waduh salah tempat” means reflection and is a sentence of exclamation expressing the feelings of the speaker that it is true that they are in the wrong place. This sentence has a 'kami' subject lapse.

Lingual Elements in Selfie di Kondangan Edition of Advertisement

In this edition of Selfie in Kondangan, the first thing shown is the background of the place where the advertisement took place. This ad is set in the background of a wedding that still looks traditional (Javanese traditional) is heard from the sound of the gamelan and is seen from the mushrooms used. Then raised 3 men as icons of this Sampoerna Hijau advertisement, and one of them invited the guests to take a selfie. They took a photo using a smart device but could not load the faces of all the guests who took part but only contained the three faces of the Sampoerna Hijau ad icon because the position of the smart device was too close. Then, one person gave an idea to use long green bamboo. When going to take pictures it turns out that there is a curved tent buffer, they also support the tent by using the bamboo while taking selfies and instructing all guests to be docked with the words "solid, solid, delicious". Then in the closing part of the advertisement it was shown that the three of them kept holding bamboo and supporting the tent until it was night and no guests were left.

Table 2.
Lingual Elements in *Selfie di Kondangan* Edition of Advertisement and its meaning

No.	Verbal	Lingual Types	Types of Meaning	Implied Meaning
1	Foto yuk, padat-padatin	Imperative Sentence	Affective	Inviting to take photo and getting close
2	Yaah..	Commtand Sentence	Reflection	Disappointed expression
3	Aku tau, pake ini nih	Deklarative Sentence	Affective	Giving an idea to use something
4	Eh udah mau patah tuh	Declarative Sentence	Conceptual	Giving a warn
5	Angkaaat...	Imperative Sentence	Affective	A command to do something
6	Padat, Padat, Nikmat..	Imperative Sentence	Collocative	Telling that getting close is better
7	Sampoerna Nikmatnya Rame-rame.	Declarative Sentence	Affective	Telling that consume “Sampoerna” is better together
8	Gimana jawabnya nih?	Introgative Sentence	Conceptual	Asking for advice

In the Sampoerna Hijau Cigarette ad, Selfie in Kondangan edition, based on the table above, four types of sentences and four types of meanings were found. The explanation is as follows:

The phrase “foto yuk, padat-padatin” contains affective meaning and is an imperative sentence. Speakers want the listener to take pictures and get close to each other. This sentence goes through the "kita" subject

The phrase “yaah” is a sentence that has a detached subject, predicate and object where this expression refers to the phrase kalimat “yah, fotonya tidak sesuai harapan”. The sentence implies reflection as one of the disappointment reactions and is an exclamation sentence because it expresses the speaker's feelings.

The sentence “aku tau, pake ini nih” is a declarative sentence and has an affective meaning where the speaker conveys an idea with the hope that the listener will follow the point.

The sentence “Eh, udah mau patah tuh” is a declarative sentence and has a conceptual meaning because this sentence is intended to explain the supporting poles of the tent that have started to break. This sentence experiences the subject absorption "tiang penyangga".

The phrase “angkaaat” has a detached subject and object, where the sentence should be “ayo, kita angkat bambu ini”. This sentence means affective and is an imperative sentence where the speaker asks that the listeners want to do the thing they are told.

The phrase “padat, padat, nikmat” is

categorized as an imperative sentence because this is the instruction of the speaker. This sentence contains a collocative meaning, where solid is synonymous with favor. Or in other words the more contents the more delicious. This sentence also experiences subject lapse.

The phrase “sampoerna nikmatnya rame-rame” is a declarative type of times which contains affective meaning. Advertisers provide information and hope that consumers are affected that their products are delicious when consumed together or in other words give priority to togetherness.

The interrogative sentence “gimana jawabnya nih?” contains conceptual meaning, since it refers to a situation that is really having trouble answering a telephone call.

Lingual Elements in *Minum Es Kacang Ijo* Edition of Advertisement

First, three male icons of the Sampoerna Hijau cigarette advertisement are shown in a stall with two men sitting facing the stall keeper asking "Mau Pesan apa?" And several other men not facing the same direction. It is said that two other people ordered red bean ice and chocolate ice respectively, while the Green Group ordered green bean ice. Green bean ice is consumed endlessly while red bean ice and chocolate ice run out in an instant. Until someone else came (dressed in Javanese traditional clothes by wearing a blangkon), his drink had run out, but the green bean ice still didn't run out. Until it was shown the hands of the clock and the night changed before their green beans were gone and they said "Nikmaaat". At the end of the ad, three of the wives of the three men came to pick them up because it was already dark.

Table 3.
Lingual Elements in *Minum Es Kacang Ijo* Edition of Advertisement and its meaning

No	Verbal	Lingual Types	Types of Meaning	Implied Meaning
1	Mau pesan apa?	Introgative Sentence	Conceptual	Asking for what the customers want
2	Es kacang merah	Imperative Sentence	Affective	Ordering a cold drink containing or made from red beans
3	Es coklat	Imperative Sentence	Affective	Ordering a cold drink containing or made from chocolate or has red colour
4	Kalau kita es kacang ijoo	Imperative Sentence	Affective	Telling that the group's desire for a cold drink containing or made from green beans
5	Nikmat...	Command Sentenc	Reflection	Expressing fondness
6	Sampoerna Padat Isinya, Awet Rasanya	Declarative Sentence	Affective	Stating that "Sampoerna" has solid contents and long-lasting taste
7	Hemm..kemana aja sehar-ian?	Introgative Sentence	Conceptual	Expressing that the listener can not be found all day long

In the Sampoerna Hijau cigarette advertisement of “Minum Es Kacang Ijo” (having mung beans ice) edition, based on the table above, four types of sentences and three types of meanings were found. The explanation is as follows:

The interrogative sentence “mau pesan apa?” contains conceptual meaning, because it is in accordance with the visual that occurs that a seller is asking for customer orders. This sentence has a subject lapse that is 'anda.

The phrase “es kacang merah” is an imperative meaningful affective sentence where it is true that the speaker instructs something to the seller to be fulfilled. This sentence experiences of lapsing the 'saya' subject and the 'memesan' predicate.

The phrase “es coklat” is imperative sentence which has conceptual meaning that it is true that the speaker instructs something to the seller is fulfilled. This sentence experience the absorption of 'saya' subject and the 'memesan' predicate.

The sentence “kalau kita es kacang ijo” is an imperative sentence and has an affective meaning because it expresses what the speaker wants the listener to give. This sentence experienced the predicate absorption “memesan”.

The phrase “nikmat..” is a sentence that experiences the ‘minuman’ subject and the

‘terasa’ predicate absorption. This sentence is an exclamation sentence and contains the meaning of reflection because it expresses the reaction of the speaker to the taste of the drink.

The sentence “sampoerna padat isinya, awet rasanya” is a declarative meaningful affective sentence where advertisers aim to provide this information so consumers or viewers are expected to be affected that their products are solid and the taste can last long.

The interrogative sentence “hmm.. kemana aja seharian?” is conceptual. It is visual that shows three women asking three men who are drinking green drinks from day to night.

Lingual Elements in *Punyaku Lebih Nikmat* Edition of Advertisement

Two out of three people from the Geng Ijo have brought drinks with different glasses. Suddenly one more person came and asked "apanih yang enak?", Then the two men offered their drinks while fighting over that his drink was the most delicious. In the midst of their quarrel finally stall guard mother came to ask what exactly will be ordered by the man who just arrived. Apparently the man chose to order a lempur and said, " Nah ini pilihanku, pasti nikmat dari dulu" the other two also ate lempur and were equally of the opinion that lempur was delicious. At the end, the kiosk keeper called out to them rudely, but apparently only to give their change.

Table 4.

Lingual Elements in *Punyaku Lebih Nikmat* Edition of Advertisement and its meaning

No.	Verbal	Lingual Types	Types of Meaning	Implied Meaning
1	Haa, apanih yang enak?	Kalimat Interogatif	Conceptual	Asking for opinion
2	Ni paling nikmat, cobain nih	Imperative Sentence	Affective	Offering something to try
3	Gak enak itu, ini lebih nikmat	Imperative Sentence	Affective	Disagreeing and giving an opinion
4	Kata siapa? Cobain lg punyaku	Introgative Imperative Sentence	Affective	Doubt for something and giving opinion
5	Nikmat punyaku lah	Command Sentence	Affective	Stating the superiority of something that is owned
6	Punyaku lah	Command Sentence	Affective	Confess something is owned
7	Nikmat punyaku kan?	Introgative Sentence	Affective	Want support that is owned is superior
8	Punyaku ini!	Command Sentence	Affective	Confess something is owned
9	Ehem..mas mau pesen apa?	Introgative Sentence	Conceptual	Reinforce to ask what the customer wants
10	Lempur !!!	Command Sentence	Conceptual	Stating that food is made from sticky rice and is usually wrapped in green banana leaves
11	Lempur?	Noun	Reflection	Ensure that the food in question is correct food made from sticky rice and is usually wrapped in green banana leaves
12	Nah ini pilihanku, pasti nikmat dari dulu	Declarative Sentence	Reflection	To state something whose quality has been proven by itself
13	Nikmat...	Command Sentence	Reflection	Unbelievably good feeling
14	Sampoerna Nikmatnya Rame-Rame	Declarative Sentence	Affective	Telling that enjoying "Sampoerna" is better when together
15	Heh! Ini kembaliannya	Command Sentence	Collocative	Returns something / rest (money) payment

In the Sampoerna Hijau Cigarette ad *Punyaku Lebih Nikmat*, based on the table above, four types of sentences, one noun and four meanings are found. The following explanation:

The interrogative sentence “Haa, apanih yang nikmat?” contains conceptual meaning because the speaker clearly asks for something delicious that can be ordered in the store.

The sentence "ni paling nikmat, cobain nih" is an imperative sentence and contains an affective meaning where the speaker gives an appeal in order that the listener tries the drink offered.

The phrase "gak enak itu, ini lebih nikmat" is an imperative sentence and contains an affective meaning where the speaker gives an appeal in order that the listener does not choose the drink before trying the drink offered.

The sentence "kata siapa? Cobain lagi punyaku"(4), "Nikmat punyakulah"(5), "Punyakulah"(6), "Nikmat Punyakukan?"(7), "Punyaku ini!"(8) is affective sentence that attempt to influence the listener to try and choose the best drink each other. In the sentence above, there are also some deletions, that is, the impulses on the subject of 'minuman', adjectives that state 'lebih' and taste 'nikmat'.

The phrase " ehem, mas mau pesen apa?" an interrogative sentence that has a conceptual meaning because it is intended to ask the wishes of the listener.

The exclamation phrase "lemper!!" has experienced the 'saya ' subject and the "memesan " predicate. This sentence is conceptual meaningful that the visual presented is indeed a noun as 'lemper'.

The noun word "lemper" is a word that contains the meaning of reflection as a reaction of the speaker's distrust of what he just heard.

The sentence " nah, ini Pilihanku, pasti nikmat dari dulu" is a declarative sentence with the meaning of reflection as a result of the speaker's reaction to convince the listener about his choice.

The sentence "Nikmat..." experiences the 'lemper' subject being overtaken and is a meaningful sentence of reflection as a result of trying the 'lemper' food.

The exclamation phrase "heh ini kembaliannya" is conceptual meaning where the speaker does look to return something or the result of payment to the listener.

Lingual Elements in Hijau Panas Edition of Advertisement

In this advertisement, 3 wives go out to give coffee to their husbands (Geng Ijo). The three men took a sip of coffee together and were surprised to feel the coffee was too hot saying "panas", suddenly there was a beautiful woman who said "ya, panas bang" while wagging cool hands and hair. The husbands who were watching the woman were caught by angry wives. At the end of the advertisement, the husbands were sentenced to do something related to hot objects such as frying something, ironing clothes and using a hair straightener.

Table 5.
Lingual Elements in *Hijau Panas* Edition of Advertisement and its meaning

No.	Verbal	Lingual Types	Types of meaning	Implied Meaning
1	Aseeekk...	Adjective	Reflection	Express happiness
2	Uh..panas	Declarative Sentence	Reflection	States the heat Approve the temperature heat
3	Ya bang panas	Declarative Sentence	Conceptual	Approve the temperature heat
4	Panaaas..panass...	Declarative Sentence	Conotative	Comment on the appearance of an exciting woman
5	Permisi ya bang	Declarative Sentence	Conceptual	Request permission to leave
6	Okedeh	Noun	Conceptual	Approving
7	Ehemmm... mau yang panas?	Introgative Sentence	Conceptual	Offering something
8	Panas?	Introgative Sentence	Conceptual	Asking for opinion
9	Panaskan, coba dipegang!	Imperative Sentence	Affective	Ensure that the temperature is given as desired
10	Aku bisa nih!	Command Sentence	Reflection	Showing ability
11	Aye punya lagi nih bang!	Command Sentence	Affective	Offering something more

In the Hijau Panaasss edition of the Sampoerna Hijau Cigarette ad, based on the above table, four sentence types are found, one noun and four types of meaning. The following explanation:

The phrase "aseek" is an adjective word and means reflection which is a reaction to the pleasure of the speaker because he is given a coffee drink.

The phrase "uh ... panas" is a declarative sentence that experiences the absorption of the subject 'kopi ini' and has a meaningful reflection because it is an expression of the reaction to feel the temperature of the coffee being drunk.

The sentence "ya bang panas" is a declarative sentence that is conceptual meaningful because the visual does indicate the state of the speaker who is sweating and waving his hands. This sentence experiences the absorption subject of 'udara'.

The phrase "panass ... panass ..." is a declarative sentence and connotative meaning because heat here refers more to the 'sexy' heat. Speakers say 'panas' as if to imply that "the woman in front of us is indeed hot" aka 'sexy'. This xperienced the absorption of noun phrases as the subject of 'wanita ini'.

The phrase "excuse me, sir" is a declarative sentence which means the speaker tells him that he is leaving. And this sentence is conceptual meaningful because in the visual it is intended that the speaker really leaves the place. This sentence is subject to the 'saya' subject.

The phrase "okedeh" is a noun because it is interpreted as an agreement on a permit previously submitted by the listener. This word contains conceptual meaning because in the visual of the speaker it nods as a sign of agreement.

The phrase "ehem, mau yang panas?" is an interrogative sentence and conceptual meaning because the speaker intends to give an object that is indeed hot.

The phrase "panas?" Is an interrogative sentence that is conceptually meaningful because the activity shown is related to high temperature. This sentence experiences the subject's 'pancinya' absorption an 'tanya' question words

The imperative sentence "panaskan, coba dipegang" is a sentence intended for the listener to do what the speaker wants. Therefore this sentence also means affective.

The phrase "aku bisa nih" is a sentence of exclamation and meaningful reflection as the reaction of the speaker to see the listener attracted to the woman who is wagging her hair.

The phrase "aye punya lagi nih bang" is an affective meaningful sentence that is intended for the listener to see what the speaker wants to give.

IV. CONCLUSION

In this study, it can be concluded that there are several lingual elements and meanings used by advertisers in "Sampoerna Hijau" Cigarette advertisements on Youtube, namely 10 interrogative sentences, 13 imperative sentences, 13 declarative sentences, 14 exclamation sentences, 2 nouns and 1 adjective. The meaning found contained in each lingual form are 5 meanings, with the translation as follows: 12 sentences containing reflection meaning, 22 sentences containing affective meaning, 15 sentences containing conceptual meaning, sentences containing meaning collocative of 2 sentences and the last sentence containing connotative meaning of 1 sentence. Broadly speaking, the dominant meaning found in the lingual elements of the *Sampoerna Hijau* cigarette advertisement is the affective meaning where the meaning is used for advertisers to persuade or influence the audience, especially consumers, to consume these cigarette products.

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