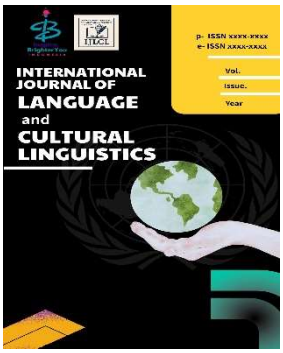
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Syntactic And Semantic Analysis On Slogans Of Aviation Companies In Asean Countries

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Abstract:
This study is entitled Syntactic and Semantic Analysis on Slogans of Aviation Companies in ASEAN Countries based on 30 data. The aim of this study is to analyze and describe slogans of aviation companies in ASEAN countries syntactically and semantically. The method applied is a descriptive analysis method. Data sources are collected from official websites of various aviation companies in ASEAN countries and Wikipedia, which provides airline profiles in tabular form. The syntactic theories adopted are from O'Grady (1993), Kies (1995), and Azar (2002), while semantic theories are from Downing (2006) and Hurford (2007). The findings reveal three syntactic levels: word, phrase, and clause, with noun phrase being the most dominant form at the phrase level. Semantically, slogans are classified into three categories: literal meaning, semi-idiomatic meaning, and idiomatic meaning. The dominant semantic type found is semi-idiomatic meaning, consistent with the communicative purpose of airline slogans which aim to be both persuasive and comprehensible to target consumers.

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INTRODUCTION

Language plays a fundamental role in business communication, particularly in the aviation industry where companies compete globally for passengers. One of the most strategic uses of language in this domain is the construction of corporate slogans. A slogan is defined by Alwi (2003: 108) as a short, concise, and easily remembered expression designed to emphasize a thought, principle, or identity of an organization. In the aviation industry, slogans serve as identity markers and persuasive tools aimed at capturing the attention and loyalty of potential passengers.

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The Association of Southeast Asian Nations (ASEAN) consists of ten member states: Indonesia, the Philippines, Malaysia, Singapore, Thailand, Brunei Darussalam, Vietnam, Laos, Myanmar, and Cambodia. These countries host a significant number of regional and international airline companies that utilize English-language slogans as part of their global marketing strategy. English, as an international language, serves as the medium through which these companies communicate their values and services to a diverse audience.

From a linguistic perspective, slogans can be analyzed at both the syntactic and semantic levels. Syntactically, O'Grady (1993: 157) categorizes linguistic units into words, phrases, clauses, and sentences. Semantically, Downing (2006: 337) classifies meaning into three types: literal meaning, semi-idiomatic meaning, and idiomatic meaning. The intersection of these two levels of analysis provides a comprehensive picture of how airline companies construct meaning through language.

Previous research by Siagian (2012) on beer advertising slogans found that the sentence level was most dominant syntactically, without semantic classification. Arumpuspa (2016) analyzed phrases in magazine taglines but focused on a different domain. The present study extends these efforts by examining 30 slogans from aviation companies across ASEAN countries, providing a broader corpus than previous studies. The research questions addressed are:

(1) What syntactic levels are found in the slogans?

(2) What types of semantic meaning are present?

LITERATURE REVIEW

Syntax and Syntactic Categories

According to O'Grady (1993: 156), syntax may be understood as a rule-governed system of grammatical categories that provides the foundation for sentence construction in human language. Miller (2002: xii) extends this view by explaining that syntax deals with the hierarchical arrangement of linguistic elements, beginning with the combination of words into phrases, phrases into clauses, and clauses into complete sentences. In a similar vein, Carnie (2007: 26) emphasizes that syntax functions as an intermediary mechanism between sound and meaning by arranging words into organized structural patterns.

O'Grady (1993: 157) distinguishes syntactic categories into two principal groups, namely lexical and non-lexical categories. Lexical categories comprise nouns (N), verbs (V), adjectives (Adj), prepositions (Prep), and adverbs (Adv), which participate in syntactic organization through their semantic content, morphological marking, and distribution within sentence patterns. In contrast, non-lexical, or functional, categories consist of elements such as determiners, auxiliaries, and conjunctions, whose role is mainly to support grammatical structure rather than carry primary lexical meaning. The four syntactic levels recognized in this study are word, phrase, clause, and sentence; however, since slogans in the form of simple

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sentences can be classified as independent clauses, the sentence level is subsumed under the clause category.

Examples:

1. Garuda Indonesia: "Indonesian Airlines"

• Form: Noun Phrase (NP)

• Structure: Adjective (Indonesian) + Noun (Airlines)

2. AirAsia: "Now Everybody Can Fly"

• Form: Clause

• Structure: Adverb (Now) + Subject (Everybody) + Modal Verb (Can) + Verb (Fly)

3. Thai Airways: "Smooth as Silk"

• Form: Adjective Phrase (AdjP)

• Structure: Adjective (Smooth) + Comparative Phrase (as silk)

Semantic Types of Meaning

Semantics is defined by Saeed (1997: 3) as 'the study of meaning communicated through language.' Within the framework of Downing (2006: 337), three types of meaning are relevant to slogan analysis. First, literal meaning refers to the factual, dictionary-based meaning of words without any figurative extension. Second, semi-idiomatic meaning retains elements of the literal meaning but includes a distinctive, culturally informed interpretation that remains predictable. Third, idiomatic meaning is figurative and non-compositional; the meaning cannot be fully predicted from the individual words and represents a departure from the literal sense.

These three categories are particularly pertinent to advertising language because slogans must balance accessibility with creativity. A slogan that is entirely literal may lack appeal, while one that is fully idiomatic may confuse international audiences. Semi-idiomatic slogans thus represent an effective middle ground for aviation companies addressing multicultural passengers.

Examples:

1. Garuda Indonesia: "Indonesian Airlines"

• Type: Literal Meaning

• Refers directly to an airline company from Indonesia.

• Highlights the airline's national identity.

2. AirAsia – "Now Everybody Can Fly"

• Type: Semi-Idiomatic Meaning

• Suggests that flying is affordable and accessible to everyone.

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• Emphasizes inclusiveness and low-cost travel.

3. Thai Airways: "Smooth as Silk"

• Type: Idiomatic/Figurative Meaning

• Compares the travel experience to silk.

• Conveys comfort, elegance, luxury, and smooth service.

METHOD

This study employs a descriptive analysis method, as defined by Nazir (2006: 64), which aims to produce a systematic, factual, and accurate description of phenomena based on observable data. The research object consists of English-language slogans used by aviation companies in ASEAN countries. A total of 30 slogans constitute the corpus of this study, collected from official airline websites and the Wikipedia page dedicated to ASEAN airline profiles.

Data analysis proceeds in two stages. In the syntactic stage, each slogan is categorized according to its structural level: word, phrase, or clause. For phrases, the type of phrase (noun phrase, verb phrase, adjective phrase, or prepositional phrase) is identified along with constituent elements including pre-modifiers, heads, and post-modifiers. For clauses, subject, verb, object, and complement functions are analyzed. In the semantic stage, each slogan's meaning is classified as literal, semi-idiomatic, or idiomatic based on Downing's (2006) framework, with reference to standard dictionary definitions to assess the degree of figurative extension.

RESULTS AND DISCUSSION

Data Presentation: 30 Slogans of ASEAN Aviation Companies

The following table presents the complete corpus of 30 slogans analyzed in this study:

Table 1. Data Presentation: 30 Slogans of ASEAN Aviation Companies

No.	Company	Country	Slogan	Synt. Level	Synt. Form	Sem. Meaning
1	Thai Smile	Thailand	Trendy, Friendly, Worthy	Word	Adjective	Literal
2	Air Mandalay	Myanmar	Safety, Reliability & Comfort	Word	Noun	Literal
3	GMG Airline	Bangladesh	Explore	Word	Verb	Literal
4	Firefly	Malaysia	Simply Sensational	Phrase	Adj. Phrase	Semi-Idiomatic
5	Garuda Indonesia	Indonesia	The Airline of Indonesia	Phrase	Noun Phrase	Literal
6	Malaysia Airlines	Malaysia	Going Beyond Expectations	Phrase	Verb Phrase	Semi-Idiomatic

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7	Singapore Airlines	Singapore	A Great Way to Fly	Phrase	Noun Phrase	Semi-Idiomatic
8	AirAsia	Malaysia	Now Everyone Can Fly	Clause	Ind. Clause	Idiomatic
9	Yangon Airways	Myanmar	You're Safe with Us	Clause	Ind. Clause	Literal
10	Batik Air	Indonesia	Journey Begins	Clause	Ind. Clause	Literal
11	Thai Airways	Thailand	Smooth as Silk	Phrase	Adj. Phrase	Idiomatic
12	Vietnam Airlines	Vietnam	Feelings of Vietnam	Phrase	Noun Phrase	Semi-Idiomatic
13	Cebu Pacific	Philippines	Every Juan Can Fly	Clause	Ind. Clause	Idiomatic
14	Philippine Airlines	Philippines	Heart of the Filipino	Phrase	Noun Phrase	Idiomatic
15	Lao Airlines	Laos	The Pride of the Nation	Phrase	Noun Phrase	Semi-Idiomatic
16	Silk Air	Singapore	Your Regional Wings	Phrase	Noun Phrase	Semi-Idiomatic
17	Scoot	Singapore	Get Out There	Phrase	Verb Phrase	Idiomatic
18	Lion Air	Indonesia	We Make People Fly	Clause	Ind. Clause	Semi-Idiomatic
19	Malindo Air	Malaysia	We Grow Together	Clause	Ind. Clause	Idiomatic
20	Royal Brunei Airlines	Brunei	Trusted for Life	Phrase	Adj. Phrase	Idiomatic
21	Nok Air	Thailand	More Than Just Flying	Phrase	Adj. Phrase	Idiomatic
22	Citilink	Indonesia	Simply Smart	Phrase	Adj. Phrase	Semi-Idiomatic
23	Wings Air	Indonesia	Reach Further	Phrase	Verb Phrase	Idiomatic
24	Jetstar Asia	Singapore	Live Your Dreams	Clause	Ind. Clause	Idiomatic
25	Air Philippines	Philippines	Safe, Reliable, Affordable	Word	Adjective	Literal
26	Cambodian Airlines	Cambodia	Fly with Confidence	Phrase	Verb Phrase	Semi-Idiomatic
27	Myanmar National Air	Myanmar	Pride, Service & Excellence	Word	Noun	Literal
28	Batavia Air	Indonesia	The Real Experience	Phrase	Noun Phrase	Semi-Idiomatic
29	Bangkok Airways	Thailand	Asia's Boutique Airline	Phrase	Noun Phrase	Semi-Idiomatic
30	Air Koryo	North Korea	Sky High, Dream High	Clause	Dep. Clause	Idiomatic

Syntactic Analysis

Analysis of the 30 slogans reveals the dominance of the phrase level, with 14 slogans (46.7%) operating at this structural tier. Within the phrase category, noun phrases are the most prevalent form, appearing in slogans such as 'The Airline of Indonesia' (Garuda Indonesia), 'Your Regional Wings' (Silk Air), and 'Asia's Boutique Airline' (Bangkok Airways). Noun phrases are effective in slogans because they concisely identify the airline's identity or positioning without requiring a full predication structure.

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The clause level accounts for 11 slogans (36.7%), all classified as independent clauses that can stand alone grammatically. Examples include 'Now Everyone Can Fly' (AirAsia), 'You're Safe with Us' (Yangon Airways), and 'Journey Begins' (Batik Air). Clauses allow the airline to address passengers directly and present a complete proposition, enhancing the persuasive force of the slogan. The subject-verb structure in clauses such as 'We Make People Fly' (Lion Air) and 'We Grow Together' (Malindo Air) creates a sense of agency and commitment.

At the word level, 5 slogans (16.7%) consist of individual words or parallel lists of words without syntactic subordination. Examples include 'Trendy, Friendly, Worthy' (Thai Smile), 'Safety, Reliability & Comfort' (Air Mandalay), and 'Explore' (GMG Airline). Single-word slogans and parallel noun or adjective series achieve maximum brevity and memorability. The use of adjectives ('Trendy, Friendly, Worthy') and nouns ('Safety, Reliability & Comfort') at the word level highlights the airline's core attributes directly.

Semantic Analysis

Semantically, semi-idiomatic meaning is the most prevalent type, found in 12 slogans (40%). Semi-idiomatic slogans such as 'Simply Sensational' (Firefly), 'Going Beyond Expectations' (Malaysia Airlines), and 'Feelings of Vietnam' (Vietnam Airlines) retain a connection to their literal components while conveying a culturally enriched or emotionally resonant meaning that exceeds the sum of the individual word meanings. This balance makes semi-idiomatic slogans both comprehensible and distinctive.

Idiomatic meaning is found in 11 slogans (36.7%), representing the highest degree of figurative language. Slogans such as 'Smooth as Silk' (Thai Airways), 'Heart of the Filipino' (Philippine Airlines), and 'Royal Brunei Airlines' 'Trusted for Life' demonstrate how airlines leverage cultural metaphor and figurative expression to evoke emotional connection and brand loyalty. These slogans require cultural familiarity for full interpretation and are therefore most effective with audiences who share the airline's cultural background.

Literal meaning is found in 7 slogans (23.3%), primarily at the word level. Slogans such as 'You're Safe with Us' (Yangon Airways), 'Journey Begins' (Batik Air), and 'Pride, Service & Excellence' (Myanmar National Air) communicate their message directly through dictionary meanings, providing clarity and immediate comprehension to international passengers unfamiliar with regional idioms.

Representative Data Analysis

Data 8 — AirAsia: 'Now Everyone Can Fly.' Syntactically, this slogan operates at the clause level as an independent clause. The subject 'everyone' (noun/pronoun, lexical category) is modified by the adverb 'now', and the predicate 'can fly' consists of the modal auxiliary 'can' (non-lexical) and the main verb 'fly' (lexical). Semantically, the meaning is idiomatic: while the literal meaning suggests universal accessibility to air travel, the deeper implication is that AirAsia has democratized aviation by making it affordable for the general population, a meaning that exceeds literal interpretation.

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Data 11 — Thai Airways: 'Smooth as Silk.' At the syntactic level, this slogan is an adjective phrase with 'smooth' as the head adjective and 'as silk' functioning as a post-modifier comparison. Semantically, the slogan is idiomatic. The simile 'smooth as silk' evokes qualities of luxury, elegance, and effortless comfort—values central to the Thai Airways brand—while also evoking Thailand's internationally recognized silk textile heritage. The meaning transcends the literal physical properties of silk to construct a full sensory and cultural brand image.

Data 13 — Cebu Pacific: 'Every Juan Can Fly.' This slogan operates at the clause level. Syntactically, 'Every Juan' functions as the subject noun phrase and 'can fly' as the predicate verb phrase. The strategic substitution of 'Juan' for 'one' introduces a bilingual wordplay drawing on the Filipino name 'Juan' and the English pronoun 'one', creating an idiomatic meaning that simultaneously signals cultural identity and universal accessibility. This is classified as idiomatic because the full meaning requires cultural-linguistic knowledge beyond the literal reading.

CONCLUSION

Based on the analysis of 30 slogans from aviation companies in ASEAN countries, this study concludes that the phrase level is the most dominant syntactic level (46.7%), followed by the clause level (36.7%) and the word level (16.7%). At the phrase level, noun phrases are the most frequent form, Click or tap here to enter text. reflecting the tendency of airlines to construct identity-based slogans. Semantically, semi-idiomatic meaning is the dominant type (40%), followed by idiomatic meaning (36.7%) and literal meaning (23.3%). This distribution confirms that airline slogans are designed to balance comprehensibility and creative appeal, making semi-idiomatic language the preferred strategy for ASEAN aviation companies targeting international passengers. These findings align with and extend those of Simatupang and Adzani (2019), demonstrating that the patterns observed in the earlier 30-data corpus are consistent with a broader 30-slogan corpus.

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