

# An Analysis of Phonological Stylistic Repetition in Slogans of International Products Marketed in Indonesia

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## ABSTRACT

The slogan creation process has always been a scourge for product manufacturers since they need to make something that is concise while being able to catch the consumers' attention. One of the most used methods in creating slogans is by utilizing stylistic linguistics. This paper focuses on phonological aspects of repetition used in slogans of international brands marketed in Indonesia, and compares both the original and the Indonesian versions of the slogans. Out of 432 slogans gathered, the analysis results revealed that the most used style in both languages is rhyming. On the other hand, the least used are epiphora and epizeuxis. The domination of rhyming style usage in both languages is influenced by cultural history, especially in literary artworks. Although rhyming dominates the type of stylistic used in creating slogans, the percentage of slogans using phonological stylistic repetitions is quite low. In the original version, the percentage of slogans using phonological stylistic repetition is only 17.13%. Meanwhile, the Indonesian counterpart only shows 17.82% of phonological stylistic repetition.

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## 1. Introduction

Globalization ensures customers to be able to get any product they want. Many aspects may attract prospective buyers. Not only the product itself, but also how the product is being presented, both physically, from its package, and linguistically, from the customers' point of view. One of the most effective ways to attract new customers is by utilizing slogans. Yet, this may be a major obstacle for product manufacturers, since creating short, but impactful slogans is quite challenging. However, they can solve this problem by occupying methods that make literary works enjoyable. One of them is by using phonological stylistic repetitions in particular.

One form of repetition that Indonesians, who are a part of Malay culture, are familiar with is rhyme. In the past, Malay people, including Indonesians, often used rhymes to complement their daily conversation (Andriani, 2012). Thus, using repetitions can be the best alternative for slogan makers to create slogans that are easily understood and remembered by their consumers.

Meanwhile, there is a challenge for slogan creators when the product will be sold to other countries. It is the language barrier between the two languages. This is due to the fact that most consumers who are not from the country where the product was made understand English adequately, making message transfer very challenging. To overcome that, slogan creators can either directly translate the slogan, or create a new one for the particular country where the products will be marketed. Between the two, translating the international version of the slogan will be much easier than creating a new one because they will not need additional ideas to be "sold" to the consumers.

This research aims to investigate the linguistics properties, specifically phonological repetitions, to identify the pattern of repetition used in brand slogans of international products marketed in Indonesia. The findings in phonological stylistic patterns can be used to help slogan makers create slogans in both English and Indonesian language for products marketed in Indonesia. In addition to that, this study also aims to compare the English version of the slogans and their Indonesian-translated version. The comparison is done to find out whether there are similarities and/or

differences in phonological stylistic patterns used in both versions. Thus, it makes this research different from other previously conducted research.

Only a few research dealt with slogans before 2015, especially those dealing with phonological stylistic properties of slogans, and the impacts of slogans on consumers' perception of the brands and the slogans. The study on phonological stylistic properties was rarely studied in its connection to slogans because it has a closer relation to literary artworks such as poetry, novels, proverbs, etc.

One of the aforementioned research projects regarding stylistic repetitions was conducted by Al-Jashami in 2009. His study talked about the use of phonological repetitions and their function in English proverb texts. His data was taken from traditional English proverbs. He used the phonological levels approach to examine his data. He found there are some phonological repetitions used in English proverbs. Based on his analysis, he came to the conclusion that alliteration came out to be the most commonly used in English proverbs (75.76%), followed by assonance (12.12%), and consonance (9.09%). While paroemion and paromoiosis were the least common in English proverbs as they occurred in only 3.03% of the data examined.

The next research regarding phonological repetition, particularly phonological stylistic devices was conducted by Ufot (2013). He focused on phonological stylistic devices used in a poem entitled 'Elegy Written in a Country Churchyard' written by Thomas Gray. His paper employed several phonological theories proposed by Stallworthy, Katamba, Wales, Leech, etc. He also used suprasegmental features such as rhyme, metre, alliteration, onomatopoeia, syllabification, elision, assonance and consonance to appraise the poem, and elaborated how these features support the message carried by the poem. The data used in his research was the whole poem which consists of 32 quatrains. He came to a conclusion that phonological devices used in the poem have a great role in supporting the meaning and the sense of the poem in a way that makes it more of a eulogy poem (panegyric) rather than a traditional elegy poem.

The closest research on brands' slogans was conducted by Lowrey and Shrum in 2007. The research used a phonetic approach to investigate the preference of brand names. They focused on phonetic symbolism on vowels and consonants aspects of brand names. In January 2015, Miller and Toman released their research article exploring the syntactic complexity of slogans. They found that moderately complex slogans are more acceptable to consumers. One of the most recent research projects regarding slogans was conducted by Hodges, Estes & Warren (2023). Their research focused on lexical, semantic, and emotional properties in their connection with consumers' preferences and how easy it is for the consumer to memorize the slogans. However, they have not talked about the phonological stylistics of the brands' slogans.

The trends of analyzing the phonological stylistic properties of slogans, particularly repetitions, started to emerge in 2015. Musté, Stuart, and Botella (2015) investigated the linguistic corpus of brand slogans, focusing on repetitions. The result of their research showed that repetitions of brand slogans increase the chances of the slogan being memorized by the consumers. Another research that talks about slogans was conducted by Smirnova (2015). Her research focused on linguistic iconicity, particularly sound imitation, and sound symbolism, on brands' slogans and how it affects consumers' perception of the brands and their respective slogans.

## 2. Methods

This research was conducted in descriptive qualitative and quantitative research. Bougie and Sekaran (2019) stated that descriptive studies aim to collect data that characterizes the subject of interest. This type of research is typically used to gather information about the characteristics of objects such as people, products, and brands. Additionally, Bougie and Sekaran (2019) suggested that qualitative and quantitative research refers to studies in which the data are in words-generated format through case studies, observation, and/or the internet supported by the data in the form of numbers according to specific categories. This study employed three stages, which are data collection, identification, and data analysis. The data were based on an online database that can be accessed online at <https://osf.io/umz9c/>.

The data collected were the English and Indonesian versions of slogans of international brands marketed in Indonesia. The corpus data was taken from the top fifty Indonesian brands (see Figure 1.) based on a survey by Katadata (<https://katadata.co.id/merek-lokal>) retrieved on February 20, 2022. The initial data from the aforementioned method were 92 slogans. Then, a further investigation to gather additional data was conducted. It was done by exploring derivative products from each company. For

example, we looked up English slogans from Wings Group (a company that produces household products and personal health care), Baby Happy diaper, Floridina drink, GIV soap, etc. As a result, we included 340 other slogans from various marketplaces and websites to create a more comprehensive slogan database. The final consists of 432 slogans from various product brands in both English version and their Indonesian counterparts.

**Figure 1.**

*The top-fifty Indonesian Products Based on the Katadata Survey*



Later on, the data collected were transcribed using the IPA (International Phonetic Alphabets) for both versions. The transcribed data then were examined based on the definitions proposed by Wales (2011) to find out the repetition pattern in both languages. Then the patterns found in both languages were compared to find the differences in stylistic used in English slogans and the Indonesian version of the slogans. The finding of this step will be further investigated whether the most-used pattern is related to the extralinguistic aspect of a particular culture.

The classification of the data uses terms that are based on a stylistic dictionary proposed by Wales (2011). Alliteration is a phonological repetition where the initial consonants are being repeated in two or more words. Anaphora happens when the first word of a phrase is repeated in the next phrase. On the other hand, if the repeated word is the final word, it is called epiphora. Assonance occurs when the same vowel is repeated in two or more words but they have different final consonants. Epizeuxis is a phenomenon where repetition happens on a word, or a phrase, in a consecutive succession. Lastly, if the repetition occurs on the final vowel sound in words, this is called a rhyme.

### 3. Results and Discussion

The phonological repetition stylistics found based on the data analysis are arranged alphabetically instead of sorting them from the one with the most occurrences to the one with the least occurrences to avoid misconception.

#### 3.1. Alliteration

The data analysis shows that there are 20 slogans in the English version, and 24 slogans in the Indonesian version that use this type of repetition. One of the implementations of alliteration stylistics can be seen in (a). It was the slogan of the Apple iPhone SE, which says “Lots to love. Less to spend”. In its slogan, the first consonant in “love”, that is /l/, is repeated in “less”. It also uses opposite words, which are “lots” and “less”. However, this paper will not be discussing those because this paper will only talk about phonological stylistic features.

(a) Lots to love. Less to spend.

/lʌts tu lʌv. lɛs tu spɛnd/

(b) Relax. Refresh. Relieve.

/rɪlæks. rɪfrɛʃ. rɪlɪv./

Another example of the occurrence of alliteration can be seen in (b). It is the slogan of a steam eye mask product from Kao called MegRhythm. The slogan consists of three words: relax, refresh, and relieve. It has an identical initial syllable that is “re-” (/rɪ/). On a closer look, the three words in the slogan form an initial consonant repetition, a sign of alliteration stylistic by repeating the initial consonant /r/ in “relax”, “refresh” and “relieve”.

Despite the fact that they use a different language, Indonesian slogan creators also apply alliteration in the process of creating slogans for their products. In the Indonesian version of the slogans, alliteration

occurs in the following examples.

(c) *Setia setiap saat*

/ṣɛṭia ṣɛṭiap ṣaʔat/

(d) *Shampo Selembut Sutra*

/ṣampo ṣɛləmbut ṣutra/

(e) *Membersihkan & Melembapkan*

/ṃɛmbɛrsihkan dan ṃɛləmbapkan/

As can be seen in sample (c), which is the slogan of Rexona, one of the most popular deodorant products in Indonesia, the slogan uses alliteration with the repetition of the consonant /s/ in the initial position of each word, making it easy to remember by the consumers. Thus, the slogan is deeply etched into the memory of Indonesian consumers.

The same pattern also occurs in (d). The product uses the “*Shampo Selembut Sutra*” phrase as its slogan for the Indonesian market. There is something unique about this slogan, that is the first word of the slogan, “shampo”, is supposed to be pronounced /ʃampo/, but it is pronounced as /sampo/ because there is no /ʃ/ sound in the Indonesian native phonological system. Therefore, the pronunciation is intentionally shifted from /ʃampo/ to /sampo/. And, by doing so, the “unintended” alliteration occurred.

A similar, but different phenomenon of alliteration happens in (e). It is the slogan of a hair care product called Pantene Micellar Shampoo. The repetition in the slogan occurs in the first consonant of the first and the third word of the slogan, that is the consonant /m/ in “*membersihkan*” and “*melembapkan*”. Even though the repetition does not occur in two consecutive words, this repetition is still considered alliteration. This is because the repeated sound is similar, and they both appear in the initial position of a word.

### 3.2. Anaphora

The data examination revealed that there are a total of 20 occurrences of anaphora in the English version of the slogans and 18 in the Indonesian ones. The following are some examples of occurrences of anaphora in the English version of the slogans.

(f) *In touch. In the moment.*

/ɪn tʌtʃ ɪn ðə moʊmənt/

(g) *Bigger Size, Bigger Sensation*

/bɪɡər saɪz bɪɡər sɛnsɛɪʃən/

(h) *Zero Dandruff, Zero Grease, Zero Itch*

/zɪroʊ dændrəf, zɪroʊ gri:s, zɪroʊ ɪtʃ/

Not only sound repetition, but anaphora also repeats the whole word from a phrase onto the next one as can be observed in (f) which was the slogan of Apple’s iOS 15 during its campaign in 2021. In the slogan, the repetition occurs on the first word, that is the word “in” in “in touch” which is repeated in the next phrase that is “in the moment”. Thus, it is a sign of the occurrence of anaphora.

The same phenomenon occurs in (g) which was the slogan of Signature Mild cigarette from Gudang Garam. The slogan tries to emphasize the size of its product by repeating the word “bigger” (/bɪɡər/) in the first phrase onto the second one. Thus, emphasizing the size of the product compared to the other products within the same category, that is “mild” cigarettes. Mild cigarettes have a lower nicotine content compared to those of the “normal” ones (merdeka.com, 2020).

Another slogan that plays the same game is (h), the slogan of the Clear Men Cool Sport Menthol variant. However, it is slightly different from the previous two slogans. While the other two have two phrases, this product has three phrases on its slogan which makes it a “triple” repetition of anaphora. Despite the fact that it has three phrases, as long as the repeated word is similar, and it is being repeated as the first word of the next phrase, it is still considered anaphora.

Moving on to the Indonesian version of the slogans, the occurrence of anaphora is a little bit less than those of the English version, that is 18 occurrences in total. Some examples of the occurrences of anaphora in the Indonesian version of the slogans are as follows.

(i) *Kulit Putih Kulit Mencerah*

/ḳulit putih, ḳulit ṃɛncərəh/

(j) *Mengurangi Garis Halus Mengurangi Mata Panda*

/ṃəŋuṛaṇi garis halus, ṃəŋuṛaṇi mata panda/

(k) *Melihat lebih dalam. Melangkah lebih jauh.*

/məlihat **ləbih** dalam. məlangkah **ləbih** jauh/

As can be seen, (i) and (j) are examples of typical anaphora, which is the repetition of the first word of the first phrase. In the first example, the repeated word is “*kulit*”, while in the second one, the word “*mengurangi*” from the first phrase is repeated into the second phrase. However, something peculiar happens in the sample (k). The repeated word is not the first word of the whole phrase, but it is the second. Nevertheless, each phrase of the slogan can be divided into a smaller phrase, that is a verb and an adjective phrase. The referred adjective phrase is “*lebih dalam*” and “*lebih jauh*”, which mean “deeper” and “further” respectively. At a glance, this slogan does not seem to contain a repetition of anaphora, but with a deeper analysis, the repetition in this slogan can be categorized as anaphora. It is because the repeated word, “*lebih*” is the initial word of a phrase, that is “*lebih dalam*” and “*lebih jauh*” which are, in fact, adjective phrases.

### 3.3. Assonance

Based on the explanation from Wales (2011), assonance is closely related to rhyme in a sense. Assonance is a partial or a half-rhyme in which the repetition occurs in the same stressed vowels, but they must have different final consonants (Wales, 2011). There are only 9 occurrences out of 432 slogans put together for this research, and none of them occurs in the Indonesian version of the slogans. These are some examples of the occurrences of assonance in the English slogans.

- (l) Great chocolatey taste  
/greit ʃɒkəleɪtei teist/
- (m) Built for the time of your life  
/bɪlt fɔr ðə taɪm əv jʊə raɪf/
- (n) Complete Your Health Routine  
/kəmpli:t jʊə hɛlθ ru:ti:n/

The first example is (l), which is the slogan of Koko Krunch cereal. At a glance, it is hard to notice the repetition, but when the slogan has been transcribed using phonetic alphabets, it can be said that there is a repetition in the word “great” as well as “taste”. Both words have /ei/ sound, which is a vowel cluster, or known as a diphthong. However, the final consonant of each word is different. The word “great” has /t/ as its final consonant, while “taste” ends with a consonant cluster /st/. Thus, this repetition can be categorized as assonance based on the aforementioned definition. The same phenomenon happens in (m). The repetition that occurred is not purely a repetition of a single vowel, but a repetition of a diphthong. In this case, the repeated diphthong is /aɪ/ in “time” and “life” with their final consonants being /m/ and /f/ respectively. On the other hand, the sample (n) has a pure vowel repetition. The repeated vowel is in the stressed syllable of the word “complete” and “routine”, that is /i:/ with the consonant /t/ and /n/ as the coda of each syllable respectively.

### 3.4. Epiphora

Based on the data analysis, epiphora is the least one to occur with only 4 occurrences in the English version of the slogan. On the contrary, in the Indonesian version of the slogan, epiphora is not the very least used stylistic. Epiphora occurs 8 times in the Indonesian version, making it the second least used stylistic by the Indonesian slogan creators after the epizeuxis. Some of its occurrences in the English version can be seen in the following examples.

- (o) Get more. Be more!  
/get mɔr. bi mɔr/
- (p) Don't change me. Fit me.  
/dɒnt tʃeɪndʒ mi. fit mi./
- (q) Feed their way, parent your way  
/fi:d ðeɪ weɪ, pərənt jʊə weɪ/

It can be seen in those examples that the last word of the first phrase is repeated in the following phrase. However, there are slight differences in (p) and (q) that do not happen in (o). In (p), the first phrase consists of three words, and the second phrase has two words. Meanwhile, in (q), both phrases consist of three words. Even though they have differences in the number of words contained in a phrase, the repeated words in the first phrase of those three slogans are in the same position, that is the final word of the phrase. Therefore, it does not change the fact the repetition occurred in those slogans is epiphora.

The same phenomenon can be found in the Indonesian version of the slogans. The number of words contained in each phrase is different. Let's take a look at the occurrences of epiphora in the following

examples.

- (r) *Hidung Plong, Kapan Aja, Dimana Aja.*  
/hiduŋ plɔŋ, kapan **aja**, di mana **aja**/
- (s) *Beragam Kolaborasi Baru. Mulailah Perjalanan Baru Di Era Baru!*  
/bəragam kolaborasi **baru**. mulailah pərjalanan **baru** di era **baru**/
- (t) *Dimana Saja, Kapan Saja*  
/di mana **saja**, kapan **saja**/

We can see in (t), that the epiphora phenomenon clearly describes the occurrence of epiphora since the slogan only consists of two phrases and the repeated word is the final word of the first phrase. However, the repeated word in the sample (r) is not in the first phrase, but it is in the second one. The first phrase is meant to describe the effect of the product, that is to soothe the throat. Meanwhile, the second and the third phrases are used to describe the selling point of the product, that is it can be consumed anywhere and anytime. At a glance, this may not look like a sign of epiphora, but when we take a closer look, it can be seen that the repeated word is the final word of the second phrase, that is “*aja*”. It takes the step a little bit further by combining a simple phrase with a more complex phrase in the second example, that is (s). As we can see, it says in (s) “*mulailah perjalanan baru di era baru*”. This looks nothing like a typical epiphora style, but when we split this complex phrase into smaller phrases, it becomes “*mulailah perjalanan baru*” which is a verbal phrase, and “*di era baru*” which is an adverbial phrase. So, now we can see in a clearer way that (s) consists of three phrases instead of two. In addition to that, we can see that the last word of the first phrase, that is “*baru*”, is repeated in the second and the third phrase.

### 3.5. Epizeuxis

There is one unique phenomenon that only happens in the Indonesian version of the slogans, and that is the occurrence of epizeuxis. Epizeuxis happens when a word is repeated in consecutive succession (Wales, 2011). The only occurrence happens in the slogan of Honda Vario 125, a motorcycle manufactured by PT Astra Honda Motor (AHM). The slogan of the product is “*Matic Sempurna, Sempurnakan Harimu!*” (/metik səmpurna, səmpurnakan harimu/). As can be seen, the repetition occurs in the final word of the first phrase, and it is repeated as the initial word of the second phrase. Even though the repetition is not perfectly identical, it is still considered a consecutive repetition of a word. It is the repetition of the word “*sempurna*”.

### 3.6. Rhyme

Rhyme can be found in almost everything throughout human history. It is mostly found in literary artworks. Many cultures are fond of rhymes, not only for entertainment purposes, but also for religious purposes. This fact is aligned with the findings in the data analysis. Rhyme came out to be the most commonly used phonological stylistic repetition by slogan creators in both the English version of the slogans and those of the Indonesian. First, let’s take a look at some examples of rhyme in the English version of the slogans.

- (u) Skin Whiten & Brighten  
/skɪn waɪtən ænd braɪtən/
- (v) Roam Like Home  
/roʊm laɪk hoʊm/
- (w) Go out with no doubt  
/goʊ aʊt wɪð noʊ daʊt/

In short, Wales (2011) defined rhyme as the repetition of final sounds. The difference between rhyme and assonance lies in the closing consonants. In rhyme, the final vowel(s) and consonant must be repeated identically, whereas the final consonants of the final word of the second phrase in assonance must be different. As shown in (u), (v), and (w), the repeated final sounds are /tən/, /oʊm/, and /aʊt/ respectively. Those sounds are repeated perfectly. Unlike the repetition of final sounds in assonance, which we have already discussed in the previous section.

In line with those of the English version, the Indonesian version of the slogans also shows the same result. The most used phonological stylistic repetition is rhyme. Here are some examples of those occurrences in the Indonesian version.

- (x) *Perjuangkan Kemenangan*  
/pərjuanɡkan kəmənaŋan/

- (y) *Rasa coklat yang dahsyat!*  
/rasa coklat yan dahfat/  
(z) *Kekuatan mumpuni. Ukuran mini.*  
/kəkuatan mumpuni. ukuran mini/

The first example (x) is a slogan of a very well-known game by Tencent that is Player Unknown Battleground Mobile, or known as PUBGM. This slogan is specifically used in the PUBGM x Evangelion version of the game. Whereas the repetition occurs in the sound /an/ in “*perjuangkan*” which is identically repeated in the second word “*kemenangan*”.

The second one is the Indonesian version of Koko Krunch’s slogan. It is one of the most known cereal products in Indonesia. The slogan is also one of the most recognizable by consumers, especially those who are born in the 80’s. The repetition in the slogan occurs in the sound /at/ that is in the final position of the words “*coklat*” and “*dahsyat*”.

The last example comes from the slogan of iPad Mini from Apple. This product is the smaller version of iPad. Thus, the slogan creator came up with the word “*mini*” to emphasize the small size of the product. Meanwhile, the choice of the word “*mumpuni*” is intended to rhyme with “*mini*”, even though “*mumpuni*” has many other synonymous words.

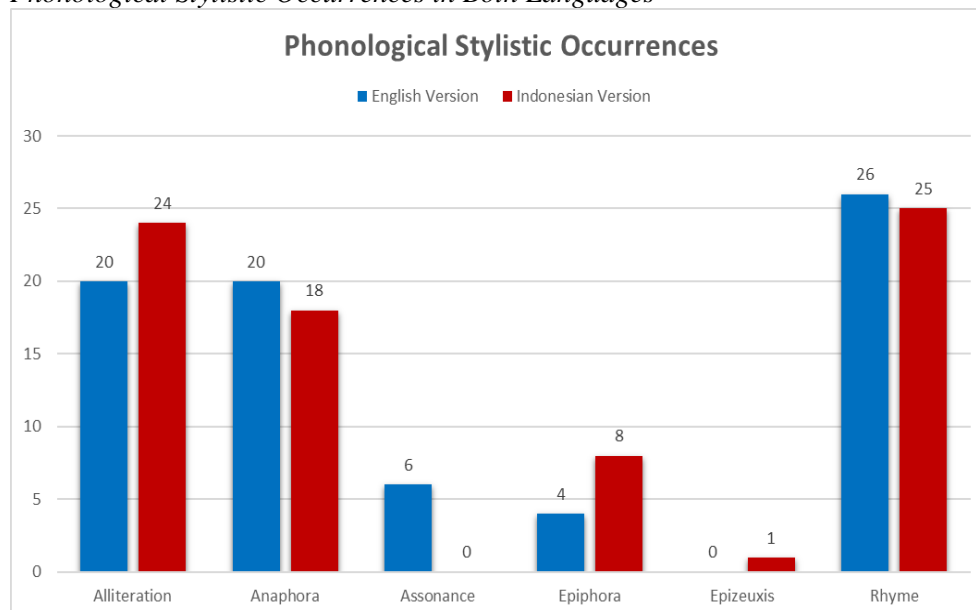
Based on the data analysis, rhyme dominates both the English and the Indonesian versions of the slogans. The main reason for this phenomenon is because Malays are very familiar with rhymes. In the old days, they often used rhymes in the form of pantun (poems) in their daily lives. They used poems as complementary elements in their daily conversation (Andriani, 2012). She also mentioned that this “linguistic” culture is highly influenced by literary works originating from the Arabian and Indian regions.

Up to these days, some Indonesian tribes still use poems for ceremonial events. Betawi people, the native inhabitants of Jakarta, use poems in their wedding ceremonies. Javanese and Sumatrans use poems that use rhyme in their songs. It is very likely that slogan creators choose to use rhyme in their slogans since it is considerably easier to create based on the history of arts that are deeply rooted in Malay culture. Hence, the rhyme style of phonological repetition dominates the other styles.

On the other hand, the least used style is epizeuxis. Due to the difficulty of its creation process, this repetition style is rarely used by slogan creators. Not only do they need to find a word that can be put consecutively as a “twin”, but they also need to carry a strong message regarding the product to the prospective consumers. Thus, they tend to choose other ways that are easier when they need to create an attractive slogan for their product. A clearer depiction of the overall occurrences can be seen in the following chart.

**Figure 2.**

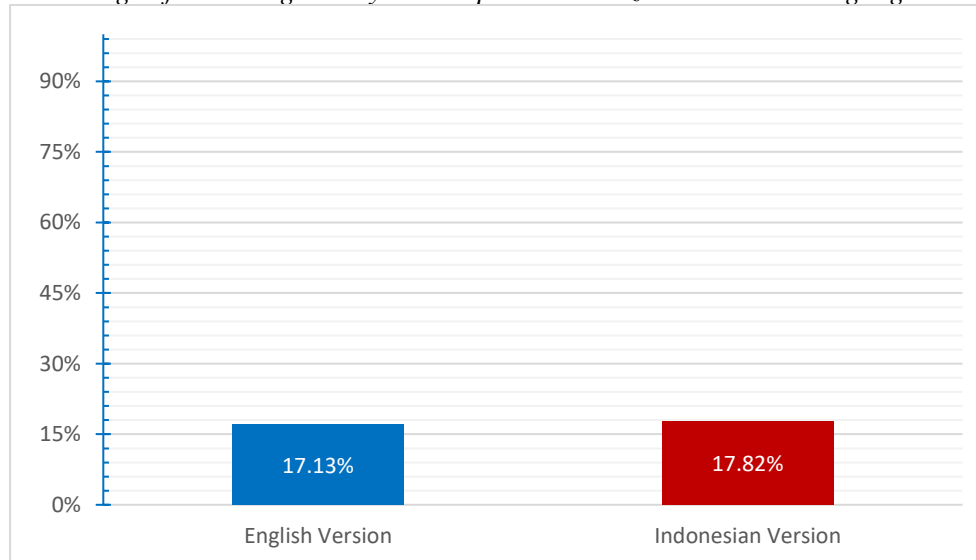
*Phonological Stylistic Occurrences in Both Languages*



Despite the fact that rhyming dominates the usage of phonological stylistic repetition in both versions, the data shows that the number of slogans using the phonological stylistic repetition is quite low. In the English version, there are only 74 slogans (17.13%) that use phonological stylistic repetition out of 423 data collected. On the other hand, there are only 77 (17.82%) slogans Indonesian version of the slogans that use phonological stylistic repetition in its creation. The comparison of phonological stylistic repetition utilization in both languages can be seen in the following figure.

**Figure 3.**

*Percentage of Phonological Stylistic Repetition Utilization in Both Languages*



#### 4. Conclusion

As we can see from the findings, the most used stylistic patterns in the original English version and the ones in the Indonesian version are quite similar. In both versions, rhyming appears to be the most used phonological stylistic repetition. In the English version, rhyme appears in 26 data, and 25 in the Indonesian counterparts. However, there is a slight difference between the two versions of the slogans. The English version utilizes assonance stylistic, while the Indonesian version of the slogans does not. On the other hand, the Indonesian version of the slogans uses the epizeuxis repetition stylistic that does not occur in those of the English version. The assonance appears 6 times in the English version data. Meanwhile, epizeuxis occurs only once in the Indonesian version.

The reason rhyme came out as the most used style is mainly because of Malay culture which has been closely related to rhymes for thousands of years. There are thousands of pieces of evidence that people in Indonesia have been keen on rhyming since ancient times to this date. Songs, poetry, and prose are some examples of how rhyme is used in Indonesian culture.

The correlation between the usage of phonological stylistic repetitions on slogans and its effectiveness in product marketing will need further investigation. Not to mention that the data shows the use of phonological stylistic repetition is considerably low. This research can be a stepping stone for those who are interested in conducting further research on the same theme.

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