

Phrase Types and Their Meanings in *Laneige's Skincare Product Detail Slogans*

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ABSTRACT

This study analyzes both the types of phrase and the types of meaning found in *Laneige's* skincare product detail slogans using Biber et al.'s (1999) types of phrase and Leech's (1981) types of meaning. Using a qualitative approach, the study reveals that 23 slogans convey five types of phrase and five types of meaning. Noun phrases and prepositional phrases are the most common types of phrase, while affective meaning and conceptual meaning are the most common types of meaning. Verb phrases and adverb phrases, as well as social meaning and thematic meaning were not present. The use of noun phrases and affective meaning effectively highlights the product benefits and the positive attributes of the skincare products.

Keywords: slogan, types of meaning, types of phrase

INTRODUCTION

Slogans are short phrases that communicate descriptive or persuasive information about the brand. They often appear in advertising but can play an important role in packaging and in other aspects of the marketing program (Keller & Swaminathan, 2019, p. 158). Slogans can act as an advertisement that can help persuade customers about what the product claims.

Slogans are composed from clusters of catchy words or short phrases and sentences which can be grouped into syntactic categories and structures. Huadhom and Trakulkasemsuk's (2017) study explained that the most common structure is in the form of phrases. It is because phrases have the ability to help readers understand information through word strings. It aligns with the idea of slogans being concise, catchy and memorable (Huadhom & Trakulkasemsuk, 2017). Biber et al. (1999) state that there are seven different types of phrase. They are noun phrases, verb phrases, adverb phrases, prepositional phrases, genitive phrases and numeral phrases.

Each slogan conveys a certain meaning in which it can be analyzed through semantics. Leech (1981) mentions that semantics is important for understanding how humans think, process information and form ideas. It is closely related to how humans use language to describe and share their experiences of the world (Leech, 1981). Also, understanding the meaning behind slogans is essential for capturing consumer interest (Kurman & Zuraida, 2022).

Laneige is a South Korean cosmetic brand founded in 1994 by Amore Pacific group (*Laneige*, n.d). The writers specifically focused on the skincare line, as *Laneige* is recognized as one of the most popular Korean skincare brands in Indonesia, as noted by Sulistiarningsih (2023). This study focuses on analyzing the types of phrase and meaning found in the slogans that are in the form of a phrase, using Biber et al.'s (1999) theory of phrase types and Leech's (1981) theory of meaning types. The writers hope that this study may provide interesting insights on how a strong and popular beauty brand promotes their products. The writer hopes that it may inspire other brands in promoting their products.

METHOD

The writers used a qualitative approach. The data was collected from *Laneige's* official international website (<https://www.Laneige.com/int/en/index.html>) in March 2025. The writers read, analyzed and transcribed the slogans that are in the form of phrases from the skincare's product detail. Finally, the writers analyzed the slogans based on the types of phrase using Biber et al.'s (1999) theory and the types of meaning using Leech's (1981) theory.

FINDINGS AND DISCUSSION

The writers present the analysis for some of *Laneige's* product detail slogans, focusing on the types of phrase and types of meaning with an example for each, using Biber et al.'s (1999) theory of phrase types and Leech's (1981) theory of meaning types. There will be two subsections, namely types of phrase and types of meaning

Types of Phrase

In this section, the writer provides a brief analysis of the types of phrase found in *Laneige's* skincare product detail slogans, based on Biber et al.'s (1999) theory on phrase types. Since most of the slogans may have more than one type of phrase, the writers underlined the referred phrase to improve clarity. Only five types of phrase are found within the data: noun phrase, adjective phrase, prepositional phrase, genitive phrase, and numeral phrase.

1. Noun Phrase

Noun phrase is a phrase that considers noun as the head (Biber et al., 1999). It can also be accompanied with determiners or modifiers. "The journey back" and "his bristly short hair" are examples of noun phrases (Biber et al., 1999, p. 97). Below is an example from *Laneige's* skincare product detail slogans.

Example 1: Data 1.1

Good night, chapped lips

In the slogan itself, there are two phrases that can be identified as a noun phrase. Firstly, "good night" is considered a noun phrase because "good" is considered an adjective that modifies the head noun "night". Another noun phrase is, "chapped lips." The word "chapped" is an adjective that is describing the head noun, "lips." Also, the whole slogan itself is considered as a noun phrase. Both "good night" and "chapped" focus on modifying the head noun "lips." Noun phrases are particularly effective for product promotion due to their structure, which helps persuade customers. In a noun phrase, the premodifier provides key information about the product, offering colourful and attractive descriptions that can appeal to customers emotionally (Rush, 1998).

2. Verb Phrase

Verb phrase is a phrase that considers the verb as the head (Biber et al., 1999). Verb phrases may stand alone or accompanied with a single or several auxiliaries. "Had been making" and "can see" are examples of verb phrases (Biber et al., 1999, p. 99).

None of the slogans use verb phrases, likely because the focus is on the product itself rather than on actions. The verbs in the slogans are not considered verb phrases because they are

used to describe the product's features and benefits, functioning more as adjectives than as verbs.

3. Adjective Phrase

Adjective phrase is a phrase that considers an adjective as the head (Biber et al., 1999). It can also be accompanied with modifiers. "Good enough" and "desperately poor" are examples of adjective phrases (Biber et al., 1999, p. 101). Below is an example from *Laneige's* skincare product detail slogans.

Example 1: Data 11.2

Highly adherent to the skin

In this slogan, the adjective phrase is "highly adherent." It is considered an adjective phrase because, "highly" is an adverb that modifies the head adjective "adherent." The writers consider "adherent" as an adjective because the slogan is used to describe a cleansing oil and as an adjective, adherent means something that sticks or clings to another object. This phrase functions to describe the cleansing oil, indicating its strong ability to adhere to the skin. *Laneige* uses adjective phrases to show the product's capability that can increase customer's interest in purchasing the product. Adjectives can provide pleasant images of a product or service for persuasion towards potential customers (Ke & Wang, 2013).

4. Adverb Phrase

Adverb phrase is a phrase that considers an adverb as the head (Biber et al., 1999). It can also be accompanied by modifiers. "fortunately enough" and "very quickly" are examples of adverb phrases (Biber et al., 1999, p. 102).

None of the slogans use adverb phrases. The slogans mainly focus on highlighting *Laneige's* products. The writers figured that the slogan emphasizes on displaying the products' ability and benefits, focusing on the noun. Thus, the message is better interpreted through the use of noun phrases. Adverb phrases on the other hand, highlight adverbs, and do not focus on the product or its attributes directly.

5. Prepositional Phrase

Prepositional phrases usually have the form of a noun phrase (Biber et al., 1999). However, they consisted of a preposition and a complement. It can be considered as a noun phrase, but it adds an extra link that indicates its relationship to surrounding structures. "In the morning" and "in a street" are examples of prepositional phrases (Biber et al., 1999, p. 103). Below is an example from *Laneige's* skincare product detail slogans.

Example 1: Data 6.1

Beyond UV protection

In this slogan, the prepositional phrase is "beyond UV protection." It is considered as a prepositional phrase because "beyond" is a preposition which modifies the noun "UV protection." The phrase focuses on the head noun 'protection,' the presence of the preposition 'beyond' confirms that it is, structurally, a prepositional phrase. *Laneige* is likely to use prepositional phrases to emphasize the connection between the product and its benefits or capabilities. Prepositional phrases can provide additional information by linking subjects, objects and verbs (Bram & Mawarni, 2023).

6. Genitive Phrase

Genitive phrase has the structure of a noun phrase (Biber et al., 1999). The difference is that this type of phrase displays a genitive suffix. "the Queen's press secretary" and "the

president's dramatic decision" are examples of genitive phrases (Biber et al., 1999, p. 108). Below is an example from *Laneige's* skincare product detail slogans.

Example 1: Data 10.1
Skin's healthy glow from within

The phrase 'skin's healthy glow' is a genitive phrase. While it can also be classified as a noun phrase, it is specifically considered a genitive phrase due to the genitive suffix in 'skin's,' indicating possession. The preferred state of the skin as a result of using the product is communicated by the genitive phrase. By highlighting the user's needs, the genitive phrase could aid in product promotion.

7. Numeral Phrase

Numeral phrases have the structure of a noun phrase (Biber et al., 1999). The difference is within the display of number combinations. "2.15 p. m." and "225" (Biber et al., 1999, p. 109). Below is an example from *Laneige's* skincare product detail slogans.

Example 1: Data 4.2
A lightweight daily SPF 50+

_____The numeral phrase is "SPF 50+." Conveyed by the use of the number "50." It refers to the SPF or sun protection factor, where the numeral modifies the head noun "SPF" and provides specific information about the level of sun protection. Slogans are designed to highlight a product's unique selling proposition (USP). By showcasing the product's benefit, it is possible that Laneige strengthens the product's appeal and highlights its features, which can influence consumer interest.

Types of Meaning

The writers provide a brief analysis of the types of meaning found in *Laneige's* skincare product detail slogans, based on Leech's (1981) theory on types of meaning. Only five types of meaning are found within the data: conceptual meaning, connotative meaning, affective meaning, reflected meaning, and collocative meaning.

1. Conceptual Meaning

Conceptual meaning refers to denotative meaning or cognitive meaning (Leech, 1981). Conceptual meaning can be distinguished according to the contrastive features. Conceptual meaning is the actual or dictionary meaning. Leech (1981) mentions the example of the word "woman" which could be specified as a human, non-male, and an adult, as distinct from "boy," which could be defined as a human, male, and non-adult. Below is an example from *Laneige's* skincare product detail slogans.

Example 1: Data 2.1
2-in-1 cleanser for firmer, healthier skin

This slogan has a conceptual meaning which is conveyed through how the slogan has its meaning as it is. The slogan is about how the product is a 2-in-1 cleanser. 2-in-1 means that the product serves two purposes in a single item. According to the product description, this product has two different textures, oil and foam. These two textures are usually not found together in one product, but *Laneige* combines them in this particular item. The slogan also suggested that cleanser has the ability to give a firmer and healthier look. *Laneige* describes some of the aspects of the products as they are using conceptual meaning. The writers deduced that *Laneige* wants to make some of the features of the product clear.

2. Connotative Meaning

Connotative meaning refers to the communicative value of an expression based on what it denotes (Leech, 1981). While conceptual meaning is based on dictionary meaning, connotative meaning includes other things that have a connection with the word. Such as, physical traits, psychological characteristics, social expectations, or the behaviour (Leech, 1981). For example the word “woman” can be associated with, “having a womb,” “subject to maternal instinct,” or “skirt-wearing” (Leech, 1981, p. 12). Below is an example from *Laneige*’s skincare product detail slogans.

Example 1: Data 1.1

Good night, chapped lips

This slogan conveys a connotative meaning. Laneige uses this slogan to suggest that its lip sleeping mask can effectively eliminate chapped lips. The phrase implies that, by using the product, chapped lips will disappear overnight. However, the use of “good night” introduces a connotation, as this phrase is typically directed toward living beings capable of sleep, not inanimate objects like lips. The slogan personifies “chapped lips,” treating them as something that can be bid sleeping to, further reinforcing the product’s effectiveness in fixing the problem. Connotative meaning allows the readers to depict their own understanding implicitly. Implicit messaging can establish a subtle message that can influence a customer’s purchasing decision by producing sophisticated yet subtle information within emotional associations (Dewi et al., 2021). It’s possible that Laneige employed connotative meaning to increase consumers’ desire to purchase the goods

3. Social Meaning

Social meaning is the meaning that is conveyed through what is used in social context (Leech, 1981). Some words or pronunciation can describe the speaker’s geographical or social backgrounds. It can also include the social relationship between the speaker and listener. For example in terms of status, the sentence “They chucked a stone at the cops, and then did a bunk with the loot” is possibly mentioned by two criminals, whether “After casting a stone at the police, they absconded with the money” is probably said by a chief inspector (Leech, p. 15, 1981).

None of the slogans convey social meaning. According to Leech (1981), social meaning involves the use of vocabulary that reflects different levels of formality and social context. *Laneige* likely chose to use neutral vocabulary that does not indicate social gap.

4. Affective Meaning

Affective meaning is based on the speaker’s personal feelings or attitude towards the listener or something that the speaker is speaking about (Leech, 1981). It can be derived through the conceptual or connotative meaning of the referent. For example, “You’re a vicious tyrant and a villainous reprobate, and I hate you for it!” (Leech, 1981, p. 15). This shows the speaker’s negative feelings towards the listener. Below is an example from *Laneige*’s skincare product detail slogans.

Example 1: 3.1

Your barrier-boosting choice for hydrated skin

This slogan conveys affective meaning by creating a close sense of personal connection with the potential user. The use of “your” directly addresses the customer, making them feel personally involved in the decision to use the product. This creates a feeling of closeness and engagement. Laneige aims to highlight that this product is a smart and personalized choice for individuals looking to boost their skin’s barrier for maintaining the skin’s hydration. The

emphasis on the product's ability to boost the skin's barrier makes the product more appealing by suggesting effectiveness and care. *Laneige* applied affective meaning as it likely functions to express a positive attitude by highlighting the product's advantages and supporting *Laneige's* commitment to its potential customers.

5. Reflected Meaning

Reflected meaning is when a word has multiple conceptual meanings (Leech, 1981). It refers to when a word is more common or has strong associations that result in multiple meanings. For example, the word "cock" has the same meaning as "rooster" but it is also associated with sexual associations (Leech, p. 17, 1981). Below is an example from *Laneige's* skincare product detail slogans.

Example 1: Data 7.1

Tailored for all skin types water bank cream

The reflected meaning is shown in the word "tailored." The word "tailored" is commonly used to describe clothing that is custom-made by a tailor for a specific individual. Thus, it is usually used for clothing or apparel. However it is used in the slogans to explain that skincare formula has been specifically designed to meet the needs of diverse users' skin types. *Laneige* showed reflected meaning by highlighting the product's special formulation. According to the writers, *Laneige* used reflected meaning as wordplay to help promote the product through its slogan.

6. Collocative Meaning

Collocative meaning refers to the meaning that occurs when the words often appear together (Leech, 1981). For example, "pretty" and "handsome" means "good looking," but each of them are usually applied with different nouns. "pretty" is used together with "girl," "woman," or "flower" but "handsome" is usually used together with "boy," "man," or "car" (Leech, p. 17, 1981) The combinations may intersect but the meaning is rather different because of the collocative association. Below is an example from *Laneige's* skincare product detail slogans.

Example 1: Data 11.1

Heavy makeup & blackheads all removed cleansing oil

This slogan has a collocative meaning which is evident in the phrase "heavy makeup." In the context of beauty and skincare, "heavy makeup" frequently refers to makeup that is applied in multiple layers or with more intensity, often requiring more effort to remove due to its long-lasting or thick formulation. Instead of saying "thick makeup" people usually address them with "heavy makeup." *Laneige* often expresses this meaning through phrases common in the beauty context. According to the writer, *Laneige* might use collocative meaning to help customers relate to its products. Consequently, this approach can more effectively promote the products' qualities.

7. Thematic Meaning

Thematic meaning refers to the way in which a speaker or a writer organizes the message in terms of ordering focus and emphasis (Leech, 1981). The active and passive forms of a sentence focus on different things. For example, "a man is waiting at the hall" and "there's a man waiting in the hall" (Leech, p. 19, 1981).

None of the slogans convey thematic meaning. Thematic meaning refers to the way the speaker or writer organizes the focus of the sentence. However, all of the data are in the form of phrases, not sentences, so they lack the structural shift between active and passive voice required for thematic meaning.

CONCLUSION

This study aims to identify the types of phrases and their meanings in Laneige's skincare product detail slogans in March 2025 that appear in the form of phrase, using a qualitative method. The analysis is based on Biber et al.'s (1999) types of phrase and Leech's (1981) types of meaning. The analysis reveals that five out of seven types of phrase are used within the slogans. Verb phrases and adverb phrases are notably absent. This absence may be due to the slogans' focus on highlighting the product itself and emphasizing its strengths, which are more effectively conveyed through other types of phrases. The most dominant type of phrase is noun phrases. Noun phrases are rather effective for product promotion because of their structure, especially the premodifier, which provides key information and emotionally appealing descriptions that help persuade customers. The writers figured that noun phrases help direct the consumer's attention to the product's benefits. The analysis also reveals that five of the seven types of meaning are present in the slogans. Social meaning and thematic meaning are not present in the findings. Social meaning is likely absent because *Laneige* may have aimed to make the messages more accessible and appealing to a broader, more inclusive audience. On the other hand, thematic meaning is absent because it typically emerges within complete sentence structures, whereas the analyzed slogans are presented in the form of phrases. While this current study presents valuable insights, future research could analyze slogans in different syntactic forms which could offer a broader understanding of product slogans across various structures. Another aspect is to analyze slogans from a Western skincare brand. This could reveal different preferences and implementation in the use of product slogans

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