

Associative Meaning of Consumers in the Names of Trade Commodities: A Social Semantic Perspective

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Abstract—Every commodity traded in the economy has a signifier (symbol or name) that implies a certain meaning. This signifier functions as a communication element between producers and consumers, creating a reciprocal relationship. This study aims to examine the associative meaning of consumer perceptions of product names from a social semantics perspective. The main focus of this research is to identify how the names and signifiers of products can influence consumer perceptions and associations, as well as how social and cultural meanings shape their understanding of a brand or product. This research uses a qualitative approach with data consisting of names and signifiers on commercial commodities. Data sources are taken from products available at *Indomaret* Wonosari Bondowoso. Data collection is done using the unstructured observation with the researcher observing various commodities at *Indomaret* Wonosari Bondowoso through note-taking and documentation. Additionally, interviews were conducted with consumers from diverse backgrounds to explore their perceptions further. After data collection, analysis was carried out through classification, verification, tabulation, interpretation, and drawing conclusions based on their categories. The research findings reveal that product names not only serve as markers of identity but also create strong emotional and social associations, such as trust. This, in turn, influences consumer preferences and purchasing decisions. Names that contain cultural elements, symbols, or specific values tend to evoke positive responses and strengthen social attachment with consumers. This study contributes to understanding the importance of brand names in building social relationships between consumers and products, as well as how naming strategies can be utilized in marketing to enhance consumer attraction and loyalty.

Keywords: Cultural Branding, Product Names, Social Semantics.

I. INTRODUCTION

Brand or product names play a crucial role in trade and marketing. In addition to serving as identification or markers of a product, a product name also conveys certain messages that can shape consumer perceptions of the product. In this regard, the meaning contained within a product name is often associative, which can

influence how consumers evaluate, recognize, and even decide to purchase the product (Muhammadiah, 2020: Muta'allim et al., 2020: Muta'allim et al., 2021: Akhmad Sofyan et al., 2022: Sofyan, Badrudin, et al., 2022: Haryono et al., 2023).

A strong brand name not only serves to identify a product but also helps to build

emotional associations that can influence consumer preferences (Aaker, 1996: Hendrawan, D. 2018: Cahya et al., 2022). This process involves a complex interaction between language, culture, and the social context of consumers (Salikin et al., 2021: Yudistira et al., 2022: Muta'alim, 2022: Daulay et al., 2024: Tiwery et al., 2024). At a social level, each consumer brings a different cultural, social, and psychological background, which affects how they interpret and assign meaning to a product's name (Suryanti et al., 2023: Sofyan et al., 2023: Merizawati, et al., 2023: Karuru et al., 2023). A brand name can create deep perceptions for consumers, especially when it relates to their cultural values and personal experiences (Keller, 2003: Muta'allim et al., 2021: Sofyan, Firmansyah, et al., 2022: Yudistira, R., 2023).

The associations formed through product names are influenced by various factors, such as cultural symbolism, prevailing social values, and individual experiences and aspirations regarding the brand or product. For instance, product names that contain elements of tradition or local culture tend to be more accepted and have a stronger emotional appeal for consumers who feel connected to that culture. On the other hand, the phenomenon of globalization and the development of social media also impact how consumers associate product names with certain social identities (Purwanto, 2013: Mas'ud Muhammadiyah et al., 2023: Hamsiah et al., 2023: Zainal et al., 2024).

In this context, product names are not only related to the function or quality of the goods but also reflect social status, lifestyle, and even the values promoted through the brand. As explained by Kotler et al. (2016) & Baharun et al. (2019), brand names not only reflect the quality and function of a product but can also serve as symbols of social status and the lifestyle chosen by consumers. For example, brand names that sound modern or premium can be associated with high social status, while brands that emphasize aspects of naturalness or sustainability can evoke associations with ecological and sustainability values (Schroeder et al., 2004). Thus, the context of this research encompasses the dynamic relationship between language, culture, and society in shaping the associative meanings contained in product names.

This research aims to explore in-depth how product names can create strong associations in consumers' minds. Additionally, the study also focuses on understanding the relationship

between these associations and the social and cultural factors that shape consumer identity in a specific context. The primary focus of this research is to understand how product names are formed and influenced by consumers' social perceptions. In this context, social semantics offers valuable insights into how meaning is not only shaped by linguistic aspects but also by the social and cultural values within society. This research adopts the Theory of Social Semantics because its primary focus is on the relationship between language and social context. Commodity names not only carry meanings influenced by the values, norms, and culture of society, but they can also vary depending on social factors, such as class or cultural background. Social semantics views meaning as a dynamic phenomenon that evolves over time, which in turn affects consumers' emotional and cognitive responses. This perspective is highly relevant in understanding how product names can shape the image and identity of a product, as well as how consumers from diverse social backgrounds interpret product names differently. Each individual brings a social, cultural, and life experience background that shapes how they interpret the meaning of a word or symbol, including a product name. As Dijk (1997) suggested, the meaning of a symbol or word is often influenced by the social and cultural context in which it is used, which includes collective understanding as well as the social experience background of the individual.

Product names have the ability to evoke various associations related to social identity, status, or even specific aspirations. Therefore, it is essential to understand how product names influence the cognitive and emotional processes of consumers within a broader social context. Although there has not been research specifically examining the associative meaning of consumers in commodity names from a social semantics perspective, several relevant studies provide valuable insights. For example, research by Jundullah et al. (2018) found that the construction of commodity fetishism in advertisements plays a significant role in enhancing needs, desires, and purchases because it can penetrate the psychological side of consumers (insight). This leads to advertisements attracting attention more quickly and being easier to remember.

Research conducted by Wijaya et al. (2019) found that the relationship between consumers and brands is formed through the symbolic meaning created by consumers. Meanwhile,

Nelvia et al. (2019) revealed that the main function of associative meaning is as representation, with connotative meaning used to reinforce ideas, stylistic meaning to express the speaker, affective meaning to express feelings, and reflected meaning to provide new meaning to words. Research by Prajogi et al. (2020) found that product quality does not directly influence purchase decisions, while the price variable significantly impacts purchase decisions. Simultaneously, both product quality and price were proven to influence purchase decisions. On the other hand, research by Setyawati (2022) found that in advertising, descriptive and expository texts are used with varying structures, where analytical text structure tends to be neater, while hortatory text structure is less organized. Research by Hermandra (2022) showed that there are several languages used as personal names by students, such as Malay, Javanese, and Arabic, with these names also containing prayers and hopes from parents for their children.

The research conducted by Setiowati et al. (2022) found that the naming of unique foods in Samarinda City is based on the characteristics of the food, resemblance, and abbreviation, with these names containing denotative, connotative, grammatical, and associative meanings. Meanwhile, research by Mas'ud Muhammadijah et al. (2023) demonstrated that the use of figurative language enriches communication, encourages creativity, and contributes to the improvement of sports reporting and a deeper understanding by the audience. Research by Zainal et al. (2024) found that hyperbolic styles significantly enhance the emotional appeal of advertisements, leading to increased consumer interest and interaction. Research by Suyuti et al. (2024) revealed that the naming of satay often contains metaphors that describe the characteristics of the dish as well as the surrounding socio-cultural context. The diversity of naming strategies found reflects the ability of the language and culture of East Java to adapt to the development of the culinary industry while maintaining its local identity. Research by Chiesa et al. (2024) found that the symbolic meaning of goods, such as status and taste, influences the formation of different market types. Company behavior, including marketing strategies and pricing, must align with the symbolic meaning carried by the goods. Finally, research by Kholiqoh et al. (2024) found that brand, price, and product quality have a positive influence on

consumer purchase decisions, with product quality having the greatest impact.

Based on existing research, several important gaps can be identified. First, previous studies have not thoroughly discussed how combinations of psychological factors, such as emotions and perceptions, influence purchasing decisions, particularly for products or brands with certain symbolic meanings. Second, while there have been studies on symbolic meanings, there is still a lack of research linking advertising language or product naming with emotional connections and cultural identity, especially in the context of local products or specific cultures. Third, no research has comprehensively explored the interaction between price, quality, psychological factors, and brand equity in influencing purchasing decisions. Finally, the use of metaphors and hyperbole in branding or advertising has not been discussed in detail, especially in terms of how these elements can shape brand identity and influence consumer perceptions of product quality and value. Therefore, future research is expected to address these gaps by exploring in depth how psychological elements, language, and symbolic factors interact in influencing consumer purchasing decisions.

Next, several studies that remain relevant to this topic include those conducted by Sutanto et al. (2022); Muta'allim et al. (2022); Muta'allim et al. (2022); Ghasi Pathollah et al. (2022); Irsyadi et al. (2022); Sofyan et al. (2023); Kamil et al. (2023); Muta'allim et al. (2023); Dumiyati et al. (2023); Muta'allim et al. (2022); Irsyadi, (2023); Mahardhani et al. (2023); Julhadi et al. (2023); Yudistira et al. (2024); Sofyan et al. (2024). These studies primarily focus on variations, uses, functions, and meanings of language in cultural, social, and educational contexts. Additionally, they explore topics such as management, ethics, critique, and social values within society. However, despite the many studies discussing the role of language in marketing, there is still a lack of research specifically examining the associative meaning of consumer perceptions in the names of trade commodities from a social semantic perspective. Few studies have applied a social semantic approach to analyze product names, particularly in the context of the social relationship between consumers and products. Therefore, there is significant potential for further research to delve deeper into how associative meanings are formed among consumers regarding product names and

how this influences their purchasing decisions.

This study reveals how product names shape consumer perceptions based on cultural and social associations, a topic that is rarely explored in depth. By using a socio-semantics perspective, this research provides new insights into the influence of social context on consumer understanding. Additionally, this study makes an important contribution to applied linguistics and marketing, by helping businesses understand how product names can impact purchasing decisions. Based on this background, the researcher formulates the main problem, namely how names and symbols on products can influence consumer perceptions and associations, as well as how social and cultural meanings shape their understanding of the brand or product. To address this problem, a social-semantics review is necessary. Semantics, as a branch of linguistics, studies meaning as its object of inquiry (Sarifuddin, M., 2021). In the context of language, meaning plays a crucial role, as it provides the core substance that gives value to language itself. Without meaning, language would lack valence or communication function (Siswanto, J., 1995). Ontologically, meaning is abstract; it exists but cannot be physically observed. Due to this abstract nature, meaning can only be understood through reflection and human reasoning.

In relation to symbols or words, meaning can be likened to the soul that animates a word, enabling social interaction and functioning as a tool for communication (Izzan, H. A., 2011). However, the issue that arises is that meaning in language often evolves without limits, creating ambiguity that obstructs the understanding of its true meaning. This occurs because meaning in language is constantly developing through differentiation and deferral, so the meaning of each word is never fixed. Moreover, when it comes to the speaker and listener, meaning becomes subjective, depending on each individual's reflection and interpretation, with no guarantee that the understanding between individuals will always align. Therefore, semantics can be understood as a theoretical approach used to construct and capture meaning, which ultimately produces associative impressions from word choices within a social system, such as in the context of transactions within a capitalist system.

II. METHODS

This study employs a qualitative approach, focusing on the analysis of product names and markers in commercial commodities. The data in this study consists of words, sentences, and symbols contained in the products, which are used to analyze the associations formed in the minds of consumers. The data sources for this research are products available at *Indomaret Wonosari Bondowoso*. The method applied in this study is the free conversation observation method, where the researcher observes various commodities that have linguistic uniqueness, popularity, and cultural relevance at *Indomaret Wonosari Bondowoso*. The techniques used for data collection are note-taking and documentation.

In addition, interviews are conducted with consumers from diverse backgrounds to explore their perceptions in more depth. The researcher conducted interviews with 35 consumers who use this product, taking into account various factors such as gender, age, background, and economic status. The interviews were conducted in a stratified manner, starting with 5 consumers aged 20-30 years, followed by 6 consumers aged 35-40 years, as well as 7 male consumers and 7 female consumers. Additionally, the researcher also interviewed 5 consumers from the upper economic class and 5 consumers from the lower economic class.

Once the data is collected, the analysis follows a series of steps that include classification, verification, tabulation, interpretation, and conclusion. In the classification phase, the researcher selects and sorts data relevant to the research objectives. Then, the findings are grouped according to appropriate categories. During the verification stage, the researcher consults with cultural experts, linguists, and advertising practitioners to ensure the accuracy of the data. Afterward, the researcher performs tabulation by assigning codes to each piece of data. Finally, the researcher interprets the data according to the established categories before drawing relevant conclusions related to the research problem.

III. RESULT AND DISCUSSION RESULTS

The findings of this study indicate that product names do not only serve as identifiers of the product but also have the capacity to create strong emotional and social

associations. These associations, in turn, influence consumer preferences and purchase decisions. Names that incorporate cultural elements, symbols, or specific values tend to elicit positive responses from consumers, reinforcing the social bond between consumers and the product. This research contributes to the understanding of the importance of brand names in building social connections between consumers and products, as well as how naming strategies can be utilized in marketing to enhance

consumer appeal and loyalty. These findings provide deeper insights into the role of language in marketing, particularly in the context of building stronger social relationships between consumers and products. Thus, this study significantly contributes to the development of both marketing and social linguistics, opening up opportunities for further applications in branding strategies. Below, the symbols or product identities that emerged in the commodities studied are presented.

Table 1. Product Symbols of Trade Commodities at Indomaret

Data Code	Product Name	Symbol	Description
WPB001	Wardah Perfect Bright, Bright+Smooth Glow, Creamy Foam		The brand "Wardah Perfect Bright, Bright+Smooth Glow, Creamy Foam" is an Indonesian beauty product designed to brighten the skin, provide softness, and create a glowing effect with a smooth and soft foam texture
PAM002	Pond's Age Miracle <i>Menyamarkan Kerutan, Mencerahkan dan Melembabkan dalam 7 Hari</i>		Pond's Age Miracle claims to reduce the appearance of wrinkles, brighten, and hydrate the skin in just seven days of use.
NM003	Nivea Men Deep Acne Attack <i>Lawan Masalah Jerawat dalam 7 hari</i>		Nivea Men Deep Acne Attack claims to effectively tackle acne on men's skin comprehensively, with visible results in just seven days of use.
MB004	Mens Biore with Vit B3 97% Setuju Kulit Tidak Terasa Kasar dan Terlihat Cerah		Mens Biore with Vit B3 is claimed to make men's skin feel smooth and bright, with 97% of users agreeing that their skin no longer feels rough and appears brighter after use.
GM005	Garnier Mens Turbolight Oil Control Anty-Shine Brightning Cooling Foam		Garnier Men's Turbolight Oil Control Anti-Shine Brightening Cooling Foam is a men's facial cleanser that effectively controls oil, reduces shine, brightens the skin, and provides a refreshing cooling sensation.
GIV006	Give Perfumed Beauty Soap		"Give Perfumed Beauty Soap" means giving beauty soap that has a perfume scent. Literally, this sentence refers to the act of giving soap with a pleasant fragrance, used for beauty care.

NUVO07	Nuvo Family Antibacterial Bodywash, Mild Protect		The sentence "Nuvo Family Antibacterial Bodywash, Mild Protect" refers to a body wash product from the Nuvo brand designed for all family members. This soap contains antibacterial ingredients and a gentle formula that effectively protects the skin from germs without causing irritation.
CITRA008	Citra Pearly Glow		"Citra Pearly Glow" is a skincare product from the Citra brand formulated to brighten the skin and provide a natural, radiant glow, making the skin appear healthier and fresher.
LUX009	Lux Soft Rose Keharuman Lebih Tahan Lama		The sentence "Lux Soft Rose Keharuman Lebih Tahan Lama" indicates that this product provides a long-lasting fragrance and softness, making it the perfect choice for consumers who desire a scent that lasts throughout the day.
SHIN010	Shinzu'i Skin Lightning Soap		Shinzu'i Skin Lightning Soap is a facial cleansing soap formulated to brighten the skin, reduce blemishes, and provide softness and hydration. This product uses natural ingredients that help the skin appear brighter and healthier.
SUN011	Sunsilk Soft and Smooth Rambut 5x lebih lembut dan harum		The sentence "Sunsilk Soft and Smooth Rambut 5x lebih lembut dan harum" implies that this product provides enhanced softness and a more intense, long-lasting fragrance, while also improving hair quality, making it softer, more manageable, and fragrant throughout the day.
LIFE012	Lifebuoy Kuat dan Berkilau Strong and Shiny, Shampo Rambut Sehat		The sentence "Lifebuoy Kuat dan Berkilau Strong and Shiny, Shampo Rambut Sehat" suggests that this product is designed to strengthen hair, provide a healthy shine, and care for the overall health of the hair.

HS013	Head & Shoulders Anti Dandruff Shampoo Anti Bacterial, Bersih dan Harum, Clean and Balanced		The sentence "Head & Shoulders Anti Dandruff Shampoo Anti Bacterial, Bersih dan Harum, Clean and Balanced" suggests that this product is effective in treating dandruff, fighting bacteria, and maintaining cleanliness, fragrance, and pH balance on the hair and scalp.
PEN014	Pantene Perawatan Rambut Rontok		The sentence "Pantene Perawatan Rambut Rontok" suggests that this product is formulated to address hair loss issues by providing intensive care that strengthens, nourishes, and maintains hair health to prevent it from falling out easily.
EME015	Emeron Black Shine		The sentence "Emeron Black Shine" suggests that this product is designed to give a natural shine to dark hair, making it shinier, healthier, and well-maintained. It aims to enhance the appearance of dark-colored hair by providing a radiant shine and a more vibrant look.

The Associative Meaning, Perception, and Consumer Purchase Decision

Personal care products like Wardah Perfect Bright, Pond's Age Miracle, Nivea Men Deep Acne Attack, Mens Biore, Garnier Men's Turbolight, Lux Soft Rose, and others create strong emotional and social associations that influence consumer purchasing decisions. Wardah Perfect Bright, with its "Bright+Smooth Glow" claim, associates itself with natural beauty and gentle care, appealing to consumers who want to brighten their skin with a soft touch, especially with its halal brand status. Pond's Age Miracle, which focuses on anti-aging, offers a quick solution for consumers who want to maintain a youthful appearance with instant results. On the other hand, Nivea Men Deep Acne Attack provides a practical and effective solution for acne, with the claim "*Lawan Masalah Jerawat dalam 7 Hari*" (Fight Acne Problems in 7 Days), attracting men who seek fast and targeted skincare.

Mens Biore, enriched with Vitamin B3, creates an association with smooth and bright skin, offering comfort and confidence to men who want instant results. Garnier Men's Turbolight Oil Control associates itself with oil control and all-day freshness, targeting men with oily skin who need dynamic care. Give Perfumed Beauty Soap connects with luxury and long-lasting fragrance, offering a luxurious bathing experience for consumers who prioritize relaxation and a pleasant aroma. Meanwhile, Lux Soft Rose is known for its luxurious and refreshing bathing experience, appealing to consumers seeking premium body care with a long-lasting fragrance. Shinzu'i Skin Lightning Soap offers quick and effective skin brightening, making it a choice for consumers who want bright and even skin. Sunsilk Soft and Smooth appeals to consumers who want soft and

fragrant hair all day, offering practical hair care with visible results.

Lifebuoy Strong and Shiny associates itself with antibacterial protection and hair shine, providing a sense of security and protection for consumers who care about hair cleanliness and health. Head & Shoulders Anti Dandruff is chosen by consumers who want to tackle dandruff effectively, offering comfort and dandruff-free hair. Pantene *Perawatan Rambut Rontok* associates itself with healthy and strong hair, making it highly attractive to consumers experiencing hair loss issues. Lastly, Emeron Black Shine offers a natural shine for dark hair, captivating consumers who want to maintain

shiny black hair. Overall, these products build emotional associations focused on confidence, comfort, health, and beauty. Strong social associations, such as luxury (Lux), cleanliness and protection (Lifebuoy, Head & Shoulders), and an active lifestyle (Garnier Men), help fulfill consumers' psychological and social needs. Consumers are more likely to purchase products that align with their values, expectations, self-image, and those that promise quick and effective results, enhance appearance, or provide comfort and a sense of security. Here is the table in summarizing the personal care products, their emotional and social associations, and product claims:

Table 2. The Personal Care Products, Their Emotional and Social Associations, and Product Claims

Product		Emotional Associations	Social Associations	Product Claims
Wardah Bright	Perfect	Natural beauty, gentle care, confidence	Halal, beauty	"Bright+Smooth Glow", gently brightens the skin
Pond's Age Miracle		Maintaining youthful appearance, tranquility	Anti-aging skincare	Conceals wrinkles, maintains a youthful look
Nivea Men Acne Attack	Deep	Practicality, empowerment, calmness	Men's skincare	"Fight Acne Problems in 7 Days", fast solution for acne
Mens Biore		Comfort, confidence	Men's skincare, instant results	Refreshes skin, provides smooth and bright skin
Garnier Turbolight	Men's	Oil control, freshness	Active care for men	Oil control, freshness all day long
Lux Soft Rose		Luxury, freshness, relaxation	Premium body care	Long-lasting fragrance, refreshing bath experience
Shinzu'i Lightning Soap	Skin	Skin brightening, quick and effective care	Brightening skincare	Quickly and evenly brightens the skin
Sunsilk Soft and Smooth		Comfort, soft and fragrant hair	Practical hair care	Keeps hair soft and fragrant all day long
Lifebuoy Strong and Shiny		Protection, shiny hair, feeling safe	Hair cleanliness and health	Antibacterial protection, shiny hair
Head & Shoulders Anti Dandruff		Comfort, dandruff-free hair	Hair cleanliness, dandruff care	Fights dandruff, gives dandruff-free hair
Pantene Hair Fall Care	Fall	Healthy and strong hair, feeling safe	Hair care, addressing hair fall	Strengthens hair, prevents hair fall
Emeron Black Shine		Natural shine, care for dark hair	Glossy dark hair appearance	Provides natural shine to dark hair

This table presents the emotional and social associations, as well as product claims, for each personal care product.

DISCUSSION

In this discussion, the researcher will review the associative meanings contained in the product names, consumer perceptions of the products, the appeal they generate, and how these factors influence consumer decision-making in selecting the products. This analysis aims to understand the relationship between these elements and how they contribute to shaping consumer preferences and purchasing decisions.

1. Wardah Perfect Bright (WPB)

Wardah is a renowned beauty brand in Indonesia, known for its concept of natural, halal, and affordable beauty.

WPB001



Figure 1. Wardah Perfect Bright (WPB)

Product names such as Wardah Perfect Bright, Bright+Smooth Glow, and Creamy Foam are carefully chosen to build a strong association in the minds of consumers. The name "Wardah," which means "rose" in Arabic, refers to gentle and captivating natural beauty, a metaphor often used to describe beautiful women. Wardah Perfect Bright carries the meaning of "Perfectly Bright," depicting the product's effect of providing skin brightness with optimal results. Wardah Bright+Smooth Glow implies "Bright and Softly Glowing," creating an image of skin that is not only bright but also glowing and smooth. Meanwhile, Wardah Creamy Foam refers to "Soft Foam," emphasizing the gentle and comfortable texture of the facial cleanser, effective yet non-irritating. The branding image built by Wardah complements these product names with the concept of perfect brightness,

radiant softness, and pleasing soft foam, promising bright, glowing, and smooth skin results without compromising skin comfort. The product names and branding work together to create a positive image, highlighting high quality and a satisfying skincare experience for users.

Wardah Perfect Bright associates the word "Perfect," meaning flawless, with "Bright," meaning luminous. This combination evokes consumer expectations for perfect and glowing skin, suggesting that the product can deliver an ideal, bright complexion. The use of the word "Perfect" adds appeal, creating high expectations for the product's quality. With this association, consumers tend to view the product as a solution for dull skin, desiring maximum results, and boosting their confidence in its effectiveness. Wardah Bright+Smooth Glow repeats the word "Bright" to emphasize skin radiance, while "Smooth" describes a flawless, smooth texture. Combined with "Glow," which indicates naturally glowing skin, this combination creates an image of healthy, luminous skin. This product is perceived not only as a brightening solution but also as one that improves skin texture, attracting consumers who desire smooth, glowing skin, as well as those dealing with rough or uneven skin.

Wardah Creamy Foam uses the word "Creamy," which suggests a rich and soft texture, and "Foam," referring to the foam, creating the impression of an effective yet gentle facial cleanser. "Creamy" conveys comfort, while "Foam" describes thorough yet pleasant cleansing. This product appeals to consumers with sensitive or dry skin looking for a gentle yet effective cleanser. Thus, the product name aligns with beauty trends that prioritize bright, smooth, and glowing skin, meeting the expectations of consumers increasingly concerned with natural and healthy skincare. The use of words like "Perfect," "Glow," and "Smooth" builds a perception of high quality, reinforcing the product's appeal as a premium choice. Moreover, Wardah's halal and environmentally friendly brand adds value for consumers who consider their religious beliefs or principles when choosing beauty products. Therefore, these product names are not only emotionally appealing but also create high expectations for desired results, encouraging consumers to choose them as an effective and trusted option.

2. Pond's Age Miracle (PAM)

Pond's Age Miracle is a skincare product launched by Pond's, a renowned beauty brand in Indonesia and globally, targeting consumers who want to maintain youthful skin and prevent signs of aging. The name *Age Miracle* carries an intriguing associative meaning that warrants further analysis.

PAM002



Figure 2. Pond's Age Miracle (PAM)

The word "Age" directly refers to the theme of aging, which is a central issue in the skincare world, particularly for consumers looking to combat early signs of aging. This word is highly relevant for those who are entering a certain age and begin noticing the effects of aging on their skin, such as wrinkles, fine lines, and loss of elasticity. On the other hand, the word "Miracle" evokes the imagination of an extraordinary solution or transformation. It gives the impression that this product offers more than just ordinary skincare; it promises a "miracle" for aging skin, creating hope for fast and visible results, something highly sought after by consumers who want to see tangible changes in their skin. The combination of the words "Age" followed by "Miracle" generates a strong appeal for consumers concerned about aging. This product promises a solution to a common issue faced by many, especially those aged 30 and above, who are likely to notice the effects of aging on their skin. The word "Miracle" adds an element of exclusivity, as if this product can deliver results that ordinary skincare cannot. Through these words, Pond's promises instant and remarkable benefits, which strongly attract consumers seeking youthful skin.

The impact on consumer perception is significant, especially for those who feel their skin is aging. The hope created by the word "Miracle" gives the impression that this product

not only offers benefits but can deliver extraordinary results, motivating consumers to try it in hopes of reducing wrinkles and enhancing skin brightness. The association with youth is strong in this brand, reinforcing consumers' desire to maintain a fresher and younger appearance. At this point, the brand successfully directs consumers to view the product as a solution to the problem of aging skin. The impact on consumer perception is also evident in how they view aging. Consumers who see advertisements or branding for this product will associate Pond's Age Miracle with a quick and effective solution for aging, making them feel that skin aging can be addressed without invasive medical treatments. This drives consumers to try the product with the hope of looking younger in a short amount of time.

Pond's, as a skincare brand, already has a strong image, and by marketing this product as an anti-aging solution, it further strengthens the perception that it is a leader in providing affordable and reliable beauty solutions. The brand successfully associates itself with quality that can be trusted and proven results. Factors that drive consumers to choose Pond's Age Miracle include the desire to address aging, trust in the Pond's brand, the promise of quick and proven results, and effective marketing. Pond's is also known for its affordable pricing, making this product accessible to many consumers who want to care for their skin without spending too much. Therefore, Pond's Age Miracle combines powerful associative meanings through its product name. Age referring to aging and Miracle offering an extraordinary solution, that drives consumers to hope for younger, age-free skin. The main appeal of this product lies in the promise of quick and proven results, as well as its association with a trusted and affordable brand, all of which play a significant role in shaping consumer perceptions.

3. Nivea Men (NM)

Nivea Men Deep Acne Attack is a facial skincare product specifically designed for men, with a primary focus on addressing acne problems. As part of the Nivea Men product line, the product name directly points to a solution for men's skin concerns, particularly acne. Below is a critical analysis of the associative meaning, appeal, impact on consumer perception, and the factors that make consumers choose this product.

NM003



Figure 3. Nivea Men

The term "Nivea Men" is widely recognized as a trusted skincare brand. The addition of the word "Men" emphasizes that this product is specifically designed for men, whose skin has different characteristics, such as being thicker and oilier. This association reinforces the product's image as practical, effective, and tailored to the needs of men's skin. Meanwhile, the word "Deep" implies that the product works not just on the surface of the skin but penetrates deeper to cleanse the pores. This creates an association with deep cleansing abilities, which is highly desired by consumers dealing with persistent acne issues. The word "Deep" also conveys strength and professionalism in addressing skin problems.

The phrase "Acne Attack" directly associates this product with an acne solution, and the word "Attack" creates an aggressive connotation, suggesting that the product is designed to fight acne quickly and effectively. This choice of wording conveys the image of a powerful solution to skin issues, which is especially appealing to consumers who need a direct approach to acne treatment. The main appeal of Nivea Men Deep Acne Attack lies in offering a very specific solution for acne problems. The use of "Deep" and "Attack" creates the impression that the product is highly effective and works deeper than mere surface cleansing. This product is especially attractive to men who want quick, practical skincare without hassle, particularly those with oily or acne-prone skin. Furthermore, the Nivea brand, already known for its trustworthiness, adds to the consumer's sense of security, as they are choosing a product from a reputable company.

The impact of this product on consumer perception is significant, especially among men

who view acne as an issue that requires quick and direct attention. The phrase "Acne Attack" builds the perception that this product offers a fast and effective solution, creating hope for clearer skin and fewer breakouts in a short amount of time. Additionally, the use of "Deep" strengthens the image that this product works at a deeper level, targeting more stubborn acne and providing more comprehensive results. The effect on consumer perception is the creation of an association with effectiveness, where consumers believe that this product provides swift and strong action against acne. This fosters confidence that the product is more effective than gentler or slower-acting alternatives. The clear and direct product name also conveys simplicity and practicality, appealing to men who do not want to get bogged down in complicated skincare routines.

Factors that drive consumers to choose Nivea Men Deep Acne Attack include its specific solution for acne problems, trust in the Nivea brand, convenience, and ease of use. The phrase "Acne Attack" promises that the product will deliver direct and effective acne treatment, while the well-known Nivea brand provides reassurance that the product is reliable. Moreover, this product is designed to meet the needs of men who prefer a skincare regimen that is straightforward and easy to use. Therefore, Nivea Men Deep Acne Attack successfully combines powerful and clear words such as "Deep," "Acne," and "Attack," which create an association with a fast, effective, and deep solution to acne problems. This product appeals to consumers who want quick, dependable results in tackling acne. With a trusted brand reputation, a focus on specific skin issues, and ease of use, this product has become a top choice for consumers seeking a practical and effective acne solution.

4. Men's Biore (MB)

Men's Biore is a skincare product specifically designed for men, with the main claim that it contains Vitamin B3, which helps to make the skin feel smooth and appear brighter. The product name carries strong associative meaning with several elements that appeal to male consumers.

MB004



Figure 4. Men's Biore (MB)

The phrase "Men's Biore" directly indicates that this product is formulated to meet the needs of men's skin, which tends to be thicker, oilier, and more exposed to pollution. The use of the word "Men's" emphasizes the specific target market, reinforcing the image of the product as a practical and efficient solution for men's skin concerns. Meanwhile, "Biore" is a well-established brand recognized for its reliability in the skincare category, particularly for facial cleansers. This familiarity enhances the product's credibility and appeal. The key ingredient Vitamin B3, also known as niacinamide, is a significant element in this product. Niacinamide is widely known for its ability to brighten skin and even out skin tone. This strengthens the claim that the product will help address common male skin concerns such as rough texture and dull complexion. Associating the product with Vitamin B3 gives consumers confidence that it will provide the desired results, smoother and brighter skin.

The claim "97% Agree Skin Doesn't Feel Rough and Looks Brighter" adds strong social proof, making the product even more appealing. The high approval percentage implies that the product has been proven effective for the majority of its users. This claim not only strengthens expectations for quick and visible results but also instills confidence in new customers, as they feel reassured by the positive experiences of others. The main appeal of this product lies in its specific claim to address common male skin issues, such as rough texture and dullness. It promises fast, tangible results, smoother and brighter skin, reinforcing the perception that this product offers a practical and instant solution. The consumer's trust in Biore,

known for its effective facial cleansers, further enhances the product's appeal, as many consumers already have positive experiences with Biore products.

The factors that lead consumers to choose Men's Biore with Vit B3 include its formulation for men, the known benefits of Vitamin B3 in brightening and improving skin texture, and the promise of quick, visible results. The affordable price also makes this product especially attractive to male consumers who seek effective skincare without breaking the bank. Therefore, Men's Biore with Vit B3 is the perfect product for men looking for a practical, effective skincare solution with visible results. With trustworthy claims, proven benefits, and an affordable price, this product offers a complete solution for men who care about their skin health.

5. Garnier Men (GM)

Garnier Men is a facial cleanser designed specifically for men, with the main claims of controlling excess oil, reducing shine, and brightening the skin. The product's name and claims carry strong associative meaning, which can be analyzed in terms of appeal, influence on consumer perception, and the factors that drive consumers to choose this product.

GM005



Figure 5. Garnier Men (GM)

The phrase "Garnier Men's" immediately associates the product with a trusted brand well-known in the skincare industry. The use of "Men's" emphasizes that the product is formulated specifically for men's skin, which tends to be thicker, oilier, and more exposed to environmental factors. This association strengthens the product's image as being designed to meet the specific needs of male skin. The term "Turbolight" incorporates two

important elements. Turbo conveys a sense of fast and powerful cleaning, suggesting that the product works with high efficiency, which is ideal for men who want quick results. On the other hand, Light refers to the brightening effect, indicating that this product not only cleanses but also brightens dull or uneven skin. The claims "Oil Control" and "Anti-Shine" focus on the primary skin concern for men, excess oil production, especially in the T-zone (forehead, nose, chin), with an emphasis on reducing shine, a common issue that affects men's appearance.

The "Brightening" claim promises to improve the skin's appearance, making it look healthier and more radiant. Additionally, the term "Cooling Foam" suggests a refreshing and cooling sensation during use, which adds comfort, especially after a long day or physical activity. The main appeal of Garnier Men's Turbolight Oil Control Anti-Shine Brightening Cooling Foam lies in its specific claims addressing common male skin issues such as excess oil, shine, and dull skin. The product offers a comprehensive solution with claims of Oil Control, Anti-Shine, Brightening, and Cooling, all of which are problems that many men face. These claims create a positive and clear image of the benefits users can expect, such as fresher, shine-free, brighter skin with a refreshing feel.

The impact on consumer perception is significant, particularly for men who are often bothered by oily skin and shine. The Oil Control and Anti-Shine claims build confidence because the product promises a direct solution to these common concerns. Furthermore, the Brightening claim appeals to consumers who desire a more radiant and even complexion. The Cooling sensation adds an extra layer of comfort, making the product more enjoyable to use, especially after physical activities or long days. Factors influencing consumers to choose Garnier Men's Turbolight Oil Control Anti-Shine Brightening Cooling Foam include its formulation designed specifically for men's skin, its claims of controlling oil and shine, the desire for brighter and more even skin, and the added comfort of the cooling sensation. The product offers fast and noticeable benefits, which makes it an appealing option for men looking for reliable, effective skincare. In conclusion, Garnier Men's Turbolight Oil Control Anti-Shine Brightening Cooling Foam provides a highly relevant solution for men with oily skin and shine concerns. The clear and direct claims about oil control, shine

reduction, brightening, and cooling make it a top choice for male consumers looking for a practical, effective, and enjoyable facial cleanser. The product successfully combines appealing elements that are in line with men's skincare needs, creating an effective and pleasant addition to their skincare routines.

6. Giv (Giv)

Giv Perfumed Beauty Soap is a bath soap designed to offer a refreshing and indulgent body care experience. With a focus on long-lasting fragrance and skin care benefits, this product provides more than just cleansing. The name and claims of this product carry strong associative meanings that influence consumer appeal and decision-making.

GIV006



Figure 6. Giv

The name Giv evokes a sense of simplicity, elegance, and memorability, making it easy for consumers to recognize the product. The short and easy-to-pronounce name suggests affordable luxury, indicating high product quality while remaining accessible to a broad consumer base. Meanwhile, the claim "Perfumed Beauty Soap" carries deeper associations. The word "Perfumed" links the soap to a refreshing aromatherapy experience, promising a long-lasting fragrance that offers relaxation. The term "Beauty" emphasizes that this soap is more than just a cleanser, it's a product designed to beautify and care for the skin, making it softer, smoother, and fragrant.

The main appeal of Giv Perfumed Beauty Soap lies in the "Perfumed" claim, which promises a long-lasting, fresh scent. For many consumers, especially women, a fresh and enduring fragrance is a key factor when choosing body care products. The "Beauty" claim further strengthens the product's appeal, as consumers often seek soaps that not only cleanse but also care for their skin, leaving it feeling soft, smooth, and radiant. In consumer perception, a soap with a pleasant, lasting fragrance transforms the

bathing experience into a luxurious and enjoyable one, boosting confidence and comfort. This soap offers more than just cleanliness, it provides a refreshing self-care experience, making it a top choice for those looking to indulge during their bath time.

The impact of Giv Perfumed Beauty Soap on consumer perception is very positive. The "Beauty Soap" claim suggests that this soap offers more than just cleaning, it provides skin care that results in smoother, softer, and healthier skin. This is particularly appealing to consumers looking for a dual-benefit product: one that cleanses and nourishes the skin. The word "Perfumed" implies that this soap not only provides freshness during use but also leaves a lingering fragrance after the bath. The refreshing and fragrant bathing experience can elevate consumers' mood, offering emotional comfort and a sense of confidence.

The primary factors driving consumers to choose Giv Perfumed Beauty Soap are the desire for soft, smooth, and fragrant skin. The "Beauty Soap" claim, which emphasizes skin softness, and the "Perfumed" claim, which promises a lasting fragrance, are the main reasons for selecting this product. Additionally, this soap offers a pampering bath experience with a pleasurable aromatherapy effect, making it ideal for consumers looking for relaxation after their daily activities. Giv Perfumed Beauty Soap is also affordably priced without compromising on quality, making it an attractive option for those seeking quality skin care at a reasonable price. In conclusion, Giv Perfumed Beauty Soap is an appealing choice for consumers who want to care for their skin while enjoying a fresh and fragrant experience. With its "Perfumed" claim providing long-lasting aroma and "Beauty Soap" offering skin care benefits, this product is perfect for those looking for more than just a bath soap. The promise of soft skin, a pampering bathing experience, and an affordable price point makes it an ideal choice for consumers seeking optimal skin care quality.

7. Nuvo (Nuvo)

Nuvo is a body cleanser designed to provide antibacterial protection with a gentle formula safe for all family members. The name and claims of this product carry strong associative meanings that influence consumer appeal, perception, and decision-making.

NUVO007



Figure 7. Nuvo

The name Nuvo evokes a modern and fresh image, associating the product with new and innovative quality. The short, easy-to-pronounce name suggests a better, more advanced body cleansing solution. Nuvo creates a brand image that cares about the consumer's need to maintain family skin health comprehensively. The word "Family" in the product name indicates that it is formulated for use by everyone in the family, from children to adults, with a mild formula that is safe for daily use. The term "Antibacterial" emphasizes that the product not only cleanses the body but also protects the skin from bacteria that can cause health issues. The claim "Mild Protect" further reinforces the message that, while the product has antibacterial properties, its formula remains gentle and will not irritate the skin, offering comfort for families with sensitive skin.

The main appeal of Nuvo Family Antibacterial Bodywash, Mild Protect lies in the claim of antibacterial protection that is gentle and safe for the entire family. Many consumers, particularly parents, tend to choose products that can cleanse the body while also providing antibacterial protection without causing irritation. The claim "Mild Protect" assures consumers that the product can be used regularly without harmful side effects, even for sensitive skin. Additionally, the "Family" claim suggests that the product is practical and efficient for all family members, from children to adults, making it an ideal choice for everyday use.

The impact of Nuvo Family Antibacterial Bodywash, Mild Protect on consumer perception is very positive. The word "Antibacterial" directly builds the perception that this product provides extra protection against bacteria and germs, which are key concerns when it comes to body hygiene. Consumers feel confident that body cleanliness is achieved while being safeguarded from potential health risks associated with germs. The "Mild Protect" claim associates the product with gentleness, which is important for consumers looking for an effective body cleanser that is also safe for sensitive skin. This product gives consumers confidence,

particularly parents, as they can maintain their family's skin health without worrying about harmful effects. The "Family" claim associates the product with convenience and ease, making it a top choice for families in need of a versatile and economical body care product.

The main factors driving consumers to choose Nuvo Family Antibacterial Bodywash are the desire to keep skin soft, smooth, and protected from bacteria. The "Family" claim assures consumers that the product is safe for all family members, including children, which gives confidence that it can be used daily without issues. The gentle formula "Mild Protect" ensures that the product is suitable for sensitive skin, making it an ideal choice for families of all ages. Awareness of the importance of hygiene and protection from bacteria motivates consumers to seek products that provide extra protection. Nuvo Family Antibacterial Bodywash offers the perfect solution with its antibacterial claims, giving peace of mind to consumers prioritizing cleanliness. Additionally, its affordable price makes the product even more appealing to families looking for quality at an economical price.

In conclusion, Nuvo Family Antibacterial Bodywash, Mild Protect is an ideal choice for families seeking an effective, safe, and gentle body cleanser. With its antibacterial protection claim that still preserves skin softness, this product offers dual benefits: protecting the skin from bacteria while keeping it soft without irritation. Nuvo Family Antibacterial Bodywash is a practical and economical option for families who need a body wash suitable for all members to use daily, without compromising on quality or safety.

8. Citra (Citra)

Citra Pearly Glow is a skincare product designed to brighten, illuminate, and maintain healthy skin with claims of providing a natural glow and brightening effects. The name and claims of this product carry strong associative meanings, which can be analyzed to understand its appeal, impact on consumer perception, and the motivating factors behind its selection.

CITRA008



Figure 8. Citra

The name Citra evokes a sense of elegance, naturalness, and purity. As a widely recognized brand in Indonesia, Citra builds an image of skincare products that prioritize the use of natural ingredients, trusted for being safe and effective. This association reassures consumers that the product focuses on gentle, natural care for the skin. The word "Pearly" refers to the effect of a natural shine, resembling the glow of pearls, which suggests that the product will leave the skin looking luminous, smooth, and radiant. The term "Glow" further emphasizes the promise of healthy, bright, and radiant skin, free from dullness.

The primary appeal of Citra Pearly Glow lies in its claims of brightening and delivering a natural glow. These effects are highly desired by many consumers, particularly women, who aspire to have bright, radiant skin. The product creates the perception that the skin will not only be clean but also glow, boosting the confidence of its users. Additionally, Citra is known for its commitment to using natural ingredients, which gives consumers confidence that this product not only offers visible effects on the skin but also nourishes it deeply in a gentle, safe manner, even for sensitive skin. Moreover, Citra Pearly Glow associates itself with the ability to moisturize the skin, maintaining its natural hydration, and keeping the skin soft and supple throughout the day.

The factors that lead consumers to choose Citra Pearly Glow include the desire for bright, glowing, and healthy skin, along with the assurance that the product contains gentle and effective natural ingredients. Furthermore, the affordable price and easy availability of the product in both physical stores and online outlets make it an attractive option for those seeking bright, healthy skin without high costs. In conclusion, Citra Pearly Glow is an ideal choice for those looking for a skincare product that can brighten and deliver a natural glow. With its safe

natural ingredients and soothing hydration effects, the product meets the needs of consumers who want to care for their skin in a gentle and effective way, without compromising on quality or affordability.

9. Lux (Lux)

Lux Soft Rose is a well-known body wash celebrated for its captivating rose fragrance and skin-softening benefits. The name and claims of this product create strong associations that can be analyzed to understand its appeal, influence on consumer perception, and the factors that drive consumers to choose this product.

LUX009



Figure 9. Lux

The word "Lux" carries connotations of luxury and high quality, associating the product with a premium image. Lux is often linked to the experience of indulgent personal care, giving the impression that this soap is an elegant choice that provides a delightful and pampering bath experience. The word "Soft" emphasizes the product's ability to soften the skin, making it ideal for consumers who seek a body wash that will not dry out or roughen their skin but instead provide lasting smoothness. Meanwhile, the word "Rose" adds a romantic and feminine touch, evoking the soothing scent of roses, which enhances the product's appeal with a long-lasting fragrance. The main appeal of Lux Soft Rose lies in the combination of softness and the delicate fragrance of roses, providing a luxurious and refreshing bathing experience. Consumers seeking a soap with a lasting fragrance and skin-softening effects will be drawn to this product.

The claim of "Soft" that promises soft and moisturized skin is highly relevant to those looking to nourish their skin post-bath. Additionally, the "Rose" scent provides a calming effect, boosting the user's confidence with its gentle fragrance. The use of "Lux" strengthens the perception that this body wash is a premium option, making it a choice for consumers who desire a more special, indulgent bathing experience. This product gives the

impression that the skin will feel smooth and soft after use, with moisture maintained. Consumers with dry or sensitive skin are likely to choose Lux Soft Rose because of the "Soft" claim, which suggests it provides softness without causing irritation. The "Rose" fragrance functions as a form of aromatherapy, adding to the comfort of the bathing experience. Roses are often associated with beauty and freshness, offering the idea that the skin will remain fragrant throughout the day. The use of "Lux" adds a premium aura to the product, attracting consumers who desire high-quality, indulgent skincare.

Many consumers select Lux Soft Rose because it offers a more pleasurable bathing experience. The fragrant rose scent and the softness it imparts to the skin provide relaxation and comfort, making it an ideal choice for those who want to treat their bath time as a self-care ritual. Consumers with dry or rough skin are drawn to this product because of its moisturizing claim. This soap leaves the skin feeling smoother and more hydrated, while the long-lasting fragrance is appealing to those who want their skin to smell delightful all day. The use of the name "Lux" appeals to consumers seeking premium body care products. This name suggests that the soap offers more than just cleansing—it provides comfort and a luxurious bathing experience. Despite its premium image, the product remains affordable for many, making it an ideal choice for those looking for high-quality skincare at a competitive price. By combining the refreshing rose fragrance, claims of skin softness and moisturization, and the luxurious implication of "Lux", Lux Soft Rose becomes the top choice for consumers seeking a body wash with aromatherapy benefits and skin care that leaves them feeling refreshed. The affordable price, good quality, and wide availability make this product popular among consumers who want a more special and enjoyable bathing experience.

10. Shinzu'i (Shin)

Shinzu'i Skin Lightning Soap is a soap formulated to brighten the skin while providing deep care. This product stands out due to its claim to help lighten the skin and enhance softness.

SHIN010



Figure 10. Shinzu'i

The name Shinzu'i associates the product with high-quality Japanese skincare, renowned for its advanced technology and the use of effective natural ingredients. The phrase "Skin Lightning" indicates that the product is designed to gradually brighten the skin, reduce spots and skin discoloration, and deliver a brighter, more radiant complexion. The word "Soap" suggests that this product serves not only as a cleanser but also provides additional skin care benefits. The primary appeal of Shinzu'i Skin Lightning Soap lies in its brightening claim, which is particularly attractive to consumers seeking brighter, clearer skin free from dark spots or acne scars.

The name Shinzu'i conveys an image of exclusivity and high quality, inspired by Japanese skincare traditions known for their naturalness and effectiveness. The "Skin Lightning" claim sets the expectation that the product will deliver visible results in terms of skin brightening, while "Soap" assures consumers of the convenience and practicality of use. This product offers a practical solution for consumers seeking brighter skin without needing to use multiple skincare products. Consumers struggling with dull skin, dark spots, or acne scars are likely to be drawn to Shinzu'i Skin Lightning Soap because of its targeted brightening effects. Trust in Japanese skincare quality, the affordable price, and the ease of use make this product a popular choice for those looking for effective yet simple skincare solutions. By combining the brightening claim, trusted quality, and ease of use, Shinzu'i Skin Lightning Soap becomes a top choice for consumers who want to care for their skin in a straightforward and efficient way.

11. Sunsilk (Sun)

Sunsilk Soft and Smooth is a shampoo renowned for its claim to provide extra softness to hair and long-lasting fragrance.

SUN011



Figure 11. Sunsilk

The name Sunsilk, widely recognized, associates the product with consistent quality and optimal hair care results. The phrase "Soft and Smooth" suggests that this shampoo will leave hair soft, smooth, and manageable after use, making it particularly appealing to consumers with coarse or dry hair. The claim of "5x softer" gives the impression that this product is more effective than regular shampoos, promising even softer and smoother hair. Additionally, the "fragrance" claim adds to the product's appeal, promising hair that not only feels soft but also smells fresh and lasts throughout the day, boosting the user's confidence.

The primary attraction of Sunsilk Soft and Smooth lies in its claims to make hair softer and more fragrant, which is highly desired by consumers looking for a shampoo that will leave their hair softer, easier to manage, and with a long-lasting fragrance. The claim of "5x softer" enhances the consumer perception that this shampoo offers more effective hair care, giving a sense of comfort and confidence. This product significantly impacts consumers' perceptions of smoother, more manageable hair, especially for those with dry or coarse hair. The "fragrance" claim has a positive effect, with the impression of hair that smells fresh all day, making it a refreshing and comforting choice. With its affordable price and convenient packaging, Sunsilk Soft and Smooth becomes a popular option among consumers looking for effective and easy-to-use hair care. Factors such as the "5x softer" claim, long-lasting fragrance, and

competitive pricing make this product a top choice for those seeking quality shampoo at a reasonable price.

12. Lifebuoy (Life)

Lifebuoy *Kuat dan Berkilau* Strong and Shiny Shampoo is a shampoo formulated to provide strong, shiny, and healthy hair.

LIFE012



Figure 12. Lifebuoy

The name Lifebuoy, which has been widely recognized in Indonesia and globally, associates the product with protection and health, thanks to its long-standing reputation for providing hygiene and body care products, particularly antibacterial soaps. The claim of "*Kuat dan Berkilau*" (Strong and Shiny) indicates that this shampoo strengthens hair from root to tip, protecting it from damage, and gives hair a shiny and healthy appearance. The word "Kuat" (Strong) suggests the product's ability to protect hair from breakage and fragility, while "*Berkilau*" (Shiny) emphasizes that the hair will look more radiant, fresh, and well-maintained. Additionally, the claim of "*Shampo Rambut Sehat*" (Healthy Hair Shampoo) highlights that this product not only cleans but also offers overall health benefits for the hair.

The primary attraction of Lifebuoy *Kuat dan Berkilau* lies in its ability to offer strong, healthy, and shiny hair, which is highly appealing to consumers looking for extra protection against damage caused by pollution or chemical product use. With its affordable price, established brand reputation, and ease of accessibility, Lifebuoy *Kuat dan Berkilau* becomes a popular choice among consumers who want quality shampoo without high costs. Consumer trust in the Lifebuoy brand is also a significant draw, given its widespread recognition for high-quality personal care products. Therefore, this product

provides a solution for consumers seeking healthy, strong, and shiny hair while maintaining a budget-friendly option. It offers the perfect combination of protection, care, and shine at an affordable price point.

13. Head & Shoulders (HS)

Head & Shoulders is a shampoo designed to address dandruff, provide antibacterial protection, and keep hair clean and fragrant.

HS013



Figure 13. Head & Shoulders

The brand name Head & Shoulders, which is widely recognized as an effective solution for dandruff care, strongly associates the product with quality and efficacy in the minds of consumers. The claim of "Anti Dandruff" indicates that this shampoo is specifically formulated to combat dandruff issues, while the "Anti Bacterial" feature adds value by offering protection against bacteria that can cause scalp irritation or itching. The claim "*Bersih dan Harum*" (Clean and Fragrant) suggests thorough cleansing and a long-lasting fragrance, making it appealing to consumers who desire dandruff-free hair with a refreshing, all-day scent.

The reputation of Head & Shoulders as a trusted brand for dandruff care instills confidence in consumers that the product will deliver optimal results. In addition, the product's affordable price, easy accessibility, and the established brand's proven track record make it a popular choice for those seeking effective hair and scalp care. The added benefits of antibacterial protection and the refreshing cleanliness and fragrance further enhance its appeal, making it an ideal solution for individuals who want to maintain healthy, dandruff-free hair while also enjoying the added benefits of hygiene and fragrance.

14. Penten (Pen)

Pantene *Perawatan Rambut Rontok* is a hair care product specifically designed to address hair fall issues.

PEN014



Figure 14. Penten

As part of the well-known Pantene brand, this shampoo offers a solution for consumers looking to maintain the health of their hair, particularly in preventing or reducing hair loss. The brand name Pantene is globally recognized, creating an immediate association with credibility and trust in product quality.

The claim of "*Perawatan Rambut Rontok*" (Hair Fall Care) indicates that this product is formulated to tackle hair loss problems, whether caused by genetics, stress, or damage from other products. The main appeal of this product lies in its direct solution for hair fall, which is a significant concern for many consumers. The association with the established Pantene brand strengthens the perception that this product is effective in fortifying hair and preventing hair loss. Additionally, it conveys a positive message about scalp health, which is a crucial aspect of overall hair care.

Factors that motivate consumers to choose this product include common hair loss issues, trust in the Pantene brand, proven formulations, competitive pricing, and its wide availability in stores. With a strong brand image and a clear claim, Pantene *Perawatan Rambut Rontok* becomes a popular choice for consumers seeking healthier, stronger, and hair loss-free hair care solutions.

15. Emeron (Eme)

Emeron Black Shine is a hair care product designed to enhance natural black shine,

providing a healthy, glossy appearance to the hair.

EME015



Figure 15. Emeron

The brand name Emeron, well-known in Indonesia, evokes a sense of simplicity, affordability, and reliable quality in hair care. The claim of "Black Shine" indicates that this product is specifically formulated to deliver a natural shine to black hair, which is the dominant hair color in the Asian market. This suggests that Emeron Black Shine is an ideal choice for consumers who desire healthy, shiny, and well-maintained hair without the need for expensive treatments.

The main appeal of Emeron Black Shine lies in its straightforward yet effective claim: to restore natural shine to black hair. Consumers whose hair may appear dull or lack its original luster are likely to be drawn to this product, as it promises visible results. Furthermore, the affordable price point is a significant attraction, allowing consumers to care for their hair with quality products without spending a lot of money. Trust in the Emeron brand, which has proven effective in affordable hair care, also plays a key role in consumers' decisions to choose this product. With easy accessibility in stores, Emeron Black Shine becomes a practical option for those seeking healthy, shiny, and well-maintained hair every day.

IV. CONCLUSION

This study aims to examine the associative meaning of consumer perceptions of product names from a social semantics perspective. The main focus of this research is to identify how the names and signifiers of products can influence consumer perceptions and associations, as well as how social and cultural meanings shape their understanding of a brand or product. The

research findings reveal that product names not only signify identity but also evoke emotional and social associations that influence consumer preferences and purchasing decisions. This study contributes to understanding the importance of brand names in building social relationships between consumers and products, as well as how naming strategies can be utilized in marketing to enhance consumer attraction and loyalty.

The associative meaning in product names plays a crucial role in shaping consumer perceptions and influencing purchasing decisions. Further research should focus on cross-cultural studies to understand how product names are received and interpreted in various social contexts. Additionally, it is essential to delve deeper into the impact of product names on consumer purchasing decisions and the role of emotional associations in consumer behavior. In the digital age, exploring how social media affects the meaning of product names and how viral names can shape consumer perceptions is increasingly relevant. Long-term research on the impact of product names on brand equity will also provide insights into how effective naming can enhance brand awareness and customer loyalty. Therefore, such research will offer comprehensive insights into the relationship between product names and consumer perceptions, which can later be applied in more effective and targeted marketing strategies.

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