



## **PRAGMASEMANTICS ANALYSIS OF COMMERCIAL ADVERTISEMENTS IN THE AMERICAN FASHION INDUSTRY**

### ***ANALISIS PRAGMASEMANTIK IKLAN KOMERSIAL DI INDUSTRI FASHION AMERIKA***

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#### **Article Info**

##### **Article history :**

Received : 04-11-2025

Revised : 05-11-2025

Accepted : 07-11-2025

Published : 09-11-2025

#### **Abstract**

*Di era globalisasi dan perkembangan teknologi komunikasi, iklan komersial telah menjadi salah satu sarana utama untuk membentuk persepsi publik terhadap merek dan produk, terutama dalam industri fesyen Amerika Serikat yang sangat kompetitif dan dinamis. Periklanan dalam industri ini tidak hanya berfungsi sebagai alat promosi, tetapi juga sebagai media komunikasi kompleks yang bergantung pada bahasa untuk memengaruhi, membujuk, dan membangun identitas merek. Oleh karena itu, memahami makna di balik pesan iklan penting untuk mengeksplorasi strategi komunikasi yang digunakan. Analisis pragmasemantik, yang menggabungkan studi makna (semantik) dengan penggunaan bahasa dalam konteks sosial (pragmatik), menawarkan pendekatan kritis untuk memahami bagaimana pesan iklan dirancang untuk menghasilkan efek tertentu pada audiens. Pendekatan ini memungkinkan analisis tidak hanya makna literal dari teks iklan, tetapi juga makna implisit, asumsi, implikasi, dan strategi persuasif yang digunakan untuk memengaruhi konsumen. Industri fesyen di Amerika dikenal tidak hanya karena produknya, tetapi juga karena narasi yang dibangun oleh iklannya—narasi yang seringkali sarat dengan simbolisme, gaya hidup, dan nilai-nilai budaya. Oleh karena itu, menganalisis iklan dari perspektif pragmatis menjadi penting untuk memahami bagaimana makna dibangun dan bagaimana konsumen ditargetkan secara linguistik dan psikologis. Studi ini juga berkontribusi pada diskusi yang lebih luas dalam linguistik dan studi media dengan menunjukkan bagaimana bahasa dalam iklan mencerminkan dan memperkuat ideologi sosial, aspirasi, dan identitas konsumen dalam pasar global. Melalui lensa pragmasemantik, penelitian ini mengungkap kekuatan pilihan linguistik dalam membentuk keterlibatan emosional, menciptakan hasrat, dan menyelaraskan perilaku konsumen dengan ideologi merek.*

***Kata Kunci: Pragmasemantik, Analisis, Iklan***

#### **Abstract**

In the era of globalization and the development of communication technology, commercial advertising has become one of the main means of shaping public perception of brands and products, especially in the highly competitive and dynamic fashion industry of the United States. Advertising in this industry serves not only as a promotional tool, but also as a complex communication medium that relies on language to influence, persuade, and build brand identity. Therefore, understanding the meaning behind advertising messages is important to explore the communication strategies used. Pragmasemantics analysis, which combines the study of meaning (semantics) with the use of language in a social (pragmatic) context, offers a critical approach to understanding how advertising messages are design to produce a particular effect on audiences. This approach allows analysis not only of the literal meaning of the advertising text, but also of the implicit meanings, assumptions, implications, and persuasive strategies used to influence consumers. The fashion



industry in America is known not only for its products, but also for its advertising-built narratives—narratives that are often loaded with symbolism, lifestyle, and cultural values. Thus, analyzing advertising from a pragmatic perspective becomes essential to understand how meaning is constructed and how consumers are targeted linguistically and psychologically. This study also contributes to broader discussion in linguistics and media studies by demonstrating how language in advertising reflects and reinforces social ideologies, aspirations, and consumers' identity in a globalized marketplace. Through a pragmasemantics lens, this research reveals the power of linguistics choices in shaping emotional engagement, creating desire, and aligning consumer behaviour with brand ideologies.

**Keywords: Pragmasenatic, Analysis, Advertisement**

## **INTRODUCTION**

This study explores the use of language in commercial advertisements within the American fashion industry, focusing specifically on how meaning is constructed through both semantic and pragmatic elements. In this globalized era, fashion advertising is not merely a tool for product promotion, but a sophisticated form of communication that shapes consumer identity, emotions, and cultural values through carefully selected language (Youn & Jung, 2021). Theoretically, this research draws on pragmasemantics, an interdisciplinary approach that merges semantics—the study of literal meanings—and pragmatics, which focuses on meaning in context. It also incorporates the Theory of Emotional-Ideological Meaning Construction, which posits that advertising language does more than inform; it evokes emotional experiences and reinforces ideological messages that align with consumers' social aspirations.

The use of slogans in fashion advertising is linguistically designed to shape the brand image and capture the emotional attention of consumers. Nowadays, with the advent of technology and variety of mass media, advertising has reached every corner in the world highly influencing and shaping people's consumption habits. Ads have taken new shapes and “looks” making use of the implementation of special effects, music, and information technology to better sell their products (Manaff & Azahari, 2024). Stylistic analysis of the slogan shows that language choices not only introduce the product, but also form a symbolic world in which consumers are emotionally engaged and their identities are at stake. Furthermore, as Leech affirms in pragmatic principles, meaning in communication does not always appear explicitly, but is influenced by social contexts, communicative goals, and norms of politeness and cooperation. Based on the views of the above experts, it can be concluded that commercial advertising in the American fashion industry not only performs a promotional function, but also serves as a means of constructing social meaning and identity. Advertising shapes a narrative that reflects the lifestyle, cultural values, and social status that consumers want to achieve, through a nuanced language strategy. The pragmatic approach allows us to understand advertising more deeply, as it is able to reveal both explicit and implicit meanings in the messages conveyed. The use of implications, pragmatic assumptions, and persuasive techniques such as euphemisms, positive connotations, and rhetorical styles are the main strategies in shaping opinions and purchasing decisions. Thus, analyzing fashion advertising from a pragmatic perspective provides critical insight into how language is used as an ideological and psychological tool to influence consumer perception. In a highly competitive industry like American fashion, the power of language in advertising becomes a crucial factor in winning the hearts and minds of the market.



The research focuses on how commercial fashion advertisements in the United States employ pragmatic strategies such as implicature, presupposition, and speech acts, along with semantic devices like metaphors and slogans, to construct persuasive and emotionally resonant messages (Niswa et al., 2023). By analyzing verbal and visual texts from well-known fashion brands, this study investigates how literal and implied meanings work together to influence consumers psychologically and culturally.

The objective of this research is to identify and analyze the semantic and pragmatic components in fashion advertisements, and to understand how these elements contribute to the formation of social identity, emotional appeal, and ideological meaning (Dinillah Harya, 2021). The study aims to reveal how language functions not only as a descriptive medium but also as a strategic instrument of persuasion in a competitive commercial landscape.

### **Data Source**

The data for this research were collected through documentation technique, focusing on commercial advertisement from the American fashion industry. Primary source include advertising content published on social media and online magazine up to the year 2025, as well as promotional materials found on official fashion brand websites such as Nike, Calvin Klein and Ralph Lauren, and Video platform like YouTube. The main data comprise advertising texts, including slogan, taglines, and video script used to promote fashion products. In addition to primary data, secondary sources such as literature reviews, scientific journals, and theoretical works related to pragmatic and semantic were utilized to support the analysis.

### **METHODS**

This study uses a qualitative approach with a pragmatic analysis method. Qualitative methodology is a research procedures that descriptive data (Zaini et al., 2023). Qualitative research is a non-numerical method of data collection and analysis that focuses on understanding phenomena from the perspective of participants. It prioritizes depth over breadth and aims to explore the “why” and “how” behind human behaviors and social phenomena. The object of this research is linguistic content of commercial advertisements in the American fashion industry, with a particular focus on how these advertisements convey both literal and implisit meaning through semantics and pragmatics strategies. The advertisements chosen represent major fashion brand such as Calvin Klein, Nike, Levi’s, and Ralph Lauren, which are known for embedding emotional, cultural, and ideological messages in their promotional content.

Data collection was carried out using documentation techniques (Fiantika, Wasil M, Jumiati, Honesti, Wahyuni, Jonata, 2022). The primary data consisted of advertising texts—slogans, taglines, narratives, and video scripts—sourced from online platforms such as brand websites, social media, and video-sharing platforms like YouTube, focusing on materials published up to the year 2025. These data were gathered systematically by identifying relevant advertisements that contain rich linguistic elements and persuasive language techniques. Once collected, the data were grouped based on brand, advertising style, and the type of linguistic strategy used. Semantic features such as denotative and connotative meanings were identified through a textual analysis of keywords, metaphors, and diction (Koyan, 2022). Following this, a pragmatic analysis was conducted to uncover implicit meanings, including implicatures, presuppositions, and speech acts,



as well as the social and cultural contexts that shape interpretation. This step-by-step process was designed to provide a comprehensive understanding of how language in fashion advertising functions as a tool for persuasion and identity construction (Ummah, 2019).

## **Theoretical Review**

### **1. Semantic**

Semantics is the study of meaning in language, specifically the meaning of words, phrases, and sentences. Semantics focuses on the literal (denotative) meanings inherent in elements of language without considering external context (Lehrer, 1979). One of the main approaches in semantic theory is formal semantics, which uses logic and mathematics to model the meaning of sentences. This approach seeks to explain how sentence components contribute to overall meaning through logical principles such as predication, quantification, and reference. Semantic theory is also closely related to pragmatics, which studies meaning in the context of the use of real language. Therefore, semantics provides a strong theoretical basis for understanding how language works in conveying information, shaping knowledge, and bridging communication between individuals.

#### **Points in semantic theory**

- a. Denotative meaning: Semantics examines the literal meaning of words and sentences as they are lexically defined. For example, the word "elegant" in fashion is literally interpreted as something elegant and classy.
- b. Formal semantics: Using logical principles such as prediction, reference, and quantification to explain how sentence components contribute to overall meaning.
- c. Compositionality principle: Shows that the meaning of a sentence is the result of the meaning of the parts and the way the parts are arranged.

#### **Relevance to fashion advertising**

In the context of advertising, semantic theory helps identify the literal structure and the message you want to convey. For example, phrases like "Redefining Masculinity" or "The Power of Simplicity" can be examined from their literal meaning before being pulled to the level of implication or ideology.

### **2. Pragmatic**

Pragmatics is a branch of linguistics that studies the meaning of speech based on the context of its use, Semantics is the study of the meaning of words, phrases and sentences. In semantic analysis, there is always an attempt to focus on what the words conventionally mean, rather than on what an individual speaker (like George Carlin) might want them to mean on a particular occasion. (Yule, 1996). Pragmatics discusses how meaning is interpreted not only based on sentence structure, but also taking into account social, cultural, and situational contexts. One of the main concepts in pragmatic theory is speech act theory, which was introduced by J.L. Austin and developed by John Searle. This theory explains that when a person speaks, he or she is not only conveying information, but also performing an action, such as commanding, promising, suggesting, or asking. Pragmatic theory also includes principles such as conversational implicature (Gricean implicature), which is an additional meaning that



is not explicitly pronounced but can be deduced from context, as well as presuppositions and deicis, which refer to the use of words whose meaning depends on the context (such as "I", "here", "now"). As such, pragmatics provides deep insights into how people use language effectively and efficiently in everyday interactions, as well as how meaning is often hidden behind spoken words.

### **Key concepts in pragmatic**

Speech act theory was introduced by Austin and developed by John Searle, this theory classifies speech into locutionary acts, illocutionary acts and perlocutionary acts. In fashion advertising, a speech like "Be Bold" is an act of giving dorongan atau motivasi. The speech act theory is one of the rigorous attempts to systematically explain the workings of language. It is not only widely influential in the philosophy of language, but in the areas of linguistics and communication as well (Jr Mahinay Mabaquiao et al., 2018).

### **3. Pragmasemantic**

Pragmatics is an approach that combines semantic (literal meaning) and pragmatic (meaning in context) analysis. Pragmatics aims to reveal how literal meaning interacts with contextual factors to form the full meaning of communication, The use of pragmasemantic analysis makes it possible to take into account many aspects that contribute to creation of the semantic meaning of a statement and to the incrementing of pragmatic meanings, which reflects the functional perspective of discourse. This defines the relevance of the study. (An & Xiang, 2018). In advertising, pragmatics analyzes how words are used to convey meaning deeper than what is explicitly written.

### **Components in a pragmatic approach**

Contextual meaning: examines how the literal meaning of words/sentences meets and interacts with contextual factors such as culture, gender, social values, and audience psychology. Implicit persuasion: Many fashion advertisements do not directly tell consumers to buy, but use language that contains an implicit invitation (Maujud, 2019)

### **4. Emotional-Ideological Meaning Construction**

The Theory of Emotional-Ideological Meaning Construction (KMEI) explains that advertising messages in the fashion industry not only convey product information, but also form emotional and ideological meanings. In this context, advertising language is considered a means of forming symbolic experiences that touch on the feelings and social value systems of consumers.

Neurosemantics is an interdisciplinary field that examines the relationship between neural mechanisms, language and meaning (Pulvermüller, 2013). Fundamentally, neurosemantics seeks to answer how meaning is constructed, represented, and processed in the human brain. In contrast to traditional linguistic approaches that view meaning as a symbolic construction in language, neurosemantics argues that meaning is rooted in neural activations distributed across different areas of the brain and influenced by sensorimotor experiences and social context (Nur & Mannesa, 2025).





#### Basic Assumptions:

1. The Language of Advertising is a Symbol of Ideology. Language in fashion advertising is not neutral; It contains ideological content that reflects values such as masculinity, freedom, beauty, or certain social status.
2. Implicit Meaning Is More Dominant Than Literal Meaning. Consumers are more influenced by implicit (implicit) meanings than literal meanings. The words, images, and tone in the ad are processed emotionally and symbolically, not just logically.
3. Emotional Context Shapes Product Perception. The meaning of advertising is formed from the interaction between language, visuals, and emotional contexts (music, narrative, models) that trigger personal associations in the minds of consumers.
4. Persuasion Occurs through Social Identification. Consumers receive advertising messages not just because the product is attractive, but because they feel "represented" or want to be part of the values depicted.

## RESULTS AND DISCUSSION

Based on the analysis of seven advertisements from well-known brands such as Calvin Klein, Nike, Levi's, Carhartt, The North Face, Converse, and Ralph Lauren, found that each brand used distinctive linguistic techniques to build its product image and message. The techniques used include the use of metaphors, song lyrics, personal narratives, code switching, and historical symbolism. This strategy aims to instill deep emotional and cultural meaning in the minds of the audience.

Semantically, each ad contains a core message that touches on aspects of identity, heritage, struggle, and human relationships. For example, Levi's depicts loyalty to lifestyle even until death, while Converse centers meaning on family values and cultural heritage. This meaning is not only presented explicitly through narrative, but it is also shaped by powerful language features.

### The Power of Language in Shaping Brand Identity

Fashion businesses use language as a vital tool to express and reaffirm their intended identity. Each brand develops a voice that is consistent with its target audience and basic principles by using certain vocabulary choices, sentence patterns, and story styles. Calvin Klein is positioned in the campaign as more than simply a fashion brand; it is a lifestyle that is filled with sensuality and authenticity through the use of poetic sentences entwined with romantic images. The brand's minimalistic aesthetic is reflected in the emotional depth and linguistic simplicity, which also strengthens the brand's connection to close human relationships.

Conversely, Nike uses metaphors of adversity and success to build its brand. The metaphor "pain is part of victory," which frames emotional intensity and physical weariness as elements of greatness rather than weakness, is one prominent example. Emotionally charged music, especially the song "Love Hurts," and loud breathing sounds visually complement this concept. A fundamental tenet of Nike's brand strategy, the synesthetic experience created by the mix of verbal and nonverbal cues connects athletic success with personal sacrifice.



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## **Emotional and Ideological Meaning Construction**

The emotional appeal in these advertisements is not incidental but is part of a broader ideological construction. Each advertisement attempts to resonate with the viewer on a deeper, often subconscious level. For example, Levi's advertisement symbolically associates wearing denim with loyalty, even beyond death. The linguistic choices used—such as solemn narration, intimate tone, and deliberate pacing—invoke a sense of timeless devotion, portraying Levi's not merely as clothing but as a lifelong companion.

Similarly, Converse places its linguistic focus on familial and cultural values. The advertisement features personal testimonies, code-switching between English and heritage languages, and narrative structures that highlight generational continuity. These elements create a sense of authenticity and inclusivity, aligning Converse with multicultural identities and intergenerational storytelling. The effect is not only emotional engagement but also the affirmation of cultural pride and collective memory.

## **Semiotics and Historical Symbolism**

Many of the analyzed advertisements draw from historical and cultural references to embed meaning that transcends the immediate context of the product. Carhartt, for instance, capitalizes on its American workwear heritage. Its advertisement uses rugged diction, historical allusions, and black-and-white visuals to convey durability, resilience, and authenticity. The language used mirrors the working-class ethos, emphasizing values like perseverance, duty, and practicality. Words like “built to last” or “for those who do the work” function as both literal and symbolic expressions, reinforcing a brand identity rooted in tradition and function.

Ralph Lauren employs a more aristocratic and nostalgic tone. The advertisement's language is rich with references to tradition, legacy, and elegance—terms like “timeless style,” “heirloom,” and “American dream” frame the brand as a guardian of classic sophistication. The semantics here evoke an aspirational lifestyle, where fashion becomes a conduit to an imagined, idealized past. Through linguistic and visual cues, Ralph Lauren not only sells garments but offers entry into a cultural narrative of refinement and prestige.

## **Code-Switching and Cultural Identity**

Code-switching emerges as a powerful tool in constructing layered meanings, especially when brands aim to target multilingual or multicultural audiences. In Converse's campaign, for instance, the shift between languages within the same narrative allows for greater relatability and emotional connection. It serves as a recognition of diasporic identities and hybrid cultures, positioning the brand as both globally aware and locally rooted.

This strategic linguistic maneuver simultaneously challenges monolithic cultural assumptions while fostering a sense of inclusivity. The language functions not only to convey a message but to validate the lived experiences of linguistically diverse communities. It creates a shared space where cultural multiplicity is not only accepted but celebrated—an increasingly significant positioning in the global fashion market.



## Music and Intertextual Meaning

In several advertisements, music is used not merely as background but as a semantic tool. For example, Nike's use of the song "Love Hurts" injects a layer of emotional complexity to the visuals and spoken words. The lyrics themselves are not explicitly about sports, but when juxtaposed with visuals of intense physical training and emotional exhaustion, the message becomes clear: greatness comes through sacrifice. This form of intertextuality allows the advertisement to tap into pre-existing cultural meanings associated with the song, thus enriching the viewer's interpretive experience.

Similarly, Calvin Klein's use of a romantic soundtrack combined with whispered dialogues and sensual imagery creates a dreamy, intimate tone that mirrors the brand's message. Here, linguistic economy—short phrases, fragmented sentences—is compensated by musical cues that suggest depth and passion. This multimodal integration reinforces the emotional dimension of the brand.

## Semantic Themes: Identity, Struggle, and Belonging

At the core of each advertisement lies a semantic theme that reflects fundamental aspects of human experience—identity, struggle, heritage, and belonging. These themes are not only verbally articulated but are embedded within the broader narrative and stylistic choices. For instance, The North Face constructs its narrative around human struggle against nature. The language used—"conquer," "endure," "unknown frontiers"—reframes the outdoor experience as a metaphor for personal growth and existential courage. This aligns with the brand's adventurous identity while appealing to individuals seeking purpose and transformation.

Conversely, Calvin Klein explores themes of intimacy and authenticity, using linguistic minimalism to suggest that less is more. Ralph Lauren emphasizes legacy and tradition, while Levi's foregrounds loyalty and lifestyle. These brands do not merely communicate through slogans—they engage in complex meaning-making processes that shape how consumers see themselves in relation to the products.

Table 1. Data Tabulation

Brand & Title	Linguistic Features	Semantic Meaning	Pragmatics Meaning	Emotional/Cultural Strategy
Calvin Klein – <i>Eternity</i>	Song lyrics ("Fever"), metaphor, sensual voice-over	Intimacy, timelessness, passion	Associating perfume with intimacy and lasting love	Highlighting the relationship of a real couple (Idris & Sabrina), inclusive and authentic
Nike – <i>Stairs</i>	Song ("Love Hurts"), live greeting (DJ radio)	The Pain, the Struggle	Normalizing post-marathon pain as proof of victory	Humor and empathy for the athletic experience
Levi's – <i>Going Out in Style</i>	Historical narratives, repetition, hyperonymy	Lifestyle, loyalty, legacy	Levi's as a symbol of identity even after death	Authenticity, the emotional legacy of consumers





Carhartt – <i>What It Takes</i>	Hyperbole, metaphor, repetition	Resilience, masculinity	Giving symbolic meaning to Carhartt's label as a "badge of honor"	Retro style and classic masculinity narrative
The North Face – <i>More Than A Jacket</i>	Song lyrics ("The Story"), metaphor "woven"	Identity, life experience	Jacket as a symbol of travel and personal memory	Individual and collective narratives of adventure
Converse x Devin Booker	Switching code (Spanish-English), personal narrative	Heritage, cultural identity	Emphasizing family values and ethnicity	Multicultural representation and personalization
Ralph Lauren – <i>Regatta Collection</i>	Short phrases, classical symbolism	Heritage, luxury	Clothes as a symbol of timeless class	References to nautical culture and elite traditions

## Discussion

### 1. Calvin Klein – Eternity

Calvin Klein's "Eternity" ad is a perfect representation of how language, music, and visual symbols are used synergistically to build a deep emotional atmosphere. The song "Fever" was strategically chosen because it has a strong sensual feel and symbolizes passion, while the soft, seductive voice-over adds emotional depth to the advertisement's message. Linguistically, the metaphorical element is used to describe eternity in the context of love and romantic relationships.

Semantically, perfume is associated with intimacy and lasting love. The word "eternity" itself implies a relationship that lasts forever. These ads not only sell products, but also sell the idea of a deep and passionate relationship—perfume becomes a symbol of commitment and true love. In a pragmatic context, this ad presents Idris and Sabrina Elba, a real celebrity couple, who build trust and authenticity. This strategy indirectly conveys the message that Calvin Klein is not only selling products, but supporting the value of inclusive and authentic love.

The emotions and cultural values brought up in this ad are sincerity, commitment, and authenticity. The representation of a real couple gives the impression that this ad is not made up, but rather reflects a reality that can be felt by everyone. In the world of fashion that is often considered exclusive, Calvin Klein actually invites the audience into a warmer and more human world.

### 2. Nike – Stairs

Nike has always been known for its uplifting commercials, and "Stairs" is no exception. The song "Love Hurts" used in the background gives the impression of an intriguing irony, because the pain in question is not about relationships, but about physical struggles after running a marathon. Linguistically, the use of direct greetings from radio DJs makes this ad feel more personal and close to the listener.

The semantics of this ad center on the idea that pain is an indispensable part of victory. This message is in line with Nike's iconic slogan, "Just Do It," which promotes perseverance



and a spirit of never giving up. Nike has succeeded in turning the negative meaning of pain into something positive, which is a symbol of hard work and achievement.

From a pragmatic side, humor and empathy are the main tools. The depiction of post-marathon suffering is portrayed in a relatable and empathetic way, making the audience laugh while also feeling emotionally connected. This strategy is very effective because it targets the community of runners and sports lovers who understand the struggle.

Emotionally and culturally, the ad portrays competitive spirit and fighting power, values that are highly upheld in American culture. Nike doesn't just sell shoes, but sells a fighting spirit and appreciation for the process.

### **3. Levi's – Going Out in Style**

Levi's raises the theme of heritage and identity in the "Going Out in Style" ad. The ad uses historical narratives, repetition, and hyperonymy (the use of common words to encompass broad meanings), to convey the message that Levi's is not just a piece of clothing, but a part of life that is passed down through generations.

Semantically, Levi's is associated with lifestyle, loyalty, and heritage of identity. Levi's is presented not as a brand that follows trends, but rather as an icon that lives on even after death, as depicted in the narrative of "going in style". Pragmatically, these ads build an emotional connection with consumers through nostalgia and recognition of the historical value of the product.

The emotional strategy used is to remember and respect the past, which at the same time gives Levi's a position as a product that has high emotional and cultural value. This creates strong emotional loyalty from consumers. In a cultural context, Levi's comes across as a symbol of authenticity and continuity, two things that are highly valued in American culture that respects history and identity.

### **4. Carhartt – What It Takes**

Carhartt features classic masculinity and durability as the main values in its advertisements. The use of hyperbolic ("badge of honor") and metaphors makes the Carhartt label a symbol of honor, not just a workwear brand. Linguistically, the language style in this ad is very strong and full of energy.

Semantically, the meaning of Carhartt's clothing is not limited to its functionality, but it contains values such as resilience, hard work, and manhood. The pragmatic of this ad is to convey that wearing a Carhartt means being part of a hardworking community that knows no giving up.

The emotional appeal of this ad lies in the retro style and classic masculinity narrative, which evokes a sense of pride and attachment to a strong masculine identity. In a cultural context, Carhartt represents traditional American values such as courage, dedication, and work ethic.

This ad targets audience groups who are proud of physical work, ranging from laborers, farmers, to craftsmen. They see Carhartt as a symbol of identity and honor for their hard work, not just ordinary work clothes.



## **5. The North Face – More Than A Jacket**

Carrying the slogan "More Than A Jacket", The North Face advertisement explores the values of experience and identity. The song "The Story" and the metaphor "woven" are used to describe a jacket as part of one's life journey. Linguistically, the language style used tends to be poetic and narrative.

The semantics of this ad emphasize that the jacket is not just a body protector, but a symbol of memory, experience, and personal identity. The North Face jacket is described as a "time capsule" that holds the story of the user's adventures. From a pragmatic perspective, this ad invites consumers to reflect on the meaning of travel and the personal values they bring.

The emotions built are nostalgia and pride in life experiences. These ads leverage individual and collective narrative strategies to bring together the value of exploration and freedom in a single product. In American culture, which upholds individualism and adventure, this approach is highly relevant and effective.

## **6. Converse x Devin Booker**

This collaborative ad blends English and Spanish (code-switching) as well as a personal narrative from NBA athlete Devin Booker. This linguistic strategy provides an authentic and inclusive feel. By showing cultural roots and family values, the ad speaks to audiences with diverse ethnic backgrounds.

Semantically, this advertisement prioritizes cultural heritage and ethnic identity. This shows that Converse products are not only suitable for everyone, but also able to reflect the uniqueness of each individual's culture. In the pragmatic aspect, the use of double language and personal narratives strengthens emotional connections with audiences coming from diverse backgrounds.

The emotional strategy of this advertisement lies in the value of family and cultural heritage. By featuring Devin Booker in an intimate and personal setting, the audience felt this ad was not just a promotion, but a statement of identity. In the multicultural contemporary American culture, this approach is very strategic because it is able to reach diverse social and ethnic groups.

## **7. Ralph Lauren – Regatta Collection**

Ralph Lauren in this ad relies on short phrases and classic symbolism to build an image of luxury and prestige. The language style used is very minimalist but full of meaning, implying exclusivity and high social class.

Semantically, Ralph Lauren clothes are represented as a symbol of timeless status and elegance. The collection takes inspiration from nautical culture, which is often associated with aristocratic luxury and traditions. The pragmatism of this advertisement contains an implicit message: by wearing Ralph Lauren, one is considered to have classic taste and high social status.

This emotional strategy and advertising culture is one of prestige and aspiration. By associating products with elite symbols, such as regattas (sailing boat races), Ralph Lauren



established a brand image as part of the upper-class lifestyle. This appeals to consumers who have social aspirations and want to be associated with luxury and cultural heritage.

## **Micro-Analysis of Linguistic and Pragmatic Aspects**

### **1. Diction and Lexical Options**

- a. Calvin Klein – "Eternity" uses the diction of "forever," "intimate," "passion" attached to the theme of eternal love. These words contain strong emotional connotations and are infused with philosophical meanings about time.
- b. Levi's – "Going Out in Style" features dictions related to heritage and history, such as "legacy," "loyalty," and "identity," reinforcing the bond between clothing and life values.
- c. Ralph Lauren – "Regatta Collection" chose words like "timeless," "heritage," and "class" that contain the presupposition that luxury is something inherited and timeless.
- d. The words are not semantically neutral; They contain the ideology, values, and cultural orientation that the brand wants to construct.

### **2. Language Figures: Metaphor, Hyperbole, Symbolism**

- a. Metaphors such as "*woven into the story of your life*" (The North Face) or "*badge of honor*" (Carhartt) transform ordinary objects into symbolic entities rich with meaning.
- b. Hyperbole is employed to exaggerate the impact and value of the product, creating the perception that clothing possesses a magical power to shape character and experience.

### **3. Strategy of Meaning and Implication: Blurring and Inserting Messages**

One of the hallmarks of pragmatic communication in advertising is the existence of implicature and presupposition. Ads don't convey a message directly, but let the audience infer meaning from linguistic and visual cues.

Examples:

- a. Nike's "Stairs" subtly implies that "pain is part of victory." The ad never explicitly mentions "victory," but through visuals of pain, heavy breathing, and the song "Love Hurts," the message is effectively conveyed to the audience.
- b. Calvin Klein features the couple Idris and Sabrina not merely as models, but as symbols of genuine love, embedding the presupposition that authentic love adds deeper meaning to the fragrance they wear.
- c. Converse x Devin Booker communicates that "wearing Converse is a tribute to one's roots and cultural heritage," without ever stating it directly.

### **4. Constructed Ideology: Consumerism and Identity**

- a. **Individualism:** The North Face associates jackets with each individual's unique experiences. It reflects the American ideology of freedom and the personal journey of life.
- b. **Multiculturalism:** Converse emphasizes that ethnic identity is not a barrier, but rather a strength. It reflects the spirit of inclusivity in contemporary culture.



- c. **Classical Masculinity:** Carhartt asserts that hard work and traditional masculinity are the source of honor. In the midst of shifting gender roles, it offers identity stability.
- d. **Class and Aspiration:** Ralph Lauren associates clothing with social class. This reinforces the idea that fashion is a tool of social mobility and a symbol of status.

## CONCLUSIONS

An analysis of commercial advertising in the American fashion industry shows that language in advertising is not only used for promotion, but also to shape social and emotional meaning. Pragmatic strategies such as implications, presuppositions, and speech actions play an important role in shaping consumer identity. Implication implies meanings such as luxury or self-confidence without stating them directly, while presuppositions and speech actions are used to reinforce social norms and encourage emotional action or response. Overall, American fashion ads serve as cultural narratives that reflect and shape societal values. Through a combination of clear semantic meanings and subtle pragmatic strategies, these ads not only influence consumer behavior, but also establish the identity and social norms inherent in the advertised products.

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