

Types of Meaning in the Heuras Genggerong Karawang T-Shirt Design

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Abstract

The background of this research is that linguistics turns out to be intertwined with things outside the language itself. The creative industry designs typical Karawang T-shirts. Then, the researcher combines linguistics to analyze the T-shirt design of the Heuras Genggerong Karawang T-shirt manufacturer. The importance of this research is to find out the type of meaning of the Heuras Genggerong T-shirt design. Examples of some designs from Heuras Genggerong include several tourist attractions in Karawang, special event in Karawang, and social condition in Karawang, totaling 10 T-shirt designs. The researcher analyzed the design of these T-shirts by downloading from the official Instagram account of @distro_heuras_genggerong, by utilizing the theory of types of meaning. The objectives of this study is to find out the relationship between the utilization of type of meaning theory in T-shirt design. The method of this research is descriptive analysis. The findings this research analyzed the design of these T-shirts by downloading from the official Instagram account of @distro_heuras_genggerong, by utilizing the theory of types of meaning. The conclusion of this research is that the type of meaning theory contained in the design of Heuras Genggerong T-shirts can be analyzed using the theory of types of meaning.

Keywords: *Heuras Genggerong, T-shirt design, type of meaning*

Introduction

Introduction

The creative industry is a promising industry. In its development, this creative industry is intertwined with various disciplines. The disciplines of language and literature are no exception. Then, in this research, it will discuss the relationship between the world of language in the creative industry. The creative industry that the researcher will discuss is sourced from the production of Heuras Genggerong. The purpose of this research is to analyze and classify the types of meaning contained in the production of Heuras Genggerong T-shirts. The literature review in this research is the theory of types of meaning which is a theory of semantics. In this research, the theory of types of meaning refers to Chaer's theory. The word semantics in Indonesian comes from the Greek *sema* meaning 'sign' or 'symbol' (Chaer, 2: 2015). Then, according to the researcher, the definition of semantics is the explicit meaning issued by humans, both oral and written.

Referring to this, ideally the analysis of semantic problems, not only oral analysis, but also written analysis can also be carried out. According to Chaer (2015), there are six types of meaning. They are lexical meaning and grammatical meaning; referential meaning and non-referential meaning; denotative meaning and connotative meaning; word meaning and term meaning; concept meaning and associative meaning; idiomatic meaning and proverbial meaning; and figurative meaning. This research is very important to study, because many people are turning to creative industry MSME activities, one of which is designing T-shirts with a distinctive local flavor in an area. Then, the creative industry according to Cipta Piranti Sejahtera (2021) is the process of creation, creativity, and ideas from a person or group of people who can produce a work, without exploiting natural resources, and can be used as an economic

product that produces. The discussion in this research will discuss how the theory of types of meaning can be used when analyzing the design of a T-shirt. This is in accordance with the purpose of this research, namely, classifying the types of meaning contained in the production of T-shirts. Then, along the way, the researcher found findings that can be said to be important, including that the type of meaning theory can be used in analyzing T-shirt designs and linguistics synergizes in the fields of creative industry and tourism.

Methods

The method in this study uses qualitative descriptive analysis, using the help of data collection techniques in the form of library and documentation techniques. Then, when analyzing the data, the researcher used the theory from Chaer's book as the main reference and other semantic journals source as a companion reference. The documentation technique downloads T-shirt design from Heuras Gengerong Instagram account as the main reference. This research was conducted with the following procedures, there are as follows.


- a Researchers determine and first sort out T-shirt design products from the distro_heuras_gengerong;
- b After finding the T-shirt design products that is considered suitable, then it is analyzed;
- c Then, do not forget that the researcher carried out the analysis of the T-shirt design using the type of meaning theory from Chaer as the main reference; and
- d This research method is qualitative descriptive analysis.





Result and Discussion

Result

The T-shirt design from Heuras Gengerong carries the theme of the distinctiveness of the area of origin of the t-shirt producer, Karawang Regency. All the research results of this type of meaning theory and T-shirt design can indirectly contribute to promoting and introducing Karawang Regency to the public, so that it can boost the economy of the community in the creative industry. The type of meaning theory can be utilized in analyzing T-shirt designs, because T-shirt designs contain explicit messages. This explicit message will be classified according to Chaer's theory of meaning types, namely lexical meaning and grammatical meaning; referential meaning and non-referential meaning; denotative meaning and connotative meaning; word meaning and term meaning; concept meaning and associative meaning; idiomatic meaning and proverbial meaning; and figurative meaning. In this section, researchers will display a table of research results. The table of research results is as follows.

Table 1: Types of Meaning in T-shirt Design

No.	Types of Meaning	T-shirt Design	Note
1.	Lexical meaning and grammatical meaning	<p>A. Karawang Keep Spirit Alive (<i>Tugu Padi</i>)</p> 	<p>A. <i>Tugu Padi</i> is one of the monuments in Karawang Regency. This monument was built to honor that Karawang is the national paddy barn.</p> <p>B. <i>Lumbung Padi</i> is the name for Karawang Regency. This is because in Karawang Regency there are still many rice fields.</p> <p>C. One of the annual events in Karawang Regency which displays artistic creations from the people of Karawang, such as music, art and typical Karawang culinary delights.</p>

		<p>B. Karawang <i>Lumbung Padi</i> West Java</p>  <p>C. Karawang Creative Night</p>  <p>D. <i>Situ</i> Cipule Merchandise PON XIX West Java</p>  <p>E. <i>Sampurasun</i> Karawang Indonesia (Grammatical Meaning)</p> 	<p>D. One of the historical lakes (<i>situ</i>) in Karawang Regency. This site is often used as a venue for rowing boat racing.</p> <p>E. A greeting in Sundanese that will be answered with a <i>rampes</i> greeting.</p> <p>F. Daily weather conditions during the day in Karawang.</p> <p>G. An international cultural festival typical of Karawang originating from the Rengasdengklok area. <i>Goyang Karawang</i> is actually a modified <i>Jaipong</i> dance. This dance is performed when a guest of honor comes to Karawang.</p> <p>H. The history of the formation of Karawang Regency and the year Karawang Regency was founded (Karawang Anniversary). Characterized by Adipati Singaperbangsa as the first Regent of Karawang.</p> <p>I. Several tourist attractions in Karawang Regency.</p> <p>J. It is a very historic temple complex located in Karawang Regency, precisely in Batujaya and Pakisjaya Districts. According to archeology experts, this Buddhist temple complex is older than the age of Borobudur Temple. Unfortunately, when Vesak Day arrives, this temple complex is not as busy and more famous as Borobudur Temple for Buddhist worship activities.</p>
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F. Today 32 degrees
Karawang Indonesia
(Grammatical
Meaning)


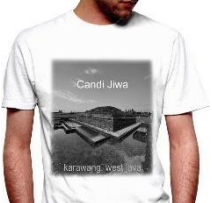







G. *Festival Goyang
Karawang
Internasional*



H. Since 1633 Karawang
Indonesia
(Grammatical
Meaning)



		<p>I. My Holiday Karawang City</p>  <p>J. Candi Jiwa Karawang Indonesia</p> 	
<p>2.</p>	<p>Contextual meaning and conceptual meaning</p>	<p>A. Karawang Keep Spirit Alive (<i>Tugu Padi</i>)</p>  <p>B. Karawang <i>Lumbung Padi</i> West Java</p>	<p>A. <i>Tugu Padi</i> is one of the monuments in Karawang Regency. This monument was built to honor that Karawang is the national paddy barn.</p> <p>B. <i>Lumbung Padi</i> is the name for Karawang Regency. This is because in Karawang Regency there are still many rice fields.</p> <p>C. One of the annual events in Karawang Regency which displays artistic creations from the people of Karawang, such as music, art and typical Karawang culinary delights.</p> <p>D. One of the historical lakes (<i>situ</i>) in Karawang Regency. This site is often used as a venue for rowing boat racing.</p>

		 <p>C. Karawang Creative Night</p>  <p>D. Situ Cipule Merchandise PON XIX West Java</p>  <p>E. Sampurasun Karawang Indonesia (Conceptual Meaning)</p> 	<p>E. A greeting in Sundanese that will be answered with a <i>rampes</i> greeting.</p> <p>F. Daily weather conditions during the day in Karawang.</p> <p>G. An international cultural festival typical of Karawang originating from the Rengasdengklok area. <i>Goyang Karawang</i> is actually a modified <i>Jaipong</i> dance. This dance is performed when a guest of honor comes to Karawang.</p> <p>H. The history of the formation of Karawang Regency and the year Karawang Regency was founded (Karawang Anniversary). Characterized by Adipati Singaperbangsa as the first Regent of Karawang.</p> <p>I. Several tourist attractions in Karawang Regency.</p> <p>J. It is a very historic temple complex located in Karawang Regency, precisely in Batujaya and Pakisjaya Districts. According to archeology experts, this Buddhist temple complex is older than the age of Borobudur Temple. Unfortunately, when Vesak Day arrives, this temple complex is not as busy and more famous as Borobudur Temple for Buddhist worship activities.</p>
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**F. Today 32 degrees
Karawang Indonesia
(Conceptual Meaning)**







**G. *Festival Goyang
Karawang
Internasional***





**H. Since 1633 Karawang
Indonesia (Conceptual
Meaning)**



**I. My Holiday
Karawang City**

		 <p>J. Candi Jiwa Karawang Indonesia</p> 	
<p>3.</p>	<p>Referential meaning and non-referential meaning</p>	<p>A. Karawang Keep Spirit Alive (<i>Tugu Padi</i>)</p>  <p>B. Karawang <i>Lumbung Padi</i> West Java</p> 	<p>A. <i>Tugu Padi</i> is one of the monuments in Karawang Regency. This monument was built to honor that Karawang is the national paddy barn.</p> <p>B. <i>Lumbung Padi</i> is the name for Karawang Regency. This is because in Karawang Regency there are still many rice fields.</p> <p>C. One of the annual events in Karawang Regency which displays artistic creations from the people of Karawang, such as music, art and typical Karawang culinary delights.</p> <p>D. One of the historical lakes (<i>situ</i>) in Karawang Regency. This site is often used as a venue for rowing boat racing.</p> <p>E. A greeting in Sundanese that will be answered with a <i>rampes</i> greeting.</p> <p>F. Daily weather conditions during the day in Karawang.</p>

		<p>C. Karawang Creative Night (Non-referential Meaning)</p>  <p>D. Situ Cipule Merchandise PON XIX West Java</p>  <p>E. Sampurasun Karawang Indonesia (Non-referential Meaning)</p>  <p>F. Today 32 degrees Karawang Indonesia (Non-referential Meaning)</p>	<p>G. An international cultural festival typical of Karawang originating from the Rengasdengklok area. <i>Goyang Karawang</i> is actually a modified <i>Jaipong</i> dance. This dance is performed when a guest of honor comes to Karawang.</p> <p>H. The history of the formation of Karawang Regency and the year Karawang Regency was founded (Karawang Anniversary). Characterized by Adipati Singaperbangsa as the first Regent of Karawang.</p> <p>I. Several tourist attractions in Karawang Regency.</p> <p>J. It is a very historic temple complex located in Karawang Regency, precisely in Batujaya and Pakisjaya Districts. According to archeology experts, this Buddhist temple complex is older than the age of Borobudur Temple. Unfortunately, when Vesak Day arrives, this temple complex is not as busy and more famous as Borobudur Temple for Buddhist worship activities.</p>
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G. Festival Goyang Karawang Internasional











H. Since 1633 Karawang Indonesia (Non-referential Meaning)








I. My Holiday Karawang City











		<p>J. Candi Jiwa Karawang Indonesia</p> 	
<p>4.</p>	<p>Denotative meaning and connotative meaning</p>	<p>A. Karawang Keep Spirit Alive (<i>Tugu Padi</i>)</p>  <p>B. Karawang <i>Lumbung Padi</i> West Java</p>  <p>C. Karawang Creative Night</p> 	<p>All contains denotative meaning.</p> <p>A. <i>Tugu Padi</i> is one of the monuments in Karawang Regency. This monument was built to honor that Karawang is the national paddy barn.</p> <p>B. <i>Lumbung Padi</i> is the name for Karawang Regency. This is because in Karawang Regency there are still many rice fields.</p> <p>C. One of the annual events in Karawang Regency which displays artistic creations from the people of Karawang, such as music, art and typical Karawang culinary delights.</p> <p>D. One of the historical lakes (<i>situ</i>) in Karawang Regency. This site is often used as a venue for rowing boat racing.</p> <p>E. A greeting in Sundanese that will be answered with a <i>rampes</i> greeting.</p> <p>F. Daily weather conditions during the day in Karawang.</p> <p>G. An international cultural festival typical of Karawang originating from the Rengasdengklok area. <i>Goyang Karawang</i> is actually a modified <i>Jaipong</i> dance. This dance is performed when a guest of honor comes to Karawang.</p>




		<p>D. <i>Situ Cipule Merchandise PON XIX West Java</i></p>  <p>E. <i>Sampurasun Karawang Indonesia</i></p>  <p>F. <i>Today 32 degrees Karawang Indonesia</i></p>  <p>G. <i>Festival Goyang Karawang Internasional</i></p> 	<p>H. The history of the formation of Karawang Regency and the year Karawang Regency was founded (Karawang Anniversary). Characterized by Adipati Singaperbangsa as the first Regent of Karawang.</p> <p>I. Several tourist attractions in Karawang Regency.</p> <p>J. It is a very historic temple complex located in Karawang Regency, precisely in Batujaya and Pakisjaya Districts. According to archeology experts, this Buddhist temple complex is older than the age of Borobudur Temple. Unfortunately, when Vesak Day arrives, this temple complex is not as busy and more famous as Borobudur Temple for Buddhist worship activities.</p>
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		<p>H. Since 1633 Karawang Indonesia</p>  <p>I. My Holiday Karawang City</p>  <p>J. Candi Jiwa Karawang Indonesia</p> 	
<p>5.</p>	<p>Associative meaning and term meaning</p>	<p>A. Karawang Keep Spirit Alive (<i>Tugu Padi</i>)</p>	<p>A. <i>Tugu Padi</i> is one of the monuments in Karawang Regency. This monument was built to honor that Karawang is the national paddy barn.</p> <p>B. <i>Lumbung Padi</i> is the name for Karawang Regency. This is because in Karawang Regency there are still many rice fields.</p>

		 <p>B. Karawang <i>Lumbung Padi</i> West Java</p>  <p>C. Karawang Creative Night (Term Meaning)</p>  <p>D. <i>Situ</i> Cipule Merchandise PON XIX West Java</p>	<p>C. One of the annual events in Karawang Regency which displays artistic creations from the people of Karawang, such as music, art and typical Karawang culinary delights.</p> <p>D. One of the historical lakes (<i>situ</i>) in Karawang Regency. This site is often used as a venue for rowing boat racing.</p> <p>E. A greeting in Sundanese that will be answered with a <i>rampes</i> greeting.</p> <p>F. Daily weather conditions during the day in Karawang.</p> <p>G. An international cultural festival typical of Karawang originating from the Rengasdengklok area. <i>Goyang Karawang</i> is actually a modified <i>Jaipong</i> dance. This dance is performed when a guest of honor comes to Karawang.</p> <p>H. The history of the formation of Karawang Regency and the year Karawang Regency was founded (Karawang Anniversary). Characterized by Adipati Singaperbangsa as the first Regent of Karawang.</p> <p>I. Several tourist attractions in Karawang Regency.</p> <p>J. It is a very historic temple complex located in Karawang Regency, precisely in Batujaya and Pakisjaya Districts. According to archeology experts, this Buddhist temple complex is older than the age of Borobudur Temple. Unfortunately, when Vesak Day arrives, this temple</p>
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		 <p>E. <i>Sampurasun</i> Karawang Indonesia (Term Meaning)</p>  <p>F. Today 32 degrees Karawang Indonesia (Term Meaning)</p>  <p>G. <i>Festival Goyang</i> <i>Karawang</i> <i>Internasional</i></p> 	<p>complex is not as busy and more famous as Borobudur Temple for Buddhist worship activities.</p>
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		<p>H. Since 1633 Karawang Indonesia (Term Meaning)</p>  <p>I. My Holiday Karawang City</p>  <p>J. <i>Candi Jiwa</i> Karawang Indonesia</p> 	
<p>6.</p>	<p>Idiom meaning and proverb meaning</p>	<p>A. Karawang Keep Spirit Alive (<i>Tugu Padi</i>)</p>  <p>B. Karawang <i>Lumbung Padi</i> West Java</p>	<p>A. <i>Tugu Padi</i> is one of the monuments in Karawang Regency. This monument was built to honor that Karawang is the national paddy barn.</p> <p>B. <i>Lumbung Padi</i> is the name for Karawang Regency. This is because in Karawang Regency there are still many rice fields.</p>

		 <p>C. Karawang Creative Night (Idiom Meaning)</p>  <p>D. <i>Situ</i> Cipule Merchandise PON XIX West Java</p>  <p>E. <i>Sampurasun</i> Karawang Indonesia (Idiom Meaning)</p>	<p>C. One of the annual events in Karawang Regency which displays artistic creations from the people of Karawang, such as music, art and typical Karawang culinary delights.</p> <p>D. One of the historical lakes (<i>situ</i>) in Karawang Regency. This site is often used as a venue for rowing boat racing.</p> <p>E. A greeting in Sundanese that will be answered with a <i>rampes</i> greeting.</p> <p>F. Daily weather conditions during the day in Karawang.</p> <p>G. An international cultural festival typical of Karawang originating from the Rengasdengklok area. <i>Goyang Karawang</i> is actually a modified <i>Jaipong</i> dance. This dance is performed when a guest of honor comes to Karawang.</p> <p>H. The history of the formation of Karawang Regency and the year Karawang Regency was founded (Karawang Anniversary). Characterized by Adipati Singaperbangsa as the first Regent of Karawang.</p> <p>I. Several tourist attractions in Karawang Regency.</p> <p>J. It is a very historic temple complex located in Karawang Regency, precisely in Batujaya and Pakisjaya Districts. According to archeology experts, this Buddhist temple complex is older than the age of Borobudur Temple. Unfortunately, when Vesak Day arrives, this temple complex is not as busy and more famous as</p>
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		 <p>F. Today 32 degrees Karawang Indonesia (Idiom Meaning)</p>  <p>G. Festival Goyang Karawang Internasional</p>  <p>H. Since 1633 Karawang Indonesia (Idiom Meaning)</p> 	<p>Borobudur Temple for Buddhist worship activities.</p>
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		<p>I. My Holiday Karawang City</p>  <p>J. Candi Jiwa Karawang Indonesia</p> 	
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Discussion

1. Literature Review

This research is also relevant to previous research, namely Research analyzing semantics has been written in journals, including An Exploration of Graffiti on University's Walls: A Corpus-Based Discourse Analysis Study, written by Al-Khawaldeh, N. N, et.al. (Ijal, 2017); Exploring the Language Choice of the Non-Commercial Signs in Jakarta, written by da Silva, A. M (Ijal, 2017); An Analysis of Multimodal Resources in Environmental Protection Posters, authored by Dallyono, R, & Didi S (Ijal, 2019); Semiological Analysis of Bonek Persebaya T-Shirts, authored by Damayanti, R, & Agung, P (Bahastra, 2019); Cross-Linguistic Influence of Propositional and Lexical Semantics Errors in Indonesian Learner Texts, authored by Damayanti, R, & Agung, P (Bahastra, 2019).

Next, research from Devina, D (Ijal, 2022); The Sense of The Words in The Political and Legal Articles in December 2018 Edition of Kompas Newspaper: The Semantics Study, written by Haerudin, H (Aksis, 2020); UMJ Students' Language Variety in Online Learning, written by Kartikasari, et.al. (Pena Literasi, 2021); Rice for Indonesian People: An Inquisitive Semantic Study on Indonesian Proverbs, written by Kinanti, K. P, & Anita K. R (Basastra, 2019); Meaning Relation in Rubrik "Ah... Tenane" Koran Solopos and its Relevance to Indonesian Language Learning in High School, written by Nugroho, A. W, Nugraheni E. W, Purwadi P (Basastra, 2018); Semantic Aspects of Truck Body Graffiti in Rest Area Penggung Cirebon City and its Implications for Lectures, written by Nurpadillah, V, Heru S, & Dian A (Cakrawala Linguista, 2021); Semantic Variety of Meanings in the Title of Azab Film in Indosiar, written by Oktavia, W (Caraka, 2019); The Use of Euphemisms in Solopos Newspaper, written by Puspitasari, F, Sumarwati S, Edy S (Basastra, 2019); Language Acquisition at the Level of Phonology and Semantics (Adrian Case Study), written by Raharjo, M, & Misbah P. N (Pena Literasi, 2021); Semantic Study of the Word 'Damai Sejahtera' in Indonesian, written by Supatra (Nusa, 2017); Public Health Service Advertisement (PSA): A Semiotic Study, written by Suwitra, I. M, & Nyoman S (Linguistics and Literature Studies, 2020); Negative Connotation in Animal Idiom Expressions in Indonesian and English: A Semantic Study, written by Syahriy, N. N, & Mulyadi (Literacy, 2020); Understanding the Nature of Life through Song Lyrics by Banda Neira (Semantic Review: Metaphor), written by Zain, F. R. (Linguistics and Literature Studies, 2021); and Representation of Women in "Downy" Clothes Fragrance Advertising Posters: A Peirce Semiotics Study, written by Zakiyah, S. N,

et.al (Linguistics and Literature Studies, 2021). This research is in accordance with the results of linguistic or semantic research that has been studied, as typed above. The suitability is that the analysis of types of meaning can not only be associated with T-shirt design, but also with songs, advertisements, poems, posters, films, and even human behavior.

The researcher quoted several articles from the Reila journal, including the following. First, research from Akihary, W., & Apituley, P. S. (Reila, 2022), the results showed that there were significant differences in writing skills, critical thinking skills, and student motivation before and after the application of the digital media-based quantum learning model with the Assoziogramm technique; second, research from Br. Barus, M., & Pujiono, M. (Reila, 2022), in the context of the COVID-19 outbreak, numerous new words appear and spread among people worldwide, and their pronunciation varies according to their respective countries' languages. These new terms are used by certain groups of people, such as experts, and by everyday people. That is, the general population will become accustomed to effectively using these new words; third, research from Jismulatif, J., & Putri, S. A. (Reila, 2023), this study focused on the analysis of cultural content in Indonesian textbooks for senior high school student. The analysis revealed a predominance of source culture content, while the proportion of international global culture to target culture content was significantly low; fourth, research from Laksono, P. T., & Ismiatun, F. (Reila, 2023), teaching local culture in BIPA, especially during online learning, requires more attentions. Myriads of studies have revealed how local culture is introduced in face-to-face meeting, including the teaching strategies, teaching materials, and learning media used; fifth, research from Lauren, C., Rahmadani, A. R., & Wulandari, F. (Reila, 2020), the results and discussions of this paper described by the author as meaning the relationship between the sound symbol and the reference.

Sixth, research from Putri, S. D. (Reila, 2020), the results of this study, it can be concluded that there are many differences between Swahili and Malay languages. Of course, every language has a different meaning under the related culture. Each country has its own language to make it easy to communicate. There's very much the connotation meaning that is still difficult to understand. It is what requires us to continue to learn about semantics; and seventh, research from Yunira, S., Fradina, S., Sumbayak, M., Putri, N. S., & Derin, T. (Reila, 2020), this research has similar thought with Leech that believes in nature. There are seven types of meaning based on Leech's theory, and the first is Conceptual Meaning = Logical, cognitive or connotative content. Second, Connotative Meaning = What is communicated based on what is referenced by language. Third is Social Meaning = What is communicated about the social state of language. The next is Affective Meaning = What the speaker's feelings and attitudes communicate through language. The fifth is Reflected Meaning = What is communicated through association with other Senses from the same world. Then, Collective Meaning = What is communicated through association with words that occur together with other words. The last one is Thematic Meanings = What is communicated in the way in which messages are arranged in order and emphasis.

The research entitled The semiotic and modern hermeneutic review of the online Covid-19 public service advertisement texts (Astawa, et. Al, 2023), concluded found explicit and implicit meanings lying in the PSA texts which were used as data in this study, both in terms of semiotics and modern hermeneutics. Then, the research entitled Understanding students' activities in Wi-Fi coffee shops in Aceh: A survey and narrative interview report (Zainuddin, Z., & Shujahat, M, 2022), as a result, they are among the first establishments to offer free Wi-Fi in this district. Although many people in Aceh province go to coffee shops to do silent work, many coffee shops remain social spaces—technology likely pervades the habits of someone who uses the Internet at the coffee shops. Next, the research entitled Directive speech acts in the school slogans (Mubarok, et.al., 2021), this research unveils that there are three kinds of directive speech acts utilized in the school slogans; advising twenty utterances, commanding only one utterance, and requesting two utterances.

2. Relevance to Class 8 Advertising Text Material

The analysis of celebgram photo captions can be related to advertising text material in grade 8. This is because in the analysis above, there are several vocabularies that are characteristic of advertising language, namely persuasive, concise, clear, and not long-winded. Then, students can learn to make advertisements by writing advertising language according to the example of the meaning field above.

Of course the field of meaning that students will write depends on the theme and title of the advertisement to be made. The theme and title of the advertisement made by the students later, of course, is given by the teacher. Technical in class, the division of groups or individuals (into group or individual assignments), depending on the agreement of the teacher and students. The number of groups and members in one group will be discussed by the teacher and class administrator.

Furthermore, after the students have finished writing the advertisement in a book or paper, if it is a group, then the group representative submits the results to the teacher. And if individual, then each student submits the results of their assignments to the teacher. After that the teacher checks the advertisements made by students, whether they are in accordance with the theme given by the teacher or not. Then, after checking, the teacher assesses the advertisement that the student has made. If it is appropriate, it will be returned, if it is not suitable, it will be returned with a note that it must be repaired as soon as possible.

Conclusion

The conclusion of this study states that the results of the analysis of Heuras Genggerong Karawang t-shirt designs related to the types of meaning focused on several tourist attractions in Karawang, special event in Karawang, and social condition in Karawang, totaling 10 T-shirt designs. Then, the results of the analysis are connected to the learning material for writing advertising texts.

Acknowledgments

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