CHAPTER I

INTRODUCTION

1.1 Background of the Study

Advertisement is a tool of communication that can be delivered verbally, non-verbally, or both to let people know about certain products. We can find advertisements when we read magazines and newspapers, listen to the radio, watch the television, browse the internet, or just walk. According to Goddard (1998:10), Advertising is not just about the commercial promotion of branded products, but can also encompass the idea of texts whose intention is to enhance the image of an individual, group, or organization. It means that advertisement is the existence of information which not only about a product, brand, company, or shop but also can be service, important information, job vacancy, and others.

Nevertheless, not everyone can be influenced by advertisements. It needs good language to attract the consumer. Language in the advertisement is an important tool because it represents the product. It is arranged as a good as possible to get peoples' attention. It aims at persuading the consumer to use the product or the service. By using good, creative, and effective language, the consumers will get an impression of the product offered.

The language of advertisements has its character. According to Rapp and Collins (1995:152), the language of the advertisement must be able to arouse, be informative, and persuade. By the words arouse means that the language of the advertisement must pay attention to people's necessary. Then, to be informative, it means that language used in the advertisement is communicative.

While by the word persuade means that the word used in advertisement makes the consumers interested in the products offered.

Making an interesting advertisement not only needs good language but also an interesting slogan. Language and slogan are the most important which make success the advertisement. The slogan is motto or phrase which used on the context of politic, commercial, religion, health, and others, as an expression of an idea or purpose. Allsteel (2008:165) states that slogans are usually in form of a short phrase or sentence, which gives space for readers to explore the meaning of freedom.

In addition, based on the researcher's observation reads some media of advertisement such as magazines, brochures, billboards, and others, the language used in slogan advertisement is mostly English than local language. It is caused English is the language which used to interact with other people around the world. By using English in the slogan the copywriters want to reach the consumer widely. They hope can get a good response to build a good reputation for the product.

However, it is not easy to have success slogan. The successful slogan does not only depend on the language used but also there are some aspects which must be considered. The first aspect is society. Society is the target of the producer to promote the product. The right target and language used in the slogan will succeed the slogan campaign. The second aspect is the picture or color. Picture and color are part of the slogan which can interest the consumer. The bright color makes a good impression in consumer's eyes while the picture can be the support the message that the slogan conveyed.

Language and slogan are interesting to be analyzed, from those aspects study of slogan and language can be analyzed from some linguistic fields. The social aspect can be analyzed in the sociolinguistic field. The picture and color of the slogan can be analyzed using semiotics. The beautification and uniqueness of the slogan language can be analyzed using stylistic. The meaning of language slogan can be analyzed using semantics and pragmatics. Semantics is dealt a lot with literal meaning while pragmatics deals with the meaning of an intended meaning utterance.

The researcher in this study only takes one point to be analyzed. The researcher focuses on the study of semantics. According to Saeed (2006: 6), semantic is the study of meaning communicative through language. It means that semantic is the study of meaning which used to understand human expression through language. As the researcher observed about the language used in the slogan is mostly English. Using English in the slogan is good but the meaning of the English slogan cannot be understood directly by seeing, reading, or listening to it. The example can be seen in the following picture.

It affects the advertisement targets if society does not understand the meaning of the slogan. Society will not be able to catch the message or information of the advertisement. By analysis of the meaning of the slogan, it can help the buyer to know about that. It is known that in the semantics field, there are many topics discussed but this research focuses on analyzing the types of meaning and finding the dominant type used in English slogan advertisement.

Morever previous researcher that has mentioned different media analysis product to analyze. The researcher only chooses one kinds, it is the English Slogan of Gadget Advertisement. The English slogan has been obtained from PC media magazines, brochures, banners, and billboards. It only focuses on semantic analysis by analyzing the type of meaning used in the English slogan of gadget advertisement. The theory used is from Leech to differ the type of meaning. The researcher chooses the printed electronic slogan as the object of observation because the study only focuses on the meaning of words, phrases, or sentences in the advertisements without considering colors or gestures. In addition, gadget advertisements usually appear in the printed advertisements such as magazines, billboards, brochures, newspapers, etc. The reason for choosing outdated products is that people cannot be separated from high-tech today. The gadget is one of them, which can help them complete work and activities in their daily life. Most people often look for gadgets according to their needs, such as smartphones, laptops, tablets, etc.

However, the language of slogans is chosen as an object because their unique characteristics are designed to convince consumers. The Researcher hopes that by understanding the English slogan of advertising, everyone can easily choose and inspire the best products to offer.

1.2 The Problems of the Study

Based on the background of the study, there are two statements of the problems, they are:

1. What are the types of meaning used in English slogans of gadget products in printed advertisements?

2. What is the most dominant type of meaning used in English slogans on gadget products at printed advertisements?

1.3 The Objectives of the Study

Related to the problem of the study above, the purpose of the research is as follows:

1. To find out the types of meaning used in English slogans on gadget products at printed advertisements?

2. To find out the dominant type of meaning used in English slogans on gadget products at printed advertisements?

1.4 The Scope of the Study

This study only focuses on semantic-based on Leech 1981 which concern with the types of meaning. It is limited to some gadget slogans advertisement that will be found in Plaza Millenium Medan. Researchers analyze the types of meaning and find the dominant type of meaning used in English slogans on gadget products at printed advertisement especially, laptop, tablet, and smartphone products.

1.5 The Significance of the Study

The result of this research is expected to be relevant and useful both theoretically and practically

1. Theoretically

1. The result of the research is expected to be a new perspective in the analysis of English slogans on gadget products at the printed advertisement.

2. The model of the result is expected to be a new perspective in the analysis of English slogans on gadget products at the printed advertisement

2. Practically

    1. Society: This research can enable Society who will be reading this research to understand the language of advertisement, what types of meaning and what the dominant type used

    2. Collage Students: Reading this research for examination purpose or their assignment to understand semantic and types of meaning in semantic better.

    3. Another researcher: This research can be one of the references for other researchers especially those who want to research about semantic analysis of English slogan advertisements, especially in types   of   meaning.

CHAPTER II

REVIEW OF RELATED LITERATURE

2. 1 Definition of Semantics

Semantic is learns about the study of meaning in human language (Grady (2016: 181). Chierchia (1990:1) defines semantics as the branch of linguistics that is devoted to the investigation of linguistic meaning, the interpretation of expressions used in communication. Many of the concepts and analytical techniques have their basic logic and the philosophy of language. It is applied the concepts and techniques to the study of human languages.

According to Kreidler (1998:3), Semantics is the systematic study of meaning and linguistic semantics is the study of how languages organize and express meaning. It means that semantics is a study about the meaning contained in a language, a code, or another representation. Meanings in linguistic semantics are much needed for us to limit ourselves to the expression of meanings in a single language. Based on Leech (1981) semantic are central to the study of communication and as communication becomes more and more a crucial factor in social organization.

Semantics is the study of how the listeners interpret the meaning behind what the speaker says and also how the readers understand the meaning of what the writer writes. According to Saeed (2016: 6), semantic is the study of meaning

communicative through language. This implicitly means that the meaning is created through the language used in communication.

Study about meaning is needed for those who want to be a good speaker or writer to express their idea. From this definition, we have to know what it meaning it. According to Leech (1981:8), meaning can be studied as a linguistic phenomenon itself, not as something outside of language. This means we investigate what it is to 'know a language' semantically, to know what is involved in recognizing relations of meaning between sentences, and in recognizing which sentences are meaningful and which ones not.

Having clear communication with others is from understanding the meaning of what is said. To understand the meaning, you must use not only spoken language but also the written language (such as the slogan of advertisement). Therefore, it is necessary to study the meaning of speech -language or written language to know and to understand the content of the communication.

Based on the theory above we can conclude that semantic is the study of the relationship between words and how we draw meaning from those words. People can interpret words differently and draw different meanings from them.

2. 1.1 Types of Meaning

Semantics is related to meaning in language. Work in semantics, dealing with the description of the meaning of words and sentences. There are certain kinds of meanings in linguistics. Based on Leech (1981:9) there are seven types of meaning, conceptual meaning, connotative meaning, social and affective meaning,

Reflected and collocative meaning, associative meaning, and thematic meaning. According to Kreidler (1998:41), the scope of meaning includes reference and denotation, connotation, sense relations lexical and grammatical meanings, morphemes, homonymy and polysemy, lexical ambiguity, sentence, and meaning. Pateda (2001:96) point out that the types of meaning include cognitive meaning, ideational meaning, denotational meaning, and propositional meaning. And according to Chair (2007:289) including lexical meaning, grammatical meaning, and contextual meaning, referential and non-referential meaning.

All of those are kinds of meanings in different references. The researcher only takes focuses on seven types of meaning in semantic-based on Leech (1981), because according to the researcher, the theory is simple and suitable for analyzing the slogan's advertisement. The types of meaning are:

2. 1.1.1 Conceptual Meaning

Conceptual meaning is sometimes called denotative meaning or cognitive meaning. It defines words clearly and logically. Leech stated that conceptual meaning is the most important type of meaning among the others. Conceptual meaning is the reasonable meaning and the original meaning is the first to appear. It is appropriate and accords with the meaning of reality. It is the reference of the sentence, not the meaning. Conceptual meaning refers to the logical meaning of discourse and can be recognized as a basic component of grammatical competence.

For example, the word (woman) can be shown as

Woman = human, female, adult.

9

Boy = human, male, young

Needle = thin, sharp, steel instrument

The goal of conceptual meaning is to offer the perfect semantic illustration of a sentence or statement. Conceptual meaning helps us to distinguish one meaning from the meaning of the different sentences.

2. 1.1.2 Connotative Meaning

Connotative meaning refers to the meaning implied from the words in the described things. Connotation refers to the personal aspect of meaning. In some cases, the connotation can also resemble symbolism. For example, the meaning of red rose is love and passion. If the author refers to the red rose when talking about a relationship, the reader will feel that this is a connotation or symbolic meaning. As another example, the term naive, "naive and young" has the same meaning but different meanings. Childish and childlike have negative connotations because they indicate a person's immature behavior. Whereas, Youthful means a person is lively and full of energy.

According to Leech (1981:12-13), connotative meaning is the communicative value, the expression of what it refers to outside its pure conceptual content. If we are talking about connotation, we are talking about "substantial experience". Although all people who use a particular language speak the same conceptual framework of that language each of them has their understanding   of   words.

2. 1.1.3   Social Meaning

Social meaning is that which a piece of language conveys about the social circumstance of its use. Social meaning is related to the use of discourse. It refers to the use of language to express the social environment. For example, some words tell us the speaker's region and social background:

1. I ain't done nothing = it tells us about the speaker, he or she is probably a black American.

The style change represents social change because the style shows the social class of the geographical area where the speaker is located. Style can help us understand the period, field, and status. In terms of their conceptual meaning, some words are similar to other words, but they have different social meanings.

For example:

1. The words horse, steed, are synonymous. But they have various social meaning
2. "Steed" is used in poetry, " horse" is used in general, while "nag" is slang.

Therefore, depending on the social situation, sentences have various meanings, which can be said to be requests, apologies, warnings, or threats.

2.1.1.4   Affective Meaning

Based on Leech, Affective meaning refers to the content of the feeling and attitude of speech conveyed through the use of language, this means the effect of

Words attract the attention of readers or listeners. What is being conveyed about the individual feelings or attitudes towards the audience? For example: to get people attention to be quiet we might say,

1. I'm sorry to interrupt, but I wonder if you would be so kind as to lower your voice a little, or

2. Will you belt up?

Factors such as intonation and voice tone are also important here. The first sentence is a polite expression, but it can be reserved in a harsh tone; if spoken in the required tone, the second sentence can become a witty remark between close friends.

2.1.1.5 Reflected Meaning

The reflected meaning is the meaning that appears when a word has multiple conceptual meanings. It refers to a term that has multiple meanings at the same time, so it is ambiguous. For example: When hearing a church service, the emoticons of the same name "Comforter" and "Holy Spirit" refer to the trinity, but the comport sounds warm and comforting, while the Holy Spirit sounds frightening (religious significance).

2.1.1.6 Collocative Meaning

Collocative meaning refers to words or a group of familiar words that usually appear frequently in certain situations, especially words that habitually appear together and thus convey meaning through association. For example, the words beautiful and handsome are very common. The ground means good-looking,

but they can be distinguished by the range of nouns in which they appear or match; beautiful woman and handsome man. The ranges may match, although they suggest differently the attraction of adjectives.

2.1.1.7 Thematic Meaning

This is the last category of meaning. Thematic meaning is the meaning conveyed through the way the speaker or writer organizes information, including sequence, focus, add emphasis. Therefore, although active and passive are conceptually the same, they are still different. Thematic meaning helps us to correctly understand the information and its meaning. For example, the following statements in the active and passive voices have the same conceptual meaning but have different communication values.

1. Mrs. Grace gave the prize
2. The first prize was given by Mrs. Grace

In the first sentence who gave the prize is more important, but in the second sentence, Mrs. Grace's dedication is very important. Therefore, the change of focus also changes the meaning.

2.2 Definition of Advertisement

Kasali (1998: 9) defines that advertisement as part of a promotion mix, and the promotion mix is part of the marketing mix. The quotations simply define advertisement as messages that offer a product addressed to society through media ads   aim   at   persuading   people   to   buy   the   product.

Lazovic (2014) said that the language of advertising plays an extremely important role in promoting various products. It is can convey information, attract the audience's attention, and persuade them to buy the advertised product. The visual content and design of advertisements have a great impact on consumers, but the language can help people to identify the product and remember it.

Emodi (2011) states that Advertisers inform potential consumers of the existence of their products and services, they try to persuade consumers to make purchases through the use of language. The language of the advertisement is suitable for the advertiser's goal of informing, attracting, and stimulating the audience to buy. According to Miller (1994:4), persuasive communication is any information designed to shape, strengthen, or change the response of others.

In addition, another important element of advertisement is the slogan. Goddard (2003:127) described the slogan as an easy-to-remember phrase to attach to a product or service in a specific advertising campaign. Through slogans, advertisers can convey product-related quality, superiority, benefits, or other information to attract and persuade people.

Therefore, advertising is a means of communication. It has the expected effect of persuading the audience and prompting them to take action. Bakanauskas (2004:77) declared and emphasized that the most important part of advertising is its text. Text is seen as a language symbol that describes certain states, behaviors, and feelings. Based on Leech (1966:59) print advertisements generally include five elements; headline, illustration, body copy, signature lines identifying the product or brand, and standing or contact formation.

The text portion of the print advertisement contains any information about the product or service offered. For example, the use of pronouns in ad text also has its meaning, and its meaning includes the following information: the first person singular narrator "I" (i) the role in the story itself; this kind of text sounds more personal; the narrator talks to us.

For example:

1. I'm a bit looser

2. I am unique

The first person narrator "we"- this may cause the effect of the entire company or association talking to consumers. It left a deep impression.

For example:

1. We bring Olympic energy to your home

The third-person narrator 'He', 'It', 'They' or 'No pronoun' it is 'an observer' of events, telling us about actions or products:

1. In their eyes, they can tug forever

2. Stop Seeing broken hair everywhere

In addition to the words, the pictures used in the advertisement also have the meaning that consumers can obtain information on the advertisements. Through that picture, it helps to add more information about the goods, group, or service   offered

Figure 2.2 Gadget slogan advertisement

The image above is an example of the correlation between the text and the image. The two signs (Language and Visual sign) contained in the gadget advertisement have a relationship between text and image "see at the speed of light". The advertiser used laser-light images and linking them together with moon images to the speed of the laser light. Therefore, it can be included that advertising language is persuasive language, which is simple and short. The language has an information function. Therefore, the presentation of the advertising information language must involve the concept is the persuasive language of persuasiveness. In addition, some elements support understanding of the subject of the end, they are internal and external. Internal elements come from language and vision, while external elements come from advertising goals or location. However, there are advertisements everywhere around us: newspapers, magazines, the effectiveness of advertising affects our lives, whether we like it or not. An advertisement is the promotion of the product, brand, or service to a viewership to attract interest, engagement, and sales. Advertisements come in many forms, from copy to interactive video, and have evolved to become a crucial feature of the app marketplace.

2.3 Definition of Slogan

In this era, the development of technology and information has a positive impact on the dissemination of information by human beings to the public.

There are many ways to convey ideas, products, and services. One way that is often done by people is by writing slogans placed in strategically places with a purpose that can be seen by many people.

Slogan are a collection of interesting or striking and easy-to-remember words that are created to convey information or tell something. According to Alwi (2003:108) slogan is a form of delivering information or notices and slogans are usually written in short sentences that are interesting, concise, easy to remember, and persuasive, whose purpose is to emphasize an idea or principles. Slogans are also interesting or striking and easy to remember short words or sentences to explain the purpose of an ideology, organization, and political party. Duboviciene & Skorupa (2014) argued that the slogan was written in short and memorable language. A simple slogan can be accepted and kept in the memory of consumers. The point is that the slogan has the function of distinguishing one product or brand from another product, while also emphasizing the company's mission. Understanding the advantages or benefits of a product, service or organization is one of the important components of advertising.

The slogan is a catchy phrase or series of words used to help consumers remember a company, brand, or product. Companies create slogans to use in various marketing efforts in hopes that the phrases will stick in people's minds.

2.4 Previous Research

Regarding this study, the researcher found some other researchers with the topic are related:

First is from Supriyoso, Niwana, and Cahyani (2020) in this journal entitled, "The Meaning in English Airplane Company Slogans: Semantic Studies". In this study, the researcher used seven types of meaning theory Leech (1981) to analyze each advertising English slogan from 42 airplanes as an object of research. To maintain consistency in analyzing the researchers first need to arrange the characteristics of the seven types of meaning. The next step of 42 advertising English slogans researcher grouped into seven types of meaning, namely: Conceptual meaning, connotative meaning, Social meaning, Affective meaning, Reflected meaning, Collocative meaning, and thematic meaning. The final results of analyzing the activities of 42 English slogans of airplane company slogans operating in Indonesia were found using thematic meaning. In analyzing 42 advertising airplane company slogans associated with the purpose of advertising to customers, the researcher used namely: to inform, to persuade, and to remind. The final result of the analysis of 42 English slogans of airplane companies operating in Indonesia that the researcher found that the company's goal on advertising slogan was to inform customers.

The second is from Iswati (2020). In this journal entitled "Linguistic Features in E-commerce Slogan" The finding of this study show assert that linguistic phenomena in e-commerce slogans are still interesting to study. Semantically speaking, most slogans use a self-reference device by mentioning the brand in the slogan. The use of self-reference implies a message to reinforce the brand name so that it will be easily memorized by people.

Syntactically, most slogans employ asyndeton, resulting in the lack of conjunction and the most efficient words. This syntactic device also implies that

the use of fewer words will make the slogans easier to recall. Phonetically, alliteration is the most prevalent case. From an orthographic point of view, the acronym is mostly used. The e-commerce slogans are also not free from syntactic errors. The most prevalent errors in the slogan deal with word order typology ad omission of articles or prepositions.

The errors are probably due to the interference of Indonesian language rules to English language rules, failure to switch language rules into English rules, and lack of knowledge or experience. The various findings of the current study ascertain the need to conduct further study in the same linguistic areas but with a wider context of data.

The last is from Pobela, Muntuuntu, and posunah (2019) in this journal entitled "Semantic Analysis on Slogan". In this study, the researchers find 22 slogans in several offices and streets intoned. From the number of slogans found, the researchers divided them into 2 types of slogans as the focus of the study, namely 15 Educational slogans and 7 product slogans. The researchers also get the interpretation of both types of the slogan. In every slogan, several words have a broad meaning so that people easily misunderstand if they look from just one angle it takes several points of view to be able to understand them. After being analyzed, the researchers conclude.

The slogans have lexical meaning that motivates every reader. Each slogan has its meaning, depending on the type. Educational slogans are affected in the learning for motivation.

The slogans have lexical meaning that motivates every reader. Each slogan has its meaning, depending on the type. Educational slogans are affected in the learning motivation for students and teachers. The product slogan provides

Addditional information about the product it is promoting and also everyone, who sees it, can read both of those slogans types. That makes them motivated to live as to improve their selves.

2.5   Conceptual Framework

In this study, the researcher uses the semantic theory based on Leech 1981 which concern with the types of meaning to analyze the English slogan and find the dominant type of meaning used in English slogans on gadget products at a printed   advertisement   in   plaza   Millenium   Medan.
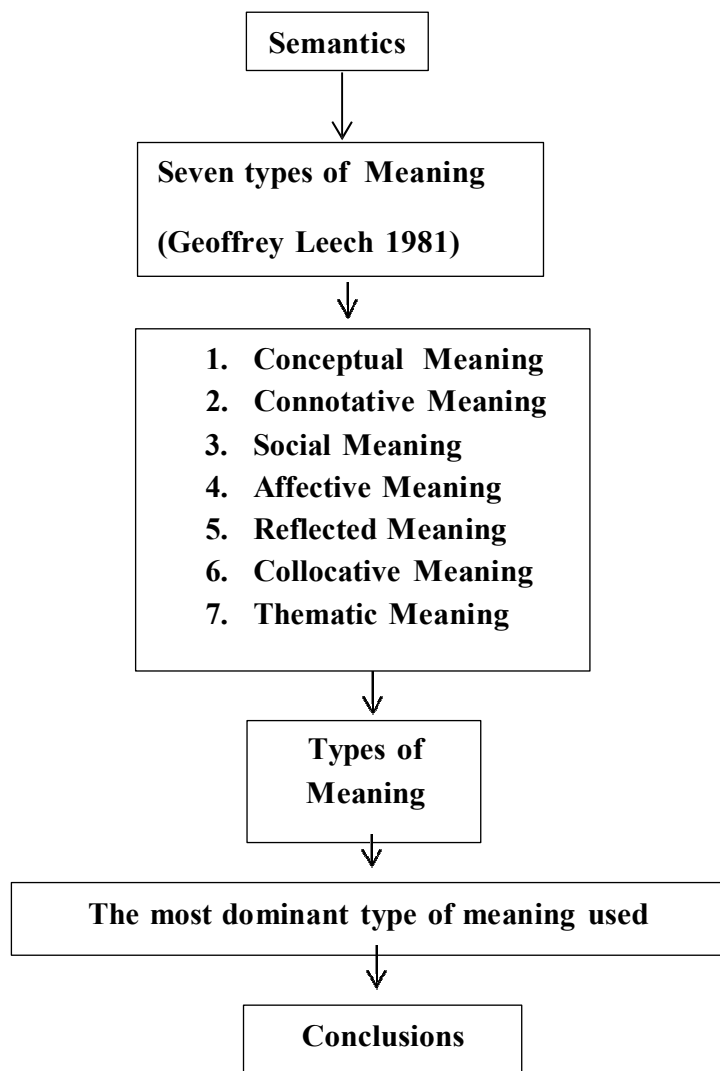
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                    │   Semantics     │
                    └─────────────────┘
                             │
                             ▼
         ┌───────────────────────────────────┐
         │  Seven types of Meaning           │
         │                                   │
         │  (Geoffrey Leech 1981)            │
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         ┌───────────────────────────────────┐
         │   1.  Conceptual  Meaning         │
         │   2.  Connotative Meaning         │
         │   3.  Social Meaning              │
         │   4.  Affective Meaning           │
         │   5.  Reflected Meaning           │
         │   6.  Collocative Meaning         │
         │   7.  Thematic Meaning            │
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                    │   Types of      │
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                    │   Conclusions   │
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Figure 2.5
Conceptual Framework

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

In this study, the researcher used a qualitative approach. In analyzing this topic, the researcher applies qualitative research particularly to describes the collected data which are taken from PC Media magazine, brochure, banner, and a billboard of gadget English slogan. The researcher used descriptive research to analyze the kinds of meaning used in English slogans on gadget products at the printed advertisement.

This research uses a qualitative approach, focusing on the words, phrases, and sentences regarding the theory of Leech. Qualitative is a research method in which the data are words or pictures but not a number (Moleong 2000:6-7). Qualitative procedures rely on text and image data it has a unique step in the analysis and draws on diverse strategies of inquiry (Creswell, 2003:179). From the data, the researcher analyzed the meaning and the type of meaning used in English gadget advertisement slogans. A qualitative study is suitable for this research because the object of this research is words from the English slogan of gadget advertisement and also the purpose of this study is to identify the types of meaning used in English slogan advertisement.

3.2 Source of Data and Data

The source for this research is taken from brochures, banners, PC media magazines, and billboards. The PC media magazine was downloaded from

forumkomputer.com (*download koleksi majalah pc media pdf*) While the brochures, banner, and billboard were got from Plaza Millenium Medan by taking photos. The data of this study are words, phrases, and sentences that were collected from the English slogan of gadget advertisement. The gadget advertisements used are only smartphone, tablet, and laptop products.

3.3 The Instrument for Collecting the Data

The instrument of this research is observation and documentation. The researcher who as the conductor who was collected and analyzed the data, to produce a valid result. To collect the data, the researcher used a smartphone camera with 13 megapixels for the rear camera and 8 megapixels for the front camera, paper, and printer.

3.4 The Techniques of Collecting Data

Collecting data is used to get information to achieve the objective of the research (Gulo 2002:110). Some steps were taken for collecting the data:

1. Determining Pc media magazine as the data source, then the researcher found the edition of the magazine which is used as the data.

2. Seen for the online form of PC media magazine in PDF file and downloaded it.

3. Reading, choosing and selecting the English slogans of gadget advertisements; smartphone, laptop, and tablet in the magazine.

4. Printing the page of the magazine which content of gadget English slogan which is looked for.

5. Choosing the place which has many brochures, banners, and billboards about gadget advertisements to collect the data.

6. Deciding Plaza Millenium Medan as the place to get the data. Searching and asking the brochure and taking pictures of some billboards and banners for the product which showed off in the Plaza Millenium Medan. The researcher came to the place only once on the 15 of May 2021.

7. Collecting, selecting, and printing the smartphone, laptop, and tablet brochures and billboards found.

8. Analyzed the data.

3.5 The Techniques of Analyzing Data

Here is the method of analyzing the data which is used by the researcher.

1. The researcher classifies the data as suitable as the type of product. This makes it easier for the researcher to analyze the data.

2. The researcher classified and analyzed the type of meaning from the slogans. The researcher makes a table to make the reader easy to know the total type of meaning used in the gadget English slogan. The table can be seen below:

types of Meaning		Types of Product			Total
		Smartphone	Laptop	Tablet	
Conceptual					
Assosiative	Connotative				
	Social				
	Affective				
	Collocative				
	Reflective				
Thematic					
Total					

3. The researcher explains the type of meaning which is found one by one.

4. The researcher calculated the types of meaning from the collected data.

$$P= \frac{F \cdot 100}{N}\%$$ whereby:

P= Percentage

F = Frequency

N= Overall Number

5. The researcher find out the dominant types of English slogans on gadget products advertisement

6. The researcher made a conclusion

3.6 Data Triangulation

In this study, the researcher tried to obtain the validity of the data. The researcher chooses triangulation to check the validity of the data. Triangulation refers to the use of two or more data sources, methods, investigators, and approaches to analyzing the data. Moleong (2009:330) defines "Triangulation is a technique of checking the validity of the data by employing the other data". it is a function for comparing the data. According to Denzin (1978), as quoted by Moleong, triangulation is a technique to check the validity of the data through the source, methodological, investigator, and theoretical triangulation.

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