

Syntactic and Semantic Analysis on Slogans of Aviation Companies in Asean Countries

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ABSTRACT

The title of this study is Syntactic and Semantic Analysis on Slogans of Aviation in Asean Countries. The aim of this study is to analyze and describe the slogans of aviation companies in Asean countries syntactically and semantically. The method used in this study is descriptive method. Data source are taken from official websites of various aviation companies in Asean countries, and there are taken from Wikipedia as the website has listed in chart. The chart has covered the profile of the aviation companies in Asean countries. The theories used to analyze the data syntactically are from O'grady (1993), Kies (1995), and Azar (2002) whereas the theories used to analyze the data semantically are from Downing and Hurford. The results of this study show that there are three syntactic levels on slogans of aviation companies in Asean countries, they are word, phrase, and clause. Semantically there are three meanings described on slogans of aviation companies in Asean countries, there are literal meaning, semi-idiomatic meaning, and idiomatic meaning. First, literal meaning is factual meaning from the syntactic level, and then semi-idiomatic meaning is a distinctive meaning, still predictable and still uses its literal meaning. Finally, idiomatic meaning is a meaning that is difficult to predict, not the true meaning, and exceeds the semi-idiomatic meaning.

Keywords: slogan, syntactic level word, phrase, clause, literal meaning, semi-idiomatic meaning, idiomatic meaning

INTRODUCTION

Slogans are a collection of interesting or striking and easy to remember words that are created with the aim of conveying information or telling something. Understanding the slogan 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 persuasion whose purpose is to emphasize a thought or principle. 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 ". The current use of media is inseparable from advertising, including its

slogan. Different types of companies or institutions use slogans as information media to advertise or promote a product or service. The aviation industry has an important role in the world of tourism. With the existence of an airline company, the public can travel to a place that is far either different cities, islands or even countries that can be reached in a short time using an airplane. The aviation industry is one of the developing industries in ASEAN countries. *The Association of Southeast Asean Nations* or abbreviated as ASEAN is a geo-political and economic organization in the Southeast Asean region whose members consist of Indonesia, the Philippines, Malaysia, Singapore, Thailand, Brunei Darussalam, Vietnam, Laos, Myanmar, and Cambodia, plus with Bangladesh, Palau, Papua New Guinea, Taiwan and Timor Leste as an expansion of ASEAN membership. Every day, there are tens to hundreds of flights for both local and international destinations. Intense competition between airline companies makes it to compete with each other in the pursuit of target consumers. One way to promote it is by using slogans by airline companies. In addition to being an attraction for consumers, slogans are also made to reflect the characteristics or identity of an airline company. Moreover, if the slogan is made using English which is an international language? Almost all airline companies in ASEAN countries have adopted the use of English in their company slogan. For example, (1) *Now Everyone Can Fly* which is the slogan of the airline company Air Asia and (2) *The Airline of Indonesia* which is the slogan of the airline company Garuda Indonesia.

From the two examples above, it can be seen that the slogan of each airline company has a different syntactic level. Chaer (1995: 106) argues that "etymologically syntactic means putting together words into groups of words or sentences". Syntax or *Syntax* is a

branch of linguistics regarding the arrangement of words to sentences. Then O'Grady (1996: 182) divides the syntactic level into four parts, namely the word (*word*), phrases (*phrase*), clause (*clause*), and the sentence (*sentence*). The slogan made by the airline company in the form of words, phrases, clauses and sentences was not even separated from the meaning. There are three types of meanings according to Downing (2006: 337), namely the literal meaning, the semi-idiomatic meaning, and idiomatic. The branch of linguistics that studies about meaning is called Semantics or *Semantics* in English. Saeed (1997: 3) defines semantics as "Semantics is the study of meaning communicated through language". Semantics is the science of meaning that is communicated through language. Saeed also added that "Semantics is the study of the meanings of words and sentences". Semantics is the science of the meaning of words and sentences.

In previous research, Siagian (2012) concluded that the most dominant syntactic level in beer advertising slogans in cyberspace is the syntactic level of the sentence and the slogan is not analyzed semantically based on the type of meaning. Seeing its use in the slogan has an interesting phenomenon to be studied. The first phenomenon is the syntactic level in slogans which are classified in the form of words, phrases and clauses. The sentence syntax level is not included in the classification in this study because the slogan in the form of the sentence found is a *simple sentence* or a single sentence, so it can be classified into the syntactic level of the clause in the form of an *independent clause* or free clause. The second phenomenon is the meaning of the slogan which is classified in the form of a literal meaning, a semi-idiomatic meaning, and an idiomatic meaning. For example, (3) *The Airline of Indonesia* is the slogan of the airline company Garuda Indonesia which is

at the syntactic level of the phrase and has a literal meaning.

METHODS

In accordance with the title of this research, which is " *Syntactic and Semantic Analysis on Slogans of Aviation Companies in Asean Countries*," the object of this study is the slogan of airline companies in ASEAN countries. Then the data source is obtained from the official websites of various airlines in ASEAN countries and some are obtained from the *Wikipedia* website because of the site's slogan in the form of tables that includes airline company profiles in ASEAN countries. Nazir (2006: 64) in his book entitled *Research Methods* believes that:

"Descriptive method is a method in examining the case of a group of people, an object, a set of conditions, a system of thought, or a class of events in the present. The purpose of this descriptive study is to make a picture or painting systematically, factually, and accurately about the facts of the nature and the relationship between the phenomena under investigation". The method used in this research is descriptive analysis method. Descriptive analysis method is a method that explains a thing systematically by classifying, analyzing, and explaining data obtained based on theories related to syntax and semantics.

Identification of problems

The main issues discussed in this research are as follows:

1. What syntactic level is found in the slogan of airline companies in ASEAN countries?
2. What kind of meaning is contained in the slogan?

LITERATURE REVIEW

Syntax or *Syntax* is one of the five branches of linguistics, the other four branches are *phonology*, *morphology*, *semantics*, and *pragmatics*. According to O'Grady (1993: 156), " *Syntax is the system of rules and categories that underlies sentences formation in human language* ". From the above statement, it can be seen that syntax is a system of rules and categories which underlie sentence formation in human language. Miller (2002: xii) argues that, " *Syntax has to do with words that put together to build phrases, with how phrases are put together to build clauses or bigger phrases, and with how clauses are put together to build sentences* ". The statement above explains that syntax is related to or related to how words are put together to make phrases, how phrases are put together to make larger clauses or phrases, and how clauses are put together to make sentences. " *Syntax is the level of linguistic organization that mediates between sounds and meaning, where words are organized into phrases and sentences* ", Carnie (2007: 26). Carnie in the above statement argues that syntax is the level of linguistic organization that mediates between sound and meaning, where words are organized into phrases and sentences.

From the various definitions above it can be concluded that syntax is a branch of linguistics that studies the relationships between words and how words are arranged or arranged so as to form a larger construction that is, phrases, clauses, and sentences. " *The category into which an element is placed depends on the type of meaning that it expresses, the type of affixes it takes, and the type of structure in which it occurs is called the syntactic category* ", O'Grady (1993: 677). The syntactic category is the category in which the element is placed depends on the type of meaning it expresses, the type of affix needed, and the type of structure in which the

element is placed. According to O'Grady (1993: 157), there are two kinds of syntactic categories, namely the lexical and non-lexical categories. The lexical category consists of five types, namely:

1. *Noun (N) : Harry, boy, wheat, policy*
2. *Verb (V): arrive, discuss, melt, hear, remain*
3. *Adjective (Adj): good, tall, silent, old, expensive*
4. *Preposition (Prep): to, in, on, near, at, by*
5. *Adverb (Adv) : silently, slowly, quietly, quickly, now*

O'Grady (1993: 57), argues that, " *These elements, which are often called lexical categories, play a very important rule in the sentence formation*". Lexical categories are an important part in the process of forming sentences. "The relationship between elements of language is seen from the point of view of its presentation in speech. The *subject, verb, object problem* is related to the syntax function ", Kridalaksana (2001: 62). The syntactic functions are as follows:

1. Subject

According to O'Grady (1993: 163), " *Subject is the noun phrase that combines with verb phrase in a sentence.*"The subject is a noun phrase joined by a verb phrase in a sentence. Aarts (2001: 8) argues that "The *subject of a sentence is the constituent that tells us who performs the action.* "The subject in a sentence is a constituent who tells who is doing the action. " *Subject* is the subject of active sentences; people or goods that carry out activities in a sentence, and usually precede *verb* ", Hartono and Pardiyo (1996: 270).

Example in sentence (10): He saw the man.

	<u>HE</u>	<i>peace be upon him</i>	<i>the man</i>
Function	<u>Subject</u>	Verb	The object

The word ' *he* ' in the sentence above functions as a *subject*.

2. Verb

O'Grady (1993: 276) argues that " *Verb typically placed in the second position in a sentence or main clause and preceded by the subject* "Verbs are usually placed second in a sentence or *main clause* and are preceded by the *subject*. Then according to Quirk (1985: 50), *verb is the most central element and is preceded by the subject* Verb is the main element and is preceded by a *subject*." *Verb* follows the *subject* in declarative sentences, generally indicating actions in sentences", Hartono and Pardiyo (1996: 270).

Example in sentence (11): *John* drives too fast.

	<i>John</i>	<u>drives</u>	<i>too fast</i>
Function	<i>Subject</i>	<u>Verb</u>	<i>Adverb</i>

The word ' *drives* ' in the sentence above functions as *verb*.' *drives* ' is a verb that means to drive and refers to doing an action or action. *Verbs* can also be verb phrases. The verb phrase consists of *auxiliary verbs* and *main verbs* . Example in sentence (12): *John* is going to Miami tomorrow. (*is* an *auxiliary verb*; *going* is the *main verb*).

3. The object

Richard et.al, (1985: 198) suggested that " *Object is the noun, noun phrase or clause, or pronoun in sentences in transitive verb, which is traditionally described as being affected by the action of the verb* ".This means that the object can be nouns, noun

phrases, noun clauses, or pronominal whose presence is determined by verbs in the form of transitive verbs. " *Objects* are nouns or pronouns which are usually located after *verbs* in active sentences", Hartono and Pardiyono (1996: 270). There are two types of *objects*, namely *direct object* (direct object) and *indirect object*. According to Aarts (2001: 15) "Direct objects are said to be constituents that refer to entities that undergo the activity or process denoted by the verb ". Direct objects are said to be constituents that refer to objects that experience an activity or process that is symbolized by *verb*.

RESULT AND DISCUSSION

slogans in the form of literal meaning words, phrases meaning literal, phrases meaning semi-idiomatic, phrases meaning idiomatic, clauses meaning literal, and clauses meaning idiomatic. The data is presented in tabular form to make it easier than to be analyzed syntactically and semantically in the form of descriptive descriptions. In the word slogan data table, the writer analyzes the category. In the slogan-shaped data table the authors analyze the elements forming the phrases and their categories. In the slogan data table in the form of clauses, the writer analyzes the functions and categories.

a. Slogans Shaped Literal Meaningful Words

Data 1

Company Name: *Thai Smile*
Company origin: Thailand
Slogan: *Trendy, Friendly, Worthy*

Table 1

	<i>Trendy</i>	<i>Friendly</i>	<i>Worthy</i>
Category	<i>Adjective</i> (<i>Lexical</i>)	<i>Adjective</i> (<i>Lexical</i>)	<i>Adjective</i> (<i>Lexical</i>)

The slogan used by *Thai Smile* Airline Company is ' *Trendy, Friendly,*

worthy '. Syntactically, the slogan is at the syntactic level of the word (word) because it only consists of a collection of words separated by commas and has no *subject* or *verb* elements. The three words are categorized as adjective (*adjective*) which is a lexical category. When combined with other words, the adjective functions as the explanation of the noun, and is the *head* of the adjective phrase. Semantically, the types of meanings that appear in the slogan ' *Trendy, Friendly, Worthy* ' are literal meanings, namely:

Trendy: very fashionable

Friendly: kind

Worthy: appropriate

In the data above, the slogan ' *Trendy, Friendly, Worthy* ' (trendy, friendly, adequate) has the meaning " *very fashionable, kind, and appropriate* " which is a literal meaning because the meaning is in the form of an original meaning or lexical meaning that matches the meaning in the dictionary. The *Thai Smile* airline company wants to convey the message through its slogan that the *Thai Smile* airline is trendy, friendly service, and adequate for its passengers.

Data 2

Company Name: *Air Mandalay*
Company origin: Myanmar
Slogan: *Safety, Reliability, & Comfort*

Table 2

	<i>Safety</i>	<i>Reliability</i>	<i>Comfort</i>
Category	<i>Noun</i> (<i>Lexical</i>)	<i>Noun</i> (<i>Lexical</i>)	<i>Noun</i> (<i>Lexical</i>)

The slogan of the *Air Mandalay* airline company from Myanmar is ' *Safety, Reliability & Comfort* '. Syntactically, the slogan is at the level of syntax (*word*) because it only consists of a collection of words

separated by commas and has no *subject* and *verb* elements namely, *Safety, Reliability, & Comfort*. The three words are categorized nouns (noun). Nouns are a lexical category. If in the noun phrase, then the noun is the *head*. Semantically, the type of meaning that appears in the slogan '*Safety, Reliability, & Comfort*' is a literal meaning, namely:

Safety: state of being safe

Reliability: trustworthy

Comfort: state of being relaxed

In the data above, the slogan '*Safety, Reliability, & Comfort*' (safe, trustworthy, comfortable) has the meaning "*safe, trustworthy, relaxed*". The slogan of the airline company *Air Mandalay* means that *passengers* or passengers who use the airline will feel safe and comfortable during their flight because the company is reliable or trustworthy. Thus the meaning is in accordance with the lexical meaning contained in the dictionary, so it is included in the literal meaning.

Company Name: *GMG Airline*

Origin of the company: Bangladesh

Slogan: *Explore*

Table 3

	<i>Explore</i>
Category	<i>Verb</i> (<i>Lexical</i>)

The slogan used by the airline company *GMG Airline* from Bangladesh is '*Explore*'. Syntactically, the slogan is at the level of syntax (*word*) because it only consists of words, moreover the slogan consists of only one word, namely '*Explore*'. The word *explore* in the data above is categorized as a verb (verb) which is a lexical category that refers to action. The word *explores* semantically has a literal meaning that is, "*travel through a country to learn*

about it". The meaning that emerges from the slogan is a lexical meaning or the actual meaning that is in accordance with the meaning contained in the dictionary. The slogan '*explore*' means that passengers can travel to explore a place or a country by using the airline *GMG Airline*.

b. Slogan as Phrases Literal Meaning

Company Name: *Garuda Indonesia*

Company origin: Indonesia

Slogan: *The Airline of Indonesia*

Table 4

	<i>The</i>	<i>Airline</i>	<i>of</i>	<i>Indonesia</i>
Phrase Former	<i>Pre-modifier</i>	<i>Head</i>	<i>Post-modifier</i>	
	<i>The</i>	<i>Airline</i>	<i>of</i>	<i>Indonesia</i>
Category	<i>Determiner</i> (<i>Non Lexical</i>)	<i>Noun</i> (<i>Lexical</i>)	<i>Preposition</i> (<i>Lexical</i>)	<i>Noun</i> (<i>Lexical</i>)

The slogan used by *Garuda Indonesia* airline company from Indonesia is '*The Airline of Indonesia*'. Syntactically, the slogan is at the syntactic level of the phrase (phrase) because it consists of more than one word and does not contain elements of *subject* and *verb*. The phrase in the slogan '*The Airline of Indonesia*' included in the type of noun phrase (noun phrase). In the slogan above, the *head* is the *airline* noun. The phrase forming element '*The Airline of Indonesia*' is *The Airline's* noun phrase with details; *The* as *pre-modifier* categorized *determiner* (non-lexical categories), *Airline* categorized as *head* noun is a lexical category, and prepositional phrases *of Indonesian* as *post-modifier*. Prepositional phrase '*of Indonesia*' consists of the preposition *of* the category lexical and *Indonesia* are categorized lexical *noun*. The types of meanings that appear in the slogan '*The Airline of Indonesia*' are literal meanings, namely:

The: definite article is used for referring a particular thing

Airline: company that carries passengers or goods by plane

Of: belonging or relating to somebody

Indonesia: a country in Asia

In the data above, the slogan ' *The Airline of Indonesia* ' (Indonesian airline) means " *a company belongs to Indonesia that carries passengers or goods by plane* ". The meaning that emerges from the slogan is a literal meaning or true meaning because it is in the form of original meanings that correspond to the meanings contained in the dictionary. The airline company *Garuda Indonesia* wants to bring a good *image* that their company is a state owned airline company of Indonesia.

c. Slogan in the Form of a Literal Meaning

Company Name: *Yangon Airways*
Company origin: Myanmar
Slogan: *You're Safe with Us*

Table 5

	<i>You're</i>	<i>Safe</i>	<i>with</i>	<i>Us</i>
Function	<i>You: Subject</i> <i>Are: Verb</i>	Complement		
	<i>You're</i>	<i>Safe</i>	<i>with</i>	<i>Us</i>
Category	<i>You: Noun (Lexical) ;</i> <i>Are: Auxiliary Verb (Non Lexical)</i>	<i>Adjective (Lexical)</i>	<i>Preposition (Lexical)</i>	-

In the data above, the slogan used by *Yangon Airways* airline company from Myanmar is ' *You're Safe with Us* '. Syntactically, this slogan is at the level of the clause (clause) because it can stand alone and already has a complete structure that is, *subject* and *verb*. The clause in the slogan ' *You're Safe with Us* ' is included in the *independent clause*. You said that the

category serves as the *subject* noun (lexical category), *are* said to function as non-lexical *verb* category is the *auxiliary verb*, and phrases *safe with us* which functions as a *complement* and is an adjective phrase. The adjective *safe with us* phrase consists of *safe* adjective, preposition *with*, and *us* nouns, each of which is lexical. Furthermore, the types of meanings that appear in the slogan ' *You're Safe with Us* ' are literal meanings, namely:

You: used to refer to the person or people that the speaker is addressing

Are: be

Safe: protected from danger and harm

With: using something

Us: used by a speaker to refer to himself or himself

In the data above, the slogan ' *You're Safe with Us* ' (you are safe with us) has the meaning " *people protected from danger by a speaker that refer to himself or himself* ". The slogan of the *Yangon Airways* airline company means that *passengers* or *passengers* using the services of the airline are safe and protected from danger. Thus the meaning is in accordance with the lexical meaning contained in the dictionary, so it is included in the literal meaning.

Company Name: *Batik Air*
Company origin: Indonesia
Slogan: *Journey Begins*

Table 6

	<i>Journey</i>	<i>Begins</i>
Function	<i>Subject</i>	<i>Verb</i>
	<i>Journey</i>	<i>Begins</i>
Category	<i>Noun (Lexical)</i>	<i>Verb (Lexical)</i>

In the data above, the slogan used by the airline company *Batik Air* from Indonesia is ' *Journey Begins* '. Syntactically, this slogan is at the level of the clause (clause)

because it can stand alone and already has a complete structure that is, *subject* and *verb*. The clause in the slogan ' *Journey Begins* ' is included in the *independent clause*. The word *Journey* functions as a noun categorized *subject* (lexical category), and the word *Begins* functions as a lexical categorized *verb* that refers to action. Semantically, the type of meaning that appears in the slogan is the literal meaning, namely:

Journey: trip; tour

Begins: come into being or have its starting point at a certain time or place

In the data above, the slogan ' *Journey Begins* ' means "trip or tour that starts from its starting point ". The slogan of the *Batik Air* Airline Company has the meaning that it starts with airline flights that a passenger begins his journey. Thus the meaning is in accordance with the lexical meaning contained in the dictionary, so it is included in the literal meaning.

CONCLUSION

slogan airline company in the ASEAN countries are mostly located at the level of syntactic phrases (*phrase*) with the most frequently occurring type of noun phrase (*noun phrase*) which has a semi-idiomatic meaning. This is quite clear considering the slogan made by the airline company is intended for potential passengers or target customers, however the slogan is made as attractive as possible but the meaning of the slogan can still be predicted or understood by its readers.

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