LANGUAGE STYLE IN THE JAKARTA POST ADVERTISEMENTS

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Abstract

This research concerns with language style from selected advertisements in The Jakarta Post. The objective of this study is to know and describe the language style used in The Jakarta Post advertisements based on lexical level of stylistics. In this research the writer applied theories from Leech. This research applied qualitative method. This research explores four types of language style: noun, verb, adjective, and adverb. The data source of this research was advertisements from The Jakarta Post published on February 9th, March 31st, April 1st, May 2nd, May 3rd, June 16th, and June 17th 2017. The data of this research were taken from the text of those printed advertisements. The data of this research are in from word, phrase, and sentence gotten from selected advertisements. There search findings show that there are four types of language styles that commonly appear in advertisement found in The Jakarta Post advertisement: noun, verb, adjective and adverb. Among those types of language style, noun ranks first. The application of noun does not only make advertisements informative and persuasive, but also make the advertisements more friendly between the reader and the advertiser.

Key words: advertisements, language style, stylistic, The Jakarta Post advertisements

INTRODUCTION

Advertising is one of the important forms of mass communication intended to persuade an audience to purchase or take a desired action upon products, ideas, services etc. Advertising is paid non personal communication from an identified sponsor using mass media to persuade or influence an audience (W. Oktavia et al., 2021). Advertising produce the advertisement, which is needed to assure people of commercials being advertised. Consumers usually hesitate to buy products if they never or do not see the products in the advertisements (Ahluwalia, 2020; Permatasari & Anggarini, 2020). By seeing or hearing the advertisements, the consumers create an opinion in their mind about the products and make a decision whether the products are compatible with their needs or not. In order to make a good opinion and also to persuade people to use or buy the products, the producers create advertisement.

Communication about information of product is one of social communication activities which have a commercial objective (Aminatun et al., 2021; Keith et al., 1974). Communication itself is a process in forming, delivering, receiving, and processing

messages in one or two persons or more. Communication is a process to explain "who?", "telling what?", "in which channel?", "to whom?", and "with what result or effect?". "Communication is a process involving four components, they are: source or communicator (a person or a group who send a message), message (a symbol using words in writing or oral, pictures, numbers, and gestures), channel or medium (an instrument to send a message (Imani & Ghassemian, 2019; Lubis et al., 2019; Setiawan, 2018). For example, electronic medium, such as television, radio, and printed medium, such as newspaper, magazine or interpersonal communications), and receiver or audience (a person or a group become message receiver target).

Language show more persuasive, creative, and imaginative to catch the people's attention. Advertisement language can motivate and influence people in various situation. Essentially, goal of advertising is to persuade people to buy or at least to take some steps which are successful in every time (Kaid, 2004; KUSWOYO et al., 2013). In other word, selecting the word in advertisement has big impact to The Jakarta Post contains interesting information and advertisements that are useful to entertain and to persuade the readers. The author absolutely uses so many words to describe something. Besides that, to make it more interesting, the author also chooses the words that have more than one meaning, and the readers have their assumptions to interpret the meaning (W. R. Oktavia & Suprayogi, 2021; Suprayogi & Novanti, 2021). Advertisements are a section of The Jakarta Post in which usually the readers get some information to reader's life necessities. So the writer chooses advertisements as the object of this study because the writer can find the language styles used in The Jakarta Post. make it commercial. Then the research queston of this study is what are the language style used in The Jakarta Post advertisements based on lexical level of stylistics.

LITERATURE REVIEW

Stylistics, the study of style, can be defined as the analysis of distinctive expressions in language and the description of their purpose and effect (Fischer-Starcke, 2009). In addition, Stylistics is a method of textual interpretation in which primacy of place is assigned to language. Although the preferred object of study in stylistics is literature, the purview of modern language and linguistics is much broader than that and, in response, the methods of stylistics follow suit (Fadilah & Kuswoyo, 2021). It, then, makes all aspects of a writer's craft (such as advertising, journalism, popular music and even casual

conversation) relevant in a stylistic analysis. In fact, those forms of discourse often display a high degree of stylistic dexterity, such that it would be wrong to view dexterity in language use as exclusive to literature(Al Falaq & Puspita, 2021; Suprayogi et al., 2021). There are four kinds of heading in analyzing features of stylistic: lexical categories, grammatical categories, figurative language, and context and cohesion. Lexical categories deal with the style of words choice. The analysis of grammatical stylistics can be determined by looking for the composition of the sentence (Afrianto, 2017). The analysis of figurative language stylistics may cover the choice of figurative language, the meaning of figurative language, and the specific meaning or purpose of using the figurative language as employed by the author (B. N. Sari & Gulö, 2019). Cohesion is achieved by the way one part of the text is linked to another. Meanwhile, context deals with the relation of the text with the social discourse in the real word (Kardiansyah, n.d.; Mahendra & Amelia, 2020; Septiyana & Aminatun, 2021). In the discussion of texts, stylistics gives a greater claim to objectivity rather than subjectivity.

Stylistics is objective because it is not influenced by the opinions or personality of the assessor (Fitri & Qodriani, 2016). When it comes to the analysis of a text, the concepts of modern linguistics are used to identify the stylistic features, which are held to be distinctive of a particular work, author, literary tradition, or an era. These stylistic features may be phonological (patterns of speech, sounds, meter, or rhyme), or syntactic (types of sentence structure), or lexical (abstract vs. concrete words, the relative frequency of nouns, verbs, adjectives), or rhetorical (the characteristics use of figurative language, imagery, and so on)(K. Sari & Pranoto, 2021; Suprayogi, 2019). Messages are produced in accordance with the system of social conventions. Otherwise, they would not be understood nor would make sense. Therefore, the units of message are not just tokens (grammar) but types (grammar and convention) having their own identity in social communication (Ayu et al., 2021; Kardiansyah, 2021; Mandasari & Wahyudin, 2019). Stylistics is concerned with such message types and not just tokens. Its purpose is to discover what linguistic units count in communication and how the effects of different conventions reveal themselves in the way messages are organized in texts (Afrianto et al., 2021). Advertisement can be defined as an organization of text that provides information about a product or service along with an anchorage of image that suggests some cohesion or logical linkage leading to some relevance or meaningful interpretations to the target consumers. The natural order of the language is modified, shaped and stylized by the copywriter according to the product of

the advertisement and the target group of consumer. The success of an advertisement depends not only on the degree of effective conscious communication that has been made possible, but also on the degree of unconscious effect or an 'unavoidable' effect of communication that is made possible by a particular advertisement (Gulö & Nainggolan, 2021; Putra & Qodriani, 2017). Thus, the stylistic distinction between the general spoken form and the advertising language is considered integral by a copywriter to make direct-convincing communication as well as 'unavoidable' or indirect-convincing communication. Analysis in stylistics therefore involves a range of general language qualities, which include sentence patterns, structure and variety, paragraph structure, imagery, repetition, emphasis, arrangement of ideas and other cohesive devices. There are basically lexical, grammatical, phonological and graphological (Puspita, n.d.). Detailed explanations of these levels are given below:

1.   Lexical Level

Lexis refers to words in language. Lexis has to do with "all the words and phrases of a particular language". A lexical study of style involves the identification of the constituents/features of a word in a sentence. It can be used to derive stylistic effect in an advertisement (Pranoto & Afrilita, 2019). Lexical level of stylistics analysis as the study of the way in which individual words use nouns, adjectives, verbs, and adverbs (Tanenhaus et al., 2000).

2.   Grammatical Level

This level of analysis involves both syntax and morphology. Syntactic functions such as nouns (as subjects, objects, appositives, tenses etc.); adverbs as modifiers, determinants and soon will be investigated (Gulö, 2014). Morphology is the study of word-formation, in other words, the study of how morphemes (smallest units of a word) whether free or bound form words (Roger S. Pressman, 2012).

3.   Graphological Level

Graphology gives the public a solid impression by communicating the exact mind of the advertiser. Graphological devices include punctuation (comma, full stop, colon, semi-colon, and quotation marks, etc.), paragraphing, spacing, foregrounding of structures. All these devices have stylistic effects .

4.   Phonological Level

There search will demonstrate with examples how this level functions in achieving stylistic significance in adverts. Phonological devices include alliteration, assonance, consonance and phonaesthesia (Qodriani, 2021).

METHOD

Methodology is a necessary to be imposed to help the writer to figure out the research question through analysis. Research methodology is the way to systematically solve the research problem (Khasanah et al., 2017; Sedyastuti et al., 2021). In this chapter, the writer executes the analysis, from where the data gets, and how the writer analyze the data until come to the finding. Related to this research, this chapter is divided into some parts; research design, data and data source, data collecting techniques, and data analyzing techniques that are used to figure out the language style used in The Jakarta Post advertisements.

Research design is an important thing in solving the question of the research. Commonly, research design is divided into two, quantitative and qualitative. Quantitative is a method that relies primary on linear attributes, measurement and statistical analysis. It means that it will be used if the data of analysis are gathered in the form of number or statistic pattern (Yemima, 2014). It is different with descriptive method in which the data gathered can be in the forms of words and pictures (Choirunnisa & Sari, 2021). Moreover, qualitative is a method research that dominantly relies on human perception and understanding. Qualitative method is research procedure to gather objectively with emphasis on personal experience in described situations to improve how things work in order to built individual knowledge through analyzing, accumulating, and concluding the result (Mandasari & Wahyudin, 2019).

Based on the explanation above, this research is considered as the qualitative research because it investigates the real phenomenon of social life (advertisements in newspaper) in which the problem appeared inside The Jakarta Post advertisement that deals with words, phrases and sentences rather than number. Therefore, the writer applied the descriptive qualitative method in analyzing the data, and finally wrote the finding in the form of words or sentences.

The data of this research are from the sentences of advertisements. While, the data source is from The Jakarta Post newspaper published on February 9th, March 31st, April 1st, May

2nd, and May 3rd 2017, which contain of the language style. The writer found several kinds of advertisement in The Jakarta Post newspaper.

RESULTS AND DISCUSSION

4.1 Nouns

One of lexical level in stylistics is noun. In noun category, there is a pronoun which explain the subject contained in an advertisement. The pronoun itself divided into two kinds, they are first person addressee and second person addressee. There are eight advertisements that contain as pronoun.

Table 1

Noun (Pronouns)	Advertisements
First Pronoun Addressee	1. Make your special holiday even more memorable in **our** hotel with the special offer for lebaran package.
	2. Experience JW Marriott Surabaya luxury style with stay in **our** newly renovated room
	3. Join **Our** Bahasa Indonesia Course!
	4. Be rewarded with attractive discount of up to 41% off **our** best available rate.

Table 2

Noun (Pronouns)	Advertisements
Second Pronoun Addressee	1. When **you** expect the very best

	2. All **You** Can Eat.
	3. And then **you** write.
	4. This workshop will also show **you** how to and why **you** should submit **your** work to international magazines and literary journals.

1. First Pronoun Addressee

In table 1 of first pronoun addressee on commercial advertisement and education advertisement, "our", "we", "us" refer to the advertiser who tends to refer their existence inside the advertisements in order to let readers know and recognize them through the words.

2. Second Pronoun Addressee

Then, in table 2 of second pronoun addressee on commercial advertisement and education advertisement, "you", "your", "yourself" refer to the reader that makes reader feeling like they are the center point of advertisement. The correlation of both pronouns are to point out the relation between the advertiser and reader that the advertiser expects readers to feel like they are talking directly to each other. It strengthens the way to appeal readers so that readers is persuaded with what the advertisement said. The writer found out that the use of first and second person addressee in commercial and education advertisements has no different in style.

4.2 Verbs

Verb is the second lexical level in stylistics. In verb category, there is imperative which gives a commands to the reader to do kinds of action. There are five advertisements that contain as imperative.

Advertisements	Verbs
Commercial Advertisements	1. Book now!
	2. Enjoy your time!

	3. Buy One, Get One.
Education Advertisements	4. Register today.
	5. Come join us.
	6. Join Our Bahasa Indonesia Course.

The writer found out that using imperative inside the advertisements lead readers to do something into action. In data (1), (2) on commercial advertisements, the advertiser forces readers to do kinds of action like book and enjoy as stated on commercial advertisements column. In datum (3) on commercial advertisements, the advertiser gives a command to the readers with offer the advantages of the products. Meanwhile, in data (1), (2), (3) on education advertisements, the advertiser forces readers to do register, come and join with well mannered.

4.3 Adjective

The third lexical level in stylistics is adjective. Adjective divided into two kinds, they are comparative and superlative. There are 3 advertisements that contain as adjective.

Adjectives	**Advertisements**
Comparative	For **further** info
Superlative	- When you expect the very **best** - Learn from the **best** and ignite your passion for people

Further **as Comparative**

Futher is added to the sentence in order to compare one thing with another things. In data , means that the advertiser wants to tell the reader how they get the information between the written advertisement and the direct information from the advertiser.

Best **as superlative**

Best is added to the sentence in order to compare a thing that have more of quality. In data, mean that the advertiser wants to tell the readers about the quality of their advertisements.

In data (1), (2), the advertiser try to compare between the service or product and the reader's thought through the quality in the advertisement.

CONCLUSION

This research investigates the language style occurred in The Jakarta Post advertisement text. In this analyzing step, the writer employed Leech's theory to describe the styles conveyed in the commercial advertisement and education advertisement. The writer finds 15 data which are used language style in advertisements. After analyzing the research findings and the discussion in the preceding chapter, conclusion is taken. The conclusion is drawn based on the formulated research question. The result taken from the table of data analysis above will be shown in the table based on the rank of language style that is mostly used in advertisements of The Jakarta Post.

the writer concludes that the stylistics of The Jakarta Post advertisements based on lexical feature, the writer found from 15 data, there are nouns that appear 8 times, verbs that appear 6 times and adjectives that appear 3 times. Based on the finding of this research the writer drew conclusion that the most dominant stylistics in these advertisements is nouns.

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