

THE LANGUAGE AND DISPLAY ON DANCOW ADVERTISEMENT: CRITICAL DISCOURSE ANALYSIS

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Abstract

Language has become more than just a tool for interacting with others and communicating with one another in increasingly modern times. However, when promoting a product, language is utilized to its advantage. The purpose of this study was to use Critical Discourse Analysis to examine the advertisement for Dancow's milk. 1) The strategies advertisers use to manipulate and influence their customers and the language used in Dancow milk advertisements, as well as 2) The influence of Dancow milk advertisement ideology on consumer perceptions were the main topics of this study. Researchers employed descriptive and qualitative methods in this study. The Leech Principle served as the foundation for this analysis, which demonstrates that stereotypes of how children's milk products are identical to their intellectual and developmental progress are used to construct and re-construct the ideology of intelligence toward children. According to the findings, advertisers employ a variety of methods to influence parents. The reader is swayed in some way into believing that the ad's claims are true by its promotion of child development. This study shows how advertising language is used to control people's thoughts, making the advertiser a powerful person who can use language to control other people. The study's conclusions include the Dancow advertisement's polite language and the discussion's findings regarding the milk advertisement's significance as an effective promotion of children's intellectual benefits.

Key words: Critical discourse analysis, Dancow advertisement, language and display

INTRODUCTION

The news or messages that are used to persuade and encourage people to be interested in the goods or services that are offered are referred to as advertising (Mulyah & Aminatun, 2020), (Wahyudin & Sari, 2018), (Cahyaningsih & Pranoto, 2021). Typically, advertisements are promoted through advertising media like television, radio, newspapers, magazines, the internet, and others (Puspaningtyas & Ulfa, 2020), (Riskiono et al., 2021). Naturally, advertisements look very different in electronic and non-electronic media, like magazines and radio (Mandasari & Aminatun, 2020a), (Journal et al., 2021). People today rarely listen to radio (Suprayogi, Samanik, et al., 2021); instead, they use social media or electronic media (Kardiansyah, 2021), (Asia & Samanik, 2018). Television and social media are broadcast systems that are accompanied by sound, picture, and sound so that goods can quickly spread widely (Puspita & Amelia, 2020), (Pranoto & Afrilita, 2019).

The dissemination of information and the provision of services to the general public are the goals of advertising (Kuswoyo & Audina, 2020), (Candra & Qodriani, 2019). According to (Aminatun & Oktaviani, 2019) advertising a large number of products is a big responsibility for the creators. One of those products is the Dancow milk ads. Milk commercials are suitable for consumption by infants and young children (Mandasari & Aminatun, 2019), (Gulö et al., 2021). Because children watch milk commercials, the packaging of those commercials needs to be organized properly. In addition, advertisers must adhere to advertising regulations requiring them to use polite language in line with the advertised product (Pradana & Suprayogi, 2021), (Ahmad et al., 2021), (Yudha & Mandasari, 2021).

Language is the arrangement of sounds into words and sentences that allow people to communicate (Febriantini et al., 2021), (Fakhrurozi & Puspita, 2021) and interact with one another (F. M. Sari & Oktaviani, 2021). Language helps us express our thoughts and desires and effectively communicate them with others (Amelia, 2021), (Kuswoyo & Indonesia, 2021). Because we will not be able to "communicate" with our God without language (Wahyudin, 2018), even language plays a significant role in our spiritual life (Suprayogi, Puspita, et al., 2021). In essence, the functions of the language can be owned by everyone, and the language also has other functions that are related to one another and support one another (Fithratullah, 2019), (Aminatun, 2021).

LITERATURE REVIEW

According to (Puspita & Pranoto, 2021) humans use language to communicate with one another. The language that is used in communication can be spoken or written (Handayani & Aminatun, 2020). However, in order for the speaker to be viewed as an educated and ethical individual when communicating, politeness is also essential (Oktavia & Suprayogi, 2021). A person's method of communication is used in everyday activities, to meet life's needs when interacting with others, and to build positive relationships (Nababan & Nurmaily, 2021). As stated by (Mandasari & Aminatun, 2020b) this relationship can be established through aspects of communication, which can be divided into two types: direct communication and written communication. However, as long as we communicate with other people, we must maintain courtesy when communicating. In addition to the choice of speech, other factors that also determine the level of politeness influence the use of language. Age, social distance, location, circumstance, time, and purpose of

communication are just a few examples. As a result, when using language, it's important to pay attention to the context (Yulianti & Sulistiyawati, 2020), (Sartika & Pranoto, 2021). A speaker's subtle speech, polite language, and behavior are all examples of politeness.

In agreement with the previous discussion, an important aspect of an advertising display is the selection and application of language. In addition to language, information plays a crucial role in marketing things like advantages for intellectuals and positive messages that society can take in (Kardiansyah & Salam, 2020), (Suprayogi, 2019). The use of polite language in Dancow milk product advertisements on television and social media must convey that the product has positive benefits because it is intended for children.

It also helps a lot with the language and information in a display advertisement. Customers must be persuaded by actors in a role in an advertisement for the best results. An actor is someone who has received specialized training to either perform in a play through a course or school or to pretend to be a character so that it appears to be one (Mertania & Amelia, 2020), (B. N. Sari & Gulö, 2019). In order to avoid awkward dialogue and acting to promote the product in an advertisement, actors in milk commercials must pay close attention to the small details. These details typically depict a family, including a father, mother, child, brother or sister, peers, and others who encourage mutual communication and socialization.

In addition to highlighting the children's creativity, there is also a family that supports children's behavior and allows their imagination to develop. Therefore, the problem formulations used in this advertisement analysis are 1) what is the meaning in the presentation of Dancow milk advertisements? 2) What is the language politeness in serving Dancow milk advertisement? 3) Does Dancow's milk advertisement generate intellectual benefits for children? So the objectives to be achieved in the analysis of Dancow's milk include describing the use of language politeness which is expected to contain language politeness which is beneficial for children's intellectual and intelligence.

Leench Principles (1993):

1. Wisdom principle:
This principle is the ability to act when faced with difficulties and others.
2. Generosity principle:
This principle defined as kindness toward fellow human beings or generosity.

3. Appreciation principle:
This principle defined as an act of respect and honor.
4. Simplicity principle:
This principle is defined as a state or characteristics.
5. Agreement principle:
This principle is defined as negotiation or agreement.
6. Concern principle:
This principle is defined as love, compassion for something.

METHOD

Qualitative research is research that intends to understand the phenomena experienced by research subjects such as behavior, perception, motivation, action, others in a holistic manner, and by means of descriptions in the form of words and language. a special context which is natural and by making use of various natural methods. The purpose of qualitative research is to explain a phenomenon in depth by collecting data as deep as possible, which shows the importance of the depth and detail of the data being studied.

So it can be concluded from the definition above, Qualitative Descriptive Research is research that uses data in the form of words that focus on indicating meaning, describing a phenomenon studied by researchers. The qualitative research produces descriptive data, namely Dancow's milk advertisement then the data is extracted to reach conclusions that match toward leech principle. In this case, the researcher describes the politeness of language in television advertising. The data source of this research is the speech events in the language presented by product advertisers on television advertisements.

RESULTS AND DISCUSSION

Below are the results of the research contained in Dancow milk (Bunda, Boleh Ga?) and (Dancow Instant Milk) advertisement:

Principles of Linguistic Based (Leech, 1993) include:

1. Wisdom
2. Generosity
3. Awards
4. Simplicity

5. Agreement
6. Concern

First scene at Dancow (Bunda, Boleh Ga?): Simplicity and Generosity

The first scene shows two children squatting down in the rain, covering their bodies. The scene which lasted for 7 seconds ended with the two children jumping for joy while enjoying the pouring rain soaking their bodies.

Dialog:

Accompanied by background music, the dialogue that is heard in this scene begins with a sentence that was brought up by one of the girls with the sentence:

“Mother, can I?”

“Yes, you can”

Said the adult woman straight forwardly (in the advertisement she was a mother of the child). Closed with a dialogue from the figure of a girl, with her friend, throwing her umbrella and saying:

“Rain is ... the biggest shower”

The function of the dialogue above is in accordance with the principle of simplicity, because the advertisement tells about children who want to play in the rain with their friends regardless of their appearance and family status. The simplicity of playing with friends besides the dialogue of children praising the rain is a big shower this is what makes this advertisement conform to the principle of simplicity.

In addition to children's dialogue, there is also a dialogue spoken by a woman who acts as (mother). In the dialogue, it shows the figure of a generous mother, where she allows her child to play in the rain with her friends. This shows the generosity of a mother who can make decisions for child.

Second scene at Dancow (Bunda, Boleh Ga?): Wisdom and Generosity

The second scene shows two adult women who act as mothers accompanying each of their children (boy and girl) to a park. The scene lasts 5 seconds:

Dialog:

Accompanied by background music, the dialogue that can be heard in this scene begins with a question sentence from a boy who wants to try to explore the shy princess plant.

“Mother, can I?”

“Yes, you can.”

Being greeted by mother with joy, the dialogue ends with the boy’s said:

“Wow plants can be embarrassed too ..!”

The dialogue from the child shows a sense of admiration and surprise at the results of exploring the environment around him (shy princess plant) and the function of mother's dialogue which is pronounced from a woman who acts as (mother). In the dialogue, it shows the figure of a generous mother, where she allows and give her child to touch plants. This shows the generosity of a mother who can make decisions for child.

In addition, the principle of wisdom is evident because the advertisement tells about a child who cares about the plants around him. Then the language used is in accordance with politeness. The dialogue in the Dancow advertisement above contains benefits for children's intellectuals because the meaning that can be learned is that a sense of care is not always shown to fellow humans but also to plants and animals in surrounding environment.

Scene three at Dancow (Bunda, Boleh Ga?): Consensus

In this scene, showing a mother who is making a glass of milk and this scene lasts for 15 seconds, ending with a display of Dancow products in packaging.

Dialog:

Accompanied by background music, the dialogue that is heard in this scene comes from the narrator:

“Say yes, is open their learning opportunities, Dancow advanced excel nutrition one plus... only three times Lactobacillus Rhamnosus”

“Don't be afraid to say yes mom, because your little child is protected”

The narrator's sentence can be identified as a sentence that contains the principle of consensus because the scene here tells about the hard work of parents only for children. Hard work for the child has been agreed upon by the parents for the child. In terms of language, the language used meets the advertising requirements and is appropriate. The meaning contained in the advertisement above is that of a family's agreement to provide the best for their children. In conclusion, intellectual benefits for children because it shows every parents loves their child, starting with an explanation of the positive side of allowing children to explore their surroundings, then explaining the nutrition of Dancow's products and finally explaining the position of the product (Dancow) as a solution to the problem of mother's concerns.

Scene Four at Dancow Instant 2005: Concern

In this scene, two boys are telling a story:

Dialog:

“Uh, when we were playing hide and seek, we found a really big house. We pushed the door, it was really hard, uhhh...”

“There is a girl near the chair, kidnapped...”

“Then we let go of the rope slowly, set... sett... settt...”

“The kidnapper's voice is coming”

“Immediately set the strategy”

“Hide in the warehouse full of dust, fortunately not sneezing”

“After we ran, climbed the fence...”

Next dialog:

“Dancow with this growth plus formula is more nutritious”

The advertisement above is appropriate and includes the principle of concern. Because, the scene above tells about a girl who is kidnapped in a big house, the boys help to escape the kidnapping. They help by untying ties and hiding in dusty rooms. Then in terms of language, the language used meets the advertising requirements and is in accordance with language politeness. The meaning of the scene above is that humans must have a sense of concern for whoever is not bound by family or not.

Overall Scene at Dancow (Bunda, Boleh Ga?) and Dancow Instant: Award

In addition to the principles described above, Dancow's advertisements in 2017 and 2005 as a whole contain the meaning of appreciation, which is an appreciation of parents for their children from their growth and development who have a sense of caring, big hearts, and are responsive, shown by the way they help friends who are tied in a house and appreciate the plants in the environment. The scenes in the Dancow advertisement show the unexpected growth and development of children because every mother often thinks they are cool with their own world, even though behind it all they have a big heart.

Then for the language used in this advertisement according to language politeness, the advertisement implies that the kindness shown by the child is an appreciation for a mother who has educated. Dancow milk television commercial for the edition of “Bunda Boleh, Ga?” and the “Dancow Instant” edition were initially based on a dialogue between a mother and her child. Dancow milk is extraordinary milk.

The social reality that indicates the child grows up quickly, smart, and responsive because drinking Dancow's milk is a media reality that is deliberately constructed by advertisers through new reality creators. Dancow milk is a fast way to raise smart, responsive, and intelligent children because Dancow milk contains nutrients, vitamins, etc. The advertisement constructs a social reality that not all social realities can be constructed by commercials television.

CONCLUSION

Based on the findings of the research that was carried out, it is possible to draw the conclusion that the television commercial for Dancow Advanced Excelnutri (version:The

aesthetic value of Bunda, Boleh Ga) and Dancow Instant can attract an additional audience member. Displays and dialogues in the form of conversational dialogue between mothers and children and narrators conveying brand values and product benefits in such a way as to elicit positive feelings and impressions for the audience are consistently featured in these advertisements. Background music, conversational dialogue, and the narrator are all examples of audio sources that can be used to identify the diversity of the audio.

The findings of the study suggest that Dancow's milk advertisement employs creative display and six leech principles. Children can benefit intellectually from Dancow's milk commercial. It has been demonstrated that the advertisement for Dancow's milk employs polite speech and dialogue. Additionally on the shooting display, Dancow's milk advertisement employs originality to encourage children to watch shows from beginning to end. Found some similarities and differences between relative clauses in Indonesian and English so that children can take the message that is implied in the advertisement because the sympathy shown can be imitated and sends the message to the audience that caring and sympathy are not only directed at the family but must also be done and aimed at fellow humans, plants, and other creatures.

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