

## Critical Discourse Analysis in the slogan "Orang Pintar Minum Tolak Angin" from the Tolak Angin advertisement Tagline

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### Abstract

One of the things that has had a significant impact on our lives is the media. Because of the rapid growth of the media, many businesses use it to promote their products. This article tries to figure out and explain the ideology of the tagline of one of the Indonesian advertisements. Since 2000, television advertisements featuring the tagline have provided the data. The study's findings indicate that advertisements with the tagline are memorable and influence society.

**Key words:** *Advertising Language, Text Ideology, Advertisement Tagline*

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### INTRODUCTION

Media is one aspect that greatly influences humans (Kardiansyah, 2021). Especially electronic media such as television shows (Kardiansyah & Salam, 2020a). Electronic media is one that easily affects humans (F. M. Sari & Wahyudin, 2019b). And it cannot be denied that one of the services of electronic media (Suprayogi & Novanti, 2021), namely advertising media (Qodriani, 2021), is a medium that can hegemony humans (Suprayogi & Pranoto, 2020). The first person to enrich advertising information (Puspita & Pranoto, 2021) by adding illustrations (F. M. Sari & Wahyudin, 2019a) so that the effect of advertising is getting (Wahyudin & Sari, 2018).

The main strength of advertising lies in the language (Puspita, 2021), images (Kardiansyah & Salam, 2021), and creativity in appearance (Kasih, 2018). Every advertiser always wants the product being promoted to sell well (Afrianto et al., 2021). Because the direct and immediate effect on sales is one of the benchmarks for the success of advertising (Septiyana & Aminatun, 2021). In order to fulfill this purpose (Qodriani & Wijana, 2021), in producing an advertisement, the advertiser pays great attention (Putri & Sari, 2021), to the language (Oktaviani et al., 2020) and images or illustrations (Amelia & Daud, 2020).

Language is one of the most important means (Puspita & Amelia, 2020) by which people interact with one another (Aminatun et al., 2021). Additionally, one crucial factor that has the potential to influence the audience is the language used in advertisements (Kardiansyah

& Salam, 2020b). In this instance, language users must have a solid understanding of the discourse's content (Suprayogi, Samanik, Novanti, et al., 2021) for the messages to be accepted (Suprayogi & Eko, 2020) and not misinterpreted (Mandasari & Wahyudin, 2021). The uniqueness of discourses in media texts written in journalistic language makes them interesting to study (Amelia, 2021a).

This "Tolak Angin" product's advertising language is one of them. The language used in advertising is not the same as the language used in everyday life (Aminatun, 2021). Since the objective is to draw in the crowd (Sartika & Pranoto, 2021) to utilize the item being publicized (Fakhrurozi & Puspita, 2021). It would be interesting to study this more (Ngestirosa et al., 2020). By conducting critical analysis, one of them is. In addition, the goal of this study is to investigate the advertising language for the product "Tolak Angin," whose tagline is "Orang pintar minum Tolak Angin."

## **LITERATURE REVIEW**

A critical theory of language that views language use as a form of social practice is the basis for Critical Discourse Analysis (EWK, 2018). The means by which existing social relations are reproduced or contested (Setiawan et al., n.d.) and diverse interests (Pranoto, 2021) are served are all connected to particular historical contexts (Suprayogi, Samanik, & Chaniago, 2021). By allowing researchers to view a problem from a higher perspective (K. Sari & Pranoto, 2021), discourse analysis enables them to discover the motivation behind a text (Kuswoyo et al., 2021). It is helpful for concentrating (Amelia, 2021b) on the fundamental importance (Kuswoyo et al., 2020) of a spoken or composed text (Heaverly & EWK, 2020) as it thinks about the social and verifiable settings. The goal of critical discourse analysis is to find a connection (Fithratullah, 2019), between the actual text and the listening, speaking, reading, and writing processes (Kardiansyah, 2019). As a result, this teaches us how to analyze written text, or what we write and say, critically.

## **METHOD**

The method used is a descriptive qualitative and also a critical discourse analysis from Fairclough. With this method the researcher will describe the language used and also analyze the language or text used in product advertisements *Tolak Angin* with a critical

discourse analysis from Fairclough. Because critical discourse analysis can be a mediation for text disclosure.

## **RESULTS AND DISCUSSION**

The text that will be discussed is the advertising language of the Reject the Wind product. The text of the anti-wind product advertisement is obtained from advertisements on private television. In this advertisement against the wind, there is a tagline that is always said in almost all advertisements for this product. The tagline is "Smart people drink, reject the wind" (smart people drink reject the wind).

From the tagline, it turns out to contain ambiguity. These adverts quickly stuck to society. The tagline has proven to be effective in terms of promoting the product. However, it seems that the tagline used by (Tolak Angin) has another purpose. With this tagline, advertisers want to show the modernity of herbal medicine. So, if all this time herbal medicine is identical to old-fashioned and plump, then with this tagline advertisers are trying to change it.

This tagline of rejecting the wind has more than one meaning. The first meaning that we can catch when we hear this tagline is that people who are good at drinking (refuse the wind). The point is that only smart people drink against the wind. For people who think it has this kind of meaning, it can be said to have low thinking power. Because in fact it is impossible for a product, let alone herbal medicinal products such as (refuse wind) only intended for one group.

Apart from that, another meaning that can be captured from this tagline is if you want to be branded smart, drink it *Tolak Angin* when you feel unwell. And this assumption is felt to make this product seem like the most effective way to cure pain. In fact, there are many similar products that can be consumed if you feel unwell.

This seems trivial but actually has a big impact on the use of the language itself. Because sometimes ambiguity can be a mistake in language. Moreover, this advertisement is shown on television which can be seen by many people. For those who have low thinking power may think what is shown on television is the truth. So, they can just imitate what they see or find on television.

But on the other hand, with this tagline the product quickly became widely recognized by the public because of its easy-to-remember tagline. This advertisement *Tolak Angin* shows the ideology of seeking maximum profit through competition for the market. Despite the competition and having ambiguous language, there are no words to overthrow other brands. Even though in recent years this tag line has even become a black campaign on other similar herbal products. According to them, they don't need to be smart just to take medicine.

This ad uses words to highlight yourself as well as words to attract other people to be interested in buying the product. By listening, reading the words they say, the hope is to get as many buyers as possible. People who didn't know before, by watching television advertising herbal medicine (*Tolak Angin*), they know and want to buy it.

## CONCLUSION

From the discussion and analysis above, it can be concluded that the tagline in reject wind is an example of persuasive discourse. Persuasive discourse is a form of discourse that seeks to persuade / convince other people or readers to do something according to what the writer or discourse maker wants. The advertisement uses language that is concise and also straightforward. And with the language used this product can even attract almost all people.

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