

LANGUAGE STYLE USED IN ENGLISH ADVERTISEMENTS ON FACEBOOK: STYLISTIC ANALYSIS

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ABSTRACT

This research is about study of language style used in English advertisements on Facebook. The aims of this research are: (1) to explain the kinds of language style that are mostly used in English advertisements in Facebook. (2) to explain the way of language style convey the messages of English advertisements in Facebook to the customer. This research uses qualitative research as method. The technique of collecting the data, the writer uses download, documentation and note taking technique. The using of stylistics in this research has some kinds that used on advertisements and also used to get the meaning of advertisements it selves. So that, the kinds of style of stylistics can explain the result as well. The result of this research is alliteration is mostly used in advertisement because it appears five times. Advertiser uses language style as message to attract customer to embellish advertisement itself.

Key Words: language style, advertisement, stylistics, Facebook.

I. INTRODUCTION

One of the promotion media is usually done by producers is making advertisement to offer their product to readers. Advertisement is a language as individual promotion, entrepreneur, organization or government to communicate profitable message. Well *et al* in Jaiz (2013:3) explain that advertising is a paid non paid personal communication from an identified sponsor using mass media to persuade or influence an audience.

Each advertisements have language style in its promotion, usually it uses unique words or sentences in order to it can attract the buyer to buy the product.

Language style can be included into stylistics. Stylistics is origin of style that usually related with some study that assume about the style of language is part of important thing. Stylistics approach can be differed about linguistics signs, characteristics, or certain signs in literature or linguistics (Nurgiyantoro, 2014:75). Language style is the way how to express thought through language by means of character that show soul and personality of the writer or language user (Keraf, 2008: 113). He divided language style into many kinds that according to language use itself. In this research, the writer will focus about language style based on

direct-indirect of meaning, usually it called figure of speech. It is differed into two group, they are rhetoric and figurative language (Keraf, 2008:129). The examples of them are Alliteration, Ellipsis, Simile, Personification, Assonance, and so on. Language style usually is used in advertisements that exist in Facebook. Facebook is one of social media that is famous among people in the whole the world. Some websites mention that Facebook is social media which has largest amount of users.

This research also put example of the data that is English advertisement on Facebook that contains language style. It accessed on 29 March 2017.



It is Dove cosmetic advertisement that is body wash variant. The kinds of language style that used in advertisement above is personification, because the sentences **LET YOUR SKIN DO TALKING** implies as if the skin is personified. According to Keraf (2008:140), personification is a language style that describes nonliving object as living object. Advertisement above uses skin as substitutes of human being who can talking. It is has connotative meaning, because it has communicative and commercial value on expression which has been received for the readers.

II. METHOD OF THE RESEARCH

This research uses qualitative research method. According to Bogdan and Taylor in Moleong (2010:4), qualitative method is research procedure to produce descriptive data that has form written words or speech from people and their behavior which can be observed. The writer uses this method because this research contains advertisements that uses written words form.

In source of data, data is divided into two, substantial and locational data. According to Sudaryanto (2010), substantial data is raw material data in concrete form that seems as speech in the dialogue. While locational data is the source which is origin from linguistic data of originating place. Substantial data that taken from language style in English advertisements and the locational data is taken from Facebook.

The writer uses some step in collecting the data, there are documentation, download, note taking. Documentation technique is used in research that has writing source. In this research, documentation that used is English advertisements in Facebook because the advertisements has writing form so that the writer chooses documentation technique. Then, the writer uses download technique to get the picture from Facebook.

Download technique is first step in collecting the data. According to Oxford dictionary download is copy a file or files from one computer to another. The writer downloads advertisements that used English language from Facebook with following steps: First, the writer

searchs all the advertisements on Facebook through type English advertisements in searching box which provided by Facebook. Then, the writer downloads or saves the advertisements that contain language style on its promotion. After getting some data in the research, then the writer notes additional the data that needed. Note technique is done by writing relevant data (Sudaryanto, 1993). If the writer finds some data that relate with the research, she will note and collect them as data.

In the previous discussion, this has been discussed that this is the qualitative research. The researcher intended to describe the data obtained, as they were found in the media. After collecting the data, the researcher took the next step that is was analyzing the data. The method of analyzing data that is used in this research related to McDrury theories (Collaborative Group Analysis of Data, 1999) in Moleong (2010:248) by doing following steps: 1) Reading or examining the data, give signs keywords and idea. 2) Analyzing the keywords and try to find theme that originate from data. 3) Writing “model” which found. 4) Coding that have been done.

III. RESULT

In the result of this research, it is served by informal method. Informal method in representing analysis is presenting the result of the analyzing data that use words and sentences, not in number, signs or artificial symbols (Sudaryanto, 1993:145). This presenting, the sentences can be

understood that use words in commonly. The writer writes some parts, there are introduction summarizes about background of the problem, identification of the problem, purposes and also organizing writing. Then, in the method of the research, the writer explains about method that used in this research from the experts. After that, the writer elaborates about language style that mostly used on Facebook deeply.

IV. DISCUSSION

1. The Kinds of Language Style

There are many kinds of language style, in the Keraf’s book (2008) is explained about kinds of language style, but in this research the writer only focuses language style based on figure of speech.

1.1 Personification



THE NOSE NEVER LIE

The advertisement above is taken from Facebook of Axe perfume on August, 2017. It is a perfume aimed for men that can be seen from the product. The product has black color indicates black is manly, masculine. So, the black color is chosen by producer for the product itself.

The language style used in the advertisement above is also personification. According to Keraf (2008:140), personification is a language style that describes nonliving

object as living object. The sentence The Nose Never Lies implies as if nose is personified. In this case, it uses nose as substitute of human being which can talk lie. In the fact, nose is only part of body that cannot talk.

1.2 Personification and Polysyndeton



GO PLAY WITH YOUR HAIR AND BRAID IT UP

Dove protects your hair from damage

The advertisement above is taken from Facebook of Dove Product for Body care in May 30, 2017. It is shampoo, conditioner and vitamin which is aimed for hair. This product is made for people who have damage hair and Dove publishes hair care series that will protects hair from damage. It can be seen from advertisement above, the advertisement adds the hair care series and the beauty braid hair. So that, the readers can interest with the product itself.

The language styles used in the advertisement above are personification and polysyndeton. According to Keraf (2008:140), personification is a language style that describes nonliving object as living object. The sentence go play with your hair implies as if the hair is personified. The sentence uses hair as substitute of human being who can play

with the readers; as known hair cannot play as human do.

1.3 Erotesis



WHEN'S THE LAST TIME YOU GOT THIS CLOSE TO SOMEONE YOU LOVE?

The advertisement above is taken from Facebook of Head & Shoulders. This advertisement is shampoo product which is assigned to readers who have hair problem especially dandruff problem.

The language style used in the advertisement above is erotesis or in other term is rhetoric question, because the sentences when's the last time you got this close to someone you love? is a question form. Erotesis is a language style which has form such question that used in speech or writing (Keraf, 2008:134). The sentence is used to explain about the product and also it is do not need the answer. It has connotative meaning, because it has an extra meaning and commercial value of the product, which is market to the reader.

1.4 Alliteration



SO CLOSE . . .
SO CONFIDENT . . .

The advertisement above is taken from Casablanca Facebook. It is downloaded on July 7, 2017. It is one of product from Casablanca product, roll on variant. The advertisement wants to tell that the product can makes the armpit to be fragrant. So that, the readers can closer and more confident when meet with heterosexual person that signed by picture of a man and a woman.

The language style used in the advertisement above is alliteration. Alliteration is a language style that has repetition of the same consonant sound that follow each other, it is usually used in prose or poem (Keraf, 2008:130). The sentence of So Close.. So Confident.. has repetition of the same S and C consonant in words so and close and confident that follows each other and also sounds alike to emphasize and make it more artistic.

1.5 Simile



LOVE YOUR SKIN
LIKE LOVE YOURSELF

The advertisement above is taken from Dove Facebook on July 12, 2017. Dove has some variants, such as deodorant, soap bar, shampoo and etc. It

is bath soap advertisement. Health skin is important to care for people, because skin covers all of part of body outside. It needs caring and special treatment.

The language style used in advertisement above is simile, because the word of like has same meaning. Simile is “a figure of speech in which one thing is likened to another (Cuddon, 1999:830). The words are usually used are as...if, as...as, like, as...like, as...though etc. The word of skin refers to yourself so the meaning of the sentence is you can love your skin more often like you love yourself.

1.6 Metaphor



LIVE IS AN ADVENTURE

The advertisement above is one of milk product, Nutrilon Royal. It is taken from its Facebook on July 12, 2017. This advertisement is milk which is specialized for children, it can be seen from the picture. It shows some children who running together.

It has language style in promotion. Language style used in this advertisement is metaphor. As writer explained before metaphor is a language style that implies comparison of two unlike things (Keraf, 2008:139). Here, live is an adventure implies metaphor where adventure refers to exploration. Adventure means exciting journey or

experience while exploration means examining something carefully.

Childhood is a time for children learn about their environment. They have big curiousness to know all of things around them. For them, exploring new things as an2 adventure. Here, this advertisement wants to explain that Nutrilon Royal is a product that suitable for children who growing up.

1.7 Hipalase



TOGETHER WE TAKE HAPPINES

The advertisement above is taken from Oppo Smartphone in its Facebook. It is taken on July 5, 2017. Oppo is one of smartphone product which sold in Indonesia. It has some series and the advertisement above is F3 series and also has camera feature as can be seen on the picture, selfie expert sentence.

The language style used in the advertisement above is hipalase. As written explained in the previous chapter, hipalase is an opposite of natural relation between two ideas (Keraf, 2008:142). The sentence together we take happiness has two ideas. The word happiness should picture. In fact, when we use camera we take a picture not happiness, because happiness cannot be taken, but can be felt.

1.8 Hyperbole



7 MINUTES JOYNESS WITH DOVE BODY WASH

This advertisement above is one of variant Dove Product. Dove usually uses language style in each advertisement. This advertisement is taken from Dove product on August 11, 2017. It is body wash variant, soap bar. It can be seen from the picture of advertisement. There is a picture of soap bar with dove symbol on it.

The advertisement above uses hyperbole language style, because the word joyness implies exaggeration. As written explained before hyperbole is a language style that exaggeration something which has aim to stress it (Keraf, 2008:135). In this case, the word joyness has meaning that comfortable and enjoyable activity.

1.9 Pun or paronomasia



SPRAY HELLO, NOT GOODBYE

This advertisement above is taken from Axe Facebook on August 11, 2017. Axe has some variants such as perfume, deodorant, razor and hair gel. Axe is one of product that specialized

for men' necessary and this advertisement is a perfume variant.

The language style used in advertisement is pun or paronomasia. Pun is language style that uses resemblance of sound. It is a word game based on resemblance of sound, but there is distinction in the meaning. (Keraf, 2008:145). The advertisement is written a statement that contains it. The word spray from sentence spray hello, not goodbye is pun language style. As writer explained before, pun or paronomasia is a language style that uses resemblance of sound. It is a word game based on resemblance of sound, but there is distinction in the meaning. The word spray should be say, because it is a perfume product that uses spray in using.

2. The Way of Language Style Convey the Message

The advertisers uses language style to convey the message to the readers. According to Kasali in Jaiz (2014:2), advertisement is a message that offer a product is aimed to people through media. So that, the language style is used to deliver purpose of the advertisement itself where the purpose is offering the product.

Guinn et all in Jaiz (2013:3) explain that communication is fundamental aspect of human existence, and advertisement is a communication. Indonesian Dictionary (2000), advertisement is communication message from producer to the readers. Laswell in Faber & Nan (2004) suggested that communication could be described as the study of sources (who),

message (says what), media (in which channel), receiver (to whom) and with what effect.

From the explanation above advertisement is communication. The advertisers as sources who make advertisement, language style as message that explain the aim of advertisement, Facebook as media in promotion of advertisement, receiver is customer and the effect from advertisement is attractiveness customer or interest of customer about the advertisement.

V. CONCLUSIONS

The writer concludes from the advertisement which selected, alliteration style is preferred to be used in some advertisement in Facebook, because it is assumed to be more effective way than other, this style can support and create an interesting meaning with playing sound and memorable phrase or sentence and the customers will interest and buy the product.

The writer also concludes about the way of languages style convey the messages of the English advertisement in Facebook. The advertisers uses unique word and picture to interest the readers. Each advertisement has connotative and denotative meaning, where connotative meaning of all advertisements is about behind aim in promotion. The advertiser wants to sell the product through the advertisement itself. Denotative meaning of each advertisement refers to words, sentences and pictures in advertisement that will interest the readers.

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