

Pragmatic Study of Display Advertisements in Harian Rakyat Aceh

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Abstract

This study aims to describe the role of pragmatics in delivering the meaning of print advertisements in the Harian Rakyat Aceh newspaper. This research used a qualitative approach. The data was analyzed using a pragmatic approach. The data of this research were advertisements published in the Harian Rakyat Aceh newspaper in January 2019. The data were identified, classified, analyzed, described, and summarized. The results showed that all the advertisements used pragmatic power to convey information. The pragmatic power that appears is the presupposition and context of the advertisement. The presupposition arises from the main trademark of a product or product brand that has been popular in society. Context refers to images, letter shapes, colours, and motives of images and letters in advertisements published in the Harian Rakyat Aceh newspaper.

Keywords: pragmatics, advertisement, Harian Rakyat Aceh

1. Introduction

Language is a medium of cooperation. Ismiati (2010) states that language is a system of sound symbols used by members of a community to work together, interact, and identify themselves. Language activity is inseparable from all human daily activities, including economic or business activities. In the realm of the realm, the continuity of a product cannot be separated from interactions with consumers, one of the media that can be used to establish interactions is through advertising. Advertisement is any form of non-personal presentation of a good or service by a producer to consumers. A product or service must promote itself to place the image of the product or service being offered in the minds of consumers. Specifically, which is required to get the attention of a promotional or advertising is the price, quality, usage, product category, and the perception of the user. One of the most important elements in product promotion or advertisement is to pay attention to the language and elements that surround it. Language in advertisements is required to be able to inspire, be attractive, promote togetherness, and communicate messages persuasively to the general public.

Currently, advertising has come in a variety of novelties. The presence of technology allows advertisements to be packaged in various forms and views. What is interesting is the composition of the language that appears in advertisements today. Which language is used then how to combine the language with other dominant components of an advertisement such as images. This condition is interesting for the author to do a pragmatic study of the advertisements that exist today. Pragmatic language analysis itself is a study to understand the meaning of utterances by looking at the context.

Pragmatics is seen as expressing language users associated with the appropriate user context so that it is communicative. Faisal (2018) stated that pragmatics is the study of the use of language in context. The context in question is the meaning of a speech that takes into

account the place, time, atmosphere, topic of conversation, the closeness between the speaker and the speech partner, cultural background and so on which surrounds a speech.

Departing from the description, the problem of this research is how the form of use of pragmatic language in the *Harian Rakyat Aceh* newspaper advertisement. This research aims to describe the use of language and its practical power in the advertisement of the *Harian Rakyat Aceh* newspaper. This study is important for developing linguistic knowledge and its application in the business world to promote products in the form of goods and services.

Pragmatics

Pragmatics has several areas of study. As stated by Yule, (2006) there are five strategic research areas of pragmatics. *First*, deixis, namely pronouns. The deixis has the form of spatial deixis (for example, this, there, and that), person deixis (for example me, you, and he), and time deixis (for example yesterday, now, and tomorrow). These three types of deixis depend on the interpretation of communication participants who are in the same context (Faisal, 2018). *Second*, implicature is speech that implies something different from what is actually spoken. Something "different" is the speaker's explicit intention. In other words, implicature is hidden intentions, desires, or expressions of the heart. (Faisal, 2018). In short, implicature is the implication of something that is said.

Third, discourse analysis, namely discourse analysis includes a very wide range of activities, from narrowly focused research on how words such as "oh" or "okay" are used in general conversation if this analysis is limited to linguistic issues. , then discourse analysis focuses on records of processes (oral or written) where the language is used in the context of expressing desires (Yule, 2006). *Fourth*, presuppositions or presuppositions, which are assumptions that speakers have before producing speech. presuppositions are not contained in sentences but exist in speakers and speech partners. The similarity of presuppositions will facilitate communication and deliver the same quality of understanding to speakers and speech traits.

Fifth, context, which is the condition in which a situation occurs. There are several types of context. Physical context includes rooms, real objects, scenery, and so on. Context refers to socio-psychological factors concerning factors such as the status of the people involved in the communication relationship, their role, and the level of seriousness. The dimension of choosing the time or tempo of a context includes the day and sequence of events that are felt to occur before the communication event. (Cummings, 2010). Rahardi (2005) states that pragmatics is the study of meaning in relation to *speech situations* which includes elements of greeting and being greeted, context, purpose, the act of illocution, speech, time and place.

General Advertising

Advertising is the most popular form of promotion as faith proposed According Morison (2010) advertising is one form of promotion of the best known and most of the multitude of people to be discussed. Ordinary advertising is also defined as a human effort in conveying ideas, products or services shown at certain targets through the mass media. Advertising has a very broad reach. Advertisements are usually posted on various media so that they can be seen by many people, both print and electronic media. Some of these media include newspapers, magazines, tabloids, television, news sites, blogs/webs, social media, and public places.

All communications in the form of advertisements aim to attract attention or persuade other people to buy or do something that benefits the advertiser or the person receiving the advertisement or both. Advertisements contain notification to the public and have the character of influencing readers to do what they want. Ads themselves are product advertisements, there are also public service advertisements that aim to convey information to the public, such as invitations to plant trees or stay away from drugs.

Things that need to be considered in making an advertisement in terms of language such as using polite words, proper diction, and logic. Advertisements can use certain figures of speech to generate suggestion power. The words in the ad are arranged in such a way as to highlight the parts that are important. Information in advertisements must be objective and honest, concise, and clear, and do not offend other groups or media.

Newspapers and Advertisements

Print media is a communication medium that is written or printed. There are various kinds of media classified into printed media, one of which is newspapers. Newspapers are communication media that contain actual information from various aspects of life, such as politics, economy, social, crime, culture, arts, sports, foreign, domestic, and so on (Muhammad, 2012). Newspapers provide actual information and news. The news contains various rubrics, there are opinion rubrics, news rubrics, entertainment rubrics, sports rubrics, and so on. One of the most important articles in newspapers is advertising. Advertising is the largest source of income for newspapers. During its development, newspapers are increasingly favoured by the public because apart from being easy to find, the price of newspapers is also easily accessible to all people. Therefore, now the types of newspapers are even more numerous and varied.

The wide door opened by newspapers for advertisement is also an opportunity for business owners to promote certain products. Throughout the history of the press in Indonesia, many types of print newspaper advertisements have appeared. As stated by Morissan (2010), newspaper advertisements are (1) display advertisements, namely advertisements that are dominant in displaying images compared to text with a percentage of 70%: 30%. (2) classified advertisements, namely advertisements containing abbreviated text without pictures. Classified ads are divided into three main categories, namely property ads, automotive, and job vacancies. (3) special advertisements, namely special advertisements in newspapers covering government advertisements, announcements of corporate financial reports, and announcements regarding business or changes in personal relationships.

Harian Rakyat Aceh Newspaper

Harian Rakyat Aceh newspaper is printed every day in Aceh Province. This newspaper has an office in Banda Aceh, which is located at Jalan Sultan Malikul Saleh, Banda Aceh. Harian Rakyat Aceh newspaper was chosen as the source of data because it is one of the printed mass media that circulates every day in Aceh. These activities have made this newspaper a popular platform for advertisers.

2. Method

This study used a qualitative approach. The reason for choosing this approach is because the research data and research background are natural, which means that they explain an event as it is without making it up. In taking a qualitative approach to obtain data, it must have a natural background (Moleong, 2013). To reveal the meaning in advertisements, the type of research used is pragmatic research. Then, pragmatics is used as a data analysis approach which aims to guide the analysis process of pragmatic involvement in the *Harian Rakyat Aceh* advertisement. The source data late this study are newspapers *Harian Rakyat Aceh* with the data in the form of documents existing ad in the newspaper. Moleong (2011) states that a data source is where data is obtained using certain methods, whether it is humans, artefacts, or documents. The data of this research are advertisements published in the *Harian Rakyat Aceh* newspaper. The advertisement that is used as research data is display advertisements, namely advertisements that contain a combination of images and text.

The data collection technique is a strategic step in research, Sugiono (2013). In collecting data researcher used a library study, which is a technique that used written sources to obtain data. The next technique that is used is the note-taking technique to record detailed data. For application in this study, researchers (1) proposed display advertisements that were published in the *Harian Rakyat Aceh* newspaper during January 2019, (2) classified advertisements by type of business then took data representations.

The research data that has been collected is analyzed by stages (1) analyzing the use of language in the advertising data. Observed is each word in the ad such as information superiority, and brand; (2) analyzing the advertisement as a whole, namely looking at the relationship between words, brands, images, and colours; (3) describe the analysis results comprehensively, and (4) conclude the research results.

3. Results and Discussions

Researchers took 15 display ad data published in the *Harian Rakyat Aceh* newspaper during January 2019. Data can be seen in the following table.

Table 1. List of Advertisements and the Date of Publication

No	Advertising Theme	Total	Edition
1	Motorcycle (freego matic)	1	09 January 2019
2	Motorcycle (MioS)	1	14 January 2109
3	Trucks (Mitsubishi)	1	17 January 2019
4	Internet quota (Simpati)	2	17 January 2019
5	internet quota (Telkomsel)	1	19 January 2019
6	Motorcycle (GT150 Supra)	1	21 January 2019
7	Motorcycle buying service	1	25 January 2019
8	Printer machine (Epson)	2	26 January 2019
9	Matic Motorcycle (Vario ESP)	1	27 January 2019

10	Online Payment Application	1	27 January 2019
11	Motorcycle (Skutik)	1	27 January 2019
12	Presidential Campaign 2019	1	28 January 2019
13	<i>Grabbike</i>	1	28 January 2019
14	Gofood	1	29 January 2019
15	LP3I	1	31 January 2019

The details of data analysis can be explained as follows.



Figure 1. Yamaha Advertisement

The text that is in the ad is

Yamaha

*Free Go **The Amazing Matic***

Isi bensin gak pake ribet. 'Fill with gasoline is not complicated' '

Posts Yamaha (in the top right corner) can be understood directly by the community of Aceh as the brand of motorcycle engines in particular. This happens because of the knowledge that is already embedded in the minds of the public about the brand. This brand has last long in Aceh as a popular motorcycle brand. This condition is called a presupposition or presupposition. Speakers (advertisers) are very aware of this condition as well as readers. There is a mutual understanding between speakers and speech partners. The phrase Free Go The Amazing Matic becomes meaningless without being supported by image fragments featuring the front cutout, speedometer, seat display, spacious trunk, and full view of the motorbike. The snippets of the picture are the context of the above phrase. Next, the clause of the contents of the gasoline is not complicated nor is it able to provide clear information without being supported by a cutout showing the position of the advertised motor oil tank.



Figure 2. Grabbike Advertisement

Grabbike

Bikin Hidup 'make life'

Simpel 'simple'

The word Grab bike is familiar to urban people. The word refers to a company providing two and four-wheeled transportation services. The familiarity exists because the public has long listened to that name. Speakers (ad creators) are aware of this condition. So, there is no need to explain to the public (speech partners) by writing long words in advertisements. Clause: Bikin hidup Simpel used to give encouragement to readers about the usefulness of the services offered. The writing Grab bike Bikin Hidup is packaged in white, followed by a green background throughout the advertisement, coupled with the presence of two white horizontal lines and an image of a motorbike that also shows the same colour showing the context of the ad. The meaning of the advertisement can be conveyed well to the reader. The opposite will happen when the green and white blend is replaced with other colours such as black, red, and blue. The reader may think that there are other companies that are similar but use the same name. it can be stated that all combinations of all parts of the listing are clicked is the realization of a complete narrative context.



Figure 3. Gofood Advertisement

Gofood

Makmur 'Prosperous'

Makan murah 'Cheap eats'

Ads above, which is to build an understanding with the name of one of the products services. In addition to the letters that construct the word Gofood which function as a brand, there is a picture of the spoon and fork between the first *o* and *f* which becomes an image as well as a context builder for building information. However, this ad does not build context with the product's distinctive colour, which is green. The colour used is red. The advertising information can still be understood by looking at the presupposition side of the brand or product name of the advertisement.



Figure 4. Presidential Candidate Advertisement

Capres 'Presidential candidate'

No. 2

Prabowo – Sandi

These advertisements can convey adequate meaning because the combination of words used is supported by images as context. The content of the ad is to invite readers indirectly to choose the pair. This can be proven from the advertisement image. Readers are led to understand this because they have a presupposition that photos with such clothes, positions, and expressions can commonly be seen on ballot papers during elections. No. 2 can be understood by the public as the candidate's serial number during the election. This has become a general presupposition for the people, especially those who have participated in elections. In addition, the presupposition also emerged from ad loading time span, ie during the presidential election campaign.

The research findings show that the context that builds advertising presupposition in the form of the use of major trademarks is seen in fourteen advertisements such as Yamaha, Astra Honda Motor, Epson, Telkomsel, and Gojek. Also included are advertisements or well-known product names such as Vario and Gofood. Only one advertisement did not use a brand because it opened a product, namely the presidential candidate pair advertisement. However, I still convey the main identity of the advertising information, in this case, the presidential candidate's writing.

The next context in display advertising is an image, colour, and shape. It is used to support pieces of text in conveying meaning. The images displayed are according to the type of advertisements, such as images of cars driving heavy terrain for car advertisements, images of motorbikes and their different parts for motorbike advertisements, pictures of food for food ordering services, pictures of motorbikes for two-wheeled transportation services; Likewise with other display advertisements in this study i. Selection of colour advertising contributes greatly in meaning as it uses colour and pattern that is identical to the product being advertised, such as green for advertisement Grabbike with motifs of two lines white in

the middle of a green background and spoon picture and fork on writing gofood in advertising services delivery order food. It can be emphasized that the Harian Rakyat Aceh advertisement builds meaning and understanding in readers using a context that is supported by presuppositions or presuppositions.

4. Conclusions

Based on the overall research results, it can be concluded that the role of pragmatic studies in conveying the meaning of advertising is as follows. (1) Main trademark or popular product mark. Brands contain a strong and broad presupposition about a product in people's minds. The presupposition is a very strong field of pragmatic study in conveying the meaning of all data in this study. (2) Context. The field of context pragmatic studies plays a very important role in conveying the meaning of advertising in this study. the context in the ad can be images, shapes riots, colours, and motifs ads. Ad in display the Harian Rakyat Aceh newspaper to convey the meaning to readers through trademarks, pieces of text, images, colours, and motifs that are identical with the product being advertised. The presupposition element can not be separated from the context of the advertisement. Thus, a complete understanding was born in the reader of the content or information in the advertisement published in the Harian Rakyat Aceh newspaper.

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