

Teenagers' Perception towards Language Use in Advertisement

Dielma Triyuni¹, Fadhillah², Liska Widya Putri³

^{1,2,3}English Department, Samudra University,
Langsa, Aceh, Indonesia
e-mail: dielmatriyuni96@gmail.com

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Abstract

This study aimed to investigate the teenagers' perception towards language use in advertisement. Advertisement is the best way to communicate to the customers. Advertisement helps the producers inform the customers about the brands they produce, and available in the market and the variety of products useful to them. Advertisement is for everybody including kids, young and old. It is done using various media types, with different techniques and methods most suited. Advertisement is of great importance for any business activity as it attracts people to use the particular service. Most of the business men are using various different means of communication to reach people around the world and turn them into leads that can be further turned into potent customers. Visual content and design in advertising have a very great impact on the consumer, but it is language that helps people to identify a product and remember it. The research is done by means of descriptive qualitative method supported by questionnaire in data collection procedures. The results show that the perceptions of teenagers towards advertisements are the language used is simple and easy to remember, and advertisements function as reminder.

Keywords: advertisement, teenager, language use, visual content.

1. Introduction

Human beings interact with one another by using a medium of communication called language. Language has an important function to all societies because it is a means of communication that enables them to understand one another. Through language, the speakers can identify themselves as well as view their language as a symbol of their identity. It is a medium through which a person delivers his or her ideas to the world.

Learning a language is all about knowing how to communicate with a different section of people on the other part of the world. By this, it is clear that language plays an important role in the world of trade, international agendas and many other activities. Language also influences a person's life not by its literature but by its people who speak the language. With the globalization gaining ground in Indonesia, particularly from the last decade, knowledge of foreign language, especially English has become all the more essential to communicate better with the outside world as it is the language for trade and commerce.

In the expression of culture, language is a fundamental aspect. It is the tool that conveys traditions and values related to group identity. The purpose of this paper is to show that a common language is one of the most important features of a community, and the ceaseless

use of the same language is the most certain proof of the historical continuity of a community. This function is strongly related to the social nature of a language, whereas there are interdependency and mutual conditionality relations between language occurrence and a society with its inherent culture.

Language is a means to communicate with other people. Language always develops from time to time because of the social conditions and the human need. Chaika (1994) states that language cannot be fixed at any point. It develops based on the need and the wish of the speakers. Every normal speaker has abilities to make up new words, use old words in a new way, compose sentences they have never heard before, and combine sentences into wholly new discourses.

Cases occur when someone deals with the language variants related to language choice because he needs extra efforts to figure out the meaning. Chaer and Agustina (2010) distinguished variations or variants of language based on speakers and their use. Language variations based on the speakers refer to location, social position, gender, and time and those based on their use mean what language is used for, in what areas, what paths and tools, and how the situation is, formal or non-formal. Eckert (1981) also distinguishes language variations that reflect their speakers and use. Based on the speakers, language variations divide into regional variations and social dialects, gender and age, ethnicity and social networks and language changes. Language variations based on their uses divide into language styles, contexts, and registers. Its function is in the communication of culture, propriety, and stereotypes. Eckert (1981) asserts that the study of language diversity is an essential part of sociolinguistics. This is because sociolinguistics is related to social factors. Language varies from one place to another, from one social group to another and from one situation to another. In general, language is used for public communications; however, there is a certain type of language used for a certain purpose in public such as the use language in advertisement or simply advertisement language, which is at the same time the focus of this research.

Advertisement is a medium to introduce products, not apart from the language use. The use of attractive language is important in advertisements because the success of an advertisement is not only because of the product factors but also the right use of the language. Dictions and sentences used in advertisements are strategies to get the attention of consumers. Clear language and diction that are easy to remember are the advantages of the products offered. This is where consumers start looking for everything related to the advertisement. However, the language to be used in a certain advertisement, how modern it is, should be adjusted to the customary law as a reflection of ethics; as stated by Purwarno and Suhendi (2018) that the modernization of life cannot omit the customary developed in the society.

Advertisements are all around. They are on television, in magazines, on the Internet, and plastered up on large billboards everywhere. Advertisements are nothing new. Many individuals have noticed them all of their lives and have just come to accept them. Advertisers use many subliminal techniques to get the advertisements to work on consumers. Many people do not realize how effective advertisements really are.

According to Shimp (2007: 246), there are five important factors which determine the purpose of advertisement in terms of marketers' communication with consumers. He listed these five factors as follows: "(1) informing, (2) influencing, (3) reminding and increasing salience, (4) adding value, and (5) assisting other company efforts." That is to say, the first most important aspect is informing people which means that the company needs to enhance

the awareness of the consumer about their products by mentioning its advantages and features. Advertising also affects the products in two ways: 1) basic demand which builds the consumers' desires for old products of the company and 2) a new brand of the company. In addition, effective advertising can retain consumers' mind fresh about the image of a brand which develops the trace of the memory where consumers have to choose between two or more products. Moreover, it may change the product quality, create new, well-designed and elegant product and change consumers' view towards the product. Lastly, by effective advertising program, company may save money and time.

2. Literature Review

Advertisement language is a part of a language with the aim of attracting attention with diction, special stylistics, easy to remember and short. As for advertisement, the promotion is of goods, services, companies and ideas that must be paid by a sponsor. Advertisement is one of the things that are essential in overall promotion. Advertisement uses language, whether it is spoken, written, or just merely symbolic. This concept is then supported by Pardi, et. al (2018) stating that advertisement is a media used in promoting a certain product to convince the attention and interest of consumers to purchase products.

Advertisements are able to remind and confirm the product advertised. Each advertisement gives rise to a catcher element in the form of sound (audio), image (visual), and language (verbal). All these elements are very important so that one day, by just hearing, seeing, or reading the reminder, consumers are directly connected to the product being advertised. To achieve visual reminder effects, often the image display is exploited by ignoring relationships with certain aspects. Verbal reminder effects are created using local language expressions. The success of an advertisement begins with the success of a copywriter. An advert writer is required to have adequate language proficiency. With adequate language proficiency, Ad script writers can play the language to get the effect desired. The advertisement is of various types. Almost every public goods and services need is advertised in print or electronic media. The use of advertising language in forms that seem odd and unreasonable must be avoided.

Kannan and Sarika Tyga (2013) state that advertising is the best way to communicate to the customers. Advertising helps the producers inform the customers about the brands they produce, and available in the market and the variety of products useful to them. Advertising is for everybody including kids, young and old with four objectives: Trial, Continuity, Brand Switch and Switching Back. Trial covers all the efforts to introduce the product; Continuity, to preserve the existence of the product; Brand Switch, to persuade the customers to choose the product and Switching Back, to persuade the former customers to be back to the product.

3. Research Method

The methods for empirical investigation in the study include teenagers' interview, and field observation. Arikuntoro (2010) states that descriptive qualitative method was one used to make descriptive of situation, even or accumulate the basic data. This means that this research found the evidence to prove the truth of a certain theory but did not intend to find a new theory. Bogdan and Biklen (1982) states that descriptive means the data collected were in the form of words rather than numbers. Descriptive qualitative design tried to analyze the data with all of their richness as closely as possible to the form in which they

were recorded and transcribed, and the written result of the research contains quotation from the data to illustrate and substantiate the presentation.

This study involved the teenagers in Langsa as research subject. The subjects here are male and female teenagers. The main data were taken through observation technique. The data was collected by using recording and field notes.

3. Results and Discussion

The results show that in advertisements

1. Language used is simple, clear and easy to remember.
2. Simple sentences, not complex or compound are used.
3. Declarative statements are used.
4. Straightforwardness in conveying messages.
5. Persuasive in nature.

The language used in advertisement is easy to understand and remember. Dictions used lead to slogans that are used in everyday conversation. Slogan sentences are creative and also not outdated so that people feel easy to remember. The use of a slogan that is successfully attractive, could be seen from how far the community knows the slogan. If the slogan succeeds, just by listening to the slogan, people will know the type of product that uses the slogan. The slogan used is associated with teenagers, because teenagers are creative generations.

Simple language is supported by the use of simple sentences. Compound sentences are not used because they can give an ambiguous impression. Messages or advertisement contents are also easy to understand because they are right on target. Advertisement has the nature of persuading consumers to use the product offered.

Perception which refers to the use of simple language is easy to understand and the contents of a clear message in the advertisement reaches 70%, the remaining 20% express disapproval and 10% give no answer.

The structure of the advertisement text consists of titles that are generally located at the top of the advertisement text, the product name being promoted and the description of the product itself which is basically the core of this advertisement text. While the characteristics of advertisement text and linguistic rules of advertisement text include: persuasive language, pronouns or first-person point of view and attractive images.

The respondents stating that the advertisement has a persuading nature reach 90%, while the remaining 10% have no idea. An advertisement will be very effective if the sentence used can persuade or make people interested in buying or enjoying the product offered.

Advertisements that have appeal include advertisements that are useful to provoke responses from consumers. In order to be attractive, the advertising material is translated into advertisement execution. In this case, the category used are rational and emotional, or a combination of both.

The language of advertisement is persuasive. It always tries to arouse the emotions of readers or listeners. The goal is that the target audiences or consumers do something or act according to the advertisement's mandate. Therefore, in the language of advertisement, words used are in the form of seduction, advice or solicitation that can cause curiosity. The packaging of the product is made interesting and placed appropriately and surely the advertisement succeeds in influencing the reader or the listener.

4. Conclusion

Advertisement text is one of the promotion media that is effective in marketing various products to consumers because of its broad and massive reach. The aim is to introduce a product, both goods and services to the community, in order to attract public attention to recognize, buy, to consume or use the advertised product. Competition in the advertising sector has been increasingly sharp since television. However, print media still has its own market share and remains a target for producers in advertising their products.

Simply put, the notion of advertisement text is as a message that offers a product that is addressed by a society through a medium. However, to distinguish it from ordinary announcements, advertising is more directed at persuading people to buy. Advertising has several functions, namely as follows.

1. Information
2. Persuasion
3. Reminder

The language used can be understood by all audiences, especially teenagers. Regarding the use of language, 70% agree and this shows that the perception of teenagers on the use of simple and targeted language is very large. Regarding the nature of advertisement, teenagers agree that advertisement is persuasive (80%). From these two points of perception, it can be summarized that the advertisement also functions as a reminder.

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