AN ANALYSIS OF LANGUAGE STYLE USED IN THE SLOGAN OF ADVERTISEMENT THAT FOUND IN THE INTERNET

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Abstract
The title of this thesis is An Analysis of Language Style Used in the Slogan of Advertisement That Found in the Internet. It aims to determine the type of language style that used in each kind of slogans. The writer examines for the meaning contained. Descriptive method used to explain the data. Four steps exercised by the author, who has to determine the sources, collect, analyze & present the data. The writer used Agih method (Sudaryanto: 1993). The author employs An Introduction to Sociolinguistics theory by Holmer, Janet. (1992), Metode and Teknik Analisis Bahasa theory By Sudaryanto (1993). The writer found the different of language style used in the same categories of slogan. The writer make an analysis about the data with divided the data one by one in the same categories of product.

Key words: Language Style, Slogan, Advertisement, Internet

INTRODUCTION
Advertising or advertisement is a form of communication used to persuade an audience (viewers, readers or listener) to take some action with respect to products, ideas, or services. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering, although political and ideological advertising is also common. Advertising messages are usually paid for by sponsor and viewed via various traditional media; including mass media such as newspaper, magazines, television commercial, radio advertisement outdoor advertising or direct mail; or new media such as websites and text messages.

Beside, Crabtree, et al (1991:237) say that:

“Advertising is a business in which language is used to persuade people to do things, for examples to buy some product or vote someone, and / or believe thing, for example, that some one corporation is trustworthy or some political philosophy is good one”

Like other advertising media, online advertising frequently involves both a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher’s content. Other potential participants include advertising agencies that help generate and place the ad copy, an ad server who technologically delivers the ad and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser. Internet advertising is a form of promotion that uses the Internet and
World Wide Web for the expressed purpose of delivering marketing messages to attract customer. Examples of internet advertising include contextual ads that appear on search engine result pages, banner advertising, in-text ads, Rich Media advertising, online classified advertising, advertising network and e-mail marketing, including e-mail spam and slogans.

A slogan is an advertising tagline or phrases that advertisers create to visually express the importance and benefits of their product. By and large, it’s a theme to a campaign that usually has a genuine role in people’s lives. It has the ability to loan people’s time and attention by putting consumers at the heart of the solution. Every day we see millions of messages and catchphrase everywhere from print media to internet advertisement.

Slogans are powerful marketing tools that can motivate their customers to support their brand. The best slogans are instantly recognizable. It is an advertising tag-line or phrase that advertisers create too visually and verbally expresses the importance and benefits of their product.

Internet advertisement use some language style. It purposes to attract their consumer. The language style has great contribution in attracting people who browsing the internet. So, they use language style that interesting to the netter.

In this research the writer tries to describe and to look for the forms of language for her analysis in internet advertisement. At this analysis, the writer focuses on language style used in slogans in internet advertisement.

Holmes (1992: 1) says that: “Sociolinguistics is concerned with the relationship between language and context in which it is used”.

In this case, the writer took some research that have relation with language variety, there are: The first one, Maria (2000) about language style in some short stories as found in Cool ’n Smart magazine in her research, she analyzes casual style and slang which, are found in Cool ’n Smart magazine. She analyzes longer expressions (which idiomatic meaning) that are characteristic of slang usage. Another one, Anti (1998), about non-standard Indonesian language in teenager magazine. In her research, she analyzes style of language in short stories in teenager’s magazines.

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commercial, radio advertisement outdoor advertising or direct mail; or new media such as websites and text messages.


“Advertising is a business in which language is used to persuade people to do things, for examples to buy some product or vote someone, and / or believe thing, for example, that some one corporation is trustworthy or some political philosophy is good one”

According to Wikipedia, a slogan is a memorable motto or phrase used in a political, commercial, religious, and other context as a repetitive expression of an idea or purpose. A slogan is an advertising tag-line or phrases that advertisers create to visually express the importance and benefits of their product. By and large, it’s a theme to a campaign that usually has a genuine role in people’s lives. It has the ability to loan people’s time and attention by putting consumers at the heart of the solution. Every day we see millions of messages and catchphrase everywhere from print media to internet advertisement.

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The style of language that speakers use with friends, when one a job interview, when talking to parents, the situational language is called language style. According to Holmes (1992:245), states that the addresses and the context affect out choice of code of variety, whether language, and dialect. From the definition, the writer can conclude that language style is variety of speakers which is following the writer by addressing and context.

According to Holmes (1992:236) a standard variety is generally one which is written and which has under gone some of regularization or codification (for example, in a grammar and dictionary), it is used for H (high) function a long side a diversity of L (Low) varieties.

A Standard language variation is generally: (1) Used in the news media and in literature (2) Described in dictionaries and grammar (3) Taught in school and to native speakers when they learn language as a foreign language

According to Halim (1980) in Chaer (2004:192) non standard language is variety that has indication or symbol from characteristic to set out of the way from norm of standard language also called informal language.

Non standard language shows greater variety than standard language. The higher social position of the non standard speakers,
the more nearly do they approach the standard language.

According to Richard, et al (1985) non standard language is use in speaking or writing; with differ in pronunciation, grammar or vocabulary from the standard language. Sometime the expression substandard is used but linguist differ the term non-standard as it a more neutral term. According to Holmes (1992: 74), there are many components of the meaning of the term non-standard language, they are; (1) Unstandardized or uncodified variety (2) Refers to the way it’s acquired in the home at first variety (3) It’s used for relatively circumscribed the function (4) Used in informal situation

One mark of an informal language is the frequent occurrence of slang. Almost everyone use slang occasions but it is not easy to define the word. According to Fromkin (1985:276) slang has been defined as “one of those things that everybody can recognize and nobody can define”.

Regardless of social position, almost all people use slang from time to time. According to Yeager (1981:183) slang is another word that is difficult to define but expresses a concept that is understood by almost everyone; probably the fundamental quality of a slang term is not generally accepted. Slang words may come about by combining to do word, by introducing a completely new word. Slang expressions have come and gone ever the year, some to return again but other never does. At the sometime, though same slang expressions are remarkably resilient and persistent and survive over long periods of time.

Akmadjian (1984) in Sudrawati (1999) explain about slang as follows: (1) Slang is part of casual informal styles of language use (2) Slang like fashion in dotting and popular music, changer rapidly (3) Specific areas of slang often associated with particular social group, and hence one speaks teenager slang.

A daily activity has conversational language. Generally, colloquial style is not really attention to pronunciation, choice or words, or sentence structure. According to Alwasilah (1986:59) in Arry Anti (1998) that colloquial is words or phrases that are only used in utterances in spoken language. It used in casual conversation. Education native speakers of a language normally use colloquial speech in informal situation with friends, fellow worker and members of the family.

In this research, the writer would like to use some theories in order to support in development this thesis. The theories will be described briefly, that is language style, formal and informal language, for example slang and colloquial.

**RESEARCH METHODOLOGY**

In this research, the writer also used the qualitative method is a processing of
research, which is have a result descriptive data like spoken or written language. In this research, the writer uses this method to analyze the language style as found in slogans in internet advertisement.

In this research, the writer took the data from slogans in internet advertisement. In internet advertisement the writer copying some slogans into a flash disk and found some data for to analyze. The data are categorized into food and beverage, automotive, cosmetics, electronics etc.

To collect the data, the writer uses observation method. Observation method itself is observes the language from the source of data, that are some slogans in internet advertising. In collecting the data the writer browse the internet and uses flash disk to save the data in both formal and informal language which includes the words that related to the research.

**DISCUSSION**

Based of the analysis, language style in advertisement can be describe into non standard (that are slang and colloquial) and standard language

**Non Standard**

**Slang**

1) **BRYLCREEM** - “A Little Dab’ll Do Ya!”

From the example above, the slogan is about men’s pomade or hair cream. Slang is not based to the true meaning but to the context. In the true meaning the word *Dab’ll* same with *Dabble* or playing with water but in the context meaning the word *Dab’ll* is slang that means the hair is gloss or shiny on a surface because that hair cream.

2) **BURGER KING** – *It’ll blow your mind away*

From the example above, the word ‘blow’ in the true meaning the wind action to make something has different position or look. But in the context meaning the word ‘blow’ is slang version that means make your mind only thinking about this food.

3) **GOOGLE** - *Don’t be evil*

From the example above, the word ‘evil’ in the true meaning has a negative meaning or it is a crime or bad spirit. But in the context meaning the word ‘evil’ is slang version that means stupid. It is fit with the slogan because Google is the one of many sources of knowledge, information, social network etc. with Google the people can smarter not stupid anymore.

4) **SUZUKI SWIFT** - *It’s a boy thing.*

**SWIFT, wanna play?**

From the example above, the word ‘wanna’ in the true meaning is ‘want to’. But in the context meaning the word ‘wanna’ is slang version that means challenge. It is based from the slogan that says *It’s a boy thing*. So are you brave to get the challenge?

5) **AUSTRALIAN TOUR** – *So where the bloody hell are you?*
From the example above, it is a slogan about the tourist industry. The word ‘bloody hell’ in the true meaning has a negative meaning or may be a swearword. But in the context meaning the word ‘bloody hell’ is slang version that means to make sure where the place you wish will to go to

**Colloquial**

A daily activity has conversational language. Generally, colloquial style is not really attention to pronunciation, choice or words, or sentence structure. It used in casual conversation. Education native speakers of a language normally use colloquial speech in informal situation with friends, fellow worker and members of the family.

6) **KFC** - *Finger lickin’ Good!*

From the example above, it is seen that the word *lickin’* is the colloquial version from *licking* is the standard language by switching the alphabet g with the symbol ’ from the word *licking* become *lickin’* from colloquial. Because this word is not about the creation of completely new word, it is only about the change the spelling that is switching one alphabet with one symbol but not change the meaning.

7) **Mc D** - *I’m Lovin it*

From the example above, it is seen that the word *Lovin* is the colloquial version from *Loving* is the standard language by deleting the alphabet ‘g’ from the word *Loving* become *Lovin* from colloquial. Because this word is not about the creation of completely new word, it is only about the change the spelling that is deleting one alphabet but not change the meaning.

8) **L’OREAL** - *Because you’re worth it*

From the example above, it is seen that to be ‘are’ from “*Because you’re worth it*” contracted with pronoun ‘you’. In English structure it is should be ‘you are’. The word is colloquial because this slogan is not paying attention to grammar or the word not about the creation of completely new words but only about the change the spelling of the shortened pronunciation.

9) **LG** - *“Life’s Good”*

From the example above, it is seen that to be ‘is’ from “*Life’s Good*” contracted with pronoun ‘life’. In English structure it is should be ‘life is’. The word is colloquial because this slogan is not paying attention to grammar or the word not about the creation of completely new words but only about the change the spelling of the shortened pronunciation.

10) **Visa** - *“It’s Everywhere you want to be”*

From the example above, is same with the above. To be ‘is’ from *Its Everywhere you want to be*” contracted with pronoun ‘it’. In English structure it is should be ‘it is. The word is colloquial because the word not about the creation of completely new words but only about the change the spelling of the shortened pronunciation.
Standard Language

11) **Canon** - “See what we mean”

In example above the advertiser make the slogan in standard language. It can be seen through the sentence is made in good grammar, good spelling and formal vocabulary, so this example uses the formal language. So this example is suitable to use on formal language style of advertising slogans.

12) **Nike** - “Just do it”

In example above the advertiser make the slogan in standard language. It can be seen through the sentence is made in good grammar, good spelling and formal vocabulary, so this example uses the formal language. So this example is suitable to use on formal language style of advertising slogans.

13) **Haagen-Dazs** - *Pleasure is the path to joy*

In example above the advertiser make the slogan in standard language. It can be seen through the sentence is made in good grammar, good spelling and formal vocabulary, so this example uses the formal language. So this example is suitable to use on formal language style of advertising slogans.

14) **Red Cross** - “The greatest tragedy is Indifference”

In example above the advertiser make the slogan in standard language. It can be seen through the sentence is made in good grammar, good spelling and formal vocabulary, so this example uses the formal language. So this example is suitable to use on formal language style of advertising slogans.

15) **Matchbox** - *We sell more cars than ford, Chrysler, Chevrolet, and Buick combined.*

In example above the advertiser make the slogan in standard language. It can be seen through the sentence is made in good grammar, good spelling and formal vocabulary, so this example uses the formal language. So this example is suitable to use on formal language style of advertising slogans.

**CONCLUSION**

Language style is the ways to show the freedom of expression, to comment, to express the ideas, feelings, and give information to other people. Language style is a part of communication. That used usually in some situation such as on school and internet. On this situation usually the people mostly use variation of language style.

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