



## Language Style On Food Advertising On The Internet

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*Abstract* The language used in making advertisements must be with the right choice of words and is inviting and can influence many audiences. The language used in making advertisements must be clear, concise, concise and easy to understand. Therefore, it is necessary to choose words, language styles that are unique and attractive to attract the attention of consumers.

*Keywords* : Language, Advertising, Internet

**Abstrak** Bahasa yang digunakan dalam membuat iklan harus dengan pilihan kata yang tepat dan mengundang serta dapat mempengaruhi banyak khalayak. Bahasa yang digunakan dalam pembuatan iklan harus jelas, ringkas, padat dan mudah dipahami. Oleh karena itu perlu adanya pemilihan kata, gaya bahasa yang unik dan menarik untuk menarik perhatian konsumen.

**Kata Kunci** : Bahasa, Iklan, Internet

### I. INTRODUCTION

(Chaer & Abdul, 1994) say that language is unique, unique means it has characteristics that other languages do not have. It is used by human to interact each other. Language is universal, it's not only about symbol or system but it also deals with social phenomena of many cultures in society like giving information to others about a thing, assure others about a truth and others.

Language in advertisement is also one of social phenomena. In advertisement, language play an important role. Language is used as mediation equipment in advertisement production process. Tarigan (1993:23) said that there are four purposes of language usage, they are oneself expression, exposition, art, and persuasion.

The language used in making advertisements must be with the right choice of words and is inviting and can influence many audiences. The language used in making advertisements must be clear, concise, concise and easy to understand. Therefore, it is necessary to choose words, language styles that are unique and attractive to attract the attention of consumers.

The unique style of language is able to anesthetize consumers with their curiosity and interest in the products offered so that there is a sense in every consumer who wants to have them. Aminuddin (1995) explains that style is the method used by the author in presenting his ideas according to the goals and effects to be achieved. In addition, according to Henry Guntur Tarigan (1985) language style is the use of words in speaking and writing to convince or influence listeners and readers in the form of rhetoric.

Dyer (2008: 184) explains that the success of advertising depends on displaying text that is not only logical, but also creates fantasy and symbolic meaning. The relationship between advertising and language style has a close relationship and connection with advertising, especially for food products. In writing advertisements, it must include the use of language styles that can persuade consumers indirectly. The use of language style in advertising that is right on target, clear and straightforward, easy to understand and attractive makes it easy for food products to be sold easily. Thus, the relationship between language style and advertising is a mutually necessary and inseparable relationship in writing an advertisement that must include language style.

Advertising language is used to persuade people to buy their products (Asher & Simpson, 1994). This means that every advertisement that is displayed both orally and in writing aims to persuade and invite consumers to buy products with promotions through these advertisements. Advertising is an effective strategy in promoting goods and services that you want to buy and sell.

Advertisements can be found in various kinds and various sources, both orally and in writing. Advertisements in written form can be found from various newspapers, magazines, banners, newspapers and others. Advertisements in oral form are easier to find such as on internet and other social media.

The use of internet media as advertising promotion nowadays is very interesting because it is based on the very rapid development of internet users and it increases significantly every year, making companies start to think about using internet media as a medium to promote their products (Taylor, 2007: 55). Advertising on the internet is the easiest promotion in advertising a product compared to other media such as radio, newspapers, etc. Advertising on the internet is easy, fast, has broad access, and has more specific targets. This can be reached by various groups who use internet social networks. By relying on giant companies such as Facebook, Instagram, Google, you can realize advertising promotions on the internet widely.

Through the internet network, small, medium or large companies can provide product information, prices, terms of purchase, how to order and pay, as well as delivery of goods to customers, prospective buyers, and business partners around the world (Kleinstauber, 2002:30). Furthermore, advertising on the internet is a product marketing effort that is very easy to reach by consumers. In today's modern era, various types of advertising in the form of promotions can be found on internet social media. Good in food, property, beverage advertisements etc. Internet advertising must use good language, easy to understand, inviting

and can indirectly influence consumers through the use of language styles that can anesthetize and not drop other advertisements.

This research focuses on food advertisements on the internet that use language style. Food products and food advertisements are the main points in the discussion of this research. This research also focuses on food advertising on internet social media.

### **The Problem of the Study**

Based on the background of the research described above, it can be concluded and formulated that the formulation of the problem in this study is as follows:

1. What type of language style is used in food product advertisements on the internet?
2. How is language style used in food product advertisements on the internet?
3. Why does food advertisements use language style the way it does?

## **II. LITERATURE REVIEW**

### **The Definition of Language style**

Chaika (1982:29) states that language style is the way people use language in communicating, spoken, or written. The unique style of language is able to anesthetize consumers with curiosity and interest in the products offered so that there is a sense in every consumer who wants to have it..

Missikova (2003:16) states that language style is a way of speaking and/or a type of speech that is formed through conscious and deliberate selection, systematic patterns and the application of linguistic and extra linguistic tools with respect to topics, situations, function, intent of the author, and the content of an utterance. In writing style, the selection of the right words can define the advertised product. The selection of the right words in making advertisements can make it easier for consumers to remember the advertised product, and become a characteristic for that product.

### **The Types of Language Style**

In this discussion, the types of language styles used and discussed in this study are by William well (2009: 92) divides kinds of language into ten styles; simile, metaphor, personification, metonymy, alliteration, assonance, ellipsis, euphemism, prolepsis, hyperbola.

#### **1. Simile**

Simile is an explicit comparison between two things which have different realities. In general, simile is defined as a type of figurative language used to describe the similarity of two objects in terms of shape, color, and characteristics. The words that are usually used are as...if, as.....as, as like, as though, etc.

For example:

- 1) "He can swim as fast as a fish.
- 2) His eyes are like stars, the morning star.

## 2. Metaphor

Metaphor style is language style which compares two matters implicitly, or in the other words an implied comparison of two unlike things. This means that metaphors only make sense when the similarities between the things become clear or someone understands their relationship. Metaphor is a variety of analysis that compares two things directly, but in a short pattern. This means that the subject and object have the same attributes, and write them down to compare the others.

For example:

- 1) You are my sun.
- 2) He has a hard heart.

## 3. Personification

Personification is attributing or applying human qualities to inanimate objects, animals, or natural phenomena. In the other words, personification is describing non-living objects as if there are and lives like human beings. Personification is used to help the author describes a situation or thing more clearly. Through personification, readers can more easily grasp what the author wants to convey because personification reveals how the human perspective works and can understand it more clearly. Personification can show the reader how rich the meaning of a word actually is more than the reader can imagine.

For example,

- 1) Play with your beauty.
- 2) "Wind, convey my greetings to him,"

## 4. Metonymy

Metonymy style is replacing the name of something by the name of something which has the same character or substitution of a word to suggest what is really meant. Metonymy is also a retorical way to describe something indirectly by referring to the things around it, such as in describing someone's clothes to characterize an individual.

For example:

- 1) She drives her new Chevrolet.
- 2) The pen is mightier than the sword.

## 5. Alliteration

Alliteration is a series of words that begin with the same letter or sound alike. In other words, alliteration is a language style that has repetition of the same consonant sound that follows each other it is usually used in poem and prose, to create beautiful sentences or to emphasize words. The style of language is often used in poetry, because the meaning conveyed in the figure of speech can be lived and understood with feelings. With a combination of beautiful language and delivery, literary connoisseurs can be touched and can interpret what has been conveyed by the author.

For example:

- 1) "You come and you change my whole life now.
- 2) Go to the rainbow of life.

#### 6. Assonance

Assonance is the repetition of vowel sounds, most commonly within a short passage of verse or language style that has repetition of the same vowel sound in words that follow each other, and it is usually used in poems to emphasize or to make it more artistic. This figure of speech is usually used by writers to convey messages in an imaginative and classic way. Figures can be in written or oral form and are used in literary works with the aim of representing the feelings of the author.

For example:

- 1) You will have healthy and shiny white skin.
- 2) His temper is hard as a rock it's useless to advise him!

#### 7. Ellipsis

Ellipsis is a language style that omits a part of a sentence which is easily filled or interpreted by the reader and makes the meaning of the sentence become clear. The ellipsis is also used to explain 'that' in a sentence or quote in the omitted part. The ellipsis mark is preceded and followed by a space. While the ellipsis at the end of the sentence is accompanied by a period

For example:

- 1) 'She looks fresh, pretty and.....'
- 2) 'So, in conclusion ... oh, it's time to rest.'

#### 8. Euphemism

Euphemism is substitution of less offensive or more agreeable terms for another. The expression of this style is used to replace the words that have insulting and unpleasant meanings. And can also be useful to replace words that are considered taboo or feel harsh with words that are considered appropriate or more subtle.

For example:

- 1) Change your dark skin by Nivea whitening.
- 2) Mother's love is infinite all the time.

#### 9. Prolepsis

Prolepsis is a language style that uses words, refuting anticipated objections as part of the main argument. Where people first use words or a word before the actual event or idea occurs.

For example:

- 1) 'Wow.....big sale up to 70%.
- 2) Rita is running for joy because she will get the best charter.

#### 10. Hyperbola

Hyperbola is a language style that exaggerates either the character or size of things which aim to emphasize, to intensify, etc. Hyperbole can be added to fiction to add color and depth to the characters. Hyperbole is a figure of speech that is intentionally exaggerated or exaggerated, often for emphasis or clarity. Hyperbole can be added to fiction to add color and depth to the characters.

For example:

- 1) You will have a perfect feeling!
- 2) He was so hungry, he ate the whole cornfield for lunch, stalks and all.

### **The Function of Language Style**

Chaika (1982: 31) states that the speaker gives a great deal of information about themselves just by the word, grammar, and pronunciation they choose both unconsciously and consciously. This information reveals to the hearer such things as the speakers' social background such as educational background and regional affiliation. The style markers of a particular social group or region may be deliberately used for other purposes. It means that using the language style must determine the purpose of communication. One of them is used to get the message, because in a society, there are so many people who have different characteristics. So, the use of style is expected without distributing others either partially or personally.

Other opinions come from Ramos in Fishman (1970: 108) states that language operation on the basis of more precise information as to the age, number, location, and interaction of the speakers of various local languages. From the statement above, the education and environment are very important for people. Their language is used toward and selectively

different in the same social networks or communities on two different occasions. Two aspects of language behaviors are very important from a social point of view: first, the function of language in establishing social relationship; and second, the role-played by language in conveying information about the speaker.

From the statement above, it describes clearly that both those aspects of Linguistic behaviors are the reflection of the fact that there is a close inters relationship between language and society.

Hymes in Wardhaugh (1986: 117) states that the way in which people view the language they speak is also important, that is, how they evaluate accents; how they establish the fact that they speak one language rather than another; and how they maintain language boundaries. Moreover, rules for using a language may be just as important as feeling about the language itself.

Mathiot and Gavin in Wardhaugh (1986: 31) state that the language“s Function is units“ individuals and groups within a larger community while at the same time separating the community that result from other communities. Therefore, it can be employed to reflect and symbolize some kind of identity: religion, social, ethnic, or religious.

However, Wardhaugh (1974: 24) states that the speakers are aware of the social significance of pronunciation and their attitudes towards it are favorable because of their social attitudes. In the same case, Chaika (1982: 29) states the function of language style is to convey social or artistic effect. It means that the language styles can be very important factor in group identification, group solidarity and the signaling of differences, and when a group is under attack from outside, signals of difference may become more important and are exaggerated.

Chaika (1982:29) states the language style functions are to convey social or artistic effect. While Badiah (in Hidayat, 2004:11) defines the functions of language style are as follows:

1. To increase the reader“s taste.

Using the stylish language can raise the reader“s thought toward what is being said by the writer, in this case, the advertiser. In addition, it will increase the public“s opinion about what has been written or said, what it means, purposes, needs, and wants.

2. To persuade the reader.

The functions of language style also can make the reader sure of what the writer or speaker has stated. Generally, the writer or the speaker attracts the reader using the rhetorical language.

3. To add the artistic effect of the idea being offered by the writer.

The third function of language style is intended to make the reader impressed with the product, service, and ideas offered. Conveying the ideas using good diction, jargon, and artistic word can be very helpful for the writer or the speaker in attracting the reader as many as possible.

4. To make the writer's idea clearer.

For this point, some advertisers, usually, use daily word choice or word which is easy to be caught and understood by the reader in promoting their ideas, services, or products.

5. To create certain mood.

The language style that is used by the advertiser can influence the reader's feeling and thinking. Thus, how the advertiser use the language style in their advertisement will create certain mood.

So, the function of language styles referring to the statements above are to tell the hearer or reader how they act to the messages given by the speaker or author seriously, humorously, as sarcasm, happy or sadly, or in some other ways. The other function is to control for one style that must be chosen, in order to control the speaker or author in delivering the messages thus, the reader or hearer should understand the messages.

The research design used in this research is descriptive qualitative research. According to (Endraswara, 2011) qualitative descriptive method is a method in research that is described with words or pictures if necessary, not numbers.

Furthermore (Muhid et al., 2020) they describe that basically qualitative research focuses more on texts or interpretation of phenomena. So, the problem-solving method in the analysis of language style on food advertisements contained in several food advertisements on the internet uses a qualitative descriptive analysis method.

In this study, in collecting the analysis of language style related to the research title, namely "Analysis of Language Styles in Food Advertisements on the Internet." Therefore, the appropriate research design in the research title that has been appointed is descriptive qualitative research as an analytical technique.

### **The Definition of Advertising**

The British advertising practitioner institute defines the term advertising as the most persuasive sales messages directed to the most potential buyers of certain products or services at the lowest possible cost (Jefkins, 1997:5).

Advertising is a form of indirect communication. Each ad served has a specific purpose and meaning. The advertisements to be advertised are tailored to the advertised product and the advertisement must be inviting and highlight the best side of the product. Advertisements



must state in detail the benefits of using the product and the purpose of using the advertised product.

### **Kinds of Advertisements**

#### 1. Offer advertising

Offer ads or commercial ads are easy to find ads. This offer advertisement is a type of advertisement that aims to offer goods or services to the general public to be purchased by their target consumers. Examples of offer advertisements: a) Goods advertisements: shoes, bags, food, electronic goods, cosmetics, and others b) Service advertisements : medical services, courier services, online motorcycle taxi services, and so on.

#### 2. Print media advertising

Print ads are advertisements that are created and posted by printing. Usually this type of advertisement is often found in newspapers, leaflets, bulletins, magazines, newspapers, billboards, posters, stickers, and so on.

#### 3. Electronic advertising

This advertisement uses electronic media in the delivery and display of its advertisements. Electronic advertisements are often found. Television advertisements that highlight video and audio as media for delivering messages in their advertisements, radio advertisements that focus more on voice intonation, outdoor advertisements such as advertisements on buses, taxis, terminals, stations that use electronic media.

#### 4. Internet Advertising

Internet advertising is a type of advertisement that is delivered through internet media. This type of advertisement includes electronic advertising, but because it is currently very massive, it can be a separate category. Internet advertising can be found on blogs, websites, social media, search engines, and so on. Examples of internet advertising include, for example, banner ads on blogs, social media endorsement ads, and so on.

### **2.6 The Advertising Purpose**

Suwito (2013: 419) outlines the purpose of an advertisement is for marketing, communication, education, economics, and social. The purpose of marketing means to meet the demands of users/buyers for goods/services, and ideas needed. The purpose of communication is to provide information, gossip, or stories about a product or service. The purpose of education is that consumers can learn from various kinds of advertisements, both positive and negative things. The economic goal is that advertising can convey financial profits from marketed goods/services. Social goals, advertising functions to drive a change in living standards determined by human needs.

So, indirectly the purpose of advertising is to influence consumer interest with various advertisements seen by consumers. Advertising will be useful for consumers if it is in accordance with the needs desired by consumers.

According to Geurts (2009), there are five functions of an advertisement. They are:

- a. To identify and to distinguish the products.
- b. To convey information about product (about the characteristics of privileges and sales locations).
- c. To persuade the consumers to buy the product and use the product.
- d. To extend the product of distribution and increase consumption of the product.
- e. To build brand preferences and loyalty.

### III. FINDING AND DISCUSSION

#### Types of Language Styles Contained In Food Advertisements on the Internet

According to William Well (2009: 92), there are 10 types of language style in food advertisements on the internet. Of the 10 styles of language discussed in this study, based on the type of language style. There are 6 types of language style in food advertisements on the internet as described below.

#### Language style on food advertising on the internet

TABEL 4.1

No	Product	Language style in advertising	Languages Style
1	Sweet peas and ABCs	Little, lemon, loaves	Alliteration
2	McDonald's	Big, beefy, bliss	Alliteration
3	Pringles	Once you pop, you can't stop!	Alliteration
4	Kit-kat	Have a break, have a kit-kat	Alliteration
5	Burger	Hotter. Juicier. Tastier.	Alliteration
6	Kikkoman	Good fortune, great flavor	Hyperbole
7	Hard rock café Pattaya	Rock in bowl	Hyperbole
8	Burger kings	It'll blow your mind away	Hyperbole
9	Heinz	No one grows ketchup like Heinz.	Metaphor
10	Pizza hut	See the leaning tower of pizza	Metaphor
11	Snickers	Filled with almond butter so smooth it just proposed to your girlfriend	Metaphor
12	Chocolate cookies	Life is like a box of chocolate	Simile
13	Goldfish	The snack that smile back!	Assonance
14	Skittles	Romance the rainbow taste the rainbow	Personification

15	Margarine	Margarine is, like, so freaked out right now.	Personification
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In accordance with the research statement, the answers to the research statement problems are as follows: there are as many as 15 food advertisements that contain language styles in food advertisements on the internet. Below is a table of results from the many styles of language used in food advertisements on the internet.

Table 4.2. The Result of Data

No	Language Styles	Number of Language Styles
1.	Hyperbola	3
	Alliteration	5
	Assonance	1
	Metaphor	3
	Personification	2
	Simile	1
	Total amount	15

The table above shows that alliteration styles appear the most in food advertisements on the internet. This style is ranked first because it appears five times out of 15 data on food advertisements on the internet studied. Hyperbole is a figurative language that exaggerates either the character or the size of things in order to emphasize, intensify, etc. The second rank is hyperbole style that appears 3 times out of 15 ads. Then in the same order, the third is metaphorical language style that appears 3 times out of 15 advertisements.

Furthermore, personification language style appears 2 times. Personification is the association or application of human characteristics to inanimate objects, animals, or natural phenomena. In other words, personification describes inanimate objects as if they exist and live like humans. Assonance is used to create beautiful sentences or phrases because they repeat the same consonant sound, thus making the ad more artistic. Assonance language style appears once in food advertisements from 15 data studied and in the same order as the assonance style. Simile language style appears 1 time in 15 language style data studied. Simile is a style of comparing two things that have different realities but consider them the same, so that it is easy for the reader or viewer to remember.

From the analysis above, the researcher concludes that alliteration style advertising is more widely used in food advertising products on the internet. Then, followed by hyperbole and metaphor.

#### IV. CONCLUSION

From the results of the research, the discussion of this research is on food advertisements that contain language styles on the internet. From the 15 food advertisements analyzed as a sample in the study of the use of language style in food advertisements on the internet. The results showed that there were 5 alliteration styles, 3 metaphorical styles, 3 hyperbole styles, 2 personification styles, 1 assonance style, and 1 simile style.

Basically the use of language style in food advertisements on the internet as an indirect message delivery to the wider community. The style of language that is also used in food advertising on the internet is to attract consumers' interest in selling food products on the internet with the style of language that is presented and adapted to the advertised product. The stylistic arrangement in this advertisement is to beautify the writing so that it is attractive and emphasizes the advertising message so that it can be accepted by consumers and the wider community. The relationship between language styles in food advertising products is used as an attraction through language styles that are presented to the wider community via the internet as a medium to advertise their products. As well as the style of language in this food ad as an attraction that distinguishes this ad from other ads.

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