THE ANALYSIS OF ELLIPSIS AND SUBSTITUTION OF YOUTUBE ADVERTISEMENTS

*Viatari Dipa Pencawan
**Prof. Amrin Saragih, M.A., Ph.D

ABSTRACT

The study was deal with the types of ellipsis andsubstitution occurred in theutterances of Youtube Advertisements. The objectives of the study was to identify and classify the types of ellipsis and substitution and explaining the reason why it becomes the dominant type that occurred in the advertisement. The data were analyzed by identifying the utterances found in thescript. The findings shows that the three types of ellipsis and substitution are occurred in the advertisement. The reason why it becomes the dominant type was because ellipsis and substitution can make an effective sentence which can be avoid the repetition of words by omitting unnecessary words which can be predicted from the context. It also can make the sentence in the script more interesting.

Keywords: *Ellipsis and Substitution, types, Online Advertisements, linguistic.*

*Graduate status

**lecturer status

INTRODUCTION

As social beings, communication is fundamental in social interactions. In communicating one can express their ideas, thoughts, desires, opinions and information expressed through language. When people communicate with each other must use language that is understandable to each other, so that the information submitted can be understood, because language is considered a system of communication which uses sounds, symbols, and words in expressing meanings, ideas, message, or thoughts, and also Hornby (2003: 752) states that language is the system of communication in speech and writing that is used by people of a particular country.

One way to convey information is through advertising. Communication in advertising is used to provide information, but often use inappropriate language and excessive in the advertisement text causes the listener confused or do not understand the information presented. So it is also common in the advertisement when promoting their products. A customer usually starts its buying process by processing the information sent out bydifferent organisations as mass communications, for example TV advertisement or outdoor Advertisements. They then build up a brand knowledge and creates a stronger need for the product in question. When the customer later on feels like they have a need for more information they reach out to the organisation, usually a sales representative, to find out more about the offer.

The advertisements are also using a text when informing or promoting their products. For advertising to be successful, it is not enough to send out a message and then hope for a result. Customers are today exposed to more advertisements each day and this can be annoying to them. On the market today, customers tend to have a more negative attitude towards advertising and this makes it harder for organisations to reach their audience under the general category of text, there may be descriptive information about the product, other text serves the purpose of catching the attention of the viewer or costumer. And

also the use of the text depends on the types of the advertisements which is printed such as magazine and newspaper or video types.

Video advertising is also one way to promote and convey information. This type of advertising is different from advertising in magazines or daily newspapers, because the video advertisementsis using spoken language such as advertising in Youtube.

Youtube is a video-sharing website allows users to upload, view, and share videos. outube is also used as one means for promotional advertising with video. Advertisement with a video done by a model or actor ad speaks directly to the audience. So that the delivery and use of language is affecting whether the ad was delivered with obvious or too much to repeat the words. For that conducted research on the use of language in advertising on youtube.

Halliday (1994:309)states that there are four ways by which cohesion created in english by ellipsis and substitution, reference, conjunction, lexical cohesion. This study is just specifically to ellipsis and substitution. In ellipsis and substitution are something missing in the text but it can be understood by the reader and not make any change with the meaning, this takes two forms, substitution and ellipsis, but we shall refer to it simply as ellipsis, because substitution can be interpreted as a systemic variant.

Based on previous research about ellipsis, found that the use of ellipsis in religious texts are to economics sentence space and to emphasize part of the structure that has been omitted and can restrict possible readings, express otherwise ineffable meanings, clarify discourse functions and establish rapport between the addresser and the addressee, it is conducted by Al-duleimi and Jabeen (2013) Mahmood and Iqbal (2013).

According to Halliday(2004:535) Ellipsis and substitution are reference creates cohesion by creating links between elements of meaning, but there is also a resource operating at the level of wording.The used ellipsis and substitution in YouTube Advertisement is needed in order to make an effective sentence and to avoid misunderstanding of giving informatio. It also can make the sentence in the advertisement more interesting and can grab the attention of the audience.

In this case ellipsis and substitution will be focused on the study which takes from Youtube. Sometimes the confusion occurs when the language is too complicated and not strict to the point. Therefore, it also will be useful to develop English learner's knowledge of types of ellipsis and substitution in advertisement.

Research Question

Related to the background of the study, this research will be focused on 2 problems, namely:

1. What types of ellipsis and substitution which are used in the YouTube Advertisements?

2. Which type ofEllispsis and Substitution is dominantly used in the YouTube Advertisements?

3. What implications of the dominantly types of ellipsis and substitution are used in the Youtube Advertisements?

RESEARCH METHODOLOGY
Research Design

This study applied descriptive qualitative design. Qualitative research descriptive in that the researcher is interested in process meaning and understanding gained through words or pictures (Creswell,1994:145). And also qualitative research is temporary and will develop holistic and after entering the field (Sugiyono,2008:290) Theoretical basis that was written in the research proposal served to show how far researchers have theories and understand the problems studied , although still tentative.

The theories which support the analysis of the data were found by library resarch means this research used the data which are keep in library document. The study did not intend to find out a new theory but find out the types of ellipsis and substitution in YouTube Advertisements.

The Source Of The Data

This study dealt with the advertisement on YouTube. Data of this study were the commercial advertisement from YouTube. The research was limited to the data by finding the ellipsis which was used in the YouTube Advertisement.

The Technique for Collecting Data

The data collecting by applying documentary technique meant that the data were found by searching the advertisement from YouTube, Downloading the advertisement, watching and listening the advertisements, transcribing the sentences of the advertisements. The main sources of the data were commercial advertisements.

The Technique for Analyzing Data

The technique of analyzing data were :

1. Transcribing the video of the youtube advertisement
2. Identifying the use of ellipsis and substitution of the selected advertisement from YouTube, make it it in the bracket.
3. Classifying the ellipsis and substitution based on the types
4. Counting the occurences of each types of ellipsis and Substitution by using the percentage formula

$$X = \frac{F}{N} \times 100\%$$

   Note   :
   X   = the percentage of each type of ellipsis and substitution
   F   = Frequency of each type of ellipsis and substitution
   N   = the total items of all of ellipsis and substitution

5. Finding out the most dominant typesof ellipsis and substitution used in YouTube advertisements.
6. Describing implication of Ellipsis and Substitution that found in YouTube Advertisements.

RESEARCH FINDINGS

After describing all types of ellipsis and substitution, namely ;

1. Ellipsis and Substitution in the clause
2. Ellipsis and Substitution in the verbal group
3. Ellipsis and Substitution in the nominal group

The occurance of ellipsis and substitution in the Wonderful Indonesia Advertisement, can be seen in the table as follows :

Table The Percentage of ellipsis and Substitution in Wonderful Indonesia

No.	Types of Ellipsis and Substitution	Number	Percentages (%)
✓	Ellipsis and Substitution in the clause	157	76,2 %
✓	Ellipsis and Substitution in the verbal group	9	4,3 %
✓	Ellipsis and Substitution in the nominal group	40	19,4 %

After analyzing all the data, the findings can be presented as followed:

1. The three types of ellipsis are used in Wonderful Indonesia as the Youtube Advertisements, those were Ellipsis and Substitution in the nominal group (19,4 %),Ellipsis and Substitution in the verbal group (4,3 %), and Ellipsis and Substitution in the clause (76,2 %).

2. Total number of ellipsis is 206 ellipsis and substitution and the most dominant type is Ellipsis and Substitution in the clause with the percentage is (76,2 %%).

3. The most dominant type was Ellipsis and Substitution in the clause. It means when people in having conversation want to be as effective as possible since the most complex grammatical unit is a clause. Dealing with the context of situation especially tenor, ellipsis and substitution mostly appears in the dialogues of a couple or even a monologue like in the advertisements, and it is high affective involvement, and frequent contact.

CONCLUSION AND SUGGESTION
CONCLUSIONS

After analyzing the data, conclusions are drown as the following

(1.) The three types of ellipsis namely;Ellipsis and Substitution in the clause, Ellipsis and Substitution in the verbal group, Ellipsis and Substitution in the nominal group are realized in the selected advertisements of Youtube advertisements, and Ellipsis and Substitution in the clause was found as the most dominant, and it was frequently used to avoid the repetition of noun which had been stated before.

(2.) Ellipsis and Substitution in the clause is the dominant types of ellipsis used in the dialogues (76,2 %). It means people in talking or giving information,people want to be as effective as possible since the most complex grammatical unit is a clause.

(3.) The types of ellipsis used in the advertisements in order to make an effective sentence which can be avoid the repetition of words by omitting unnecessary words which can be predicted from the context. It also can make the sentence in the script more interesting.

SUGGESTIONS

In relation to the conclusions, suggestions are staged as the following

(1.) Studies can be conducted towards the ellipsis and substitution in other field to gain more information about ellipsis and substitution.

(2.) The writer of the advertisements script apply the using of ellipsis and substitution in limited space, to make it efficient yet detailed and understandable for readers, so the ideas or the message of her/his words can be easily understood by the audience or the listener.

(3.) The readers, lecturers, and students should apply ellipsis appropriately in their daily conversation in order to avoid misunderstanding in the conversation since ellipsis and substitution appears mostly in the informal context and daily conversation.

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