

Language Styles of Advertisements In High End Magazine

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Abstract

The objectives of the research are to know how the language styles are used in advertisements High-End magazine and to know the kinds of language styles used in advertisements High-End magazine. This method of writing is descriptive by exposing aspects of language style contained in High-End magazine. In this study, the data obtained from High-End magazine, published in January 2014. The samples taken are 20 types of ads. In conclusion, there are eight kinds of language styles used by advertisers in High-End magazine. The language styles are the parable, metaphor, personification, prolepsis or anticipation, oxymoron, alliteration, asyndeton, and assonance.

Keywords: Language Styles, Advertisement. Magazine

Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui bagaimana gaya bahasa digunakan dalam iklan majalah High-End dan untuk mengetahui jenis gaya bahasa yang digunakan dalam iklan majalah High-End. Metode penulisan ini deskriptif dengan mengekspos aspek gaya bahasa yang terdapat di majalah High-End. Dalam penelitian ini, data diperoleh dari majalah High-End, diterbitkan pada Januari 2014. Sampel yang diambil adalah 20 jenis iklan. Kesimpulannya, ada delapan jenis gaya bahasa yang digunakan oleh pengiklan di majalah High-End. Gaya bahasa adalah perumpamaan, metafora, personifikasi, prolepsis atau antisipasi, oxymoron, aliterasi, asyndeton, dan assonance.

Kata Kunci : Gaya Bahasa, Iklan, Majalah

1. Introduction

Language in human life has the very important role as individual or as society because it is a fundamental aspect of human life. To communicate and to establish the relationship with others, people use language as a tool of their communication (Wardhaugh, 1985:29). Language also is the human capacity for acquiring and using complex systems of communication and a language is any specific example of such a system. The scientific study of language is called linguistics.

There are two kinds of language, spoken language and written language. Spoken language is an utterance which is formed from sounds, such as conversation, speech, storytelling, discussion, radio, and television broadcast. While, written language is an utterance which is formed in the

written form, such as novels, comics, newspaper, magazines, letters, books, journals, and articles.

In expressing or delivering ideas in both of forms, spoken and written language, people have and use their own style because it is related to the social aspect. Chaika (1982:29) states that style refers to the selection of the linguistic forms to convey social or artistic effects. Style also acts as a set of instruction. Other opinion come from Keraf (1984:112). He states that style is the ability and the competence to make a sentence in a good way.

Advertisement or Advertising is the most important tool in the marketing of products and services. Companies all over the world universally accepted this fact. The expenses on advertising are considered to be a profitable investment that reaps profits both in the long and short run. Businesses

that keep on advertising regardless of rise or fall in the economic times get a competitive advantage over those that cut their advertise budgets. There are many kinds of advertising such as word of mouth advertising, newspaper advertising, magazine advertising, public service announcement, internet advertising, and direct mail advertising.

Magazines are publications that are printed with ink on paper or distributed online (or other forms of electronic communication), and generally published on a regular schedule and containing a variety of content. Although many magazines considered the mass media, there were hundreds of magazines (special interest magazine), each of which is intended for audiences who have attention and special lifestyle. Standard Rate and Data Services, technical resources for the magazine industry, identified more than 1,000 consumer magazines in dozens of specific categories, such as automotive (Eg. Motor Trend); common editorial (Eg. New Yorker); sports (Eg. Sport Illustrate); women's fashion, beauty and care (Eg. Glamour) and many others.

In this study the writer took a sample of the magazine which is HighEnd magazine. HighEnd is the ultimate magazine for International lifestyle. Focusing on both the enjoyment value and on serving the readers with carefully chosen information, the magazine uses english to deliver smart articles, up-to-date news and things beyond the ordinary. HighEnd is a name derived from the Indonesian magazine that was first published in 2008 and published by PT MNI Entertainment. HighEnd is a part of the highly respected P.T Global Mediacom Tbk. family which includes P.T Media Nusantara Citra Tbk. (MNC), RCTI, Global TV, MNCTV, Indovision television networks, the influential daily newspaper Sep-utar Indonesia, popular tabloid Genie, Mom & Kiddie and Just For Kids Magazine. In addition to its print edition, some of its online edition. This magazine spesifically for primary classes or among employers, which contains about lifestyle, business and fashion. In addition to the language style used in advertising in the magazine, the writer will also examine what kinds of language styles used in advertisements found

in HighEnd magazine.

Language styles is the use of figures of speech and the right ratio to express feelings and thoughts with a specific intent . Stylistic useful to pose the beauty in literature or in speech . With the language styles, speakers of the language intended to make exposure to attractive, rich, dense, clear and better able to emphasize the idea to be conveyed, creating a certain atmosphere and displays aesthetic effect. The aesthetic effect causes the literary artistic merit. Value of literary art is not solely due to the style of language alone, but also by the storytelling style or preparation of the plot. However, the style of language which is very large contribution to the achievement of value (Pradopo, 1995b).

The journalists in the use of language must be the same , but the style of writing they have different languages . Body language is what distinguishes journalists from each other. A journalist is basically a writer , but not all writers are journalists . A professional journalist , required not only to master the techniques of journalism such as reporting aspects , but also have to master the techniques and aspects of writing .

Chaika (1982:29) states that language style is the way people use the language in communication, it can be written or oral language. Language style actually refers to the selection of linguistics form to convey social or artistic effects. Style also acts as a set of instruction. We manipulate other with style; even we are manipulated ourselves whether conciously or unconsciously. In doing communication people usually use formal or informal language which depend on the situation they are communicating with others. Style also tells the listener to take what is being said; seriously, ironically, humorously, or in some other ways.

From the statement above, we understand that style is the way how people convey ideas or messages. It is easier to receive ideas or messages if we have known the condition and style used by the speaker or author. It means that how the way of speaker or author delivers his or her ideas or messages in formal on informal occasion: seriously, ironically, or humorously style.

The style of language in a communi-

cation mainly focuses on an intended social message rather than gets the message of communication. Chaika (1982:31) states that communication occurs transformation messages from the speaker to the listener, they are conveyed by intonation or infection that are given by style. Actual words are used only on the rare occasions that the offending party is too abusive to get "the message". It must be emphasized that the social message conveyed by style is not coded directly into actual words that mean what intended social message is.

By the statement above, in using the language style, one must determine the purpose of communication. One of them is abusing to get the message, because in a society, there are many people who have different characters. So using the language style in society's communication will help us in communication with people without disturbing others either partially or personally.

There are some ways of using language style in communication. People poses themselves in relation to other with the way they talk in different kinds of interaction. People do not always use the same talk exactly in the same way all the time: they do not always use the same grammatical forms (Thomas and Wearing, 1999:146).

In recent linguists have detailed style available, for example Gorys Keraf in his book "Diksi dan Gaya Bahasa" and Henry Guntur Tarigan in his book "Pengajaran Gaya Bahasa". From 68 kinds of style available, Tarigan (1985:6) grouping them into four major sections namely:

- a. Stylistic comparison
- b. Stylistic contradiction
- c. Stylistic linkage
- d. Stylistic repetition

Advertising is one of the important parts to build and create a brand image, which is why the ads appearing in various variety programs customized target audience segment and personality. Various creative program created by the creative team of broadcasters and print. The strength of the transmit power electronic media as media promotion is inevitable again. The clearer advertising in electronic media and print media that can be captured, understood by listeners and readers, the more effective the

message in its delivery sellers. According to Little John in his study of effective advertising message, is

"The theory of mass communication effect has undergone accurious evolution in this century, early on, researches believe in the "Magic bullet" theory of communication effect. Individuals were believe to be directly and heavily influenced by media messages, since media were considered to be extremely powerful in shaping public opinion. According to this model, if you heard on the radio that you should try Pepsodent you would" (Eva Arifin, 2010:266).

Advertising is all over the place: on radios, billboards, TV, newspapers and magazines. It is a dominant icon of western financial systems, and businesses from the most modest to the most powerful count on advertising to preserve name, identification and economic welfare. There are many kinds of advertising such as word of mouth advertising, newspaper advertising, magazine advertising, public service announcements, internet advertising, and direct mail advertising.

Characteristic features of a good advertisement should have the following criteria:

- a. Having clear objectives, by determining the target consumer is no primary target and the second target, is also to determine the advertised media and targeting of consumers depends on the quality, price, distribution (range of marketing).
- b. Have wanted to focus on the matter communicated from the products and services advertised.
- c. Has a certain appeal to consumers in the target market can cease to pay attention to the content of the ad, in addition to interesting words, the attractiveness of advertising appearing attractive layout design.
- d. Serve as an advertisement to attract the ads with the content of the message in a good if not great present will not attract.

1. Communications advertising has four main elements, namely:

- Sender is advertising or manufacturer represented in the advertising business advertising agency.
- No advertising content in the ad headline short sentences of no more than 10 words and in direct consumers can expect a lot of information about products and services is the body copy when consumers are interested in additional information.
- Communication media where the ads served either in print, electronic media or other media include Internet media penetration in Indonesia is still lacking, and billboards. Recipients of the targeted consumer advertising products or our services.

- a. Choose a slogan with dense and contains words which are descriptive of the headlines where consumers can read more details.

The purpose of advertising is to support the successful marketing of a product that can increase sales and profits. The definition of the purpose of advertising according to Kotler (1997:598): "An advertising goal is a specific communication task and achievement level to be accomplished with a specific audience in a specific period of time" From the above definition can be interpreted that the purpose of advertising is a special communication duty to achieve a specific target audience within a specific time period.

Advertising is usually defined as a human endeavor in delivering ideas, products or services, which are aimed at specific targets, through the mass media, which expects certain advantages, and has clear links. Ads can also be interpreted as a public notification about the goods or services sold and installed in the mass media, such as newspapers, magazines, and electronic media such as radio, television and the internet. From the understanding can be concluded that the ad was made with the aim to attract attention and encourage or persuade readers that the ads have or meet the demands of advertisers.

According to Kotler (1997 493), a good advertising message is as follows:

- a. Can cause attention. The point is that in presenting an advertisement should

be cause concern both in form and in any media, where attention can be aimed in general or specifically targeted to prospective customers. This can be done by making drawings or writings exciting or flashy, interesting song and easy to remember, words containing promises an interesting example, warranties, features, advice and so on.

- b. Interesting point is that it has to lead to a feeling of wanting to know, want to read, hear and see more advertisements made carefully after that was able to attract the consumers. This is mostly done the company, for example by using a figure artist or actor, executive leaders, and so on.
- c. Can increase the desire. Here the company must know the person's motive in making a purchase before making a new presentation of the advertisement can cause a person's desire to buy. Purchase motives can be divided into rational and emotional motives. In a rational motive, here people will consider the profit or loss in the purchase price, for example in terms of quality, efficiency and so on. While the emotional motive to purchase goods based on emotions, such as buying goods on the basis of prestige. For ads served on targeted hit on a presentation geared so that people buy a particular brand. So the consumer is directed to determine the hallmark and excellence of the products advertised, giving rise to the desire to buy.
- d. Obtain action. After a strong desire arises, then the consumer will take action, is to buy a product that is offered. Furthermore, if consumers are satisfied then the consumer will repurchase, or even often indirectly affect other consumers to buy the product.

The mass media is a means of delivering communication and information dissemination of mass information and can be accessed by the public at large as well. While the mass of information is information that cater to the mass public, not information that should only be consumed by a person.

The mass media is an institution that connects all elements of society with one another through mass media products produced. Specifically, the mass media institutions as the channels of production and distribution of symbolic content, as a public institution that works according to the existing rules, participation either as a sender or recipient voluntarily, using professional standards and bureaucracy, and the media as a blend of freedom and power.

According to Baran (2010:69) that the mass society theory first appeared in the 19th century when a variety of traditional social elites struggled to understand the meaning of the destructive consequences of modernization. The theory of mass society has some basic assumptions about individuals, the media, and the nature of social change.

2. Method

The research method that used in this thesis was a descriptive method that refers to obtained the optimum data. It gave description about the language styles that used in High End Magazine advertisement. Data of this research was language styles of advertisements in HighEnd magazine which published on January 2014 which theme Daniel Mananta "I love everything. I enjoy all the process and experience." Published by PT. MNI Entertainment.

In collecting data, the writer obtained the data from note taking. The writer got information to fulfil the data by using Cross Sectional Data. Cross Sectional Data are the data which are collected at once and simultaneously.

The reasons in using Cross Sectional Data were to get original data and more complete as according to period classification of advertisement production. The writer used descriptive analysis based on the collecting data by used note taking. It described data based on the actual reality. The method was used to give description about the language styles of advertisement which used in HighEnd magazine.

3. Findings and Discussion

A. Advertisements in High End Magazine

Motto High End magazine is People Luxuries and Beyond. in terms of Geographic magazine is intended for urban people. Because in this magazine contents contained any information, including profiles of people, who are considered suitable for the rich people. And all the content is written in English.

In terms of the demographics of this magazine can be read by the age of adults between 30 years to 50 years and can be read by men and women with middle-class society with upper and higher education who can speak English and understand the contents of this magazine because the contents of the magazine that is considered a success as reliable employers.

Besides, there are some ads in High End magazine about some brand products, one of them is Toshiba. In this magazine are not indiscriminate products that can be promoted as the only magazine devoted to rich people who have more income. Therefore, products advertised must be high quality and a famous brand that is worldwide.

In this magazine advertisers managed to create an ads that looks interesting and classy thus enticing consumers to buy the product. Not easy to make an ads because in addition to be able to create the impression of a beautiful and attractive, an advertiser must be able to make the message of the ads is up to consumers, so that consumers will be interested in the product being advertised.

B. Analysis the Language Style of Advertisements in HighEnd Magazine.

Furthermore, the writer will present an analysis of the language styles, as follows:

a. Parable

A great feeling as you step inside its luxurious grand cabin

The parable is a style that compares two things that are basically different but in the same regard. In a sentence as you step inside its luxurious cabin grand is not referring to running in the actual cabin, but in this case means a sense of where people are in the car can feel the greatness and comfort in riding the New Nissan Elgrand. As we know that the cabin is one part of the plane which very comfortable.

The intent of used this language style is to demonstrate that New Nissan Elgrand is a car that has a grandeur and opulence as well as a comfortable cabin.

b. Metaphor

Discover your best self with the heavenly spa by Westin

Metaphor means the use of words that is not the true meaning. Sentence discover your best self with the heavenly spa does not mean that a person really should find himself, but the sentence was more defined as the moments where we can feel a comfort effect for the mind and physically refreshed after a spa treatment at the Westin .

The purpose of this language style is to shows the quality of the spa that can provide more comfort and freshness to its customers.

c. Personification

Play around with a mix of pink and light purple

Personification is a type of style that gives human characteristics to objects or something inanimate. Play around is an activity that is usually only done by mortal. So, play around was a verb made by mortal. But in this sentence play around with a mix of pink and light purple, can be seen that the pink and light purple are a color and lifeless, but at the beginning of the sentence placedverb that only done by mortal.

The language style illustrates that a mix of pink and light purple is a mixture of attractive colors so as to create the impression that is wonderful for customers.

d. Prolepsis/anticipation

Ready to be the trend again with more selections in this year

Prolepsis / anticipation is a disclosure that precedes of something that is going to be done or will happen. The sentence ready to be the trend again with the selections this year is the disclosure of a time when a brand would be an example or inspiration from the style of dress in public this year. The word “this year” just an anticipation. It means not fully happen and still be done in the next time.

e. Oxymoron

The big city can look magnificent, luxurious, and charming, but can also be hectic, crowded, and tiring.

Oxymoron is a style that contains a contradiction to use opposite words in the same phrase. Said magnificent, luxurious, and charming show a very beautiful city and classy, but in contrast to the next sentence.

The purpose of used the language style is to describe a city that is very beautiful and comfortable, but can also change at any time become a very busy, crowded and tiring.

f. Alliteration

Life is too short, to stick, to one style

Alliteration is the use of words that sound the same beginnings have such as sentences too short, to stick, to one style. Basically the word “to” and “too” are a different word and have different meanings, but the sound or pronunciation of the two words are same.

g. Asyndeton

Capturing the essence of movement in this month’s spread, the silhouettes, lines, and symbolic movements of the wardrobe.

This language style is a solid reference where some words, phrases or clauses which are equal was not connected with conjunctions but separated by commas. Spread, silhouettes, lines, and symbolic movements is the shape and size of a dress and all of them just connected with commas.

h. Assonance

Toshiba: Leading Innovation

As we know that assonance is the repetition of the language style looping the same vowel to obtain a suppression effect. At sentence “leading innovation” there are repetition some of the vowel are intended to give effect to the emphasis that Toshiba is a well known brand which always display the products and the latest innovations to their customers.

This language style gives an idea to consumers about how the quality and sophistication of the Toshiba products so as to attract the interest and attention of consumers to the product.

Westin: Awaken Your Sense

In sentence “awaken your sense” there is some repetition of vowel. The use of the language style aims to give emphasis to the meaning and purpose of advertising of the product. Awaken your sense was described how we can evoke a sense of calm

and comfortable while we enjoyed the spa at the Westin.

Infinite Delight: Cherish the Moment, Share the Cookies

Sentence cheris the moment, share the cookies mean that we should really enjoy the most pleasant times in our lives by sharing a cookie. In this ads, the advertiser succeeded in making cookies from Infinite Delight looked so beautiful that can attract the attention of consumers.

4. Conclusion

Based on research and discussion, the writer then put forward the following conclusions:

Advertisements is one of the important parts to build and create a brand image, which is why the ads appearing in various variety programs customized target audience segment and personality. The largest benefits of the advertising is bringing the message to be conveyed by the manufacturer to the general public. Economic value of advertising is highly dependent on a range of media used. Advertising helps manufacturers engenders trust for consumers.

In this research, the writer found eight language styles that are used by advertisers to create ads at HighEnd magazine are parable, metaphor, personification, prolepsis/anticipation, oxymoron, alliteration, asyndeton and assonance. The results showed that the advertiser can not use other types of language styles. However, the advertiser has been able to understand that the style of language used to give a feel of the beauty of the writing. We can look at the ads in HighEnd, everything looks very attractive so that the impression is wonderful for readers of the magazine.

As a type of media text, magazines are reputable way to advertise a brand and promote a specific image through print media. They blend entertainment with information, providing the reader with a visually pleasing ad that communicates very effectively. This positive relationship between the company and the consumer leads to a host of mutual advertising benefits. In magazine, advertisers managed to create an ads that looks interesting and classy thus enticing consumers to buy the product. Not easy to make an ads because in addition to be

able to create the impression of a beautiful and attractive, an advertiser must be able to make the message of the ads is up to consumers, so that consumers will be interested in the product being advertised.

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