

A Discourse Analysis of Jakarta Globe in Advertisements

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This study analyzes the idea of the discourse of advertising. The emphasis is on consumer advertising, which is coordinated towards the advancement of some item or service to the public. The study, nonetheless, is not intended to debilitate every one of the parts of this specific discourse, or present a response to every one of the issues it postures. Or maybe, it goes for revealing the essential components of the most unavoidable, persuasive and inescapable discourse of the 21st century; the promoting content. This study provides analyses of advertisement, using different contexts. It covers linguistic context, situational context, and cultural context. .

Keywords: *discourse analysis, context, advertisement, Jakarta Globe*

Introduction

Discourse Analysis discusses about context theories. Song (2010) divided context into linguistic context, situational context and cultural context. He explained that Linguistic context refers to the context within the discourse, that is, the relationship between the words, phrases, sentences and even paragraphs. Situational context, or context of situation, refers to the environment, time and place, etc. in which the discourse occurs, and also the relationship between the participants, while cultural context refers to the culture, customs and background of epoch in language communities in which the speakers

participate.

Advertising is so popular to modern readers it may odd to ask what an advertisement is. Although advertising is all around us, we pause rarely to think about its nature as a form of discourse. If we pay attention and analyze the advertisement it is very interesting and challenging. Discourse Analysis is one of ways to analyze advertisement. El-daly (2011: 1) said that the term 'advertising' comes down to us from the Medieval Latin verb 'adverte' to direct one's attention to. It is any or form of public announcement intended to direct people's attention to the availability, qualities, and/cost of specific commodities or services. He added that advertising can be

seen to fall into three main categories: (1) consumer advertising, which is directed towards the promotion of some product or service to the general public; (2) trade advertising, which is directed to dealers and professionals through appropriate trade publications and media, and (3) public relations advertising, which directed towards society by citizens or political agenda. The focus of this paper is on the first category; namely, consumer advertising.

The advertisements reach out to the consumers through various media such as radio, internet, pamphlet, television, billboard, magazines, newspaper, etc. We know that advertisement has functions to inform, persuade, influence, remind, and perhaps change opinion, emotions, and attitudes. It means that advertisement is not only sell products but change society and make people buy things or choose things they do not want, need or choose.

The number of English mass media in Indonesia expended. For example, The Jakarta Post, Jakarta Globe, Campus Asia magazine, Kangguru magazine, etc. One of them which popular in social environment is Jakarta Globe. Sometimes the media also need to be advertised. Jakarta Globe has some advertisement that interesting and challenging to analyze. In this space, this

paper is to critically analyze how Jakarta Globe advertisement as consumer advertising is being promoted in the cinema. The writer focuses on the advertisement and all the content of the Ad through discourse analysis domain.

Jakarta Globe

The Jakarta Globe is a paper for Indonesia, with long-term plan to extend circulation to cities with large Indonesian populations, starting from launch with Singapore. English-speaking readers are concentrated in Indonesia's urban and resort industry areas, and it will initially publish in; Singapore: 10.000 and Jakarta: 45.000 * (Includes Central and Greater Jakarta).

Some mass media such as newspapers, magazines, television, radios, etc in many countries have engaged English. English is not a strange language that is used the mass media. Information and knowledge are presented clearly and attractive with English. Everyday mass media as newspapers, magazines, television, radios, etc, produced to meet information. And almost of them use English where it is more often used than other languages.

Jakarta Globe serves some update to date news from Indonesia and other countries. Recently phenomenons that occur

in the environment will be published in right time. English and our international outlook also give Jakarta Globe a high level of visibility to resident expatriates and visitors from overseas, and the attendant deep well of spending power.

An analysis of Jakarta Globe advertisement

Linguistic Context

In order to attract different customers (readers) through different media, Jakarta Globe is not merely focusing on advertisements in print media. One of the media advertisement that used by Jakarta Globe is visual. Based on the advertising categories, the Jakarta Globe in visual advertisement include to consumer advertising, which is directed towards the promotion of some service to the general public. The service that Jakarta Globe serves in the paper is up to date news and some crucial information from Indonesia and other countries for the reader. Hot issues about politic and business from inside and other countries always are main point that served. Other articles which is written in this paper such as healthy, sports, life and style, etc.

The visual advertisement plays for 33 seconds. There are two cinema advertisements. The researcher chooses one

of them and focus on the advertisement entitled “my body is not delicious”. This advertisement is very funny for they whom know English well. This situation is may be ever happen in our environment in the short cinema there is a unique conversation between women (Indonesian) and a man (native speaker) in a party. She lost in translation. She translate English that influenced by Indonesian. She said “sorry, my body is not delicious” (maaf saya kurang enak badan). She should not use delicious word to healthy condition. In English, delicious is a adjective. It be used to express something relate to taste of food, not feeling. It makes the man get confused. He will have perception that it refers to the body likes food.

In the next conversation, she lost in translation again. She translates Indonesian to English word by word by Indonesian structure sentence. She did not the structure and grammatical roles in English clearly. She uses Indonesia structure and grammatical role to translate her sentence. This case presents in this situation below.

The women said “I get rain-rain when I go walk-walk” (saya kehujanan saat jalan-jalan) “Do you like mie? Still hot you know” (kamu suka mie? Masih panas lho)

In this conversation, it shows error diction and mix two language that make it is difficult be understood. In speaking, getting error in grammar is why not but it should appropriate when communication.

A common strategy in advertising language is to use very short potential utterances as sentences, to maximize the amount of highlighted information that is being presented. The advertisement can communicate message with the viewer well though the sentences especially *“Does English give an edge?”*. In linguistic concepts, the first language gets transfer of interference for target language or gets negative effect to target language. In the end of the advertisement uses sentence *“Does English give you an edge?”*.

The conversation of the women and a man persuade people to know how important of English in our life. It gets difficult if we do not learn English well. And it support with the interrogative sentence *“Does English give you an edge?”*. This sentence in Indonesian means *“Apakah Bahasa Inggris membawa keberuntungan untukku?”*. Through the advertisement that show someone lost in translation and make misunderstanding for other, the viewer will say *“yes, it does. English give us an edge because it needed when we communicate with other from overseas and now is*

globalization era. Everyone knows that English is a global language. It is very urgent to know and understand English well.

The sentence has a power to persuade the reader and the viewer to learn English well. This advertisement manipulates people by giving facts about Indonesian error in using English. It can open mind of Indonesian what thing they need now. The well-educated people will think quickly what they should do. They should learn English and make them closely with English. They will think that it is very urgent to master English because it influences vital part in our life. Communication is very vital for our life; it needed in business, community, hang out, etc. They will add the sources reading with Jakarta Globe.

The pragmatic interest in the implicit meaning dimensions of language use has been extended to include meanings which are logically entailed on the language use by the user of a particular. The implicit meaning of language has been extended in this advertisement. El-daly (2011) said that presuppositions are implicit meanings which are subsumed by a particular wording in the sense that its interpretation is conditional upon the tacit acceptance of the implicit meaning (pre-supposition = ‘an assumptions

that comes before'). For example in this ad, a sentence as "my body is not delicious" presupposition that the existence of the body such as food. In Indonesian culture someone that is getting sick, they will said "Saya kurang enak badan".

The Indonesian women lost in translation. She thinks it is similar to say the condition in Indonesia and English just translate word by word. We can not use "delicious" for the health condition. Delicious common used in taste of food. This ad uses implicit meaning that also sent the message directly. Bahasa Indonesia, not unlike the English language, is full of the most colorful expressions that, if literally translated, create some ridiculous, nonsensical sentences that are funny in the spoken language but unacceptable in print for obvious reasons. According to Anwar (2009:1) joking is one thing, but getting the wrong end of the stick is another. What may begin as mere slips of the tongue can become a habit over time and later on be treated as acceptable, with the meaning of the words ending up butchered.

Language is a powerful tool which can shape people. By language some times we will get value other what is he a good man or bad man and what is smart or dumb. If we get error in language may be some one

will give label dumb. And they are not enthusiast to communicate with us. This advertisement invites and persuades people to read and add their knowledge and ability to communicate by English.

Situational Context

Situational context refers to the environment, time and place, etc. in which the discourse occurs, and also the relationship between the participants. It is no secret that, if the woman is the most attractive advertizing commodity to attract hysteria mass. According to Qadir (166: 2010) What is the most successful cause "mass hysteria?". None other said Jean Baudrillard is P. WOMEN BODY. The woman's body is the most fascinating consumption and tempting to bring in a pile of capital (coffers) the owner's financial capital. In this ads, Jakarta Globe present Indonesia women and a native speaker (man). We can see the women who is getting stuttering culture "gagap budaya" in the conversation with native speaker. She tried to communicate using English in that forum (party) with applying English pronunciation.

The selection of a woman who faced local culture makes the audience interesting. The other point, the mouth movement that tried to speak English by English

pronunciation flirtatiously it is very sexy and interesting. The climax of the magnetism of the ads is in the sentence that she used. It is very funny. The sentence which served is not only very simple and can understand easily but also can make the audience amuse and think after watch it.

To understand meaning(s) of the ads one should study or analyze the semiotic aspects. According to Subhan (2013: 96) semiotics deals with the study of signs: their production and communication, their systematic grouping in languages and codes, and their social functions. This Jakarta Globe ad presents many aspects of discourse that can be analyzed. It is not only the sentence but covers choosing the actress as part of semiotic domains. Semiotic is part of the discourse analysis.

Cultural Context

Language is the method of human communication, either spoken or written. Language can be influenced by many factors like social role, social status, sex, age, etc. Jakarta Globe is marketed primarily at cosmopolitan and well educated Indonesians and expatriates. The politician and businessman need more up to date information about their domain. The development of politic and business gets rapidly. So, it is very crucial to know the

condition and situation of their world. They will experience huge losses if they can not get up to date information in the right time.

Globalization has impact all aspects of our lives. One of them is communication tools as language. English is one of first foreign language in Indonesia. It is a global language. The mass media businessmen know well English is important to this country. Many tourists visit Indonesia for holiday and studying. Tourists need some information of Indonesia. They need some source that can help them understanding Indonesia. One of sources is mass media. Jakarta Globe serves some information that tourists need.

The main target of Jakarta Globe is not only the tourist but also Indonesian. The message of this advertisement can deliver to the reader and viewer well. Each piece of text is cohesive with the adjacent ones for a successful communication. Jakarta Globe finds out it as the crucial thing that should appreciate. So, Jakarta Globe creates advertisement that Indonesians need English and can not life without it.

Jakarta Globe has mission to educate, inform and join the debate over Indonesia's development goals will give it and editorial authority that makes the newspaper a high influence advertising and environment. Its

language, English, is a gentle reminder that Indonesians must as other nations are also learning to master the global language. This is happening, and ever-higher standards mean that our reader base grows daily. Certainly, English fluency still tends to mark the readers out as well-educated, high-achieving and cosmopolitan, but the target of appealing to the students and graduates of today connects us to a generation that will grow up with broad spending power and access to consumer information.

Conclusion

Discourse Analysis in advertisement is not only discussing about use of word and sentence but the whole aspect that served. The speech act and semiotics are the other of discourse analysis. In the ads, we can see the whole of the discourse aspects that can be analyzed. We can use linguistic, situational and cultural context to analyze. Jakarta Globe is one of Indonesia news paper that engaged English as the language. Jakarta Globe persuades the reader and consumer through advertisement. Jakarta Globe chooses the visual advertisement to persuade the reader and the consumer. The theme in the advertisement is how important of English and does English give an edge and entitled “my body is not delicious”. Jakarta Globe is very smart to choose

conversation that easy to understand and appropriate to reader and viewer Indonesian.

The ad show Indonesian who lost in translation and it make difficult to understand by listener. The sentence that used in the ad Jakarta Globe deliver message “Does English give you an edge?”. The power of the sentence in conversation and the sentence of “Does English give you an edge” make the reader and the viewer know the position of English now. English is primary needs in this era. This advertisement manipulates the viewer to more close with English and Jakarta Globe is one of media that make the reader close English.

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