CHAPTER IV

FINDINGS AND DISCUSSION

This chapter elaborates the analysis of language characteristics of advertisement and their goals. From the data analysis, there are some language characteristics of advertisement based on Leech found: coinage, minor sentence, block language, unfamiliar vocabulary, metaphor, pun, personification, simple, personal, colloquial style, phonological devices of rhyme, alliteration, repetition, an interactive addressing of the audience, a conversational mode, abundant use, superlatives, hyperboles, and imperatives.

These language characteristics are related to the four goals of successful advertisement based on Leech: attention value, readability, memorability and selling power. The analysis is limited on the usage of language characteristics in achieving the four goals above and does not extend to the respond of the reader towards the advertised products. Thus, mentioning that the advertisement is readable, memorable or has an attention value and has a selling power is measured by the language used in the advertisement.

However, this analysis does not guarantee that these advertisements can achieve these four goals because there are many factors that are used to make advertisement achieve these four goals including linguistic features and non-linguistic features such as colors, image, typography, background and layout. In this chapter, the analysis just focuses on the language of advertisement.

Data 1: *Style your lashes!* (Maybelline lash stylist mascara)

This is the mascara advertisement. The characteristics of language and the goals in this headline of advertisement are:

1. Simple

This headline of advertisement is simple because there are only 3 words in it. It uses monosyllabic words such as “style” and “your”, and dissyllabic word “lashes”, so it just has 4 syllables. This headline of advertisement also uses simple imperative sentence which just contains verb “style” and object “your lashes”.

Based on these reasons, this headline of advertisement can be classified as readable. Simple sentence and simple words aim to attract the customers’ attention to read this advertisement.

2. Personal style and an intimate interactive addressing of the audience

This headline of advertisement uses personal style by using pronoun “you.” Pronoun “you” is used to create interactiveness and intimacy between advertisement and customer to make the customers feel as if their friends ask them to style their lashes. By using pronoun you, this advertisement is communicating or talking directly to any reader or customer. It sounds as if it is putting across messages or giving desirable advice to the customer in front of the customers’ face.

By using pronoun you, this advertisement can be classified as readable. It makes the customers receive the message in this advertisement easily. It aims to attract the customers’ attention to read this advertisement.

3. Imperative sentence

This headline of advertisement uses imperative sentence. Imperative sentence in general is used quite frequently because it performs the function of direct persuasion and exhortation. The imperative sentence is used to persuade the customers to use the advertised product by commanding them to style their lashes. It implies that by using this product their lashes will look stylish.

Imperative sentence is used to persuade the customers to take the action of purchasing the product. It indicates that by using imperative sentence it can achieve selling power.

4. Abundant use

In this advertisement, the word "style" is related with the word "lashes." It exaggerates the quality of the product. The verb style has meaning "make or shape something in a particular way." It means that the advertisement persuades the customers to make or shape their lashes to be stylish and beautiful. The word style is hoped to raise positive connotation (to have style, be stylish) and to show the benefit of the product. It shows that this advertisement guarantees the customers' satisfaction because women want to look beautiful.

This headline of advertisement exaggerates the quality of the product by implying that the product can style lashes, to provoke the customers to buy the product. It indicates that by exaggerating the quality of the product, this advertisement has selling power.

Data 2: *See the sumptuous side of high shine* (Maybelline Colorsensational High Shine).

This is lipstick advertisement. The characteristics of language and the goals in this headline of advertisement are:

1. Semantic oddity

This headline of advertisement contains semantic oddity by using metaphor. It uses metaphor to compare the quality of the product with shine. It implies that if the customers use the product, their lips will be shiny and look sumptuous.

The purpose of using metaphor in this headline of advertisement is to achieve attention value. It is used to create curiosity in order to attract the customers' attention.

2. Unfamiliar vocabulary

This headline of advertisement uses unfamiliar vocabulary "sumptuous." The word "sumptuous" appeared in English in the 15th century, derives via Middle English from the Latin noun "sumptus," meaning "expense." The word sumptuous is seldom used. It has same meaning with "luxurious". However, the word "luxurious" is more often used.

Unfamiliar word is used to achieve attention value. It is used to create curiosity in order to attract the customers' attention.

3. Simple

This headline of advertisement is simple because it uses simple imperative sentence which just consists of seven words and most of them are monosyllabic

such as “see”, “the”, “side”, “of”, “high”, and “shine”. This headline of advertisement only has eight syllables. It also uses verb “see” which is often used in advertisement.

The simple sentence, monosyllabic words and verb “see” which are used in this headline of advertisement make it readable. They are used to attract attention as Leech said that verb “*see”* can act as an appeal for the customer to give attention to the advertisement.

4. Alliteration

This headline of advertisement uses alliteration. It can be seen from the repetition of the beginning sound at the word “see”, “sumptuous”, “side”, and “shine”. The letter S is found in these four words, so these words have same sound at the beginning.

In this headline of advertisement, alliteration is used to create a favorable impression on readers in order to make it easy to remember. Therefore, by using alliteration, this advertisement can be classified as memorable.

5. Imperative sentence

This headline of advertisement uses imperative sentence. Imperative sentence which express request or command is used in this headline of advertisement to ask the customers to see the sumptuous side of high shine. It means that it asks the customers to use this lipstick because by using this lipstick, they will see their lips become shiny and look sumptuous.

Imperative sentence aims to provoke the customer to buy the product. So, the usage of imperative sentence indicates that this advertisement can achieve selling power.

6. Abundant use

This headline of advertisement uses the words “sumptuous”, “high” and “shine” to show the prestige of the product that the product has high and good quality to create the customers’ desire. It implies that the product can make the lips shiny and sumptuous. It satisfies the customers’ need to look beautiful and glamour.

By exaggerating the quality of the product, it provokes the customers to take action of purchasing the product. It indicates that this advertisement can achieve selling power.

Data 3: Flawless. Spotless. Pearl Perfect Fairness. (Loreal White Pefect).

This is whitening cream advertisement. The characteristics of language and the goals in this headline of advertisement are:

1. Unorthodoxy of syntax

Unorthodoxy of syntax is found in this headline of advertisement. It can be seen from the use of minor sentence. This headline of advertisement uses minor sentence or disjunctive elements: “Flawless”, “Spotless”, and “Pearl perfect fairness”. Each of these is separated from the preceding sentences by a full stop and it looks as if it is a complete sentence. In fact, they are just parts of the sentences concerned. The complete sentence may be written in such way: skin

becomes flawless, spotless and looks like a pearl. Subject and verb which are required by grammatical construction are omitted in this headline advertisement. The purpose is to cut up the sentence into more information units in order to emphasizes the message contained in this advertisement, more information units means more emphasized messages.

Minor sentence is used to make this advertisement more effective and attractive. Therefore, by using minor sentence, this advertisement can achieve attention value.

2. Simple

This headline of advertisement is simple because there are just five words in it. This headline of advertisement also uses minor sentence which separates sentence into several fragments. Minor sentence make it short and simple because it shows only the important messages.

Fewer words and minor sentence are used to make this advertisement easy to read and take less time for the customers to finish reading. Because this advertisement is simple, it can be categorized as readable.

3. Alliteration

This headline of advertisement uses alliteration. Alliteration is the use of words that begin with the same sound in order to make a special communicative effect. Alliteration in this headline of advertisement can be seen from the word “flawless” and the word “fairness”. The /f/ sound is repeated. It also can be seen from the word “pearl” and “perfect”. These words have same sound in the beginning because letter /p/ is used in these words.

Alliteration is used to attack the audience's ears and minds rhythmically. It is also used to evoke a wonderful impression of the product on readers' mind. It aims to achieve memorability.

4. Rhyme

This headline of advertisement uses rhyme. It can be seen from the words "flawless", "spotless" and "fairness". These words have the same sound at the end of the word. Rhyme is used to render this advertisement rhythmical and memorable. Therefore, by using rhyme this advertisement can achieve memorability.

5. Abundant use

This headline of advertisement uses the words "flawless", "spotless", and "pearl perfect fairness" to show the advantages of the advertised product. It exaggerates the quality of the product by claiming that the product can make skin flawless, spotless and looks like a pearl. It aims to provoke the customers to take action of purchasing the advertised product.

By exaggerating the quality of the product using the words "flawless", "spotless", and "pearl perfect fairness" this advertisement can achieve selling power.

Data 4: *Have you ever been bitten?* (Revlon just bitten lipstain+balm)

This is lipstick advertisement. The characteristics of language and the goals in this headline of advertisement are:

1. Semantic oddity

This headline of advertisement contains semantic oddity because it uses metaphor. It compares the wild kiss to the bite. It implies that by using the product, the lips will look voluptuous and it create desire to kiss the lips passionately. This headline of advertisement uses the word “bitten” because it is easier to get closer to costumers through sexual desire.

Metaphor is used in this headline of advertisement to create picturesque image which raise curiosity of the customer. It is used in order to attract the customers’ attention and interest.

2. Simple

This headline of advertisement uses simple interrogative sentence. It just consists of five words. Three of these words are monosyllabic such as “have”, “you” and “been” and the others are dissyllabic such as “ever” and “bitten”., so there are just only four syllables in this headline of advertisement.

By using simple sentence and simple words, this advertisement can be classified as readable. They are used to attract the customers’ attention to read this advertisement.

3. Personal style, an intimate interactive addressing of the audience, and conversational mode

This headline of advertisement uses personal style because it contains an intimacy and interactivity between the advertisement and the customers by using interrogative sentence and second pronoun “you”. The usage of pronoun “you” attempts to make the consumer feel as an important individual. It is important to make the advertisement sound more direct and persuasive.

Interrogative sentence used to ask something to someone is important to create closeness between advertisement and customers. The advertisement uses a question to arouse the curiosity of the customers and entice them to read on.

By using pronoun "you" and interrogative sentence, this advertisement can be classified as readable. They are used in this advertisement to attract the customers' attention to read this advertisement.

4. Abundant use

This headline of advertisement exaggerates the quality of the product using the word "bitten". It implies that the product can make the lips voluptuous and create desire to kiss the lips passionately. The word "bitten" is associated with rough or wild. This advertisement chooses the word bitten than kissed because it shows passionate feel that is caused by the use of the product.

By exaggerating the quality of the product, it indicates this advertisement has selling power. It aims to provoke the customers to take action of getting information and purchasing the product.

Data 5: *Be fabulash!* (Revlon fabulash mascara)

This is mascara advertisement. The characteristics of language and the goals in this headline of advertisement are:

1. Neologism

This headline of advertisement uses the new word "fabulash." The word "fabulash" is the atypical word form or coinage which means a word or phrase recently invented. People may think fabulash*"* is a wrong word, but actually it is

created by the advertiser. “Fabulash” is new word which is formed from the word “fabulous” and “lash”. There are many methods to create new words, such as compounding, derivation, acronym, clipping, blending, etc. In this advertisement, the method which is used to create the word “fabulash” is blending. The word “fabulous” and “lash” blend into one. This advertisement implies that the product can make lashes look fabulous. This new word is created to arouse customers’ attention and interest to this advertisement and the advertised product.

2. Simple

This headline of advertisement is very simple and short. It uses simple imperative sentence. It just consists of two words. It uses monosyllabic verb “be” and new word “fabulash”. This advertisement just contains four syllables.

By using short sentence and simple words, this advertisement can be classified as readable. It is used to attract the customers’ attention to read this advertisement.

3. Abundant use

This headline of advertisement uses the word “fabulash” which is blending from the word “fabulous” and “lash” to exaggerate the quality of the product. This advertisement implies that the product can make the lash fabulous.

The word “fabulous” has positive meaning which can show the special quality of this product in order to create the customers’ desire of having the product. It also satisfies the customers’ need to look beautiful.

The exaggeration of the quality of the product aims to influence the customers to take action of purchasing the product. So, by exaggerating the quality of the product, it indicates this advertisement can achieve selling power.

4. Imperative Sentence

This headline of advertisement uses imperative sentence. It is used to persuade the customers to have fabulous lashes using the product. It means that imperative sentence aims to encourage the customers to take action of purchasing the product. It indicates this advertisement can achieve selling power.

Data 6: *Lips that shine with killer color.* (New Revlon colorburst lipgloss).

This is lipgloss advertisement. The characteristics of language and the goals in this headline of advertisement are:

1. Simple

This headline of advertisement is simple. There are only 6 words in this headline of advertisement. Four of these words are monosyllabic such as “lips”, “that”, “shine” and “with” and the others are dissyllabic such as “killer” and “color”. This advertisement just contains eight syllables.

By using these simple words, this advertisement is classified as readable. It aims to attract the customers’ attention to read this advertisement.

2. Rhyme

This headline of advertisement uses rhyme. It can be seen from the words “killer” (kilər) and “color” (kʌlər). These words have the same sound at the initial and the end of the word. Rhyme is used to make message in this advertisement

impressive and memorable. Therefore, by using rhyme this advertisement can be classified as memorable.

3. Hyperbole

This headline of advertisement uses hyperbole to exaggerate the quality of lipgloss color. It can be seen from the word “killer”. It associates the color of lipstick to the killer. It is exaggerated if the color is related to the killer. This advertisement implies that the product has conspicuous and bright color which can make lips shiny. It uses the word “killer” to show special quality of the product.

Hyperbole is used in this advertisement to provoke the customers to purchase the product. By using hyperbole, it indicates this advertisement can achieve selling power.

Data 7: *Can your body wash nourish this deeply?* (Dove NutriumMoisture)

This is body wash advertisement. The characteristics of language and the goals in this headline of advertisement are:

1. Personal style, an intimate interactive addressing of the audience, and conversational mode

This headline of advertisement uses personal style. It uses interrogative sentence and pronoun “you” to create closeness and shorten distance between the advertisement and the customers. The use of interrogative sentence in this headline of advertisement aims to make the customers curious about the answer of the question in the advertisement and then they even begin to think and look for it.

By using question “can your body wash nourish this deeply”, it makes the customers doubt about the other product that they use because this advertisement implies that no other products which nourish skin more than Dove.

By using interrogative sentence and pronoun “you”, this advertisement can be classified as readable. They are used to deliver message to the customers easily.

2. Abundant use

This headline of advertisement compares the product to the other product by asking the customers “can your body wash nourish this deeply?” It implies that Dove body wash is better than the other product because this product can nourish skin deep down while the other product cannot nourish more than Dove. This advertisement claims that the product can nourish skin deeply while the other product cannot do what it does because the other body wash are made with moisturizing ingredient that just sits on the top of skin. This advertisement shows that this product can give the customers skin care they need.

By exaggerating the quality of the product using comparison to claims that the product is better than the others, it aims to persuade the customers to purchase the product. Therefore, this advertisement can achieve selling power.

Data 8: *Younger looking skin in 7 days* (Pond’s Age Miracle)

This is anti-ageing cream advertisement. The characteristics of language and the goals in this headline of advertisement are:

1. Unorthodoxy of syntax

Unorthodoxy of syntax is found in this headline of advertisement. It can be seen from the use of block language. It does not comprise any punctuation marks and it is also verbless which contains a short message and consists of a noun phrase. A given noun phrase which contains such compound adjective actually can be transformed into a clause or sentence where the head of given noun phrase becomes a subject. The possible sentence pattern is the one with subject – verb – complement (SVC) structure, as in younger-looking skin. Younger-looking skin: skin which looks younger / skin looks younger.

Block language and compound in this headline of advertisement are used to make it more effective. It aims to achieve attention value.

2. Simple

This headline of advertisement is simple. It just uses noun phrase + prepositional phrase. It also just consists of six words. Three of these words are monosyllabic and the others are dissyllabic words. So, it contains nine syllables. Because this advertisement is simple, it can be classified as readable.

3. Hyperbole

Hyperbole is found in this headline of advertisement. In this advertisement, the product promises to make skin looks younger in 7 days. This advertisement tries to exclaim that by using the product people only need a short time to get younger-looking skin. In fact, the process to get younger-looking skin needs a long time. It seems impossible for a cosmetic product to make skin looks younger just in 7 days.

By using hyperbole to exaggerate the quality of the product that the product can make the customers skin looks younger in 7 days, this advertisement hits the need of consumers. For every woman, even girl tries her best keep long-lasting young. By claiming that the customers can get younger-looking skin using the product, this advertisement provokes the customers who are aged women to buy the product. Therefore, hyperbole is used in this advertisement to achieve selling power.

Data 9: *Let your confidence shine, not your skin.* (Nivea men face wash)

This is face wash advertisement. The characteristics of language and the goals in this headline of advertisement are:

1. Semantic oddity

There is semantic oddity in this headline of advertisement because it uses pun. In this headline of advertisement, the word “shine” is used as a pun with double meanings: one means “bright”, “light” or “luminous”, the other refers to “oily skin”. So this sentence has meaning: let your confidence shine (bright, light, luminous), but don’t let your skin shine (oily).

Pun which is a play on words makes this advertisement attractive because of its ambiguity. Therefore, by using pun, this advertisement can achieve attention value.

2. Simple.

This headline of advertisement uses simple imperative sentence which just contains seven words and most of them are monosyllabic such as “let”, “your”,

“shine”, “not”, and “skin.” It just has nine syllables. Based on these reasons, it can be classified as readable.

3. Personal style and an intimate interactive addressing of the audience

This headline of advertisement uses personal style. It uses pronoun “you” to make the customers and the product closer. Pronoun “you” in this advertisement is used to closely link the advertisement and the customer in order to make the customer easy to receive the message delivered. By using pronoun you, it can be classified as readable.

4. Imperative sentence

This headline of advertisement uses imperative sentence. As we all know, imperative sentence is mentioned to command someone. This headline of advertisement uses imperative sentence to ask the customers to make their confidence shine by having clean face and oil-free using the product. It implies that the product can reduce shine and remove excess oil on their face and it make the customers get confidence because they have clean face without shine after using the product. It shows the special quality of the product to create the customers desire of using the product

By using imperative sentence and showing special quality of the product, it indicates this advertisement can achieve selling power. Imperative sentence in this advertisement aims to persuade the customers to purchase the product by asking them to be confident with clean face using the product.

Data 10: *Sing your songs with more volume* (Nivea Volume lipgloss)

This is lipstick advertisement. The characteristics of language and the goals in this headline of advertisement are:

1. Semantic oddity

There is semantic oddity in this headline of advertisement because it uses pun. As we all know, the definitions or descriptions about pun always have a noun phrase a play on words because puns rest on a superficial or accidental similarity: two words sound the same, or one word that happens to have two separate meanings. In this headline of advertisement, there is pun which means a word have two different senses: one in its common use, the other representing the brand name or the name of company. "Volume" is used as a pun. It has double meanings: one is a sound; the other means the brand name of the product. So this sentence has two meanings: Sing your song with more volume (more loudly) and Sing your song with more volume (Nivea volume).

In this advertisement, pun is based on the similarity between volume (sound) and the kind of lipstick named volume. It presents the reader with an incongruity. One interpretation that can be gleaned from this advertisement is that this advertisement suggests women to sing the song with more volume (more loudly), it has meaning of confidence. Another interpretation of this advertisement is that it suggests women to sing their song using Nivea volume lipstick. It means that this advertisement persuades the customers to sing a song confidently using the product.

Pun is used in this headline of advertisement because it has two meaning to make the customers curious. Therefore, by using pun, this advertisement can achieve attention value.

2. Simple

This headline of advertisement uses simple imperative sentence which just contains monosyllabic verb “sing”, one object “your song” and complement “with more volume”. There are just six words in this advertisement and most of them are monosyllabic such as “sing”, “your”, “song”, “with” and “more”. This advertisement just has seven syllables. By using simple imperative sentence and simple words, this advertisement can be classified as readable.

3. Personal style and an intimate interactive addressing of the audience

This headline of advertisement uses personal style. It uses pronoun “you” to render the customers and the product closer. Pronoun “you” in this advertisement is used to closely link the advertisement and the customer in order to make the customer receive the message easily. By using pronoun you, it can be classified as readable.

4. Imperative sentence

This headline of advertisement uses imperative sentence. Imperative sentences have a meaning of calling and commanding. It is used in this headline of advertisement to ask the customers to sing the song with more volume. “Volume” refers to the name of the product and the sound. It means that this advertisement gives command to the customers to sing their song confidently by using the product. It implies that by using the product, the customers will get self-

confidence. It shows that the product has special quality to create the customers desire of having the product.

By using imperative sentence and showing special quality of the product, it aims to persuade the customers to take action of purchasing the product. Therefore, this advertisement can achieve selling power.

Data 11: *Let your lips do the talking*. (Nivea Lipgloss)

This is lipgloss advertisement. The characteristics of language and the goals in this headline of advertisement are:

1. Semantic oddity

There is semantic oddity in this headline of advertisement. It can be seen from the use of personification. As we all know, personification represents an animal or inanimate object as having human attributes such as attributes of form, character, feelings, behavior, and so on. In this advertisement, lips are personified. Lips are represented or thought of as a human being. They seem to be human beings who can do talking.

Personification is used in this headline of advertisement to make an abstraction more real to the reader by defining or explaining the concept in terms of everyday human action. It aims to attract the customers' attention.

2. Simple

This headline of advertisement is simple because it just uses six words and most of them are monosyllabic. It just contains seven syllables. Because this advertisement is simple, it can be classified as readable.

3. Personal style and an intimate interactive addressing of the audience

This headline of advertisement uses personal style. It uses pronoun “you” to communicate an advertisement idea more convincingly because it evokes the feeling of friendship. By using pronoun you, the advertisement seems to be talking face to face with the customers to make it readable.