# CHAPTER I

# INTRODUCTION

## A. Background Of The Study

The language style is the form of language used by speakers, which are usually measured on a formal-informal scale. The Style of language used differs depending on the context in terms of subject matter, our listeners, the mode of discourse (speaking or writing), and the formality of the event. When someone talks informally with a friend, he or she uses a different style than one would use in a job interview. Keraf (2010) explains that language style can be observed from various points of view. Language styles can be studied from both linguistic and non- linguistic perspectives. Keraf (2010) believed that there are four language styles based on linguistic point of view: lexical choice (diction), tone of writing, structures, and semantics. In nonlinguistic perspective, language is diverse and everyone has their own style of language, as well as people on social media, one of which is the YouTube application.

In the current era of globalization, there are many ways to advertise a product. The most widely used way to advertise a product is by using social media, one of which is YouTube. in advertising style language is very influential on the goods to be advertised. The language used in advertising is different from that used in everyday life, the difference exists because when an advertiser makes an advertisement, advertiser tries to change the behavior of his audience/followers. Advertising language is usually clear, communicative, attractive, and persuasive (Umam in Haqqo, 2016). To attract audiences to be

interested in the advertised product, advertiser must use language that is clear and easily understood by the audience, and specifically explain the product being promoted in a language style that makes the audience feel that the product is very interesting, good, and usable.
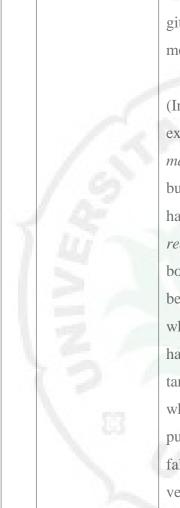
Advertisements can be seen anywhere, and all types of goods can be advertised. To promote a product, social media accounts are needed, and most people like to see various kinds of reviews from YouTube videos. YouTube is a website that is popular video- sharing service that allows users to load, watch and share video clips for free. Since its launch in December (2005) and acquired by Google in (2006), YouTube users have continued to increase to more than one billion per day. Through YouTube statistic 2023 show that more than 4 billion YouTube videos are watched every day. This media is popular because it can function as a place for advertising, a source of information, entertainment and self-expression which can be accessed widely 24 hours a day in 39 countries in 54 languages. In 2011, YouTube represented over 1 trillion or nearly 140 views for every person on earth. In today's era, YouTube can be a great opportunity to do business, one of which is to advertise a product. Skincare is very much advertised through the YouTube application, lots of people do skincare advertising on YouTube, but the audience will look for people who can make the audience understand the product being advertised, to do advertising also requires a good language style and is also easy for the audience to understand audience. In this case, Tasya Farasya is one of the influencers that is being widely discussed by the public, and she is also well-known among young people.

Tasya Farasya is an influencer who is quite famous among teenagers. Tasya Farasya works as an influencer and promotes various products through her YouTube account. Many people are interested in the advertisements he makes, because when promoting the product, she tries the items to be advertised so that the audience becomes interested because the results from using Tasya Farasya are very good. Besides that, Tasya Farasya uses a good language style when promoting a product and the language used by her is very easy to understand so that the audience is interested and buys the product that has been advertised.

This research focuses on the types of advertising styles found in Tasya Farasya's videos on YouTube. Based on the theory put forward by Wells theory (1995), researchers conducted research on the language style of advertisements in Tasya Farasya's YouTube videos. It is considered different from previous research because researchers use different objects, themes, and research results. The purpose of this research is to find out the style of advertising language and how this style of language can influence the audience in the videos uploaded by Tasya Farasya on YouTube. Using William Wells theory is the right way to apply this research. Through the theory of Wells theory (1995) researchers will be able to understand the various styles contained in the data used. Based on the description above, this study focuses on the analysis of advertising language style promotional videos, therefore the author will conduct research with the title "Language Style in Advertisement Video by Tasya Farasya Based on YouTube". table 1.1 below is an example of preliminary data that the researcher obtained and analyzed using types of language style in advertisement theory conducted by Wells theory (1995).

| No | Types | Utterances/Dialogue | Meaning |
|---|---|---|---|
| 1 | Hard sell | *"ini Harga nya murah banget, untuk ukuran 50ml cuman 65 ribu,* jadi emang super terjangkau dan menurut aku ini worth the price banget ya "<br><br>(*This price is really cheap, for a 50ml size it's only 65 thousand*, so it's really affordable and in my opinion it's really worth the price.) | She's explaining the azarine sunscreen product she's advertising. The data is classified as hard sell because the explanation given is in a hard sell promotion condition.<br>In the explanation of the video there is hard sell language like "this price is really cheap", "its only 65 thousand" which denotes the hard sell style itself. The author categorizes the hard sell style because advertisers promote products to viewers in a rational and to the point way.<br>Based on the theory of William Wells (1995), the hard sell style is often found in promotional conversations, marketing, and in business transactions. |
| 2 | Straightforward | *"keunggulan shampoo ini ada kandungan biotinnya, biotin itu kan ada kandungan vitamin b7 yang kurang lebih isinya protein,* sedangkan rambut kita tuh 70% dari protein jadi pastinya kalau kita | She explains the SimplyO shampoo product she is advertising. This data is classified as demonstrative because the explanation given in the conditions explains the advantages of the advertised product. |

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|---|---|---|---|
| | | pake shampoo yang ada biotinnya dia bisa membantu memprekuat rambut *"*<br><br>(*The advantage of this shampoo is that it contains biotin, biotin contains vitamin B7 which contains more or less protein, while our hair is 70% protein, so of course if we use a shampoo that contains biotin, it can help strengthen hair.*) | In the explanation of the video there is Straightforward language such as "advantages" which shows the Straightforward style itself. The author categorizes the Straightforward style because advertisers promote products to viewers by explaining the advantages of the advertised product without any gimmicks. |
| 3 | Problem and Solution | *"*di pengalaman aku pribadi biotin itu *tidak membuat rambut aku jadi tumbuh lebat*, tapi yang ada rambut aku jadi lebih kuat. *terus yang sangat membantu* adalah protein booster hair treatment, karena si hair treatment ini kalau sudah aku olesin di bawah rambut, langsung tidak kusut rambutnya dan disisir tidak banyak ketarik | She explains the SimplyO shampoo product she's advertising. The data is classified as a problem and solution because the explanation given is in conditions of having a problem and having a solution.<br>In the explanation of the video there is problem and solution language such as "it doesn't make |

| | | rambut nya dan jadi rontok gitukan. itu sangat membantu." <br><br> (In my personal experience, *biotin doesn't make my hair grow thicker,* but what does make my hair stronger. *Then what really helps* is the protein booster hair treatment, because this hair treatment when I apply it under the hair, the hair doesn't get tangled right away and when you comb it doesn't pull the hair a lot and it falls out like that. That's very helpful.) | my hair grow thickly", "which is very petrified" which indicates the style of the problem and solution itself. The author categorizes the problem and solution style because advertisers promote products to viewers in a way that explains a problem and also provides a solution. |

Table 1.1 Preliminary data Language style of Tasya Farasya

YouTube Video Based on the researcher's observations, in the initial data sample above there are several advertising language styles used by Tasya Farasya, in the sample above Tasya Farasya uses hard sell, straight forward and problem solution language styles. Advertising language style uses Wells' (1995) advertising language style theory. Therefore, it is important to discuss how the advertising language is realized by the advertiser and how the audience responds when they see the style of language in the video, because what is present and seen in the video can ultimately be used as a standard for the attention of the audience. This

research focuses on defining the types of advertising style contained in Tasya Farasya's video, and finding out how the audience reacts to the advertiser's language style.

**B. Problem Of The Study**

Based on the background of the study above, the research problem was formulated, as follows:

1. What types of Language Style are used on Tasya Farasya's Advertisement video YouTube?

2. How Language Style of Tasya Farasyas's realized in the Advertisement Video based on YouTube?

**C. The Objective Of The Study**

The objective study was formulated, as follows:

1. To investigate the types of Language Style used on Tasya Farasya's Advertisement video YouTube.

2. To describe the realization the Language Style Tasya Farasya's in the Advertisement Video based on YouTube.

**D. Scope Of The Study**

This study discussed the Language Style in Advertisement Video by Tasya Farasya based on YouTube. There are nine of types language style advertisement in the theory of Wells (1995) there are several styles of advertising that formulate

the message. These include hard selling, soft selling, lectures and drama, straightforward, demonstrations, comparisons, problem solutions, slices of life, and spokespersons. The researcher chose several Tasya Farasya YouTube video advertisements because the researcher intends to examine the style of language used in each type of advertisement, whether commercial or not.

**E. Significant Of The Study**

This research was expected to contribute both theoretically and practically in the field of advertising style. This research provides benefits for the public to know more about the information available on social media. Theoretically, this research is expected to contribute to the style of advertising language used by Tasya Farasya in reviewing products. Practically, this research adds to knowledge about how to promote a product.