

## CHAPTER I

### INTRODUCTION

#### 1.1 The Background of the Study

Since language is a significant part of social life, it is important for each person to understand the variation of languages and its styles to avoid getting misunderstanding among them in a society. Concerning this fact, language style is needed because it is an integral part of society which interaction cannot go ahead if one does not speak in the right style. Language style is fundamental part of social aspect to manipulate and control others, it also a tool for persuading and influencing people to do something. The term 'style' is used in linguistics to describe the choices which language makes available to a user, above and beyond the choices necessary for the simple expression of a meaning (Fabb, 2015). He also conveys that language style choices are designed to have effects on the reader or listener, which are generally understood as: communicating meanings which go beyond the linguistically determined meanings, communicating attitude (as in persuasive effects of style), and expressing or communicating emotion.

In addition, Chaika (1982) stated that language style refers to the selection forms to convey social or artistic effects. Style tells how, whether the interaction is formally or informally. It may also tell us how to interpret a message, tell listener how to take what is being said whether seriously, ironically, humorously, dubiously, or in some other ways. Style uses all the resources of language which includes tone of voice, different way of pronouncing sounds, even choice of

words and grammar. Meanwhile, Giles and Powesland, (1975); Giles and Sinclair, (1979) in Thomas and Wareing (1999), state that people may use different style in the way they talk depends on the situation and context they are talking in. This account is based on the premises that people are mainly seeking to show solidarity and approval there, dealing with others. Further, Thomas and Wareing (1999) state that there are some ways of using language style in communication. People possess themselves in relation to other with the way they talk in different kinds of interaction. People do not always talk exactly in the same way all the time: they do not always use the same grammatical forms.

Moreover in fact, the varieties of language styles are also seen in advertisements. With the development of globalization and industrialization, more and more goods are produced in the world day by day; as a result, advertisement plays an important role in selling products. It is an art of language by using various kinds of language style. Lie (2009) stated that the advertisements have achieved amazing effects on persuading consumers to buy the products. At the same time, it has also formed its special style and the language used in the advertisements is different from other styles. Its function is to “attract attention, arouse interest, stimulate desire, create conviction and get action.” It is a kind of loaded language with persuasive power. Similarly, it is also stated by Lee and Usunier (2005) that language has a powerful influence over people and their behavior; this is especially true in the fields of marketing and advertising. The choice of language to convey specific messages with the intention of influencing people is vitally important. Further, Belch & Belch (2007) and Wells, Burnett, &

Moriarty (2006) state that language style in advertisement refers to what is said in an advertisement and the message execution or tactics constitute the manner in which the brand message is communicated. There are several language styles of advertisements to formula the message. These include hard sell, soft sell, straightforward, demonstrations, comparison, problem solution, slice of life, and spokesperson.

Advertising was originally established in print media, such as newspapers and magazines, and followed onto the television and radio broadcast scene. However, focus has started to shift away from the traditional print and broadcast media, and towards the growing online advertising industry. Advertising has found a whole new medium with which to communicate to customers (Kumar, 2008). The online advertising industry is growing and developing at a rapid rate. The use of online advertising as an advertising medium is increasing in popularity at a fast pace. It is projected that the online advertising industry will grow three times faster than advertising in any other medium. Businesses are recognizing that by advertising online, their message is communicated in a fast and efficient way, while not only interacting with customers, but establishing a one-to-one dialogue (Adams, 2003). Online advertising's potential as a low cost channel for doing business directly with customers is viewed as a major advantage of advertising online (Belch & Belch, 2001)

In line to the explanation above, Ganim, Lescault & Wright (2013) agreed that the amount of internet connections around the world allows us to access internet through mobile phone. For example, the use of social media marketing is

been studying the social media use of Forbes 500 corporations; America's largest companies listed by Forbes magazine, and noticed an increase in new accounts as well as in the use of social media channels. Junco, Heiberger, & Loken (2011) also convey that social media allows companies around the world to reach customers with their marketing communication more efficiently and with fewer boundaries. Social media is highly boosted and transformed the interaction of individuals and organizations who share common interest in music, education, movies, and friendship, based on social networking. In 2000 social media received a great boost with the witnessing of many social networking sites springing up. In 2004, there are social media like Facebook, Harvard, Dogster and Mixi evolved. During 2005, big names like Yahoo, YouTube, cyword, and Black planet all emerged, at last 2010 the newest is Instagram. Also, Mangold & Faulds (2009) views social media as having a hybrid role in the promotion mix used to both talk with the customer and that the customers can communicate with each other. This second role is unique for social media and something that no other promotion tool can do.

Shortly, it means that there are relationship among advertisement, language styles and the advance of online media especially in social media. As the fact goes broadly, the advertisers attempt to use language style in their advertisement as attractive as possible. Thus, the use of language style in advertisements in social media becomes more remarkable to be analyzed. The new phenomenon recently is the advertisements on Instagram. One of the newest social media tools available to brands is Instagram, a mobile app that allows users

to capture and share images and videos with followers (Instagram, 2015). Officially launched in October 2010, Instagram gained 1 million users within its first month, and the app had 300 million active monthly users by April 2015 (Costill, 2014; Instagram, 2015). Further, Miles (2014) explains that Instagram provides a platform for creating and sharing the visual aspects of business, acting as a portal into the mission and ethos of brand. It also allows more of a personal touch than most other platforms, sharing images as miniature stories from behind the scenes of business.

There are a lot of products which are available on Instagram, such as cosmetics, fashions, gadgets, food and beverages, etc. This study will focus on cosmetic ads, especially local cosmetic's brands namely Wardah, Pixy and La Tulipe. Those three brands are the famous local cosmetic brands in Indonesia. Kaya and Ayman (2015) mentioned that the competition among the cosmetic industry rivals forces them to focus on the customers on using social media as well. Especially, the technological improvements with smart phones create a pathway for the cosmetic brands to transfer their business activities on to social media. Cosmetics industry with 135 billion dollars volume in the global marketplace is ranked as second after the automobile industry. The cosmetic industry is a very profitable, innovative, and competitive industry where new innovation is the key to success for the companies. The cosmetic companies use various marketing strategies in the market place. However, the use of social media of companies is similar while using new media to have interactive communication with the customers. The use of Instagram helps to create impression on ideas,

goods and services with virtual presentation of the photo and video sharing of company's products. Briefly, it can be concluded that each cosmetic brands has their own way to advertise their products, what language styles they use to advertise their products and how they convey the message of their products to the customers, that's what the point in this study. Below were the official accounts of three local cosmetics' brands on Instagram.





As what have been done by Janoschka (2004), in her research about the language in online advertising, she described that the language in online advertising as “written-language based”, for example simplified, abbreviated language, forms of personal user addressing such as questions, imperatives, personal pronoun and deictic terms. Kataria (2014), her study was an attempt to examine the advertisements in top social networking sites of India, she adopted content analysis method to identify the categories and manner of presentation of those advertisements in social networking site and she found that all advertisements in social networking were commercials, attractives and using interactive features. On the other hand, in print advertisements, Lapsanska (2006) found that the informal style of print advertising language predominates over the formal style. She found the formal style of writing only in scientific and business types of magazines. In scientific magazines, there occurred advertisements for a specific group of people – scientists, doctors, physicists; the vocabulary was technical and incomprehensible for common people.

It can be elaborated that online and print advertising both use informal language but different in the sentence structure, where online is very fluid which is shown by neologism, abbreviation, acronym, blends and more imperative, while print is not. Those studies are also focused on the language used and the sentence structures in advertisement either print or online ads. However, in this study will not focus on the language used and the sentence structures of online advertising but will focus on the language styles of cosmetic advertisement and how the

messages are conveyed in the advertisement. Look at the ad below from Wardah, there are two elements/ component of advertising on Instagram: visual and verbal.



The advertisement above was from Wardah cosmetic. The elements of advertisement on Instagram consist of visual and verbal, where visual shows the picture of the product while verbally shows the advertising information about the product. The advertisement above used problem solution style, the product was presented as solution to the problem. It was seen from the words '*Ingin tampilan cerah dan dinamis? Gunakan lipstick bernuansa orange*' where it meant if you wanted your look was brighter and dynamic; you should use orange lipstick as well. That's the solution for the woman problem. Also, for the message content, Wardah conveyed it by using informational content which meant that its content focused on the consumer's functional needs. It was seen from some tips that the advertisement given, such as '*untuk kulit putih gunakan warna orange muda*'. It meant that the content provided information about woman need in daily performance.



Shortly, based on the explanation above, related to the new phenomenon happened in online advertisement recently on Instagram. This study was done under the title “*Language Styles in the Online Advertisements on Instagram*”.

### **1.2 The Problems of the Study**

Based on the background of the study, the problems investigated are formulated as the following.

1. What language styles are used in online cosmetic advertisements on Instagram?
2. How are the messages of cosmetic advertisements conveyed on Instagram?
3. Why are the language styles used in the advertisements on Instagram in the ways they are?

### **1.3 The Objectives of the Study**

The objectives of this study are to answer the three research questions, as formulated above. To be more specific, the objectives of the study are.

1. to find out the language styles used in online cosmetic advertisements on Instagram.
2. to elaborate how the messages of cosmetic advertisements are conveyed on Instagram.
3. to explain the reason why the language styles are used in the advertisement on Instagram in the ways they are.

#### **1.4 The Scope of the Study**

This study was limited to the language styles used in online advertisements on Instagram. The advertisements only focused on the cosmetic advertisements which were taken from the official account of cosmetic brands on Instagram. The language observed and analysed was the language styles used in online advertisement by using Bahasa Indonesia from top three local brand cosmetics on Instagram, they were Wardah, Pixy and La Tulipe cosmetics.

#### **1.5 The Significance of the Study**

This research is expected to have both theoretical and practical significance for the readers.

Theoretically, the findings can enlarge linguistic theory about the language style specifically in online advertisement. It can be the references for previous studies about the language style in marketing field especially in online marketing promotion in social media.

Practically the findings will be useful for:

1. The advertisers who use social media as marketing promotion to enlarge the information about the language style used and how to convey the message content of advertising effectively in online advertisement.
2. For the readers, it will be useful to add more horizons about the language style of online advertisements.

3. And for the researchers, the findings will be an idea to investigate further about the language style used in advertisement on Instagram or another social media with another scopes and perspectives.



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