

# ENGLISH VARIETIES USED IN INDONESIAN PRODUCT ADVERTISEMENTS

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Advertisement is communicated through some media by many industries by using persuasive and informative languages to attract or direct the consumers to buy the products. In line with the advancement of the English varieties in Indonesia, the language used in the product advertisements is not only Indonesian language, but English as a foreign language is also used by the copywriters of the product advertisement to persuade the consumers. This paper explains and describes English varieties used in some Indonesian product advertisements. The English varieties are observed from the study of words in view of pronunciation, spelling, simple phrases and grammar.

**Key words:** English varieties, product advertisement, pronunciation, spelling, simple phrases, grammar.

## INTRODUCTION

English had spread to every corner of the world, and in the course of the nineteenth centuries the number of speakers of language and the language's own prestige, grew and grew. The spread of English around the world is often discussed in terms of three distinct groups of users, those who speak English respectively as:

a native language (ENL)

a second language (ESL)

a foreign language (EFL)

According to Kachru (1992:356), English as a native language (or English as a mother tongue) is the language of those born and raised in one of the countries where English is historically the first language to be spoken. Kachru refers to these countries (mainly the UK, USA, Canada, Australia and New Zealand) as the traditional cultural and linguistic bases of English. English as a second language is spoken in Bangladesh, Ghana, India, Kenya, Malaysia, Nigeria, Pakistan, Philippines, Singapore, Sri Lanka, Tanzania and Zambia. They use English for the purpose of administration, trade, religion and education. While English as a foreign language is spoken in China, Egypt, Indonesia, Israel, Japan, Korea, Nepal, Saudi Arabia, Taiwan, USSR, and Zimbabwe.

This paper deals with English varieties used in Indonesia, especially in journalistic language on product advertisement. In line with the fast development of English varieties in Indonesia, the use of English in product advertisements can be seen vividly in every mass media, whether it is visual or audio visual.

There are some points to be considered with the English spoken and used in Indonesian product advertisements. They have provided some useful discussion in the study of words in view of pronunciation, spelling, simple phrases and grammar. For instance. In a product advertisement of L.A Light. "*enjoy aja!*". In this advertisement, there is an English word, *enjoy*, combined with the Indonesian word, *aja*. The correct pronunciation of the word *enjoy* must be /ɪndʒɔɪ/, but in this advertisement it is pronounced with /ɛndʒɔɪ/. Some copywriters even take some English phrases, such as, "*No way.*" and "*Why not ?*" in the product

advertisements. There are many English words used in Indonesian product advertisements and most of them are combined with Indonesian languages.

## DISCUSSION

The study of words in view of pronunciation, spelling, simple phrases and grammar in some product advertisements in Indonesia's mass media will be discussed as followed;

### 1. Pronunciation

In this part, it will be described and compared English and Indonesian language in terms of the pronunciation used by the copywriters of the product advertisements. Accents of English, in this case, are referred to RP (Received Pronunciation) which is normally taught to students who have English as a foreign language.

Product advertisements	English words	English Pronunciation	Indonesian Pronunciation
"Kratingdaeng emang OK!" (KRATINGDAENG)	OK	/əʊ'kəɪ/	/oke/
"Ada <i>break</i> , ada Kit Kat" (KIT KAT)	break	/breɪk/	/brek/
"HIT <i>anti</i> nyamik generasi baru" (HIT)	anti	/æntɪ/	/anti/
"Baunya harum, <i>soft</i> di kulit" (SOFELL)	soft	/soft/	/sof/
"Nyamuk <i>KO!</i> " (BAYGON)	KO	/kəɪ'əʊ/	/kao/
" <i>Enjoy</i> aja!" (L.A Lights)	enjoy	/ɪndʒɔɪ/	/endʒɔi/
"Ada gula ada semut, ada Icha ada <i>snack</i> soyjoy." (SOYJOY)	snack	/snæk/	/snek/
"Layanan <i>via</i> sms" (QRE Handphone)	via	/vaɪə/	/via/
"Mau badan yang <i>perfect</i> ? Minum Slimming tea!! (SLIMMING TEA)	perfect	/pɜː'fɪkt/	/pərfek/
" <i>Diet</i> bernutrisi" (ENTRASOL)	diet	/'daɪət/	/diet/
"Nelpon ke semua <i>operator</i> makin murah" (ESIA)	operator	/'ɒpəreɪtə/	/opərotor/
"Udara bisa gersang tapi kulitmu tetap <i>fresh</i> ." (Red A)	fresh	/freʃ/	/fres/
" <i>Formula</i> bebas minyak." (CLEAN AND CLEAR)	formula	/fɔːmjʊlə/	/formula/
" <i>Plus</i> langsingnya, plus kancangnya." (THERMOLYTE PLUS)	plus	/plʌs/	/plus/
"Lebih punya <i>taste</i> " (STAR MILD)	taste	/teɪst/	/təs/
"Mengatasi <i>problem</i> kulit berminyak pada pria." (NIVEA for MEN)	problem	/'prɒbləm/	/probləm/
" <i>Sachet</i> sekecil ini bisa bikin masakan untuk sekeluarga." (ROYCO)	sachet	/'sæʃeɪ/	/saset/

### 2. Spelling

There are many English words spelled differently in Indonesian language, especially in Indonesian product advertisements as can be seen in the following examples.

Product advertisements	English spelling	Indonesian spelling
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“Cek labelnya dan lihat bedanya.” (DANCOW)	check	cek
“”Zona berita Indonesia.” (OKEZONE.com)	zone	zona
“Yang penting <i>hepiiii</i> .”	happy	hepi
“Surya 16, citra <i>ekslusif</i> .”	exclusive	ekslusif
“Mau <i>eksis</i> , jangan lebai please.” (L.A Lights)	exist	eksis
“” <i>Simpel</i> aja, pakai daktarin”. (DAKTARIN)	simple	simpel
“”Coba <i>produk</i> barunya, bu!” (EKONOMI)	product	produk
“Ini <i>merk</i> no.1 di dunia”.(KRATINGDAENG)	merk	merk
“ <i>Biskuit</i> susu dipadu dengan lembutnya selai <i>stroberi</i> ”.(SLAY OLAY)	biscuit strawberry	biskuit stroberi
“ <i>Proses</i> cepat, dana <i>ekstra</i> mudah didapat.” (BANK NIAGA)	process extra	proses ekstra
“” <i>Energi</i> untuk menang setiap hari.” (MILO)	energy	energi
“”Snack bisa, <i>sereal</i> bisa,” (GERY CEREAL)	cereal	sereal
“Give White Series dengan <i>ekstrak</i> bengkoang.” (GIVE)	extract	ekstrak
”Waktu kamu lahir, mama sempat <i>panik</i> .” (ATM CIMB Niaga)	panic	panik
“Kini Nestle Cerelac dengan harga lebih <i>ekonomis</i> .” (CERELAC)	economic	ekonomis
” <i>Kualitas</i> top dengan harga terjangkau”	quality	kualitas

### 3. Simple Phrases

In Indonesian product advertisements, to use Indonesian phrases would be considered not very popular, and the English phrases would be more effectively used by the copywriters to make the advertisements interesting in order to achieve the target market. For instance,

*No way.* (BAYGON)

*On line.* (IM3)

*Why not?* (POLYTRON)

*Online trading.*

*Go Ahead.* (A Mild)

In other cases, there is a mixture of Indonesian free morphemes combined with English free morpheme as found in the following:

- *thanks banget* (thanks a lot)
- dalam *long weekend* (in long weekend)
- warung pojok *of the month* (food stall of the month)

### 4. Grammar

#### 4.1. Affixes in Indonesian language

There are many words in English used in Indonesian product advertisements which are attached to Indonesian affixes. The words can be attached to prefixes, suffixes, or circumfixes. In the following we can see the examples of English words attached to Indonesian affixes.

Product advertisements	English words	Prefixes	New words
“Hot Hot Pop bikin gaya makin <i>ngepop</i> .” (HOT POP)	pop	nge- (informal)	ngepop
“ Honda Beat, <i>ngeksis</i> abiz.” (HONDA BEAT)	exist	nge- (informal)	ngeksis
“Tampil <i>ngejreng</i> , baru <i>ngetrend</i> .”	trend	nge- (informal)	ngetrend
“Getarannya bikin yang lain ikut <i>ngedance</i> .” (NOKIA 3300)	dance	nge- (informal)	ngedance

“Ngetwist abis.” (TWISTER)	twist	nge- (informal)	ngetwist
“Bisa ngegame langsung pake TV.”	game	nge- (informal)	ngegame
“Siapa saja ngefans.” (McDonald)	fans	nge- (informal)	ngefans
“Jagonya cari duit, ngetop sampai ke Jepang.” (SUZUKI GRAN MAX)	top	nge- (informal)	ngetop
“Lemak dengan selulit gampang didelete.”	delete	di-	didelete
“Diet bernutrisi.” (ENTRASOL)	nutrition	ber-	bernutrisi
“Mizone apple bervitamin membangkitkan semangat barumu.” (MIZONE)	vitamin	ber-	bervitamin
“Ultra milk bernutrisi dari dalam.” (ULTRA MILK)	nutrition	ber-	bernutrisi
“Ber-sms ria dengan teman kamu sesama IM3.” (IM3)	sms	ber-	ber-sms
“Kecantikan dan keanggunan yang menginspirasi trend 2009.” (MUSTIKA RATU)	inspiration	me-	menginspirasi
“Kami memprioritaskan anda.”	priority	me-	memprioritaskan
“Menangkan MP4 player untuk pen-download terbanyak setiap minggunya.”	download	pe-	pen-download

#### Indonesian suffixes attached to English words.

Product advertisements	English Words	Suffixes	New words
“Xpresikan aksimu.” (X Mild)	expression	-kan	ekspresikan
“Setiap isi ulang gratis internetan unlimited.”	Internet	-an	internetan

#### Indonesian circumfixes attached to English words.

Product advertisements	English Words	Cicumfixes	New words
“Diformulasikan khusus dengan keharuman yang unik...” (KIDS SHAMPOO)	formulate	di-...-kan	diformulasikan
“...mengoptimalkan langkah Anda.”	optimum	me-...-kan	mengoptimalkan
“...mensterilkan lapisan...”	steril	me-...-kan	mensterilkan
“...memfestivalkan ...”	festival	me-...-kan	memfestivalkan
“...mengidealkan tubuh Anda dalam ...”	ideal	me-...-kan	mengidealkan

In addition to these affixes, some English words also can be attached to possessive adjective in Indonesian language, such as, -mu, -nya, and -ku.

Product advertisements	English Words	Indonesian Words + Possessive Adjective
“Xpresikan aksimu.” (X Mild)	action	aksimu
“Wujudkan obsesimu.” (STAR MILD)	obsession	obsesimu
“Top, klop momennya.” (TOP)	momen	momen + -nya
“Mentari seru, seru freetalknya, seru...” (MENTARI)	freetalk	freetalk + -nya
“Pancarkan pesona glamourmu.”	glamour	glamour + -mu
“English feelnya kental banget.”	feel	feel + -nya
“Top timingnya.”	timing	timing + -nya
“Cek labelnya dan lihat bedanya.” (DANCOW)	lable	label + -nya
“Kayak coffee mix, dia coffeenya, aku milknya.”	coffee	coffee + -nya

(MARINA UV WHITE)	milk	milk + -nya
“Kartu As forever <i>aktifnya</i> .” (SIMPATI AS)	active	aktif + -nya
”Chicken <i>nuggetnya</i> keluarga.” (SO GOOD)	nugget	nugget + -nya
“Bangkitkan <i>spiritmu</i> .” (FATIGON)	spirit	spirit + -mu
“Rasakan energi <i>ekstranya</i> .” (EXTRA JOSS)	ekstra	ekstra + -nya
“Nikmati active day selama <i>aktifitasmu</i> .” (LAURIEL)	activity	aktifitas + -mu
Rasakan sensasi <i>freshnya</i> .” (VITA CHARM)	fresh	fresh + -nya

In Indonesian language, there are many English words ending with prefixes -ion, -tion, or -sion used. In this case, the spellings are only changed into -si in Indonesian language. It can be seen in the following table.

Product advertisements	English Words	Indonesian Words
“Suzuki <i>inovasi</i> berkendara.” (SUZUKI)	Inovation	inovasi
“” <i>Sensasi</i> delight di Pizza Hut.” (PIZZA HUT)	sensation	sensasi
“ <i>Solusi</i> 3 in 1.” (KALPANAX)	solution	solusi
“Nestle Kopi susu tubruk, harga <i>promosi</i> Rp.700.” (NESTLE KOPI SUSU)	promotion	promosi
“Aroma <i>relaxasi</i> yang menyegarkan.” (NEO RHEUMACYL)	relaxation	relaxasi
“Tiap hai kamu terkena debu dan <i>polusi</i> .” (DETTOL)	pollution	polusi
Dapatkan <i>koleksi</i> kosmetiknya (RUDI HADISUWARNO)	collection	koleksi
“Kecantikan dan keanggunan yang <i>menginspirasi</i> trend 2009. “ (MUSTIKA RATU)	inspiration	inspirasi
“ <i>Diformulasikan</i> khusus dengan keharuman yang unik...” (KIDS SHAMPOO)	formulation	formulasi
“ <i>Xpresikan</i> aksimu.” (X Mild)	expression	ekspresi
“Ultra milk <i>bernutrisi</i> dari dalam.” (ULTRA MILK)	nutrition	nutrisi

#### 4.2. Reduplication

Some English words are sometimes reduplicated in Indonesian product advertisements as can be seen in the following table.

Product advertisements	English Words	Indonesian Reduplication Words
“Bisa buat <i>shoping-shopingan</i> .” (SANKEN)	shoping	shoping-shopingan
“Nikmatnya paket terbuka bersama Teh Botol Sosro di <i>outlet-outlet</i> terdekat.” (TEH BOTOL SOSRO)	outlet	outlet-outlet
“Di poin <i>plus-plus</i> , mimpi bisa jadi kenyataan, pakai terus Indosat Anda !!!” (INDOSAT)	plus	plus-plus

Eventhough there are many English words pronounced or spelled differently in Indonesian language, in this case Indonesian product advertisements, but still there are many English words pronounced based on Received Pronunciation or spelled standardly English. It can be seen in the following table.

Product advertisements	English words pronounced or spelled standardly
“Mau <i>fit</i> , ya Vitalong C.” (VIALONG C)	fit
“No kuman no <i>cry</i> .” (NUVO)	cry
“Fullo nggak bolong, <i>full</i> coklat donk.” (FULLO)	full
“Iso Cool dengan inovaso <i>cool and ice</i> .” (ISO COOL)	cool and ice
“Baunya harum, <i>soft</i> di kulit.” (SOFEL)	soft

“Bantu wanita Indonesia merasa <i>amazing</i> .” (SARI AYU)	amazing
“Terlalu <i>sweet</i> buat dilupain.” (PCELLE SPLASH COLLOGNE)	sweet
“ <i>Stop</i> diare dengan <i>entrostop</i> .” (ENTROSTOP)	stop
“Lebih dari sekedar <i>body lotion</i> .” (MARINA)	body lotion
“Bersihkan dirimu, <i>stay</i> Nu.” (NU)	stay
“ <i>Twist</i> abis.” (TWISTER)	twist

## CONCLUSION

English as a foreign language in Indonesia has spread in every aspects of human life. In line with the fast development of English varieties in Indonesia, the use of English in product advertisements can be seen vividly in every mass media, whether it is visual or audio visual. There are many copywriters of product advertisements in Indonesia use English to make the language more interesting in order to achieve the target maket. To make the language more familiar to the public, the copywriters combine the words with Indonesian affixes or even combined with possessive adjectives in Indonesian language.

Last but not least, it can be concluded that the language of an Indonesian product advertisement will be more beautiful and powerful if it is varied with English.

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