

**LINGUISTIC FEATURES FROM ADVERTISEMENT:
THE SUBMISSION OF NEW UNIVERSITY STUDENTS IN BALI**

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ABSTRACT

This study was conducted to analyze about the use of linguistic features in advertisement. The data sources of this study were used advertisements of submission for new student in several universities in Bali especially for the academic year 2018/2019. Then, observations with note taking technique were applied in collecting the data. The data were analyzed qualitatively using the theory of semiotic by Barthes (1998) and theory from Leech (1966) about English Advertising. The data presented in the form of formal and non-formal. The results of the analysis found that these kinds of advertisements used linguistic features as well to give information about the campus itself and also to attract the attention from the target market so they will have a good opinion about the campus and finally choose one of the campuses to continue their study. The linguistic features in this type of advertisements can be analyzed in several terms, those are: 1) lexical choice, the advertiser mostly used verb and adjective. 2) There were four types of sentence structure found namely declarative, interrogative, imperative and exclamative sentence. Declarative sentence is more dominant than other. 3) It also used abbreviation and acronym which has a correlation with the context.
Key words: advertising, linguistic fitur, verbal sign

ABSTRAK

*Penelitian ini dilakukan dengan tujuan menganalisis tentang fitur-fitur linguistik dalam iklan. Sumber data yang digunakan adalah iklan penerimaan mahasiswa baru di Bali untuk tahun akademik 2018/2019. Metode observasi dan teknik mencatat digunakan dalam pengumpulan data. Data yang sudah terkumpul dianalisis secara kualitatif menggunakan teori tentang Semiotic dari Barthes (1998) dan teori tentang English Advertising dari Leech (1966). Data disajikan dalam bentuk formal dan non-formal. Hasil analisis memperlihatkan bahwa, jenis iklan ini menggunakan fitur-fitur linguistik dengan baik untuk memberikan informasi tentang keberadaan masing-masing kampus, dan juga menarik perhatian pembaca sehingga memiliki opini yang baik tentang kampus yang diiklankan dan memilih kampus tersebut untuk melanjutkan studi. Adapun jenis-jenis fitur linguistik yang ditemukan adalah: 1) dalam pemilihan kata, pembuat iklan lebih banyak menggunakan kata kerja dan kata sifat dibandingkan dengan jenis kata lainnya. 2) Iklan penerimaan mahasiswa baru menggunakan empat jenis kalimat secara berkesinambungan dalam iklan yaitu kalimat berita, kalimat tanya, kalimat perintah, dan kalimat seru dan penggunaan jenis kalimat berita mendominasi diantara jenis kalimat lainnya. 3) dalam iklan juga ditemukan penggunaan akronim dan singkatan yang terkadang menimbulkan kebingungan bagi pembaca karena membutuhkan pemikiran yang lebih lanjut dan memperhatikan korelasi dengan konteksnya untuk memahami makna dari masing-masing singkatan dan akronim.
*Kata Kunci : iklan, fitur linguistic, tanda verbal**

I. INTRODUCTION

Advertising plays an important role in daily life. The term 'advertising' is derived from the Latin word which means 'to turn' the attention. (Kazmi and Batra, 2008). The tendency of using advertising is to get attention of the readers or target market towards a product. The way to convey the advertising message is very important, the advertiser usually use verbal and visual signs to deliver the message. Verbal signs can be seen from the text that explain about thought, idea, and information that the advertiser try to convey to the target market. Visual signs can be seen from the image or illustration of the product. Advertising media can be classified into two major categories namely printed media and electronic media. The kinds of printed media such as Newspaper, posters, magazine, journals, packaging, billboard, brochure, catalogue etc., whereas electronic media usually can be seen in radio and television.

Advertisement is very common use as the media of business promotion, and nowadays it also used as a promotion strategy in education branch. Talking about promoting a school in accepting new students, promotion strategies are needed, start from preschool until undergraduate study had to make an interesting and understandable advertisement. The kinds of promotion for accepting new students can be seen in printed and electronic media. This study highlights advertisements of submission new university student in Bali which is published in printed media those are billboard and brochure in academic year 2018/2019. These kinds of advertisement were chosen because it use varies linguistic features to inform about the campus and attract the attention from target market. This study was focused in the types of linguistic feature in the advertisement and the function by using linguistic features in

advertisement of submission new university student in Bali.

II. METHODOLOGY

The data were taken from advertisements of submission new student in several universities in Bali. The form of data sources are brochure and billboard. It was chosen as data source because it provides trusted information which has a function to promote the university, such as information about the facilities, payment and qualities. The data were collected through observation method and note taking technique. The data were classified based on the linguistic features such as lexical choices, syntactic patterns, ambiguity and rhetorical devices found in the advertisements. The collected data were analyzed qualitatively based on the theory of semantic by Barthes (1998), Leech (1966) about English advertising and Leech (1974) about meaning.

Result

The finding shows that the linguistic features in this type of advertisements can be analyzed in several terms, those are: (1) Lexical choice, the lexical choice can be seen from the use of verbs and adjectives in this type of advertisement. The most frequent verbs are: fill (*mengisi*), downloaded (*diunduh*), register (*daftar*), contact (*hubungi*), open (*membuka*), apply (*menerapkan*), accept (*menerima*), pay (*membayar*) and create (*mencetak*), accredited (*terakreditasi*). The most frequent adjective are international (*Internasional*), best (*terbaik*), quickly (*cepat*), and short (*singkat*). (2) Syntactic pattern, The syntactic patterns found in this type of advertisements are declaratives (45%), imperatives (27%), exclamatives (14%) and interrogatives (14%). (3) Acronym and abbreviation, it was using to attempts the attention of the readers. There is no rhetorical device found in this type of advertisement.

III. DISCUSSION

The analysis of linguistic features in this type advertisement can be seen from the used of lexical choice, syntactic pattern, abbreviation and acronym which are presented as below:

Lexical Choice

As mentioned above, verbs and adjective were dominantly used in this type of advertisement. Here are some examples of verbs taken from advertisements of submission new student in several universities in Bali. The most frequent verbs are: fill (*mengisi*), downloaded (*diunduh*), register (*daftar*), contact (*hubungi*), open (*membuka*), apply (*menerapkan*), accept (*menerima*), pay (*membayar*), create (*mencetak*) and accredited (*terakreditasi*). The verbs used in this type of advertisement related with the information and the steps of registration which is should be noticed. The examples can be seen as follow:

- a. **Mengisi** formulir pendaftaran **diunduh** melalui laman <http://isi-dps.ac.id> (ISI Denpasar)
Fill the registration form **downloaded** from <http://isi-dps.ac.id> (ISI Denpasar)
- b. Akademi Kebidanan Kartini **menerapkan** UKT (Uang Kuliah Tunggal)
(Akademi Kebidanan Kartini)
Akademi Kebidanan Kartini **apply** single tuition (Akademi Kebidanan Kartini)
- c. **Membayar** administrasi pendaftaran Rp 300,000 (ISI Denpasar)
Pay the registration Rp 300,000 (ISI Denpasar)
- d. Yayasan Pendidikan Widya Kerthi Universitas Hindu Indonesia **membuka** penerimaan mahasiswa baru tahun akademik 2017/2018 (UNHI)

- Widya Kerthi Foundation University of Hindu Indonesia **open** the submission of new students in year 2017/2018 (UNHI)
- e. IKIP Saraswati **menerima** mahasiswa baru 2018/2019 (IKIP Saraswati)
IKIP Saraswati **accept** submission for new students in year 2018/2019 (IKIP Saraswati)
 - f. Akademi Kebidanan Kartini Bali **Mencetak** Tenaga Bidan Berkualitas Dengan Biaya Kuliah Terjangkau (Akbid Kartini)
Akademi Kebidanan Kartini Bali **create** qualified midwives with reachable intuition. (Akbid Kartini)
 - g. **Daftarkan** diri anda mulai hari ini (STIKOM BALI)
Register yourself start from today. (STIKOM Bali)
 - h. Info Lebih lanjut **hubungi** (Akademi Kebidanan Kartini)
Further information please **contact**.... (Akademi Kebidanan Kartini)
 - i. IKIP Saraswati Terakreditasi B (IKIP Saraswati)
IKIP Saraswati accredited B (IKIP Saraswati)

Besides verb, there are also adjectives used in this type of advertisement. The used of adjectives emphasize about the quality of each university. The frequent of adjectives are international (*Internasional*), best (*terbaik*), quickly (*cepat*), and short (*singkat*). The use of these particular adjective in advertisement can be seen in the following data:

- a. Kelas **Internasional**..... (STIKOM BALI)
International class
- b. **Kesempatan terbaik**, Kuliah di **Kampus ICT terbaik di Bali Nusra** yang semua program studinya sudah terakreditasi B BAN-PT dan International ISO 9001: 2008 (STIKOM BALI).

The best chance is study in **the best** ICT University in Bali Nusra...'

- c. **Cepat** kuliahnya **cepat suksesnya** (*Alfa Prima*)

Quickly in finishing your study quickly become success.

- d. **Kuliah singkat, kerja cepat, kampus komputer desain dan manajemen terbaik** di Bali (*New Media*)

A **very short** study, **quickly** get a job, **the best** campus for computer design and management in Bali.

Syntactic Pattern

In this type of advertisement: submission of new university students in Bali used different type of sentences, those are declaratives (45%), imperatives (27%), exclamatives (14%) and interrogatives (14%). Declarative sentence is dominantly use in this type of advertisements. Its purpose is to give information about facilities, qualification, payment and also teaching and learning process based on the fact. Imperative has a second rank, the use is to issue the command or instruction, make a request and offer an advice. The third rank is exclamative. In these advertisements, the use of exclamative is to build a strong emotion of the reader. The last is interrogatives sentences. The use of interrogative sentences is not directly as a question but to give more information about the campus and emphasize the reader about the existence of this campus in other ways. Various types of sentence used to persuade the reader and also to emphasize the strength for each university. The example of each type of sentence can be seen as follow:

1. Declarative Sentence

- a. *Tersedia Beasiswa Bagi 10 peserta Tes Dengan Nilai Tertinggi*(UNHI)
There are scholarships for 10 participants who have the highest point from the test.

- b. *Dibuka kelas Reguler dan Kelas Karyawan (Sekolah Tinggi Farmasi Mahaganesha)*

It has opened the regular classes and employees class

- c. *Membuka Pendaftaran melalui Jalur PMDK (STIKES Bali)*

Open the registration from PMDK line.

- d. *Jalur Prestasi, Tanpa tes dan biaya pendaftaran (STIBA Saraswati Denpasar)*

Take achievement line, without test and free registration fee.

- e. *Free Study Tour ke luar Negri (BATC)*

Free study tour to overseas

- f. *Memiliki bursa kerja yang siap memberikan informasi lowongan pekerjaan bagi mahasiswa dan alumni (STIE Triatma Mulya)*

It has job fair that will give informasion about job vacancy to students and alumnae.

- g. *Biaya pendaftaran Rp 300,000 (STIE Triatma Mulya)*

Pay the registration Rp 300,000

- h. *Uang Masuk hanya Rp 5,000,000 include atribut perkuliahan (Akademi Kebidanan Kartini)*

Administration intuition just Rp 5,000,000 include the lectures attribute.

- i. *We proud of the B accreditation, we have gotten from Ban-PT (Universitas Dwijendra)*

- j. *Penerimaan Mahasiswa baru, Jadwal Pendaftaran Januari-Agustus (STIE Triatma Mulya)*

Submission new students, registration schedule in January-August.

2. Imperative Sentence

- a. *Daftarkan diri anda mulai hari ini (Stikom Bali)*

Register yourself start from today

- b. *Join us (Akademi Farmasi Saraswati)*

- c. Kuliah sekarang bayar belakangan
(Alfa Prima)
Study now and pay later
- d. Cepat kuliahnya cepat suksesnya
(Alfa Prima)
Quickly in finishing your study
quickly become success.
- e. Tentukan masa depanmu disini
(new media)
Plan your future here
- f. Kuliah singkat, siap kerja! (BATC)
A very short lecture, and ready for
working

3. Exclamative Sentence

- a. *Satu-satunya Perguruan Tinggi Agama Hindu Negeri di Bali Utara (Sekolah Tinggi Agama Hindu Negeri MPU Kuturan Singaraja)*
The only one of state Hindu campus in North Bali.
- b. *99% Lulusan BATC diterima bekerja di Bandara & Perusahaan besar lainnya (BATC)*
99% BATC's graduate accepted for working ini Airport and big company.
- c. *Raih sukses di usia muda bersama kampus penerbangan Bali BATC*
Grab your successful in young age with BATC, the college of airline in Bali

4. Interrogative Sentence

- a. *Ingin cepat bekerja? BATC solusinya!(BATC)*
Do you want to have a work quickly? BATC is the solution!
- b. *Miscommunication?(STIBA Saraswati)*
- c. *Kuliah dulu bayar setelah kerja, Mau? Daftar segera!(Alfa Prima)*
Study first, pay after get job! Do you want? Register yourself very soon.

Abbreviation and Acronym

Abbreviation and acronym were also used in this type of advertisement and it is quite difficult to understand because it was not familiar in society, like:

- a. Pendaftaran Jalur **PMDK** (STIKES Bali)
The registration from PMDK line.
- b. *Akademi Kebidanan Kartini menerapkan **UKT** (Uang Kuliah Tunggal)*
(Akademi Kebidanan Kartini)
*Akademi Kebidanan Kartini apply **single tuition** (Akademi Kebidanan Kartini)*
- c. *Potongan DPP 30% (STMIK Primakara)*
Discount for education funding until 30%.
- d. *Kesempatan terbaik, Kuliah di Kampus **ICT** terbaik di Bali Nusra yang semua program studinya sudah terakreditasi B BAN-PT dan International ISO 9001: 2008 (STIKOM BALI).*
The best chance is study in the best **ICT** University in Bali Nusra...'
- e. *Satu-satunya kampus 1 tahun yang memiliki sertifikasi **ACA** (Adobe Certified Associate)(New Media)*
The only one campus which the length of study is one year and it has **ACA** certification.

The bold words in example "a", "b", "c" and "d" above are belong to abbreviation because it pronounced letter by letter and example "e" is belong to acronym because it is shortened forms of words. All examples above need a good interpretation from the reader, and deep understanding to know about the meaning. As the example is **PMDK**, in Indonesia it means *Penelusuran Minat dan Bakat*. This type of abbreviation will cause people little bit confused about the meaning if they did not have any experience about it before.

IV. CONCLUSION

From the analysis above, it can be concluded that the used of linguistic features are very important in this types of advertisement and it were used to various purposes, those are:

1. The use of declarative and exclamative sentence in this type of advertisement is to convey specific information about the campus, such as about facilities, payment method, scheduled and the strength of each campus. After read this type of sentence, the target market will have initial information about the campus and also build a strong emotion of the reader. In this type of sentence adjective are dominantly used to discuss about quality.
2. The use of imperatives sentence is the advertiser try to encourage the target market to take an
5. the readers or target market
6. towards a product.

action after read the sentence. Imperatives sentence usually beginning with verb, because verb indicated an action. As the example: *Register yourself start from today*. The word register is a verb and the advertiser asks the target market to take an action like mention in the sentence as soon as possible. Imperative sentence usually consists of list of verbs which has good impression.

3. The use of interrogative sentences in advertisement were not to find out an information or clarification like the function of interrogative sentence in general, but here the function is to build the curiosity of the target reader about something then make the target reader thinking more about the sentence.
4. Abbreviation and acronym attempts to turn the attention of

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