

CHAPTER IV
DATA PRESENTATION AND ANALYSIS

IV.1. DATA PRESENTATION

The data that I take from GADIS and FEMINA magazines is commodity advertising that are classified in terms of the products. In this case, the commodity advertising is classified to be under five subjects: clothes, cosmetics and women's need, foods and drinks, cars and ladies accessories. They are :

Table 1. Commodity of Advertising

Magazine	Commodity	Total
FEMINA	Clothes	6
	Cosmetics & women's needs	49
	Foods & Drinks	29
	Cars	4
	Ladies accessories	7

		95
		=====
GADIS	Clothes	19
	Cosmetics & women's needs	30
	Foods & Drinks	13
	Cars	3
	Ladies accessories	1

		66
		=====
TOTAL		161

All these data are taken as my sample and will be analyzed in this chapter.

The product that includes Clothes are T-shirt, trousers, shoes, sandals and under-wear; Cosmetics and women's need are cosmetics, soap, toothpaste, perfume and women's needs such as Sofie, Laurier, Softex, etc; Food and drinks : food, drinks, ketchup, candy, ice cream; cars: cars, motor cycle; and ladies accessories : jewelries, bags, glasses.

IV.2. DATA ANALYSIS

IV.2.1. The Formal - Colloquial Style

IV.2.1.1. The Formal Style

The circumstance which affect the choice of style in this dimension cannot be disposed of in a single sentence. If we want to define the terms of formal style by the number of people involved at the originating and the receiving ends of the message, formal style is associated with public discourse.

Formal style is usually used in official communication that are issued by "Foreign Office Spokesman", business letters that are dictated and signed by people in their capacities as Managers, secretaries, information officers and so on. Usually formal style has explicit meaning and uses standard language, For example :

- ADVERTISEMENTS IN FEMINA MAGAZINE:**1a. "President case" advertisement (Advertisement for accessories)**

"Karena tak boleh ada yang tertinggal apalagi hilang!"
 "Jangan berangkat sebelum memilih koper yang tepat.
 Travelling Case President tersedia dalam"

1b. "Triumph" Advertisement (Advertisement for clothes)

"Tampil rapi selama menyusui. Bagi seorang ibu, tak ada kenikmatan yang besar daripada melihat bayi tercinta tumbuh besar dan kuat berkat air susunya sendiri...."

- ADVERTISEMENTS IN GADIS**1c. "Biore Body Foam" Advertisement (Advertisement for cosmetics and women's needs)**

"Miliki kulit yang lebih halus dan segar ... Tiada yang lebih mengerti kebutuhan kulit Anda, selain Biore Body Foam. Kini mempersembahkan produk baru yang mengandung Micro Powder..."

1d. "Wacoal" advertisement (Advertisement for clothes)

"Wacoal Girdle , bukan korset biasa! Girdle, product mutakhir Wacoal bagi Anda agar senantiasa tampil sempurna. Cantik langsing mengagumkan. Nyaman dipakai tanpa mengurangi keleluasaan gerak Anda."

The language is clear, there is no implied meaning and everybody will know the meaning of the language. It is different from colloquial style that is used daily or the language of conversation which is influenced by the social contexts and sub groups in the choice of words so not all people will know the meaning. The colloquial style will be explained more in IV.2.1.2.



Table 2. The percentage of commodity advertisement using formal style

Magazine	Commodity	%	Magazine	Commodity	%
FEMINA	Clothes	4,2	GADIS	Clothes	9,1
	Cosmetics and Women's needs	47,9		Cosmetics and Women's needs	28,8
	Foods & Drinks	21,3		Foods & Drinks	4,5
	Cars	2,1		Cars	-
	Accessories	4,2		Accessories	1,5
TOTAL		79,7			43,9

On comparing the percentages above, we can see that the formal style is used most by Femina magazine in advertising cosmetics and women's needs (47,9%), and it is used the least by Gadis magazine in the advertisement of ladies accessories (1,5%). In terms of the advertisements for foods and drinks, Femina magazine uses formal style more (21,3%) than Gadis (4,5%). This is understandable since Femina is aimed for older audience. However, it is interesting to notice that for advertising clothes, Gadis is more frequent in the use of formal style than Femina.

IV.2.1.2. The Colloquial Style

Colloquial style uses the daily or conversational language in communicating. The structural differences between the daily and standard language includes shortening of words or abbreviation, omission of words, change of words order, some word substitution and different pronoun-



ciation. The following are some examples:

- ADVERTISEMENTS IN FEMINA

- 1e. "Frozz" advertisement (Advertisement for foods and drinks)

"Frozz *seger* dimulut. Bentuknya *imut-imut*. Frozz juga *sugar free*. Gigi *nggak* rusak. ..."

- 1f. "Cuddle" advertisement (Advertisement for cosmetics and women's needs)

"*Hop ... hop... hopla!*"

Bermain menjadi lebih menyenangkan setelah berbedak dengan *cuddle baby powder*. ..."

- ADVERTISEMENTS IN GADIS

- 1g. "Pucelle" Advertisement (Advertisement for cosmetics and women's needs)

"Biar acara *seabreg*, sekarang tak perlu panik. Walau *abis* basket di sekolah, lantas pulangunya les piano .. Kamu *nggak ngerasa* jadi monster alias badanmu lengket bekas keringat. Soalnya ada *pucelle Splash Cologne*"

- 1h. "Corsa" Advertisement (Advertisement for car)

"Serba Otomatis. Transmisi otomatis. Tanpa persneling. Cukup *ngegas* dan *nggerem* saja"

From the examples above we can see that the advertiser includes Javanese dialects and changes of prefix 'me' to 'nge' such as "*seabreg*", "*nggak*", "*ngerasa*", "*ngegas*", and "*nggerem*", which constitute indication for colloquial Indonesian. The advertiser also omits certain sound-letters words like in word "habis" to become "abis". This language is usually used in dialy conversation, especially among the

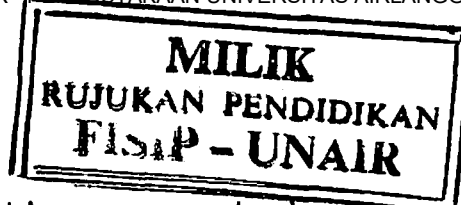
youth. The meaning of this words are not known by every body, only certain people will know the meaning, i.e. the youth. In the following Table we can see the use of this style in the two magazines.

Table 3. The percentage of commodity advertisement using the Colloquial Style

Magazine	Commodity	%	Magazine	Commodity	%
FEMINA	Clothes	2,1	GADIS	Clothes	19,7
	Cosmetics and Women's needs	4,3		Cosmetics and Women's needs	16,7
	Foods & Drinks	9,6		Foods & Drinks	15,2
	Cars	1,1		Cars	4,5
	Accessories	3,2		Accessories	-
TOTAL		20,3			56,1

On comparing the figures in Table 3, we can see that the colloquial style is more predominantly used in the advertisements of Gadis magazine that in Femina, i.e. in advertisements of clothes (19,7%), cosmetics and women's needs (16,7%) and in advertisements of foods and drinks (15,2%). However, for this last advertisement, Femina also uses the colloquial style more than in the advertisements of other products.

When we compare tables 2 and 3, we can see that the formal style is more often used in Femina and the Colloquial style is more often used in Gadis. One explanation is because Femina is a magazine for older women and most of the advertisements in this magazine are offered to moth-



ers, so the advertiser seems to be more comfortable to use formal style.

The Advertising in Gadis more often use the colloquial style more often than Femina. The advertiser seems to be more comfortable to use this style, because he knows that Gadis is a magazine for the youth and this style is more suitable with their life style.

IV.2.2. The Personal - Impersonal Style

IV.2.2.1. The Personal style

This style depends on the involvement of the participant in the advertisement. A personal style is marked by free use of first and second person reference, and sometimes the advertisement involves the first and second person by using the imperative, question and exclamation statements. We will find this style in many advertisements, as follows :

- ADVERTISEMENTS IN FEMINA

2a. "Omega" Advertisement (Advertisements for foods and drinks)

"Minumlah Omega Newrise dengan ... kadar kolesterol"
 "Jangan ambil resiko !"
 "Kesibukan sehari-hari terkadang membuat *kita* ..."

2b. "Duomilla" advertisement (Advertisement for cosmetics and women's needs)

"Duomilla dengan formula self adjusting yang mengerti kondisi kulit *Anda*. ..."



- ADVERTISEMENTS IN GADIS

2c. "Modess" Advertisement (Advertisement for cosmetic and women's need adv.)

"Sudahkan *kamu* temukan yang baru saja saya temukan pada pembalut Modess?"

2d. "Posh Boy" Advertisement (Advertisement for clothes)

"... Cuek tapi otak selalu encer. Inspirasi/gagasan yang bisa kita curahkan ... Nah, sekarang apa arti gaya menurut *kamu*?"

Advertisement 2a uses almost all of the conditions of personal style, except question statement. Here, the advertiser uses the imperative forms in the words "Minumlah Omega ... Kolesterol", exclamation and imperative forms in "Jangan ambil resiko!", and it also involves the participants in his advertisement. In this case, the participant is the second person and the advertiser becomes the first person. The personal style is also found in "Posh Boy" advertisement (Gadis), but in this advertisement we will find the use of the colloquial style, as characterized by words such as *cuek*, *encer*. These words can be understood by the audience, especially by young people because they are used in daily conversation (familiar to them). The advertiser refers to the second person as "*kamu*" to indicate not only personal reference but also closeness in terms of impersonal relationship. It is interesting to notice that while Gadis uses this more intimate pronoun, Femina uses a pronoun which is not as intimate as this, i.e. "Anda" (see 2b). This is again because the advertiser

places himself/herself as of similar status as the audience (older).

To gain attention of the audience, the advertiser uses the question style (which is part of the personal style) as a headline. By imposing a question to the audience, such as in advertisement 2c, the advertiser involve the audience as the second participant.

2e. "Shampoo Metal" Advertisement (Advertisement for cosmetics and women's needs)

"... SHAMPOO METAL terbuat dari bahan berkualitas tinggi yang diimport, mengandung vitamin alamiah yang sangat dibutuhkan untuk kesuburan rambut. Gunakanlah SHAMPOO METAL secara teratur dan rutin, agar rambut tetap sehat dan terawat."

From example 2e we can see another form of personal style. In here, this advertisement uses the imperative statement but he does not pronoun or refer the participant (the first and second person) directly, e.g. "... Gunakanlah SHAMPOO METAL secara teratur dan rutin, ..." The percentage of advertisements which use the personal style can be seen in Table 4.

Tabel 4. The Percentage of commodity advertisement using the Personal Style

Magazine	Commodity	%	Magazine	Commodity	%
Femina	Clothes	5,3	Gadis	Clothes	13,6
	Cosmetics and Women's needs	42,6		Cosmetics and Women's needs	39,4
	Food & Drink	23,4		Food & Drink	15,2
	Car	1,7		Car	3
	Accessories	4,3		Accessories	—
TOTAL		77			71,2

On comparing the figures in Table 4, we can see that the personal style is used about equally in Gadis and Femina, except for clothes, where the figure in Gadis is higher. However, it should be remembered that while the personal reference more frequently used in Gadis is "kamu" (more intimate), it is "Anda" in Femina (there is somekind of distance between the advertiser and the audience).

IV.2.2.2. The Impersonal Style

Contradiry to the personal style, the impersonal style does not use the first and second person pronouns; but there will be special third person forms which are in effect devices for evading reference to author and addressee. The advertiser usually mentions the product that he advertises directly and does not involve other participants, for instance in the advertisement of Organic Shampoo. In this advertisement, the advertiser does not

involve the audience as participant, he just mention the name of the product (see 2h below).

- ADVERTISEMENTS IN FEMINA

2f. "Kose" advertisement (Advertisement for cosmetics and women's needs)

"Setiap orang mendambakan kulit yang indah dan sehat. Sebenarnya, langkah awal untuk mendapatkan kulit yang sehat ..."

2g. "Rodenstock" advertisement (Advertisement for accessories)

"Frame yang paling tipis dan paling ringan di dunia"

- ADVERTISEMENTS IN GADIS

2h. "Organics Shampoo" Advertisement

"Melalui reiset bertahun-tahun, dengan menggunakan berbagai rambut wanita seluruh dunia ... mengembangkan Organics"

"Organics mengandung dua bahan khusus"

2i. "Hammer" Advertisement (advertisement for clothes)

"Hammer basic shirt jalinan kualitas prima. Potongan pola yang terencana dan dijahit dengan mesin khusus ..."

Here, the advertiser does not mention or refer to the audience using certain pronouns, but just explains about his products. He refers to the participants in general, e.g. "rambut wanita di seluruh dunia", or in Kose advertisement "Setiap orang mendambakan ..."

Table 5 will list the advertisements that use the impersonal style :

Table 5. The Percentage of commodity advertisement using The Impersonal Style

Magazine	Commodity	%	Magazine	Commodity	%
FEMINA	Clothes	1,1	GADIS	Clothes	15,2
	Cosmetics and Women's needs	9,6		Cosmetics and Women's needs	8,1
	Foods & Drinks	7,5		Foods & Drinks	4,5
	Cars	2,1		Cars	1,5
	Accessories	3,2		Accessories	1,5
TOTAL		23,5			28,8

When we compare the figures in table 5, we find that on the average, the use of impersonal style are relatively used equally in the two magazines, except in the advertisement for clothes, which is higher in Gadis (15,2%) than in Femina (1,1%). This is interesting since it shows that Gadis uses both the personal style relatively equally with the impersonal style in the advertisement for clothes (cf. Tables 4 and 5).

However, when we compare the general picture of Tables 4 and 5, we can see that the personal style are more favoured and more widely distributed among the products in Gadis, i.e. in three kinds of products, and is used in only two products in Femina, although the percentage of usage is higher in Femina (see Table 4). But in general we can still say that the personal style is more often used in Femina and Gadis than the impersonal style. In this case,

the advertiser wants to establish a personal relationship with the audience, so this style is considered suitable for this purpose.

IV.2.3. The Simple - Complex Style

IV.2.3.1. The Simple Style

The Complexity of language is not entirely a question of style: factors of subject matter or medium. Simple language in this case means the spoken language which is manifested in the form of the written text. This spoken language usually indicates the ordinary conversation but is written in a precisely the same way as it is talked or pronounced, without adding or changing the stems and affixes. This language style is usually short and easy to understand by the audience, because it is familiar to them. The following are some examples:

- ADVERTISEMENTS IN FEMINA

3a. "Lee Cooper" Advertisement (Advertisement for clothes)

"Psst ... Lee Cooper punya koleksi baru ... "

3b. "Insto" advertisement (Advertisement for cosmetics and women's needs)

"Ahhh... tetes mata Insto. Menyejukkan mata lelah, pedih, dan merah dengan efektif"

- ADVERTISEMENTS IN GADIS

3c. "Tropical" Advertisement (Advertisement for foods and drinks)

" Kumpulin yach.
Kamu-kamu mau nyoba yang in alias ngetrend?"

"Psst ..." is clearly an indication of the spoken language and is used when someone wants to tell a secret story or whisper to another person. In the second advertisement, this language is usually used by young people and it is familiar to them. The advertiser has a specific purpose in using this language style: he wants the young people audience to be interested in reading this advertisement, and the headline is particularly written in big letters. The product is actually aimed for young people, so the advertiser wants to reach this target audience by using this style.

An advertisement is also categorized as using the simple style if the sentences do not contain clauses, for example in the advertisement of "Stikko".

3d. "Stikko" Advertisement (Advertisement for foods and drinks)

"The Real Wafer Stick.
 Ada Wafer Stik Stikko namanya
 Panjang dan bulat itu wafernya
 Isinya nikmat beragam rasanya
"

The sentences are simple and not complicated, easy to understand. It is made interesting by presenting it in the form of rhymes with three [a] sounds in [nya]. Table 6 displays the percentage of advertisement using the simple style.

Tabel 6. The Percentage of commodity advertisement using The Simple Style

Magazine	Commodity	%	Magazine	Commodity	%
FEMINA	Clothes	1,1	GADIS	Cothes	10,6
	Cosmetics and Women's needs	2,1		Cosmetics and Women's needs	-
	Foods & Drinks	4,2		Foods & Drinks	10,6
	Cars	1,7		Cars	1,5
	Accessories	3,2		Accessories	-
TOTAL		11,7			22,7

On comparing the percentages above, we can see that the simple style is used more in Gadis than in Femina.

IV.2.3.2. The Complex Style

The notion of 'complexity' can be explained in terms of the precise linguistic meaning being given, by equating it with the number of elements of the clause structure in English, in terms of four elements: Subject (S), Predicator (P), Complement (C) and Adjunct (A). And to measure the complexity of the whole text I also use Leech's way to measure. The following are some examples:

- ADVERTISEMENTS IN FEMINA

3e. "Bebelac" advertisement (Advertisement for food and drinks)

"Kini saatnya anak ibu mendapatkan Bebelac 2 dengan wajah baru dan formula yang lebih disempurnakan. ..."

The following table showing the percentage for the use of the complex style.

Table 7. The Percentage of commodity advertisement using The Complex Style

Magazine	Commodity	%	Magazine	Commodity	%
FEMINA	Clothes	5,3	GADIS	Clothes	18,2
	Cosmetics and Women's needs	50		Cosmetics and Women's needs	45,5
	Foods & Drinks	28,6		Foods & Drinks	8,1
	Cars	2,1		Cars	3
	Accessories	4,3		Accessories	1,5
TOTAL		88,3			77,3

On examining Table 7 we can see that the complex style is used almost equally in both Gadis and Femina, although there are differences in the advertisements for clothes and foods and drinks.

When we compare Tables 6 and 7, we can see that the simple style is more often used in Gadis than in Femina. However it is hard to state a definite conclusion about the complex style, since both seen to use it. But if compare the simple style with the complex style, we will see that the complex style is more often used in these two magazines. Most of the advertisements usually explain the products which is promoted and their advantages clearly. We will often meet this style in cosmetics and women's needs advertisements. For example, the advertiser will explain the material composition of the product, giving the

instruction of how to use it, the advantages etc.

IV.2.4. HYBRIDS OF STYLE

After doing the analysis, I find certain characteristic of hybrids among the styles above :

1. The advertisements which use the simple style normally also involves the colloquial style, but the colloquial style does not always involve the simple style. For example are advertisement 1g and 3a.
2. When the style is formal, there is a tendency to use complex style (i.e. more clauses which are interrelated), and vice versa, for examples are advertisements 2c and 1d.
3. When the impersonal style is used, there is also a tendency to use the complex style, and vice versa, for example is advertisement 2g.

IV.2.5. The Central motivator of styles: the advertiser

From the previous discussion we can see that style as a phenomenon of language is not immune from the factors outside language or context, in this case the social context. One of the most important motivation in the choice of style is : how an advertiser places himself/herself in the interpersonal communication with the audience. If he sees or places himself/herself in a relatively equal status with the audience, or if he/she involves somekind of respect towards the audience, he or she would likely choose the formal style or the impersonal style. This can be seen

in many of the advertisements in *Femina*, whose readers/audience are mostly women and/or mothers. Even when the advertiser uses the personal style in *Femina* the general tendency is that he/she would choose to refer to the audience using "*Anda*" rather than the more intimate pronoun "*kami*" or the formal reference "*ibu*". Thus, the advertiser tries to create a solidarity in his/her attempts to invoke or to persuade the audience to follow his/her advice to buy/use a certain product (cf. Brown and Gilman, 1980).

However, the advertiser can also choose the place himself/herself in a position with power (see Brown and Gilman, op cit), thus choosing to be the person who knows more about the product than the audience. This seems to occur more in the advertisements in *Gadis*, where the advertiser freely uses the pronoun "*kamu*" to the audience, who are mostly young readers. Although his/her choice of style way vary accross different kinds of product, the general he/she seems to prefer not only the personal style, as what Leech's calls it, but also wants to be "choose" or "intimate" with the audience through the personal reference "*kamu*". Leech (see chapter II) does not discuss this phenomenon, because such phenomenon does not occur in English , but forms a system in Indonesian personal pronouns and address, where honorifics are considered in interpersonal communication (Badudu, J.S., 1982).

When an advertiser places himself/herself to be in a position such as that in *Gadis*, the tendency is: he/she

would choose the simple style rather than the more complex one (see Table 6). This is understandable, since he/she wants his/her audience to understand his/her advertisement quickly without much difficulty and follows his/her persuasion. In other words, he/she does not want the audience to miss his/her message.

However, as can be seen in part IV.2.4 of this chapter, the style that the advertiser chooses is also not immune from other styles. In other words, the style being used is not something which is "boxed" separately from other kinds of style. As has been stated before, when an advertiser chooses the simple style, he/she would also tend to use the colloquial style. This becomes one of the important findings in this thesis.

Thus, in a diagram we can picturise the advertiser as the central motivator in an advertisement, as follows:

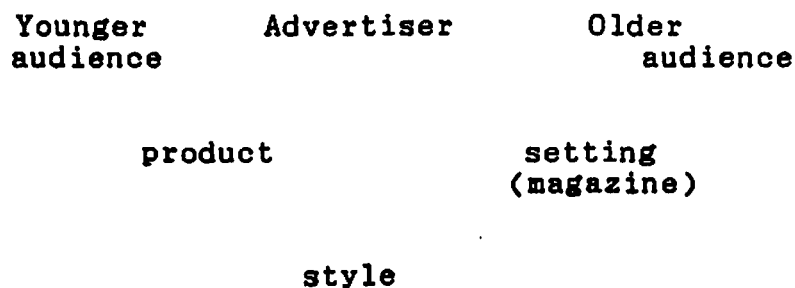


Diagram 1. The Central role of the advertiser in determining the style of the language used

Note: the two-headed arrow means interrelationship