

ABSTRACT

Nowadays there are a lot of products which use English in stating the messages of the advertisements, especially those which are typical American products, e.g. jeans.

Advertisement is the impersonal communication between an entrepreneur and the target audience. In this case, it needs language because language is a system of communication.

An entrepreneur, as the speaker, tends to choose a language which suits the need of the target audience as the person being spoken to. The right language choice of jeans advertisements will be useful in establishing a good relationship between the entrepreneur and the target audience.

The target audience of jeans advertisements are the young people, especially from the middle class to upper class society. It is because a lot of young people like to wear jeans both for formal and informal occasions.

The young people who work and earn their own money - called employees - have the same language choice with the young people who study and do not earn their own money - called students. Most of them choose English as the preferable language for jeans advertisements.

The main reason for choosing English is because English is considered as a prestigious language. Since English is a prestigious language, it can make jeans become prestigious, too. This thing is useful in establishing a brand image towards jeans.

In this case, we can see that there is a diglossia between English and Indonesian. The young people, as the diglossic community, consider that English is more prestigious than Indonesian.

