

CHAPTER II

GENERAL DESCRIPTION OF THE OBJECT OF THE STUDY

II. 1. Diglossia in Indonesia

In Indonesia, there are a lot of languages which live side by side, they are regional languages, national language and foreign languages.

Among those languages, at least there are two languages which are mostly known by the young people in Indonesia, those are Indonesian as our national language and English as an international language.

Although, the mother tongue of Indonesian people is Indonesian, there are certain circumstances where some people prefer using English to Indonesian. For example, in advertising certain products.

Some people prefer using English to Indonesian because they think that English is more prestigious than Indonesian. Some people even consider that English is superior and Indonesian is inferior, because English is an International language and Indonesian is only a national language. At this point of view, we can see that there is a diglossia between English and Indonesian in Indonesia.

Diglossia between English and Indonesian can also be seen from the results of the research which was held by MarkPlus Professional Service and SWA magazine. They hold this research from 1 - 25 October 1995. They asked 2500 respondents from Jakarta, Bandung, Semarang, Medan, and Surabaya about the most popular brands (Top of Mind) and about the quality of the products (Perceived Quality).

The rank for the ten Top of Mind brands, orderly, are: Sony, Honda, Sharp, Polytron, Pepsodent, Sunsilk, Levi's, Lux, Avon, and Sari Ayu. From this result, we can see that there are nine brands which use English and there is only one brand which uses Indonesian. It means that the brands which use English are more popular than the brands which use Indonesian.

Some of the results for Percieved Quality are as follows:

Coffee category:

1. Nescafe
2. Indocafe
3. Kapal Api
4. Tugu Lawak
5. Torabika

Cosmetic category:

1. Revlon
2. Mustika Ratu
3. Sari Ayu
4. Avon
5. Putri

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|---------------|--------------|
| 6. Ayam Merak | 6. Mirabella |
| 7. Gelatik | 7. Cempaka |

From these results, we can see that the products which have the best quality (based on the opinion of the respondents) use English brands. So, English can give a better image to a product rather than Indonesian.

Those facts show that in some circumstances, diglossia between English and Indonesian occurs in Indonesia.

II. 2. Advertisement in General

For many years the prime concern of business was production. But today the emphasis everywhere has shifted to marketing in the form of promotion, because it is more important to have costumers than to have something to sell them.

Advertising is a part of the promotion method. According to Jerome McCarthy, promotion is communicating information between the seller and the potential buyer (McCarthy, 1990: 365). He mentioned three main methods of promotion, those are:

1. Personal selling. It involves direct face to face communication between seller and potential buyer.

2. Mass selling. Communication with large number of potential buyer at the same time.
3. Sales promotion. It stimulates interest, trial, or purchase, e.g. coupons, gifts, calendars, bonuses, etc.

Personal selling is flexible because we can give a direct feedback to the questions of the customers. However, it costs a lot of money and needs a lot of salespersons to do it. On the other hand, mass selling is less flexible but less expensive.

There are two forms of mass selling, Advertising and publicity. Advertising is any paid form of impersonal presentation of ideas, goods and services, e.g. advertisements. On the other hand, publicity is any unpaid form of impersonal presentation of ideas, goods, and services, e.g. talk shows, fashion shows, etc.

Advertisement, as the product of advertising, plays an important role in marketing a product. Advertisement is considered as the main communication line between an entrepreneur and his target audience. Most people know or are interested to buy a product because of the advertisements.

Every advertisement has a message. This message mainly contains what an entrepreneur wants to say to the target audience. Almost every message is stated by using language. The language which is used in advertisements do not only bring what an entrepreneur wants to say to the target audience but also to build a brand image. That is why, the language choice of an advertisement is very important.

II. 3. Jeans Advertisements and Their Target Audience

In jeans advertisements, we can see that there are two languages which are used in stating the messages, those are, Indonesian and English. Some entrepreneurs prefer using English to Indonesian in their advertisements because they intend to show that their jeans are typical American product which are more elegant and prestigious. Some other entrepreneurs prefer using Indonesian to English because they think that by using Indonesian, the target audience will understand the message considering that Indonesian is understood by almost every people.

An example of jeans advertisement which uses English is TIRA jeans. The main message is "*They Don't*

Make Jeans Any Better Than TIRA". And, an example of jeans advertisement which uses Indonesian is Hassenda Jeans. The main message is "*Hanya Sebuah Nama*".

The language of the main message of jeans advertisements usually consists of simple words, simple phrases, or simple sentences. It seldom consists of difficult words or long sentences. The simple and understandable language enables the target audience understand and memorize it easily. For example in the advertisements of Lea Jeans (1996). The main message only consists of one word: "Forever".

The target audience of jeans advertisements are the young peoples because most of the young people like to wear jeans. Jeans are a kind of casual wears. A lot of young people like to wear jeans, especially when they go for window-shopping at malls, have trips to recreation places, or at birthday parties. They wear jeans either for formal or informal occasions as long as wearing jeans is not forbidden. For formal occasions, they like to wear jeans (trousers) with a blazer, a long sleeved shirt, a vest, or even with a tie. For informal occasions they like to wear all kinds of jeans products, such as jackets, trousers, hats, vests, etc. They often

combine the jeans with t-shirts, shirts, sleeveless shirts, shorts, or skirts.

Jeans are typical American products. Since our society has been affected by the American mind, a lot of young generations like to wear or use American products, such as jeans. Most of them think that American products are more prestigious than Indonesian products.

