

CHAPTER III

PRESENTATION AND ANALYSIS OF THE DATA

III. 1. Presentation of the Data

The data of this analysis are presented in three tables. In the first table we can see the role of advertisements in marketing jeans. The second table presents the preferable language for jeans advertisements based on the opinion of the target audience (young people). And, the third table shows the reasons for choosing that language.

Table 1
The role of advertisement in marketing Jeans

	Yes	No	Total
Employees	41	9	50
Students	44	6	50
Total	85	15	100

From this table we can see that there are 41 employees or 82% of employees who know the jeans from the advertisements. And, there are 44 students or 88% of students who know the jeans from the advertisements. So, there are 85 young people or 85% of young people

who know their most favorite jeans and got interested in buying them because of the advertisements.

On the other hand, this table also shows that there are 15 young people or 15% of young people who know their most favorite jeans not from the advertisements.

From this table, we can see that the role of advertisement in marketing a product is very crucial. Most of the target audience know their favorite jeans and are interested in buying them because of the advertisements. The jeans which are included in this group are: Tira, Hassenda, Levi's, Kickers, Cardinal, Lea, Lee, Benetton, Lee Cooper, etc.

On the other hand, we can also see that there are only few of them who know their most favorite jeans not from the advertisements. It is because their favorite jeans have a very well-established brand image. Our society (especially the upper-class society) is quite familiar with these jeans. They know these jeans not from advertisements but from high-class fashion shows or publicity. The jeans which are included in this group are: Giorgio Armani, Gianni Versace, Visace, and Calvin Klein jeans.

Table 2
Language choice

	Indonesian	English	Total
Employees	11	39	50
Students	7	43	50
Total	18	82	100

From this table, we can see that there are 39 employees or 78% of employees who choose English. And, there are 43 students or 86% of students who choose English. So, there are 82 young people or 82% of young people who choose English as the preferable language for jeans advertisements.

On the other hand, there are only 11 employees or 22% of employees who choose Indonesian. And, there are only 7 students or 14% of students who choose Indonesian. So, there are 18 young people or 18% of young people who choose Indonesian as the preferable language for jeans advertisements.

From this table, we can know that English is more preferable for jeans advertisements than Indonesian. Although, Indonesian is our national language, they think that for jeans advertisements, English is more

suitable than Indonesian. On the other hand, there are only few of them who think that Indonesian is more suitable than English for jeans advertisements.

Table 3
The Reasons

The reasons	Indonesian	English
Prestige		76
Understandability	12	
Internationality		6
Popularity	4	
Other	2	

This table shows the reasons of the young people for choosing their preferable language for jeans advertisements. From this table we can know that the main reason for choosing English is because English is considered more prestigious than Indonesian. There are 76 young people who choose prestige as their reason for choosing English. They think that English can show the prestige of the jeans which can persuade people to buy the jeans because people always try to wear prestigious products.

We can also know that there are 6 young people who choose internationality as their reason for choosing English. They think that English is an international language, if it is used in the advertisements, then the people will think that the jeans are international jeans.

On the other hand, the main reason for choosing Indonesian is because Indonesian is more understandable than English. There are 12 young people who choose understandability as their reason for choosing Indonesian. It is because Indonesian is our national language, so it is obvious that most young people understand Indonesian better than English.

We can also see that, there are 4 young people who choose popularity as their reason for choosing Indonesian. They think that Indonesian is very popular and familiar to everyone, so, if the advertisements use Indonesian, the jeans will also become popular and familiar to everyone.

There are two young people who give another reason for choosing Indonesian. Their reason is "so that we can use Indonesian effectively and efficiently". They think that if the advertisements use Indonesian, the people

will be able to learn how to use Indonesian effectively and efficiently. This thing will certainly help our government in promoting that program.

III. 2. Quantitative Analysis

In this quantitative analysis, I use the chi square test in order to see whether employees and students have the same opinion or not.

From table 2, we can see that:

- The number of young people(symbol:n) = 100 persons
- The number of employees(symbol:n1.) = 50 persons
- The number of students(symbol:n2.) = 50 persons
- The number of young people who choose English(symbol:n.1) = 82 persons
- The number of young people who choose Indonesian(symbol:n.2) = 18 persons
- The number of employees who choose English (symbol: x11) = 39 persons
- The number of students who choose English (symbol: x21) = 43 persons
- The number of employees who choose Indonesian (symbol: x12) = 11 persons

- The number of students who choose Indonesian

(symbol: x_{22}) = 7 persons

From this data, I calculate the expectation (E) values for each group by using the formula:

$$E(i,j) = \frac{n_{i.} \times n_{.j}}{n}$$

So, the expectation number of each group is:

$$E(1.1) = \frac{(n_{1.} \times n_{.1})}{n} = \frac{50 \times 18}{100} = 9$$

$$E(1.2) = \frac{(n_{1.} \times n_{.2})}{n} = \frac{50 \times 82}{100} = 41$$

$$E(2.1) = \frac{(n_{2.} \times n_{.1})}{n} = \frac{50 \times 18}{100} = 9$$

$$E(2.2) = \frac{(n_{2.} \times n_{.2})}{n} = \frac{50 \times 82}{100} = 41$$

Next, I make the chi square table as follow:

table 4
chi square.

	Indonesian	English
Employees	9	41
Students	9	41

Then, I calculate the chi square value of this analysis, by using the formula:

$$\chi^2 = \frac{[x(i,j) - E(i,j)]^2}{E(i,j)}$$

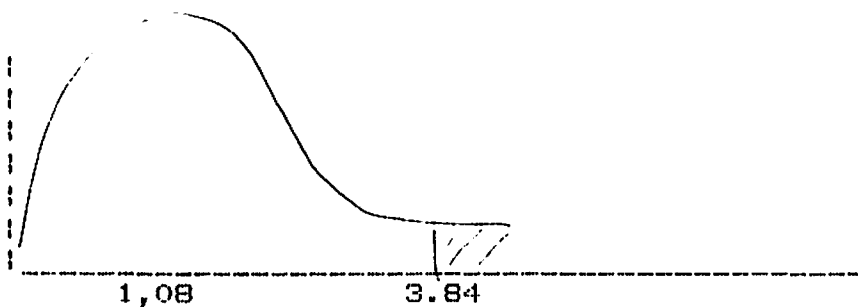
From the data, the chi square value is as follows:

$$\chi^2 = \frac{(11-9)^2}{9} + \frac{(39-41)^2}{41} + \frac{(7-9)^2}{9} + \frac{(43-41)^2}{41}$$

$$\chi^2 = 1.08$$

In this analysis, I take 95% as the confidence level. It means that the $\alpha = 100\% - 95\% = 5\%$

The value of χ^2 for $\alpha = 5\%$ based on the chi square distribution table is 3.84 and the diagram is:



Because 1.08 is in the curve (the χ^2 value of the analysis is less than the χ^2 value from the table), then H_0 is accepted. It means that the opinion of the employees and students is the same or the difference is not

significant. So, we can consider that employees and students have the same opinion about the preferable language for jeans advertisements.

III. 3. Interpretation of the Result

Advertisement has an important role in marketing a product. Most people know a product from the advertisements and they are interested in buying the product also because of the advertisements. For jeans products, the role of advertisements is also significant. There are 85% of the target audience who know and got interested in buying the jeans because of the advertisements.

In general, every product needs advertisements especially for new products or products which have not had a very well-established brand image.

Advertisement, as a product of advertising, may not be necessarily needed if the jeans have a very well-established brand image. The entrepreneurs only need to do other promotion efforts, such as: promotion in the form of fashion shows, talk shows, etc.

Advertisement is a means of communication between an entrepreneur and the target audience. That is why, it needs language in stating the message.

The language choice of an advertisement plays an important role because it does not only carry the message but also give an image towards the jeans. The language choice of an advertisement mainly depends on two things, the kind of product and the target audience. For jeans advertisements, an entrepreneur should determine the language choice of the advertisement based on the young people's opinion, because they are the target audience for jeans advertisements.

From table 2, we can learn that there are 82% of young people (employees and students) who think that English is more suitable for jeans advertisements than Indonesian. From the chi square analysis, we may conclude that employees and students have the same opinion about the language choice for jeans advertisements, because the difference between their opinions is not significance. So, the language choice of those who work and earn their own money, and those who study and do not earn their own money, is the same.

In this case, if an entrepreneur wants to advertise his jeans, he should use English in the advertisements because it is the preferable language according to the target audience.

If we apply Trudgill's theory about the functions of language, we can determine two functions of English in jeans advertisements. First, English has a function to establish a social relationship between the entrepreneur and the target audience. This condition can make the target audience become more faithful to use the jeans which are produced by the entrepreneur.

Second, English conveys information about the jeans to the target audience. In this case, English can give a better information about the jeans to the target audience.

If we see this from Gumperz theory about language as a medium for the exchange of ideas, English is used in advertisements for the exchange of the ideas between the entrepreneur and the target audience. So, the target audience can catch the ideas of the entrepreneur well, if the entrepreneur uses English in his advertisements.

If we analyze this based on Giles's accommodation theory, the entrepreneur, as the speaker, should choose English for jeans advertisements in order to suit the needs of the persons being spoken to, namely, the target audience. To refer to Gumperz theory about code-mixing,

the entrepreneur whose native language is Indonesian, uses some English words in his advertisements. For example in the advertisements of Lee Cooper jeans, we can find the sentence "Lee Cooper Gue, Create Your Own Jeans".

We know that English is better to be used than Indonesian, but we should also use English based on the nature of the language which is used in advertisements. There are two opinions which we can apply in the using of English language in advertisements. First, according to Lund's opinion about the task of the admen (Vestergaard and Schroder, 1989:49), namely, attract attention, arouse interest, stimulate desire, create convictions, and get action. In this case, English can make the task of the adman easier. For example in the advertisements of Lee jeans, we can find the sentence "The Jeans That Build America". This sentence can attract the attention of the target audience and arouse their interest. Next, it can stimulate their desire and create conviction towards the jeans. At last, they may get action to buy the jeans.

The second opinion is taken from McCarthy's theory. He stated that the language of advertisements should be

informing, persuading, and reminding (McCarthy, 1990: 375).

Informing means that the message should inform the target audience about something which can attract their attention and interest. For example in Levi's advertisements, we can read the phrase "Since 1850". This phrase informs us that this is a well-established jeans since a long time ago.

Persuading means that the message should build our desire and decision to buy the jeans. For example in Tira advertisements, we can see the sentence "They Don't Make Jeans Any Better Than Tira". In televisions, we can see that the jeans are really strong and this is confirmed with that message. This thing can build our desire and decision to buy the jeans and to know how strong the jeans are.

Reminding means that the message should build a confirmation and action. The advertisements should also be put in various media and the message should also be simple and understandable so that it will be easier to remind the target audience. For example, in Lea Advertisements, we can see the word: "Forever". This simple word will make it easier for the target audience

to memorize it. The entrepreneur of Lea jeans also put his advertisements in various media constantly in order to remind the target audience about the jeans.

We have seen previously that the main reason of choosing English is because the target audience consider that English is a prestigious language. In this case, English can make the products become prestigious, too. Moreover, English can build a brand image towards the products. There are 76 persons from 82 young people who choose prestige as their reason for choosing English. It means that 93% of them consider English as a prestigious language.

If we apply Ferguson theory about diglossia in this analysis, we realize that diglossia really occurs in Indonesia. We can consider that the young people are the diglossic community, because they consider that one language has a higher status than the other. In this case, English is considered as the high language while Indonesian is considered as the low language.

The opinion that English is a prestigious language can be related to the opinion of the Indonesian people towards American products. A lot of people like to use American products because they think that those products

are exclusive products. It is true that, in general, the American products are more expensive than Indonesian products. However, the quality of American products is usually better than the quality of Indonesian products. That is why, the young people who come from middle-class and upper-class society prefer using American products to Indonesian products. This condition creates the opinion that English is a prestigious language.

In Indonesia, there are some jeans which are produced by Indonesian company. Even these use English in their advertisements. Based on this analysis, the company uses English advertisements so that the young people think that those jeans are exclusive American products. English conveys information about the jeans, presents the entrepreneur's ideas, and establish a social relationship between the entrepreneur and the target audience. This thing will make the target audience become more interested in buying the jeans.

Besides the prestige reason, we can also see that there are 6 persons from 82 young people who choose internationality as their reason for choosing English. It means that 7% of them think that English, as an international language, should be used in jeans adver-

tisements. They think that if the advertisements use English, they will assume that the jeans have become go-international, since English is an international language. In this case, the jeans are not local or national anymore, but they are international.

We have seen that 82% of young people choose English for jeans advertisements. So, there only 18% of young people choose Indonesian as the preferable language for jeans advertisements.

The main reason for choosing Indonesian is because Indonesian is more understandable than English. There are 12 persons from 18 young people who choose understandability as their reason for choosing Indonesian. It means that 67% of them think that Indonesian is preferable because if the advertisements use Indonesian, it will be easier for the target audience to understand the message. The target audience will not misunderstand the message which is stated in the advertisements. This is true because Indonesian is the national language of Indonesian people. The young people use Indonesian almost everyday. They have studied Indonesian since elementary school. All of these will certainly make them easier to understand Indonesian better than English.

We can also see that 4 persons from 18 young people choose popularity as their reason for choosing Indonesian. It means there are 22% of them who think that Indonesian is more popular than English. It is because the target audience often use Indonesian in their interaction in the community. This condition makes the Indonesian language to be considered as a popular language.

Beside those reasons, there is another reason for choosing Indonesian. There are two persons who choose Indonesian because it is enable us to use Indonesian language effectively and efficiently. They stated that if we do not use Indonesian in jeans advertisements we will forget our national language and it can make us more difficult to use Indonesian effectively and efficiently. They also mention our government's program to increase the use of Indonesian effectively and efficiently. The use of Indonesian in jeans advertisements can help to make this program successful.

In general, the target audience of jeans advertisements think that English is more preferable than Indonesian. It is true that they understand Indonesian

better than English but their image towards English is better than their image towards Indonesian. In this case, we can see that diglossia occurs in Indonesia for jeans advertisements. Based on Ferguson's theory about diglossia, the young people, as the diglossic community, think that English is more superior and elegant than Indonesian. Most young people consider that using English in jeans advertisements can help to increase a good image towards the jeans because English is a prestigious language.

We have known that English is an international language. English is used as the main language and the second language in many countries. English is also used in international commerce. So, if the jeans want to be distributed in several countries, e. g. through the Internet, the entrepreneur must use English in his advertisements. From this analysis, we can learn that in Indonesia, English is not only considered as an international language but we can also consider it as a prestigious language, in certain conditions. In this case, the use of English in jeans advertisements can establish a brand image towards the jeans. So, these

two reasons (internationality and prestige) can become the basic reason of an entrepreneur to use English in his advertisements.

