

CHAPTER III

PRESENTATION AND ANALYSIS OF THE DATA

In this chapter the result of the research will be presented in tables. Table 1 shows the number of the respondents of the study. Table 2 and table 3 are about the response of the lower and upper respondents toward Pepsodent toothpaste advertisement. Table 4 and table 5 are the response of the lower and upper class respondents toward Clear shampoo advertisement. The tables show the number of the people who choose the preferred language and their reasons. They are accomodated with the percentage. Table 6 is the comparison of the preferred language of the upper class respondents to the both advertisement. Table 7 also shows the comparison of the preferred language of the lower class respondents to both advertisement. From table 6 and table 7, we will know whether or not these respondents of the two classes have the same preferred language to both advertisements

II. 1 DATA PRESENTATION

T A B L E III.1

The Number of the Respondents of the Study

| THE CLASS | THE NUMBER |
|-------------------------|------------|
| Lower class respondents | 50 |
| Upper class respondents | 50 |
| Total respondents | 100 |

From the data above, we know that the valid respondents are 100. Fifty respondents are lower class people and 50 are upper class people. To make the explanation easier I will discuss it one by one.

T A B L E III.2

The language preference of the lower class respondents
Toward Pepsodent Advertisement and their reason

| | UNDERSTANDABLE | SUITABLE | OTHERS | TOTAL |
|------------|----------------|----------|---------|------------|
| INDONESIAN | 16 32% | 1 2% | 1 2% | 18 36% |
| JAVANESE | 27 54% | 5 10% | 0 0% | 32 64% |
| TOTAL | 43 86% | 6 12% | 1 2% | 50 100% |

LOWER CLASS

The data shows that 64 % of the lower class respondents prefer Javanese. The sum of this group is two-fold of those who prefer Indonesian. 54 % of them think that Javanese is easier to understand as it is their daily language. Some of them choose Javanese because that language is suitable for toothpaste advertisement. 'Suitable' here means that the Javanese language is more appropriate than Indonesian toothpaste advertisement. Only 36 % of the lower class respondents prefer Indonesian . Their reasons are because Indonesian is easy to understand (32%) and Indonesia is more prestigious than Javanese (2%). It seems here that Javanese is preferred more than Indonesian. This language becomes the proper medium in the advertisement for lower class.

T A B L E I I I . 3
**The Language Preference of the Upper Class Respondents
 Toward Pepsodent Advertisement and Their Reason**

| | UNDERSTANDABLE | SUITABLE | OTHERS | TOTAL |
|------------|----------------|----------|---------|------------|
| INDONESIAN | 41 82% | 6 12% | 0 0% | 47 94% |
| JAVANESE | 0 0% | 3 6% | 0 0% | 3 6% |
| T O T A L | 41 82% | 9 18% | 0 0% | 50 100% |

U P P E R C L A S S

In fact, 94 % of the upper class respondents tend to choose Indonesian version. Eighty two percent of this group propose that Indonesian is easier to understand and 12 % of them think that this language is more suitable than Javanese. Only 6 % of them prefer Javanese because they think this Javanese Pepsodent Advertisement is more suitable.

Note that no respondent says that Javanese is difficult to understand. It means that they might understand Javanese as well as Indonesian , but in this advertisement they believe that Javanese Pepsodent advertisement is more suitable.

T A B L E III.4
The Language Preference of Lower Class Respondents
toward Clear Advertisement and Their Reason

| | UNDERSTANDABLE | SUITABLE | OTHERS | TOTAL |
|------------|----------------|----------|---------|------------|
| INDONESIAN | 25 50% | 1 2% | 1 2% | 27 54% |
| JAVANESE | 18 36% | 5 10% | 0 0% | 23 46% |
| T O T A L | 43 86% | 6 12% | 1 2% | 50 100% |

LOWER CLASS

More than 50% of the lower class respondents, on the contrary, prefer the Indonesian Clear shampoo advertisement rather than the Javanese version (54% : 46%). It shows that the Javanese Clear advertisement, which uses Indonesian and Javanese with Javanese intonation, is not preferred enough by this class. They choose the advertisement that uses one language because they think that this advertisement is not confusing. It is shown by the data that 50 % of this class says that Indonesian is more understandable. Meanwhile 36 % of them say that Javanese is easier to understand.

T A B L E III.5
The Language Preference of the Upper Class Respondents
Toward Clear Advertisement and Their Reason

| | UNDERSTANDABLE | SUITABLE | OTHERS | TOTAL |
|------------|----------------|----------|---------|------------|
| INDONESIAN | 41 82% | 6 12% | 0 0% | 47 94% |
| JAVANESE | 0 0% | 3 6% | 0 0% | 3 6% |
| T O T A L | 41 82% | 9 18% | 0 0% | 50 100% |

U P P E R C L A S S

Indonesian is still preferred in this class. About 94 % of the respondents choose this language. 82 % of them believe that this language is easy to understand meanwhile 12 % of them believe that Indonesian is more suitable. 6 % of upper class prefer Javanese. They propose that this language is more suitable.

T A B L E III.6
The Comparison of the Language of
the Two Advertisement of the Upper Class Respondents

| | INDONESIAN | JAVANESE |
|--------------|------------|----------|
| PEPSODENT AD | 47 | 3 |
| CLEAR AD | 47 | 3 |
| DIFFERENCE | 0 | 0 |

The language choice of the upper class respondents toward Pepsodent and Clear advertisement is stable. Those who prefer Indonesian for Pepsodent advertisement are also prefer Indonesian for Clear advertisement. It shows that they are consistent with their choice and that most of this class prefer Indonesian.

T A B E L III.7
The Comparison of the Language of
the Two Advertisements of the Lower Class Respondents

| | INDONESIAN | JAVANESE |
|--------------|------------|----------|
| PEPSODENT AD | 18 | 32 |
| CLEAR AD | 27 | 23 |
| DIFFERENCE | 9 | 9 |

The response of the lower class respondents toward the advertisements is difference from the response of the upper class respondents. We find the difference of the language choice of the lower class respondents in Pepsodent advertisement and Clear Advertisement. Thirty two people or 64 % of the lower class respondents prefer Javanese Pepsodent advertisement instead of the Indonesian version. Meanwhile in Clear advertisement, which mixes Javanese with Indonesian, only 46% chooses the Javanese version. It seems that the lower class tends to choose the advertisement that uses one language only. They actually prefer the Javanese version, but if that language is mixed with another language, in this case is Indonesian, they become confused and think that the advertisement is odd and confusing.

III.2 QUANTITATIVE ANALYSIS.

This study uses chi-square to know whether or not the opinion of the middle and upper class is the same or not. This statistic explanation is required to support the previous findings.

PEPSODENT ADVERTISEMENT

Hypothesis :

Ho : The lower class and the upper class have the same opinion toward Pepsodent advertisement.

Hi : The lower class and the upper class have different opinion toward Pepsodent advertisement.

Table III.8

The language preference of the respondents toward Pepsodent advertisement

| | INDONESIAN | JAVANESE | TOTAL |
|-------------|------------|-----------|---------|
| LOWER CLASS | 18 (X11) | 32 (X12) | 50 (n1) |
| UPPER CLASS | 47 (X21) | 3 (X22) | 50 (n2) |
| T O T A L | 65 (n. 1) | 35 (n. 2) | 100 (n) |

From the table III.8, we see that :

- Total respondents (n) : 100 people
- The number of lower class respondents (n1): 50 people
- The number of upper class respondents (n2): 100 people
- The number of the respondents who prefer Indonesian (n. 1) : 65 people
- The number of the respondents who prefer Javanese (n. 2) : 35 people

- The number of lower class respondents who prefer Indonesian (X11) : 18 people
- The number of lower class respondents who prefer Javanese (X12) : 32 people
- The number of upper class respondents who prefer Indonesian (X21) : 47 people
- The number of upper class people who prefer Javanese (X22) : 3 people

From the data, the value of expectation for each group can be counted by using the formula :

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

$$E(1.1) = \frac{(n_{1.} \times n_{.1})}{n} = \frac{50 \times 65}{100} = 32$$

$$E(1.2) = \frac{(n_{1.} \times n_{.2})}{n} = \frac{50 \times 35}{100} = 17$$

$$E(2.1) = \frac{(n_{2.} \times n_{.1})}{n} = \frac{50 \times 65}{100} = 32$$

$$E(2.2) = \frac{(n_{2.} \times n_{.2})}{n} = \frac{50 \times 35}{100} = 17$$

From the value of expectation, we can make a chi-square table.

Table III.9
Chi-Square Table of Pepsodent advertisement

| | INDONESIAN | JAVANESE |
|-------------|------------|----------|
| LOWER CLASS | 32 | 17 |
| UPPER CLASS | 32 | 17 |

- Chi-square value is counted by using the formula :

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

$$X^2 = \frac{(18 - 32)^2}{32} + \frac{(32 - 17)^2}{17} + \frac{(47 - 32)^2}{32} + \frac{(3 - 17)^2}{17}$$

$$= 6 + 13 + 7 + 11$$

$$= 37$$

The degree of confidence is 95 %. It means that $\alpha = 100\% - 95\% = 5\%$. Based on chi square distribution table, the value of x^2 for $\alpha = 5\%$ is 3,84.

Figure III.1
Pepsodent advertisement



Chi-square value (37) is outside the curve, so it means that the lower and upper respondents have different opinion toward Pepsodent advertisement. The language preference of the advertisement is not the same (H_1 is accepted). It proves that the upper class respondents prefer Indonesian Pepsodent advertisement, on the contrary, the lower class respondents prefer Javanese Pepsodent advertisement.

CLEAR ADVERTISEMENT

Hypothesis

H_0 : the lower and the upper class have the same opinion toward Clear Advertisement

H_1 : the lower and the upper class have different opinion toward Clear advertisement

Tabel III.10

The language preference of the respondents toward Clear advertisement

| | INDONESIAN | JAVANESE | Total |
|-------------|-----------------|-----------------|--------------|
| LOWER CLASS | 27 (X_{11}) | 23 (X_{12}) | 50 (n_1) |
| UPPER CLASS | 47 (X_{21}) | 3 (X_{22}) | 50 (n_2) |
| T O T A L | 74 ($n.1$) | 26 ($n.2$) | 100 (n) |

From the table III.10, we see that :

- Total respondents (n) : 100 people
- The number of lower class people (n_1) : 50 people
- The number of upper class people (n_2) : 50 people
- The number of the respondents who prefer Indonesian ($n_{.1}$) : 74 people
- The number of the respondents who prefer Javanese ($n_{.2}$) : 26 people
- The number of the lower class respondents who prefer Indonesian (x_{11}) : 27 people
- The number of the lower class respondents who prefer Javanese (x_{12}) : 23 people
- The number of the upper class respondents who prefer Indonesian (x_{21}) : 47 people
- The number of the upper class respondents who prefer Javanese (x_{22}) : 3 people

The value of expectation can be counted by using the formula :

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

$$E(1.1) = \frac{(n_{1.} \times n_{.1})}{n} = \frac{50 \times 74}{100} = 37$$

$$E(1.2) = \frac{(n_{1.} \times n_{.2})}{n} = \frac{50 \times 26}{100} = 13$$

$$E(2.1) = \frac{(n_{2.} \times n_{.1})}{n} = \frac{50 \times 74}{100} = 37$$

$$E(2.2) = \frac{(n_{2.} \times n_{.2})}{n} = \frac{50 \times 26}{100} = 13$$

From the value of expectation, then we make a chi-square table :

Table III.11
Chi-square table of Clear advertisement

| | Indonesian | Javanese |
|-------------|------------|----------|
| Lower class | 37 | 13 |
| Upper class | 37 | 13 |

Chi-square value is counted by using the formula :

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

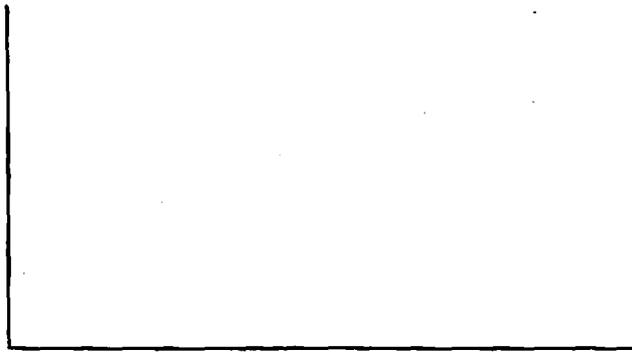
$$X^2 = \frac{(27 - 37)^2}{37} + \frac{(23 - 13)^2}{13} + \frac{(47 - 37)^2}{37} + \frac{(3 - 13)^2}{13}$$

$$= 3 + 8 + 3 + 8$$

$$= 22$$

The degree of confidence is 95 %. It means that $\alpha = 100 \% - 95 \% = 5 \%$. Based on Chi square distribution table, the value of χ^2 for $\alpha = 5 \%$ is 3,84.

Figure III.2
Clear advertisement



Chi-square value (22) is beyond the curve, so it means that the lower class and the upper class respondents have different opinion toward clear advertisement (H_1 is accepted). It proves that both classes respondents prefer different language. The lower class respondents prefer Javanese Clear advertisement, meanwhile the upper class respondents prefer Indonesian Clear advertisement.

III.3 INTERPRETATION OF THE RESULT

The existence of two-version advertisement (in Indonesian and Javanese) shows that advertisement has an important role in marketing the product. The producers of the product really intend to touch all classes of the society. Each class, in fact, has a different preferred language.

We notice the difference of language choice of the two classes in Pepsodent advertisement. The lower class respondents tend to prefer Javanese than Indonesian because they understand that language better, and the upper class respondents tend to prefer Indonesian as this language is more understandable. It shows that the language choice of the respondents is affected mainly by their ability to understand and comprehend the language. This is the prominent reason.

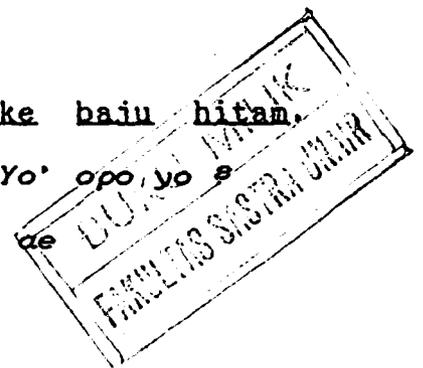
Only five respondents of the lower class people prefer Javanese because this language is suitable to advertise toothpaste. They think that Javanese version is more appropriate than Indonesian. Basically, they do understand Indonesian version, but the Javanese version, they feel, is more familiar. Especially, the advertisement use Surabayan term such as "cak". Only one respondent of the lower class people prefers Indonesian as this language is suitable. He thinks that Javanese

advertisement is suitable for jamu advertisement (Javanese tonic made of medicinal herbs). Only one respondent of the lower class people chooses Indonesian as this language is more prestigious. Meanwhile only six respondents of the upper class people choose Indonesian as this language is more suitable. They understand both Indonesian and Javanese. According to them, toothpaste advertisement is more appropriate if the advertisement uses Indonesian and Jamu advertisement is more appropriate if the advertisement uses Javanese. And three respondents of the upper class people prefer Javanese version since Javanese is more suitable and more interesting.

If we compare to Clear Advertisement, hence we find the difference of the preferred language between Pepsodent Advertisement and Clear Advertisement. Most of the lower class people tend to choose Indonesian Clear Advertisement meanwhile in Pepsodent Advertisement they tend to choose Javanese Advertisement. It is because Javanese Clear Advertisement uses Indonesian words although they are pronounced with Javanese intonation.

For example :

- A : Clara, aku arep lungo pesta pake baju hitam, tapi ketombeku jadi kelihatan. Yo' opo, yo s
- B : O.....pake shampoo anti ketombe de



A : Udah tapi nggak ono pengaruhhe

B : Ya.....pake Clear baru

A : Mikroorganisme....wih sereme rek !

We see here how Indonesian is used and pronounced in Javanese intonation. In fact, Indonesian can be changed into Javanese such as *pake baju hitam* becomes *nggawe klambi ireng*, *jadi kelihatan* becomes *dadi ketok*, *udah* becomes *wis*. It is not necessary to change *ketombe* and *shampoo* into Javanese as, in fact, there is no synonym in Javanese.

They think that the use two languages in the advertisement is strange. That is why they prefer Indonesian Clear Advertisement. It is shown in the data that nine respondents of the lower class people "move" from Javanese Pepsodent Advertisement into Indonesian Clear Advertisement. Their reason is because Indonesian Clear Advertisement is more understandable. Basically they prefer Javanese Advertisement if the whole advertisement is in Javanese.

We notice here that Fergusson's Diglossia is applied. In Fergusson's concept there are High Language (H) and Low language (L). High language is usually learnt in the formal education and used in formal situation. On the contrary, low language is usually

learnt in non-formal education and used in non-formal situation. In this case, Indonesian is considered as a high language and Javanese as a low language. The two languages exist side by side throughout the community, with each is having a definite role to play. It can be explained under rubrics, which is proposed by Charles Fergusson, such as prestige, acquisition, and function.

According to Fergusson, the attitude of speakers in diglossic communities is that H is the superior and more elegant. L is believed to be inferior. This is the theory which explains why one respondent chooses Indonesian. He chooses Indonesian since it is more prestigious. It means that Indonesian is regarded as High language and Javanese as a low language.

As we know that this study divides the class based on the education of the respondents. Then it shows indirectly that education is very crucial in this study. Those who have Senior High School diploma prefer Indonesian and those who do not have Senior High School Diploma choose Javanese advertisement. Another significant aspect of diglossia is the different patterns of language acquisition associated with the High and Low language. Low language will be used to speak to children and by children among themselves, so that L is usually learned in the normal, unselfconscious

way. H is supplemental language, learned after Low has been acquired, usually by formal teaching in school. This acquisition pattern has two typical effect. First, those who leave school in the early grades may never learn High at school at all. Secondly, those who do learn H almost never become as fluent as they do in low. It explains the tendency of the preferred language of the different classes. It means that those who leave the school early, in this case they have no Senior High School diploma, may never learn or learn a very little Indonesian language. Javanese then becomes their daily language to communicate and gradually they become familiar to this language. It is not surprising that Javanese is their preferred language as they understand Javanese better than Indonesian. On the contrary, those who do learn H almost never become as fluent as they do in L. This class uses Indonesian as their daily language. Indonesian becomes their preferred language for advertisement.

Function is the most significant criterion for diglossia. In Fergusson's concepts, there are high language (H) and low language (L). The functional distribution for high and low language is that there are situations in which only High is appropriate and other situations in which Low can be used. In this case, the

respondents who prefer certain language because of its suitability represent Fergusson's theory. Seven respondents prefer Indonesian as they think this language is appropriate for toothpaste and shampoo advertisement. Javanese is only appropriate for jamu advertisement. Meanwhile eight respondents prefer Javanese since this language is suitable for toothpaste and shampoo advertisement. It is more familiar.

We see here that those who prefer a language because the language is suitable, basically, understand Indonesian and Javanese well. From their reason, we can analyse based on language attitude theory which states that language is based on mentalist view of attitude. Here, we find that some of the respondents prove this theory. They think that Javanese is identical with jamu advertisement. This language is not suitable for other products but jamu. Years ago, Javanese is usually used in jamu advertisement. That is why, they also propose that it is strange if handphone advertisement or halo card advertisement uses Javanese. In fact, this kind of advertisements were broadcasted years ago in radio stations such as Suara Surabaya and SCFM. It shows that language also brings the image of the product. Language attitude can be related to diglossic community. High language has a greater prestige in a

community and is identical with the upper class people as to comprehend the high language people must have a better education. Low language is often disparaged as this language is identical with lower class people.

If we relate to Peter Trudgill's theory which states that language as a social phenomenon is closely tied up with the social structure and value of the system, then we know that Indonesian advertisement and Javanese advertisement represent the social structure. Indonesian advertisement represents the upper class people and Javanese advertisement represents the lower class people. Trudgill also proposes two functions of the language. First is the function of language in establishing social relationship. It means that the language used in advertisement establishes social relationship between the producers and the market. By using the most appropriate language, the advertisement becomes the effective tool not only to establish social relation but also to reach its main aim, that is to market the products. The second function is to convey information about the speaker. Thus, language is used to inform about the advertised product. The use of unsuitable language must be avoided as the aim of language to give an information to the market will not be achieved. They will not listen the advertisement

because they do not like the language. If we analyse based on Gile's accommodation theory which states that a speaker will choose a language or language variety that seems to suit the needs of the person being spoken to. The producers, however, have to consider the market of their advertised product in making the advertisement. The advertisement intended for upper class people should be in Indonesian and the advertisement for lower class people should be in Javanese.

Gile's theory is in compliance with Fishman's theory about certain institutional contexts, called domain, in which one language variety is more appropriate than another. In this matter, we concern with person domain. The person domain itself is composed of the two situations. That is advertise products to an upper class people and advertise products to a lower class people. From the data, it appears that Indonesian dominates upper class in both Pepsodent advertisement and Clear advertisement. Meanwhile, in lower class, Javanese Pepsodent advertisement tends to be favored and Indonesian Clear advertisement is more preferred. It means that Indonesian tends to be used for upper class domain and Javanese tends to be used for lower class domain.

From the language advertising point of view, we refer to the Lund's theory (1947 : 83) which states that the advertising which is made by an adman should attract attention, arouse interest, stimulate desire, create conviction, and get action.

The first and the most important thing in the advertisement is that the advertisement must attract the listeners' attention as they usually do other activities while they listen to the radio. The use of 'Javanese in FM radio can be intended to attract the listeners' attention as the advertisement in Indonesian has become common. So by using Javanese, this short advertisement will be more considered.

After having attention, then the advertisement start giving the information which can arouse interest, stimulate desire, create conviction. Then the benefits of the product are explained briefly. The final goal of this is to assure them to buy the products.