

CHAPTER IV

DISCUSSION

A. Data Presentation and Analysis

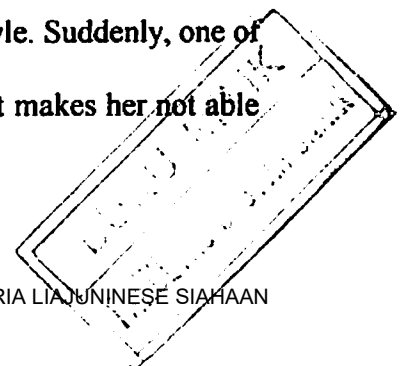
1. Advertisement I

PANTENE

- Girl 1 : "Senangnya bisa ditata rambut gaya."
- Girl 2 : "Ketombeku kan ga boleh kelihatan."
- Girl 1 : "Jangan ditutupi, tapi dihilangkan."
- (Narrator : "Pantene dengan anti ketombe, baru dengan Amino Pro V Complex, merawat kulit kepala lebih menyeluruh. Ketombe hilang rambut pun lebih sehat.")
- Girl 1 : "Tanpa ketombe, rambut kamu juga ok."
- Narrator : "Tanpa ketombe, itulah rambut Pantene."

a. Scene

There are four girls in a room talking about hairstyle. Suddenly, one of them, girl 2, feels sad because she has got dandruff. It makes her not able



to dress her hair in various styles. She can only wear hat to hide the dandruff. Then, her friend, girl 1 suggests her friend not to hide her hair by wearing hat but to vanish it away. Soon, Pantene offers the solution for her problem with its new formula which with amino. After girl 2 uses Pantene, the dandruff has gone; her problem is solved. In conclusion, this advertisement tells that using Pantene makes scalp free of dandruff.

b. Macro-function Analysis

- “Senangnya bisa ditata rambut gaya.”

(Cool, I can dress my hair variously.)

This sentence uses:

Emotive function

Girl 1 is expressing her happiness. She can dress her hair in various styles.

Referential function

The statement of girl 1 expressing her feeling informs her happiness of chance to dress her hair variously without any problem.

Contextual function

This headline is creating the communication on this advertisement.

The whole of communication on this advertisement is informing about solving dandruff problem in order to be able to dress hair variously.

- **“Ketombeku kan ga boleh kelihatan.”**

(I don't want people to see my dandruff)

This sentence uses:

Emotive function

Girl 2 expresses two feeling, which are feeling of sad and of shame. She feels sad that there is dandruff on her hair and it makes her not able to dress hair variously like her friend can do. What she can do is only to wear hat to hide the dandruff. Furthermore, if she doesn't cover the dandruff, people will see it and she feels shame of it.

Referential function

Girl 2 concedes that she has dandruff and it hampers her to dress hair variously. Additionally, she implicitly informs that she feels sad and shame of having dandruff.

- **“Jangan ditutupi, tapi dihilangkan.”**

(Don't hide it, vanish it!)

This sentence uses:

Directive function

Girl 1 suggests girl 2 not to give up on her dandruff problem. She also suggests girl 2 to vanish the dandruff away instead of hiding it with hat.

Referential function

Girl 1 contends girl 2 not to hide the dandruff but vanish it away.

- “Pantene anti ketombe, baru dengan Amino Pro V Complex, merawat kulit kepala lebih menyeluruh.”

(Pantene anti dandruff with its new formula, Amino Pro V Complex, treats scalp more entirely.)

This sentence uses:

Referential function

The narrator declares that Pantene has new formula, which is Amino Pro V Complex. Implicitly, Pantene anti dandruff with its new formula certifies that its new formula treats scalp more entirely than Pantene anti dandruff did before.

- “Ketombe hilang rambut pun lebih sehat.”

(The dandruff is gone, you’ll have healthier hair.)

This sentence uses:

Referential function

The narrator indicates that if there is no dandruff on hair, that hair will be healthier than before.

- **“Tanpa ketombe, rambut kamu juga OK.”**

(Without dandruff, your hair is OK.)

This sentence uses:

Referential function

The narrator indicates that if hair is free of dandruff, it can be considered as an OK hair. Here, ‘OK’ hair means healthy hair. Implicitly, the narrator wants to hint that if hair is free of dandruff, it will make hair is OK to be dressed variously. Here, ‘OK’ means hair is able to be dressed variously.

- **“Tanpa ketombe, itulah rambut Pantene.”**

(Without dandruff, it’s Pantene hair.)

This sentence uses:

Referential function

Here, the narrator claims that Pantene hair is without dandruff. Pantene Anti Dandruff certifies that its new formula, Amino Pro V Complex, will vanish dandruff more entirely. Using Pantene Anti Dandruff means being free of dandruff.

- **“Tanpa ketombe, rambut kamu juga OK.”**

“Tanpa ketombe, itulah rambut Pantene.”

(Without dandruff, your hair is OK.

Without dandruff, it's Pantene hair.)

Those two sentences use:

Poetic function

If we combine those two sentences, we can see poetic form on those two sentences. We can see repeating phrase “without dandruff” twice in the sentences “without dandruff, your hair is OK” and “without dandruff, it's Pantene hair”. This form wants to give message that without dandruff, your hair will be O K. O K here has two meanings. First, O K means healthy hair. Without dandruff, hair will be healthy and free of problem that caused by the dandruff such as hair losing and lusterless hair. Second, O K means able to be dressed. It's O K for hair to be dressed variously without feeling shame because there is no dandruff on hair.

2. Advertisement II

LAURIER SOFT CARE

- Narrator : “Inovasi baru soft care!**
- Girl 1 : “Tunggu di kamar aja!”**
- Girl 2 : “Kamarmu berantakan ya?”**
- Girl 1 : “Ha?? Itu kamar kakakku, cepat keluar!”**

Girl 2 : “Untung pake Laurier Soft Care berapa lama pun ga masalah!”

Narrator : “Inovasi baru, Soft Care Double Air-layered. Daya serap ultra banyak, permukaan ultra kering. Soft Care ekstra protection, ekstra nyaman. Soft Care dari Laurier.”

a. Scene

Girl 2 is waiting for her friend, girl 1. By phone, Girl 1 asks girl 2 to wait in her room. However, when girl 2 says that girl 1’s room is in a mess, girl 1 realizes that girl 2 is in the wrong room. It is her brother’s room. When girl 2 decides to escape from this room as soon as possible, girl 1’s brother comes in. To avoid meeting the brother, girl 2 decides to hide in a wardrobe. At that time she has been getting period, but she feels save and lucky because she is wearing Laurier Soft Care. She doesn’t need to worry about leaking because of its ultra power of absorbing capacity. Then, she can escape from the room while the man is seriously watching television. Finally, she is caught by the man outside of the room.

b. Macro-functions Analysis

- “Inovasi baru soft care!

(New innovation from Soft Care)

This sentence uses:

Referential function

The narrator announces that Soft Care has new innovation.

Contextual function

This headline creates the communication on this advertisement. The narrator opens the communication with the audience by introducing Soft Care, which has new innovation. The whole of communication on this advertisement is informing about the new innovation from Soft Care including the mechanism of this new innovation and the advantages.

- “Tunggu di kamar aja!”

(Please wait in my room!)

This sentence uses:

Directive function

Girl 1 commands girl 2 to wait her in her room.

Contextual function

This sentence shows the setting of where the advertisement occurs. The word ‘kamar’ (room) shows that the advertisement occurs in a house.

- “Kamarmu berantakan ya!”

(Gee, your room is in mess!)

This sentence uses:

Emotive function

Girl 2 shows her shock because her friend's room is in a mess, not like girl's room, which is usually tidy.

Referential function

Girl 2 tries to describe the condition of the room she is in to her friend, which is in a mess.

Contextual function

This sentence shows the place where the girl 2 is already in. When the girl 2 says that the girl 1's room is in mess, it shows that girl 2 is already in a room.

- “Ha?? Itu kamar kakakku, cepat keluar!”
(What?? It's my brother's room. Move out!)

This sentence uses:

Emotive function

Girl 1 also got a shock because she realizes that her friend is in wrong room, not in her room.

Directive function

Girl 1 asks girl 2 to move out from her brother's room as soon as possible before her brother comes.

Referential function

Girl 1 alleges that girl 2 is in her brother's room. She tries to inform girl 2 that girl 2 is in wrong room and she must go out as soon as possible before her brother comes.

Contextual function

This sentence shows the exact place of where the girl 2 is in. this sentence shows that girl 2 is not in girl 1's room but in her brother's room. Girl is in the wrong place.

- “Untung pake Soft Care, berapa lama pun ga masalah!”

(Thank's God, I wear Soft Care, it saves my period for long time!)

This sentence uses:

Emotive function

Girl 2 is getting the period, but she is wearing Soft care so she feels lucky and safe. She doesn't need to be afraid of overloading of the period although she has to wait for long time in the wardrobe until she can find the right time to escape from that room.

Referential function

Girl 2 mentions that she is getting the period and she wears Soft Care. Furthermore, she professes that she feels lucky and safe because Laurier Soft Care can handle her period.

Contextual function

This sentence shows the setting of time. This sentence hints that girl 2 has to wait in that wrong room for a long time until the girl 1's brother moves out.

- **“Inovasi baru Soft Care, Double Air-Layered.”**

(New innovation of Soft Care, Double Air-layered)

This sentence uses:

Referential function

The narrator discloses the new innovation from Soft Care, which has been told in the opening of this advertisement. The new innovation is Double Air-Layered.

- **“Daya Serap ultra banyak, permukaan ultra kering.”**

(Ultra absorbing capacity, ultra dry surface.)

This sentence uses:

Referential function

Girl 2 is informing the advantages that can be got from Double Air-Layered of Laurier Soft care, which are the ultra absorbing capacity that results the other advantage, ultra dry surface. This sentence explains that if the absorbing capacity of Soft Care is ultra, so it will result the ultra dry surface on its pad.

Poetic function

This sentence uses poetic form, because this sentence repeats word “ultra” twice in the sentence “ultra absorbing capacity, ultra dry surface “. This form is used to emphasize the quality of the absorbing capacity of the Soft Care. The ultra absorbing capacity results the ultra dry surface of the Soft Care pad.

- “Soft Care, ekstra protection, ekstra nyaman.”

(Soft Care, extra protection, extra comfortable.)

This sentence uses:

Referential function

Girl 2 asserts the advantage of Double Air-layered. Ultra absorbing capacity results extra protection for the period and ultra dry surface results extra comfortable for the consumer.

Poetic function

This sentence uses poetic form, because this sentence repeats word “extra” twice in the sentence “extra protection, extra comfortable “. This form wants to give message from the word ‘extra’.

New innovation of Soft Care give an ‘extra’ protection on its pad by giving it double air-layered, which has ability to absorb with ultra capacity.

Then, the extra protection results the extra comfort to the consumer, because it give ultra dryness on the pad surface.

- **“Soft Care dari Laurier.”**

(Soft Care from Laurier.)

This sentence uses:

Referential function

The narrator discloses that Soft Care being communicated is the product of Laurier.

3. Advertisement III

REXONA MINI STICK

Girl: “Bedak deo gak ngelindungin kamu dari keringat. Pake Rexona Mini Stick! Gak basah ketek, ya...gak bau ketek. No basket, no bauket!”

a. Scene

Some girls are interviewing a basketball player in basketball hall. However, when a girl raises her hand in order that the microphone can reach the player (the player is very tall), there is sweat at the armpit area which results wet in her dress. She feels very shame. At that time, she is using deodorant talcum. However, what happened just before makes her realizing that the deodorant talcum cannot handle the sweat on the armpit. So she leaves the deodorant talcum and starts to use Rexona Mini Stick.

After using Rexona Mini Stick, there is no wet appears in her cloth. The girl feels confident to do the interview with the basketball player again.

b. Macro-function Analysis

- “Bedak deo gak ngelindungin kamu dari keringat.”

(Deodorant talcum doesn't protect you from wet.)

This sentence uses:

Directive function

This girl warns that using deodorant talcum doesn't protect the armpit from the sweat.

Referential function

That girl also informs that deodorant talcum doesn't work effectively in solving problem of sweat in the armpit so there will be wet in the dress of that armpit area.

Contextual function

This headline creates the communication between the advertisement and the audience. That girl informs that deodorant talcum doesn't protect the consumer from the sweat, and the solving of the sweat problem will be communicated on the whole of this advertisement.

- “Pake Rexona Mini Stick!”

(Use Rexona Mini Stick!)

This sentence uses:

Directive function

That girl suggests to leave the deodorant talcum and to shift to Rexona Mini Stick. She finds that Rexona Mini Stick is able to solve the problem, which deodorant talcum is not able to do. Using Rexona Mini Stick will save the armpit from the sweat, so there will be no wet in the dress.

- “Gak basah ketek, ya... gak bau ketek!”

(No wet in the armpit area, no bad smell!)

This sentence uses:

Poetic function

This sentence uses poetic form that showed by the rhyme in the underlining words:

Gak basah ketek,
ya... gak bau ketek.

This form sends message that if there is no sweat in the armpit, there will be no bad smell on that area. It because the copious sweat will moisturize the armpit. The moist condition will cause bacteria, which result the bad smell to the armpit.

Referential function

That girl guarantees that Rexona Mini Stick can solve the problem of sweating in the armpit so the dress will be not wet. She promises that the dry armpit will cause no bad smell.

- **No Basket, no bauket!**

(No basket, no bauket!)

This sentence uses:

Poetic function

That sentence use poetic form that is showed in the rhyme in the underlining parts:

No Basket

No bauket

Here, 'basket' stands for 'basah ketek' and bauket stands for 'bau ketek'.

Because this poetic form is the abbreviation of phrases of the previous sentence, so the message of these phrases has the same meaning with the previous phrases about the solving of the sweat problem that avoids bad smell.

Referential function

That girl says this sentence only to emphasize her sentence before about the advantage of Rexona Mini Stick.

4. Advertisement IV

TRIM SPA BODY SHAPING

Woman: “Ingin tubuh langsing? Minum Trim Spa! Trim Spa Body Shaping formula, teknologi Amerika modern. Rasakan perubahannya segera! Trim Spa. Mau langsing? Trim Spa baby. Ingin langsing jangan pusing! Ada Trim Spa.”

a. Scene

There is a woman showing her slim body. In that advertisement, she is giving information about the way to becomes slim like her. She says that she uses Trim Spa Body shaping to gain that slim shape. While she is explaining, she moves her body to show how slim and sexy she is.

b. Macro-functions Analysis

- “Ingin tubuh langsing?” Minum Trim Spa!”

(Dreaming for slim body? Drink Trim Spa!)

Those sentences uses:

Directive function

That woman suggests whoever wants for slim body to drink Trim Spa Body Shaping.

Referential function

That woman implicitly confirms that this advertisement is for everyone who is dreaming for slim body. She also explains that Trim Spa Body Shaping could solve the problem to everyone who has problem with weight.

Contextual function

This headline creates the communication on this advertisement. This woman is creating communication to everyone who is dreaming for slim body. Trim Spa is the answer of how everyone becomes slim. Trims Spa is communicated on the whole of this advertisement. Furthermore, while the woman opens the communication, she is also moving her body to posture the slim shape of her body.

- “Trim Spa Body Shaping formula, teknologi Amerika modern.”

(Trim Spa Body Shaping formula, modern American technology.)

This sentence uses:

Referential function

She announces that Trim Spa is made by modern American technology. Furthermore, the woman wants to stress on the word ‘modern American technology’. Why she stresses on this words because America is known as the number one country in the world for its technology and science. So, whatever things produced by American

will be trusted as very good things, especially in the quality. Because of that fact, the woman wants to hint that the formula of Trim Spa Body Shaping can be trusted in its quality for shaping the body to be slim.

- “Rasakan perubahannya! Trim Spa”

(Feel the different! Trim Spa)

This sentence uses:

Directive function

That woman still suggests as well as persuades to drink Trim Spa Body Shaping. She also suggests them who begin interested in Trim Spa Body Shaping to feel the difference on their body shaping during using the Trim Spa.

Referential function

That woman relates that drinking Trim Spa Body shaping will change the shape of the body to be slim. It means the body will experience the difference made by the Trim Spa Body Shaping.

- “Mau langsing, Trim Spa, baby.”

(Dreaming for slim body, Trim Spa, Baby.)

This sentence uses:

Directive function

This sentence still tries to suggest everyone who wants to be slim to drink Trim Spa Body shaping.

Referential function

That woman affirms her statement of drinking Trim Spa Body shaping to everyone dreams slim body.

- “Ingin langsing, jangan pusing! There is Trim Spa.”

(Dreaming for slim body, don't worry! There is Trim Spa)

This sentence uses:

Directive function

That woman asks whoever has problem with the weight of the body not to worry or oppress about it because Trim Spa offers the solving.

Poetic function

This sentence uses poetic form. There is rhyme in it, which is showed by the underlining syllables:

Mau langsing, Jangan pusing!

This form sends message that it doesn't need to worry for the weight problem. This poetic form implies that there is an easy way to solve this problem; drinking Trim Spa Body Shaping is the way.

Referential function

The woman affirms her statement again about the way to be slim, which is drinking Trim Spa.

5. Advertisement V**SO KLIN M B**

Omas : “M...B...! M B mbak Titik!”

Titik Puspa : “Ha...ha...ha...,So Klin!”

Omas : “Hoi..., nyak, babe, om, tante, saudare-saudare, nyok kita pake So Klin M B aje! Mutu Bagus, Mencuci Bersih, Mencuci Banyak!”

Neighbor : “Omas, bagi donk So Klin M B-nya!”

Omas : “Ih, Cuma gopek gini. Mutu bagus, cuma gopek.! Emang Bener Sih!”

a. Scene

Omas is standing among many clothes that are being dried under the sunshine. She is happily shouting to her neighbor about So Klin M B with all its advantages. She is also asking for support about So Klin M B from Titik Puspa, her neighbor. When other neighbors start to be interested in So Klin M B, they are coming and asking the So klin M B from Omas.

However, Omas refuses to give them, because So Klin MB is so cheap, so that everyone can buy it.

b. Macro-function Analysis

- “M...B...! M B mbak Titik!”

(M...B...! M B Mrs. Titik!)

This sentence uses:

Contextual function

This headline creates the communication on this advertisement. In this sentence, Omas creates the communication on this advertisement with her neighbor and with the audience. M B is being communicated on the whole of this advertisement including its advantages and its price.

- “Ha... ha... ha..., So Klin!”

(Ha... ha... ha..., So Klin!)

This sentence uses:

Emotive function

Mrs. Titik laughs at Omas because she feels that how Omas acts and shout are very funny.

Referential function

Mrs. Titik announces to the audience that M B is one of the products of So Klin.

- **“Hoi..., nyak, babe, om, tante, saudare-saudare, nyok kita pake So Klin M B aje!”**

(Hi..., mother, father, uncle, aunt, everyone, let’s use So Klin M B!)

This sentence uses:

Directive function

Explicitly, Omas suggests her neighbors to use So Klin M B.

Implicitly, Omas suggests the audience that contains the members of family such as father, mother, uncle, and aunt to use So Klin M B.

- **Mutu Bagus, Mencuci Bersih, Mencuci Banyak!”**

(Good quality, wash cleanly, wash many!)

This sentence uses:

Poetic function

That sentence uses poetic form by using the letters ‘M’ and ‘B’ , the brand of this detergent, to be the initial words on those three phrases:

Mutu Bagus, Mencuci Bersih, Mencuci Banyak.

This form sends message that So Klin M B serves the many advantages that So Klin M B offers, which are good quality, wash cleanly, and wash many.

Referential function

Omas is explaining the advantages of So Klin M B, which are good quality, wash cleanly, and wash many.

- “Omas, bagi donk So Klin M B-nya!”

(Omas, give So Klin M B, please!).

This sentence uses:

Emotive function

Her neighbors are expressing the feeling of being interested on So Klin M B.

Directive function

Her neighbors are ordering Omas to give them her So Klin M B.

- “Ih, Cuma gopek gini.”

(What?! It’s only five hundred rupiahs.)

This sentence uses:

Emotive function

Omas is expressing her peevish on her neighbors because they asks Omas’ SO Klin M B. They afraid that So Klin M B will be expensive.

Referential function

Omas is informing her neighbors and the audience that the price of So Klin M B is very cheap; it is only five hundred rupiahs.

- “Mutu bagus, cuma gopek.!”

(Good quality, just five hundred rupiahs!)

This sentence uses:

Referential function

Omas just wants to confirm her statements above that So Klin has many advantages even though it is very cheap.

- “Emang Bener Sih!”

(It’s true!)

This sentence uses:

Emotive function

Omas expresses her feeling that she satisfies to the advantages of SO Klin M B.

Referential function

Omas, swears the truth of the advantages of SO Klin M B.

Poetic function

Again, Omas uses letters ‘M’ and ‘B’ phonetically, to guarantee the truth of the advantages of So Klin M B in her words.

Emang Bener Sih!

6. Advertisement VI

MELANOX

Woman : “Wajahku!!!!”

Narrator : “Untung ada Melanox. Hydrocynon 2%-nya secara bertahap mampu menghapus noda hitam akibat sengatan matahari atau bekas jerawat.”

Woman : “Melanox, wajah tampak putih dan bersih. Melanox, noda...no cry!”

a. Scene

A woman is looking at her face on a mirror. She screams because her face is getting worse. There are spots and scars everywhere on her face. Then, she uses Melanox to solve this problem. Finally, when she looks at her face again on the mirror, she feels happy. The spots and scars have gone and her face becomes clean and white.

b. Macro-function Analysis

- “Wajahku!!!!”

(Oh, my face!!!!)”

This sentence uses:

Emotive function

That woman is shocked and horrified because there are spots and scars everywhere on her face. She also feels sad and upset because it is getting worse.

Referential function

That woman tries to inform the condition of her face to the audience that there are many spots and scars on her face.

Contextual function

This headline creates the communication on this advertisement. That girl creates communication on this advertisement by attracting audience to look at her face. Besides, she is showing her facial expression of something bad that happens on her face.

- “Untung ada Melanox.”

(Fortunately, there is Melanox.)

This sentence uses:

Emotive function

She feels happy and lucky because Melanox can solve her big problem. After the woman has found Melanox and used it, her face becomes better, white and clean.

Referential function

That woman informs that Melanox can solve skin problem like she had before.

- “Hydrocynon 2%-nya secara bertahap mampu menghapus noda hitam akibat sengatan matahari atau bekas jerawat.”

(It’s Hydrocinon 2% can vanish spots and scar caused by sunshine or acne scar step by step.)

This sentence uses:

Referential function

That woman explains the formula of Melanox. She also mentions the advantages of Melanox, which is vanishing spots and scars caused by sunshine or acne scar step by step.

- “Melanox, wajah tampak putih dan bersih.

(Melanox, face looks white and clean.)

This sentence uses:

Referential function

That woman explains the condition of her skin face after using Melanox. Her skin becomes white and clear from spots and scars.

- **Melanox, noda... no way!”**

(Melanox, noda... no way!)

This sentence uses:

Poetic function

That sentence uses poetic form; it uses rhyme on the underlining syllable and word in:

Noda..., no way!

This form sends message that Melanox will vanish the spots and scars away from your face. Furthermore, this sentence implicitly states that using Melanox also covers the face from the skin problem caused by the sunshine and acne. So, there absolutely will be no spots and scars on face.

Referential function

That woman confirms her statement that using Melanox will avoid the skin problem, so it doesn't need to worry.

7. Advertisement VII

BIORE ANTI ACNE FACIAL FOAM

Girl : “Dulu aku berjerawat, sekarang ga lagi. Biore Anti Acne Facial Foam dengan ekstrak alami mengatasi dan melindungi kulit berjerawat lebih lama. Muka Cuma satu, aset seumur hidup nih!”

a. Scene

There is a girl whose face skin are healthy, smooth, clean, and white. She is washing her face, then showing up to the audiences. The girl is happy because there is no acne again on her face; she uses Biore Anti acne Facial Foam to wash her face. Now, she keeps using Biore Anti Acne Facial continuously to keep that healthy skin, so it will always be free of acne.

b. Macro-functions Analysis

- “Dulu aku berjerawat, sekarang ga lagi.”

(Once, there is acne in my face, but now, there is no.)

This sentence uses:

Emotive function

That girl feels happy because she doesn't have problem of acne on her face again. Once, she used to have acne on her face but now she doesn't.

Referential function

That girl informs the audience that once, there was acne on her face. However, since she uses Biore Anti Acne, her face keeps free of acne and looks healthy.

Contextual function

This headline creates the communication on this advertisement. What keeps that girl free from the acne is being communicated on the whole of this advertisement.

- “Biore Anti Acne Facial Foam dengan ekstrak alami mengatasi dan melindungi kulit berjerawat lebih lama.”

(Biore Anti Acne Facial Foam, with natural extract, cure and protect sensitive skin for longer time.)

This sentence uses:

Referential function

That girl explains about the formula and the advantages of Biore Anti Acne Facial Foam that can cure and protect her problem skin.

- Muka Cuma satu, aset seumur hidup nih!”

(I just have one face and it is my long life asset.)

This sentence uses:

Referential function

That girl tries to remind that everyone including she only has one face for the whole life.

Directive function

Because everyone only has one face in a whole life, so that the girl invites everyone to protect her/his skin face from damaging, especially caused by the acne. Biore Anti Acne Facial Foam can help everyone to protect her/his skin from acne.

8. Advertisement VIII

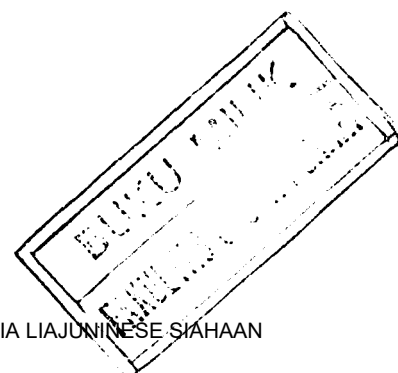
GIVE

Narrator : “Cantik, kau memang beda.”

Woman : “Hanya Give, begitu segar membalut kulit cantikku dengan semburat kesegaran tiada tara dari mandi ke mandi. Sungguh tak terduga. Give... kesegaran di balik aura cantikku.”

a. Scene

A woman is walking on the seashore of a beach. Her white gown is waving because of the wind. Her facial expression shows that she feels the freshness of the wind. Then, she walks into a spa bath, which is still in the seashore. She sits on the spa bath and shows her beautiful skin and sexy body.



b. Macro-functions Analysis

- “Cantik, kau memang beda.”

(Sweety, you're absolutely different.)

This sentence uses:

Emotive function

In this sentence, the narrator shows that he is amazed by the beauty of the woman in that advertisement. Implicitly, he wants to tell audience that he feels something different in the beauty of that girl.

Referential function

The narrator wants to tell the audience that that woman is very beautiful and her beauty is different than the usual beautiful women.

Contextual function

Here, narrator creates communication on this advertisement. The headline of this advertisement attracts the audience by saying something different on the beauty of a woman. What makes the woman has special beauty is communicated on the whole of this advertisement.

- “Hanya Give, begitu segar.”

(Only Give, it's really fresh)

This sentence uses:

Emotive function

The woman expresses her feeling that she feels very fresh in using Give soap.

Referential function

In this sentence, the woman informs three facts about using Give soap. First, she tells the narrator that she only uses Give soap. Second, Give soap gives her freshness. Third, using Give soap will make special beauty that is different from other beautiful women.

- “Membalut kulit cantikku dengan semburat kesegaran tiada tara dari mandi ke mandi.”

(Covering my beautiful skin with the tinge of freshness in every shower.)

This sentence uses:

Referential function

That woman explains that Give soap covers her beautiful skin with freshness, which she gets from every shower.

- “Sungguh tak terduga.”

(Believe me, it surprises me)

This sentence uses:

Emotive function

That woman expresses her surprising because she has no wonder that Give would make her experience a wonderful freshness. It also gives her special beauty that different from the usual beauty.

- “Give... kesegaran di balik aura cantikku.”

(Give... freshness inside the aura of my beauty)

This sentence uses:

Referential function

The woman indicates that there is freshness inside the aura her beauty.

It makes her beauty different from other usual beauty.

9. Advertisement IX**TROPICANA SLIM**

Woman : “Tinggal ama mertua, susah! Tau ga suka susu, katanya ini enak. Susu kalsium mana ada yang enak!”

Narrator : “Hi Lo, tinggi kalsium. Jauh lebih enak.”

Mother-in-law : “Enak kan?”

a. Scene

A woman is staying with her mother-in-law. Actually, she doesn't like to live with her. Furthermore, her mother-in-law asks her to drink milk. In the screen, she is grumbling in a kitchen while making a glass of milk. She protests that she doesn't like milk at all but she is forced to drink that calcium milk. In her framework, there is no calcium milk that is delicious. It makes her feels uncomforted. While she is grumbling, she doesn't realize that her husband and her mother-in-law are standing and hearing her grumbling. However, when she drinks that milk, she feels surprise. Tropicana Slim Hi Lo Hi Calcium apparently is very delicious calcium milk. Finally, the mother-in-law suddenly says to her that actually, there is delicious calcium milk.

b. Macro-functions Analysis

- “Tinggal ama mertua, susah!”

(Live with mother-in-law is hard!)

This sentence uses:

Emotive function

By this sentence, the woman expresses her feeling of dislike and unhappy for living with her mother-in-law because she must obey her mother-in-law command.

Referential function

She informs that it is hard to live with mother-in-law with all her commands.

Contextual function

This headline creates the communication on this advertisement. This sentence opens the sigh of a woman for the difficulty in living with her mother-in-law. This sentence also shows the setting of this advertisement, which occurs in a mother-in-law's house.

- “Tau ga suka susu, katanya ini enak. “

(My mother-in-law knows that I hates milk, but she said that this is delicious.)

This sentence uses:

Emotive function

That woman feels upset because she is forced by her mother-in-law to drink calcium milk, although her mother-in-law has known that she hates milk.

Referential function

That woman informs that she is offered and forced by her mother-in-law to drink milk because her mother-in-law believes that that woman will love the taste of this milk.

- **“Susu kalsium mana ada yang enak!”**

(There is no delicious milk with calcium!)

This sentence uses:

Emotive function

That woman feels more upset that she must drink that milk because according to her experience, there is no delicious milk with calcium.

Referential function

That woman describes her mind that in her experience there is no delicious milk with calcium. She also tries to confirm her statement above that there is no milk that is delicious for her.

- **“Hi Lo, tinggi kalsium. Jauh lebih enak.”**

(Hi Lo, Hi Calcium. More delicious.)

This sentence uses:

Referential function

The narrator explains that there is Hi Lo Hi Calcium Milk, which has delicious taste. It is Tropicana Slim.

Narrator, implicitly, informs that New Tropicana Slim, Hi Lo, Hi Calcium is more delicious than before.

- **“Enak kan?”**

(It’s delicious. Isn’t?)

This sentence uses:

Referential function

Her mother-in-law wants to confirm that she is right that there is milk with calcium that tastes delicious. Tropicana Slim proves it.

10. Advertisement X

SO KLIN PEWANGI

Girl : “Ya ampun, bentar lagi kan gue dijemput?!? Tuh kan,...yang kemarin. Ga perlu parfume lagi karena So Klin Pewangi. Baru!! So Klin pewangi dengan sensasional parfume, menyerap langsung ke serat kain. Tetap wangi dari hari ke hari. So Klin Pewangi baru, memang untuk kita-kita. Wangi!”

a. Scene

A girl is in a room chatting with her friends. Suddenly, she remembers that she has a date with her boyfriend. Then, she finds that there are no clean dresses in her wardrobe; only dress that had been worn yesterday. There is no time again to wash and iron a clean dress. However, she feels lucky that she still can use her yesterday dress because it is still fragrant. She uses So Klin Pewangi, which perfume absorbs inside the fabric. The perfume attached into inside the fabric and it make the perfume would stay for a long time. She needs not to worry about the

smell of the cloth that she is using. She feels confident with the perfume from her cloth. Finally, her boyfriend is mesmerized by the perfume of her cloth.

b. Macro-function Analysis

- “Ya ampun, bentar lagi kan gue dijemput?!?”

(Oh my God, I'll be picked up in a minute?!?)

This sentence uses:

Emotive function

That girl feels shock because she forgets that she has a date with her boyfriend. He will pick up her in a minute. She hasn't prepared her self yet including the dress.

Referential function

That girl informs her friends that she forget a date with her boyfriend at the time.

- “Tuh kan,... yang kemarin”

(What, I just have yesterday dress.)

This sentence uses:

Emotive function

That girl feels upset because she finds that there are no dresses at all in her wardrobe; only yesterday dress.

Referential function

That girl wants to inform to her friends that she has no clean cloth at all.

- “Ga perlu parfume lagi karena So Klin pewangi.”

(Need no perfume because of So Klin Pewangi.)

This sentence uses:

Emotive function

She feels lucky that time that she used So Klin Pewangi so her dress is still smells good. She feels not to worry to wear yesterday dress because the perfume of So Klin Pewangi keeps her dress still fragrant.

Referential function

She discloses that she doesn't need to perfume her cloth because her cloth keeps fragrant.

Contextual function

This sentence creates the communication on this advertisement. So Klin Pewangi is being communicated on the whole of this advertisement because it perfume helps the problem of that girl.

- “Baru!! So Klin Pewangi dengan sensasional parfume, menyerap langsung ke serat kain. Tetap wangi dari hari ke hari.”

(New!! So Klin Pewangi with sensational perfume absorbs inside the fabric. Smells good from day to day.)

This sentence uses:

Referential function

That girl explains the work of new So Klin Pewangi to the clothes, which keeps dress fragrant for long time.

- **“So Klin Pewangi baru, memang untuk kita-kita.”**

(New So Klin Pewangi, it's for us.)

This sentence uses:

Directive function

That girl is teenager and here ‘kita-kita’ means teenager too. So, that girl implicitly suggests teenagers to use So Klin Pewangi. According to her, So Klin Pewangi is suitable for teenagers because its perfume is suitable for them and it stays for long time. Teenagers must like the perfume very much.

Referential function

She informs that New So Klin Pewangi is suitable for teenager because its perfume stays for long time. Teenager would like the fragrance in their dress.

- “Wangi!”

(Smells good!)

This sentence uses:

Referential function

That girl informs and confirms the dress, which she is wearing, smells very good and keeps fragrant for long time.

Emotive function

That girl expresses that she likes the perfume of So Klin Pewangi on her cloth and it really smells good.

B. Findings

From the data presentation and the data analysis, the writer finds that only five elements from seven elements of macro-functions are used by the advertisement of products for women. They are the emotive function, the directive function, the poetic function, the referential function, and the contextual function. There is no one sentence that uses the phatic function and the metalinguistic function.

Those are the total number from the result of the analysis on the elements of macro-functions which are used by the advertisement of products for women:

- Emotive function : 22 sentences
- Directive function : 13 sentences
- Phatic function : 0 sentence

- **Poetic function** : 9 sentences
- **Referential function** : 51 sentences
- **Metalinguistic function** : 0 sentence
- **Contextual function** : 14 sentences

Based on the data above, the most language function used by the sentences in this study is referential function. Many of the sentences in the advertisements are focusing on:

1. Information, such as announcing, disclosing, explaining, expressing, indicating, mentioning, relating, and reporting.
2. Truth-value of utterance, such as affirming, alleging, asserting, conceding, contending, attesting, and claiming.
3. Speaker's commitment or involvement in what is reported, such as confiding and professing.
4. Manner, such as hinting, implying, and emphasizing.

On the other hand, phatic function and metalinguistic function are never used on the advertisements of products for women. There are no sentences on this advertisements that use phatic utterances, such as greetings, farewell, polite formulas, sort comments of weather, asking someone about health, etc, which are working for social reasons or for practical ones. Furthermore, there are also no sentences on this advertisements use the metalinguistic function. There are no sentences focusing attention upon the code. There are no codes such as peculiar

words or glossary or terminology, which are clarified and renegotiated on these advertisements.

C. Analysis of Elements of Macro-Functions in Relation with Women Language on Advertisements of Products for Women.

From the findings, it can be seen that only five elements of seven elements macro-functions. Phatic function and metalinguistic function are never used on the advertisements of products for women. Since this study analyzes the advertisements of products for women, thus the emerging of the findings on this study has relation with women language theory.

The use of emotive function in the advertisements of products for women is obviously has closed relation with the characteristics of women language, which are they rarely use 'impolite' words, they tend to use affective words, and they have their own characteristic in the area of morphology and vocabulary. The advertisements never use impolite words in persuading the women, for example they never use taboo words. The advertisements also use words, which can touch their emotion, such as sweetie and baby. The advertisements of products for women also use their own vocabulary for emphasizing certain effects on them, such as the using of word 'cool', 'thanks God', or 'what???'.

The use of the directive function on the advertisements of products for women is to persuade the women to use the products being advertised. However, the advertisements of products for women tend to use sentences that suggesting

than commanding. They suggest the women to use the products by providing information about the advantages of the products. They tend to use persuasive sentences than imperative sentences. This fact is suitable with the characteristics of women language that women tend to maintain the social equality of commands and directives in conversation. Women use auxiliaries to suggest than to demand action, and also to soften the directive. Women prefer to use directives, which phrased as suggestion for using the products, such as the using of word 'please'.

The poetic function of the advertisements of products for women focus on message that use aesthetic features of language, such as poem, an ear catching, or rhyme. Most of the sentences that use poetic function use rhyme and repeated words. This fact is suitable with the characteristic of women language, which is in the area of morphology and vocabulary. In the area of morphology, there are two advertisements create abbreviation derived from the words that explaining about the advantage of the products that are ear catching. In the area of vocabulary, they use repeated words to emphasize the advantage of the products, such as 'ultra', 'extra', and 'dreaming'.

The use of referential function on the advertisements of products for women is to serve information. Most of the sentences on these advertisements are serving information about the products. Advertisements use referential to explain and to hint the advantages of the products, to concede on the situation and the problem faced by the addresser on the advertisements, to announce and new products or new innovation, to express and to imply the emotion, to mention the

contain of the products, to indicate the problem that audience has, to allege, to assert, and to affirm the facts that the products have to make the audience more impressed to the products, to disclose the facts about the products, to report the condition of the addressee on the advertisements, to relate and to emphasize the advantages of the products with the result that will be got by the consumer, and to swear, to attest, and to guarantee the advantages, so the audience feel sure to buy these products. So, the writer finds that most of the sentences in the advertisements use referential function. The more the advertisements serve the information about the products, the more they influence consumer to buy. The name of the products, the new formula of some products, and the most important is the advantage of the products. Related to the women language theory, this fact is suitable with the characteristic of women language, which is paying attention on information in detail. They are more interested on the advertisement, which serve information in detail.

The use of the contextual function on the advertisements of products for women are to create the communication between the advertisements and the audience and to inform the setting of the advertisements. The two tasks of this function are closely related with the information of the advertisements. Most of the advertisements of products for women create the communication between the advertised products and the audience by stating what problem that can be solved or what advantages offered by the products being advertised. Moreover, some advertisements state the setting of the advertisements. These facts are related

with the characteristic of women language, which is women tend to pay attention on information in detail. Thus, contextual function related to the detail information about the advertisements for the women.

There is no sentence that uses phatic function on the advertisements of products for women. It is indeed that one of the reasons of the women tendency to use tag question is to fill a facilitative function for conversation, such as generating 'small talk'. However, since the data are advertisements, so the conversation on the advertisements go straight to the problem being communicated on the advertisements. Furthermore, the duration of the advertisement is very short. The cost of the duration of advertisements on television is very expensive. The information of the products must be communicated in a short time to save the expense of the company who advert their products.

There is also no sentence that uses metalinguistic function on the advertisements of products for women. Indeed, metalinguistic function concerns with providing information and it is related with the characteristic of women language, which is women tend to pay attention on information in detail. However, metalinguistic function renegotiates something scientifically, such as explaining a special term in the physics and the chemicals subjects. Advertisement is not a scientific discourse, which is always studied in the classrooms or seminars. It is an informal discourse which communication appears between the fissure of the television or radio program or in the magazine.

Furthermore, women as the audience never take matter on the scientific explanation of the ingredients or the formula of the products, but they tend to focus on the advantages of the products. Thus, the advertisements never use the metalinguistic function to persuade the women as the audience.

CHAPTER V

CONCLUSION