

Abstract

Generally, different age groups usually use different language features. It may also occur in TV advertisements containing products for particular age groups. Besides language, TV ad also consists of other modes such as color. This study aims to describe the similarities and differences in the language and in the colors used in ads of cough medicines for children and for adults and to reveal the relation between the use of language and colors with the target age groups of the ads. A pair of ads was chosen as the data. They are OB Herbal Junior and OB Herbal ads. OB Herbal Junior is a cough medicine formulated for children, while OB Herbal is for adults. Since an advertisement can consist of several modes, the analysis should use the multimodality concept. The modes are grouped into three, they are written language, spoken language, and color (Kress, 2010; Kress and van Leeuwen, 2006). The results show that the language and colors used in OB Herbal Junior and OB Herbal ads have both similarities and differences. In the case of language, both ads use the words *redakan*, *batuk*, and *herbal*. However, the words like *jahe*, *liat*, *anak*, and *enak* are only found in OB Herbal Junior ad, and the words like *dengan*, *saya*, *ekstrak*, and *ramuan* are only found in OB Herbal ad. In addition, OB Herbal ad tends to use more standard form, complex words and grammar, and more words compared to OB Herbal Junior ad which uses more non-standard form and simple words and grammar. Based on the colors used, generally the colors in OB Herbal Junior ad are more various, more colorful and brighter than those in OB Herbal ad. Whereas, OB Herbal ad uses the colors which are more vintage and softer than the colors in OB Herbal Junior ad. It shows that the advertisers adjust the language and colors in the ads to indicate particular age groups.

Keywords: multimodality, language, age-grading, TV advertisements