

CHAPTER II

LITERATURE REVIEW

In this chapter the researcher explains the previous studies and theoretical review.

A. Previous Studies

The first relevant study used by the researcher entitled *Diction and Style Language In the column "From the Editor" and "Reports" Bentara Wacana Eksperana Junior High School Muntilan magazine 2008*. The study aims to describe the diction or choice of words and style of language used in the column "From the Editor" and "Reports" Bentara Wacana Eksperana Junior High School Muntilan magazine. The results obtained from these studies are (1.) the diction form a general word-Standard : date, games, exercise, opponents, players. For general word-non standard: in fact, half, surprise, thin. For Standard special-word: edition, teams, tournaments, and for the non specialnon standard: score, semi-finals, finals, quarter, foul out, center. (2.) The language style that was found a simile, personification, hyperbole, metaphor, paradoke, sinekdoke, metonymy.

The second relevant study conducted by Repinus. The study entitled *"Language Style In Advertising Medicine in SCTV"*. This research aims to (1) describe the types of style of language used in the advertisement of medicines in SCTV, (2) describe the characteristics contained in the style of language used in the advertising of medicines in SCTV, (3) determine the usefulness style of

language in advertising drugs on SCTV, (4) knowing what style that is most prominent in the advertising of medicines in SCTV. Results of the study are (1) there are 30 advertisements of medicines analyzed while a style that is found there are 10 species. The language style, polisidenton language (one ad), style parables (the ad), style antagonism (two ads), and style sinekdoke (one ad); (2) The characteristics of each type of style this language has the particularity of each but generally intended to affect the behavior of the audience in order to buy and use the product being advertised. Each style of the language used is intended to stimulate and create interest, also assured that the advertised product is trustworthy, worth buying and worth used; (3) uses the style language in advertising drugs on SCTV is to standard the audience's attention in order to listen to the information submitted, the information is expected to inspire the audience to carry out what is suggested, in this case the purchase and use of the advertised product; (4) style that is most widely used, first repetition language style, the two styles metonomia language, language style asidenton third, and fourth stylistic hyperbole. The use of this language styles to be easily remembered.

The similarities of these studies by this research is in the analysis of diction and language style. The differences from these studies compared to this research are three. The first differentiator, besides analyzing the style of language, researchers also analyzed diction contained in the commercial advertisement in *The Jakarta Post* newspaper in 2019. The second differences in the source data.

The data will be taken from *The Jakarta Post* for a month. The object of research were examined in this study are commercial advertisements in *The Jakarta Post*.

B. Theoretical Review

In this section, the researcher describe the theoretical theories that serve as support researchers in answering the formulation of the problem. These theories are deal with diction, language style, style, advertising, and *The Jakarta Post* profile. These theories based on Keraf and Well's Theory. These theories are as follows.

1. Diction

Choice of words is not only questioned the accuracy of the use of the word but also questioned the word used that does not spoil the atmosphere there (Keraf,2009: 22-23).

Keraf (2009) describes three main things about diction. First, the choice of words or diction includes the meaning of the words used to convey an idea. Second, the choice of words or diction is the ability to accurately distinguish shades of meaning from the idea to be conveyed, and the ability to find a form of words that correspond to the situation. Third, the choice of the right word and the corresponding mastery is only made possible by the large number of vocabulary.

Based on the above understanding, the researcher can conclude that diction is a person's ability to choose the right words to express ideas and harmony. Choice of words is not only questioned the accuracy of the use

of the word, but also the effects for the reader.

The meaning of the word is distinguished by denotative meaning and connotative word meaning (Keraf, 2009: 27). The following explanation of the meaning of the word according to the Keraf.

a. Denotative Meaning

Denotative meaning is called conceptual meaning (Keraf, 2009: 28).

The word eat, for example, means to put something in your mouth, chew, and swallow. In its pure form, denotative meaning is associated with scientific language because clear direction about specific facts is its main purpose (Keraf, 2009: 29).

b. Connotative Meaning

Connotative meaning is a type of meaning whose stimulus and response contain emotional values. Basically connotative arises because of the problem of social relations and interpersonal relationships, which personalize one person with someone else (Keraf, 2009: 29).

2. Language style

a. Definition of Language Style

Language style is the way people use the language in communication, it can be written or oral language (Chaika,1982:29). The style of language in the rhetoric is often referred as style. The style of words derives from the Latin word stylus, which is "a kind of tool to write

or engrave on a slab of wax". Furthermore, in the development of the style changed the meaning of words into the capabilities and expertise to write or use words are beautiful (Keraf, 2009:112).

In general, the style is a way of expressing yourself, whether through language, behavior, dress, and so on. In terms of language, style. Language is a way of using language. Style of language allows us to assess personal, character, and ability of a person who uses that language. The better the style of the language, the better the people vote against him, the worse a person's style, the worse anyway ratings given to him (Keraf, 2009:113).

The literary style can be defined as a way to express thoughts through language typically showing the spirit and personality of the author (speakers). A good style should contain the following three elements: honesty, courtesy, and interesting. With the three elements, the language style can be divided into good style.

Based on some understanding above it can be concluded that the definition of style is the typical way to express thoughts and feelings in verbal or written form. The specificity of this style lies in the selection of his words. Style of language used to give effect to the sentence.

According to Keraf (2009), the type of style language in terms of the language that is the style of the language based on the choice

of words, based on the tone contained in the discourse, sentence structure, and directly or absence of meaning. Style language based on the choice of words to question the use of the word are the most appropriate and suitable for certain position in the sentence, as well as the appropriateness of the use of the words seen from layers of language use in the community. The language style is divided into three, there are formal language style, informal language style and conversation language style.

b. Kinds of Language Style

William Well (2009:92) divides kinds of language into ten styles;

1) Simile

Simile is an explicit comparison between two things which has different reality. The words that are usually used are ‘as.....if’, ‘as.....as’, ‘as like’, ‘as though’, etc. For example, “he can swim as fast as a fish”.

2) Metaphor

Metaphor style is language style which comparing two matter implicitly, or in the other words an implied comparison of two unlike things. For example, you are my sun.

3) Personification

Personification is attributing or applying human qualities to inanimate object, animals, or natural phenomena. In the other words,

personification is describing non living object as if there are and lives like human being. For example, play with your beauty.

4) Metonymy

Metonymy style is replacing the name of something by the name of thing which has the same character or substitution of a word to suggest what is really meant. For example, she drives her new chevrolet.

5) Alliteration

Alliteration is a series of words that begin with the same letter or sound alike. In other words, alliteration is language style that has repetition of the same consonant sound that follow each other, it is usually used in poem and prose, to create beautiful sentence or to emphasize word. For example, “you come and you change my whole life now.

6) Assonance

Assonance is the repetition of vowel sounds, most commonly within a short passage of verse or language style that has repetition of the same vowel sound in words that follow each other, and it usually used in poem to emphasize or to make it more artistic. For example, you will have healthy and shiny white skin.

7) Ellipsis

Ellipsis is language style that omits a part of sentence which easily to be filled or interpreted by reader and make the meaning of sentence become clear. For example, ‘she looks fresh, pretty and... ‘

8) Euphemism

Euphemism is substitution of less offensive or more agreeable term for another. The expression of this style is used to replace the words that have insulting and unpleasant meaning. For example, change your dark skin by nivea whitening.

9) Prolepsis

Prolepsis is language style that using words, refuting anticipated objection as part of the main argument. For example, ‘Wow.....big sale up to 70%.

10) Hyperbola

Hyperbola is language style that exaggeration either the character or size of thing which has aim to emphasize, to intensifying, etc. For example. You will have a perfect feeling.

c. Advertisement Style

Wells (1995) states that there are several styles of advertisement in formulating the message. These include hard sell, soft sell, lecture, and drama, straightforward, demonstrations, comparison, problem solution, slice of life, and spokesperson.

1) Hard sell

Hard sell is rational informational message that is designed to touch the mind and to create a response based on logic.

2) Soft sell

Soft sell is a style which use an emotional message and it is designed around an picture intended to touch the heart and to create a response supported feeling and attitude.

3) Lecture & Drama

Lecture is a serious structured instruction given verbally by a teacher.

A Drama is a story or play builds around characters in some situation.

4) Straightforward.

This style advertisement conveys the messages more rational rather than emotional

5) The Demonstration

The Demonstration is the way of delivering an idea or message which is focused on how to use the product of what it can do for you.

6) The Problem-Solution.

This style advertisement conveys the message begins with some problem and also the product is presented as solution to it problem.

7) The Slice of Life

The slice of life is an elaborate version of a problems-solution message presented within the kind of a bit drama.

8) The Spokesperson

Using the person to speak behalf of product is another popular message technique. Spokesperson and endorsers are believed to build credibility.

9) Comparison

This style advertisement conveys the ideas or message by comparing certain product to other product.

Based on some of the terms above can be concluded that the type of language styles by Wells divided into nine groups.

d. Function of Language Style

Badiyah (in Hidayat,2004:11) defines the functions of language style are as follows:

1) To increase the readers's taste

Using the stylish language can raise the reader's thought toward what is being said by the writer, in this case, the advertiser. In addition, it will increase the public's opinion about what has been written or said, what is means, purposes, needs, and wants.

2) To persuade the reader

The functions of language style also can make the reader sure of what the writer or speaker has stated. Generally, the writer or the speaker attracts the reader using the rhetorical language.

3) To add the artistic effect of the idea being offered by the writer.

The third functions of language style is intended to make the reader impressed with product, service, and ideas offered. Conveying the ideas using good diction, jargon, and artistic word can be very helpful for the writer or the speaker in attracting the reader as many as possible.

4) To make the writer's idea clearer

For this point, some advertisers, usually, use daily word choice or word which is easy to be caught and understood by the reader in promoting their ideas, services, or products.

5) To create certain mood

The language style that is used by the advertiser can influence the reader's feeling and thinking. Thus, how the advertiser use the language style in their advertisement will create certain mood.

3. Advertisement

Advertisement is one form of communication. The advertisement delivery spoken verbally, such as through radio and other electronic media, and there is also emerging in writing, such as in newspapers, magazines and billboards. The advertisement contains a notice that was broadcast to the community for its readers interested in the content of the notice. In general ad contains something presented, offered, or to be sold. The aim to attract the attention of readers, the disclosure in the advertisement made such that

enticed readers want to purchase goods and services on offer (Arifin, 1992).

According to Liliweri (1992), advertising is a communication process that has a very important force as a marketing tool to help sell goods, provide services as well as the idea or ideas through the channel in the form of persuasive information. This notion has two meanings namely advertising is seen as a marketing tool and advertising as a communication process that is persuasive, however, both contain the same sense, the act of selling goods, services, and ideas to the audience. (Kasali, Sigler, & Baragi, 1992), reveals that the advertisement is a message that offers a product at the general public through a medium.

Advertisement consist of commercial and non-commercial types. Commercial advertisement aims to achieve the highest profit possible, by introducing products or services. Non-commercial advertisement, this advertisement aims to provide information and explain to the public about the service or counseling about community programs or services (Hendy,2009: 72-73).

According to some understanding above it can be concluded that advertisement is a means to inform something to attract the attention. Advertisement is also the means of notices something in which there is a message offering goods or services delivered to a wide audience. Advertisement creates in such a way that information and product offering of goods or services that can persuade readers to buy it. Besides language,

other elements of advertising are visual or picture. Visuals or images are symbols or non-verbal icons that are often present in advertisements. This visual or image can be the product that you want to advertise, models (people or animals) or illustrated images, including color choices advertisement.

4. Profile of *The Jakarta Post*

The Jakarta Post is the first English language daily newspaper in Indonesia. *The Jakarta Post* first publication was on April 25, 1983. *The Jakarta post* is a piece of writing about recent issue consists of particular topic namely news, politic, economic, education, etc.

The Jakarta Post began as a collaboration between four Indonesian media under the direction of Information Minister Ali Moertopo and politician Jusuf Wanandi. After it was first published on April 25, 1983, *The Jakarta Post* was published for several years with little advertising and increased circulation. After the change of chief editor in 1991, the daily began to take a pro-democracy position.

The Jakarta Post is committed to being present as "The Present Journal of Indonesia". This newspaper carries the challenge of continuing to provide news, entertainment and up-to-date views to the world community.

The Jakarta Post also has Sunday and Sunday editions, the contents are not found in the daily printed edition. The readers of *The Jakarta Post*

newspaper 66 percent are over 40 years old. *The Jakarta Post* readership consists of 74 percent men and 26 percent women, coming from the high class economics. Around 95 percent of the readers are university graduates, and only 5 percent of high school graduates. In line with this, the advertisement that appear are related with the target audience. Such as luxury watch advertisements, apartments and villa in Bali that are related with high class economics.

The daily targets are foreigners and high educated people Indonesian, although the number of Indonesian readers from the middle class also continues to increase. Famous as a training ground for local and international reporters, *The Jakarta Post* won a number of awards and was dubbed as "the foremost English language daily in Indonesia."

