

A STYLISTIC ANALYSIS OF ADVERTISING DISCOURSE: A CASE STUDY OF COKE COMMERCIAL ADVERTISEMENT

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ABSTRACT

This study attempts to examine the many linguistic idioms employed in English-language commercial and coke advertisements on the internet. By gathering five coke advertisements from the internet and using them as documentation, this research employed a qualitative descriptive methodology. Data condensing, data visualization, and conclusion/verification drawing are some of the data analysis techniques employed. As a result of this research, the researcher discovered three language styles used in analyzing the data: comparison, problem solution, hard sell, soft sell, lecture and drama, straightforward style, demonstration, and slice of life. The researchers also discovered three language styles used in coke product advertisements comparison, problem solution, hard sell.

Keywords: *Stylistics, Language Style, Coke Commercial, Advertisements, Internet*

Introduction

Language has a profound impact on how individuals behave, whether in terms of their thoughts or actions. This is so because language is dynamic rather than static. As stated above, people use written speech to express their ideas in written language. As a result, it may be observed in the use of various discourse forms, such as advertisements, announcements, newspapers, etc. With regard to advertising, the advertisers employ any words or concepts that will pique the interest of the audience in the subject matter or product. According to Adams et al. (2014), an advertiser's goal is to provide meaning to a product by creating associations in the reader's or listener's mind and encouraging them to purchase it. Advertising language is a persuasive language that is influenced by culture and contains straightforward statements, brief indirect sentences, and sentence fragments with unique emphasis and association values according to Jafari and Mahadi (2014). Advertising slogans are succinct, memorable words associated with certain companies that, according to Duboviciene and Skorupa (2014), define, present, and aid consumers in remembering the fundamental ideas of a brand or marketing campaign.

There are now publishing platforms for media including television, newspapers, radio, and the internet. The researchers chose the internet as a data source since technology is developing quickly right now. In the past, radio was the only way for people to hear the news and commercials. When it came to television, people used to frequently use it to read advertising, get news, and find other information. Additionally, most people currently have smartphones or laptops that they may utilize to find any information they require. People are no longer required to watch television while sitting down. Knowledge and digital technology have managed to change the landscape of human's life, including the aspect of communication (Talhah, et al, 2020).

Given that participants in discourse in advertising only participate passively, encoders utilise words and concepts that foster relationships and encourage readers to purchase the goods. They work to establish honesty and goodwill in their commercials in order to strengthen the relationship between the marketer and the consumer (Stanatellou, 2015). Advertisement provides its own interest to customers by adopting a good and emotive style.

(Caesari, 2020).

According to Adams et al. (2014), an advertiser's goal is to provide meaning to a product by creating associations in the reader's or listener's mind and encouraging them to purchase it. They emphasise further that these linkages are cultural in the sense that they are readily identifiable by any individual from the culture for whom the advertisement is developed. The contextual factors should be considered while interpreting the advertisement in light of the interpretation of these cultural components. The way a culture sees the world is mirrored in its language, according to Fairclough (1992), as cited by Stamatelou (2015). "Language use reflects culture and it is impossible to disassociate the two in any real sense."

As we all know, advertising is a form of mass communication used to inform the populace and encourage use of the product being promoted. Because of that, the language used in advertisements is usually clear, communicative, interesting and convicting (Umam, 2002 cited in Fauziah 2018). Then, the language employed in the advertising uses a variety of language techniques in an effort to grab consumers' attention and persuade them to buy their items. Language styles in advertisements, for example, are used to attract prospective consumers (Damayanti, 2018). The functions of language style can make the reader sure of what the writer or speaker has stated (Muthmainnah, 2016). Different types of commercials have been developed by their individual businesses, but only those with inventive language can draw in customers.

There are several styles of advertisement formulas the message. These include hard sell, soft sell, lecture and drama, straight forward, demonstrations, comparison, problem solution, slice of life, and spokesperson (Well, 1995) as cited by Ginting (2020). Hard sell is a style of advertisement that employs a direct and persuasive approach to convince consumers to purchase a product or service. It typically involves emphasizing the product's features and benefits, highlighting its superiority over competitors, and creating a sense of urgency or need to buy. Soft sell is a style that takes a more subtle and gentle approach to persuade consumers. Instead of using direct and forceful tactics, the soft sell technique focuses on creating a positive and emotional connection with the audience. Soft sell advertisements aim to establish a long-term relationship with consumers by positioning the product or brand as a trusted and desirable choice. Lecture is a

serious structured instruction given verbally by a teacher. A drama is a story or play builds around characters in some situations. Lectures are a form of direct address. Stylistically, the speaker addresses the audience from the television or written page. The audience receives the message "at the distance" the speaker presents evidence (broadly speaking) and employs such a technique as an argument to persuade the audience.

Straightforward advertising language styles only express directly the meaning and objectives conveyed by advertisements. In other words in this style advertisement convey the messages more rationally rather than emotionally. In a demonstration advertisement, the focus is on illustrating how the product works, its unique features, or the benefits it offers. This can be done through live demonstrations, visual representations, or comparisons with competing products. The goal is to provide tangible evidence of the product's capabilities, thus persuading the audience of its usefulness. Comparisons are the way ads convey an idea or message by comparing certain products with other products. It can be direct, where competitors are mentioned, or indirect means, which only refers to other leading brands. Problem solution is a common style used. In problem solution, the advertisement begins with show some problems and is presented as a solution to that problem.

Slice of life is used to create relatable and realistic advertisements that depict everyday situations and experiences. It aims to connect with the audience by presenting scenarios that they can easily identify with. This approach often involves showing characters in familiar settings and situations, highlighting the product or service being advertised as an integral part of their lives. Spokesperson refers to a person who represents and promotes a brand or product in advertising campaigns. The choice of a spokesperson depends on factors such as the target audience, the brand image, and the specific message the advertiser wants to convey. By featuring a spokesperson in an advertisement, the advertiser aims to enhance brand recognition, generate interest, and influence consumers' purchasing decisions.

Some previous study have analysed stylistics analysis on different objects, some of them were Amelia Ginting, et all (2020), her research aim to find out the types of the language style used and the function of it in selected Woman Commercial Product Advertisement. The finding showed that hard cell style mostly appears in women product's advertisements because the advertiser mostly used a rational

informational message that is designed to touch the mind and to create a response based on logic. Another is Wei Zhou (2018) conducted research on stylistic analysis of English advertising language. He analysed from the three perspectives of vocabulary, syntax and rhetoric. He found English advertising language is different from formal English in word use. English advertising language owns a dramatic way of expression due to the wide use of various kinds of rhetoric, which makes advertisements catchy and readable. Then, another study was conducted by Angraini (2015), his study aim was to describe types of stylistic features used in Russian advertisement slogan and interpret the writer's intention behind it. He analysed it by using stylistics features which limited in graphology, lexicology, syntax, grammar and semantics. She found that stylistic features in Russian advertising slogan were clear and not ambiguous. They were conveyed the way they were. They knew their audiences well as it was shown from the advertisements above.

This research conducted to fill the gap with previous study by analysed the language style used by selected coke drink's advertisement which are famous in Indonesia which focused on the kinds of language style and also investigate how the language style are used in that selected advertisement.

The goals or objectives of advertisements might vary from one advertiser to the next. For instance, some marketers want to boost sales, establish their brands and enhance brand awareness, etc. Colley (1961) asserts that the purpose of advertising is to complete a designated communication job with a certain audience in a specific amount of time. It was impossible to discuss every conceivable advertising goal. An advertisement must first catch the consumer's eye before piquing their interest in the good. The consumer will eventually decide to purchase it after developing a desire to use it. According to the American Marketing Manager Handbook (AIDA, the aims of attention, interest, desire, and action are abbreviated as "AIDA").

Language style, according to Chaika (1982), is the manner in which individuals communicate using a language, whether it be spoken or written. Language style is the choice of linguistic constructions to convey social or artistic consequences. A style can also serve as a manual. We skillfully manipulate other people, and whether consciously or unconsciously, we are also manipulated. Depending on the context they are in when communicating with others,

people typically use formal or informal language. The use of style also instructs the audience on how seriously, cynically, humorously, or in other ways to perceive what is being conveyed.

According to the phrase above, style refers to the manner in which people present ideas or messages. Knowing the circumstances and communication method of the speaker or author makes it easier for us to understand their ideas or messages. It refers to the manner in which a speaker or author conveys their ideas or messages, whether on a professional or informal occasion: seriously, sarcastically, or hilariously.

According to Chaika (1982), communication entails the transformation of messages from the speaker to the listener. These messages are communicated by intonation or infection that is provided by style. By the statement above, one must decide on the communication's purpose before choosing a language style. Given that a society is made up of a wide variety of people with various personalities, one of them is abusing to convey the message.

The goal of advertising is to support a product's effective marketing, which can boost sales and profits. Kotler (1997) defines the objective of advertising as follows: An advertising goal is a certain communication task and level of achievement that must be achieved with a particular audience in a particular amount of time. According to the description given above, advertising serves the special communication function of reaching a certain target audience within a given time frame.

According to Kotler (1997), the following makes an effective advertisement message. The key message is that any medium in which attention can be directed—generally or specifically—at potential buyers should be considered when an advertisement is presented. This can be accomplished by adding flare or excitement to drawings or writings, making songs memorable and fascinating, making terms that make pledges an interesting example, and emphasising warranties, features, and advise.

An intriguing aspect is that it must elicit a want to learn more and to read, hear, and watch more precisely crafted advertisements that were successful in luring customers. The corporation often handles this, for instance by employing a figure artist or actor. Before creating a new presentation of the advertisement that can inspire a person's desire to buy, the company must first understand the person's motivation for making a purchase. The two types of purchase motivations are intellectual and emotional. People will thus

consider the profit or loss in the purchase price, for instance in terms of quality, efficiency, and so on, if they are acting rationally. While the emotional motivation to buy things based on feelings, like buying things for status. for advertisements delivered to a specific audience through a presentation designed to encourage brand purchases. As a result, the consumer is encouraged to evaluate the quality and distinguishing features of the promoted goods, increasing their desire to purchase. When a strong desire manifests, the consumer will act by making a purchase of the offered good. Additionally, happy customers are more likely to make repeat purchases or even indirectly influence other customers to purchase the product.

Thus, the objective of this article is to find out what language style that they used in their advertisement whether the language style used fill the effective advertisement according to Kotler (1997). So that, the finding of this research completing previous research by provide the insight about language style to reveal the goal of the coke drink's advertisement itself.

Method

The research used in this study is descriptive qualitative. Since the data will be analyzed and described descriptively, the researcher adopts a descriptive qualitative research design in particular. As a result, the research presented a thorough explanation of the data in the form of descriptions. Descriptive method is a method of research that makes the description of the event or situation. Descriptive research designs help provide answers to the questions of who, what, when, where, and how associated with a particular research problem; a descriptive study cannot conclusively as certain answers to why. The research method, according to Darmadi (2013), is a methodical approach to gathering information for certain uses. According to the scientific method, research efforts are founded on the rational, empirical, and methodical aspects of science. Using this method, researchers describe and analyze certain data and provide interpretations about it. The subject of the study was tree advertising slogan from soda drink which were Coca-Cola, Pepsi, Sprite, Fanta, and Tebs. The researchers chose these three brands because they are very influential and famous, and each company get millions of followers from around the world, so it is interesting to discuss. The data were taken from the internet. The data was collected by using content-analysis. The purpose of content

analysis is to organize and elicit meaning from the data collected and to draw realistic conclusions from it. Content analysis is research that can analyze human communications, how people plan their lives, what people know about something, and how people react to something. The content analysis employs methods to examine the data, images, printed text, sounds, social media, articles, books, journals, and the web – mainly to understand what people mean, what people enable, and what the information conveyed by them says to the business or the society at large. It consists of analyzing the contents of documentary materials such as magazines, newspapers, TV advertisement, YouTube advertisement, and the contents of all other verbal materials.

Findings and Discussion

The researchers took five pictures of coke advertisements from internet, such Google and Pinterest. They are Coca-cola, Pepsi, Fanta, Sprite, and Tebs. Below are the analyses:

Figure 1
Coke Advertisement 1



<https://shorturl.at/jtLQ3>

Table 1
Language Style of Coke Advertisement 1

No.	Slogan	Language Style
1.	They don't make 'em like they used to. WE DO. Original Taste Coca Cola since 1886.	Comparison

The advertisement above is a coke advertisement of Coca Cola. This product convinces their consumers that their product recipe is always the same as they made them since 1886 until now, 137 years away since they first made it. Language style used in this advertisement is comparison. The comparison is the way ads convey an idea or message by comparing certain products with other products. It differentiates two or more products and usually considers the advertiser's brand to be superior (Wells, 1995).

This can be seen in the commercial, the

advertiser shows the customers that other products, their competitors produced is not the same as the produce it now. Their recipe may have been added or changed that doesn't make the product original like Coca Cola did. It also explain implicitly that Coca Cola is the good choice for coke drink than other product because it has original taste and have been existed since 1886. The inclusion of the existed year also explain that this product have been trusted from a long time ago and make this as the pros of it. People often prefer to choose product that has been existed since for a long time than new one. So this comparison make more people finally chose this product than other product.

To conclude, this is include in comparison style because it differentiates two or more products and usually considers the advertiser's brand to be superior (Saputri et.all, 2022).

Figure 2

Coke advertisement 2



<https://shorturl.at/mux27>

Table 2

Language Style of Coke Advertisement 2

No.	Slogan	Language Style
2.	Pepsi in Atlanta. How refreshing	Problem Solution

The advertisement above is a coke advertisement of Pepsi. This advertisement targeted people in Atlanta, since the summers are hot and muggy; the winters are short, cold, and wet there.

Language style used in this advertisement is problem solution. The problem solution style is also known as the product as hero technique, the message begins with some problem and the product is presented as a solution to that problem (Wells, 1995). This style is common technique which is used by advertisers to make their product advertised run smoother. This advertisement starts with the problem of Pepsi in Atlanta, which is has hot weather. This product shows the consumers of Atlanta that drinking a

Pepsi will make them feel a bit fresh because Atlanta is very hot in summer. Explicitly, this will make people in Atlanta interest to buy this product. Implicitly, because this advertisement using Atlanta, people in other place that also has hot weather will interest to buy it because to make them feel fresh. As we know that every place in this world has hot weather, so, actually this product targeted all people in every place, not only Atlanta. Here, Atlanta use just as the symbol to represented hot place. Finally, Pepsi existed as coke drinks to give solution for everyone when the weather is hot.

Figure 3

Coke Advertisement 3



<https://pin.it/3IZJ7cu>

Table 3

Language Style of Coke Advertisement 3

No.	Slogan	Language Style
3.	Enjoy the natural juice inside with a twist.	Hard Sell

The advertisement above is coke drink product advertisement of Fanta. Fanta falls under the category of fruit-flavored sodas. The primary characteristic of Fanta is its fruity flavors, with orange being the most well-known and widely available. However, Fanta also offers various other flavors such as grape, strawberry, pineapple, apple, and more, depending on the region. Fanta can provide a refreshing sensation due to its carbonation and cold serving temperature. The fizzy and cold nature of the beverage can offer a sense of refreshment, particularly on hot days or during social gatherings.

Language style that used of this advertisement is Hard sell. Hard sell is a style of advertisement that employs a direct and persuasive approach to convince consumers to purchase a product or service. Previous study said that hard-sell type is focused on describing the

product's main features without using promises and dreams but rational information about the product (Dennaya & Bram, 2021)

The approach of this style is direct and emphasizes tangible product features, facilities and benefits. This can be seen from the slogan “enjoy the natural juice inside”, here the word “natural juice” is as the feature of this slogan. The addition of twist in this product also become the feature. It persuades the customers to think and believe that this product has natural juice inside and twist. People agree that natural juice is delicious and healthy, as people know that coke drink is not healthy drink, but this product highlight the natural juice which make this product look healthy.

So, this advertisement makes the costumers notice this product and buy it.

Figure 4
Coke Advertisement 4



Table 4
Language Style of Coke Advertisement 4

No.	Slogan	Language Style
4.	Have a crisp, clean taste lemon lime flavoured soft drink That really quenches your thirst!!	Problem Solution

The advertisement above is coke drink product advertisement of Sprite. Sprite is a lemon-lime flavored soda that is known for its refreshing and crisp taste. Sprite contains carbonated water, high fructose corn syrup (or sugar, depending on the market), citric acid, natural flavors, sodium citrate, and sodium benzoate.

Sprite is primarily marketed as a thirst-quenching beverage and is often consumed to provide refreshment and hydration. It is a non-caffeinated drink, which makes it a popular choice for those who want a carbonated beverage

without the stimulating effects of caffeine. The lemon-lime flavor gives Sprite a tangy and citrusy taste that many people enjoy.

Language style that used of this advertisement is problem solution. Problem solution is a language style that presented a solution to a problem. According to previous study, problem solution style is the message begins with some problems and the product is presented as a solution to that problem (Saputri et.all, 2022).

Here the word “thirst” is become a problem. This advertisement persuades the customers by said that this product have a crisp, clean taste lemon lime flavoured soft drink which can quenches the thirst that you feel. It persuades by act like a drink that can solve your problem and become best solution.

The used of exclamation mark in the end of slogan also make it as command to customers to buy it. Then, after giving problem which is thirst, they give solution which is coke drink, Sprite. So the customers will interested to try and buy it when they in thirst condition.

Figure 5.
Coke advertisement 5



<https://images.app.goo.gl/tCfBeMQjBYP9DWYZA>

Table 5
Language Style of Coke Advertisement 5

No.	Slogan	Language Style
5.	Dare to be different Tea with shocking soda	Comparison

The advertisement above is coke drink product advertisement of Tebs. Tebs is a fruit-flavored tea with sparkling water so it tastes very refreshing. Tebs are great to enjoy after a workout. You also don't need to doubt the quality of Tebs because this drink is produced by Sinar Sosro.

Language style that used of this

advertisement is comparison. Comparisons are the way ads convey an idea or message by comparing certain products with other products (Wells, 1995 in Herdian & Supri, 2020).

Even this product did not compare directly and mention the competitor, this product used the sentence “dare to be different”, that sentence compare itself to other product because said that this product different with other soda drink. Then, it continued with sentence “Tea with shocking soda” as the explanation that the thing that make this product different with other product is because it contain shocking soda which can make people who drink it suddenly become fresh and surprise.

People will curious about the shocking soda inside this coke drink, they will curious about is there any different of this soda with other soda from other product. So the customers will buy it and try it to taste the shocking soda and to compare the soda to other product. This called as comparison.

Discussion

From the finding above, researchers found that there are three types of language styles used in those coke drink’s advertisements: 1) Comparison 2) Problem solution 3) Hard sell. Two of them used comparison, two of them used problem solution, and one of them used hard sell. First, Coca-cola used comparison language style because they claimed that their product is a good choice for coke drink than other product because it has original taste and have been existed since 1886. Second, Pepsi used problem solution language style as in their advertisement they said that Atlanta has hot weather and need Pepsi to refresh them. Third, Fanta used hard sell language style, as they highlight their product’s features that are natural juice and twist. Fourth, Sprite used problem solution as they said that this coke drink can solve customers’ thirst. Sprite and Pepsi used same language style and similar content of advertisement. Fifth, Tebs used comparison language style as they said that their product is different to other product with slogan “dare to be different”. Tebs and Coca-cola used same language style. From this research, found that famous coke drink advertisement mostly used comparison and problem solution as language style to promote their product. It is different with previous studies, such as Haqqo (2016) has analysed language style in Jakarta post advertisement. Munirowati (2018) has also done

the analyses of language style in Malang post advertisement. Rahmawati (2019) has also analysed language style in New York time advertisement. All of them found that hard sell is the most dominant language style used in advertisement. But, from this research, it can be said that hard sell is not always become the most used in advertisement. Sometimes, comparison and problem solution become the most used in a product, for example in this research, in coke drink advertisement.

Conclusion

Based on the research result as presented in the previous chapter, the researchers concluded that the famous coke drink used different language styles in their advertisement. The difference is caused by the goal of the coke drink’s advertisement itself.

The goal of using the comparison style in the coke drink advertisements such as Coca-cola and Tebs were to persuade the customers by compare their product to other product and tell that their product is better than others. Then, the goal of using the problem solution style in Pepsi and Sprite advertisement were to persuade the customer by trying to become solution to customers’ problem like their thirsty problem. Last, the goal of using hard cell style in Fanta was to persuade the customers by giving explanations to the customers about their features/ ingredient use to make the customers think and believe that this product is good and has special ingredients.

Previous studies have discussed language style, but they barely discussed the language style in coke drink advertisement. So, this research was conducted to fill the gap with previous studies by analysing the language style used in selected coke drink’s advertisements, which are famous in Indonesia. Hopefully, in general, this research can help the readers to understand the goal of coke drinks advertisement by knowing the language style used. Specifically, this research can help linguistics or language enthusiast to add the knowledge related to language style in coke drink advertisement.

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