

# THE IMPLICIT MEANING OF JAKARTA GLOBE VIDEO ADVERTISEMENT

Anis Fery Yusanti

STKIP PGRI Ponorogo

neishasmitb08@gmail.com

**Abstrak:** Iklan merupakan alat bagi perusahaan untuk berkomunikasi dengan pelanggan untuk mempromosikan suatu produk kepada publik. Sejatinya, iklan mengandung pesan tersirat maupun tersurat. Penelitian ini bertujuan untuk menganalisa makna tersirat dari iklan video perusahaan Koran Jakarta Globe, dari aspek macrostructure, konteks, dan bahasa non-verbal. Penelitian ini menggunakan pendekatan kualitatif dengan desain analisis wacana. Data diperoleh dengan menggunakan teknik observasi dan studi pustaka. Analisis data menggunakan teknik Miles and Huberman (1994) yang meliputi penyajian data, reduksi dan verifikasi. Hasil dari penelitian ini adalah (1) aspek microstructure, pembuat iklan mengilustrasikan pesan dengan menunjukkan dialog yang berisi kesalahpahaman dan salah pemilihan dalam menggunakan Bahasa Inggris antara wanita dan pria, (2) aspek macrostructure dalam kasus ini adalah konteks, pembuat iklan menambahkan informasi dalam format co-text dan intertext, (3) segi non-bahasa verbal, terdapat ekspresi wajah dan perubahan warna animasi untuk memperjelas pesan yang ingin disampaikan, (4) pesan tersirat yang terkandung dalam iklan ini adalah komunikasi bukan hanya tentang bagaimana menyusun kata secara benar tetapi juga menggunakan secara tepat berdasarkan konteks dan kaidah masing-masing. Setiap bahasa selalu membawa kaidah kebahasaan dan tidak dapat disamakan satu dengan yang lainnya. Pembuat iklan juga mengajak masyarakat untuk gemar membaca sebagai langkah dalam meraih kesuksesan.

**Kata kunci:** Makna Implisit, Iklan Video, Koran Jakarta Globe

**Abstract:** Advertisement was the tool of company to communicate with the customer and promote the product to public. Advertisement carries messages implicitly and explicitly. This paper was aimed at analyzing the implicit meaning of the Jakarta Globe newspaper video advertisement. The method used was qualitative, specifically designed as discourse analysis. The data were collected through observation and literary study. The technique of analysis data used was Miles and Huberman technique, included data display, reduction and verification. The results of analysis were as follows: (1) the microstructure aspect, the advertiser illustrated the message by showing the misunderstanding dialog and wrong diction between the man and woman, (2) the macrostructure analysis. the advertiser added information on the co-text and intertext, (3) non-verbal sign, there were facial expressions, changing color and animation to help understand the meaning, (4) the first implicit meaning, communication was not only the matter of arranging a good but created the same interpretation between the speaker and bearer.

**Keywords:** Implicit Meaning, Jakarta Globe Newspaper, Video Advertisement

## INTRODUCTION

Language can be categorized as the essential part of human being life. People use language either spoken or written to communicate with other. Human being as the social creature, they cannot life individually without interacting with

other people in social behavior. Language has a great impact towards people and their behavior. Crystal stated “the systematic, conventional use of sounds, signs or written symbols in a human society for communication and self expression” (in Mahadi and Jafari, 2012: 231). From the statement

above, it can be said that, when people were saying about something whether in verbal or written communication, they used kind of sign to express some information. When people use language to communicate with others, they not only arrange good sentence than express, but also should make sure to avoid misunderstanding. According to Gee (2005:2) “language has a magical property, when we speak or write, we design what we have to say to fit the situation in which we are communicating. But, at the same time how we speak or write creates that situation“. Based on the statement, communication not only the matter how good the language arranging but another aspect also give the contribution in expressing the meaning.

According to Yule (1996:83), there are there functions of language and every single part has relevance with others. The First is using language not only as the interpersonal or taking part in the social function. The second is language also creating well formed and appropriate text or textual function. The last is language representing thought and experience in coherent way or ideational function. It can be concluded that the interrelated corporation between speaker and the listener to produce two ways communications is very important. To create the communication well, the speaker must really understand about the structure and context.

In today’s globalization, there are a lot of technologies and businesses take the advantage language. Cook (2006:1) stated that in contemporary society, advertising is everywhere. We cannot walk down the street, shop watch television, go through our mail, log on to the internet, read a newspaper or take train without encountering it. Advertisement becomes the important thing in business. They use language as the marketing tools and use it as the communication media for the client and consumer to sell the product and service.

Advertisement is kind of mass media advertising in marketing communication tools, it is used to promote their offerings and achieve financial and non financial goals (Shimp, 2010:7). Advertising can be said as the key of the marketing product and service. By using advertisement,

product or service sell to the public easily. There are three general forms of advertising which close to human’s life, the first is radio advertisement, second is printed advertisement and the last is television advertisement. A good communication inside the advertisement will really help to deliver the message to the target. As a media of communication, every advertisement has message to be delivered to the customers. Advertisement referred as a discourse. Advertisements have a lot of signs or illustrations which have meaning behind it. Advertisements use a sign system which is comprised with verbal and non-verbal signs. In advertisements, language is the verbal signs, while illustration, color, etc is the non-verbal signs.

In the advertisement, the advertiser always put many messages for public implicitly and explicitly. Jakarta globe is the newspaper company that takes place at Jakarta. Jakarta globe is the English newspaper in Indonesia that gets much attention from the reader. The video uses the combination of picture, music and English language. The writer chooses Jakarta Globe Advertisement as an object because it is not only engaged a grammatical aspect, context and the social practice of the members but also the combination of music, picture, background knowledge and language as the illustration. Based on the background of this study, the writer takes the title: “The Implicit Meaning of Jakarta Globe Video Advertisement”

The purposes of this study are (1) to explain the linguistic meanings of Jakarta Globe Advertisement (2) to describe the contexts analysis of discourse in Jakarta Globe Advertisement (3) to describe the non-verbal sign analysis in Jakarta Globe Advertisement (4) to know the implicit meanings of discourse in Jakarta Globe advertisement.

## **METHOD**

The study focuses to find the implicit meaning in Jakarta Globe Advertisement. To get the implicit meaning, the writer follows the several steps. At the first one, the writer chooses qualitative as the method of analysis. After done with the method of analysis, the writer decides the object of the study. In this case, the object is the Jakarta Globe

Advertisement which is published on YouTube on 2011. According to the problem limitation, the writer focuses on the advertisement which is published on YouTube entitled “My body is not delicious”. To get the data, the writer follows some several steps and those are (1) find the advertisement (2) choose the data which has English language (3) watch the data often (4) reduce the data based on the problem limitation (5) validate the data (6) get the data.

The writer validates the data by doing the interview to the 3 subjects of validity. The first subject is English teacher who has experience in teaching English for more than 4 years. The second subject is the audience who does not know about English but use English as communication in his job. The third subject is the college of English Department in a university who had learnt English for seven semesters. Technique of analyzing the data, the writer has decided to use micro and macrostructure approach. Microstructure is the approach which focused on analysis language based on the linguistic aspect. In this case the writer analyzes the data based on the semantic, syntactic, stylistic and rhetoric aspect. Then, macrostructure focuses on holistic meaning of the text. There are some aspect outside the linguistic aspect that used to get the implicit meaning of the advertisement that is: (1) context, and (2) Non Verbal Sign.

## FINDINGS AND DISCUSSION

In this chapter, the writer describes the further explanation related to the finding and discussion. According to the structure of the advertisement, this advertisement is also arranged of sequence part. To analyze the data the writer divided the part of advertisement in to three, those are: opening, body of advertisement and closing.

### Opening

In the opening, it contains the illustration of the advertisement to make the audience interest to watch. This is the first part that is shown by the advertiser. The illustration contains a dialog and also the context of advertisement. The illustration is started by showing the beautiful woman got off

from the car. She dressed perfectly and walked inside confidently. When she was trying to get a glass of drink suddenly she sneezed. Then, the conversation between the man and woman is started here.

Data 1

Girl : hzzzzz (*sneezing*)

Man : God bless you

Girl : sorry, my body is not delicious

Man : your body is not delicious

Girl : I got rain rain when I go walk walk.

Man : pardon

From data 1, it can be analyzed from several aspects. The first aspect is microstructure. Microstructure aspect of analysis can be divided again into 4 particular aspects. Those are: semantic, syntactic, stylistic, and rhetoric.

From semantic aspect, the writer found some misunderstanding on data 1. The conversation on the dialog between the woman and the man was confused. The woman did wrong diction when having communication with the man. In this case, the man greeted the woman by saying “God Bless You” because he heard the woman sneezed. Then, the woman answered by saying “sorry, my body is not delicious”. From the meaning aspect, those expressions were not understandable. The word “delicious” usually uses to express the taste or smell of food but the woman used to express her body. The next misunderstanding is happened when the woman continued her explanation by saying “I got rain-rain when I go walk-walk”. This expression not only made misunderstanding but also did not analyze the meaning. English language did not use repetition of words. It can be concluded that the cause of the woman sneezed suddenly because her body was not taste or smell god. From the semantic aspect of analysis, it really makes confuse understand the meaning. The expression or statement dialog on data 1 between the woman and the man it looks like there was no connection.

Syntactic aspect is analyzed the structure of the text. The writer found the wrong diction that caused some misunderstanding on the data1. When the woman was trying to tell her condition, she used “my body is not delicious”. The word

“delicious” usually used to express food. For unhealthy body condition, it can be used “I fell sick” or “I am not felling good”. That expression if translated into Indonesian language become “*saya kurang enak badan*” and it can understand well. It can be concluded that the woman uses the system of Indonesian language to speak English. Her structure was influenced by Indonesian language. It is due to lock of that the woman’s knowledge in English still low. She did not know that English has some specific structure in arranging words to create the meaningful sentence. Indonesian language also has specific structure and it must be different if comparing with English structure.

From the stylistic aspect, Her Indonesian language is still dominant even when she must choose the best diction and sentence structure. This case can be seen on the example when the woman has to express her condition after got sneeze in front of public. She used my body is not delicious to express her condition. For the rhetoric aspect, it cannot be analyzed in detail. Some of the data have mistakes, as the example diction and the structure in arranging the sentence but her style is using English language can be decided as Indonesian style. It can be seen from how she arrange the word and choose the diction on data 1. Her Indonesian language was influenced so much to her English.

The second aspect analysis from data 1 is context and non-verbal sign. On the context, the writer found substance, it is the physical material which carries or relays text, music and picture. In this case the substance carries not only text but also music and picture together. The substance is electronic media especially Youtube. Then, Paralanguage is the meaningful behavior accompanying language. From the data 1, the advertisement displayed paralanguage especially facial expression. For the situation, the writer found many properties that were used by the advertisement to give the detail illustration. The advertiser tried to create the luxury concept. The writer also found some co-text, but in different language. The advertiser uses it as to help catch the meaning. Intertext is found on the text “my body

is not delicious”. It can be analyzed from both interpretation between the man and the woman.

From data 1, it is found some participants that give contribution to the advertisement. In this advertisement the sender is the Jakarta globe company as the owner of the advertisement. The second sender is Youtube’s company as the media to broadcast the advertisement. The actor and actress become the addressers who deliver the message and purpose of the advertisement. The receiver is the audience or Youtube user. The function of the text not only selling the product but also giving some information related to the English language. The writer also found Non-Verbal sign that showed a meaningful message from the man to the woman. The man actually fell confused even he did not say in verbal language. There was a different facial expression and it shown by the picture bellow. The advertiser also put detail information by adding some punctuation on the cloud that actually represented the man thought.



Figure 1: Body of the advertisement

Both pictures above are data 2. Those pictures actually still have relation with the data 1. After analyzed based on the several aspect especially microstructure aspect for semantic aspect, the writer found the expression “lost in translation” has the meaning there is confusion in translating language, from Indonesian language to English language. This expression emphasized that there is lost in translation and misunderstanding on the previous dialog. In this case is dialog on data 1. The second expression is “does English give you an edge” and it has the meaning to ask the audience whether English give any advantages or not after the illustration on the previous data. From the syntactic aspect, there is nothing wrong from

both expression on data 2 and it different with the previous data.

From data 2, the writer found different participant on the context aspect of analysis. The other aspect beside participant is almost the same with the explanation on data 1. In this case, the advertiser used voice over to deliver the message. The verbal sign is not about facial expression, gesture or voice tone but it is about the appearance of text. The advertiser made 2 different color from the text “does English give you an edge?”. For the text “does English “the advertiser used white color and for the text “give you an edge”, the advertiser used red color. For the background, the advertiser used full black color. It made the text looked clear and contrast.

### Closing

Closing is the last part from the advertisement. The writer found 2 major component, those are second illustration and signature line. From the second illustration the advertiser used dialog again between the man and the woman. In this case, the advertiser illustrated the woman was holding a plate of noodle. She was trying to offer to the man.

Data 3

The woman : do you like me?

The man : (*no answer*)

The woman : still hot you know

From data 3, the writer found again the same case like on data 1. The woman said was difficult to understand and sound strange. The meaning from data 3 is the woman was trying to ask to the man whether he liked her or not because she was hot. It sounds rude and do not match with the content. She was illustrated holding a plate of noodle. The word “me” here may has other meaning. It those expressions are translated into Indonesian language, the word “me” means noodle. So actually she was offering noodle. From the syntactic aspect, the writer found that the woman use wrong diction to express the noodle even though the structure was right.

The stylistic of the woman is the same on data 1. She has Indonesian style in speak English. It can be seen from the text “do you like me”.

The woman calls the noodle “me” and Indonesian language call the noodle with “mie”. It has the same pronunciation but different meaning and referent. The rethoric aspect, the writer did not found any rethoric aspect because the delivery with no specific sense so it cannot analyzed in detail.

From the aspect context, the writer found the different between the two previous data. It is on the aspect function. The function of this dialog or text is to maintain the interesting of audience when watching the advertisement. This advertisement has two illustrations. The first was in front of the part and the second was coming after the body of the advertisement. It also has the function to persuade more the audience for buying the product by showing the trouble of someone who did not use English well. The writer also found the aspect of non-verbal sign especially the facial expression. The picture bellow shows the man’s expression when the woman said to him.



Figure 2: The character’s expression

The picture above was showing the facial expression when the woman finished her thought. The man just looked at the woman, up her face and his mouth was open little bit. Based on the previous explanation, there is misunderstanding between them. The man did not know what to say because he did not understand to what she said. His facial expression actually represents his thought.

The last part in closing is the signature line. The writer found brand name and slogans as the closing to the advertisement and it was shown on the picture bellow.



Figure 3: The closing of advertisement

Data 4 was taken from the picture above. “read the Jakarta globe, your daily dose for success”. Actually the slogan of the company is only “Jakarta Globe your daily dose for success” but the advertiser adds the text that was said by the voice over. From the microstructure aspect especially the semantic aspect, that expression has the meaning as the audience to read the Jakarta Globe as the one of ways to get the success. From the syntactic aspect the pronoun “your” refers to the public audience. The writer also found that the advertiser also used hyperbole style for the rhetoric aspect to persuade people to buy the newspaper. It can be seen from the slogan. The word “dose” is usually used for medicine. It can be said that Jakarta globe can be as the supplement to get the success.

From the aspect context, the writer found the different aspect between the others. On the aspect participant, the advertiser did not used actress and actors to deliver the message but used voice over. The writer also found a non verbal sign that used on data 4 but the non-verbal sign was not kind of facial expression and voice tone. The advertiser used animation on the text “Jakarta Globe”. The animation made the text turn bigger and bigger slowly. This action made the text looked clearly than other text on one screen. The second animation is the text turn color and it made the focus of the audience only for the text “Jakarta Globe”. This is different with the other text, the advertiser did not put any animation.

## CONCLUSION

From the linguistic aspect or microstructure of analysis, the writer found that the advertiser used misunderstanding dialog between the man and woman as the illustration. The woman had chosen the wrong diction that caused misunderstanding in getting the meaning. In this case the woman was much influenced by her Indonesian language. From the context analysis, the writer found that the advertiser showing the detail context to make sure the audience or public has the same interpretation. The writer found co-text and intertext that used by the advertiser in Indonesian language. From the non-verbal sign, the writer found that facial

expression also delivery some message. Facial expression is usually used to represent the thought without saying on verbal word. The advertiser also used changing color and animation to emphasize the message. The implicit meanings from the advertisement are: first, communication not only the matter of how good in arranging the word into sentence but also must understand to put based on the used and create the same interpretation between the speaker and listener. Second, every language own system and carried own culture. Third, the advertiser also persuaded the people to read as the effort to get success.

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