

THE IMPLICIT MEANING OF *COCA-COLA* TV ADVERTISEMENT

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Abstract

To make a communication run well, the speakers need to know the context and structure of the text in the harmony style. People cannot walk down the street, shop, watch television, send the mail, log in the internet, read a newspaper or take a train without encountering ads around them. Advertisement in the television makes a great deal of interaction between producers and consumers. This qualitative research aimed at describing the grammatical cohesion and the context of situation which occur in *Coca-Cola* TV advertisement in microstructural and macrostructural approach. The grammatical aspects of *Coca-Cola* advertisement were contained the following aspects; the use of references, ellipsis, substitution, and conjunction. The most grammatical aspect occurring in the *Coca-Cola* TV advertisement was references. In case of the context, three contexts were found in the data; physical, social, and language context. The implicit meaning and function of discourse in *Coca-Cola* TV advertisement is the passion of the youth to share their happiness.

Keywords: Grammatical; Context; Discourse Analysis; TV Advertisement

Abstrak

Untuk membuat komunikasi berjalan dengan baik, pembicara harus mengetahui konteks dan struktur teks dalam gaya yang harmonis. Siapapun tidak dapat melewati jalan, berbelanja, menonton televisi, membaca surat, mengakses internet, membaca koran, atau naik kereta api tanpa melihat iklan di sekitarnya. Iklan di televisi membuat banyak interaksi antara produsen dan konsumen. Penelitian kualitatif ini bertujuan untuk mendeskripsikan kohesi gramatikal dan konteks situasi yang terjadi pada iklan TV *Coca-Cola* dengan pendekatan mikrostruktur dan makrostruktur. Aspek gramatikal iklan *Coca-Cola* adalah sebagai berikut referensi, elipsis, substitusi, dan konjungsi. Aspek gramatikal yang paling banyak muncul dalam iklan TV *Coca-Cola* adalah referensi. Tiga konteks ditemukan dalam data; konteks fisik, sosial, dan bahasa. Makna tersirat dan fungsi wacana dalam iklan TV *Coca-Cola* adalah semangat anak muda untuk berbagi kebahagiaan.

Kata kunci: Tata Bahasa; Konteks; Analisis Wacana; Iklan TV

INTRODUCTION

Communication and language are two things that can't be separated. Both of them are used in daily life human's interaction. Sumarlam (2010:1) states that communication

used to share information, idea, reality, etc. with others by language. Similar to Sumarlam, Arifin (2018) explains that language becomes the main medium to create and exchange meaning among the speakers. It can be interpreted as well as language as the tool to

distribute symbols in oral, written, gestures, and the other signals that generally agreed by the speaker and listener.

Communications is the prominent aspect to share the information with each people. Shobur (2006:122) dividing the communication in two, verbal and nonverbal aspect. Verbal aspect in communication is a process to convey the think, message, or experience using words as a symbol. It is a sign that appeared from human voice device. Then a nonverbal communication aspect use body language to convey the message (area, vocalic, gestures, and something that has cultural or ritual). The advertiser knows its functions, and uses it to be communications media.

For someone who comes from the different background of culture and language, he/she will be might get confused when taking problem without knowing the context. Therefore, to convey the message to other people outside of its context, the speakers should know the explicit structure for arranging the text. In a broader view, Yule (1996:83) argued the following words:

“In this expanded perspective, speakers and writers are viewed as using language not only in its interpersonal function (taking part in social interaction), but also in its textual function (creating well-formed and appropriate text), and also in its ideational function (representing thought and experience in a coherent way).”

The relevance among the three function of language indicates the important of interrelated cooperation between the speaker and the hearer to produce two ways communication. In language study, the branch of Linguistics which focuses on language meaning and its context is. Brown & Yule (1983:1) states that discourse analysis is committed to an investigation of what that

language is used for. Discourse analysis brings the explanations about correlation between what is said, what it meant, and what it will understand related to the specific context (Yule, 1988:83).

Discourse showed as an approach used between the language and its context. It is a discipline of science that reviews one of the languages by giving an attention about the context of this language (McCarthy, 2000:5). Further, Kharisma (2016) argued that discourse analysis is the form of analysis that identifies the communicative language that is used by human. To make a communication run well, the speakers must know about context and structure of the text and that must be in the harmony style. Discourse analysis is a study to learn about the use of language and review how the language has a deep meaning and standing in harmony style, especially in the specific context.

In analyzing the language, anyone can starts from language form and meaning (see Prastyaningsih & Harida, 2021; Suprpto et al, 2020; Setiawan, 2015). The relationship between form and meaning are called cohesion and coherence. Arifin (2015) explains that cohesion refers to a formal link between sentences and between clauses that can make the text hang together. So, discourse can be called solid, if the structural inside of it have cohesive characteristic. Then Halliday (see Sumarlam, 2009; Yusanti, 2016) classified cohesion in two grammatical and lexical cohesion. Grammatical used to analyze form and structural of discourse, lexical used to analyze meaning of discourse. Then Halliday & Hasan (in Hidayat, 2016:234) divided grammatical analysis in four aspects, as follows: (1) reference, (2) substitution, (3) ellipsis, (4) conjunction.

Reference is the relationship between words with their referent. References are

divided in two, endophora and cataphora. The endophora is then classified in two, anaphora and cataphora. Anaphora is reference which refers to the word where places in the left, and cataphora is the opposite one.

The second element of grammatical aspect is substitution. Halliday & Hasan (in Gee, 2014:159) explain that substitution is part of the processing and result of the language element replacement the other elements that have a bigger unit. It is used to get explained the specific structure. The third element of grammatical aspect is ellipsis. It is usually used with disappearances a part of the sentence element. It is substituted with a blank, because it is totally predictable based on the previous sentence. Ellipsis is a linked device, since the new reconstruct of the information are done by considering the previous sentence (Gee, 2014:159). The last element of grammatical aspect is conjunctions. Conjunction is a linking word that has a function to connect the unit of language that have function to be a connector or chain in phrase or sentence to make the text meaningfully (Gee, 2014:159).

Context is a situation and condition that has external and internal characteristic that have done by the participant in communication (Shobur, 2006: 162). Then inference is a process of communicator to understand the literal sense that didn't see in discourse that express by the communicator. So, inference is the conclusion of the communicator to know the aim of the utterance, because understanding the discourse needs to know the context before.

Referring to Mulyana (2005:24), he divided the context form into as follows: (1) physical context include the place of the language use, the object and the step of the subject in society, (2) epistemic context is the background of knowledge are equally unknown to the speaker and the listener, (3)

linguistic context consisting of sentences or speeches that preceded a particular sentence or utterance in communication events, (4) social context is a relations and the background that complements the relationship between the speakers and the listeners.

In today's contemporary society, the form of communication appears in various ways, such as in advertising. Cook (2006:1) pointed out that advertisement is found everywhere. Even, people cannot walk down the street, shop, watch television, go through our mail, log on the internet, read a newspaper or take a train without encountering it. Therefore, it is undeniable that many of ads are scattered everywhere. Without advertisement, it is hard for for producers to keep their existence in business scope. For some producers, advertisement is made for herding the good or service in the market. The advertisement is used for upgrading a unique specification of the product to be published. This is to increase the applicant belief to consume the product.

So far, many studies of advertising do separate out components of ads, concentrate on one or a few elements (see Agustin et al, 2021; Yusanti, 2016; Rimayanti & Hurustyanti). Thus there are studies of the language of advertising which have little or nothing to say about its picture and music or the people who create it, but there are also studies which describe the pictures of advertising without paying any attention to language. So, it means that the communications between advertisement and the audience is shown from the picture, music and language include of it, such as the advertisement in television program.

Shimp (2010:388) said that television is an intrusive medium that is able to generate excitement, demonstrate brands in use, and achieve impact. Because of the strength of television media and the medium that use audio visual to convey the communication,

it has an ability to achieve impact. Especially to active consumers' awareness of ads and enhance their receptiveness to sales messages.

TV advertisement uses two kind of human sense and mixes both of them into harmony style of advertisement. All of the TV advertisements use audio visual to make the product looks real. Cook (2006:42) said that the kind of advertisement in TV advertisement product uses perfect combination of picture and music. The producer tries hard making their advertisement looked interesting. In the point of ads as a genre explained that the advertiser merges the features of public and private discourse and they use pictures, music and language, either singly or in combination, as the medium permits to make consumer interesting.

Audio visual media is one of media that has enough competence in advertisement world. Advertisement in the television makes a great deal of interaction between producers and consumers. Music is included one of the media that can be used in advertisement ways, as part of the advertisement in television. Music has a passion to change human social behavior unconsciously. It is in line with Cook, for an individual or for a group a given piece of music may evoke a certain mood, or associate with quite specific places, events and images.

The combination between music, pictures and language are the perfect combination in which get respect from their consumer. It is in line with Cook's analysis (2006:49), that the effect of the advertisement is not found in any of three major modes alone, but only in their combination.

Coca-Cola is one of the international companies in beverage product. They have the unique way to promote their product. They use not only printed media but also the audio

visual media. In the audio visual media, *Coca-Cola* uses the combination between picture, music, and language in the advertisement. *Coca-Cola* tries to share a wish about the social life. And they try to change the social life of the society by giving a message inside of the advertisement.

This research focused in describing and explaining the grammatical and context analysis in the *Coca-Cola* advertisement break, and also the implicit meaning and function of discourse in the advertisement. According to Cook (2006:4), discourse is study of the language must take context into account. Describing advertising as discourse is both more complex and more difficult than any of these approaches. It means when study discourse of advertisement, the analyst must try to describe all these elements, and their effect on each other, Cook (2006:4) explained again.

METHOD

The research uses qualitative method and designed as descriptive analysis. The object of research data are in the form of language unit that formed in grammatical cohesion and the context of situation which found in the text. Three advertisements of *Coca-Cola* which use the combination of picture, music, text and language are chosen. This research concerned on TV advertisement and doesn't engage the advertiser and producer as the secondary object.

The way to collecting data were as follow: (1) find the *Coca-Cola* TV advertisement in the web of *Coca-Cola* company, (2) choose the advertisements with English language, (3) watch the advertisement at least three times, (4) identify the relevant data from the, (5) groups the similar findings based on the research focus.

The approaches used to analyze a discourse of advertisement, as follows; (1) microstructural to express the well sentences organized to make coherence in discourse, (2) macrostructural are considers the context and inference in discourse. Then to analyze the data with this approach, the researchers applied the following steps, as follow: (a) make a brief note based on the advertisement, (b) describe the text using grammatical analysis (reference, substitution, ellipsis, conjunction), (c) describe and explain the data using context and inference analysis (physical, epistemic, linguistic, social context), (d) give the brief explanation in a draft.

FINDINGS AND DISCUSSION

The following section is the findings and the discussion on grammatical aspects found in the TV advertisement, such as reference, ellipsis, conjunction, and substitution.

Reference

The data on references are presented in the following findings:

- (1) It's always a good time.
- (2) It's always a good time.

Two of them included the cataphora references, because the word "it" referred to the something after the word it. So, it means that "it" referred to the word time. Based on the previous data, "it" indicated that the time, when the TV advertisement began, It was good time to do something in way happiness. Because the word "good time" referred to a fine situation, then combining with the word always that show that it not just at this time, but also every time was a good time.

Ellipsis

Ellipsis can be found in the first advertisement break. It is shown in smiling

faces around the world and also in table decorated. There were ellipsis data which found, as follow:

Start smiling and see what it might bring, let go and reveal your mind of everything... everything... (6) Start smiling and see what it might bring, let go and we will out your mind of everything... everything... (Smiling Around the World)

The previous data showed ellipsis in order to clarify the meaning of the text. The repetition of this data made the reader focus on the words shown. In this case it shown to ask someone to say hello to the other people in order to make them share their situation, especially the happiness expressions.

Conjunction

The followings were data on conjunction:

- (2) You gave everything for act.
- (3) For football you pursue self.
- (10) You gave everything for football.
- (13) *Copa Coca-Cola*, everything for football. (Everything For Football)

There were four data related to the conjunction. The word "for" was the conjunction in a purposes. So, it was shown the purposes of the football players to give everything for football. And the word "Everything" here related with the sentence before it.

Substitution

Substitution was used to make a variant word in order to make the sentence well, and make it efficient. There was a word that suitable with this reference. The word "everything" referred to verb in line (2), (3), (4), (5), (7), (8), and (9).

- (2) I got a free hand... Something needs to change ...
- (4) So give me a free hand

- (5) Start smiling and see what it might bring, let go and real your mind of everything... everything...
- (7) Hello my friends, hello my friends, hello my friends... It is nice to meet you
- (8) Hello my friends, hello my friends... It is nice to meet you ...
- (9) Hello my friends, (Smiling Faces around the World)

It means in football the football players played the match with a great passion, not just to be a winner, but also happiness. Furthermore, they had given it totally not just in part.

Context

This research found three contexts that support the advertisement background. The three elements of the context are discussed in the following section.

Physical

In case of physical appearance, the advertisement is dominated by the use of red color. The advertisement involved youngster of consumers, starting from children to teenagers, as seen in the following findings. *Coca-Cola* TV advertisement entitled “smiling faces around the world edition” used two groups of participant in its advertisement. There were youngsters who used red accessories and the people from different working communities. The participants who used red accessories were called “the reds” on this advertisement. Another *Coca-Cola* TV advertisement entitled “Everything for Football” used first-person point of view with the participants in the TV advertisement were children.

Coca-Cola TV advertisement entitled “Good Time” used a group of teenagers who played percussion music. The participants involved in the advertisement breaks used

white and red shirt that represented the color of youth. Red represented the braveness, strength, energy, stimulation, and happiness. It was suitable with the order of the red team to bring the adjustment. Then white represented brightness, clean, and smooth.

Epistemic

The entire TV advertisements used the problem that occurred in the year of its production, as seen in the following scene:

Firstly, in “Smiling Faces around the World” *Coca-Cola* TV advertisement; the advertisements’ characters stayed in a corner of crowded society who were busy with themselves. Secondly, in “Everything for Football” *Coca-Cola* TV advertisement; some of characters said that it was an interesting game, and some of them said that it was exhausted. They said it was exhausted because the flood, shock, and sweat they got during the game. Thirdly, the writer found data in Good Time; some of them are like to play music. It is an enjoy time to play together.

Social and Language Context

In case of social and language context, they were dominant in terms of language usage and the representation youth within the advertisement. All of the data presented the culture of America. American was shown as friendly countries, but they looked busy with themselves in this advertisement. Due on the globalization era, the culture changed into less social. *Coca-Cola* tried to show the culture in past to improve human social empathy by sharing together with everyone no matter who they were.

The non verbal aspect within the advertisement showed similar color, character, and language. The simple and contextual advertisements are the main idea for *Coca-Cola* TV advertisement. They do it with their advertisement to make it more efficient and

effective in delivering their ideas. The viewers will easily memorize the advertisements as it has high reliability to their real life experience.

CONCLUSION

The grammatical aspect of *Coca-Cola* TV advertisement was found in all of the data, there were references, ellipsis, substitution, and conjunction. The most occurring grammatical aspect in the TV advertisement is references. The context of *Coca-Cola* TV advertisement the year 2013-2021 is about the non verbal sign in the inference. Three contexts were found in the data. In physical context the data used the dominant color of red and youngsters as the characters. In epistemic context, *Coca-Cola* TV advertisements showed social problem occurred in the production year of advertisement. Social and language context are dominant in *Coca-Cola* TV advertisement. They use language which represents the young people. It represents the simple and contextual communication.

The implicit meaning and function of discourse in *Coca-Cola* TV advertisement is the passion of the youth to share their happiness through shared a coke to other people in any occasion. In this case, the coke represents the happy feelings, so, whenever any coke exists it indicates happy feeling. The function of discourse in advertisement is to know the composition of structure and meaning inside the advertisement itself.

This research was done on a limited setting; therefore further research on the use of language in TV advertisement should be done to for more elaborate result on discourse analysis. It will help the language teacher to teach on discourse material, especially how to understand the grammatical and context in discourse of advertisement.

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