

## LANGUAGE STYLES USED IN EDUCATIONAL ADVERTISEMENT OF THE JAKARTA POST NEWSPAPER

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### ABSTRACT

The educational advertisements are displayed in various media: printed or electronic media. The advertisements are set in many types, forms, and styles of the language used to persuade customers. However, they have not been clearly investigated yet until there are no certain determinates to these cases, especially, the language styles use. This research aims to describe the styles of language in the educational advertisement of The Jakarta Post newspaper published from May 2018 to August 2019. The theory used in this study was put forward by Moriarty, Mitchell, and Wells (2012). This research used a descriptive qualitative method. The results showed that there were three language styles from twenty-four advertisements that appeared in the educational advertisement on The Jakarta Post newspaper. These were hard-sell style, straightforward style, and the combination of hard-sell and straightforward. However, the most dominant language style appearing in the educational advertisement of The Jakarta Post newspaper in May 2018 to August 2019 edition was a hard-sell style because the language style of this advertisement provided detailed information in which it is very often used in displayed advertisements.

**Keywords:** *language style, educational advertisement, the Jakarta Post newspaper.*

### INTRODUCTION

Language development nowadays influences language of mass media, both printed and electronic media. According to George (1985)

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in Adam (2015), language always develops from time to time by following the human culture. Language always starts from variations of its use in society (Labov, 2010). Variation of language use can derive from different regional groups, social groups, and different domains of use. The language of journalism has its styles in pouring information to the public. For example, language styles in writing a newspaper are different from those in writing a scientific paper. Crystal and Davy (1969) stated that linguistically the language written in the newspaper is different. That means sometimes the intent presented has different meanings as stated in the text. This is found in every outline in the newspaper including advertisements.

The communication used in advertising can be in the form of writing and image, where it is usually used in the form of short sentences that are unusual and easy to remember or usually termed “ear-catching” phrases. Likewise, the image used must be as attractive as possible and ineffective words must be omitted. As stated by Moriarty, Mitchel, and Wells (2009), each word is very meaningful, and thus ineffective words and phrases are wasteful and spend space.

Further, the function of language plays an important role in advertising. Dyer (1982) in Wajher (2015) said that advertisers use language with contents addressed to audience. The language in advertising has certain writing styles that are used to attract the audience’s attention. Therefore, readers do not only become readers but later they become interested in the products that are offered.

One form of advertising that is often found in the newspapers is educational advertising. These advertisements are used by advertisers to promote their business. For example, they offer private services or acceptance of new students and other educational services. Thus the community can easily obtain educational information. As stated by Ulum (2017), advertising can reach people who need information about universities. Higher education is one of the goals planned by many students or parents where they will continue their studies. Thus, the advertisement for higher education is one of the educational advertisements that we often encounter in newspapers.

By looking at the language used in this educational advertisement, it is interesting to examine the language styles used by the advertisers that make readers interested in the advertisement that they show. With the phenomenon of the persuasive language used in advertising, therefore, an advertisement can be analyzed in its language style. Each advertisement itself has a different language style. Therefore, the

researchers focused on analyzing the styles of the language contained in educational advertisements.

Printed media is one of the mass media which is published periodically such as newspapers and magazines. Separate newspapers are very common in every region in various countries with various names. In Indonesia, there are various types of good newspapers that are written in regional languages and English. One of the popular newspapers in Indonesia is *The Jakarta Post*. According to 4 International Media & Newspapers (4IMN), *The Jakarta Post* is ranked third in Indonesia, in which this newspaper is written in English. Thus, the researchers focused on examining the dominant styles of language used in the educational advertisement published in *The Jakarta Post* newspaper.

## **LITERATURE REVIEW**

### **Language Style**

Language style is the way people use language in communication whether in the form of speaking or writing since it has a relationship between the ideas or messages with speakers or writers. It makes listeners or readers easy to understand the information that is stated. The way of delivering their thought whether in the form of formal or informal can be understood from the styles of their language. The formality or informality is established by circumstances and factors (Wardhaugh & Fuller, 2015). The formal style is usually used in a certain ceremonial event and the informal style is used in a casual conversation. Besides that, the factors that determine the language style are usually age, social, and emotion.

Keraf (2010) also argued that language style is the ability and skill to write or use words attractively. In addition, it is a general term referring to linguistic features used in the form of writing. It is one way to express feelings or thoughts in such a way that the impression and effect on readers can be achieved as maximally and intensively as possible. To sum up this, it is the ability to use the language in writing correctly so that it can be captured by others.

In the study of literature, the style relates to the aesthetic in interpreting a text (Coupland, 2007). It means that a literary work is inseparable from the acceptance of readers. The ability of readers' interpretation is very influential in the understanding of meaning from the text they read. Thus, readers' interpretations are not the same as one

another, and this is usually influenced by their horizons. Therefore, the aesthetic writing must be adapted to the background of readers. Thus, language style is the aesthetic of delivering information to readers so that they can understand the information conveyed based on their interpretation abilities.

Further, style is the way of using the language based on a certain context, subject, and purpose, (Leech & Short, 2007, as cited in Mozūraitytė, 2015). It means that the language that is set depends on consumers targeted. In other words, it refers to how language is written so that it can be understood by customers from different resources. Thus, the language style must be adjusted to those who read the advertising. By identifying targets that will be persuaded to present the contents of the advertising, advertisers can achieve their purposes, namely persuading their targets to buy or use their products.

### **Language Style in Advertisement**

The language style of advertisement is not influenced by the classes of its customers but prefer to use persuasive language to gain many consumers. As a tool to sell products and to offer services, of course, the advertisement must have a variety of language styles that can lure consumers from various backgrounds to be successful in the business they are in. The language style is an important thing that must be considered in advertising because this factor is one of the supports in product sales. Therefore, advertising must have a creative concept in offering its products by glancing at the perceptions of readers.

Many studies have discussed persuasive words or messages from various perspectives. A great significant theory that is still referred by many researchers in defining persuasion is Aristotle's theory about rhetoric introduced more than 2300 years ago. The rhetoric is defined as a way of communication in persuading hearers (Charteris-Black, 2011). The persuasion can be defined as the linguistics strategy to strengthen the beliefs and behavior of people who are already interested in persuaders (Kinneavy 1971, p. 211; Jucker 1997, p. 122, as cited in Halmari & Virtanen, 2005). Further, the rhetoric of Aristotle's persuasion consists of three means, namely ethos, pathos, and logos.

#### **1) Ethos**

It is a way of persuading people by showing the ethic of persuaders. In serving the message, they appeal others by showing their competence through their behavior. It means that persuaders convince hearers by their characters that they are worth listening to. This persuasion also uses

the recommendation of a reliable expert about a product when persuaders try to promote a product or service to a buyer (Bolaito, 2012). Finally, when persuaders involve an expert estimation about the reliability, honesty, and credibility of a brand, buyers will trust it more.

## 2) Pathos

The emotional appeal is one of the targets of persuaders to persuade customers. Pathos is a way of persuasion that elicits others by appealing them through the message that stirs their emotions. In addition, Herrick (2000) stated Aristotle focuses on eliciting the emotion of audiences to affect their judgment. It means that other people's consideration can be influenced by giving a touch to their feelings. Thus, audiences will be interested in what is conveyed to them.

## 3) Logos

This term is from Greek that functions to express the sense of thought in the form of words, arguments or cases, (Herrick, 2000). The rational thinking of readers or hearers is appealed by providing through hard data. It means that persuaders convince others by presenting proof that the information makes sense. Therefore, it is mostly accepted and sought since the argument or message provided is legal (McCormack, 2014).

From the explanation above, Kiholm and Gardemyr (2017) simply quoted Aristotle's statement that "*ethos is an appeal to the credibility of the presenter; pathos is an appeal to the audience's emotions and a logo is an appeal to the message's rationality.*"

There are many products, services, and others that are offered in the advertisement for varied social media. The advertisements are provided in many different kinds of persuasive words order. Wells (2003) as cited in Haqqo (2016) explained that advertisement has its own innovative language order in delivering information to readers. Therefore, it forms various styles of language writing in order that it gets attention from readers.

That advertising language is used persuasively has been known for a long time. The process of communication in this form certainly does not look like now by using a lot of supporting media so that effective and efficient relations occur. Definitely, the shape and path of this communication process are adjusted to the current situation. Moriarty et al. (2009, p. 7) suggested that the advertising had existed thousands of years ago. For the first time, it occurred in rumination in Babylon and it was still in the form of mouth-to-mouth interactions. They added that this advertisement began to appear rapidly in print in 1455 in Europe.

The advertisement language has a certain style that differs from other language styles (Li, 2009). It is a combination of words that are used to capture the attention of readers. Therefore, Li (2009) stated that the language styles of the advertisement must persuade readers. It serves information that is needed by readers, so that the language of the advertisement must be attractive to get readers' attention. Its language style is also written in aesthetics form that arouses the interest of readers so that it can stimulate their desire to find more about the product or service offered or showed. The language style of advertisement also needs to serve the words that can create a conviction of readers about the information given, persuading them to buy an advertised product. Belch and Belch (2003; 2017) mentioned twelve language styles of advertisement that are used to convey messages; they are straight or factual, demonstration, comparison, testimonial, a slice of life, animation, personality symbol, fantasy, dramatization, humor, and combination. In addition, Moriarty et al. (2012) said that there are several styles of advertising language in conveying messages to consumers. These include hard sell, soft sell, lectures and drama, psychological appeals, comparison, problem solution, spokesperson, teaser, and straightforward.

### **Advertisement**

Advertising as a method used in promoting a product and service that we often see in various media is something that needs to be known by those who struggle in the business world. According to Moriarty et al. (2009, p. 6) advertising is a complex form of communication that is used to obtain goals by using various strategies to influence consumers' thoughts, feelings, and actions. The communication strategy used in advertising has a very strong role in influencing consumers. Thus, with their interest in the intentions desired by marketers, it is easy to invite them to comply with what marketer wants. Furthermore, Bovee (1992) as cited in Frolova (2014) said that advertising is a notification to the public about goods or services through the media.

Thus, advertisements are used to promote goods and services. They are grouped into several types according to the goods or services advertised. In general, advertisements that are popular are found in newspapers, magazines and TV and other mass media. At this time, there are so many advertisements found in various mass media such as Facebook, WhatsApp, and Instagram. In addition, there are many types of advertising in mass media nowadays. According to Bovee and Thill

(2012, p. 369), advertising is grouped into two types, namely institutional advertising, which focuses on the attention of a company rather than promoting a product, and advocacy advertising. Whilst, Moriarty et al. (2009, pp. 15-16) mentioned that there are some other types of advertising, such as brands, retail, direct response, business to business, non-profit and public service advocacy. However, seen from the type of advertising, Belch and Belch (2003, p. 19) concluded that the type of advertising mentioned by Moriarty et al. (2009) was categorized into two categories, namely advertising to consumer markets, and advertising to business and professional markets. Therefore, it can be concluded that advertisement writing depends on the needs of the community and the type of product advertised.

### **Advertisement Models**

A product entrepreneur is certainly trying to market their products or services to consumers. Thus, various marketing methods are carried out and planned properly so as to increase market demand for the products and services offered. The elicitation of consumer interest in these products and services is regulated in the form of how to deliver messages and persuasive information. Theoretically, the persuasive approaches of advertising are related to the hierarchy of effects which is referenced to the learning theory of Pavlov's dog (Mackay, 2005). In accordance with the theory, Beauchamp (2019) mentioned there are four references for advertising models and commonly used, namely DAGMAR model, AIDA model, Ehrenberg model, and DRIP model.

The DAGMAR model is the term used by Russell Colley when preparing a report to the association of national advertisers with the title Defining Advertising Goals for Measured Advertising Results which is abbreviated as DAGMAR (Belch & Belch, 2017). Belch and Belch (2017) also added that this model emphasizes that the form of communication is the key to the success of an advertisement. In achieving it, they said that Colley proposed four levels of the communication:

1. awareness, which is to make consumers know the product or service brand and company;
2. understanding, namely providing information to consumers about the products or services offered;
3. confidence, which is buying for consumers to buy products and use the services;

4. actions, namely making consumers buy the products or use the services offered.

Moreover, AIDA model is formulated for sellers to sell their products using a personal sales process. Thus, the steps must be taken by the sales force, namely attention, interest, desires, and actions. A salesperson must first get the attention of consumers and then arouse their interest in the products offered. Having a great interest, consumers finally have a desire to buy the products. In the end, the level of action makes consumers buy the product (Belch & Belch, 2017).

Ehrenberg's model is a theory put forward by Andrew Ehrenberg that is used in the marketing world. One legitimate model that is often used is a "weak" theory. In this theory there are several supporting components, namely awareness, trial, reinforcement, and nudging. The purpose of these components is to encourage consumers to buy the products offered. Furthermore, Beauchamp (2019) stated that awareness aims to inform customers about the presence of salespersons, trials to generate consumer interest, and reinforcement to encourage consumers to trust what is offered, and nudging to close sales processes.

DRIP model is an acronym for differentiate, remind, inform and persuade. This model suggests that repeated contact with customers will increase sales (Beauchamp, 2019). With repeated contacts that are planned carefully, it can remind customers about the existence of a salesperson and what he sells. Finally, they can convince themselves to buy the product or use the service.

### **Educational Advertisement**

Education is an important root in an educated society for all countries in the 21st century. According to Bynner (1998) as cited in Afsheen and Eijaz (2017), if the government can monitor and balance education programs, education policy will continue to function in the future. After considering the importance of education, we can see how promotion can succeed. To make people aware of education, there must be clear goals for promotion. The target audience must be defined; information must be disseminated in a clear and reasonable manner, and various organizations such as government, schools, institutions and social groups can also be used. However, for the final results and effectiveness of promotional research, reviews are very helpful (Smith, Meurs & Neijens 2006).

Various designs and strategies are used by advertisements to get attention, to create knowledge about services or products, and to



convince readers. As stated by Lang (2006) as cited in Afsheen and Eijaz (2017, p. 68), structural complexity is able to get the attention and storage of messages including television advertisements. This concept is given by the limited capacity model to process mediated message mediation.

From the explanation and reasons above, it can be concluded that currently, the use of educational advertising is informative and persuasive. A high percentage also proves that the current advertisement of the course attaches the types of subjects offered and gives the name and number of the contact. Because of this, this advertisement is similar to sales promotion.

## **RESEARCH METHODOLOGY**

The researchers used descriptive qualitative research. Lune and Berg (2017) stated that qualitative research is used to investigate the meaning, concept, definition, character, metaphor, symbol, and description of the thing. For instance, qualitative research explicitly covers the contextual and environmental conditions of data (Yin, 2016). Therefore, qualitative research is proper to use in this study since it is appropriate with the aims of this study that investigate the contextual concept of an advertisement language style.

The data were collected from a documentary source. Documentary source means every form of written or printed materials and records that provide information (Agbede, 2016). The Jakarta Post newspaper was selected in order to get adequate data for this research. The data collected from the newspaper were educational advertisements printed in 2018 to 2019. To get the data needed, the researchers relied on the theory of Moriarty et al. (2012). They deal with several types of language styles used in advertising; they are hard sell, soft sell, lectures and drama, psychological appeals, comparison, problem solution, spokesperson, and teaser.

In analyzing the data, the researchers used the three stages of data analysis by Miles, Huberman, and Saldaña (2014). The stages are data condensation, data display, and drawing and Verifying Conclusions.

## **RESULTS AND DISCUSSIONS**

The data found show that there are only three language style types used in the educational advertisement of The Jakarta Post for the August

2018 to May 2019 editions. The types of language styles used consisted of hard-sell, straightforward, and combination of hard-sell and straightforward. From the third styles found in the educational advertisement of The Jakarta Post, the researchers found that there were fourteen advertisements used hard-sell type; eight advertisements used straightforward type; and two advertisements were the combination of hard-sell and straightforward. Therefore, the most dominant language style used in the educational advertisement of The Jakarta Post on August 2018 to May 2019 editions was hard-sell language styles.

A number of advertisements published in the editions and at least the advertisements that can be used in this study were analyzed to provide a little style of language found. The style of language used in advertisements is influenced by the form of advertisements being promoted. Thus, advertisements that are limited to certain forms will provide almost the same style of language. Thus, the form of language style in educational advertisements has similarities in its persuasion form.

Aside from advertising restrictions that only focus on educational advertising, there are several other factors that result in the lack of language style found in this study. The first factor is the time of data collection. The data obtained in this study are the May 2018 edition of the paper until August 2019. Usually, advertisements relating to education will appear in certain months related to the National Examination. When they will face the national examination in April or May, students will certainly be more active in learning. Therefore, they will increase their learning activities by taking various subject courses to be tested. The campus advertisements will also appear at these times. So that advertisements will begin to decrease in other months except for some course advertisements in other fields, such as English courses that focus on speaking or for tour guides.

The second factor is the readers of The Jakarta Post who have little influence on the number of advertisements published in the newspaper. The Jakarta Post which uses English certainly can only be read by certain groups of people, such as people at higher education institutions or universities, government offices, and institutions that understand and can read English. Thus, the limitation of the reader causes educational institutions to promote more of their services in local language newspapers.

Third, educational institutions that advertise their institutions are known for their quality better than other educational institutions. In other

words, educational advertisements in The Jakarta Post are dominated by advertising courses and universities or schools that have excellent quality. With the quality of education that is superior to the institution, of course, it will be in accordance with consumers who will use the education services offered. Behind that, of course, the cost of education incurred by the customer is not small. So for this reason, these advertisements will only be promoted to certain people.

Therefore, it can be concluded that educational advertisements in The Jakarta Post newspaper are limited to several advertisements. Educational advertisements in The Jakarta Post newspaper are only dominated by advertisements of education service providers that have a quality of education that is well known and recognized for its quality and of course high tuition fees. In addition, readers are only certain people. So, not all educational service providers are interested in advertising their institutions in The Jakarta Post newspaper.

## **CONCLUSION**

Based on the result of the research, the language styles used in the educational advertisement of the Jakarta Post Newspaper edition May 2018 to August 2019 consisted of three types of language styles. There were two language styles used in educational advertisements of The Jakarta Post newspaper. Both styles were hard-sell and straightforward. Of the many data (advertisements) found, there was one advertisement that used these two language styles (a combination of hard-sell and straightforward styles) in the advertisement. In addition, the researchers found the hard-sell language style most widely used in educational advertisements in The Jakarta Post newspaper.

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