THE LANGUAGE OF ADVERTISING FOR HEALTH PRODUCTS IN TELEVISION: ITS IMPACT ON VIEWER'S PERCEPTION

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Abstract
The language of advertising has certain characteristics and characters that are expected to be able to manifest or present what the advertiser wants to show to the wide community. Language engagement in advertising is not a thing that can be denied. In an advertisement, the language plays an important role in the process of delivering the product in order to be accepted by the viewers. The use of language becomes one of the important aspects for the success of advertising to influence the public to be interested in that advertised product. The phenomena of language advertising using unique and different language style is a strategy to attract the attention of consumers. This paper aims to identify the language style and characteristics of health products advertisement in television, to describe the message or its meaning, to know the impacts of language of advertising on viewer’s perception. The study used a mix method design of research. The quantitative data was taken from a questionnaire and the qualitative data were gathered from observation and interview. The language in advertising can incite an emotional response to the viewers. It is consciously and intentionally attempt to create a positive impression of the products on viewer's perception.

Keywords: Language Style, Advertisement, Communication

Introduction
The choice of language in advertising can give a powerful influence to the viewers. It conveys specific messages with the intention of influencing people and their behaviour. Visual content and design in advertising have a very great impacts on the consumer, however, it is language that helps people to identify a product and remember it (Kannan, 2013).

Advertising plays an important role marketing and sales of a product. It also can affect the its results. One of the keys to the success of an advertisement lies in how the producers process the messages in such a way that in the end a message can be accepted by the public. Language is also one of the important factors determining the success of advertising. The language used in advertisements is composed of words that contain communicative persuasive power. Persuasive language is a language that affects consumers to buy products. It is performed in various forms and delivered through various media.

The language of advertising has its own charm in which the consumer becomes interested to remember even rationally and emotionally driven to buy the advertised product. Television as a medium of mass communication has a big role in disseminating information and providing entertainment to all levels of society. Television as a media of communication has the power of persuasive information since it is able to generate strong influence by emphasizing the two senses at the same time, namely hearing and sight. The combination of words and images can be aired on television, so it is appropriate if the television media is chosen as a means of advertising.
Advertising is one of the communication medium used by the company to deliver the message to the viewers. The presentation of informative and persuasive advertising makes it an intriguing spectacle. Various perceptions of the advertisements will be formed. Kotler and Keller (2009: 553) states that good and effective advertising contains an ideal message that can attract attention, induce further curiosity, arouse desire, and stimulate concrete action.

The perception of viewers has a large role to play on the advertiser's selection of various appeals for advertising, and allocation of the advertising budget (Varalakshmi, 2013). Thorsten and Rodgers (2006) establish that the perception of interactivity between consumer and brand, or in their case voter and candidate, can build favorable attitudes. In general, this paper is reporting the result of case study which aims to identify the language style and characteristics of health products advertisement in television, to describe the message or its meaning, to know the impacts of language of advertising on viewer’s perception.

Methodology
The 30 data of health products advertisements are taken from Indonesian television advertisement from April to August 2017. The questionnaires were given to 178 respondents to know the impacts of the language of advertisements toward viewer's perception. The study was conducted in mix method approach employing quantitative and qualitative designs. The data were gathered from questionnaire to get the quantitative data, meanwhile observation and interview which served as qualitative data.

The overall purpose and central premise of mixed methods studies is that the use of quantitative and qualitative approaches in combination may provide a better understanding of research problems and complex phenomena than either approach alone (Creswell and Plano Clark, 2007).

Finding and Discussion
Language style is the way people to manipulate and control people in interaction. Style refers to ways of speaking and how speakers use the resource of language variation to make meaning in social encounters. Chaika (1982:29) states that style refers to the selection of linguistic form to convey social or artistic effect. Using different language style in advertisement will give different interpretation for the viewers.

The Characteristics of Language Style Based on Sentence Structure:
Keraf (2002) states that the language style elaborates the sentence structure into five styles, they are climax, anticlimax, parallelism, antithesis, and repetition. However, there are only four language styles based on sentence structure that are found in the data:

a. Climax
Climax is an ascending series or scale when the ideas are presented in the order of rising importance.
Example:
Untuk aktivitas setiap hari, bila perlu minum hemaviton action kini dengan formula baru satu kapsul setiap hari. Jadikan tubuh segar bertenaga. Hemaviton action tiap hari. (Hemaviton ads)

b. Anti Climax
Anti climax is a slackening of tension in a sentence or longer piece of writing wherein the ideas fall off in dignity, or become less important at the close.
Example:
Kakak demam
Bodrexin demam sirup dengan paracetamol
Efektif turunkan panas deman
Ibu tak perlu khawatir lagi
Bodrexin, tersedia dalam bentuk sirup dan tablet kunyah (Bodrexin ads)
c. Parallelism
Parallelism is the similarity of the syntactical structure of successive phrases, clauses or sentences.
Example:
Nyaman dipegang dan mudah dituang.
Indomilk dengan nutrikeep
(Indomilk ads)

d. Repetition
Repetition is a reiteration of the same word or phrase with the view of expressiveness.
Example:
Kepala cenat cenut solusinya apa ya?
Sakit kepala sebelah solusinya apa ya?
Kalau kepala berat bangat solusinya apa ya?
Sakit kepala hanya satu solusinya, minum Paramex.
Sakit kepala, Paramex obatnya.
(Paramex ads)

The Stylistic Characteristics at Phonological Level:
Pilátová (2015) said that advertising language is comparable to poetic texts. Similarly to poems is used the socalledmnemonic devices (rhyme, rhythm, alliteration and assonance). The devices have the mnemonic effects onto receivers of the advertisement.

a. Rhyme
The definition of rhyme in Oxford dictionary is the correspondence of sound between words of endings of words, especially when these are used at the end of lines of poetry (“Rhyme”). It is believed to be one of the best techniques in advertising. Rhyme means having the same sound at the end of two or more words.
Examples:
- Healthy Inside, Fresh Outside
  (You C 1000 ads)
- Ayo! Nanti.
  Ayo! Nanti.
  Kalau berenangnya nanti-nanti,
tingginya juga nanti-nanti!
  (Hilo Teen ads)

b. Alliteration
Alliteration can be defined as the commencement of two or more stressed syllables of a word group either the same consonant sound or sound group (consonantal alliteration) as in from stem to stem, or with vowel sound that may differ from syllable to syllable (vocalic alliteration) as in each to all or two or more words of a word group with the same letter. It is the repetition of the same initial letter, sound, or group of sounds in a series of words. The successive words begin with the same consonant sound or letter.
Example:
Kemurnian memilki kekuatan untuk melawapapun,
Melindungi dari segalancaman
Kemurnian yang selalu mengembalikan keseimbangan
Inilah kemurnian yang selalu menjagamu
Bear Brand Rasakan kemurniannya
(Bear Brand ads)

c. Assonance
Assonance is linguistic device, in which the same vowel in successive stressed syllables creates a vowel harmony. Assonance is repetition of stressed vowel sounds within words with different endconsonants, as in the phrase quite like. It is unlike rhyme in which initial consonants differ but both vowel and end consonant sounds are identical, as in the phrase quite right.
Example:
Kalo lu udah sensi di gigi,
emang bikin emosi
(Pepsodent Sensitif Expert Ads)

d. Consonance
The repetition of consonant sounds within a phrase or sentence, especially the consonant sounds at the ends of words.
Example:
Dettol ads
Dettol efektif membunuh kuman
Memberikan perlindungan total
Critical Analysis of Leading Advertisement

The goal of advertisements is to persuade consumers to act or think in a textually determined way in order to boost sales of particular commodities and services. In order to capture attention, convey the message and persuade the consumer, advertising texts use a range of manipulative language devices (Studijos, 2006).

The process of advertising communication is complex, and its language can have a powerful influence over people and their behaviour. Specific language choices are vitally important to convey specific messages which aim to influence people (Johannessen, 2010). Language of advertisements is a mean to communication; it can be words, images and symbols among other things, and it should have a persuasive effect on the target group. To understand the totality we should think of advertising as a discourse. Discourse is text and context together, interacting in a way that is perceived as meaningful and unified by the participants.

Advertising claims vary in the degree of confidence signalled by the language used. Specific words and phrases are often used for signalling the probability of a claim being true. Whether we are aware of it or not, these words are never neutral. They always represent the world and create a kind of relationship with the people with whom words are communicated (Flergin, 2014). Advertising in the media performs the dual role of informing and entertaining. It informs us of the goods and services that are available for us to purchase and use. And, along the way, it often entertains us with some humorous, or clever use of words and images.

From 30 data of health products advertisements in Indonesian television, the advertisements relating to health products use convincing language to buy the products, for example diet, sehat, tumbuh, segar, kuat, bugar, sakit, sembuh etc. are shown repeatedly.

A milk product, HiLo Teen, uses the following tag line, “Tumbuh tuh ke atas, gak ke samping”. Based on science, there must be balance between height and weight. A person can be categorized good in growth if there is a proportional measurement between the height and the weight. A person who is very tall but skinny is not good but a person who is very fat is not good either. It employs a satire, a style of language of irony which contains a critique of human weakness for the goodness. The ads also shows that obesity can also affect the child psychologically. The ads attempts to persuade the viewers to drink the milk product, although we know that we also need to maintain the food intake and get used to physical activity and exercise. Exercise can prevent obese children and make them healthy and fit.

Another health product, Cusson Kids, uses the following tag line “Cussons Kids, ide segar setiap saat.”. Cusson kids is a bath soap for kids. The ads suggests the viewers to use the product because it can freshen the kids. It employs a metaphor, a figure of speech that describes an object or action in a way that isn’t literally true, but helps explain an idea or make a comparison. A new or good idea is seen as something which is unimpaired. The ads tries to persuade the viewers about its ability to give fresh idea anytime by showing that its fragrant and gentle smell can improve mood.

The Impacts of Language Choice in Advertising on Viewer’s perception:
Perception in advertising relates to a consumer's impression of a particular product
or service. Bolen (in Wangui, 2013) states an advertisement has at least one of two functions: informing or persuading, though overlapping may often take place in one single piece. Informative advertisements inform customers about goods, services, or ideas and then tell people how to get them by means of an identified sponsor. Persuasive advertisements are the instruments used by advertisers to achieve an effect with the target audience through influencing their perspective on a product or service.

Table 1. The relationship between language of advertising and viewer’s perception

<table>
<thead>
<tr>
<th>Perceptions</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
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<tr>
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<td>10.8</td>
<td>58.9</td>
<td>7.6</td>
</tr>
<tr>
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<td>4.4</td>
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<td>26.6</td>
</tr>
<tr>
<td>P3</td>
<td>3.2</td>
<td>14.6</td>
<td>37.3</td>
<td>33.5</td>
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<tr>
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<td>0</td>
<td>7.6</td>
<td>38.6</td>
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</tr>
<tr>
<td>P5</td>
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<td>0.6</td>
<td>18.4</td>
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<td>17.1</td>
</tr>
</tbody>
</table>

The parameters are adapted from Wangui model (2013) to understand the perceived relationship between language choice and advertisement effectiveness.

P1. Advertising language affects a consumer’s recall of the message
P2. Advertisers must consider choice of language before embarking on an advertisement.
P3. Advertising in different languages (mixed language) will attract attention target viewers’ attention
P4. Advertising language is better understood if presented in the viewers' local language
P5. Advertising language can be understood though presented using figurative language.
P6. Advertising language has an impact on the ability of an advertisement to persuade.
P7. Advertising language can influence a consumer’s behavior towards a product
P8. Language choice can enhance consumer trust in the advertising message
P9. Language choice affects a consumer’s interpretation of the advertising message

Language choice affects a consumer’s interpretation of the advertising message. Messages in any discipline do not necessarily mean the same to all recipients. However, it’s been established from the study that language is a major factor in proper understanding of the intended purpose or value proposition of a product or service (Wangui, 2013:29)

Conclusions
Without perception in advertising, businesses may find it harder to make their products appeal to consumers. Advertising often works by appealing to consumer tastes, desires, fantasies and wants. Perception can be an important tool in advertising to make consumers feel like they can be a certain person, look a certain way or feel a certain feeling when using a specific product. The use of language has a great impact on the viewer’s perception of the advertised products.

References


