

Language Style Used in Commercial Advertisement Text on Social Media

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Abstract – The aims of the research are describing the language style found in commercial advertisements text on social media based on the word choice, the sentence structure, and the implicit meaning. The data in this research are 15 commercial advertisements which are divided into three categories those are food, beverage, and cosmetic advertisements, and were taken from social media such as Instagram, Facebook, and YouTube. The methods and techniques used in collecting the data are the observation method followed by *Simak Bebas Libat Cakap (SBLC)* technique (Uninvolved Conversation Observation Technique) and the note-taking technique. In analyzing the data, *padan ortografis* method (orthography corresponding method) is used and supported by *dasar pilah unsur penentu* technique (determinant-sorting technique). In presenting the results, informal methods are used. The result of the research shows that there are 14 language styles found in 15 commercial advertisements on social media. Based on the word choice, all of the advertisements used an informal style. Based on the sentence structure, the advertisements used a repetition style. Based on the implicit meaning, the advertisements used rhetorical style included alliteration, asyndeton, ellipsis, pleonasm and tautology, rhetorical question, epanorthosis, and hyperbole and the figurative style included simile, personification, epithetic, synecdoche, and antonomasia.

Keywords: Language Style, Advertisement, Social Media

I. INTRODUCTION

Language is an expression that contains the intention of conveying something to other people and is an important thing in people's lives. It can even be said that language plays an important role in human life as a functional system of human communication (Genetti, 2014: 3). Soeparno (1993:5) also states that the general function of language is as a tool of social communication, that is why language is used as a means to convey information to other people. This information can be conveyed in written form through printed

media such as newspapers and magazines and can also be conveyed in the form of speech through electronic media such as TV, radio, internet/web, and social media. By using language in advertising, companies can market their services or goods to the wider community to attract people's attention.

Fourqoniah and Aransyah (2020:2) argue that advertising is one of the marketing communication media that is usually used in economic activities to introduce products or services to consumers. In advertising,

advertisements must be made as attractive as possible so that the language in the advertisement is different from the everyday language, so companies must pay attention to the language used and a language style in order to suits the desired target. Keraf (2006:112) states that language style is part of diction (word choice) which assesses whether the words used in a sentence are good or not. Tarigan (1986: 5) also stated that language style is the use of words in speaking and writing to convince or influence listeners and readers.

Keraf (2006:117) divided language style into 4 types, those are the language style based on word choice, the language style based on tone, the language style based on sentence structure, and the language style based on direct and indirect meaning. Those 4 language styles are divided again into 48 types. From those 4 language styles proposed by Keraf, this research will focus on 3 language styles such as the language style based on word choice, the language style based on sentence structure, and the language style based on direct and indirect meaning. It is based on the aim of this research which will focus on the analysis of commercial advertisement text, not the audio.

There is a lot of research which have been carried out on language style before, such as research conducted by Christianto in 2017 in research entitled '*Analisis Gaya Bahasa Pada Novel Bidadari Berkalam Ilahi Karya Wahyu Sujani*'. The second research is Purnamasari and Susandi's (2020) research on language style entitled '*Analisis Gaya Bahasa dalam Novel Introver Karya M.F Hazim*'. The third research published in 2020 by a researcher named Putri also examined language style in her research entitled '*Analisis Gaya Bahasa Dalam Lirik Lagu Fourtwnty: Kajian Stilistika*'. The fourth research is Pratiwi's research in 2015 which also conducted research on language style in a study entitled '*Iklan Komersial Pada Media Elektronik: Gaya Bahasa, Makna, Dan Ideologi*'. The fifth research was presented by Damayanti (2019) in research entitled '*Gaya Bahasa Dalam Wacana Iklan Produk Kosmetik Di Facebook*'. The last research is research entitled '*Analisis Pemakaian Gaya Bahasa pada Iklan Produk Kecantikan Perawatan Kulit Wajah di Televisi*' which was published by Kusumawati in 2010.

As the research which has been described above, the research on language style in commercial advertising text on social media has not been conducted. Previously, Pratiwi (2015)

had researched language styles in commercial advertisements, but the data are taken from electronic media, namely TV, which is not specific to social media. Therefore, researchers are interested in conducting research on language styles in a more specific domain, namely social media, especially on YouTube, Facebook, and Instagram.

II. METHODS

This research is descriptive qualitative research because it used qualitative data and is described descriptively. The data in this research are divided into three categories those are food, beverage, and cosmetic advertisements and the data analyzed from commercial advertisements were the written language used by advertisers in marketing their products. The data were taken from social media such as Instagram, Facebook, and YouTube. Currently, many companies or personal advertisers choose to offer their goods and services through social media because it is used by all groups, both children and adults, and is accessible easily from everywhere.

The method used in collecting the data is the observation method by observing the research subject followed by *simak bebas libat cakap (SBLC)* technique or Uninvolved Conversation Observation Technique and also the note-taking technique. *Simak bebas libat cakap (SBLC)* technique is a technique where the researcher only acts as an observer and does not act as a speaker, while note-taking technique is a technique where the researcher transfers the data from the advertisements into a note to simplify the research process.

The method used in analyzing the data is an orthographic method and the technique used in analyzing the data is a *Pilah Unsur Penentu* technique or determinant-sorting technique. The orthographic method is research where the research subject is words, and in this research, the written language in commercial advertisements was analyzed, while the determinant-sorting technique is a technique used in which the sorting ability is served as the nature and the differential characteristics of various language.

The method and technique used in presenting the data is informal as it was presented by using words.

III. RESULT AND DISCUSSION

At this point, researchers will describe the results of data analysis found in commercial advertisement texts on social media based on

word choice, sentence structure, and direct and indirect meaning language style proposed by Keraf (2006).

3.1 Language Style Based on Word Choice

Based on word choice, language style is categorized into three types, namely formal language style, informal language style, and conversational language style (Keraf, 2006:117-120). From commercial advertisement data on social media, based on word choice, the language style used is informal language style. In the table presented below, the author mentions and describes two food advertisements, two beverage advertisements, and two cosmetic advertisements.

3.1.1 Informal Language Style

According to Keraf (2006), the informal language style focuses on word efficiency, resulting in short sentences. The second indicator is the sentence’s structure both in written or oral languages. The vocabulary used in this sentence is derived from standard Indonesian words compatible with KBBI.

Table 1. Informal Language Style

No	Ads	Data	Explanation
1	KFC Mega Combo	<i>Cuma 240 ribu aja, kamu dan keluarga bisa makan MEGA puas dengan MEGA KOMBO! Isinya MEGA, rasanya juga MEGA!</i>	Informal language data was found in this data because the words ‘ <i>cuma</i> ’ and ‘ <i>aja</i> ’ were found, which indicate non-standard language or slang language
2	Tango Waffle	<i>Sobat wafer kangen belajar di sekolah enggak sih? Kangen main sama temen-temen, kangen cabut ke kantin, kangen tidur di kelas, kecuali kangen ulangan.</i>	Informal language data was found in this data because the words ‘ <i>kangen</i> ’, ‘ <i>enggak</i> ’, ‘ <i>sih</i> ’ and ‘ <i>cabut</i> ’ were found, which indicate non-standard language or

			slang language
3	Nutri Sari Es Cincau	<i>Aduh Mimin lagi BUCIN nih, Butuh Cincau! Untung ada Si Hitam Manis bervitamin ini yang selalu ada.</i>	Informal language data was found in this data because the words ‘ <i>nih</i> ’ were found, which is non-standard language or slang language and uses capital letter in the middle of the sentence
4	NESC AFE	<i>Bikin kopi tanpa ampas yang udah ada gulanya dan langsung larut di air dingin ada gak ya? Ada dong, NESCAFEAmericano Ice Black jawabannya! Si kopi hitam manis yang bikin malam hari kamu di bulan Ramadan makin manis</i>	Informal language data was found in this data because the words ‘ <i>bikin</i> ’, ‘ <i>gak</i> ’, and ‘ <i>makin</i> ’ were found, which indicate non-standard language or slang language
5	Lunica	<i>Semua produk Lunica termasuk seri mencerahkan aman digunakan untuk semua jenis kulit termasuk kulit sensitif karena telah menggunakan nano teknologi yang hanya bekerja fokus terhadap FLEK,</i>	Informal language data was found in this data because there is the written of capital letters in the middle of the sentence which indicate non-standard language

		<i>BINTIK HITAM, BEKAS JERAWAT, KERUTAN HALUS tanpa mengganggu kulit sehatmu.</i>	
6	Holy Lash Elixir Looke	<i>Bulu mata anti air, anti badai dan anti turun! Dapatkan bulu mata lentik seketika dengan HolyLashExilir. Cukup dengan sekali aplikasi bulu matamu auto lentik dan anti turun. Ditambah lagi mascara ini waterproof jadi ga perlu khawatir akan bleber di bawah mata.</i>	Informal language data was found in this data because of the word ‘ga’, which indicates non-standard language or slang language

Based on the explanation from the table above, the advertisements of KFC, Tango Waffle, NutriSari, NESCAFE, Lunica, and Looke contained an informal language style. It is proven by the existence of non-standard language which incompatible with KBBI such as the words *cuma, aja, enggak, sih, cabut*, etc. Besides the use of non-standard language, in the advertisements also found capital letters in the middle of the sentences such as ‘*fokus terhadap FLEK, BINTIK HITAM, BEKAS JERAWAT, KERUTAN HALUS tanpa mengganggu kulit sehatmu*’ where these words and phrases should not be written in capital letters. But the advertiser’s aim in doing this is to highlight the benefits of the products being sold.

3.2 Language Style Based on Sentence Structure

Based on the sentence structure, language styles are categorized into five types, namely climax, anticlimax, parallelism, antithesis, and repetition (Keraf, 2006:124-127). From the commercial advertisement text on social media, based on word choice, the repetitive language style is used.

3.2.1 Repetition

According to Keraf (2006: 127), repetition language style is a repetition whether it is a repetition of sounds, syllables, words, or parts of sentences that are considered important. This language style is usually used to highlight information that is considered important so that the expression needs to be repeated.

Data 1

Cuma 240 ribu aja, kamu dan keluarga bisa makan MEGA puas dengan MEGA KOMBO! Isinya MEGA, rasanya juga MEGA!

The data above was taken from the Instagram account of ‘kfcindonesia’. KFC is an American fast-food restaurant chain that is spread throughout the world. In its post on Instagram, KFC posted a photo with a caption or description as above. The data found is classified as repetitive language style because it follows the characteristics of that language style. This is characterized by the repetition of a word in one sentence line. The word that is repeated a few times is the word ‘MEGA’ and this word can be interpreted as something large. The advertiser uses a repetitive language style to emphasize KFC products which are sold in *MEGA* (large) portions under the name *MEGA KOMBO*.

3.2 Language Style Based on Direct and Indirect Meaning

Based on direct and indirect meaning, language style is categorized into two types, those are rhetorical and figurative language style. However, the rhetorical language is recategorized into 21 types and the figurative language style is recategorized into 16 types.

3.2.1 Rhetorical Language Style

From 21 types of rhetorical language styles, the researcher only found 7 types of rhetorical language styles from 15 advertisements. Those language styles are alliteration, asyndeton, ellipsis, pleonasm and tautology, eroticism or rhetorical questions, correction, and hyperbole.

- **Alliteration**

Alliteration is a language style that is usually used in poetry or prose or simply for emphasis by repeating consonant sounds. (Keraf, 2006:130).

Data 1

Ceprat-ceprot cuma buat nyegerin gerah itu

bikin repot. Mending minum Sprite yang #NyatanyaNyegerinGerah

The data above was taken from the Instagram account 'sprite_id'. Sprite is a product of The Coca-Cola Company which was officially launched in the United States and is a drink with lemon and lime flavors. In its post on Instagram, Sprite_Id posted a video with a caption or description as above. The language used belongs to the alliteration language style. This is characterized by the repetition of consonant sounds at the beginning of a word in a sentence. The repetition found in consonant 'C' in the beginning sentence '*Ceprot ceprot cuma*' and the repetition is intended to beautify the advertising language and create a memorable phrase.

In the advertisement, the Sprite Id account posted a video of a woman plunging herself into water to cool off her body during the hot weather and continued with two images of yellow lemon and green lime mixed with ice. Lemon and lime as well as yellow and green colors are the characteristics of Sprite products. Lemon and lime are the characteristic flavors of Sprite products, while yellow and green are the colors of the bottle and logo for the product. However, in 2019, the color of the Sprite bottle, which was originally green, was changed to a transparent bottle which is recycled plastic so it is environmentally friendly.

- **Asyndeton**

According to Keraf (2006:131) and Tarigan (1986:142), an asyndeton language style is the language which expressions are dense in which words, phrases, or equivalent clauses are not separated by conjunctions and are usually only separated by commas.

Data 1

Daripada digombalin mending disidot tuh yogurt Cimory Squeeze yang creamy enak, anti ribet, enggak enek.

The data above was taken from a post on the 'Cimory' Facebook account. Cimory is a company that produces premium fresh cow's milk products and is produced by PT Cisarua Mountain Dairy. In a post on Cimory's Facebook account, there is an advertisement promoting one of the products, namely Cimory Squeeze Yogurt, Blueberry flavor, with information or captions as written above. The data found in the statement point out the asyndeton language style because it

follows the characteristics of this language style in which several things are expressed in the expression but are not separated by conjunctions and are only separated by commas. The phrase is '*yogurt Cimory Squeeze yang creamy enak, anti ribet, enggak enek*'. Three things are expressed by separating them in the form of commas and there are no conjunction "and", whereas there should be conjunction "and" after the last comma. However, the aim of using no conjunction is to make it easier for listeners of the advertisement to remember the message conveyed because there are no conjunctions.

The things stated above are the advantages of Yogurt Cimory Squeeze. The first is that it tastes creamy because it has a sour taste. The second is hassle-free because it is produced in pouch form and does not require a spoon or bowl like yogurt in general. The third is that it doesn't make you feel nauseated as it has a fruity flavor.

- **Ellipsis**

The ellipsis language style is a figure of speech that contains the removal of a sentence element but the meaning can still be understood or interpreted by the reader or listener (Keraf, 2006: 132).

Data 1

Berawal dari nastar, berakhir jadi

The data above was taken from 'cleanandclearid' Instagram account. Clean and Clear is a skin care product, especially for sensitive skin, and is owned by the Johnson & Johnson company. In a post on the Clean and Clear account, a picture of a woman was found with the photo caption as written above. This statement points out the ellipsis type of language style because it contains the omission of a sentence element that is considered important, but even so, the content can still be understood by the reader. As explained above, this sentence is not complete because something has been omitted. However, the consumers of the advertisement can still understand the contents of the things that are omitted because of the overall information in the advertisement. The result of eating *nastar* or pineapple tart during Eid causes blackheads, oily face and acne because *nastar* is a dry cake and is categorized into sweet foods so it is dangerous for those with acne-prone skin problems. The purpose of using this language style in advertising is to add an aesthetic impression because the continuation of the omitted element

is displayed around the sentence.

- **Pleonasm and Tautology**

Pleonasm is a language style in which if the excess words in the pleonasm figure of speech are removed, the sentence still has a complete meaning, while tautology is a language style which is also a waste of words by repeating an existing word (using synonyms) (Keraf, 2003:133).

Data 1

Camilan pedes bisa bikin semangat dan energi lo balik lagi, buat si Leo yang suka tantangan.

The data above was taken from 'Teh Pucuk Harum' Facebook account. Teh Pucuk Harum is a tea product from Mayora which is made from selected tea leaves. In a post on Teh Pucuk account, there is a picture with a description or caption as mentioned above. The data in the statement points out the type of tautology language style because it contains characteristics of the use of that language style. The expression is '*semangat dan energi*'. The words '*semangat*' and '*energi*' are two the same thing because the word '*semangat*' is a synonym for the word '*energi*'. So, even if one of these words is removed, the whole sentence will still have a complete meaning, for example, '*Camilan pedes bisa bikin semangat lo balik lagi*' or '*Camilan pedes bisa bikin energi lo balik lagi*'

- **Eroticism atau Rhetorical Question**

Erotic language style or rhetorical questions are figures of speech for questions whose purpose is to explore feelings and do not require an answer (Keraf, 2006: 134).

Data 1

Si asem manis Very Berry Yoghurt dan si kalem SilverQueen Green Tea ini emang unik banget. Makan coklat tapi rasa smoothie bowl? Bisa! Makan coklat tapi berasa lagi di jepang? Bisa juga! Pas banget kan buat ngedeskripsiin #IniRasaGue

The data above was taken from 'silverqueenid' Instagram account. SilverQueen is a famous chocolate brand in Indonesia and was produced by PT Petra Food in 1950. In its post on the SilverQueen account, a video was found with the caption as written above. The data found in this statement points out the type of eroticism language style or rhetorical questions because it

contains characteristics of the use of this language style, namely the form of a question sentence that does not require an answer and the answer is already available in the sentence itself. There are two question sentences in the advertisement, those are '*Makan coklat tapi rasa smoothie bowl?*' and '*Makan coklat tapi berasa lagi di jepang?*'. These question sentences do not require an answer because their purpose is only to add feeling and emphasis. The answers to these questions are already available '*bisa*' and '*bisa juga*'. This information is intended to create curiosity among consumers so that they will buy the product and try to feel how if they eat chocolate that tastes like a smoothie bowl and feel like they are in Japan.

The products being promoted are SilverQueen Very Berry Yogurt in pink and SilverQueen Green Tea Matcha in green. Yogurt and berries (strawberries and blueberries) are usually used to make smoothies, so SilverQueen claims that with the SilverQueen Very Berry Yogurt variant, consumers can consume chocolate with a smoothie bowl taste. Meanwhile, Green Tea Matcha is a typical Japanese green tea drink, so SilverQueen claims that with the SilverQueen Green Tea Matcha variant, consumers can feel like they are in Japan because of the green tea taste.

- **Correction**

The term correction is defined as a style of language that initially emphasizes something but is then revised or corrected (Keraf, 2006: 135).

Data 1

Emang udah paling enak kalo ujan gini nyari yang anget-anget kayak pelukan doi... Eh canda doi... Pake anget kuahnya Mie Sedaap Cup Soto aja udah cukup kok, apalagi dicampur serbuk koyanya bikin hati lo #MakinJuara!

The data above was taken from the Instagram account of 'miesedaapcup'. Mie Sedaap is the second most popular instant noodle brand in Indonesia and was produced by Wings Food in 2003. Mie Sedaap Cup is the latest innovation from Wings Food. In this account, it posted Mie Sedaap Cup Soto with captions as written above. The data from this statement points out the type of correction language style because it contains correction characteristics, which is the language style used to strengthen a statement by making a second statement to

correct the first statement. The expression is *'Emang udah paling enak kalo ujan gini nyari yang anget-anget kayak pelukan doi... Eh canda doi... Pake anget kuahnya Mie Sedaap Cup Soto aja udah cukup kok'*. At the beginning, the advertiser revealed that the partner hug is the best thing on rainy days. However, in the end, the advertiser corrected that the best thing on rainy days is the warmth of Mie Sedaap Cup. This expression is used by the writer to convey a message imaginatively and aims to get a certain effect.

In this 13-second live photo, there is a house equipped with a window in the background. A woman was standing in front of the window holding Mie Sedaap Cup Soto and it looked like there was a rainstorm outside. The advertisement shows that when it rains, the thing that can warm you the most is Mie Sedaap Cup Soto soup.

- **Hyperbole**

Hyperbole is a figure of speech used to exaggerate information (Keraf, 2006:135).

Data 1

Bulu mata anti air, anti badai dan anti turun! Dapatkan bulu mata lentik seketika dengan Holy Lash Exilir. Cukup dengan sekali aplikasi bulu matamu auto lentik dan anti turun. Ditambah lagi mascara ini waterproof jadi ga perlu khawatir akan bleber di bawah mata

The data above was taken from the Facebook account of 'Myka Kosmetik'. Myka Kosmetik is a reseller account that sells various kinds of cosmetics that are 100% original. In its post on the Myka Kosmetik Facebook account, there is an image uploaded with a description or caption as written above. The product posted is Looke's Holy Lash Exilir Mascara. The caption found in the advertisement above is classified as hyperbole language style because it follows the characteristics of this language style which is formed to exaggerate something and its aim is to influence the reader.

The phrase that points out hyperbole language style is *'anti badai'*. This is considered to be exaggerated because it assumes that by applying the Holy Lash Exilir mascara from Looke, even if there is a storm, it will not damage your eyelashes. The phrase *'anti badai'* here refers to eyelashes that are thick, curly, and long-lasting when used. This statement is used to give effect to language to attract consumer interest in buying the product.

In the advertisement, a product from Looke is displayed, namely Holy Lash Exilir and is packaged like mascara product in general. The color chosen for this product is black. Black is the typical color of Looke products because all Looke products use black as their packaging color.

3.2.2 Figurative Language Style

According to 16 types of figurative language styles, from commercial advertisement texts on social media, the figurative language styles used are simile or equation, personification, epithet, synecdoche, and antonomasia.

- **Simile**

Simile is a style of language that directly compares one thing with another very different thing. This language style usually uses words: 'like' or 'as'. to form simile expressions (Keraf, 2006: 138).

Data 1

Kalo si Kecil kuat, ia bisa banyak melakukan segala hal. Untuk itu, penting buat Bunda untuk membuat si Kecil terus kuat dengan cara yang enak. Karena #KuatItuEnak, jangan lupa untuk selalu berikan si kecil Milkuat Susu Coklat Malt 2x sehari agar ia terus sekuat macan

The data above was taken from 'milkuat' Instagram account. Milkuat is a milk product produced by PT Indolacto and has a tiger as their brand ambassador named Milku. In its post on Milkuat's Instagram account, there is a video with a description or caption as written above. The data found is classified as a simile language style because there are sentences which purposes is to compare one thing with another thing. The expression in question is *'sekuat macan'* or as strong as tiger. This language is classified as a simile style of language because it compares a tiger and a small child. Advertisers equate a small child with a strong tiger, when in fact the two things are different. However, it aimed to attract the attention of parents in Indonesia so that they will buy Milkuat products for their children so that they can be as strong as tigers. The Phrase *'sekuat macan'* means being strong and brave in doing anything like a tiger.

In the 20 second video uploaded through this account, the content contains a little girl who is smiling broadly while showing her two thumbs with the words *'Jika si Kecil kuat, ia bisa melakukan banyak hal, diantaranya:'*. This is

followed by an explanation ‘*mampu memecahkan masalah, dapat mengerjakan soal matematika sederhana, menguasai hingga 50.000 kata, selalu kuat sekuat macan*’. These four things are things that can be done if your little one becomes a strong child.

- **Personification**

Personification is a language style that explains non-living things act and speak like humans (Keraf, 2006: 140).

Data 1

Mositurizing Gel paling juara bikin wajah #Glowing harganya juga gak bikin dompet kamu nangis, Glowlers!

The data above was taken from a post of ‘*glowfactor_id*’ Instagram account. Glow Factor is a local product brand which is famous for its Lip Gloss products. Apart from Lip Gloss, Glow Factor also produces Moisturizer Gel for its consumers. In its post on the Glow Factor account, there is a video of the Glow Factor Moisturizing Gel product with information or captions as written above. The data found in the information above is categorized into the type of personification language style because of the act of giving human characteristics to non-living things. An expression that points out this language style is ‘*harganya juga gak bikin dompet kamu nangis*’. This style of language focuses on the word ‘*nangis*’ or cry. Crying is a human emotional condition to express emotions, sadness, loss, and even happiness. However, in this case, advertisers use this word to refer to consumers’ wallets even though the ‘*wallet*’ is a non-living object but is given human characteristics. The advertiser uses these words to state that the price of Glow Factor Moisturizing Gel is not expensive so it is safe for your pocket because you don’t need to spend a lot of money to buy the product.

The 32-second video shows the pink Glow Factor Moisturizing Gel product with the statement that this moisturizing gel will not dry out the skin, has a light texture, and is not sticky.

- **Epithet**

Epithet language style is an idea that expresses a special characteristic of someone or something (Keraf, 2006: 141 and Tarigan, 1986: 130). It is used in accompaniment or in place of a person, place, or thing to describe or characterize it.

Data 1

Kripik kaca xtra pedas yang paling best seller

The data above was taken from ‘*kripik_kacajkt*’ Instagram account. *Kripik_kacajkt* is an Instagram account that sells snacks such as chips and spicy *basreng* which are currently viral. On its Instagram account, there is a post of *kripik kaca* with the description as written above. This information is categorized into the epithet type of language style because it contains epithet characteristics, which is a language style that is used to express a special characteristic or characteristic of someone or something. The expression that points out the epithet is found in the phrase ‘*kripik kaca*’. *Kripik kaca* are a typical Sundanese snack made with cassava which is cut very thinly so that it produces chips as thin as glass after frying. This expression is used by advertisers to promote their products in an imaginative way and aims to achieve a certain effect. Advertisers use the word ‘*kaca*’ or glass to express the characteristic of these chips, which are thin and transparent like glass. *Kripik kaca* has different flavors ranging from spicy seaweed, spicy green chilies, and extra spicy lime leaves.

- **Synecdoche**

Synecdoche is a language style used to replace the whole idea by only stating a part of it (Tarigan, 1986:124). According to Keraf (2006:142), there are two types of synecdoche, namely synecdoche which mentions a part to replace the whole object (*pras prototo*) and synecdoche which mentions the whole object but for a part (*totem pro parte*).

Data 1

Kini kembali lagi menu favorit kita semua: Burger Rendang! Pilih Burgermu, Burger Rendang Spesial dengan telur yang lembut atau Burger Rendang Double yang kenikmatan Rendangnya Double! Lalu Gulai Gurih McShaker Fries yang rasanya gurih dan renyah #IniRasaKita. Sambut perayaan kemerdekaan dengan menikmati citarasa khas dari berbagai daerah di Indonesia. Yuk, mampir ke Drive Thru terdekat untuk mencoba varian menu #IniRasaKita!

The data above was taken from ‘*mcdonaldsid*’ Instagram account. McDonalds is the largest fast-food restaurant in the world which was founded in 1940 in San Bernardino,

California, United States. In its post on McDonalds' Instagram account, there is a picture with a description or caption as written above. The product uploaded is one of the McDonald's menus, namely Rendang Burger. The data found is categorized into synecdoche language style because the language follows the characteristics of synecdoche. The data that points out the synecdoche in the sentence is '*citarasa khas dari berbagai daerah di Indonesia*'. The word 'Indonesia' certainly covers a very wide area. However, in this case, the advertiser does not refer to a large area in Indonesia, but only refers to one area with typical Rendang characteristics, so it could be said that this is a pro parte totem synecdoche because it mentions the whole but only refers to a part of it.

Rendang is a traditional food from the Minangkabau which is usually served at certain events, for example, weddings or other important events. So, the word 'Indonesia' refers to the Minangkabau region with its characteristic which is used as a new product from McDonald's. Advertisers use this language style to welcome Indonesian Independence Day by producing Indonesian food, namely rendang from Minangkabau. The products being advertised are the Double/Single Rendang Burger, the Special Rendang Burger, and the Savory McShaker Fries Gulai, which is a special menu to welcome Independence Day from McDonald's.

- **Antonomasia**

Tarigan (1986:132) and Keraf (2006:142) define antonomasia language style as a language style that uses official titles or positions to replace personal names.

Data 1

Diformulasikan dokter antiaging yang terinspirasi dari brand internasional dan disesuaikan dengan kebutuhan kulit orang Indonesia yang tinggal di iklim tropis

The data above was taken from the Facebook account of 'Lunica'. Lunica is a local skincare brand with premium quality because its composition is imported directly from abroad. In its post on Lunica's Facebook account, there is a video with a description or caption as written above. The product uploaded is Lunica's product, namely Bright Bloom Night Recover. The data found from the advertisement information is categorized into the antonomasia language style because it follows the characteristics of this

language style, which is using official titles as a substitute for someone's name. The data that points out the antonomasia is found in the phrase '*dokter antiaging*'. The doctor is the person or expert behind the emergence of the Lunica product. In this advertisement, the advertiser does not mention the name of the person referred to as the doctor. Advertisers only use the official title '*Dokter*' to replace the Doctor's proper name.

In the advertisement, there is a 31-second video that shows Lunica products and contains the caption '*Ini adalah krim dengan Nanoteknologi dari USA*' which is a characteristic of Lunica products. The explanation continues by showing the composition and advantages of the product, which has been tested to be 300% more effective. With nanotechnology, the content of Peptide, Phenylethyl Resorcinol, and Lactic Acid can penetrate the deepest layers of the skin.

IV. CONCLUSION

Based on the word choice, the type of language style commonly used in advertisements is informal language style. The use of informal word choices is because in general advertisements are made so that they are easy to understand by all levels of society who are the targets of the advertising marketing. The language in advertisements will look interesting, relaxed, and varied if they use informal language such as non-standard words, language that does not follow KBBI rules, and even capital letters that are not written in the right place.

Based on the sentence structure, the type of language style found is repetition style. The characteristic of this language style is the repetition of words or phrases that are considered important in one sentence line. The use of this language style is aimed to beautify the language used in advertising. Apart from that, repetition is also used to highlight parts of the advertisement that are considered important, so they must be written repeatedly so that they will be easier to understand and always remembered by the people who are the target of the advertisement.

Based on the direct and indirect meaning, seven types of rhetorical language styles and five types of figurative language styles were found. This language style helps advertisers to convey messages in advertisements through more interesting languages. The use of rhetorical and figurative language styles is still considered effective because even though it uses short or

incomplete language, advertising is still able to have a certain effect and attract consumer interest.

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