



ANALYSIS OF DICTION AND LANGUAGE STYLE OF COMMERCIAL ADVERTISEMENT IN THE JAKARTA POST

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Abstract:

This research aims to describe the diction and language style used in The Jakarta Post newspaper's commercial advertisements. This type of research is referred to as descriptive qualitative research. The Jakarta Post, published in October 2019, served as the study's data source. The data in this study are words, phrases, clauses, sentences, and narrative expressions that meet the classifications of language style, diction, and advertisement style. Based on the analysis of 19 data, 11 data on Soft Style and 8 data on Hard Style advertisement styles, 13 data on connotation diction, and 6 data on denotation diction were discovered. Meanwhile, six data points on hyperbole language styles, five data points on alliteration language styles, four data points on metaphorical language styles, two data points on personification language styles, and one each for assonance and metonym language styles were discovered. Furthermore, the function of the language style is found, namely 8 data functions to persuade the reader, 5 data functions to create a certain mood, 3 data functions to make the writer's idea clearer, 2 data functions for the artistic effect of the writer's idea, and 1 data function to increase the reader's taste. Interestingly, hyperbole is the preferred language style in the 12 commercial advertisements published in The Jakarta Post in October 2019, and its function is to persuade the readers.

Keywords: advertising style, diction, language style, language style function.

INTRODUCTION

Advertisement is a communication medium (Nederstigt & Hilberink-Schulpen, 2018). Because advertisements convey a message to society, they cannot be separated from language. The purpose of advertising is to persuade people to buy or use the services or products offered. Advertisement producers and brand companies attempt to promote public product reviews by

introducing them to the mass media. They may use mass media to generate massive sales to promote their product and company for profit.

Advertising with good diction is vital for attracting customers. The problem of diction, or the selection of words, is not straightforward (Dimas Tutik, Fitriani, & Inderasari, 2020). Diction is the selection of words in a phrase, sentence, or paragraph that significantly impacts the essence of the intent and meaning of the phrase, sentence, or paragraph. According to the explanation, diction in advertising is intended to attract consumers and was designed for customers to purchase the goods and services offered (Damayanti, 2018).

Aside from diction, language style is used in advertising goods and services (Nederstigt & Hilberink-Schulpen, 2018). It reveals the language style used to achieve a specific effect, and it suggests that using a different language style can result in more engaging advertisements. A sentence for delivery will be a more appealing idea with the language style than using ordinary words (Tanto, 2019).

Newspaper is one of the advertisement media. Printed media is a type of media that is published regularly to provide readers with inside information on a specific topic and advertisements for various products. Women's newspapers, men's newspapers, sports newspapers, automotive newspapers, music newspapers, parenting newspapers, and gadget newspapers are all examples of newspapers. As a result, placing the advertisement inside the newspaper can be an effective strategy for promoting the product and displaying the content of the visual and language of the advertisement (Fitratunnas, 2017). However, language is an essential aspect of advertising.

The Jakarta Post newspaper was chosen for analysis by the researcher because the commercial advertisement contains various advertisement types and language styles. Furthermore, the researcher is intrigued by a child's advertisement. The Jakarta Post newspaper from October 2019 was used as a data source for this study. The Jakarta Post's target readers are foreigners and educated Indonesians (Rohani & Arsyad, 2018). This study will also examine the relationship and correlation between diction and language style when dealing with the target readers.

The researcher's first relevant study is titled *Diction and Style Language In the column "From the Editor" and "Reports" Bentara Wacana Eksperana Junior High School Muntilan*

magazine 2008 (Anggraini, 2018). The study's goal is to describe the diction or word choice and language style used in the Bentara Wacana Eksperana Junior High School Muntitan magazine's columns "From the Editor" and "Reports." The findings of these studies are as follows: (1.) the diction form a general word-Standard: date, games, exercise, opponents, players. Half, surprise, and thin are examples of nonstandard words. Non-special, nonstandard: score, semi-finals, finals, quarter, foul out, center. (2.) Language styles discovered included simile, personification, hyperbole, metaphor, paradox, synecdoche, and metonymy.

The second relevant study is entitled "Language Style In Advertising Medicine in SCTV"(Adegoju, 2008). The purpose of this study is to (1) describe the types of style of language used in the advertisement of medicines in SCTV, (2) describe the characteristics contained in the style of language used in the advertisement of medicines in SCTV, (3) determine the usefulness of style of language in advertising drugs on SCTV, and (4) determine which style is most prominent in the advertisement of medicines in SCTV. The study's findings are as follows: (1) 30 advertisements of medicines are analyzed, while a style discovered ten species. The language style, polisidenton language (one advertisement), style parables (the advertisement), style antagonism (two advertisements), and style sinekdoke (one advertisement); (2) The characteristics of each type of style in this language are unique to each, but they are all intended to influence the audience's decision to buy and use the product being advertised. Each language style used is intended to stimulate and create interest while also assuring that the advertised product is reliable, worth purchasing, and worth using. (3) The purpose of using style language in drug advertising on SCTV is to standardize the audience's attention to listen to the information submitted, and the information is expected to inspire the audience to do what is suggested, in this case, the purchase and use of the advertised product. (4) The most commonly used style, first repetition language style, and the two styles language metonomia, language style asidenton

The similarities between these studies are found in diction and language style analysis. There are three differences between these studies and this research. The first differentiator was that, in addition to analyzing the language style, researchers also examined the diction in a commercial advertisement published in The Jakarta Post newspaper in 2019. The source data is the second distinction. For a month, the data will be sourced from The Jakarta Post. The commercial advertisements in The Jakarta Post were the subject of this study.

The researchers describe the theoretical theories that help them answer the problem formulation. These theories are concerned with diction, language style, fashion, advertising, and The Jakarta Post profile. Keraf and Well's Theory serves as the foundation for these theories.

Diction is the selection of words that not only calls into question the accuracy of the word but also the word used so that it does not detract from the atmosphere (Tenia & Saripudin, 2019). There are three major aspects to diction. First, the meaning of the words used to convey an idea is included in the choice of words or diction. Second, the ability to accurately distinguish shades of meaning from the concept to be shared and the ability to find a form of words that corresponds to the situation is reflected in the choice of words or diction. Third, a large vocabulary is required to select the appropriate word and the corresponding mastery (Tenia & Saripudin, 2019).

Based on the previous, the researcher concludes that diction is a person's ability to select the appropriate words to express ideas and harmony. Not only is the accuracy of the word called into question, but so are the effects on the reader.

The meaning of a word can be divided into two categories: denotative meaning and connotative meaning (Dickins, Hervey, & Higgins, 2020).

a. Denotative Meaning

Conceptual meaning refers to denotative meaning (Damayanti, 2018). For example, the word eats means to put something in your mouth, chew it, and swallow it. Denotative meaning is associated with scientific language in its purest form because its primary purpose is to provide clear direction about specific facts (Saputra, Saleh, & Maria, 2021).

b. Connotative Meaning

Connotative meaning is a meaning that contains emotional values in both the stimulus and the response. Connotative arises from social and interpersonal relationships that personalize one person with another (Saputra et al., 2021).

2. Language style

a. Definition of Language Style

Language style refers to how people communicate using language, which can be written or spoken (Juliana Dewi, Ediwan, & Suastra, 2020). Style is a term used to describe how language is used in rhetoric. The term "word style" comes from the Latin word *stylus*, which means "a kind of tool for writing or engraving on a slab of wax." In addition, the evolution of style transformed the meaning of words into the abilities and expertise to write or use beautiful words (Wu, Shen, Fan, & Mattila, 2017).

Style, in general, is a way of expressing yourself, whether through language, behavior, dress, or other means. Style in terms of language. Language is a method of expressing oneself through language. Language style allows us to assess a language's character and ability. The better a person's language style, the more people vote against him; the worse a person's style, the lower the overall ratings given to him (Prasojo R, 2012). The literary style can be defined as expressing thoughts through language that typically reflects the author's spirit and personality (speakers). A good style should include three components: honesty, courtesy, and interest. The language style can be divided into appropriate styles using the three elements (Tenia & Saripudin, 2019).

According to the above definition, style is the typical way to express thoughts and feelings in verbal or written form. The uniqueness of this style is found in the words he chooses. The sentence was influenced by the language style used (Ernestivita, 2013). The language style in terms of the language issued on the choice of words, the tone contained in the discourse, sentence structure, and direct or absence of meaning (Wu et al., 2017). Style language is based on word choice to question the use of the most appropriate and suitable for a specific position in the sentence and the appropriateness of the use of the words seen from layers of language use in the community (Pangaribuan, Laia, & Silaban, 2020)

It categorizes language into ten styles; a simile compares two things with different realities (Heredia & Cieřlicka, 2015). Typically, the words are 'as.....if,' 'as.....as,' 'as like,' 'as though,' and so on. "He can swim as fast as a fish," for example.

Metaphor style is a language style that compares two matters, or in other words, an implied comparison of two different things. For instance, you are my sun. Personification is the process of imbuing inanimate objects, animals, or natural phenomena with human

characteristics (Trim, 2021). In other words, personification describes nonliving things as if they are alive and act like humans. Play with your beauty, for example.

The metonymy style replaces the name of something with the same character with the name of another thing with the same character or substituting a word to suggest what is meant. She, for example, drives her new Chevrolet. Alliteration is a word pattern that starts with the same letter or similar sound (Trim, 2021). In other words, alliteration is a language style that uses a repetition of the same consonant sound that follows each other to create a beautiful sentence or to emphasize a word. "You come, and you change my entire life now," for example.

Assonance is the repetition of vowel sounds, most commonly within a short verse passage or language style that repeats the same vowel sound in words that follow each other. It is typically used in a poem to emphasize or take it to a more artistic level (Trim, 2021). You will, for example, have healthy, gleaming white skin.

Ellipsis is a language style that omits a part of a sentence that the reader quickly fills in or interprets, thereby clarifying the sentence's meaning. For instance, 'she looks fresh, pretty, and...' Euphemism uses less offensive or more agreeable terms in place of another (Trim, 2021). This style of expression is used to replace words with insulting and unpleasant meanings. For example, use Nivea whitening to lighten your dark skin.

Prolepsis is a language style in which words are used to refute expected objections as part of the main argument (Heredia & Cieřlicka, 2015). For instance, 'Wow.....big sale up to 70% off.' Hyperbola is a language style that exaggerates the character or size of something to emphasize, intensify, and so on. As an example, You will have a wonderful sensation.

c. Advertisement Style

Several advertisement styles can be used to convey a message. Examples are a hard sell, soft sell, lecture, drama, straightforward, demonstrations, comparison, problem solution, a slice of life, and Spokesperson Craig, 2015). The hard sell is a rational informational message intended to touch the mind and elicit a logical response (Okazaki, Mueller, & Taylor, 2010). The soft sell is a sales technique that employs an emotional message built around a picture intended to touch the heart and elicit a response supported feeling and attitude.

A lecture is a teacher's thoughtfully structured instruction delivered verbally. A drama is a story or play that revolves around characters in a specific situation. Simple is the word. This advertisement style conveys messages that are more rational rather than emotional. The demonstration is a method of conveying an idea or statement that focuses on using the product and what it can do for you. The Problem-Solution advertisement conveys the message by starting with a problem and then presenting the product to solve that problem (Yoon, Kwon, & Kim, 2018).

The slice of life is a more elaborate version of a problem-solution message presented within the context of a bit of drama. Another popular message technique is the Spokesperson, which uses a person to speak on behalf of a product, and Spokesperson and endorsers are thought to build credibility. The concept of comparison refers to how this advertisement style conveys ideas or messages by comparing one product to another.

Language style serves the following purposes: To broaden the reader's palate. Using modern language can draw the reader's attention to what the writer, in this case, the advertiser, is saying (Ernestivita, 2013; Pangaribuan et al., 2020). Furthermore, it will raise public awareness of what has been written or said, what it means, the purposes, needs, and desires (Juliana Dewi et al., 2020).

The second objective is to persuade the reader. Language style functions can also ensure that the reader understands what the writer or speaker has said. In general, the writer or speaker entices the reader with flowery language. The third step is to incorporate the writer's idea's artistic effect. The third function of language style is to impress the reader with the product, service, or opinions. Conveying ideas with good diction, jargon, and artistic words can help the writer or speaker attract as many readers as possible (Hapsari & Inderasari, 2021).

The fourth goal is to make the writer's point clear. For this reason, some advertisers usually use everyday wording or words that are easily caught and understood by the reader when promoting their ideas, services, or products. The fifth goal is to create a specific mood. The advertiser's language style can influence the reader's feelings and thoughts. As a result, the advertiser's language style in their advertisement will create a specific mood.

This study promotes two research problems: the diction used in advertisements in the Jakarta Post newspaper in the 2019 edition and the types of language style and the function of

language style in the Jakarta Post newspaper in the 2019 edition. Based on the research findings, the researcher can identify the advertisement style and diction used in the Jakarta Post newspaper's 2019 edition and classify the language style and the function of language style in the Jakarta Post newspaper's 2019 edition.

METHOD

Design

The researcher chose a qualitative descriptive approach because this study aims to discover the various styles of language and diction contained in sentences in the Jakarta post advertisement. Qualitative research focuses on the ideas, perceptions, opinions, and beliefs of the people being studied, which cannot be quantified (Hsieh & Shannon, 2005). In this study, the theory used in research is not compelled to provide a complete picture of a subject from the perspective of the humans studied.

Instrument and Data Type

The text in advertisements obtained for this study was obtained by reading The Jakarta Post newspaper in October 2019. The information is derived from 12 issues of The Jakarta Post published in October 2019. The researcher gathered 19 pieces: a course advertisement, a hotel advertisement, a bar advertisement, a plane advertisement, a mall advertisement, a bank advertisement, a restaurant advertisement, and an event advertisement.

Data Collection

This study's data consists of linguistic expressions (words, phrases, and clauses) gleaned from commercial advertisements in The Jakarta Post Newspaper. The data collection procedure is explained further below. (1) For a month, read all sentences in commercial advertisements published in The Jakarta Post (October 2019). (2) Gathering linguistic expressions (words, phrases, and clauses) found in all sentences containing language style in The Jakarta Post advertisement.

Data Analysis

This research finds out the Kinds of diction, kinds of advertisement, advertisement,

language style, and function of language style. The steps to analyze the data explain (1) Identifying the Diction used in a sentence on The Jakarta Post commercial advertisement, (2) Identifying the language style and advertisement style used in a sentence on *The Jakarta Post* advertisement. (3) Identifying the function language style used in sentences on The Jakarta Post advertisement. (4) Making a conclusion based on the research findings.

Data are presented in several forms kinds. They are :

1. Data in structural analysis is shown in the form of quotations or note-taking.
2. Results data are presented in a table with code.

Code : (D1, 311019, 14)

D1 = Number of data.

311019 = The date when the advertisement published in the newspaper.
(DDMMYY)

14 = The page where the advertisement found

The whole process of citation, either in-text citation or list of references, uses a referencing tool of Mendeley Cite (Turmudi, 2020).

RESULT AND DISCUSSION

Results or Findings

This research will be presented based on research questions formulated previously.

1. Advertisement Style and Diction Used in The Jakarta Post Commercial Advertisement.

This section presents the analysis of advertisement classification used in this research. The data are taken from 12 printed newspapers of *The Jakarta Post* published in October 2019. There are 19 data collected from the newspaper. This table consists of linguistics data of advertisement product, advertisement style, and diction.

Table 1. Advertisement Style and Diction Used in The Jakarta Post Commercial Advertisement.

No	Linguistics Data	Advertisement Product	Advertisement style	Diction
1	‘Special Corporate Deal’ Every department deserves to grow , no matter how small	The Jakarta Post	Soft Sell	Connotative

2	Bali, the Legian Seminyak, has launched the Rose Lunch Package at The Restaurant, which serves a set lunch paired with fine rose wine .	The Legian Seminyak	Hard Sell	Denotative
3	Indonesia's most enjoyable outdoor festival At Gelora bung Karno	Indonesia Senayan Festival	Soft Sell	Connotative
4	At poly U, we create knowledge transfer technologies . We work closely with business and industry, adding meaningful significance to our innovations.	THE HONG KONG POLY U	Hard Sell	Denotative
5	Visit the biggest exhibition of the woodworking and component furniture industry in Indonesia	JIEXPO	Soft Sell	Connotative
6	Build Your Confidence with SIB School Learn Bahasa , Mandarin, or English at your office/home. Qualified teachers and excellent material	SIB	Soft Sell	Connotative
7	JOIN AND VISIT The largest tradeshow of export products and services Get ready for new business opportunities with exporters and international buyers	TRADE EXPO	Soft Sell	Connotative
8	WEDDING PACKAGE Make your moment unforgettable with our outdoor wedding package Start From Rp: 38.550.000 per 200 pas	Singgasana Hotel Surabaya	Soft Sell	Connotative
9	Watch the world go by from our garden terrace or sip a cold drink at our friendly LONE PALM BAR after shopping.	Kopi Pot	Soft Sell	Connotative
10	Watch the world go by from our garden terrace or sip a cold drink at our friendly LONE PALM BAR after shopping.	Kopi Pot	Soft Sell	Connotative
11	Heaven in the heart of Kuta since 1973. Dine out beneath a canopy of flowers amid pools and waterfalls.	Poppies Restaurant	Soft Sell	Connotative

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12	3 Spectacular pools Spacious and luxury unit Smart investment Free five years maintenance fee Foreigners are eligible	AMALA APARTMENT	Hard Sell	Denotative
13	3 Spectacular pools Spacious and luxury unit Smart investment Free five years maintenance fee Foreigners are eligible	AMALA APARTMENT	Soft Sell	Connotative
14	Here for you, whenever, wherever. The Jakarta Post digital premium Year-End Promo	The Jakarta Post	Hard Sell	Denotative
15	Maintaining the Momentum for Quality Growth	BNI	Hard Sell	Denotative
16	Fly Eva Air and enjoy unrivaled comfort. In every city around the world, You can always find a story Take a Flight of Inspiration	EVA AIR	Soft Sell	Connotative
17	Get up close with Kangaroo? Why Not! Citilink now flies to Perth!	CITILINK	Soft Sell	Connotative
18	SNOW PLAYGROUND: Now Come with a new machine which brings more ice, more snow, more fun time to freeze. ICE SKATING RINK: Let's chill & slide, join the most fabulous on the only winter season in town.	GRAND CITY MALL SBY	Soft sell	Connotative
19	SNOW PLAYGROUND: Now Come with a new machine which brings more ice, more snow, more fun time to freeze. ICE SKATING RINK: Let's chill & slide, join the most fabulous on the only winter season in town.	GRAND CITY MALL SBY	Soft Sell	Denotative

This table consists of the classification of advertisement styles and diction used in *The Jakarta Post*. The researcher collected 19 data and classified them based on advertisement style and vocabulary. From 19 data, the researcher found 11 data of soft style advertisement style

and 8 data of hardstyle advertisement style. At the same time, the researcher found 13 connotative diction and six denotative diction.

2. Classification of Language Style and Function of Language style in The Jakarta Post Commercial Advertisement.

This section classifies the Language style and The Function of Language Style of the commercial advertisement found in The Jakarta Post Newspaper. The researcher listed the 19 data in the table below. This table consists of data, language style, and function of language style.

Table 2. Classification of Language Style and Function of Language Style in The Jakarta Post Commercial Advertisement.

No	Data	Language Style	The function of language style
1	'Special Corporate Deal' Every department deserves to grow , no matter how small	Metaphor	To create a certain mood
2	Bali, the Legian Seminyak, has launched the Rose Lunch Package at The Restaurant, which serves a set lunch paired with fine rose wine .	Assonance	To increase the reader's taste
3	Indonesia's most enjoyable outdoor festival At Gelora Bung Karno	Hyperbole	To persuade the reader
4	At poly U, we create knowledge transfer technologies . We work closely with business and industry, adding meaningful significance to our innovations.	Alliteration	To add the artistic effect of the idea being offered by a writer
5	Visit the biggest exhibition of the woodworking and component furniture industry in Indonesia	Hyperbole	To persuade the reader
6	Build Your Confidence with SIB School Learn Bahasa , Mandarin, or English at your office/home. Qualified teachers and excellent material	Metaphor	To create a certain mood
7	JOIN AND VISIT The largest tradeshow of export products and services Get ready for new business opportunities with exporters and international buyers	Hyperbole	To persuade the reader
8	WEDDING PACKAGE Make your moment unforgettable with our outdoor wedding package Start From Rp: 38.550.000 per 200 pas	Metaphor	To create a certain mood

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9	Watch the world go by from our garden terrace or sip a cold drink at our friendly LONE PALM BAR after shopping.	Personification	To persuade the reader
10	Watch the world go by from our garden terrace or sip a cold drink at our friendly LONE PALM BAR after shopping.	Personification	To persuade the reader
11	Heaven in the heart of Kuta since 1973. Dine out beneath a canopy of flowers amid pools and waterfalls.	Hyperbole	To persuade the reader
12	3 Spectacular pools Spacious and luxury unit Smart investment Free five years maintenance fee Foreigners are eligible	Alliteration	To make the writer's idea clearer
13	3 Spectacular pools Spacious and luxury unit Smart investment Free five years maintenance fee Foreigners are eligible	Hyperbole	To persuade the reader
14	Here for you, whenever, wherever. The Jakarta Post digital premium Year-End Promo	Alliteration	To make the writer's idea clearer
15	Maintaining the Momentum for Quality Growth	Alliteration	To create a certain mood
16	Fly Eva Air and enjoy unrivaled comfort. In every city around the world, You can always find a story Take a Flight of Inspiration	Metaphor	To add the artistic effect of the idea being offered by the writer
17	Get up close with Kangaroo? Why Not! Citilink now flies to Perth!	Metonymy	To create a certain mood
18	SNOW PLAYGROUND: Now Come with a new machine which brings more ice, more snow, more fun time to freeze. ICE SKATING RINK: Let's chill & slide, join the most fabulous on the only winter season in town.	Hyperbole	To persuade the reader
19	SNOW PLAYGROUND: Now Come with a new machine which brings more ice, more snow, more fun time to freeze. ICE SKATING RINK: Let's chill & slide, join the most fabulous on the only winter season in town.	Alliteration	To make the writer's idea clearer

This table mentions the classification of the language styles and functions of commercial advertisements found in The Jakarta Post. The researcher found in collecting 19 data which were classified based on the language style and function used. The researcher managed to

collect 19 data is classified based on advertisement style and diction used. From 19 data, the researcher found six hyperbole language style data, five alliteration language data, four metaphor language styles, two personification language styles, and one each for assonance and metonymy language styles.

In addition, the function of the language style is also found, namely 8 data functions to influence readers, 5 data functions to create a certain mood, 3 data functions to make the writer's idea clearer, 2 data functions for the artistic effects offered by the advertiser, and 1 data that serves to increase the taste of the reader. Interestingly, hyperbole is the favorite language style most often found in this analysis and influences readers.

Discussion

This research revealed that from 19 data, the researcher found 11 data of soft style advertisement style and 8 data of hardstyle advertisement style. In contrast, the researcher found 13 connotative diction and six denotative diction.

A. Advertisement Style and Diction Used in The Jakarta Post Commercial Advertisement.

This section presents the analysis of advertisement classification used in this research. The data are presented as follows:

Data 1

This is a Bar advertisement

Watch the world go by from our garden terrace or sip a cold drink at our **friendly LONE PALM BAR** after shopping.

The commercial advertisement above is *LONE PALM BAR*. This Bar presents homemade cakes and desserts. It opens from 8 a.m; until 11 p.m and is near the hotel *The One*. This commercial advertisement uses a soft style to convey the message because the advertisement uses an emotional message in presenting the service. It is shown from the utterance “friendly LONE PALM BAR,” which indicates an inspirational message.

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The diction used in this commercial advertisement has a connotative meaning because it has communicative and commercial value on expression shown in the word “friendly.” There is not a literal meaning, but this word contains emotional values.

Data 2

This is a Newspaper advertisement

Here for you, whenever, wherever.
The Jakarta Post digital premium Year-End Promo

The commercial advertisement above deals with The Jakarta Post commercial advertisement. This media makes a promotion about a year-end promo that can be used anywhere and anytime. The commercial advertisement uses the rational information message in presenting the product because the utterance “Here for you, Whenever wherever” indicates an informational message that presents objectives to create a response primary on logic; therefore, this advertisement is classified as a hard sell advertisement style.

The diction in this advertisement has denotative meaning; for example, the expression “Whenever wherever” indicates the literal meaning about **whenever** refers to a time and **wherever** refers to a place. This advertisement wants to inform this offer can use anytime and anywhere, and gives a clear direction about specific features.

Data 3

This is a Mall advertisement

ICE SKATING RINK: Let’s chill & slide, join the most fabulous on the only winter season in town.

SNOW PLAYGROUND: Now Come with a new machine which brings **more ice, more snow, more fun time** to freeze.

The commercial advertisement is Grand City Mall Surabaya. This mall offers a snow playground and ice skating rink from 22 November 2019 until 12 January 2020. This advertisement uses a soft style to convey the message because the advertisement uses an emotional message to present the service. It is shown on the expression “**more ice, more snow,**

more fun time.” This expression indicates a subtle, intriguing, and ambiguous inspirational message and illustrates how advertisements sell moods and dreams more than product features.

However, the diction in this advertisement has a denotative meaning because it has communicative and commercial value on expression. The word “more ice, more snow, more fun time” uses a literal sense.

Data 4

This is a University advertisement

At poly U, **we create knowledge transfer technologies.** We work closely with business and industry, adding meaningful significance to our innovations.

The commercial advertisement above is The Hongkong Polytechnic University. This University is close with business and industry. This advertisement uses Hard Style to convey the message because the advertisement uses a logical message in presenting the service. It is shown from the utterance “we create knowledge, transfer technologies” indicates a logical statement.

The diction used in this advertisement has a denotative meaning because it has communicative and commercial value on expression that shown in the word “knowledge” has a literal meaning.

Data 5

This is a Bank advertisement

Maintaining the Momentum for Quality Growth

The commercial advertisement above deals with BNI. This bank promotes momentum for quality growth. The advertisement uses the rational information message to present the product. The utterance “Maintaining the Momentum” indicates an informational message that presents objectives to create a response primarily on logic. Therefore this advertisement is classified into a hard sell advertisement style.

The diction in this advertisement has a denotative meaning. The expression "maintaining the momentum" indicates the literal meaning of the clear direction about maintaining the momentum.

B. Classification of Language Style and Function of Language style in The Jakarta Post Commercial Advertisement.

This section classifies the Language style and The Function of Language Style of the commercial advertisement found in The Jakarta Post Newspaper. The data are presented as follows:

Data 6

Bali, the Legian Seminyak, has launched the Rose Lunch Package at The Restaurant, which serves a set lunch paired with **fine rose wine**.

The language style used in this commercial advertisement is Assonance style, and this can be seen in the expression **of fine rose wine** associated with wine.

The function of this advertisement is to increase the reader's taste. Using the artistic expression 'fine rose wine' in this advertisement adds the artistic effect, conveying ideas using good diction and jargon. Besides, the artistic expression can be constructive for the writer to attract the readers.

Data 7

This is a Hotel advertisement.

Heaven in the heart of Kuta since 1973. Dine out beneath a canopy of flowers, amid pools and waterfalls.

Hyperbole is used as the language style in the above commercial advertisement. This can be seen in the expression **Heaven in the heart of Kuta**, which means that this language style has attractive words to create beautiful sentences or emphasize words.

The function of this advertisement is to persuade the reader by using the artistic expression 'Heaven.' Therefore, the creative word heaven in this advertisement aims to be an eye-catching word and convince the readers.

Data 8

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This is a Citylink advertisement.

Get up close with Kangaroo? Why Not! **Citilink now flies to Perth!**
(D17,291019,14)

The language Style used in this commercial advertisement is Metonymy style. The Metonymy style can be seen in the expression **Citilink now flies to Perth!** which makes it more artistic.

The function of this commercial advertisement is to create a certain mood. The expression '**Citilink now flies to Perth!**' in this commercial advertisement aims to make audiences use Citylink.

Data 9

Figure 9.

3 Spectacular pools
Spacious and luxury unit
Smart investment Free five years maintenance fee
Foreigners are eligible

The language Style used in this commercial advertisement is alliteration style. It can be seen in the Spectacular expression **pools Spacious and a luxury unit** that has a repetition of the same S consonant sound that begins with the same letter or sound-alike; it means that this language style has a repetition of the same consonant sound that follow each other, it usually used in poem and prose, to create a beautiful sentence or to emphasize a word.

The function of this commercial advertisement is to make the writer's idea clearer by using the artistic expression '**Spectacular pools Spacious and luxury unit**' in this commercial advertisement explicit the aim to be caught and understood easily by the reader in promoting this service because of the commercial advertisement use daily word.

Data 10

This is a Course advertisement

Build Your Confidence with SIB School Learn Bahasa, Mandarin,
Or English at your office/home. Qualified teachers and excellent material.

The language Style used in this commercial advertisement is Metaphor style. The Metaphor style can be seen in the expression **Build Your Confidence with SIB School Learn Bahasa** artistic.

The function of this commercial advertisement is to create a certain mood. The expression 'Build' in this commercial advertisement makes audiences join that course.

CONCLUSION AND SUGGESTION

Conclusion

The conclusion of this research was formulated based on the research questions. Therefore, the findings are drawn from the research. First, The researcher found advertisement style and diction; these include hard sell soft sell. Diction is distinguished by denotative meaning and connotative meaning. The researcher concludes that hardstyle merges with denotative and soft style combined with connotative, but the researcher found that one data has a gentle style with denotative diction. That findings are not usual and make this research very unique. Second, hyperbole and alliteration are the favorite language styles used in commercial advertisements *The Jakarta Post* because that two-language style appears more often than the other language style. Third, The researcher also found the relationship between advertisement style with language style. The researcher concludes that language style metaphor, hyperbole, personification, and metonymy merge with soft style advertisement style. In contrast, alliteration and assonance combine with hard-sell advertisement style, but again the researcher found that one data has a smooth style with alliteration. Those findings are not usually because the other alliteration merges with the hardstyle advertisement style.

Implication

The research focuses on commercial advertisements in the newspaper. So, the researcher suggests further research that can analyze the field and theory. However, additional researchers are recommended to use different data sources and the other theory related to this research. For example, the researcher can use non-commercial data or change the various data sources like television or internet advertisement.

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