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Article

Food And Drink Advertising Analysis On Television : Structure And Language Functions

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A B S T R A C T

The current research focuses on the discourse analysis of the food and drinks advertisement. The data were collected from television advertisement by using observational method. The analysis is based on the qualitative approach by focusing the analysis on the discourse approach. Data of this study in the form of words, phrases, clauses, and sentences in food and beverage advertisements on television. The result of the analysis shows that the emotional aspect was frequently used to engage the costumers to the product. Some advertisements also use foreign language to give a good impression to the costumer. From the result of the analysis, it can be inferred that food and drinks advertisement not only provided information and about the product but also reflect the cultural value of the costumers.

INTRODUCTION

Language cannot be released with human life in society, because language is a medium of communication. One of language function that is as a means of association and cooperate with fellow humans. Through human language can exchange information about himself and about products it produces. Information exchange process it can occur verbally or in writing. Orally can be directly conveyed to partner said, while in writing must submitted through the media in written for which can be read by the public.

One medium in written form existing in society today is print media in the form of television (Eriyanto, 2006: 14). Television provide information about many things including products produced by producer. Information about more products known as advertising. Through advertising, manufacturers introducing its products to the wider community as a potential customer. The purpose of advertising is so that prospective customers are interested in using product. Use of Indonesian in advertisements need to be made more interesting, because it is

used for offer a product. To influence the buyer wants to buy the product advertised, the language that is often used in advertisements is persuasive.

Human needs for information presented by television provides a great opportunity producer to offer products produced through advertising on television. Many products are advertised through television includes food and drinks, besides ready-to-eat foods are also found advertising materials. This is done by the manufacturer with hope when someone sees television, then the person also listens and sees adverts aired on television. This is visible it is clear that the use of language in advertising is very important, because it affects the reader to want to buy the product offered. Power drag ads usually on placements language structure contained in it. Mulyana (2005: 1) states that discourse is a relatively most linguistic element complex and most complete. Linguistic unit includes phonemes, morphemes, words, phrases, clauses, sentences, paragraph, until the essay is intact. Discourse is the most complete, highest, or largest language unit in for sentences or clauses with cohesion and coherence continuous, has the beginning of the end manifest both delivered orally and in writing. The purpose of this study is describe the structure of food and beverage advertising on television. In addition, this study also aims describe the function of language contained in advertising of food and beverage products on television.

METHOD

This study uses a type of research qualitative, which is a research method used to examine the condition of the object natural, which the researcher is as an instrument key. This study emphasizes structure and advertising language functions. Qualitative research aims to get the truth that was built based on the development of theories from research on an empirical basis.

The approach of this research is analysis discourse. Discourse analysis is a study of words, sentences, meaning of use, and interpretation. Discourse analysis tries to find meaning exact or at least very close to the meaning meant by the speaker in the discourse oral or author in written discourse (Mulyana, 2005: 69). Meanwhile, judging from the data presentation technique, this study uses descriptive patterns. Mean from descriptive patterns are research methods trying to describe and interpret objects according to what it is. Descriptive pattern produces interpretation of the description of the structure and function of language advertisement. The data in this study were obtained through documentation, see, and note. Data source this research is food and beverage advertising on television which contains structures and advertising language function.

RESULT AND DISCUSSION

A. Discourse Structure of Food and Beverage Product Advertising

The advertising structure is all parts ad compiler. Ad structure is composed of propositions certain parts of each constituent. So that can understand the ad well, listeners must understand about the composition of the advertisement along with it the proposition. The structure consists of the main items, explanatory item, and closing item. Some advertisements has a complete structure, but also found ads that have an incomplete structure. Order preparation of ad sections can be seen on the guide table analyzes the structure of advertising discourse, while each part is described as following.

The main item is the ad section that contains interesting and important messages, so that can attract the attention of prospective customers. Item the main ad can be indicated by the ad section in the form of ad titles and subtitles. This section have the task of attracting early attention reader. Main items of food and product advertisements drinks on television consist of

five propositions, that is, propositions emphasize the benefits of candidates consumers, desires that arouse desire know prospective customers, propositions in the form questions that demand more attention, propositions who commands or orders prospective customers, and attractive propositions special consumer attention. Each proposition presented as follows:

Proposition Emphasizes Prospective Consumer Benefits

This proposition gives emphasis in the form of profit to prospective customers when buying or use the product. Proposition emphasizing the potential benefits of consumers in advertising food and beverage products on television are seen in the following data.

Data 1:

‘Tepung Bumbu SASA, Praktis buatnya, lezat rasanya ‘

The data above is in the title of the seasoning ad Sasa brand ready-made cook. In the title sentence the above emphasized the benefits for prospective customers when using Sasa's core ingredients, emphasize the advantage lies in the word *Praktis*. Emphasis in the title can give the effect of curiosity deeper about what kind of convenience obtained with Sasa's core ingredients.

The cooking process is a process that is not easy. One of the stages of cooking is preparing seasonings, this preparation is quite complicated which includes activities for selecting spices and compounding spices, in concocting seasoning is needed the accuracy of the dosage and how to process compounding. The wrong compounding and dosing process can resulting in the taste of food to be less delicious. The process of compounding seasonings is quite difficult used by advertisers to emphasize *easy* words in this ad. The goal is to attract the reader's attention, so that interest is bring listeners to continue the process listen to the body part of the ad. Easy to mean does not require a lot of mind and energy do something. In this ad it is easy to mean prospective customers don't need a lot of time and energy to mix spices while cooking, because Sasa's core ingredients are ready to use spices. By using the prospective Sasa core ingredients consumers benefit from convenience when cooking.

Propositions That Awaken Candidate Curiosity Consumer

Disclosure of this proposition through mention product brand and mention of product excellence. Mention of product brands as main items with a proposition arousing curiosity prospective customers appear in the following data.

Data 2:

Saori saus teriyaki

Hot Chicken Noodle

Mayumi (Mayonaise Yummi)

Nissin Wafer, bersama lebih berasa

The data above shows that the maker advertising arouses curiosity of prospective customers through the mention of product brands. The product mentioned the brand here is a product who has a name that is still foreign to listener. The name "Saori saos teriyaki" is still unfamiliar in Indonesian society because of "teriyaki" is a Japanese language that is not popular yet Indonesia. This will arouse taste want to know prospective customers to listen further advertising, to find out what exactly is "Teriyaki" that. The data above mentions product brands that do use languageforeign, but the contents of the ad use l language Indonesia. The data above mentions product brand which is an acronym, term "Mayumi" is an acronym for "Mayonais Yummy ". The *Yummy* word is a language word English which can be interpreted as an

expression of tastegood food, the author of the advertisement meant to be interesting attention of prospective customers by revealing this in the main item of the ad.

Different things are shown in the data above is a product brand followed by a product slogan namely "bersama lebih berasa". Nissin products is a product that is no stranger to Indonesian society. This product has been circulating long ago in Indonesia, as well as many product variants which is offered. The food offered is in the form of snacks. Ordinary Indonesian society eat light meals while relaxing with family or as a deep interlude other activities. This provides an opportunity to the author of the advertisement to attract the attention of the candidate consumer.

B. Function of Food and Beverage Advertising Language on Television

Language communication function in food advertisements and drinks on television include functions (1) information, (2) persuasive, and (3) building image. Each part will be described as following.

Informative function

The function of the information presented in the ad food and beverage products can be in the form of information about taste, ingredients, excellence, content, benefits of a product, and inform new products as seen in the following data.

Data 3:

INDOMARET HOT CHICKEN NOODLE juga dilengkapi dengan sayuran kering berupa jamur, kubis, wortel, dan tahu goreng yang membuat mi ini jadi makin komplet rasanya. Nah, Anda yan tertarik dengan mi yang berkualitas seperti INDOMARET HOT CHICKEN NOODLE ini, segeralah mendapatkannya di supermarket.

The data above shows the information function notify prospective buyers about product taste, which is spicy flavor. In addition, data this also tells you that the product is new product. This is seen in the phrase "Indomaret baru saja mengeluarkan produk baru “

Persuasive function

The persuasive function is a persuading function, seduce or drive potential customers to do something. The persuasive function found in food and beverage advertisements on television in the form of an invitation to cook and join in certain community. As explained in the data following.

Data 4:

Bikin siomay yuk bu! Gampang kok kalau ikutin cara dari Dapur Umami. Tidak perlu khawatir dengan rasanya, dipastikan lezat dan istimewa karena memakai AJI-NO-MOTO yang memberikan rasa umami di setiap masakan. Anak-anak pasti lahap menyantap siomay ala ibunda tercinta

The data above is an advertisement for seasoning products AJI-NO-MOTO brand flavoring. In the data at above displays a persuasive function in the form of invitation to cook dumplings for potential customers. The invitation is seen in the sentence "bikin siomay yuk, bu ! " The consumers targeted by this ad have clearly stated in the advertisement that is the housewives stairs that like to cook.

Image Building Function

The function of building an image is a function repair, create build or shape the product image to consumers. Function build an image in food and beverage advertising on television seen in the following data.

Data 5:

.... Jangan dikira hanya para chef yang jago memasak. Para ibu pun bisa menjadi koki jempolan, setidaknya di lingkungan keluarganya. KRIMER KENTAL MANIS CARNATION bahkan percaya setiap ibu memiliki jiwa chef.

Chef in Indonesian means cook the professional. This advertisement was delivered that every mother can be a cook professionals when using sweetened condensed milk Carnation. Image of sweetened condensed milk products Carnation is built by giving confidence in prospective consumers that mothers can be a professional cook at family environment using Carnation. Image of the cook professionals who can serve delicious dishes attached to the product so that the product image becomes good in the eyes of prospective customers.

The function of building a product image in an ad the data above is done in a way flattering potential customers. Image of prospective customers equated with the image of a professional cook when cooking using a product offered. By attaching the image to the candidate consumers, then the built-in image can also attached to the product, on the grounds of the candidate consumers can have the image of a cook professionals using products that are advertised. This will foster a positive image the products offered.

CONCLUSIONS

The structure of food and beverage advertising on television consists of main items, explanatory items, and closing item. Each part of the structure consists of proposition including sentence provide benefits for prospective consumers, the title and subtitle sentence in the form of a product brand in foreign terms or seem unique, sentence question addressed to consumers accordingly with target audiences, and orders to prospective customers to do something. The language functions contained within advertising of food and beverage products on television include: (1) information function in the form of taste, material, excellence, content, benefits, and notifying new product; (2) persuasive function in the form of invitation to do something; (3) build function image to form a positive image of the product on prospective customers. By using the discourse approach, it can be seen that in order to engage the costumers to the product, the producers use meaning construction through various form of discourse form.

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