LANGUAGE FUNCTIONS USED IN THE CLOTHING ADVERTISEMENTS IN SUAVE CATALOG MAGAZINE

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Abstract  
This study endeavored to find out the language functions emerged from the slogan, headline, or textbody of the clothing advertisements taken from Suave Catalog Magazine. The data were collected from Suave Catalog Magazine volume 05 64th edition December 2009 up to volume 06 68th edition April 2010. There were ten advertisements analyzed using descriptive qualitative method. In the analysis, the phrases used in the slogan, headline, or textbody were observed in accordance with the language functions based on Jackobson’s category as cited in Hebert (2006). The result of the study showed that the advertisements’ slogan/headline (there was no advertisement which has textbody in this study), employed certain language functions that were used to deliver particular messages with different kinds of objectives. The slogans/headlines were designed to attract attention (phatic function), to convince people (conative function), to provide information toward the context (referential function), to report feelings or attitudes of the addresser (emotive function), and to explore the aesthetic features of the language (poetic function). This study also found out that an advertisement may employ a various combination of language functions.

Keywords: language functions, magazine, printed advertisements.
INTRODUCTION

Advertising may be viewed as the construction of semiotic worlds for the rhetorical purpose of swaying target audience to buy what is advertised (Harris, 1989). According to Harris (1989), printed advertisements frequently bring in a manipulation of language constructions and systems to attain the main message of making an advertisement so that the target audience will get successfully persuaded. It becomes a big question on how the meaning is conveyed in messages which are mostly appeared in visual form.

Likewise what happens these days, advertising now is becoming a more and more advantageous industry which holds an enormous place in promoting things or services. For this reason, this study is aimed to analyze advertisements; specifically from the linguistic aspects. Therefore, this study used examples of advertisements in printed media, since according to Harris (1989), “Print advertising offers a particularly rich medium for understanding how copywriters attempt to achieve suasion and thereby motivate potential target audience to move to active status”.

As stated by Kasali (1992), “Magazine becomes the most communicative media to influence people and the most popular means to deliver business message and also advertisements to a large number of people.” There are also many benefits of using magazine as a media of advertisements (Kasali, 1992:105). First, it has the targeted readers. A magazine commonly has readers in their specific interest. That is why advertising agency uses magazine. Second, a magazine would pay attention to the consumer acceptance. A magazine always advertises products that go along with people’s perception about the magazine itself. Third, it later will be a long life span. Magazines could be saved until years as a reference. Fourth, a magazine appears to have high visual quality. It has fine visual quality as it is printed in high quality paper. The last, a magazine has the excellent sale promotion. It is the proper media to distribute sale advertisements such as lottery coupons, sample of new products, and guided cards.
The Indonesian clothing line advertisements in Suave catalog magazine were chosen because many of those advertisements use English to promote the products. Yet in fact, the products being advertised were entirely made in Indonesia and only circulated all across Indonesia. Hence, this study is curious to figure out what the target audiences grab when they are reading or looking at the advertisements regarding to the English language functions emerge from the slogan, headline, or text body along with the pictures of the advertisements. Since printed advertisements only have two things to convey the main message: picture and text; the copywriter of most printed advertisements will use smarter, firm, elegant, and persuasive way to persuade the target audience to purchase the product.

Word choices and picturization of the products used in the magazine advertisements are chosen by the copywriter to grab the attention of the audience or the customer effectively (Harris, 1989). In fact, the words used in the advertisements sometimes do not reveal clear meaning in representing the product itself, so the copywriter uses copywriting or the visual message conveyed to the audience through pictures in order to give impression to the audience. Consequently, the audience only pays attention to the pictures instead of the word choices.

The linguistic aspects of the advertisements are very complicated to be analyzed. This is because the aspects are the factors that determine whether the messages convey through the advertisements could transfer functions of the communicational acts or not. As it is proposed by Eco (1976), “There is labor that the sender performs in order to focus the attention of the addressee on his attitudes and intentions, and in order to elicit behavioral responses in other people.” In other words, Eco and Harris shared the same core idea that visual message should allude the intended objectives toward the targeted reader.

As what Leech (1966) said, “Without human creativity, it is impossible to awaken the customers concern that is affected by the message”, the language or word choices and picturization of printed advertisements should perform effectively to complete the objectives of the advertisements. An advertisement should trace awareness to the value carried (attention value), sustain the
interest it has attracted (readability), be easily remembered (memorability), and prompt the right kind of action (selling power) in order to perform effectively (Leech, 1966:27). Language is broadly known as the prime way to communicate ideas. It becomes subsequently accustomed that people often lay aside the real functions of language. Since some of the language’s roles are considered general, some are very high-minded, or even intangible that people almost not recognize them. According to a Russian-American linguist, Jackobson (1960) as it is cited in Hebert (2006), there are six elements of communication factors that are essential for communication to happen.

Jackobson (1960) has distinguished six elements of communication factors that are important to communicate. They are (1) a context (the co-text, that is, the other verbal signs in the same message, and the world in which the message takes place), (2) an addresser (a sender, or enunciator), (3) an addressee (a receiver, or enunciatee), (4) a contact between an addresser and addressee, (5) a common code and (6) a message. Each factor has a relation or function that works between the message and the factor, which could be seen in table 1 as cited in Hebert (2006).

Derived from those factors of communication, the functions of language are: referential, emotive, conative, phatic, metalingual, and poetic. The six functions of language could be explained as follows:

1. Referential is used to provide information to the addressee (or target reader) about the context of the written/spoken expression. For example, a headline of an alcoholic drink advertisement, “Who will win the match of the century?”. Consequently, Jackobson gives the synonyms “denotative” and “connotative” (1960, p. 353) for the referential function. There are two foremost ways of interpreting this function in the work of Jackobson and those who use his model. The first one is the referential function related to the thing “spoken of” (Jackobson, 1960, p. 355). Then, the second one is the referential function associated with an element whose truth value (true or false status) was being affirmed (or questioned), particularly when this truth value is identical in the real world and in the assumption of the interpreter that is taking it on.
2. Emotive is the language function used to report feelings or attitudes of the writer/addresser (or speaker), or of the subject, or evokes feelings in the reader/addressee (or listener), as that in the interjections, “Bah!” and “Oh!”.

3. Conative merely attempts to get someone to do something, e.g. “Come here!” It is oriented toward the addressee (imperatives and apostrophes). It is also used to convince people, e.g. “Calgon Bubble Bath: It Won’t Dry Your Skin, so It Won’t Spoil Your Fun”

4. Phatic function performs to attract audiences’ attention, e.g. “The Difference Between Our Cruiser and Theirs is as Plain as Black and White”. Phatic also serves to establish, prolong, or discontinue communication or to confirm whether the contact is still there, e.g. “Hello?”. Phatic function could also be used to express solidarity and empathy with others, e.g. “How are you today? It is a lovely day, isn’t it?”

5. Metalingual is used to establish mutual agreement on the code, for example, a definition, “What do you mean by “krill”?”. It gives a comment for the language itself, e.g. “Hegemony” is not a common word.

6. Poetic puts the focus on the message for its own sake. It explores on the aesthetic features of the language, e.g. a poem, a rhyme, an ear-catching motto. e.g. “Anna Sui: Flight of Fancy.”

Analyses in relation between functions are mostly limited to establish a rank between the functions itself; which function goes first and last. Hebert (2006) mentioned that there are two kinds of relations could be shown to exist between two functions. As it is written in his online journal, the correlation is said to be converse, or direct, if (1) an intensification of one of the two functions is accompanied by an intensification of the other and (2) a decline in one function causes a decline in the other. The correlation is said to be inverse if an intensification of one of the two functions is accompanied by a decline in the other, and vice versa.

In general, as Hebert (2006) reveals, when one function is emphasized, it will also deemphasize the value of other functions.
The contrary occurs when the function is deemphasized. The functions that are mostly being paired are the emotive and conative function and the referential and poetic function.

The relation between the emotive and conative functions is regarded as the ideal association between addresser and message. This association is illustrated by a spontaneous cry of pain. As we could imagine, if we heard a screaming voice of cry, of course it will attract our attention as receivers (the cry is “addressed” to receivers). Yet, it obviously shows the state of the addresser (emotive function), so it successfully conveys the emotive function and leaving the conative function empty. The relation between the poetic and referential functions is considered by Jackobson (1960) as an inverse relation. He stated, “The more the message “talks” about itself and refers to itself (the poetic function), the less it talks about the context and refers to it (the referential function) and vice versa.” as cited in Hebert (2006)

However, the emotive and conative function and the referential and poetic function pairs are commonly found in spoken language rather than in written language as the spontaneous cry exemplify the relation. As a matter of fact, Hebert (2006) explained that an advertisement should have a communication (usually brief) that is written, spoken or signaled. Hence, there are three stages to be accomplished by a successful advertisement: (1) attracting attention (phatic function), (2) convincing (conative function), by appealing to reason (referential function), or emotion (emotive function), and (3) getting people to act (conative and referential functions). The last intention is obviously the most crucial point that an advertisement should have, and the others are subsidiary (Hebert, 2006).

In Indonesia, there are many printed advertisements in magazine and newspapers. The research, however, was limited only for clothing advertisements taken from Suave Catalog Magazine for there are so many clothing advertisements that seem a lot more attractive nowadays. In fact, the copywriter is likely to use many tricky words and pictures to give a better impression in audiences eyes about the products because printed advertisements are required to have extra creativity to attract and to influence
the target audience. However, the audience can sometimes misunderstand that view.

Commonly, advertising is also known as a form of communication. Like all forms of communication, it has many different impressions and these impressions are often related to one another. The message in an advertisement, no matter how strong and persuasive, will have no effect if the consumer does not see the advertisement or pay attention to it. One useful framework for understanding this matter is by using the theory of language functions. The theory of language functions describes the functions of language in the communication process. In advertising field, effective communication must begin by obtaining the attention of the target audience. Then, the information carried in the advertisements is processed and such processing of information may be followed by an evaluation of the information, the basis of the information, and at last the attraction of any actions evoked by the communication.

Thus, the main concern of this study is to answer the following question about what are the language functions that emerge from the slogan, headline, or textbody of the clothing advertisements taken from Suave catalog magazine. There were 10 printed advertisements used in the study. They are all barely limited on the advertisements of clothing products. Advertisements from magazine were chosen based on the consideration of the benefits of using magazine as an advertising media justified by Kasali (1992). This study would use the printed clothing products advertisements taken only from Suave Catalog Magazine volume 05 64th edition December 2009 up to volume 06 68th edition April 2010. The 10 clothing advertisements were selected from those editions in relation with the brands that were displaying different advertisements on each edition. Those 10 different advertisements taken from 4 different brands that fitted with the requirement in advanced with the course of this study: had slogan/headline/textbody. However, there were no advertisements which had textbody found in the editions that were mentioned.

An advertisement has some text, which presents information about the product and also presents some kind of relevancy towards the image. There is a common category of text in an
advertisement. The one which provides descriptive information about the product (textbody), other text performs as the audiences attention catcher, with typically short phrases that act as a kind of slogan or headline, and the last is the name of the company or the product.

In interpreting an advertisement, sometimes there are obstacles withdrawn as they might obscure the simplest message of the advertisements or insists the audience to think harder about the interpretation of an advertisement itself. Hence, the aim of this study is to uncover the language functions transpired from the slogan/headline/textbody from the clothing line advertisements taken from Suave Catalog Magazine volume 05 64th edition December 2009 up to volume 06 68th edition April 2010.

In the view of the fact that not all advertisements are created to be reasonable, logical or comprehensible for they sometimes appear not to make any perfect sense. Some advertisements seem to demean our images of ourselves, our culture, and arrive on the scene of moving the tension of interaction in our society to be even more consumerist. There might be dark, offensive, or sleazy things that are presented in an advertisement (e.g. “You Think Being in School Sucks?”, “Love Can Seem so Weird, but What the Hell, This Is Valentine”, “The Experimental Denim for Changing Your F**kin Attitude of the Year”). It isn’t surprising since our society is indeed considered as a consumer society and it could be said to be very capitalistic in the barest common sense (“If someone will buy it, someone will produce it”). For this reason, advertising is undoubtedly being a customer culture, and creating the ideology that constructs the obvious need of the products.

This study is engaged with further issue of interpreting advertisements regarding that the target audience/consumer find an advertisement convincing or not (conative function), whether it might influence consumers’ behavior or not (conative function, referential function), attract consumers’ attention or not (phatic function), or whether consumers approve of the kind of scenes and social values that are apparent to them in the advertisements (referential function, emotive function, and poetic function).

As it was explained before, there is such a trend in the advertisements of local clothing product in Indonesia that use
English words, phrases, sentences, and also pictures, instead of the real products. Consequently, this course of action could make people confused and go through the advertisements instead of getting the meaning clearly the first time they see the advertisements, since all people have their own perceptions. By knowing the result, later on, this study could be expected to have some benefits for language learners. First, this study can provide better perspective and better understanding of advertising field as a part of communication form, in this case the language functions that transpire from the ads through the words, phrases, and sentences. It could be very advantageous especially for language learners at the English Department students of Satya Wacana Christian University in particular and society in general. Second, this study could serve as an enrichment of teaching and learning process at English Department, specifically to reading courses that require students to be more critical and responsive readers and to sociolinguistic courses, where the language function materials are taught, as a deliberation in designing, preparing, and selecting the tangible information for the course.

**THE STUDY**

Research method is the way to get knowledge or to solve the problem (Ari Kunto, 1996: 8). The meaning of research method in this study is the way which is used to solve the problem of the research. This study used a descriptive qualitative method to describe the language used by clothing line advertisements in accordance with the language functions based on Jakobson’s (1960) category as it is cited in Hebert (2006).

The samples for this study were clothing advertisements taken from *Suave* Catalog Magazine: Indonesian Youth, Culture, and Creative Magazine; a magazine which half of the content is fashion clothing catalog targeted to youngsters. This study used the clothing advertisements in “Suave” Catalog Magazine volume 05 64th edition December 2009 up to volume 06 68th edition April 2010. There were 10 clothing advertisements used as the data in this study.
Before coming to the analysis stage, the sources of the data (Suave Catalog Magazine) were first collected. The magazines were collected within a week, from April 24 until April 30, 2010, during the process of making the proposal for this study. This was done in order to have a stockpile of the advertisements that later on would be sorted out into advertisements which had slogan/headline/textbody and advertisements which did not have any slogan/headline/textbody. Then, this study finally came up with 10 different advertisements from 4 different brands that fitted with the requirement in advanced with the course of the study: had slogan/headline/textbody/pictures. However, there were no advertisements which had textbody found in the editions that were mentioned.

Things that differed slogan, headline, and textbody were their length and their essential aim towards the target audience. As mentioned by Rannu (1998), headline could be compared with slogan. It is not as short as slogan, but has to be easy to remember. Each advertisement commonly has different headlines. Whereas according to Kasali (1992:84), slogan means the sentences that distinguish ads from both each other and texts. Moreover, Rannu (1998) said that a slogan has to be short, easy to remember, striking, and different from other ads. Then, textbody is designed to give the potential readers additional info about the product and to convince the consumer of its good quality. It doesn’t need to be striking, short, and easy to remember. It consists of more than one sentence (Rannu, 1998).

Since the aim of this study is to find out what are the language functions that emerge from the slogan, headline, or textbody of the clothing advertisements taken from, Suave catalog magazine, this study would only use the advertisements which had slogan/headline/textbody as the data collected.

After the data were collected, the next step was to analyze the data. The data were compared against the language functions as indicated by Jakobson (1960) in order to find out what language functions emerged from the advertisements. The language functions according to Jakobson (1960) as cited in Hebert (2006) are referential, emotive, conative, phatic, metalingual, and poetic. Then, after classifying the advertisements based on the language
functions came out from their slogan/headline/textbody, they would be further analyzed in order to find out the implication of each language functions used.

**DISCUSSION**

Visual content and design in advertising have a very great impact on the target audience, but it is language that helps people to identify a product and remember it. In this section, the data that had been collected were presented and considered in detail and subjected to an analysis in order to discover essential functions of language that emerged out from the slogan/headline/textbody. Hence, each of the clothing line printed advertisements was compared with the language functions as indicated by Jackobson (1960) as cited in Hebert (2006). The arrangement of the analysis was the functions of language that were noticeable from the slogan/headline/textbody of the advertisements and the detailed description of the analysis. Even though the aim of this study was to find out the language functions emerged from the slogan/headline/textbody, there was no advertisements which had textbody found in *Suave* Catalog Magazine volume 05 64th edition December 2009 up to volume 06 68th edition April 2010.

This study imparted different versions of some brands to make this research more clear-cut. The clothing line printed advertisements that were used in this study were from Brain, 4ULClothing, Babybones, and Magnum. The 10 advertisements from these 4 brands were eventually ascertained to have slogan and headline.

Table 1. shows the analysis of the language functions emerged from the 10 advertisements from the four brands in accordance with the six language functions category by Jackobson as cited in Hebert (2006).

As can be seen in table 1, there were various functions of language that emerged even from one advertisement. According to Belch (1998), advertisements are communication media between producers and consumers. Commonness or oneness view between the advertisers and the consumers has to be created by the advertisements. Looking for the best products is the core idea
that a consumer has, then, producers are trying to signal that their products are the best through advertisements.

The first advertisement of Brain presents a picture of a two-headed man whose head is facing each other and a slogan “Think Simple”. From the slogan, conative function emerged. The slogan “Think Simple” was employed to get people, or target audience, or consumer to act the simple thinking by buying or wearing Brain’s clothing product. As explained by Haal (1993) imperative verb is usually used to give order and command, or to take request. Besides, advertisements are aimed to persuade, and since the last period persuasive approach developed more and more effective, imperative was used as one of the persuasive languages (Anderson, 1963). It was possible that the advertiser attempted to deliver the message implicitly by using imperative verb/phrase/sentence (conative function).

The second advertisement which was also of Brain presents a rough sketch of a pirate. The pirate is carrying a sword on his right hand and his left hand is gripping a pouch. In front of him, there is an opened treasure box. “Better be a Pirate than Join the Navy” was the headline of this advertisement. From the headline, phatic function, conative function, and referential function emerged. The phrase “Better be a Pirate than Join the Navy” somehow attracted the target audience’s attention (phatic function). There might come up some questions in the readers’ mind, “Why so? How come?” It also convinced the target audience to be a pirate (conative function) rather than joining the navy. This message could provide denotative and connotative meaning toward the target audience (referential function). At the denotative level, the advertisement associated the product with being a fashionable pirate. Whereas at connotative level, the audience got the connotation of “being a pirate” in the context of stylish clothing product, as the audience might assume that joining the navy would require them to wear the so called uniform.

The third was the advertisement of 4ULClothing which represented a picture of a romantic couple wearing a pair of matched T-Shirts of 4ULClothing. The headline of the advertisement was “All Every Stuff; We Made Them Couple”.

<table>
<thead>
<tr>
<th>No.</th>
<th>Advertiser</th>
<th>Issue</th>
<th>Description</th>
<th>Slogan /Headline Texts</th>
<th>Language Function(s)</th>
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<tbody>
<tr>
<td>1</td>
<td>Brain</td>
<td>February 2013</td>
<td>A picture of a two-headed man whose heads are facing each other. On the up left side, there is the logo.</td>
<td>“Think Simple”</td>
<td>Conative</td>
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<tr>
<td>2</td>
<td>Brain</td>
<td>April 2010</td>
<td>A rough sketch of a pirate. The pirate is carrying a sword on his right hand and his left hand is gripping a pouch. In front of him, there is an opened treasure box. The brand’s logo is placed on the up right side.</td>
<td>“Better be a Pirate Than Join the Navy”</td>
<td>Pratic Conative Referential</td>
</tr>
<tr>
<td>3</td>
<td>421 Clothing</td>
<td>February 2010</td>
<td>A picture of a romantic couple wearing matched T-shirts. The logo is placed at the bottom of the page.</td>
<td>“All Everyday Stuff; We Made Them Couple”</td>
<td>Referential Conative</td>
</tr>
<tr>
<td>4</td>
<td>421 Clothing</td>
<td>December 2009</td>
<td>A sketch of a newly-married couple wearing traditional clothes while riding a scooter. The logo is placed at the bottom of the page.</td>
<td>“For You All Romantic Couple”</td>
<td>Pratic Conative Referential</td>
</tr>
<tr>
<td>5</td>
<td>Baby Bones</td>
<td>December 2009</td>
<td>A picture of three children wearing cute T-shirts and jackets. The logo is placed at the upper side of the page.</td>
<td>“No Milk No Cry”</td>
<td>Pratic Poetic</td>
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<tr>
<td>6</td>
<td>Baby Bones</td>
<td>February 2010</td>
<td>A picture of various colorful finger-like shapes. The logo is placed at the upper side of the page.</td>
<td>“I Love BabyBones”</td>
<td>Enotive Conative</td>
</tr>
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Table 1. The Analysis of the Language Functions Emerged (Continues)

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<tbody>
<tr>
<td>7</td>
<td>Baby Bones</td>
<td>January 2010</td>
<td>A picture of a green three-eyed monster bringing a board on its right hand and a candy on its left hand. The logo is placed at the upper side of the page.</td>
</tr>
<tr>
<td>8</td>
<td>Magnum</td>
<td>December 2009</td>
<td>An illustration of a tiger walking down through bushes. The logo is placed at the upper side of the page.</td>
</tr>
<tr>
<td>9</td>
<td>Magnum</td>
<td>February 2010</td>
<td>A sketch drawing of a corpse-like couple. They are holding hands and heart-shaped balloons. The balloons are seemed to be hearts complete with the blood vessels. The man’s chest is hollowed and the picture seems rather gloomy. The logo is placed at the bottom of the page.</td>
</tr>
<tr>
<td>1C</td>
<td>Magnum</td>
<td>April 2010</td>
<td>A picture of a woman wearing an MGMN sleeveless shirt and hot-pants. She is lying on the ground with some painting cars opened and scattered clock letters. The logo is placed at the upper side.</td>
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<td>Pratic Canalive</td>
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From the headline, the functions of language that were issued were referential function and conative function. The context of the headline was simply to give information that the product that they made are made for couples (referential function). It somehow also convinces the target audience that 4ULClothing made their products couple for couples (conative function).

The fourth advertisement which was also of 4ULClothing, comprised a sketch of a newly-married couple wearing Javanese traditional clothes while riding a scooter. “For You All Romantic Couple” was the headline for the advertisement. This headline contained referential function and also conative function for it still represents the theme carried by the product. The headline of this 4ULClothing advertisement informed that they provide couples with couple fashion stuffs (referential function). It picturized the romanticism (referential function, denotative) using phrases that emphasized the romance and the couple. Then, the target audience would assume that they obtained the connotations of 4ULClothing as romantic clothing line designed for couples. As a consequence, the target audience would somehow be convinced that 4ULClothing was designated for romantic couples (conative function).

Then, the fifth advertisement was of Babybones, a clothing line for children, which presented a picture of three children wearing cute T-Shirts and jackets. “No Milk No Cry” was the headline of the advertisement. It was considered as a headline since a slogan usually typified by the same phrase. From the headline “No Milk No Cry”, phatic function and poetic function emerged. It appealed the target audience’s interest as it used the popular song title by Bob Marley, “No Woman No Cry” (phatic function). The word “woman” was replaced by the word “milk” in order to correspond with the product which was designed for children. This headline also explored on the aesthetic feature of the language since it laid out an ear-catching phrase (poetic function).

The sixth advertisement was also of Babybones. This advertisement displayed a picture of various colorful finger-liked shapes. The headline for this advertisement was “I lovE BabyBoneS”. Emotive function and conative function were applied in the headline. It used to express feeling or attitude of the
addresser (the advertiser) that he/she really like to wear Babybones product (emotive function). Besides, the headline employed also convince the target readers that by expressing his/her feeling or attitude towards the products of Babybones. Somehow the addresser wanted to get the target readers to buy Babybones products to attain the same feeling as the addresser has expressed (conative function).

Then, it followed by the third advertisement by Babybones. The display was a picture of a green three-eyed monster bringing a board on its right hand and a candy on its left hand. The headline of the advertisement was “Damn! I’m Cute”. Emotive function, referential function, and conative function were the language functions that emerged from the headline. The word “damn” revealed the emphasis on the cuteness level and at the same time it confirmed the strength of the addresser’s emotion as it was used as an intensifier (emotive function). It was presumably that the addresser (the advertiser implied through the headline) was simply expressed the objective truth, that he/she was really cute (referential function, denotative) along with a showy attitude. From the headline, conative function also emerged since it apparently tried to convince the target readers that by using the products of Babybones, the target readers’ children would look totally cute.

The next three advertisements were of Magnum. The first advertisement presented an illustration of a tiger walking down through bushes. “Welcome to Age of the Tiger” was the headline. From this headline, referential function was transpired. The phrase “Welcome to Age of the Tiger” was oriented toward the context that this advertisement was produced in order to welcome the New Year, the year of the tiger according to Chinese calendar (referential function). Somehow it also informed the addressee (the target audience) that they were welcomed in the upcoming year; the year of the tiger. In accordance with this context, the referential function was eventually applied in order to stress out the message of the advertisement itself; the consumer highly welcomed the New Year by buying the product of Magnum.

The second advertisement of Magnum displayed a sketch drawing of a corpse-like couple. They are holding hands and heart-shaped balloons. The balloons are seemed to be hearts
complete with the blood vessels. The man’s chest is hollowed and the picture seems rather gloomy. This advertisement employed “Love could Seem so Weird, but What the Hell, This is Valentine” as its headline. This advertisement appeared to exemplify the dark things that were presented in an advertisement as it displayed kind of terrifying scene. Along with the headline, referential function and emotive function were used in this advertisement.

The phrase “love could seem so weird, but what the hell, this is Valentine”, it was clearly revealed that the context of this phrase was merely to inform the audience about Magnum’s Valentine’s Day edition (referential function). Yet, the phrase “love could seem so weird” somehow expressed the “weirdness” of love that the addresser (the advertiser) may have felt (emotive function). The phrase “what the hell” was used to stress out the strength of the addresser’s emotion (emotive function) toward the weirdness of love. Moreover, it might be an indication of intensity and possible concern of the addresser/the advertiser of the feelings that evoked from the Valentine’s Day context (emotive function).

The last advertisement to analyze was also of Magnum which presented a picture of a woman wearing an MGMN sleeveless shirt and hot-pants. She is lying on the ground with some opened painting cans and scattered block letters. “Colorized Your World” was the headline of this advertisement. Phatic function and conative function were apparent from the headline. The headline seemed to attract the target readers’ attention as it might arise the target readers’ curiosity on how Magnum could colorize their world (phatic function). Also, the phrase “Colorized Your World” convince people or target readers that they can “colorize their own world” by wearing the products of Magnum (conative function).

CONCLUSION

Language has a powerful influence over people and their behaviour. This is especially true in the fields of marketing and advertising. The choice of language to convey specific messages with the intention of influencing people is vitally important (Evans, 2000). From the result of this study, it clearly reveals that
Advertisements’ slogan/headline/textbody (there were no advertisement that had textbody in this study) employs certain language functions that used to deliver particular messages with different kind of objective. Some of them are to attract attention (phatic function), to convince people and to get people to do something (conative function), to provide information to the addressee (or target reader) (referential function), to report feelings or attitudes of the writer/addresser (or speaker), or of the subject, or evokes feelings in the reader/addressee (emotive function), and to put the focus on the message for its own sake or to explore on the aesthetic features of the language (poetic function).

Furthermore, most of the advertisements in this study employed certain combination of language functions regarding to the slogan/headline/textbody that had a set of techniques for exploring underlying motives behind those slogan/headline/textbody. Those underlying motives involved in the advertisements used in this study (and other advertisements in general) were to attract attention, to convince people and to get people to do something, provide information to the addressee (or target reader), to report or to evoke feelings or attitudes of the writer/addresser, to put the focus on the message for its own sake or to explore on the aesthetic features of the language used. However, there was no advertisements which employed metalingual function found in the analysis of this study. As metalingual function is commonly used to establish mutual agreement on the code, for example, a definition, or to give a comment for the language itself, it might be rarely used by the advertiser. Besides, the usage of metalingual function simply did not go along with the main objective of creating an advertisement, to attract, to convince, and to get someone to do something.

As it was explained before, there is such a trend in the advertisements of local clothing product in Indonesia that use English words, phrases, sentences, and also pictures, instead of the real products. Consequently, this course of action could make people confused and go through the advertisements instead of getting the meaning clearly the first time they see the advertisements, since all people have their own perceptions. By knowing the result, later on, this study could be expected to have some benefits for language learners. First, this study can provide better perspective and better
understanding of advertising field as a part of communication form, in this case the language functions that transpire from the ads through the words, phrases, and sentences. It can also be very advantageous especially for language learners at the English Department students of Satya Wacana Christian University in particular and society in general. Second, this study can serve as an enrichment of teaching and learning process at English Department, specifically to reading courses that require students to be more critical and responsive readers and to sociolinguistic courses, where the language function materials are taught, as a deliberation in designing, preparing, and selecting the tangible information for the course.

REFERENCES


Language Functions Used in The Clothing... (Noberta N.E Riyantono & MC. Eko Setyarini)