

Variation and language function used in advertisement of Starbuck products

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Abstract--This research aims at finding the variation and the language function used in describing the products of Starbucks. The data were the slogans and captions which were taken from the Facebook account of Starbuck Indonesia from March 2022 up to May 2022. All the data were collected by applying the note taking and recording. In the analysis, all the slogans along with the caption were classified into how they were delivered and then analyzed by using the theory of language function according to Jakobson (1966) in order to see how they functioned. The first result of the research showed that the advertisements were delivered in Bahasa, English, the combination of English-Indonesia and vice versa. While the second result show that the slogan and the caption of the advertisements employed certain language function used to convey messages with different intention. The language functions which emerged were the phatic function which attracted the audiences' attention; conative function which persuade the target to do something; referential function which gave information about the context; emotive function which showed the feeling or attitudes of the addresser; poetic function which elaborated the aesthetic feature of language.

Keyword: Language function, Starbuck, advertisement

I. INTRODUCTION

Advertising is expected to be the part of the modern capitalist consumers whose outstanding feature is its competitive fight. Dyer (2009) said that advertising tends to draw attention to something or notify or inform somebody of something. The meaning

of advertising also has the same concept with Lestari (2020) that advertising builds a perception to encourage consumers to choose the products offered.

A good advertisement must have some components which are able to grab the public's attention. One of the aspects which an advertisement

usually has is language. Advertising language can either follow “a prescribed path of advertising clichés” or have the freedom to “deviate from it and from the rules of the language itself” (Leech, 1966: 4). Moreover, the fact of advertising different kinds of products means making different choices of language and in particular different choices of vocabulary (Leech, 1966). This idea is supported by (Sukamto and Kartikawangi, 2012; Vellnagel, 2011; Kenechukwu, et al., 2013) that advertising is always packaged in persuasive languages, whose purpose is to influence prospective customers to buy services or products offered. So, it can be concluded that the form of persuasive language plays an important role for a successful advertising campaign.

Leech identifies major functions of a successful advertisement, each of which has consequences on the language used to achieve those aims. They are mainly; 1) Attention value which refers to adverts need to attract attention and arouse curiosity. On the linguistic level, this can be achieved by breaking conventions of language use such as using wrong spelling, neologisms, puns, grammatical solecism, rhymes, semantic deviations and putting language in inappropriate or unorthodox contexts; 2) Readability which refers to this interest needs to be

sustained, always reckoning with the fact that the reader searches for quick and simple information. Therefore, the style of adverts is mostly colloquial, using simple and familiar vocabulary; 3) Memorability tends to be related to the message of an advert needs to be remembered by the recipient and recognized as familiar. Repetition is one of the most frequent techniques used in advertising to enhance memorability. From a linguistic point of view, several linguistic devices are highly repetitive by definition and therefore feature fairly frequently in advertising language, such as alliteration (repeating the initial sound), metrical rhythm (repeating the same rhythmic pattern), rhyme (repeating the same ending sounds), grammatical parallelism (repeating the same grammatical structure) as well as semantic and syntactic repetition (i.e. using the same syntactic structure or words from the same word field) and lexical repetition.

Leech (1966) said that advertising language as *loaded language*, since it describes its intention to influence and change the will and attitude of its recipients. D. Bolinger’s book on advertising (1980) is even titled *Language: The Loaded Weapon*. This goal is accomplished by employing simple language with a relatively weak structure centered on a simple unit of

meaning that is easily remembered. The loaded language as what Leech explained was possibly related to the language variation and the language strategies used to achieve the aims. The form of languages used in commercials are definitely not arbitrary and must have the required characteristics.

The characteristics which the advertisement language have must employ some functions. According to Jakobson (1960), language has six functions, namely

1. Referential function: delivers information about the context. This function will emerge if the communication describes a situation
2. Emotive function: This emerges when the communication is dominated by feeling or expression of the senders
3. Conative function: This shows a persuasive instruction to be conducted by the target audience
4. Phatic function: This relates to how the communication is started, kept, or even ended.
5. Poetic function: This emphasizes the form of messages delivered. This also refers to aesthetic language feature
6. Metalingual function: This function establishes mutual agreement on the language code

One of the brands which utilizes the technological development using internet to sell its product is Starbucks. Starbucks Corporation is an American multinational chain of coffee houses and roastery reserves headquartered in Seattle, Washington. It is the world's largest coffeehouse chain (<https://en.wikipedia.org/wiki/Starbucks>). This corporation has been growing widely. Taken from *databoks.katadata.co.id*, there have been 478 outlets of Starbucks in Indonesia. Indonesia takes place top ten as the highest number of countries that open this kind of business.

One of the social media platform which Starbuck has been using to promote the products is Facebook. Being observed, the account of Starbucks Indonesia regularly posts their products along with the description in the caption column. It may post two until three photos of products a day. This research focuses on the strategies of the headline text found in the caption column and how the headline text function to persuade the consumers to buy the products.

There have been many studies about language advertisement such as Shirinboyevna (2020) who analyzed the basic feature of advertising language. This study focused on how a combination of extra linguistic and linguistic means

of expression governed by the laws of mass communication and general literary rules, and a special language structure that enables the addressee to perceive specific information taking into account the cultural, sociological and psycholinguistic features of the language. This study showed that sociality can reflect the language of advertising over the years. Sulistyowati (2017) conducted research related to linguistic features and persuasion techniques in Marlboro Cigarette Advertisement Slogans. The research explained that some of language form were found such as the usage of linguistics features, simple vocabulary, persuasive slogans consisting pioneering stage and competitive stage.

II. METHODOLOGY

This part tries to describe the steps of how the data were collected, analyzed and served. This study applied a qualitative research which determine to find the strategies of language advertisement found in the headline caption of Starbuck Indonesia and how the headline captions function. In addition, this research analyzed the text and was considered as secondary research because of all data were taken from texts, images, audio or video recording (Bhandari, 2020).

During conducting this research, there were 64 advertisements which were uploaded from March 2022 until May 2022 in the Facebook account of Starbuck Indonesia. The data collection applied in this research was the note taking and recording technique. The data collected were in the form of photos completed with the phrases, clauses and sentences which also empower the function of the language, while the objects of this research are the headline text uploaded along with the photos of the products.

The first step conducted was to classify all the data into strategies of delivering by using sociolinguistics theory about language variation. All the data that had been collected were presented in detail and subjected to analysis in order to get the language function that come up from the slogan, headline or the text body from captions found in Starbuck Indonesia Facebook account. All the data were analyzed by elaborating the language function theory by Jakobson (1960).

III. FINDING AND DISCUSSION

There are two problems which the researcher explained in this study. The first problem is what strategies were found in caption column of Starbuck Indonesia, while the other one was

what kinds of language function were found in the advertisement of Starbuck Indonesia along with the headline text uploaded. These two questions are described below this explanation.

3.1. The Strategies of Language Advertisement Found in the Caption of Starbuck Indonesia account.

The strategies of language advertisement in Starbuck Indonesia account refers to the language variation used in promoting the products. Based on the data collected, the strategies found in the Starbuck Indonesia caption were delivered in Bahasa Indonesia, English, and combination of Bahasa and English. These tables below represent each of delivery strategies.

3.1.a. Strategy of Delivering Advertisement in Bahasa Indonesia

The table above shows the headline caption were delivered in Bahasa Indonesia. It can be seen that Bahasa used in the caption doesn't all belong to formal Bahasa. The nonstandard language variation of Bahasa can be seen like in the headline caption no (25) *Minum berdua jadi seru, bikin panasnya hari minggir dulu (12/5/22)* and datum (28) *Bikin momen kumpul lebih asik sama minuman yang menarik (11/5/22)*. The word *bikin* is formed from the standard language – “*membuat*”. Other form of nonstandard Bahasa also can be seen in the word of *ngopi* in datum (38) which should be *minum kopi* and the word *dapetin* in datum (43) which is supposed to be *mendapatkan, dapatkan*.

No	The Headline Caption
1	Diskonnya bagaikan kilat, pastikan kamu yang tercepat! (25/5/22)
25	Minum berdua jadi seru, bikin panasnya hari minggir dulu (12/5/22)
28	Bikin momen kumpul lebih asik sama minuman yang menarik (11/5/22)
32	Pilihan tepat untuk orang-orang terdekat (7/5/22)
33	Beli dua gratis satu, paling pas buat di hari sabtu (7/5/22)
35	Wujudkan Serunya Lebaran dengan berbagi kebaikan! (5/5/22)
38	Silaturahmi tetap jalan, bisa sambil ngopi dan berbagi kebahagiaan (3/5/22)
43	Matikan lampu yang gak perlu, bisa dapetin hadiah seru! (24/4/22)
47	Habis gajian, terbitlah traktiran (25/4/22)
54	Sampaikan maaf, bagikan kasih (18/4/22)

3.1.b. Strategy of Delivering Advertisement in English

No	The Headline Caption
2	Two grande's a day, keep the misery away (25/5/22)
3	Say cheers with the giant cup! (24/5/22)
19	2L for 100k is ready to save your day! (16/5/22)
29	Try to bring the excitement to the day with #tastytuesday! (10/5/22)
39	Summer treats never lies, yet it is never disappointing.(3/5/22)
41	Getting closer more than before, we're growing our stores more! (1/5/22)
46	Wanna Shine Brighter? Bling Cup Will Make it Better! (25/4/22)
49	Sunday Chill, a perfect time to Kill (24/4/22)
53	Prosperity monday happier than yesterday (18/4/22)
57	Fri-day means free day! (15/4/22)
61	Take a Seat, and Grab the Tasty Tuesday Treats! (5/4/22)

The table above provided headline of advertisements in English. It can be seen that the text of advertisement found in the caption column of Starbuck Indonesia consists of imperative sentences, statement and interrogative sentence. The text also shows some of linguistics feature in each linguistics study, such as in headline caption no (57) *Fri-day means free day!* (15/4/22). The word *Fri-day* actually refers to the fifth day of the week which is pronounced as /'fraɪ.deɪ/, but in the caption the word *Friday* is separated by (-) and it means to a phrase of *free day*. Syntactically, the headlines were also formed by dangling modifier which means a word or phrase that doesn't actually modify the word it's intended to modify. This form can be seen in caption no (41) *Getting closer more than before, we're growing our stores more!* (1/5/22).

3.1.c. Strategy of Delivering Advertisement in English-Bahasa

No	The headline caption
5	Treats sehat serba enak dengan #tastytuesday (24/5/22)
15	Non-stop starbucks shopping, cashback dan free ongkirnya bikin tempting (19/5/22)
18	Selasa lebih bersinar, karena starbucks kasih double stars (17/5/22)
20	Treats bikin bahagia, bayarnya cuma setengah harga (15/5/22)
22	Ada promo buy two get one yang enaknya bisa dinikmati ramean!(13/5/22)
23	Ada starbucks buka toko baru, belanja merchandise jadi lebih seru (13/5/22)
26	Tumbler day di hari kamis, promonya gak abis-abis (11/5/22)

34	Starbucks siap sedia pas mudik, bisa dapetin reusable bag yang menarik (6/5/22)
52	Traveling lebih asik karena reusable bag free yang menarik! (20/4/22)
60	Say yes to <u>#treatafriend</u> di hari ini karena kamu bisa dapetin dua minuman yang pas untuk berdua cuma dengan 64k aja! (5/4/22)

The table above provided headline text in combination language of English and Bahasa or vice versa. The combination of those two languages were in the form of word and phrases. In sociolinguistic point, this kind of language phenomenon is called code mixing. According to Bloomfield in Chaer and Agustina (1995:112), bilingualism is the condition that shows the ability of speaker to use two languages in the form of word, phrases and clauses. Marzona (2019) explained that code mixing has characterized the language of advertisements. It inspires the consumers to use the language of advertisement in daily conversation because the society tends to imitate what they read or watch. Code mixing in advertisement is also used to attract the readers or hearers to buy the product through the language of advertisement. Datum (5) *Treats sehat serba enak dengan #tastytuesday* (24/5/22) show that the sentence started in English- *treats* and continued with Bahasa -*sehat serba enak dengan...* This form of code mixing occurred in the form of phrases, while in the datum (23) *Ada starbucks buka toko baru, belanja merchandise jadi lebih seru* (13/5/22), the mix language

occurred in the form of word (noun) *starbucks* and *merchandise*.

3.2. The of Language Function Found in the Advertisement of Starbuck Indonesia

This part discusses about how the language function found in the Facebook account of Indonesia Starbuck according to Jakobson (1960). All the details emerged in the advertisement were elaborated in order to identify the language function.



Picture 3.2.a

The first advertisement found in Starbuck Indonesia account presents a slogan of : *Selalu ada alasan untuk beli buy 2 get 1!* along with its additional description. It's also completed with a picture of drinks with some caption "Sip of Weekend: Buy Two free one". From the slogan attached in the

advertisement conative function emerge. The slogan “*Selalu ada alasan untuk beli buy 2 get 1!*” was employed to instruct consumers to buy the Starbuck product “*buy 2 get 1*” in any condition . The sentence of *Selalu ada alasan untuk beli...* strongly persuade the consumers to keep buying the drinks. The target audiences are instructed not to refuse to buy them in any condition because there is always reason to buy them. The slogan is also form in imperative verb. Haal (1993) said that imperative verb can be used to give a command, order or even request. This purposed is properly delivered in imperative sentence. The existence of the sentence in the picture “*sip of the weekend: buy two free one*” also substantiate the desire of the consumers to buy the product. Based on the explanation, the first language function found is conative as it merely attempts to get someone to do something. In this case the function is represented in getting the consumers to buy the products.

The second advertisement contains slogan ‘*Hampers penuh kebaikan, Eratkan silaturahmi*’ . This slogan was completed with additional caption and a set of pictures which were described with some of caption ‘ *Dekatkan yang jauh dengan berbagi #SayitwithSbux*” and “*Share twogether*”. This advertisements shows phatic function and conative function. The slogan of *Hampers penuh kebaikan, Eratkan silaturahmi*. If it is translated into English, the sentence becomes “ *Hampers are full of kindness, tighten the communication up*”. That slogan represents a meaning of how to keep a good relationship. One of the way of maintaining a good relation is buy buying the Starbucks’ hampers and send them to other friends, family, colleague, relatives or anyone else. The picture also shows that a woman who is holding a hampers also smiling at a card which is presumed as a greeting card. In the picture, there is also a sentence “*Dekatkan yang jauh dengan berbagi #SayitwithSbux*”. This sentence clearly wants to explain that by sharing the hampers to others can make the relationship become closer. Based on the explanation before, it can be said phatic function has emerged in this slogan since this function shows how the communication is started and developed. In order to make contacts run well, people in this context are the



Picture 3.2.b

consumers are persuaded to buy these products. In this case, the conative language emerges.



Picture 3.2.c

The third advertisement can be seen in the picture 3.2.c. This advertisement is presented with an illustration of people tossing their cups of drinks with detail of sentence “*Grande deals; buy 1 get 1 free*” while the slogan of the ad is “*Did you hear that? It’s Fri-Yeah!*”. From the slogan, it can be seen that there is an exclamatory sentence which expresses strong emotion. Grammatically, it also ends with exclamation mark. The word “*yeah*”, a form of discourse marker, reflects the exclamatory word which refers to excitement and happiness. That situation is also supported by some people tossing their cups to celebrate something or enjoy the moment. Based on this explanation, the emotive language function emerges. As what Jakobson said that emotive function refers to

the language function used to report feelings or attitudes of the writers/addresser or of the subject or evokes feelings in the reader/addressee. The other language function which is reflected by this advertisement can be seen in the slogan “*Grande deals: Buy 1 get 1 free*”. This slogan apparently tries to strongly persuade the target audience to buy the products because just only buy one, they can get the another one free. This is certainly economically profitable for them. In this case, the other language function emerging is the conative.

The next advertisement representing another language function is the referential function. This language function is used to provide information to the target reader about the context of the written/spoken expression. This function is presented in slogan “*Pilihan tepat untuk orang-orang terdekat*”. This slogan is also reflected by the below picture where there is an additional caption to complete the purpose.



picture 3.2.d.

The context of the slogan “*Pilihan tepat untuk orang-orang terdekat*” was simply to give information that this product is a right choice to be given to our close related person such as dates, friends, families or colleague as the target audience (referential function). This advertisement also delivers denotative and connotative meaning toward the audience. At the denotative level, this advertisement is associated the product with the a right choice or best gift we can give to someone, while connotatively, the phrase “*untuk orang-orang terdekat*” also presents to people who are close by distance or emotionally close. Beside referential function, conative function also emerges by persuading people to give or buy this products to their beloved one (referential function)

Another language function emerges in the advertisements is the poetic function. This function refers to the message for its own sake and explores on the aesthetic feature of the language. It can be concluded that advertising language often applies the techniques which are similar to those in poetic texts such as rhyme, rhythm, alliteration and assonance. This effect can guarantee that the target audience better remembers the text

and recalls it at the right moment. This mnemonic devices can be seen in the slogan below (1) *Diskonnya bagaikan kilat, pastikan kamu yang tercepat*, (33) *Beli dua gratis satu, paling pas buat di hari sabtu*, (49) *Sunday Chill, a perfect time to Kill*. The mnemonic device reflected in above slogan is rhyme. Based on Oxford dictionary, rhyme refers to a pattern of identity of sound between words or verse-lines extending from the end to the last fully accented vowel and not further. The pattern of identity sound from the end to last can be seen in the underline sound (1) “*Diskonnya bagaikan kilat, pastikan kamu yang tercepatat;* (49) *Sunday Chill, a perfect time to Killll*. In conclusion, the two slogans presents the aliteration.

The slogan (33) *Beli dua gratis satu, paling pas buat di hari sabtu* presents assonance. Beside rhyme, another aesthetic feature of the language found in the advertisement is the rhythm. Rhythm means to similar or identical patterns of stressed and unstressed syllables. This can be seen in the slogan no (8) *The more you spend, the more stars you will get*. It can be seen that there is a repetition of phrase *the more* in slogan. The repetition causes different intonation to say it. Based on that explanation above, the poetic function emerges.

IV. CONCLUSION

The usage of language variation and the language function especially in business and advertisement has been developing along with the internet progress. In this case, the sellers must be able to create an advertisement which is wrapped by creative language in order to persuade the target audience to buy their products. Beside applying creative language, the language function also plays an important role. The language variation should be consistent with the language function so that they can show great impress of the products.

Based on the analysis, it can be seen that the language variation used in presenting the slogan of Starbucks products applied the strategy of delivering advertisement in Bahasa, strategy of delivering advertisement in English, and strategy of delivering advertisement in English and Bahasa or vice versa. This study also found the language function used in describing the products which were indicated by Jakobson (1960). Based on this research, it obviously finds that the slogan or caption of the advertisement employs phatic function to attract the audiences' attention; conative function to get people to do something (in this case to buy the products); referential function to provide information for the target about the products; emotive

function to show or evoke the feelings, and the poetic function which focuses on its message by using the aesthetic feature of the language.

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