

# Studying The Language Style in Advertising Slogans for Food and Beverages Aired on Indosiar and ANTV TV Channels

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## ABSTRACT

The objective of this study is to examine the language style and semantic meanings of food and beverage advertising slogans on television. The research approach utilized is descriptive qualitative, utilizing recording and note-taking techniques. The study concentrates on the language style used in food and beverage advertising slogans on Indosiar and ANTV television stations from January to June 2022. The findings of the research reveal that the language style used in food and beverage advertising on television is quite diverse, with hyperbolic language being the dominant style. The preparation of advertising slogans employs a variety of language styles with the intention of influencing and attracting consumers to purchase the promoted product.

## KEYWORDS

Language Style;  
Advertising Slogan;  
Television Station.

## ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan gaya bahasa yang terdapat dalam slogan iklan makanan dan minuman di televisi dan makna semantik yang terkandung dalam iklan tersebut. Adapun metode penelitian yang digunakan adalah kualitatif deskriptif dengan menggunakan teknik rekam dan catat. Obyek penelitian adalah gaya bahasa yang terdapat dalam slogan iklan makanan dan minuman pada stasiun televisi Indosiar dan ANTV periode Januari hingga Juni 2022. Hasil penelitian menunjukkan bahwa gaya bahasa yang digunakan dalam iklan makanan dan minuman di televisi cukup beragam namun 1) Gaya bahasa tersebut didominasi oleh gaya bahasa hiperbola, 2) penyusunan slogan iklan menggunakan ragam gaya bahasa dengan tujuan untuk mempengaruhi dan menarik hati konsumen agar tertarik membeli produk yang dipromosikan.

## KATAKUNCI

Gaya Bahasa;  
Slogan Iklan;  
Stasiun Televisi.

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## How to cite:



Syamsuddin, S., & Faradillah, Y. (2022). Studying The Language Style in Advertising Slogans for Food and Beverages Aired on Indosiar and ANTV TV Channels. *Pulchra Lingua: A Journal of Language Study, Literature, & Linguistics*, 1(1), 37-48. <https://doi.org/10.58989/plj.v1i1.4>

## 1. Introduction

In essence, language style refers to the way in which words and sentences are used to convey ideas, opinions, and experiences, whether through oral or written communication, with the intention of influencing and leaving a lasting impression on the listener or reader (Markub, 2018; Nur, 2018). According to Epstein (2013), language style can be seen as an alternative form of expression in social interactions. Therefore, language style can enrich the meaning of speech and create a more powerful impact and message on the listener. The use of language style in advertising is also crucial (Ginting et al., 2020; Lanang & Meidariani, 2020; Syukri et al., 2019). Advertising language style is not only rhetorical but also aims to capture consumers' attention and promote the product. Gijssel et al. (2008) dan Pérez-Sabater (2021) suggest that language style is a rhetorical form of communication that aims to influence others with specific discourse motives. In an advertisement, language style is used to present the product in an attractive manner without undermining its strengths or advantages.

While advertisements often use non-standard language, such as foreign or regional dialects, a successful language style in advertising should adhere to three key indicators: honesty, politeness, and attractiveness. Honesty is reflected in the rules and structure of language; when language is used in a way that does not follow clear and established norms, the message can become confusing and appear deceitful.

The use of polite language is an important aspect of effective communication as it helps maintain the dignity and self-esteem of both the speaker and the listener, and reflects a civilized society (Ardiani et al., 2021). In advertising, an ideal language style is used to attract the attention of potential consumers, particularly Asiani (2020). Advertising is not just a marketing technique, but also a means of conveying information to the public (Juditha, 2018). Advertisements often use persuasive and permissive language to influence the subconscious and mindset of the public towards the products being promoted (Pah, 2018). Advertising producers use creative language and visual displays to convince and attract potential consumers.

The language style used in advertisements serves not only to attract potential customers, but also to create a positive image of the product being marketed (Winarni, 2010). The style of language in advertisements is an important factor in shaping the perceptions of both producers and consumers. The community's assessment of an individual is closely related to the use of language style, and the more effective the language style used, the better the impact on community judgment (Kerap, 2004). Producers need to be attentive in identifying opportunities and developing marketing strategies for their products. Effective use of language can increase the selling value of a product. Even if a product does not appeal to a certain group of customers, a well-crafted advertisement can change their perception of the product. According to Tjiptono (2005), advertising language indirectly communicates the benefits of the product through language style, which is designed to elicit positive emotions and persuade potential customers to make purchases.

This study diverges from previous research as it concentrates on the language style employed in slogans of food and beverage advertisements on television. The reason for

choosing language style as the main focus is due to the variety of language styles utilized in the advertisements broadcasted on Indosiar and ANTV channels. Upon initial observation, the researcher noticed the existence of different language styles, such as hyperbole, metaphor, personification, synecdoche, repetition, ellipsis, and alliteration. Consequently, the researcher aims to explore further the use of language style in advertising by adopting a qualitative descriptive approach to identify the types of language styles used in the two television broadcasting media (Indosiar and ANTV). Additionally, the researcher seeks to investigate the purpose of employing such language styles to the general public.

### **1.1. Language Style**

The term "language style" is often used in rhetorical studies, derived from the Latin word "stylus" which means a writing tool used on a wax tablet. In the field of linguistics, the concept of style was developed by the Greeks, leading to two schools of thought: the Platonic and the Aristotelian (Keraf, 2004). According to the Platonic school, style is a quality of an utterance and can be distinguished from a non-stylistic utterance. On the other hand, Aristotle sees style as an inherent quality of each utterance, with unique stylistic characteristics. Therefore, language style refers to the unique way of expressing and presenting thoughts to make an impression and influence the speech partner.

The use of language style in advertisements aims to persuade potential consumers to purchase the advertised product. Advertisements serve as a means of communication that promotes goods, services, and ideas in a persuasive and permissive way (Kasali, 1998; Nirmala, 2020; Widyatama, 2007). The effectiveness of an advertisement depends not only on the visual aspects, but also on the use of language style, which can have both economic and social effects. The economic effect is measured by the producer's profit from sales and the positive image of the product in the market, while the non-economic effect is the social impact that can make the product accepted and trusted by the public. Advertising also facilitates marketing, interaction, paradigm formation, and social processes, allowing information to spread more widely in society. Through advertising, consumers can indirectly interact with products and manufacturers, and they can infer product quality indirectly through advertisements. Successful advertising creates a positive image in society, forming a strong paradigm that associates good product quality with specific brands. Examples such as Aqua and Pepsodent demonstrate how advertising can shape an image and influence our subconscious mind.

## **2. Method**

Qualitative descriptive research methods are used by researchers to examine phenomena in a comprehensive manner through verbal descriptions that provide an overview of the phenomenon (Moleong, 2018). To ensure consistency in the analysis results, this study employs a multi-method approach, including content analysis, to examine the data collected. The primary data used in this study are food and beverage advertisements aired on television channels, specifically Indosiar and ANTV, from January to June 2022. The study focuses on the language style used in slogans in the advertisements for food and beverage products.

The researchers applied purposive sampling method to collect data, which involved selecting specific criteria for the collection of Etikan (2016) that focused only on advertising slogans related to food and beverage products. They also used documentation method, along with observing and note-taking techniques to gather data (Anwar & Syam, 2018). The information seen or heard in the advertisements was transcribed to make it easier to classify and interpret the data. The transcribed data was observed repeatedly to ensure the accuracy of classification and interpretation, so that the resulting data can be easily interpreted and can provide evidence-based reports.

### 3. Results and Discussion

This section presents the findings of the study on the language style used in food and beverage advertisements broadcasted on Indosiar and Andalas Television stations. The researchers observed and analyzed the advertisements from January to June 2022, and identified the use of nine types of figurative language in the advertising slogans: metaphor, hyperbole, personification, alliteration, assonance, repetition, rhetoric, synecdoche, and ellipsis. The researcher provides a table that categorizes and provides examples of each type of language style used in the advertisements.

**Table 1. Style of Language Used in Advertising for Food and Beverage Products**

No	Language Style	Product Advertising	Slogan	Meaning
1.	Metaphor	Indomie Kuah (Antv)	<i>Rasanya Bikin Nyaman di Rumah</i>	The advertising slogan suggests that consuming Indomie can provide a feeling of comfort and homeliness.
2.	Hyperbole	Roma Sandwich (Antv)	<i>Lebih Mantap Cokelatnya, Lebih Banyak Isinya</i>	The advertising slogan implies that Roma biscuits have a higher quantity of solid chocolate and content compared to other biscuits.
3.	Hyperbole	Kacang Atom Garuda (Antv)	<i>Gantinya Kerupuk</i>	The advertising slogan indicates that the nuts can serve as a replacement for crackers during meals.
4.	Personification	Madu Tj (Indosiar)	<i>Madu Dari Alam</i>	The advertisement suggests that TJ Honey is natural, genuine honey.
5.	Hyperbole	Q-Tela (Indosiar)	<i>Enaknya Gak Pake Drama</i>	The advertisement conveys that Q-Tela chips offer a unique and authentic taste experience.
6.	Hyperbole	Roma Malkist Keju Manis (Antv)	<i>Keju Manis Ya Cokelat Malkist</i>	The advertisement indicates that the biscuit is made with sweet cheese and chocolate.
7.	Hyperbole	Nissin Crispy Crackers (Indosiar)	<i>Satu Rasa Berjuta Cerita</i>	The advertisement suggests that Nisin biscuits have a delicious taste that leaves an exceptional impression.
8.	Hyperbole	Kinder Joy (Indosiar)	<i>Penyuh Kelezatan dan Keceriaan Untuk Si Kecil</i>	The message conveyed in the advertisement is that Kinder Joy is a snack that brings happiness and excitement to children.
9.	Repetition	Susu Ultra Mimi (Antv)	<i>Tumbuh Alami, Alami Tumbuh</i>	The message conveyed in the advertisement is that consuming packaged milk helps children grow naturally.
10.	Hyperbole	Sarimi Gelas (Antv)	<i>Semua Rasa Ada Sosisnya</i>	The message conveyed in the advertisement is that all Sarimi flavors contain sausage.

No	Language Style	Product Advertising	Slogan	Meaning
11.	Hyperbole	Buavita (Antv)	<i>Penuhi 100 % Vitamin C Harianmu</i>	The message conveyed in the advertisement is that Buavita provides vitamin C for the body throughout the day.
12.	Hyperbole	Susu Omela (Indosiar)	<i>Rasanya Luar Biasa, Ganti Cara Masak</i>	The message conveyed in this advertisement is that Omela Milk has an exceptional taste and can be used as a new ingredient in cooking.
13.	Hyperbole	Torabika Jahe Susu (Indosiar)	<i>Bikin Melek dan Jaga Stamina</i>	The message conveyed in this advertisement is that these packaged drinks can help boost stamina and reduce eye fatigue and drowsiness.
14.	Hyperbole	Teh Pucuk Harum (Antv)	<i>Rasa Teh Terbaik Ada di Pucuknya</i>	The message conveyed in the advertisement is that the packaged tea has the finest ingredients and taste because it is sourced from tea shoots.
15.	Denotation	Energen Kurma (INDOSIAR)	<i>Ekstra Energi &amp; Daya Tahan Tubuh Saat Beraktivitas</i>	The message conveyed in the advertisement is that Energen drinks provide an extra boost of energy and endurance during physical activities.
16.	Repetition	Beng-Beng Drink (Antv)	<i>Cokelatnya Good Bikin Mood Jadi Good</i>	The meaning conveyed in the advertisement is that the chocolate content in the drink is of high quality and can uplift one's mood.
17.	Rhetoric	Mie Sukses (Indosiar)	<i>Mau Sukses, Makan Mie Sukses</i>	The message conveyed in the advertisement is that people who aspire to be successful should consume noodles from a successful brand.
18.	Hyperbole Repetition	Floridina (Indosiar)	<i>Bulir Lebih Utuh dan Lebih Banyak</i>	The meaning conveyed in the advertisement is that the drink contains intact and abundant grains.
19.	Hyperbole	Good Day (ANTV)	<i>Karena Hidup Perlu Banyak Rasa</i>	The message conveyed in the advertisement is that in order to enjoy life to the fullest, one needs to indulge in various pleasures, including drinking.
20.	Metaphor	Coca-Cola (Indosiar)	<i>Hidupkan Semangatmu</i>	The meaning conveyed in the advertisement is that consuming Coca Cola can increase one's zest for life.
21.	Personification	Kopi Kapal Api (Indosiar)	<i>Secangkir Semangat Indonesia</i>	The message conveyed in the advertisement is that a cup of Kapal Api coffee can provide exceptional enthusiasm for the people of Indonesia.
22.	Denotation	Bear Brand (Antv)	<i>Rasakan Kemurniannya</i>	The advertisement implies that by drinking Bear Brand milk, consumers can experience the purity of the milk.
23.	Hyperbole	Joss C-1000 (Indosiar)	<i>Biangnya Vitamin C</i>	The advertisement suggests that the drink contains a high level of vitamin C.
24.	Hyperbole	Mie Gelas (Antv)	<i>Gak Cuman Enak, Sehat Buat Anak</i>	The advertisement suggests that glass noodles are not only tasty but also contribute to the health of children.
25.	Denotation	Susu SGM Explore (Antv)	<i>Bersatu dan Kuat Dukung Generasi Muda</i>	The advertisement suggests that drinking milk can help the government to raise a healthy and strong young generation.
26.	Hyperbole	Kopi ABC Susu (Antv)	<i>Kopinya Asli Rasanya Pasti</i>	The advertisement claims that ABC Coffee is made from real coffee and has a delicious taste.

No	Language Style	Product Advertising	Slogan	Meaning
27.	Alliteration	Biskuit Pocky (Indosiar)	<i>Makin Happy, Makin Yummy</i>	The advertisement promotes the new packaging and improved taste of Pocky Biscuits
28.	Hyperbole	Mie Sedap Korean Spicy (Indosiar)	<i>Jelas Terasa Sedapnya</i>	The advertisement asserts that the delicious taste of Mie Sedap is unquestionable.
29.	Hyperbole	Oreo Soft Cake (Indosiar)	<i>Tiap Moment Jadi Seru</i>	The advertisement suggests that Oreo biscuits can add excitement to any moment when consumed together.
30.	Metaphor	Coklat Cadbury (Indosiar)	<i>Ada Kebaikan Di Setiap Insan</i>	The advertisement implies that sharing Cadbury chocolate is a way of showing care and affection towards others.
31.	Metaphor	Keju Kraft Cheddar (Antv)	<i>Nikmatnya Kebersamaan</i>	The advertisement conveys that Kraft Cheese can be a shared food that brings people closer together.
32.	Hyperbole	Wafello (Antv)	<i>Wafer Paling Dicari</i>	The advertisement highlights that Wafello has a delectable taste that everyone would desire to savor.
33.	Metaphor	Ensure (Indosiar)	<i>Kekuatan Untuk Aktif Sepanjang Hari</i>	The advertisement suggests that Ensure milk can provide the energy and stamina required to go through the day.
34.	Synecdoche	Top Kopi (Antv)	<i>Kopinya Orang Indonesia</i>	The advertisement implies that Top Coffee is an original Indonesian coffee that is accessible and enjoyable to anyone.
35.	Hyperbole	Kopiko (Indosiar)	<i>Kenceng Aroma Kopinya</i>	The advertisement suggests that Kopiko has a potent coffee aroma.
36.	Metaphor	Sarimi (Antv)	<i>Nikmatnya Emang Bikin Goyang</i>	The advertisement conveys that Sarimi's taste can be so delightful that it can cause a shaking sensation in the tongue and body.
37.	Denotation	Permen Kiss (Indosiar)	<i>Pakai Masker Nafas Tetap Seger</i>	The advertisement implies that KIS candy can help maintain fresh breath even when wearing a mask.
38.	Hyperbole	Supermi Original (Indosiar)	<i>Original, Gak Ada Duanya</i>	The advertisement suggests that Supermi uses authentic ingredients and has superior taste and quality compared to other brands of Indomie.
39.	Repetition	Bejo Jahe Merah (Indosiar)	<i>Ampun Jahe Merahnya Ampun Jagonya</i>	The advertisement indicates that the red ginger content in the product is exceptional and provides both health benefits and pleasure.
40.	Hyperbole	Segar Sari C (Antv)	<i>100% jeruknya</i>	The advertisement claims that Fresh Cider C is made entirely from real oranges and contains 100% orange juice.
41	Personification	Teh Gelas (Indosiar)	<i>Suara Hati Ingin Yang Asli</i>	The advertisement implies that only glass-brewed tea can offer tea lovers an authentic taste experience.
42	Repetition	Better (Antv)	<i>Coklatnya Full Enaknya Mantull</i>	The advertisement suggests that BETTER has a bold flavor profile and is loaded with chocolate.
43	Assonance	Luwak White Coffee (Indosiar)	<i>Awali Hari-Harimu</i>	The advertisement recommends enjoying a cup of Luwak White Coffee before starting the day's activities in the morning.

No	Language Style	Product Advertising	Slogan	Meaning
44	Ellipsis	Teh Botol Sosro (Antv)	<i>Apapun Makanannya, Minumnya Teh Botol Sosro.</i>	The advertisement implies that Sosro bottled tea is the only perfect drink to consume after a meal.
45	Metaphor	Susu SGM (Indosiar)	<i>Jadikan Dunia Sahabatnya</i>	The advertisement suggests that SGM aids in the growth and development of children, allowing them to become more acquainted with their surroundings.

Based on the data described above, it was discovered that hyperbole was the dominant language style among the 45 food and beverage advertisements aired on Indosiar and Andalas Televisi (ANTV) television stations. The language styles of metaphor and repetition were also observed. Some advertisements employed more than one language style to reinforce the message of the product and have a stronger influence on consumers. This is a tactic used by advertising producers to persuade consumers to purchase the product being advertised.

### 3.1. Hyperbole

Hyperbole is a language style that uses exaggerated statements to emphasize a point. This style is evident in the Fragrant Pucuk Tea advertisement which states "the taste of the best tea is at the top". The advertisement shows two caterpillars climbing towards the top of tea leaves, but a farmer suddenly appears and picks the top tea shoot to be processed into bottled tea. This conveys the message that the best tea comes from the top of the tea leaves and that Fragrant Pucuk Tea uses only the best ingredients for the best taste and aroma.

The repetition of the word "shoots" in the advertisement emphasizes the idea that the best tea comes from the top of the leaves. The advertisement also shows that tea leaves are the key ingredient for making tea and that Fragrant Pucuk Tea uses only the best tea leaves to produce its tea.

From a semantic perspective, the figurative meaning in this ad is centered on the word "bud," which refers to the top part of the tea leaf that supposedly produces the best tea. Although the quality of tea is not solely determined by the buds, the advertisers want to capture the audience's attention and persuade them to buy Teh Pucuk Harum's bottled tea using hyperbolic language. Another example of hyperbolic language can be found in the Omela Sweetened Condensed Milk ad, which uses the slogan "Rasanya Luar Biasa, Ganti Cara Masak." The 15-second ad shows several women and a cook adding Omela's sweetened condensed milk to their dishes, and after trying the food, the women exclaim, "It tastes great and changes the cooking method."

The denotative meaning of this ad is that Omela's sweetened condensed milk can "change the way of cooking." This suggests to mothers that they should incorporate sweetened condensed milk into their cooking to create new and delicious dishes for their families. However, not everyone may enjoy food mixed with milk, so it may not be a suitable cooking method for everyone.

The advertisement uses hyperbole in the slogan "Rasanya Luar Biasa" to imply that Omela brand milk has superior ingredients compared to other sweetened condensed milk and can

provide an exceptional taste. However, all packaged milk tastes the same, which is sweet. The advertisement aims to persuade the audience to purchase Omela's milk and use it for cooking at home.

### 3.2. Repetition

The repetition style used in the Beng Beng Drink advertisement is the repetition of the word 'good' to emphasize the figurative meaning of the slogan "Cokelatnya Good, Bikin Mood Jadi Good." The advertisement aims to convey that Beng Beng beverage products contain good chocolate, and consuming these drinks can make consumers feel good.

The Ultra Mimi Milk advertisement employs repetition style by repeating the word 'Alami' in the slogan "Tumbuh Alami, Alami Tumbuh." The advertisement's meaning is that children can grow naturally and become stronger after consuming Ultra Mimi milk, which contains natural nutrients from pure cow's milk. The advertisement also shows people enjoying the packaged drinks in various settings, including during rainy weather. The chocolate content in the Beng Beng Drink and natural nutrients in Ultra Mimi Milk are promoted as features that enhance the drinking experience.

The Ultra Mimi Milk advertisement features a mother and child visiting a cattle farm, where the child interacts with a calf. From a semantic perspective, the advertisement conveys a literal meaning that children can grow naturally by consuming natural nutrients from cow's milk. The intention behind the ad is to encourage parents to provide natural nutrition for their children.

### 3.3. Alliteration

Pocky's snack ad employs alliteration in its slogan "Makin Happy, Makin Yummy." This advertisement features numerous young people and repeats consonant sounds /n/ and /y/ at the end of words. The meaning of the slogan is that consuming Pocky biscuits will bring happiness to consumers when they share them with family and friends. The product is now available in new packaging with a crunchier texture and soft, thick chocolate.

The main message of the Pocky ad is to promote the sale of their biscuits with new packaging, highlighted by the presence of wheat and chocolate. The ad aims to attract the audience's attention by showing young people enjoying the various flavors of the product.

The Lasegar drink advertisement uses the alliteration language style with the slogan "Sehatnya Segar, Segarnya sehat". The consonant sound /s/ is repeated in the ad. The advertisement implies that drinking Lasegar regularly can make your throat and body fresh, healthy and more energetic. The vitamins in the drink can also make the body healthier.

### 3.4. Assonance

The assonance language style is commonly used in advertising slogans on Indosiar and Antv television stations. The Luwak White Coffee advertisement uses the slogan "Awali Hari-harimu" with the repeated vowel sound /i/. The slogan suggests that drinking Luwak White Coffee is a great way to start your day, as the coffee with sweet condensed milk can make you feel happy.

The Via Vallen advertisement for Luwak White Coffee uses figurative language to imply that drinking coffee is a great way to start the day. The Slai O'lai biscuit advertisement uses the assonance language style with the slogan "Mau Seruu, Slai O'lai Duluu" with the repetition of the vowel u. The advertisement implies that eating Slai O'lai biscuits can make the atmosphere more lively and fun, but it is not necessary to consume these biscuits to make the atmosphere festive.

### 3.5. Ellipsis

The ellipsis language style is used in advertisements by omitting certain words. One example is the ABC Coffee advertisement with the slogan "Kopinya Asli Rasanya Pasti ". The ad omits the words "flavor" or "taste" after the phrase "Rasanya Pasti". The slogan implies that ABC Coffee is made from real coffee beans and has a delicious taste and fragrant aroma. The producers of the ad seem to be emphasizing the authenticity of the coffee to persuade consumers to buy and try it.

The use of ellipsis language style is also seen in the advertisement for Sosro bottled tea with the slogan " Apapun Makanannya, Minumnya Teh Botol Sosro.". The ad omits the phrase "The Botol Sosro", which was supposed to be the last part of the commercial for the product. The meaning conveyed in the ad is that after eating, one must drink Sosro bottled tea. The producers of the ad seem to be directing consumers or viewers to only drink Sosro bottled tea after a meal. The product is presented as a necessary and staple drink to have after every meal.

### 3.6. Rhetorical Questions

The Mie Sukses advertisement employs a rhetorical question style that doesn't require an answer, with the slogan " Mau Sukses? Makan Mie Sukses ". The audience already knows that the answer to this question is eating Success brand noodles. The meaning conveyed in the ad is that if you want to succeed, you must regularly consume Success noodles. The 30-second ad features dangdut singer Siti Badriah, displaying various types of Success noodles, and inviting the audience to buy and enjoy them.

The ad's denotative meaning is straightforward, stating that eating successful noodles is the key to success, although noodles themselves do not determine one's success. The rhetorical question language style is also used in the Kopiko candy ad with the slogan "Mau ngopi, tapi gak bisa?". The answer to this question is to have Kopiko candy instead of coffee, as it is a practical substitute for coffee drinks.

The advertisement depicts a glass of coffee being poured into a passenger's shirt pocket and transforming into a Kopiko candy. The meaning behind the slogan suggests that the candy provides a strong coffee aroma and taste, which addresses the need for practicality among coffee enthusiasts. Essentially, the ad conveys the straightforward message that Kopiko candy offers a solution for those who want to enjoy coffee conveniently.

### 3.7. Metaphor

Metaphorical language style is commonly used in television advertising slogans. The SGM Explore Milk advertisement, for instance, uses this style with the slogan " Jadikan Dunia

Sahabatnya," which compares SGM Explore's powdered milk to the world's best friend. The meaning conveyed in this advertising slogan is that SGM milk not only complements children's nutrition but also becomes their companion. SGM Explore can strengthen the bond between children and their surroundings. Semantically, this ad uses the word "best friend" figuratively. The word "friend" signifies that milk can be a close companion, always present as a meal for children. The advertising product intends to emphasize that SGM Explore milk is the right choice for children to improve their nutrition.

The Susu Bendera advertisement also uses a metaphorical language style with the slogan "Membangun Kekuatan Keluarga Sejak 1871." The advertising slogan compares the quality of Flag sweetened condensed milk to a long-lasting building that has been tested since 1871. The meaning conveyed in the advertisement is that the milk's quality has been tested for generations since 1871, benefiting all groups, including children, adults, and parents. The ad describes how the milk has been enjoyed by various groups, and its taste has remained the same. Semantically, this ad has a denotative meaning that emphasizes the quality of Flag milk that has been tested and proven for many years.

### 3.8. Personification

The personification style of language in advertising involves giving human qualities to inanimate objects, as seen in the Kecap Bango advertisement with the slogan "Karena Rasa Tak Pernah Bohong." This figurative language implies that the product is like a human being that can speak the truth. However, the true meaning of the ad is that the new packaging of Kecap Bango offers a better taste compared to other soy sauces. The product cannot actually function like a living being or human.

The 20-second advertisement for Bango Kecap shows a family enjoying their food with the new packaging that offers better taste and convenience. The ad emphasizes that the product tastes better than other similar products. Similarly, the Indomilk Milk advertisement with the slogan "Teman Buat Tinggi" gives the milk a human-like quality, as it is portrayed as a friend that helps children grow taller.

While a friend is typically a human being, in this slogan, it is used to describe Indomilk Milk, which is used by consumers as a tool to accelerate growth. The meaning of the advertising slogan is that Indomilk milk is like a friend that helps children grow taller. Semantically, this ad contains a figurative meaning, where the packaged milk is portrayed as a friend that can help children grow faster and taller, much like a human friend would.

### 3.9. Synecdoche

Synecdoche is a language style that uses a part of an object to refer to the object itself. Top Coffee is an example of an advertisement that uses synecdoche with its slogan "Kopinya Orang Indonesia", which refers to the whole product through the use of the word "Indonesia".

The 49-second advertisement features famous Indonesian artists such as Iwan Fals, Nikita Willy, and Samuel Zylguin, inviting the audience, especially coffee lovers, to try TOP Coffee. Iwan Fals emphasizes the importance of trying new things and suggests that one can only be considered a true coffee lover if they have tried TOP Coffee, which is also Indonesian coffee.

The referential meaning of this packaged coffee advertisement is the word "coffee", which refers to a type of beverage made from coffee beans that is black, thick, and has a distinct aroma. The advertisement implies that TOP Coffee is superior to other coffee brands and to convince coffee lovers, the ad producer uses famous Indonesian artists who are shown to be enjoying the coffee.

### 3.10. Denotative Meaning

The denotative meaning is straightforward and does not use figurative language. The reference remains true to the basic meaning without deviation. An example of denotative meaning can be seen in the Kiss candy advertisement that uses the slogan "Pakai Masker Nafas Tetap Seger." This slogan has a literal meaning that even if we wear a mask, we can keep our breath fresh by consuming Kiss candy.

## 4. Conclusion

A study on food and beverage product advertisements on national television stations (Indosiar and ANTV) found that hyperbole was commonly used in advertising language, along with other figurative language forms such as metaphor, personification, alliteration, assonance, repetition, ellipsis syllables, and rhetorical questions. These language forms are used to influence potential consumers to buy the products being marketed. The researcher acknowledges that the study has limitations, as it only covers a limited scope of advertisements and does not examine the social impact of advertising on people's purchasing power, particularly in the post-COVID 19 era. Nonetheless, the study highlights the importance of using effective language styles in advertising to increase sales.

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