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EDITORS’ NOTE

This international seminar on Language Maintenance and Shift IV (LAMAS IV for short) is a continuation of the previous international seminar with the same theme conducted by the Master Program in Linguistics, Diponegoro University on 18 November 2014.

We would like to extend our deepest gratitude to the seminar committee for putting together the seminar that gave rise to this collection of papers. Thanks also go to the Head and the Secretary of the Master Program in Linguistics Diponegoro University, without whom the seminar would not have been possible.

The table of contents lists all the papers presented at the seminar: The first four papers are those presented by invited keynote speakers. They are Dr. Sugiyono (Badan Pengembangan dan Pembinaan Bahasa, Jakarta, Indonesia), Dr. Zane Goebel (La Trobe University, Melbourne, Australia), Prof. Yudha Thianto, Ph.D. (Trinity Christian College, Illinois, USA), Dr. Deli Nirmala, M.Hum (Diponegoro University, Semarang, Indonesia).

In terms of the topic areas, there are 21 papers in applied linguistics, 20 papers in sociolinguistics, 14 papers in theoretical linguistics, 18 papers in discourse/pragmatics, and 13 papers (miscellaneous).

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Abstract

This study investigates the characteristics of English advertisements created by the students of Business English Class at the University of PGRI Semarang. There were 25 students taken as the sample since they had been trained how to analyse and make English advertisement. At the end of the training session, 60 pictures of educational, tourism, and health products were distributed and the students were asked to create their own advertisement under each picture. There were only 30 advertisement texts eligible for further analysis. The analysis was done to its lexical aspects, syntactical features as well as its rhetorical devices. The results show that most of the students were able to make their own advertisement texts but most of the words are verb and noun (90%), simple sentence (93%), and only 2 out of 30 advertisement (6.6%) used rhetorical devices. They need more time to practice writing informative and attractive advertisement text. Thus, for the next class session, it is recommended that the lesson materials in the Business English should be divided into two mainstreams: Business Writing and Business Advertisement and each mainstream should be taught for 7 class sessions. By having such division, the students will have an ample time to do some advertisement-text practices.

Key words: *Business English, English advertisement, lexical features, syntactical features, rhetorical devices.*

1. Introduction

In traditional marketing system, the advertisement in the media such as billboard, brochure, newspaper, and TV commercials plays role to increase their income rate. Even now at the age of information system, advertising companies in all kind of businesses such as real estate, education institution, computer store, and mobile phone counter need advertisement to promote its product to the public. In Indonesian, the use of English in advertising is considered as a modern strategy to accrue the brand of the company's products. English sometimes is combined with Bahasa Indonesia but in grammatically or syntactically incorrect. It happens in *berniaga.com*. The advertisement uses the word *king* and *koil*. The company does not fully use English because the spelling of *koil* is *Coil*. The use of *koil* is meant as the easiest way of the Indonesian to read. Combination of English and Indonesian in this advertisement is seen as the effort to attract middle class people since English is the language of business and international communication. The people who purchase *King Koil* will be proud being exposed to English. The same phenomenon is also found in the following advertisement in which Indonesian language is combined with English in Cellular Phone Card and its advertisement. Many advertisements are grammatically incorrect. One example is Indonesia's campaign to lure tourist: "*Visit Indonesia 2008. Celebrating 100 Years of Nation's Awakening*". This has been printed on billboards, government Web sites and emblazoned on the sides of aircraft belonging to the national carrier, Garuda. To be grammatically correct, the phrase "Nation's Awakening" should be made specific, for example by preceding it with the definite article 'the' or the possessive pronoun 'our.' Another option would be to replace "nation" with the adjective "national."

There had been some previous researches on the language of advertisement in Indonesia but the focus were in sociolinguistics aspect of advertisement printed in the Cakram magazine (Tri Daryanti (2009), code switching of advertisement in the Surakarta Radio Station (Asep Yudhi Kristanto (2008), semiotic analysis done by Erna Adriyani,etal (2011), on visual elements in the property advertisement of garden or swimming pool, skyscrapers, luxurious furniture and interior design, and beach, and in the translation of beauty and body care advertisement text into Indonesian (Mulatsi,2014).There is no research,so far, on the aspect of ccharacteristics of English language used in aadvertising in Indonesia. Thus, the Characteristics of English Advertisements created by Students of Business English Class at the University of PGRI Semarang are very important to be disclosed.

2. Literature Review

By definition, the word advertisement (informal ad, advert, ads) *is a picture, short film, song, etc. which tries to persuade people to buy a product or service.* (Cambridge Dictionary,1990) but in Oxford English Dictionary (1985), the word “advertise” has its origin in “advertere” in Latin, meaning “to inform somebody of something”, “to bring into notice” or “to draw attention to something”, etc. In addition, Agustrijanto (2006:7) defines that the advertisement is a communication effort made to promote particular product and motivate potential buyers. According to the Committee of American Marketing Association(1997:2), advertising is any paid form of non-personal presentation of ideas, goods and services by an indentified sponsor. It is non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through various media. The core ideas in the word of advertisement are products, communication, and persuasion.

The Functions of Advertisement

Advertising can be classified into different types in view of target audience, geographic area (international, national, regional, local), covered media (newspaper, magazine, radio, television), function or purpose (product or non-product, commercial or non-commercial, primary demand or selective demand, direct action or indirect action), but all in all, advertising can be divided into two types: commercial and noncommercial advertising. Brinker in Kaswanti (2000:151) differentiates the function of the advertisement text into five categories: informative, appellative, obligatory, contactive, and declarative functions

The Characteristics of English Advertisement

As a means of communication, language in advertisements must be used effectively and correctly to persuade and influence readers to be interested in the products. Referring to the functions of advertisement mentioned above, the linguistics aspects are taken into consideration to have important roles. The aspects are as follows.

a. Lexical Features of English Advertisement

In order to attract potential buyers, the texts of advertisements must be constructed by using unique characteristics of wording, such as compound words, coinage, frequent use of verbs, comparative and superlative adjectives and loan words. *Compound words* in technical equipment ads, are usually combined to give an exact description of a certain feature or a certain function such as high-volume, full-color, multi-functional, non-stop, water-cooled. Often numbers are employed in front of the hyphen, which is seldom seen in other advertisements, such as 64-bit, 24-valve, 4-wheel, 255-horsepower. *Coinage*, according to Longman Dictionary, means “a word or a phrase that has been recently invented”. Advertisements are full of coined words to be lively and eye-catching for example the use of the word *exactly confident* in Kompas TV comic show. The word exactly not only has similar ponunciatipn as “exactly”, but also it is related to the word “ezact”, a product supporting this show. *Frequent use of verbs* are verbs which widely used in English advertisement.

b. Syntactic Features of English Advertisement

The language of advertisement should be attractive and familiar to the costumers and make them remember the products. The most frequently used sentence patterns are statements, commands,

interrogative sentences and exclamations. As for the sentence structures, elliptical structures, sentence fragments and comparative constructions are most widely used in English advertising.

c. Rhetorical Devices of English Advertisement

The frequent and wide use of figures of speech is an important characteristic of advertising, which is an effective way to make the advertisement attractive. A figure of speech is an example of the figurative use of words, which produces a particularly rhetorical effect when people use the language creatively in a specified context. The use of figures of speech in advertisements aims at arousing and persuading consumers to buy what is advertised. Their proper use can make an advertisement sweet to the ear, and pleasing to both the eye and the mind. Frequently used rhetorical devices are: simile, metaphor, personification, pun, etc

3. Finding and Discussion

a. The Lexical Grammatical Features of English Advertising Texts

After giving explanation and example of the English advertisement, the students made their own advertisement by analyzing the pictures given. The pictures are grouped into three topics: Education, Health, and Tourism. Its general lexical grammatical features are analyzed. Here are the lists of advertisement text made by students:

Education

1. Reach Your knowledge by reading
2. See and master the world with reading
3. Real Education to reach your future
4. Think as a genius
5. We create your future
6. Taste the curriculum
7. Be smart
8. Creatively-designed curriculum for children
9. Education that you can trust
10. 10.Enjoy world-class education system

Health

- 1.Fresh Fruits, Fresh Your Body
- 2.Running will keep your health
- 3.Entrust your health with health insurance
- 4.Smoking can cause a slow and painful death
- 5.A seven-minute dance for a healthy life
- 6.The only shining-clean detergent
- 7.Keep your body fresh with healthy food
- 8.Love your body with exercises
- 9.Feel the incredible taste
- 10.There is a story soul in a healthy body

Tourism

1. Make your trip efficient
2. Beautifully historical place
3. A wonderful place to remember
4. Want to make a pleasant trip and memorable?
Choose “Sindoro Satriamas”
5. Color your life by diving
6. Visiting Bali makes your life colourful
7. Visit Bali! You will see a variety of natural beauties, one of them is the beach,
8. Let’s go there
9. Kuta for pleasure visitors
- 10.More than just a view!

From the data above, it is seen that the students frequently used verb phrases such as *see, master, taste, visit, feel, entrust, be, enjoy, think, make, etc.* The choice of those monosyllabic verbs can create a communicative message to the prospectus consumer because the verb is short and simple. Other example also found in the advertisement of a famous tile “essenza”. Its advertisement says” The Essence of Quality” The advertisement of Nokia phone cell also uses monosyllabic verb ” connecting people”.

The use of short and simple verbs such as *be, do, make, reach* indicate an imperative or command to the reader to act and come closer to the product though it is not directly ask them to buy or purchase. Some other monosyllabic verbs are as follows;

get, buy, make, give, have, see, come, go, call, try, know, keep, look, need, love, use, show, help, prove, mean, meet, suit, save, feel, like, take, choose, select, start, taste, build, grow, offer, provide, enjoy, savor, etc.

The interpretation of the words *see, feel* and *taste*, for example, are related to the meaning of perception verbs which are used to describe emotion; it is used in the advertisement to give the effect of sensation or feelings. Usually those perception verbs (taste, see, feel, hear, smell) are used for subject-oriented perception in which the reader/customer of the product is assumed to have an interest on the product /commodity being advertised. The verbs *make, keep*, and *grow* tell that the products exist for the customer while the verb *love* is state verb for describing emotion. The word *keep* conveys the idea of continuing possession. In general, those verbs are frequently used in the context of imperative clauses which encourage the audience to buy the product.

The use of monosyllabic word in advertisement as found in the above data has been detected by Leech (1966). He said that in the advertising language, the most frequent word for 'acquisition of product' is 'get' instead of 'buy'. The reason for this is undoubtedly that 'buy' has some unpleasant connotations (money and the parting with it) which 'get' lacks. Moreover, he elaborates that advertisers usually make very careful efforts not to use the word 'buy'. Instead they often use such synonyms as: 'try', 'ask for', 'get', 'take', 'send for', 'use', 'choose', 'look for', and *make*.

Another characteristic of advertising language made by the students of Business English is the use of compound words such as creatively-well design, world-class education, and seven-minute dance. It is used to give the sense of excellent product. In term of syntactic analysis, the students use variety of adjective compounds. The frequently used compound adjectives types are as follows: (1) noun + adjective, (2) Adv+ adjective---beautifully-historical place, (3) Adjective + adjective; and (4) present participle + adjective: shining-clean detergent.

b. The Syntactical Features of English Advertisement

As it has been explained in the previous chapter, the syntactical features of English advertisement are referring to sentence type, such as elliptical sentences, interrogative sentences, conditional sentences, comparative sentences, etc. Examples:

1. Want to make a pleasant trip and memorable? Choose "Sindoro Satriamas"----interrogative
2. Make your trip efficient. Color your life by diving----- command
More than just a view!, Visit Bali!-----exclamation

The interpretation of the syntactical features advertisers use can be as the way to persuade primary customer, show people an advantage, arouse interest and create desire or to ask for action. In order to realize these functions, the advertisers should pay much attention to the selection of sentence variety, sentence structure, and other grammatical forms. The sentence should be effective, communicative, and persuasive. It is in accordance to what had been mentioned by Shimp (2000); Sugiyono (2007); Hakim (2006). Here are the sentence structures of the students' advertisement.

- **Simple sentence:** Running will keep your health
Visiting Bali makes your life colourful
There is a story soul in a healthy body

The students use simple sentences to deliver the information quickly because the reader will not need complex process to fully understand the expression, while complex sentences will create some suspense dragging the readers' understanding behind.

- **Imperative sentence:** Reach Your knowledge by reading
See and master the world with reading

Imperative sentences are often persuasive in that it arises the readers' impulse to buy the product. Imperative sentences, beginning with the verbs, are forceful and tempting, which coincide with the purpose of the advertisements.

c. The Rhetorical Devices in English Advertisements

A rhetorical device or resource of language is a technique that an author or speaker uses to convey to the listener or reader a meaning with the goal of persuading him or her towards considering a topic from a different perspective, using sentences designed to encourage or provoke a rational argument from an emotional display of a given perspective or action. It can be alliteration, assonance, cacophony, onomatopoeia, simile, pun, etc.

Example: There is a story soul in a healthy body---assonance
 Fresh Fruits, Fresh Your Body----- assonance

In the advertisement made by the students, there are only one type of rhetorical devices appear---assonance. It is the repetition of a similar set of vowel sounds. It is used to emphasize intensity, mood, and imagery, among others.

4. Conclusion and Suggestion

Business English is an elective subject for English students at University of PGRI Semarang. The objectives of the course are to equip the learners with the skill in writing various Business Letters and advertisements. The language of advertisement is very different from general English as the vocabularies, sentence pattern, lexical as well as syntactical structure should be carefully selected to convey superiority of the products and attract the customer to purchase the products being advertised. Most of the advertisements (90%) were able to create their own advertisement but with simple choice of word (lexical features), 93 % used simple sentence (syntactical structure), and only 6.6 % used rhetorical devices. To be professional in designing text for advertisement, they still need more practice.

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