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Language style in Korean beverage advertising slogans

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A B S T R A C T

Language style is a domain of semantics, used to explore the meaning conveyed by the writers to attract viewers to the texts. Nevertheless, efforts to delve into the manifestation of language style in advertising genre are still not extensively done. This study identifies and describes the types of language style along with its function and meaning, contained in the Korean beverage advertising slogans. The data of this research were the slogans of Korean beverage advertisements that aired in 2019 through YouTube. A descriptive qualitative method was employed by collecting and recording the data. The process continued with the identification of the types language style along with its function and meaning. Finally, the analyzed data were elaborated descriptively. The results revealed that from 30 Korean beverage advertising slogans, 건조체 *(geonjoche)* was the most frequently occurred style because the simple writing style was only expressed without modifiers with clear sentences. It gave an objective impression that focused on conveying meaning. The affective meaning was the most common meaning found as it related to the listeners or readers' reaction to the use of words or sentences in the slogans. Furthermore, referential function was found to be the most common one of the language styles identified in the slogans. The reason for this is that the advertising slogans are centered on and used to inform the products. Therefore, such function can persuade the viewers to buy and use the advertised products.

A R T I C L E   I N F O

1. INTRODUCTION

We often encounter language in everyday life which holds a very important position and role in life. As explained by Alwasilah in the book entitled *Pokoknya Kualitatif* (Qualitatvie Subject) in 2011 stated that language is used by individuals to inform or to change attitude, opinion or behavior, either directly, verbally, or indirectly, through a medium called communication.

Humans communicate with each other to obtain their daily needs. With human efforts to meet the needs in terms of drinking, many companies sell various types of beverage products to the wider community. Every company must have a good marketing strategy so that the products they sells can be accepted by the public, one of which is through advertising. Advertising is a means of communication between producers and consumers, with an informative and persuasive function aimed at influencing consumer behavior (Nainggolan, Yakob, & Nucifera, 2019).

According to Aziska in the research entitled *Analisis kesalahan gaya bahasa pada iklan produk minuman di televisi* (Analysis of stylistic errors in advertisements for beverage products on television) in 2019, to attract lure so that consumers are curious about the products marketed in advertisements, there are slogans and objectives of the slogans contained in advertisements, so that the product is easily remembered by the viewer. Therefore, the slogan in advertising uses language style as a way to attract consumers' attention.

The branch of science that deals with language style, namely semantics. As explained by Manaf in the book entitled *Semantik: Teori dan terapannya dalam bahasa Indonesia* (Semantics: Theory and its application in Indonesian) in 2008 states that semantics in general is a branch of linguistics that discusses the meaning and units of language. As explained by Kridalaksana in Ginting (2019) also states that semantics is the part of language structure that relates to the meaning of expressions and also the structure of meaning in discourse, and it becomes a system and investigation of meaning and significance in a language or languages in general. This research focuses on the slogan contained in Korean beverage advertisements broadcast in 2019 via YouTube. In addition, the problem formulation of this study is formulated as follows:

1) What is the language style in the Korean beverage advertisement slogan?
2) What is the meaning and function contained in the style of Korean beverage advertisement language?

1.1 Semantics

As explained by Im in the book entitled 국어 의미론 (Korean Language Semantics) in 2003 stated that semantics is a semantics word that comes from the Greek adjective semanticos (something that has meaning). As explained by Park in the book entitled 한국어 의미론 (Korean Semantics) in 2004 stated that semantics is the study of the meaning of language. Sarifuddin (2021) also mentions that semantics is positioned as a branch of linguistics that examines meaning intralingually.

1.1.1 *Types of Meanings in Language*

There are several types of meanings in language. According to Leech in Yunira et al. (2019) and Fauziyah and Ilmi (2020) there are seven types of meanings. First, conceptual meaning is often called denotative or cognitive which is the true meaning or definition of meaning itself. Second, connotative meaning is the communicative value of an expression referred to, beyond the conceptual meaning. Third, stylistic meaning is a language that includes the social environment of the language users. Fourth, affective meaning can describe a speaker's personal feelings, including his attitude about something one says. Fifth, collocative meaning is the meaning of a word consisting of word associations that appear in its environment. Sixth, reflective meaning is the meaning that appears in terms of a dual conceptual meaning when the meaning of a word forms another meaning. Seventh, thematic meaning is the meaning communicated by the speaker or writer by the way the speaker or writer arranges the message, in the sense of order, focus, and emphasis.

1.2   Language Styles

As explained by Kang in the book entitled 중학생이 즐겨찾는 국어 개념 교과서: 새 교육과 정에 맞출 국어 개념 153 가지 총정리 (Favorite Korean concept textbooks for middle school students: A sumary of 153 Korean concepts tailored to the new curriculum) in 2011 stated that language style is an article written in lines of sentences contained in novels and essays with distinctive sentences. As explained by Lee in the book entitled 문장강화 (sentence reinforcement) in 2005 also stated that stylistics is often used as a stylistic translation of English 'style', German 'styl', French 'style' and others.

1.2.1 *Type of Language Styles*

1) 문장의 길이에 따라 *(Munjangui Girie Ttara)* according to the length of the sentence:
a) 간결체 *(gangyeolche)* simple language style.
Simple language style is a language style with simplified writing and sentences that are shorter than the general appearance and the structure is also simple
b) 만연체 *(manyeonche)* long language style.
Long language style is a writing style with long sentences and long descriptions.
2) 표현의 강약에 따라 *(Phyoheonui Gangyake Ttara)* according to the power of disclosure.
a) 강건체 *(gangganche)* strong language style
Language style that gives a strong and heavy impression (full of stress).
b) 우유체 *(uyuche)* soft language style,
A language style that gives off a soft (refined) and elegant impression.
3) 수식의 정도에 따라 *(Susikeui Jeongdoe Ttara)* according to the level of the describing word.
a) 건조체 *(geonjoche)*
This language style is a simple writing style that only wants to be said without modifiers.
b) 화려체 *(hwareoche)*
A language style that gives a sense of life and musicality because it uses various decorative words.

1.2.2 *Function of Language Style*

According to Jakobson in Kanaza (2020) states that language functions based on communication components have six language functions as follow:
1) Expressive Functions (Emotive)
2) Conative Functions
3) Referential Functions
4) Poetic Functions
5) Fatis Functions
6) Metalinguistik Functions

1.3   Advertisement

Advertising is a common marketing strategy employed by numerous service companies to promote their services to potential sponsor customers (Zakariah, et al., 2017; Nurlaini, et al., 2021). As explained by Hamdani in the book entitled *Dasar-dasar Manajemen Pemasaran* (Basic Management Marketing) by Sunyoto in 2012 revealed that there are four objectives of advertising, namely providing information, persuading, reminders, and strengthening.

1.3.1 *Type of Advertisements*

As explained by Widyatama in the book entitled *Pengantar periklanan* (Advertising Introduction) in 2009 stated that advertising can be differentiated based on the form advertised. According to this category, advertisements can be divided into three types namely (as follow):
1) Advertising of Goods.
2) Advertising of Services.

3) Goods and Services advertising.

1.3.2 *Electronic Advertisement*

As explained by Widyatama in the book entitled *Pengantar periklanan* (Advertising Introduction) in 2009, electronic advertising is an advertisement that uses media based on electronic devices. Widyatama in the book entitled *Pengantar periklanan* (Advertising Introduction) in 2009 also stated specifically that electronic advertising can be divided into several types, namely: television advertisements, online advertisements, and radio advertisements.

1.3.3 *Slogan*

Efendi and Mashadi (2020) stated that slogan in advertising refers to a verbally delivered message in an advertisement. As explained by Janich in the book entitled Werbesprache: Ein Arbeitsbuch 5., erweiterte Auflage (Promotional language: A workbook 5th expanded edition) in 2010 stated that slogans serve to recall products and trademarks or a company contained in an advertisement because slogans can be repeated and are found in all different advertisements for all the same brands or companies.

2. METHOD

This study used descriptive qualitative method. Qualitative research involves examining the characteristics and aspects of phenomena, such as their nature, various expressions, the surrounding context, or the viewpoints through which they can be understood. However, it does not focus on their extent, frequency, or their position within an objectively established cause-and-effect sequence (Busetto, et al., 2020). In this data, what is examined is the language style of the Korean beverage advertisement slogan broadcast in 2019 through YouTube search. Data collection in this study was carried out by observing techniques and note-taking techniques.

As explained by Subroto in the book entitled *Pengantar metode penelitian linguistik structural* (Introduction to structural linguistic research methods) in 2007 stated that the listening and note-taking technique is done by listening to the recordings and then recording them. Therefore, the data in this study were obtained by observing Korean beverage advertisements broadcast in 2019 through YouTube. After that, record the advertisement data for Korean drink titles and slogans that contain language styles.

Data analysis in this study used meaning analysis with four stages, namely the inventory stage by collecting data and recording the titles and slogans of Korean beverage advertisements broadcast in 2019 through YouTube searches, identifying beverage advertisements that have been found, meaning, language style and style function, then classified based on meaning, language style, and stylistic function. After that, the classified data is concluded by being presented in a descriptive form.

3. RESULTS AND DISCUSSION

This section presents the identification and descriptive findings of the meaning, language style and stylistic function of 30 Korean beverage advertisement slogans 2019 through YouTube searches. These findings are formulated in Figure 1, 2, and 3.
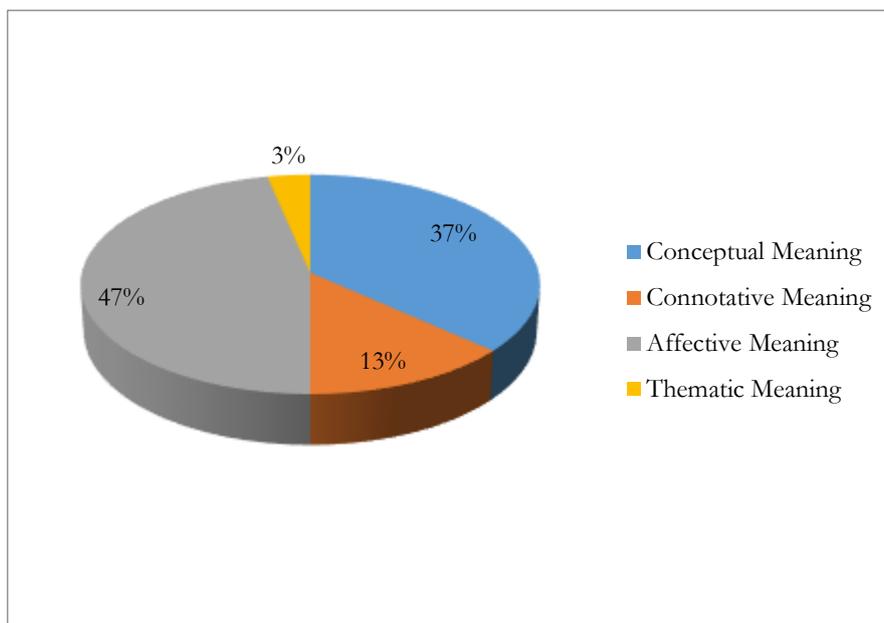
Figure 1. Types of meaning identified in the slogans

As shown in Figure 1, based on research conducted on 30 Korean beverage advertising slogans in 2019, the most common meaning found in this study is the affective meaning as much as 14 because it relates to language styles that aim to react to listeners or readers to the use of words or sentences. This is different from the previous research conducted by Ika Suci Ramadani entitled Analysis Meaning of Language Style in Slogans Snacks on Television, the most common meaning found in this study is the conceptual meaning as much as 15, by stating that each advertisement has its own meaning depending on the response by the researcher.
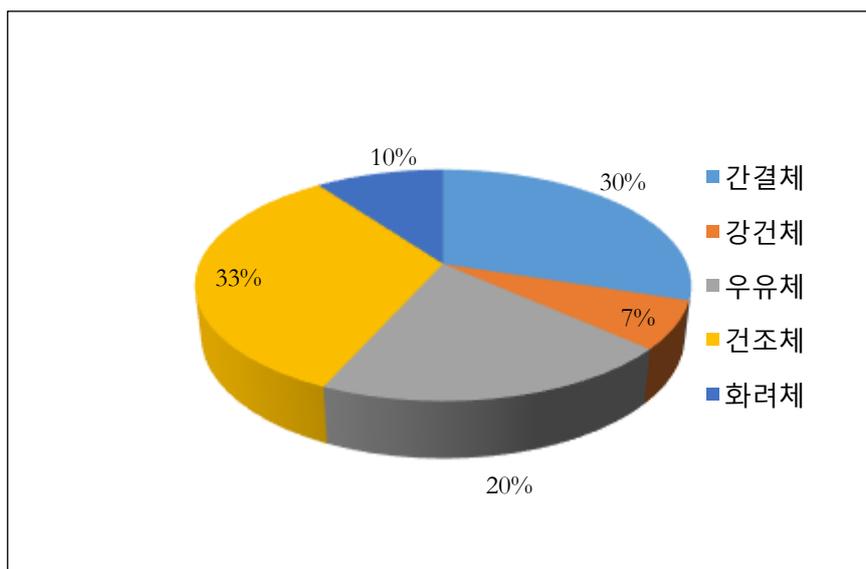

Figure 2. Types of language style identified in the slogans

As shown in Figure 2, based on research conducted on 30 Korean beverage advertising slogans in 2019, the language style that is mostly found in this study is 10 건조체 *(geonjoche)* because it is a simple writing style that only wants to be said without modifying it with clear sentences and gives an objective impression that focuses on conveying meaning. This is different from the previous research conducted by Repius entitled Language Styles in Medicine Ads on SCTV, of the 30 Medicine advertisements on SCTV, the most widely used language style is repetition style, which states that repeated delivery will make the information conveyed by advertisements easier. The

results of research from Repius and this research are different because this research is a focused advertising slogan, while research from Repius examines advertising. However, this research and research from Repius have something in common, namely that in the writing of the language style advertisement slogans, it has the aim of conveying information and influencing others.
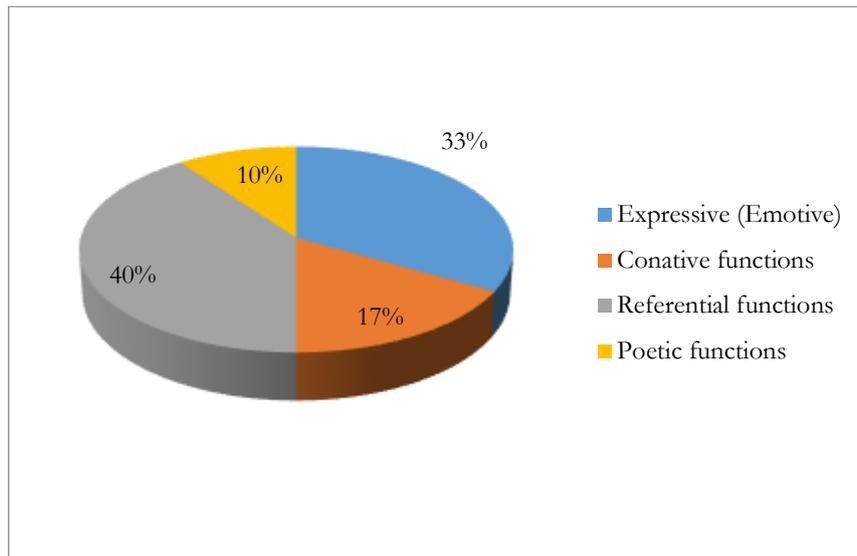

Figure 3. Functions of language style identified in the slogans

As shown in Figure 3, based on research conducted on 30 Korean beverage advertisement slogans in 2019, the language style function that is mostly found in this study is 12 referential functions because in the advertisement slogan that has been found it is centered and informs a product that is being discussed. Research conducted by Meyrza Alfidwita entitled Forms and Functions of Language Styles in the Mineral Water Advertisement "Perrier" on the lesartdecoratives.fr site also has a referential function as a function of language style which is the most commonly found, referential function appears when expressing ideas or ideas that are associated with the context of "Perrier" mineral water.

In addition to identification, this study also uses a descriptive form, which aims to describe the meaning, language style, and function of language style that has been found in the 2019 Korean drinking advertisement slogan. Of the 30 Korean beverage advertising slogans in 2019, the most common meanings found in this study were 14 affective meanings. Affective meaning can describe a speaker's personal feelings, including his attitude about something he says. Kanu's advertisement slogan with advertisement slogan: "*이 한 잔의 커피가, 당신 인생의 시그니쳐가 되기를 바라며 (i han janeui khophiga, dangsin insaengeui sikeunichyeoga dwaegireul baramyeo)* I hope this cup of coffee will be a guide for your life". In Kanu's slogan there is an affective meaning because there is the word "hope" which shows the personal feelings of the speaker who expects people who drink Kanu coffee to get guidance in life.

Of the 30 Korean beverage advertisement slogans in 2019, the language styles that were most often found in this study were 10 건조체 *(geonjoche)*. 건조체 *(geonjoche)* is a simple writing style that you just want to say without modifiers because the sentences are clear and give an objective impression. Calobye advertisement with advertising slogan "*아미노산 18 종이 함유된단백질 31g 을 함 병으로 (aminosa18jong-i ham-yudoendanbaegjil 31geul ham byeong-eulo)* contains 31gram protein 18 amino acids in a bottle". In Calobye's slogan there is a ge (geonjoche) language style because the slogan provides an explanation of the information on the content of the product, namely 31 grams of protein and 18 amino acids.

Furthermore, of the 30 slogans for Korean beverage advertisement in 2019, the language style function that was most often found in this study were 12 referential functions. The referential function is centered on something that is being discussed and functions information related to

conveying objective information. Calobye advertisement with advertising slogan "아미노산 18종이 함유된단백질 31g 을 함 병으로 (aminosa18jong-i ham-yudoendanbaegjil 31geul ham byeong-eulo) contains 31gram protein 18 amino acids in a bottle ". In the Calobye slogan there is a referential function because the sentence in the slogan provides information that the content contained in the calobye drink in a bottle is 31 grams of protein and 18 amino acids.

4. CONCLUSION

Based on the results of the research that has been done, the following conclusions can be drawn. In this study, of the 30 slogans of Korean beverage advertisements 2019, the meaning most often used in the 2019 Korean beverage advertisement slogan that has been found is affective meaning, it's related to a language style that aims to react to listeners or readers to buy the products offered. The language style most often used in the 2019 Korean beverage advertisement slogan that has been found is 건조체 (geonjoche), because in the beverage advertisement slogans that have been found many use a simple writing style that only wants to be said without modifiers and the sentences are clear so as to give an objective impression that focuses on delivery of the advertised product. The referential function in the slogan is used to describe a product being advertised, for example, a simple description of the ingredients in the product so that consumers will know more about the advertised product before buying.

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