

A STYLISTIC ANALYSIS OF PERSUASIONIN WONDERFUL INDONESIA'S ADVERTISEMENT

Aang Fatihul Islam⁽¹⁾, Dian Anik Cahyani⁽²⁾

(aang.stkipjb@gmail.com⁽¹⁾, diananik.stkipjb@gmail.com⁽²⁾)

English Department

STKIP PGRI Jombang

ABSTRACT

Widely language is interconnected, language, for example, as a means of expression in advertising. Wonderful Indonesia conducted with the aim to analyze the linguistic aspects of the narrator's danger style in persuading from the public or the public about the greatness of Indonesia. The main purpose of this research is to remove the kind of language style features including lexical patterns and lexicon-syntax options that can be metaphorical and prosodic features in the movements of audiences or listeners that are implemented in the advertising of Wonderful Indonesia choice. This research uses a content analysis research design with stilistika approach. The findings show the narrator in the advertisement Wonderful Indonesia applies two types of stylistics with lexical patterns that become: repetition, parallelism, and numbers. The second type is the lexico-syntactic option (figurative language) which is: antithesis and personification.

Keywords: *Analysis of Style, Persuasion, Advertising*

INTRODUCTION

The unique manner in which each particular person expresses rhetoric, in commonly called style and maintains important rules in speech. It is needed to attain the purposes of communications, and to influence other people to agree with the speaker's ideas, while acting to create the same perception in others, all persuasively designed by the writer in his mind. The designed idea and thought are produced and elaborated using sophistication assorted utterances or sentences. Manipulating the words, phrases, or even sentences, the writer can use a particular strategic manner by

making a given choice preferable which is commonly called 'stylistics devices'.

Stylistics as part of linguistics has a different domain of analysis from linguistics. The difference between linguistics and stylistics is that linguistics is the science of describing language and showing how it works, stylistics is the part of linguistics which concentrates itself on variation in the use of language with special attention to the most conscious and complex language uses in literature (Turner, 1973: 7). He also states that stylistics is not a stylish word, but it is well connected. Stylistics means the study of style with a

suggestion, from the form of the word, of scientific or at least a methodical study (1973: 08).

Widdowson (1975: 4) states that stylistics is an area of mediation between two disciplines. It means that stylistics can provide a way of mediating between two subjects: language and literature. Stylistics is the bridge between literature and linguistics, it can be said that stylistics can provide a way of mediating between two subjects English language-literature and two disciplines namely linguistics and literature or literary critic. Beside that Pararel Construction as one of stylistics devices as variation of speech style in the context of oral and writing style in the context of written. This is like what Katy Carlson (2001: 4-6) said that application of parallelism or Pararel Construction is improves writing style and readability, and is thought to make sentences easier to process. So it is mean that listener or reader will easy to comprehend what speaker or writer motive that created through his speech so will get succesful communication.

Stylistics has a role in intertain the reader with the beauty of language

METHOD

This study employed content analysis. Whereas, this study applied stylistics approach to analyze the data. The data of this study is transcript of Wonderful Indonesia's advertisement which consist of stylistics construction

FINDING AND DISCUSSION

Lexical Features for Persuading

Regarding the stylistic analysis, it is

choice. Related to beauty of language, Wonderful Indonesia's advertisement is one of interesting object in this study. There is one advertisement which contain of some stylistics features namely Wonderful Indonesia's advertisement. Because of that researcher investigated this advertisement by using stylistics approach.

The study is focused on investigating the selected Wonderful Indonesia's advertisement. In this study the researcher analyzes the utterances which contain persuasion used by the narrator of wonderful Indonesia within the stylistics device and how those devices especially lexical pattern lexicosyntactical choice or figurative language, and prosodic feature implemented to convey the persuasion in the attempt to persuade the audience to the grandeur of Indonesia. The limitation of this study is the use of persuasion used by the narrator in the selected Wonderful Indonesia's advertisement namely: Culture and Heritage, Nature and Eco-tourism, and Culinary.

namely lexical fetures and figurative language as persuasion used by the narrator. The data is obtained through observation (non participant observation) and documentation (Creswell, 2002:223).

found that the speakers use specific terms of lexical pattern in conveying their idea in delivering the power of

advertisement. The terms seem to be taken into deep consideration before uttered in front of the watcher or hearers. The selections of words are obviously an emphasis through the language style.

Application of Repetition : It is the deliberate use of a word or phrase more than once in a sentence or a text to create a sense of pattern or form or to emphasize certain elements in the mind of the reader or listener. It can be utilized a major rhetorical strategy for producing emphasis, clarity, amplification, or emotional effect.

In order to be persuasive, good advertisement concerning message to get positive respond to communicate righteousness. Jones and Wareing argue that repeating certain phrases contributes towards making the ideas contained in them seem ‘common sense’ (1999: 39). In good advertisement, word-repetition can be used to hold the advertisement together, but also to emphasize moral values (Beard, 2000: 39).

- (1)Indonesia’s eco adventure....eco tourism in Indonesia....wonder of Indonesia...(WINET/rep)

Here, the word “Indonesia” was intentionally repeated. In this advertisement (Wonderful Indonesia Nature and Eco-Tourism), Narrator was delivering about the vision that there are some wonderful things in Indonesia. So, the word “Indonesia” was repeated three times to highlight its importance to be taken attention toward Indonesia’s riches owner and to make a good effect on the

watcher/ hearer. Beside that words “Indonesia” also repeated some times in some sentences, namely in Wonderful Indonesia-Culinary’s advertisement. Some repetitions indicated that narrator wanted watcher/listener pay attention that culinary of Indonesia are wonderful. (2) ...taste to be Indonesia...and Indonesia favorite past time...friendly method Indonesian people...wonderful Indonesia. (WIC/rep)

- (3)wonder in nature...natural diversity...exploring nature.....and the natural wonders...nature and...(WINET/rep)

Here, the words “nature” was intentionally repeated in some sentences In this advertisement, narrator was delivering of his intention to participate and fight on behalf of the middle class. So, the word “nature” was repeated in some sentences in sequence to show his great and strong emphasis of wonderful of nature in Indonesia.

- (4) ...histories...prehistoric...historical and...(WICH/rep)

Here, the words “history” was intentionally repeated in some sentences In this advertisement, narrator was delivering of his intention to emphasize heritage in Indonesia which strongly by repetition of words “history” to the watcher/listener. So, the word “history” was repeated three times to show the great and strong emphasis of heritage of wonderful

Indonesia.

(5) ...age-old-cultures...heritage shaped by diverse culture...leading cultural...historical diversity where various culture...cultural history unfold...(WICH/rep)

Here, the words “culture” was repeated in some sentences in this advertisement, narrator was delivering of his intention to emphasize old culture as the great heritage in Indonesia which strongly express by repetition of words “culture”. So, the word “culture” was repeated five times to show the great and strong emphasis of various culture as heritage of wonderful Indonesia.

(6) ...and culture...and local culture...(WIC/rep)

In other advertisement of wonderful Indonesia’s device namely Culinary also repeat words of “culture” also emphasize description of culinary as one of Indonesian’s cultures. This style used as power language as persuasive way to the watcher/listener in Wonderful Indonesia’s advertisement.

(7) ...prehistoric times...test of times...ancient times...modern times.....(WICH/rep)

Here, the words “times” was repeated in some sentences in this advertisement, narrator was delivering of his intention to emphasize culture and heritage period in Indonesia which strongly express by repetition of words “times”. So, the word “times” was repeated four times to show the great and strong emphasis of times

of culture and heritage of wonderful Indonesia.

(8) ...as one of Indonesia’s true.....history of Indonesia...wonderful Indonesia. (WICH/rep)

Here, the words “Indonesia” was intentionally repeated in some sentences in this advertisement, narrator was delivering of his intention to emphasize heritage in our country namely Indonesia which strongly express by repetition of words “Indonesia” to the watcher/listener. So, the word “Indonesia” was repeated three times to show the great of culture and heritage of Indonesia.

(9) ...adopting wonderful traditional art form to modern...wonderful Indonesia (WICH/rep)

Here, the words “wonderful” was intentionally repeated in two sentences in this advertisement, narrator was delivering of his intention to emphasize the greatness of culture and heritage in Indonesia which strongly express by repetition of words “wonderful” to the watcher/listener. So, the word “wonderful” was repeated two times to show the great of culture and heritage of Indonesia.

(10)from day to late night...the night surprise...(WIC/rep)

Here, the words “night” was intentionally repeated in two sentences in this advertisement, narrator was delivering of his intention to emphasize that to enjoy

Indonesian's culinary we will feel comfort and happy until night time. By these words watcher will be brought to good description about the situation of in Indonesian's culinary as one of wonderful Indonesia.

(11) ...back for more...that festive to more...and for more adventurous...(WIC/rep)

The words "more" was intentionally repeated in three times in this advertisement, narrator was delivering of his intention to emphasize that to enjoy Indonesian's culinary we will feel comfort and happy and as if need more times. By these words watcher will be brought to good situation of Indonesian's culinary as one of wonderful Indonesia.

(12) ...exotic culinary...fusing culinary...(WIC/rep)

The words "culinary" was intentionally repeated in two times in this advertisement, narrator was delivering of his intention to emphasize that Indonesian's culinary is unique and complete. By these words watcher will be brought to culinary description of Indonesian's culinary as one of wonderful Indonesia.

Application of Parallelism : The art of persuasion is further enhanced through the incorporation of specific linguistic devices. In Obama's speeches, the stylistic device of parallelism combined with repetition became the carrier to emphasize main

contents that Obama wanted the audience to notice.

Parallelism is a device which expresses several ideas in a series of similar structures. This can serve to emphasize that the ideas are equal in importance and can add a sense of symmetry and rhythm, which make the speech more memorable (Jones & Peccei, 2004:51). One reason why politicians use parallel patterns of discourse in their speeches is to draw attention to a particular part of their message and make it stand out from the rest of the speech. The following explanations will examine the occurrence of parallelism at the word, phrase, and clause level.

(1) ...Protecting its ecology and biodiversity...(WINE/pararel)

The sentence above indicateds that ecology and biodiversity are equivalent nature and eco-tourism which were must to be protected by us as Indonesian's society. Parallelism here indicated two important things explore together to gain more effect from watcher/listener.

(2) ...Natural diversity and tropical climate...(WINE/pararel)

Natural diversity and tropical climate also the equivalent thing in equivalent nature and ecotourism which are same wonderful. Parallelism used by narrator indicated two important things explore together to gain more effect from watcher/listener.

(3) ...28.000 kinds of flowering plants and 300.000 wildlife species...(WINE/pararel)

28.000 kinds of flowering plants and 300.000 wildlife species also two equal things in nature and ecotourism which proper to home at national parks.

(4) ...keeping balance between preservation and development...(WINE/pararel)

The sentence above indicateds that preservation and development are two same important things in nature and ecotourism which were must to be preserved by us as Indonesian's society. Parallelism here indicated two important things explore together to gain more effect from watcher/listener.

(5) The unique ecosystem and resorts providing.....(WINE/pararel)

The sentence above indicateds that the unique ecosystem and resorts are two same important things in nature and ecotourism which will make visitor feel comfort. Parallelism here indicated two important things explore together to gain more effect from watcher/listener.

(6) ...the hearts have both houses and visitors...(WICH/pararel)

The sentence above indicateds that houses and visitors are two same important things that shelling the hearts. They are also as two things which complete each other. Parallelism here indicated two important things explore together to gain more effect from watcher/listener.

(7) ...historical and geographical influences...(WICH/pararel)

Pararelism in words above indicated

that historical and geographical influences are two same important things that recognized as one of Indonesia's true National treasure. Parallelism here indicated two important things explore together to gain more effect from watcher/listener.

(8) ...today's legacy of art and craft continues to...(WICH/pararel)

The sentence above indicateds that legacy of art and craft are two same important things that continues to enrich the country (Indonesia). They are also as two things which complete each other. Parallelism here indicated two important things explore together to gain more effect from watcher/listener.

(9) ...leading cultural and historical diversity where various culture...(WICH/pararel)

The sentence above indicateds that cultural and historical diversity are two same important things in culture and heritage. Parallelism here indicated two important things explore together to gain more effect from watcher/listener.

(10) Original recipes and tradition of Fame...(WICI/pararel)

(11) Prepared with much love and passion...(WICI/pararel)

(12) ...fusing culinary customs and ingredient...(WICI/pararel)

The sentences above have pararelism construction, until constructed in sequence indicateds that culinary in Indonesia the complete things. The narrator with the beautiful languages invites the watcher to understand the

completeness of Indonesia's culinary. Parallelism here indicated two important things explore together to gain more effect from watcher/listener.

(13) The mouth watering journey that lift the spirit and broadens the mind...(WICI/pararel)

The sentence above applied pararelism construction indicated that culinary in Indonesia will bring us to the mouth watering journey that lift the spirit and broadens the mind. The narrator with the beautiful languages invites the watcher to understand the completeness of Indonesia's culinary. Parallelism here indicated two important things explore together to gain more effect from watcher/listener.

Application of Accumulation : Fresh food, fresh from the ocean waned in baked instantly and stared straight table inspired by its astounding nature and culture ready to be exploited even mouth wide range any step out of your comfort zone (WICL/accum.)

Accumulation used in sentences above indicated that the narrator try to accumulate ideas related to culinary by using repetition of words "fresh" twice to extract watcher/listener attention toward Wonderful Indonesia-Culinary advertisement.

Figurative Languages for Persuading

In this part, the researcher concerns to reveal and explore the lexico- syntactical choice defined as figurative language. Obama's campaign speech uses figurative language that

determined as a language that cannot/ should not be taken literally; it is used as a way of saying something other than the ordinary way (Perrine, 1988: 565). The figures of speech used are mostly metaphor, antithesis and satire and few in the forms of hyperbole and metonymy.

Application of Antithesis : In terms of language in advertisement, antithesis is also used as an tool to beautify the language in a unique way to give extra effect and force to the narrator message in order convince people in order to get more attention about the wonderful Indonesia. Antithesis is also used to establish contrast between ideas, phrases or words.

...origins are on past, but it's the adaptation of the blending of international and local cultures...(WICI/pararel)

One of the most used figures in Wonderful Indonesia's' advertisement is without a doubt the antithesis. Through antithesis, the narrator here used it convey the hidden and intended meaning intentionally. Narrator used antithesis to persuade the watcher/ listener to accept the interesting idea about culinary.

Application of Personification : In terms of language in advertisement, personification is also used as an tool to beautify the language in a unique way to give extra effect and force to the narrator message in order convince people in order to get more attention about wonderful Indonesia. We can see the quotation below:

...missus and divine temple sit down on the landscape...(WICH/ personif.)

Personification is also to make language more life and attractive. So that, the watcher/listener will be involved on the narrator message in Wonderful Indonesia's advertisement. Missus and divine temple described as if

sit down on the landscape. So that, through the smart language in this advertisement the narrator applied personification to obtain more attention from the watcher/listener.

CONCLUSION

The writer has drawn the conclusion that the narrator in Wonderful Indonesia's advertisement utilized numerous stylistic features. In fact, the stylistic feature generally implemented in the corpus of the sources of the data are: repetition, parallelism, and accumulation, that prominently used in terms of persuasion. Nothing else could be in place of a right and appropriate use of language in order to achieve the purpose of informing or stirring up the emotion of watcher/listener and making a striking impression on them. The narrator of Wonderful Indonesia's advertisement was very amazingly skillful in using his rhetorical device to employ the stylistic feature to embellish his language through the stylistic elements of language used to convey and convince the people to believe that Indonesia is really wonderful. The narrator addressed the description of culture and heritage, nature and eco-tourism, and culinary in beauty language. Then, it can be safely concluded that the narrator of Wonderful Indonesia's advertisement also frequently employed figurative language covered antithesis, and personification as particular rhetorical stylistic device implemented in narrator campaign advertisement to persuade the watcher/listener purposefully to achieve

more attention. The distinctive choice of words delivered through various figures of speech. Lexico-syntactic choices elements show that choices of words have been purposely selected to enhance intelligibility between the writer or speaker and reader or hearer respectively. Figurative expressions that utilized by the narrator were implemented by words or expressions that differ from the customary everyday conversational use of such expressions for the purpose of assigning them a special meaning.

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