# THE USE OF ENGLISH IN INDONESIA TELEVISION COMMERCIAL ADVERTISEMENT

# THESIS

Submitted as Partial Fulfillment of the Requirements for the Bachelor Degree of English Department Faculty of Arts and Humanities UIN Sunan Ampel Surabaya



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**ENGLISH DEPARTMENT** 

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2019

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Declares that the thesis under the title *The Used Of English in Indonesia Television Commercial Advertisement* is my original scientific work which has been conducted as a partial fulfillment of the requirements for the Bachelor Degree and submitted to the English Department, Arts and Humanities Faculty of Sunan Ampel State Islamic University. Additionally, it does not incorporate any other text from the previous experts except the quotations and theories itself. If the thesis later is found as a plagiarism work, the writer is truthfully responsible with any kind of suitable rules and consequences.

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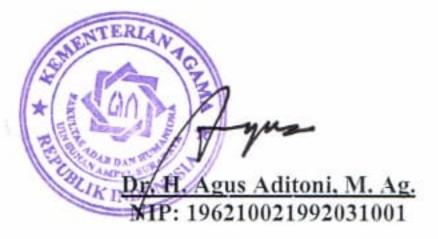
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#### Abstract

Aziza, Heyda Safira Putri. 2016. *The Use Of English in Indonesian Television Commercial Advertisemet*. English Department, Faculty of Letters and Humanities. The State Islamic University of Sunan Ampel Surabaya.

Thesis Advisor: Prof.Dr.Hj. Zuliati Rohmah, M.pd. Key Words: Video Commercial advertisement, product advertisement, service advertisement.

English code switching in non English society has become a popular practice because it is associated with modernism and prestige. For that reason, this study focuses on the usage of English in Indonesian television commercial advertisements as an analysis bases on twenty commercial advertisements. The study analyzes how music, text images of television commercial advertisings enhance the imaginative function of English in Indonesian television commercial advertizing context. The method of the study uses qualitative method because this study describes the modes and identity creation in the videos commercial advertising. The mode in product and service advertisements such us music, text and images have correlation to make videos more interesting. Identity creation in the videos commercial advertizing to shows that each of the videos advertising has different characteristics. English words appear only in the music and text in the product and service video advertisements.

English words appear as song lyrics in the video product advertisements to make the videos more interesting and innovative and also to attract modern consumers. Texts that use English words in product videos and service advertisements stand only as slogan to make the videos more memorable for the viewer and give detail information for the viewers and consumers. Image in video advertisement has a purpose to show the real form of the product and service. Product and service video advertisements construct identity through the product name, song lyrics, and global local identity. Identity in the product advertisements show more about modernity and imitated from international model but service video advertisement showing about local identity of Indonesia. By this study, the writer finds the function of English as symbolism in the television commercial advertisement contributing in the development of social and cultural identities that it will later attract modern Indonesian consumers and show that Indonesia videos advertisings can compete with international video advertisings.

#### Intisari

Aziza, Heyda Safira Putri. 2016. *The Use Of English in Indonesian Television Commercial Advertisemet*. English Department, Faculty of Letters and Humanities. The State Islamic University of Sunan Ampel Surabaya.

Thesis Advisor: Prof.Dr.Hj. Zuliati Rohmah, M.pd. Key Words: Video Commercial advertisement, product advertisement, service advertisement.

Pergantian kode bahasa Inggris dalam masyarakat non Inggris telah menjadi praktik populer karena dikaitkan dengan modernisme dan prestise. Oleh karena itu, penelitian ini berfokus pada penggunaan bahasa Inggris dalam iklan komersial televisi Indonesia sebagai analisis berdasarkan dua puluh iklan komersial. Studi ini menganalisis bagaimana musik, gambar teks dari iklan komersial televisi meningkatkan fungsi imajinatif bahasa Inggris dalam konteks iklan komersial televisi Indonesia.

Metode penelitian menggunakan metode kualitatif karena penelitian ini menggambarkan mode dan pembuatan identitas dalam iklan video komersial. Mode dalam iklan produk dan layanan seperti musik, teks, dan gambar memiliki korelasi untuk membuat video lebih menarik. Pembuatan identitas dalam iklan komersial video menunjukkan bahwa setiap iklan video memiliki karakteristik yang berbeda. Kata-kata bahasa Inggris hanya muncul di musik dan teks dalam iklan video produk dan layanan.

Kata-kata bahasa Inggris muncul sebagai lirik lagu dalam iklan produk video untuk membuat video lebih menarik dan inovatif dan juga untuk menarik konsumen modern. Teks yang menggunakan kata-kata bahasa Inggris dalam video produk dan iklan layanan hanya sebagai slogan untuk membuat video lebih berkesan bagi pemirsa dan memberikan informasi detail untuk pemirsa dan konsumen. Gambar dalam iklan video memiliki tujuan untuk menunjukkan bentuk nyata dari produk dan layanan. Iklan video produk dan layanan membangun identitas melalui nama produk, lirik lagu, dan identitas lokal global. Identitas dalam iklan produk menunjukkan lebih banyak tentang modernitas dan ditiru dari model internasional tetapi iklan video layanan menunjukkan tentang identitas lokal Indonesia. Dengan penelitian ini, penulis menemukan fungsi bahasa Inggris sebagai simbolisme dalam iklan komersial televisi yang berkontribusi dalam pengembangan identitas sosial dan budaya yang nantinya akan menarik konsumen Indonesia modern dan menunjukkan bahwa iklan video Indonesia dapat bersaing dengan iklan video internasional.

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## **CHAPTER 1**

## **INTRODUCTION**

## 1. INTRODUCTION

In this chapter the researcher discusses about some points. The points include background of the study, problems of the study, objectives of the research, significance of the research, scope and limitation and definition of key terms to make understanding of this research.

## **1.1 Background of the study**

English is the most widely used language in the world. English is spoken by around four hundred million people in the world. English has status as the top first language, it is extensively used as a second language across the globe is often considered the most influential language in the world. English not only used for communication tools but it also used as the way to promote some products like advertisement on the television commercial and public sign. There is so many global advertisement campaigns that use English as slogans. The use of English words and phrases in multilingual and bilinguals advertisements develops the possibilities for linguistic creativity that attracts consumers attention Bhatia (1987) (1992). According to Kuppens (2009) Television commercial advertisements different with print advertisement, because the basic characteristic of television commercial advertisement to reach their audience's mind through the interplay of visual, music, and oral and written linguistic elements different with print advertisement.

Recently, there has been growing interest in television commercial advertisement because a lot of people like watching TV and a lot of company that used English as to promote. In Indonesia local company use English as a language in one product, For example, 'wonderful Indonesia, the widely known Pesona Indonesia. English used in television commercial advertising and print advertising in formerly centrally plans economies coincides with the import of the western discourse of consumerist ideology Kelly-Holmes (2005). Television becomes media of this research because everyone from young people until the old people absolutely watching television. Television (**TV**) is a telecommunication medium used for transmitting moving images in <u>monochrome (black and white)</u>, or in color, and in two or <u>three dimensions</u> and sound. The term can refer to a <u>television set</u>, a <u>television program</u> ("TV show"), or the medium of <u>television transmission</u>. Television is a <u>mass medium</u> for entertainment, <u>sports</u>, <u>education</u>, <u>news</u>, <u>courtroom drama</u>, vintage programming, politics, gossip and advertising .

Indonesia, as well as Indonesia today is a dynamic nation marked by great opportunity. Country has had one of the most consistent growth rates among global economies over the past ten years, while inflation has risen and there has been some volatility in the Indonesian stock market and currency, the country's long-term fundamentals favorable demographics, high private consumption, and rapid urbanization remain positive. Indonesia has very beautiful natural wealth, because of its natural beauty that Indonesia has become a tourist destination that is much coveted by both local and international travelers from around the world. Panorama in Indonesia is certainly not inferior to other countries. The total area of the Indonesian ocean broader than its land, Indonesia's land area of 1.91 million km2, while the area of oceans is 6.279 million Indonesia becomes tourism country there are so many foreigners and tourist people come to Indonesia, so that's why English focuses in this research analysis indisputably represents the lingua franca of international business and commerce. For that reason, in this study the researcher discusses about English in Indonesia videos advertisement.

Previous research has investigated the role of English in advertising and marketing in different countries of the expanding circle, including countries in the European Union (EU), and parts of Central and South America, and Asia.

The first is conducted by Hilgendorf (1996). His study entitled the impact of English in Germany. This study employed sociolinguistic theories of social stratification to analyze the impact of English in German advertising. Advertisement in different media promotion were photographed and analyzed according to the percentage of English and German. English was found in television advertisement, youtube advertisement, and also print advertisement. The result from this research showed the usage of English in Germany became popular because it had been trend for the society in Germany. However, this research had some inconsistencies in choosing media promotion where the study conducted. In this case, Hilgendorf should consider whether those chosen media promotion were comparable or not in order to gain reasonable result from his research.

The next previous study is conducted by Kuppens (2009). His study entitled English in Advertizing: Generic Intertextuality in Globalizing Media Environment. He suggested different reasons for English use in TV and print advertising, including global marketing, linguistic creativity, and cultural connotations. Many international companies had global advertisement campaigns that are created in English, or they use English slogans, implemented in commercials based on other languages. The adoption and adaptation of English words and phrases in bilingual or multilingual advertisements increased the possibilities for linguistic creativity that attracts consumer's attention and compensates for the vocabulary gap that exists in the borrowing language. Unfortunately, in his research report he did not provide the classification between service or product advertisement. He

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directly combined the result between service advertisement and product advertisement so it can make the reader confuse.

The next researcher concerning on English in advertisement was Ustinova Irina. In 2005, she had conducted a research under the title English in Rusia. According to Ustinova (2005) this research investigated from the former communist countries in Europe because it showed the perceived relationship between English and the free market economy Ustinova (2005). In Russia, for example, advertising was banned during the Soviet era except for export products. After the fall of the Soviet Union, advertising in Russia expanded immensely, but the population showed negative attitudes, and the government expressed concerns about the linguistic and cultural influences of the westernized marketing practices Ustinova (2005). After analyzing this research, the researcher aims to expand the field of the data source in the free market economy because the data source that was used in that study was so tiny. Moreover, she did not prove any pictures taken from free market economy.

Furthermore, in 2017 there was one additional research of English in advertisement that was conducted by Heyda Safira Putri Aziza. She entitled her research with English in Indonesia Television Commercial Advertisement. The purpose of this study was investigate creativity of English use in Indonesia TV advertising commercial to attract a modern consumers and to prove that the Indonesian product can compete with international product. Lingua Franca code switching to English in non English commercials had became a popular practice because it is associated, prestige, and modernism. This analysis based on four product advertisement This analysis report focused on the narrative, musical, and visual aspect of television commercial advertisement and the function of used English in Indonesia television commercial advertising. However, this study used only one type of television commercial advertisement that is product advertisement. Thus by reading her research, the

reader can only know the usage of English in the product advertisement whereas, the television commercial advertisement is not about product advertisement but also service advertisement.

After analyzing all those previous research presented above. The present researcher concludes that there are still some incompleteness in their researchers such us an inconsistency in choosing the media promotion for the data source, some weaknesses in reporting the result of the research. Also by looking at those researchers, there is one kind of country that has not been used as the data source. That one is tourism country Indonesia

Hence, in order to cover a niche this research analyzes the usage of English in television commercial for service advertisement in Indonesia. Here, the researcher intends to continue the previous research by Aziza (2017) to analyze service advertisement. In this paper the researcher continues the discussion on English use in Indonesia television commercial advertisement in formerly focuses on service and product advertisement, by showing how choices of language codes, with music and imagery. The analysis will analyze five commercials broadcast on the major national television commercials in Indonesia, ANTV, Trans TV, SCTV, RCTI Satelit (2016). The four local television commercials are selected because they are all advertised Indonesian services and designed by Indonesian marketing companies. Each of the selected television commercial exploited English in a different modality to make the desired sense of identity.

#### **1.2 Problem Of the Study**

Based on the research focus, the problems will be formulated as follows:

- 1. What are the modes of the commercial service and product advertisement such us music, text, images employed English?
- 2. How English creates consumers product, service and company identities?

### 1.3 Objectives of study

Based on the formulation of the problems, the objectives of this research are:

- 1. To investigate the TV commercial service advertisement modes by music, text and images employed English.
- 2. To investigate how English creates consumer product, service and company identities.

#### 1.4 Significance of the Study

In this research, the researcher hopes that this research will give both theoretical and practical significance. Theoretical significance I mean is contributing scientific knowledge to the development of linguistics, especially those are in Sociolinguistic that related with language and society. And practically in this research will be useful for another researcher and for student in English language and literature study program especially in language used in TV commercial advertisement. Moreover, this research can be reference of entailment for their study. In addition, this research hopefully can be beneficial to the readers in general, in improving their knowledge in lingua franca sociolinguistic.

#### **1.5 Scope and Limitation**

This study uses television commercial advertisement as data research from all of television commercial. The analysis of this research focuses on use English variation in television advertisement to attract consumer. The limitation of this research focuses on the TV commercial advertisement that employed English as lingua franca and code mixing. Advertisements that implies English words usually from international company. One might people assumes there is a weakness of my research, but it is important to makes a note that an undergraduate thesis is the created by writing that has been carefully

planned and well written by the students. Just like articles in journals that must be reviewed first by the editors, an undergraduate thesis must also pass a number of sociolinguistic, for instance, theses advisors and examiners, and must have gone through a lot of revisions.

#### 1.6 Definition of Keyterm

## A. Television Advertisement :

Television advertisement or TV commercial is called commercial or TV ad in US, advert in UK and TVC by industry insiders. It is about relaying a specific social, political or sales pitch in a limited amount of time, broadly ranging in between few seconds to several minutes. More expensive than other form of promotion, it is produced and paid for by the organizations called advertiser or marketer and streamed from a television network. The purpose is to generate demand for a product, service, idea or cause. Advertising regulations define the laws and rules under which a product can be advertised Ralph (1963).

# **B.** Consumer

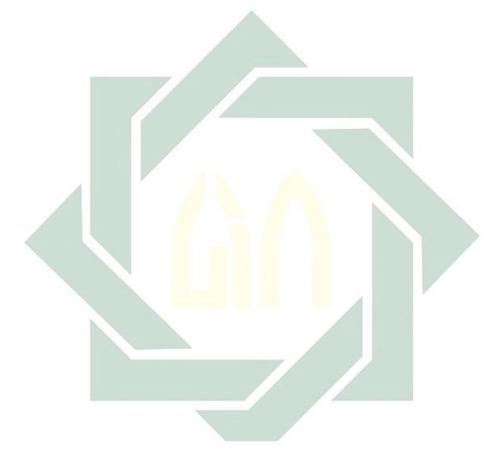
The ultimate objective of a business is to create a consumer. Consumer is said to be the pivot around which the entire business activities revolve. Due to the shift from sellers' to buyer's market, the consumers are in a potentially advantageous position as far as the selection of goods and services is concerned. Ralph (1963)

#### C. Service Advertisement

Is responsible for advertising a given service description on a directory service or directly to other hosts in the network. The effectiveness of an advertisement is measured as a combination of the extent of its outreach and the specificity of information it provides up front about a service Piller (2003).

## **D.** Product Advertisement

Product advertising is any method of communication about the promotion of a product in an attempt to induce potential customers to purchase the product. Advertisement usually requires payment to a communication channel. The general objective is to increase brand awareness or to demonstrate the differences between product and competing products in order to sell them Srivalli (2005).



#### CHAPTER 2

### **REVIEW OF LITERATURE**

This part of chapter, the researcher explains the approach of the study, they are television commercial advertisements, modes in advertisement including text, image, and music and identity creation of advertisement.

## 2.1. Television Commercial Advertisements

The development of TV as a commercial medium with advertising and promotion of consumerism at the centre of its existence has profound consequences . From the 1980s, commercial interests took on a greater importance in TV throughout the world. The growth of consumer societies, the ready availability of advertising revenue, financial pressures on state funded TV systems, growing ideological support for deregulation and the undermining of political regulations by a vast proliferation of cable and satellite stations, often transmitting programs that could be received by viewers in more than one country, weakened the state TV monopoly Srivalli (2003). Books and magazines advertisements and newspapers radio and Television programs, films and videos, computer networks or electronic games, records, tapes, DVDs, CDs and website occupy a central role in our lives, providing continuous and rapidly expanding flows of information and leisure Srivalli (2003). Books and magazines require at least moderate literacy and intellectual effort. Radio listening demands some imaginary stretching by the listener Dimova (2005). But television on the other hand, requires neither literacy nor imaginative skills and has become a popular medium in a country like India where a sizable percentage of the population is illiterate. Like religion, politics, education and the family, mass media too are one of many different institutions that exists within a society. The media entertain us, socialize us, inform us, educate us, selling things to us, and indoctrinate us-among other things the media help to shape our identities, our

attitudes toward religious, racial and ethnic minorities and our attitudes about sexuality. Hence, mass media have taken an increasingly dominant role in society and affect all the other institutions in recent years Berger (2003).Television is the wholesale distributor of images. It contributes greatly to popular culture. It also brings nto homes images and messages that once were restricted to certain age group or relationships. Hence conflicts, ways of behavior of men and women and types of relationships. They learn without much effort and act an early age what took many years or their parents to learn Victor Sunderaj (2006).

### 2.1.1 Text In Adverstisement.

Texts are anything that is produced with the intent of conveying a meaning to an audience, incorporating both spoken and written acts of communication, and the associated use of images and visual and aural stimuli. "A naturally occurring manifestation of language as a communicative language event in a context". The surface text is the set of expressions actually used; these expressions make some knowledge explicit, while other knowledge remains implicit, though still applied during processing." Beaugrande and Dressler, (1981: 63) Texts under this definition can be literary or non-literary. They include any communicative device used to convey a message or idea, for example:

□ single images/ films/ voice recordings/ books/ blogs/ twitters/ poetry/ prose/advertsiment..

**Texts** are used as tools and, at the same time, they reveal the tool-user. They communicate something and about someone."Neubert, (1992)

These various types of texts make different demands on the readers, viewers or listeners. Thus they are open to various interpretations based on the context in which they are written and received. The texts used in this course give students the opportunity to understand them according to their form, content, purpose and audience and through the social, historical, cultural and workplace contexts that produce and value them. Text is also part of language and mass communication.

Text message advertising is a great way for businesses to connect with consumers about deals, promotions, upcoming events, and other offers and opportunities. It's also an underutilized platform of communication with lots of potential and excellent results. You may have heard of text message advertising referred to as SMS advertising. They're the same exact thing. SMS stands for "Short Message Service," which is an industry term for a text message.

## 2.1.2. Music in Advertisement.

A definition of music endeavors to give an accurate and concise explanation of music's basic attributes or essential nature and it involves a process of <u>defining</u> what is meant by the term <u>music</u>. a song is a short piece of music, usually with words. It combines melody and vocals, although some composers have written instrumental pieces, or musical works without words, that mimic the quality of a singing voice. The words of a song are called lyrics. Lyrics can include a series of verses, the longer sections of the song that tell the story, and a refrain, a short phrase repeated at the end of every verse. Songs can have a simple structure of one or two verses, or a more complex one with multiple verses and refrains. Songs usually have a meter or beat. Whether you sing or speak the lyrics, you can feel a pattern or pulse in the way the words move the song forward. The word 'song' has been around for a very long time, and it connects back to Old English and Old Norse languages. As such a history suggests, songs are used for many purposes: to tell stories, express emotions, or convey a belief in faith. Sometimes they give instructions or help make difficult, repetitive work a little less tiresome Bucks (2015).

Music is able to become tightly knit with a brand and gives consumers a connection to the brand's story at a deeper level. Despite the evident influence of music, advertisers fail to acknowledge its importance, and they often pay minimal attention to the subject. Binet et al. (2013) suggested that "conventional advertising research probably underestimates the effects of music, because some operate below the radar of consciousness and some only emerge at the social level" (p. 13). A lot of past research regarding music in advertising has focused on how well advertisement messages are recalled, while neglecting to consider how advertisements make people feel. Since emotions are subjective and harder to quantify, advertising researchers often shy away from finding out the affective influence of music in advertising. However, in order to move forward, advertisers must move beyond the quantitative effects of music in advertising, and delve deeper to find qualitative insights on how music influences emotions, which in turn affects brand image and buying behaviors.

#### 2.1.3. Images In Advertisement

Image advertising aims at creating a favorable mental picture of the product in the mind of the customer. An attempt is made to associate the product/service with certain values. The basic aim is to improve brand awareness of the customer, turn that awareness into familiarity and then, to induce a conversion of that familiarity into actual purchase. Image advertising is aimed at the creation of a specific image for a product offering, company or brand. It is different from advertisements highlighting specific attributes of the entity. The image thus created may be one of reliability, luxury, trust, ruggedness or style.

Image advertising is essentially about the creation of mental images in the minds of the customers to get them to try the product/service. This is most often used when the degree of competition is very high Gorman (2003). When the products cannot be distinguished on functional aspects alone, advertisers try to create unique images about their brand. People with certain values and lifestyles are targeted. This helps in building brand awareness, creating familiarity and developing a mental picture of the product/service. Consumers will

thus get an idea of the product even if they are not acquainted with the product features. This plays a crucial role in decision making at the time of purchase. Such companies usually are able to expand their market share on the strength of such promotion through images. Image advertising is usually a blend of several marketing strategies, so that customers who cannot relate to a particular style of advertising can be appealed to using a different style. Image advertising should be consistent with the brand image of the product. They must be clearly differentiated from the competitors' campaigns. Companies also keep in mind the success and failure of past marketing campaigns and also take into account existing attitudes and beliefs about their products. Hence, this concludes the definition of Image Advertising along with its overview.

## 2.2 Identity Creation of Advertisement.

Identity is the social positioning of self and other Bucholtz & Hall, (2005). Meanwhile, personal identity is the characteristics and social position belonging to a particular person which make that person different from other people. Bucholtz and Hall (2005) propose five principles for the analysis of identity as apparent in linguistic interaction: emergence, positionality, indexicality, relationality, and partialness participle. Bucholtz and Hall (2005) argue that indexicality principle is concerned with a mechanism whereby identity is constituted. This mechanism is fundamental to the way in which linguistic devices are used to construct identity. They include labels, implicatures, stances, styles, and entire languages and varieties.

## 2.2.1. Label

Label is how a person identifies himself or others. McDonald describes label as a metaphoric word or phrase that defines the labeled individual's identity and constructs the relationship between the labeled and the labeler as cited in Plangger et al (2013). The term

can be defined as a word or phrase used to identify or describe the characteristics or qualities of a person and group such as "white", "African-American", "smart", "poor", and "gay".

There are two ways for a person or group getting a label Galinsky, 2003). They are label by self and label by others. Label by self means that people choose a label to themselves. Meanwhile, label by others means a label attached to them given by their society. Label possesses both positive and negative value. Its effect is varied depending on the respond of each person and society toward that label. However, not all labels attached to a person truly describe him/her. In reality, a labeled person has a little choice or opportunity to oppose what is attached to him/her rather than to accept it. Therefore, a label put on a person gradually influences his/her behavior and changes his/her identity.

Galinsky et al. (2003) argue that there are three kinds of responds for combating the negative implications of derogatory labels. The first is ignoring the label. The second is relabel (renaming) by deciding to use a different label altogether refer to oneself or one's group. This is important for situations in which a name or label develops negative connotations over time, and where label change can be accomplished legally. For example, the airlines USAir changed its name to USAirways because they have high profile crashes. The third is re-appropriation or revaluing an existing label.

### 2.3. Consumers

The ultimate objective of a business is to create a consumer. Consumer is said to be the pivot around which the entire business activities revolve Ralph (1963). Due to the shift from sellers' to buyer's market, the consumers are in a potentially advantageous position as far as the selection of goods and services is concerned. Further, in order to survive and grow, it is imperative on the part of marketers to fully understand and know their consumers. The word consumer refers to any person who buys goods or hires certain services for his own use or for the use of others. He is the ultimate user of goods and services. So everybody is consumer -

one who eats food, buys commodities, travels in a vehicle, train or plane, hires a taxi or auto rickshaw, goes to the doctor or a dentist, one who studies in the school or university, or pays for water, electricity, telephone or the internet. Almost every human activity can be cited as an example of consumerism, so long as the activity deals in goods or services that are paid for. Thus consumers are people who buy or use products to satisfy needs and wants. There are two types of consumers those who shop for and purchase the product and those who actually use the product.



#### CHAPTER 3

#### **RESEARCH METHOD**

This part the researcher would like to explain methods that used to analyze the data. In this study the researcher used qualitative method. This part were includes of research method, intrument, data and data sources, data collection and data analysis.

#### **3.1. Research Method**

Every research needed some steps that were usually called by process. According to Sarwono (2006) states Qualitative Research is intended to deeply explore, understand and interpret social phenomena within its natural setting. By using a qualitative researcher methodology, researchers want to collect richer information and get more detailed picture of issues, cases or events. Not only that, interaction and human is also being important focus when we wanted to analyze problem in the society.

According to Litosseliti (2010) qualitative approaches are particularly valuable in providing in depth, rich data (p.31). Every method must have different advantages and weakness. In qualitative approach the advantages could help the writers to do research deeper and got richer data to support their study.

Based on some descriptions about qualitative method above, the writer decided to use qualitative method in her research. Because the researcher thought that this method was appropriate with her research. The researcher used qualitative design because it could be gained to describe and interpret the data.

### 3.2. Data Collection

In the part of data collection the researcher explains data and data source, instrument, and technic of data collection in order to gives detail of data that is used by this study

# 3.2.1 Data and Data Source

The data of this of this research were words, music and picture that used English in the television commercial advertisement in Indonesia between regional company and international company. The researcher collected data two weeks to collected around 20 advertisements. Then, the researcher classified the advertisement between product and service advertisement.

The data of this research available on television commercial such us RCTI, TRANS TV, GLOBAL TV, TRANS 7, NET TV, MNC TV, ANTV, KOMPAS TV, TV ONE. Each selected TV commercial exploited English in a different modality to make the desired sense of identity.

No	Names of Adve	ertisement	Kinds of Advertisement	Duration
1	Allianz		Service Advertisement	3 Minute
2	The Trans Hotel	Luxurious	Service Advertisement	4 Minute
3	Wonderful Inde	onesia	Service Advertisement	6 minute
4	Garuda Indone	sia	Service Advertisement	4 Minute
5	Peran Orang tu anak	a damping	Service Advertisement	3 minute
6	Penyebar Larar	1gan Hoax	Service Advertisement	3 minute
7	Prudential		Service Advertisement	4 minute

8	Primagama	Service Advertisement	4 minute
9	Air Asia	Service Advertisement	4 minute
10	Batik Ari	Service Advertisement	4 minute
11	Vitalis	Product advertisement	3 minute
12	Charm Sanitary napkins	Product advertisement	3.5 minute
13	The Kotak	Product advertisement	4 minute
14	Vivo Smartphone	Product advertisement	3 minute
15	Wardah	Product advertisement	4 minute
16	You C 1000	Product advertisement	3 minute
17	Samsung	Product advertisement	4 minute
18	Ponds Oils men	Product advertisement	4 minute
19	Hilo ChocoBanana	Product advertisement	3.5 minute
20	Floridina	Product advertisement	3 minute

#### **3.2.2 Research Instruments**

Two instruments were used in this research: human and non-human instrument. The human instrument is the researcher herself, because she is the one who collects and analyzes the data.

As Ary (2010:424) stated, in qualitative studies, the human investigator was the primary instrument for the gathering and analyzing of data. Non human instrument tools that can helped the writer to conduct the research such as laptop, books and camera digital.

# 3.2.3. Technique of data collection a

In order to collected the data the researcher did some steps:

#### 1. Searching the video

The researcher searched videos advertisement in the channel of the television. The data collected by taking digital picture about television advertisement in Indonesia from Television commercial such us RCTI, TRANS TV, GLOBAL TV, TRANS 7, NET TV, MNC TV, ANTV, KOMPAS TV. This step was done in order to prove that the speeches truly happen in the reality.

2. Downloading videos and transcribed.

The researcher downloaded videos advertizing and transcribed the videos advertizing. The videos were downloaded from the website <u>www.youtube.com</u>.

3. Reading transcribe and watching videos.

The researcher read frequently and intensively to understand the content of the videos advertizing. Moreover, reading the scripts was also associated by watching the videos.

4. Collecting the data

In collecting the data the researcher amount and classified of television commercial service and product advertisement that employed English word as the language. And all of the advertisement will categorized in to :

1. Television advertisement from regional company

2. Television advertisement from International Company.

#### **3.3. Data Analysis**

After collected the data and data source, the researcher started to analyze the data using the following steps :

1. Classifying advertisement between product and service advertisement :

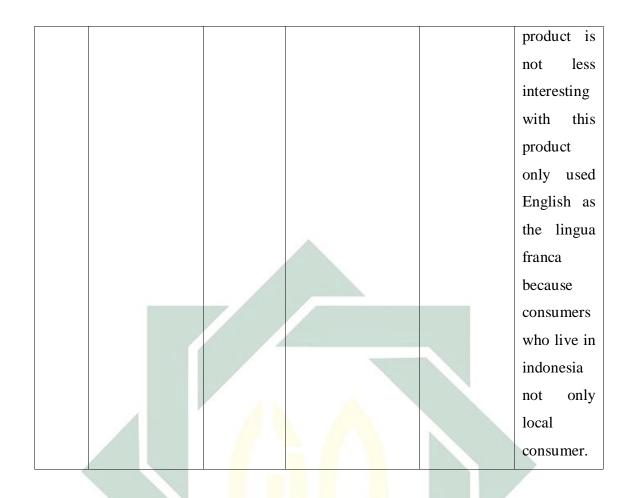
NO	Advertisement	Product	Service
		Advertisement	Advertisement
1	Charm	$\checkmark$	
2	Wonderful		~
	Indonesia		

2. Analyzing on how the modes of television commercial advertisement that employed English like Music, text and images :

Scene	Product	Music	Images	Text	Note
	Advertisement				
1	Vitalis	The voice of male narrator and a slow instrument chorus.	The imagery in this short commercial video is simple and look so elegant. On the gold screen, with the beautiful girl used white dress,dancing to play her skirt seen enjoying the fragrance of perfume in its life. The girl standing on the ballroom with the boy used white coat looks so handsome elegant and he is	The new masterpiece international luxuries fragrance	

		so much interest		
		with the girl. They		
		look interact each		
		other and enjoyed		
		with the		
		Fragrance of the		
		girl because look		
		of flower blowing		
		around them.		
		Before the boy		
		interact with the		
		girl that the boy		
		draw on aroma of		
		the girl from far		
		away and the try		
		to find the source		
		of this aroma.		
sl	ow	When the boy	"it might	
in	strument	model look interest with the	your choice,	
		woman model.	Reach Your	
			Style	
SI	low	the video it looks	Vitalis Eau	in this
	usic	glamorous	de cologne	video can
	strument	atmosphere that	white	be
		impressed not like	Empress.	concluded
		Indonesian culture	P1 0001	that the
				product of
				this vitalis
				aims to
				give the
				impression
				that
				Indonesia
				muonesia

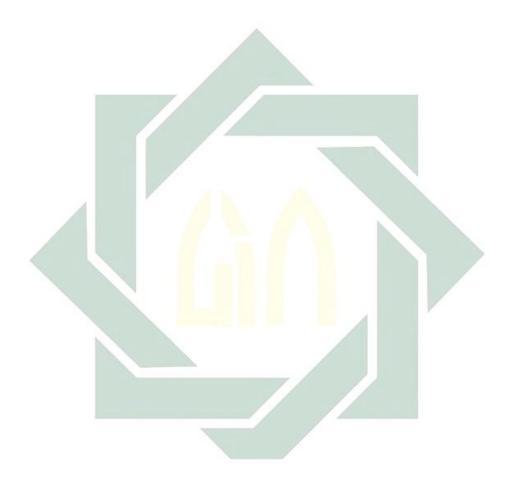
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3. Then, the researcher analyzed identity creation of the product and service advertisements

No	Service	Identity Creation			
	Advertisement				
1	Allianz	In this commercial advertisement constructing			
		identity from company identity. label or brand Allianz			
		means alliance or family, from the label will created			
		identity creation that this insurance company from			
		germany. ( label by self to created label by other )			
2	Wonderful	Global local identity through English accent selection.			
	Indonesia	This video advertisement want to support and promote			
		the culture of Indonesia to the foreign people.			

4. After analyzing the data the researcher makes a conclusion from the analysis of the data.



#### **CHAPTER IV**

## FINDINGS AND DISCUSSION

This chapter the researcher presents two points. The first point of this chapter is data findings and the second point is discussions. In the data findings, there is a modes and creation of identity from video product and service advertisement.

### 4.1. Findings

This part is divided into three parts that is, modes including music, image, and text creation of identity in product and service video advertisement and differences between video product and service advertisement.

# 4.1.1. Modes in Video Advertisement

The music, images and also text from this product are related each other to make it more complete understanding for the consumer and try to support videos and make the videos advertisement more interesting for the viewer or the consumer. All of the modes in video advertisement have a correlation to support videos and attract consumers between product and service video advertisement.

# 4.1.1.1. Product Advertisement

## A. Music in Product Advertisement

In video product advertisement there is a music that can the support videos and attract a consumers that can make video advertisement more interesting. There is music that make the video advertisement more interesting which then can attract consumers. There is a kinds of genre music in video advertisement such as music pop, slow and pop rock.

The domination of pop music genre is intended for young people and used to attract modern consumers, as it is supported by images from the video using a young and teenager people as the model. Pop music in video advertisements gives a happy nuance and makes the video advertisement more colorful and interesting which can increase proclivity of modern consumers. For example in the video advertisement in "TehKotak" which means Tea In Box, in this video advertisement used music in the last scene of this video after explaining the images of the video advertisement. Music in this video advertisement has a purpose to make a creative video advertisement and make clearer understanding for the consumers.

Song lyric of Teh Kotak : "Refresh your smile and get ready to go"

The lyric only one sentence but has a meaning to make a viewer excited to drinking "Teh Kotak" from the sentence of English song lyric explains the meaning if you are drinking this product you get fresh and ready to start the new activity.

Another example using pop music genre is "Hilo ChocoBanana". In this video advertisement the use of pop music genre also has the similar purpose like "Teh kotak". Pop music in this video advertisement has a purpose to attract young consumer, teenager, modern and make video advertisement more colorful and interesting. This video advertisement has different perspectives because this product only consumes for a teenager not for all ages. The usage of pop music in this video advertisement in all of the segments of this video from first scene until the last scene and the explanation of this video advertisement use the lyric music as the explanation of this video advertisement.

Song lyric of HiloChocobanana :

When you're having fun, you're dancing up to the sun. Have a sip, have HiLo Chocolate Banana. Having fun like you live it. It's fun when you go na na na.

The word na na from the lyric above take from the label of the product chocobanana has a meaning if you're drinking this product you will get fun and happy. The lyric that use English

word as to promotes the product and attract young and modern consumers. Because in the modern era there is a lot of teenager use English as code mixing and showing modernity.

The next genre of the music is slow music genre. Slow music genre giving an elegant, glamour and high class nuance for the video advertisement. Although this video advertisement giving an high class impression this product aims for all the people to shows that the product appropriate with high class and lower class.

For example in the video product advertisement in "vitalis" body parfumein this video advertisement the music only instrument without any lyric. The music giving a glamour nuance and the music tries to attract consumers and shows that this product will make consumers like a queen and get an elegant fragrance. This product has a cheap price but good quality appropriate with higher class and lower class.

Another example from video product advertisement is "YOU C 1000". The music in this advertisement is similar to the previous video which is only contains instrument without any lyric. The music in this video advertisement shows a high class nuance and supported by images of miss universe as the model that she tried to interact with local people means in this video advertisement this product has a good quality but appropriate with all of the people lower class and higher class.

### **B.** Images in The Video Product Advertisement

The image in video product advertisement explains about the superiority of the product advertisement and explains the material that used from the product. The model sometime demonstrates how to using the product very clearly.

For example in "wardah" video advertisement, "Wardah" is a beauty make up product from Indonesia. This video advertisement is divided into three parts in different location. The imagery in the first scene of this video shows the location of this video in the New York (see Figure 1). There is a woman look enjoy with walking on the road. She used trendy clothing and natural make up looks so beautiful (see Figure 2). Natural make up in here is the image from the product. It will make consumers interest because of the imagery in the first scene shows the real form of the product.



Figure 1. The Location of The Video Figure 2. The Real Form of The Product.

In the second scene of this video, the imagery move to the Brooklyn city (see Figure 3). This scene shows the type of the product from "wardah" beauty make up. When the imagery shows the types of the product, it will convince the consumers that this product very complete and absolutely make the consumer trusting that this product has a good quality.



Figure 3. Location Move to Brooklyn.

In the last scene of this video shows every type of the product. The model started demonstrates the product and shows the real form of the product (see Figure 4). The imagery followed by showing types of the product and the real form of the product, it will make the viewer more interesting because the explanation of the product more detailed and shows for the consumer that "wardah" beauty make up very complete and makes the user look perfect beautiful.

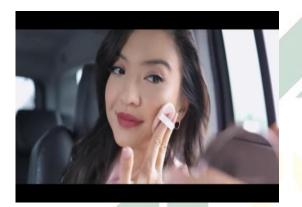




Figure4 : The Model Demonstrates the Product. Figure 5 : The Model Demonstrates the Product

This video advertisement used the imagery in different city especially in new York and Brooklyn, because this video advertisement want to shows that "wardah" beauty product be able to compete with international make up product and it will increase readability of the buyer and consumer. There is no English word in the imagery of the video product advertisement because the images in the video product advertisement only showing about the real form of the product to attract consumers.

## **B.** Text In Video Product Advertisement

In the video advertisement text is the most important modes in video advertisement although all of the modes has a correlation, but text is the way how the video advertisement try to explains and promotes the detailed of the product very clear. In the video product advertisement text that uses in the video product advertisement is English language. The local language in the video product advertisement is limited than the English language because video advertisement want to shows that the product can compete with international product and trying to increase a modern consumers. The usage of English tries to treat the same as the real society in Indonesia that often combine English language and local language as a code mixing.

For example, in the video advertisement of product sanitary napkins for woman produced by PT Unicharm Indonesia, this video advertisement is divided in to three parts of the video advertisement. Text in the first scene followed with dialogue interact between the girl who are not confident and the girl who give a spirit for the girl.

#### Dialogue:

- C: "Let's go girls!"
- P: "uuhhh udah oke belum yaa" (uhhhh,, I Have been okay or not?)
- C: " pede aja" (Just self confident!)
- P: "bisa tampil oke gakya, lagi dapet lagi" (can I look good? i'm already menstruation)
- C: "pasti bisa, Go girls!!" (You can do it)

Note : C = the girl who give spirit and P = The girl who don't have self confident.

In the dialogue of the sentence *let's go girl!!and go girls!!*If we can see from pragmatic and semantic this statement means like a slogan for the product that if you are using this product you always be self confident and not worry about everything. English uses in this sentence as a code mixing because the narrator does the dialogue it combines with Indonesian language. The uses of English in this product tries to attract Indonesian modern consumers. Although uses English the imagery from this video shows the identity of the Indonesia culture when the star of this product do the scene dancing a traditional dancing SAMAN. Saman dancing is a traditional and a symbol of Indonesian culture.

The next scene after the dialogue interaction, the narrator explains the composition of the product only using Indonesian language. The narrator explains the comfortable of this product when it is used.

Narrator :bahan dengan menggunakan 3 lapis super nyaman super lembut anti bocor yang membuat kamu nyaman memakainya. ( the material used 3 layer extra comfort, extra soft, un leaky, that make you comfort to use it.)

Text in this scene explains about the composition of the product. It can make the viewer understand that this product utilize the save material and it will make the user very comfortable.

In the last scene the narrator with female sound (see Figure 7)

Chorus: "lebih nyaman serap sempurna charm extra comfort. (more comfort, perfect reserve)

In the last scene the text uses chorus in the video advertisement explains charm extra comfort, it can make the consumer more trust with this product and believe that this product will not disappointing.

Even though the product name is written with English language "CHARM" the product name becomes comparable with other international product, and also to attract consumers because the word charm have an implicit meaning that if you are using this product you don't have to worry for woman if getting menstruation. You will always get ready for anytime related with the slogan *let's go girls* (see Figure 6).

The example of picture text from this video advertisement



Figure 6. When The Girl Mention



Figure.7. Chorus of Female Sound Followed by Text.

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Mode in the product advertisement is the visual aspect for the viewer to increase proclivity of the consumers and also to supports the video of product advertisement. The dominant music in the video product advertisement is pop music and seldom to use slow music genre for 10 videos product advertisement only 2 videos product advertisement that used slow music genre. The modes in the product advertisement such us music, text, images always has correlation to supports videos. Music always followed by images after or before part of music or maybe music insert in all of the segments of videos product advertisement and text or voice narrator only as the complement of the videos advertisement because the modes in videos product advertisement. Text in the videos product advertisement only as slogan to makes it more memorable advertisement.

## 4.1.1.2. Video Service Advertisement :

Modes in video service advertisement have a similar purpose with video product advertisement. Modes in video advertisement such us music, text, and images has a correlation to increase interest of consumers. In video service advertisement text and voice of narrator has much more than the music, so it is different with product advertisement. Because the purpose of service advertisement to giving information for the viewer.

### A. Music in Video Service Advertisement.

Dominant of the music in video service advertisement are using slow instrument music with narrator voice. Only some of video service advertisements are using beat or pop music to support the video service advertisement.

For example in the service advertisement that used slow music instrument in "Batik Air" batik air is an airlines company from Indonesia that giving service for people to flying and go to another place with pleasure. In "Batik Air" video service advertisement uses slow music instrument that giving chill out situation because this video advertisement shows pleasure for the viewer it will make the viewer and consumer interesting with the service that given in this video service advertisement. The music in this video service advertisement only instrument without any lyric to supports video with the images to attract consumer, and make the video advertisement more innovative.

Another example in video service advertisement is pop music in video service advertisement. In video service advertisement "Air Asia" advertisement this video is aims for all of the people in Indonesia . This video advertisement using pop music as the instrument to make the viewer more excited to understanding the video service advertisement. The lyric in this video advertisement has meaning to promote this service.

The lyric of the video service advertisement :

I knew my rent was gon' be later 'bout a week ago I work my ass off But I still can't pay it though But I got just enough To get off in this club Have me a good time, before my time is up Hey, let's get it now

Ooh I want the time of my life Oh baby ooh give me the time of my life (Ne-yo, let's get it) Let's get it now

The English lyric songs convince consumers that there are no limitations to enjoying life. Music in this video service advertisement not only to expressing the emotion but the song lyric has become the main point to attract consumers. The meaning of the song lyric above showing that, I want to get holiday before starting activity.

### **B.** Images In Video Service Advertisement

The imagery from the video service advertisement more showing about the real life of Indonesian people and more shows the culture of Indonesia. The imagery from the service advertisement shows depend on the situation that happened in Indonesia. For example, in wonderful Indonesia the imagery from the video service advertisement more shows the benefit and information for the viewer.

Wonderful Indonesia is a public social service advertisement designed as a part of the Indonesia tourism campaign to raise awareness about the culture and the beauty of Indonesia that there is a lot of tourism and culture in Indonesia. This video advertisement has five scenes with different character. In the first scene of the video, there is a view in Raja Ampat (see Figure 8), with the man in sailor boat with his friends that really look enjoy and comfort with the view in Raja Ampat (see Figure 9). From this imagery shows that Indonesia has the real beautiful view in Indonesia that can attract all of the people especially foreign people in Indonesia.





Figure 8 : The Images in Raja Ampat. Figure 9: The Man that Look Enjoy with Nuance.

The second scene of the video advertisement accompany with a woman that's enjoys with the winds blow in the large meadow (see Figure 10). The woman in this video looks that she really amaze with the view and the situation of this place in the meadow( see Figure 11).



Figure 10.Location in The Meadow.

Figure 11. The model Look Enjoy with Meadow

The imagery in this scene shows the viewer that Indonesia is calm country and fresh. The purpose in this scene also to attract foreign people and also to shows that Indonesia has a lot of beauty.

The next scene moves to the society of Indonesia. In this scene there is a woman interactions with the local people that shows friendliness of the local people in Indonesia ( see Figure 12). The next scene there is a tourist looks just arrived and come as a traveler. He was welcomed very friendly by the local people. In this scene also accompany by dancing culture of Indonesia and

local people tries to gives appreciation to the tourist with the flower necklace (see Figure 13). The local people look very friendly and respect with the tourist.

The purpose of this scene to shows the friendliness and the respect of the society in Indonesia and also to shows that Indonesia has a rich culture. This television commercial advertisement skillfully juxtaposes traditional and modern images to represent the interaction between local people and international people.





Figure 12. The Model Interaction with the Local People Figure 13. The model tourist

The next scene this of the video advertisement move to Bali (see Figure 14), Bali is a famous as an icon of tourism in Indonesia. This part shows about the culture by Bali

dance or traditional dancing from Indonesia especially from Bali completely with custom clothing (see Figure 15).



Figure 14: Shows the Culture of Indonesia Figure 15. Shows the Custom Clothing from Bali.

In the last scene of this video advertisement focus on the hallmark in Indonesia like an handycraft, Indonesian food cuisine, and tample (see Figure 16 & 17)





Figure 16: Handycraft Batik From Indonesia Figure 17 : Handycraft Batik

The purpose of this advertisement was to support the tourism campaign and also to promote and give information to the society especially foreign people that Indonesia has a lot of beautiful place tourism and beautiful culture of Indonesia.

The images of video service advertisement showing the real condition in Indonesia there is no showing about English word in the video product advertisement. The images in the video service advertisement has the same purpose like video product advertisement to show the real form of the service and to show the detail of the service and make the viewer interesting with the video advertisement.

#### C. Text In Video Service Advertisement

Text in the video advertisement is the most important because to giving clearly understanding for the viewer. The uses of local language in text or voice narrator more dominant than the uses of English because service advertisement more giving a detailed information for the local people, English languages in the video service advertisement only as the code mixing to increase a modernism and make the video advertisement more compatible and innovative. For example, in the "Luxurious the trans hotel" this is the company from Indonesia that given a service and good facilities for the consumer.

Text that used in this video advertisement in the first scene is :

The trans resort hotel dan villa bali perpaduan kemewahan exclusive cita rasa tinggi traditional bali berbagai fasilitas dunia memiliki 2 pilihan menginap di premiere club room atau villa modern khas bali celebrity suite kamar hotel dilengkapi ruang kluarga bahkan kolam renang exclusive.

This scene the usage of English language only as the code mixing to construct a modernism and to shows service and facilities in this hotel can compatible with international hotel.

In the next scenetext by voice male narrator is :

10 konsep villa bernuansa tradional bali **one bedroom villa**, **the restaurant** bernuansa **foodie**, **grand ballroom** dan **meeting room** yang megah **spa** bernuansa traditional bali lengkap nya fasilitas **fitness center**, serta **kids club**.

Text in this scene is about explains and informs the facilities that can get in this hotel this video explains about the facilities in this hotel to shows that this hotel has a complete facilities and make a viewer interest with this hotel. The used of English in videos only mention in the types of facilities in this hotel. The used of English language is to attract a modern consumer and the video more compatible.

In the last scene of this video advertisement is

Telah dibuka **the trans resort** bali **hotel** dan **villa** segera hubungi kami untuk reservasi dapatkan **discount** hingga 50% untuk pengguna kartu kredit bank mega. In the last scene of this video advertisement the text by male voice narrator gives

information how to pay and how you getting a discount if you want to joined with this hotel. Because sometime people are worry about the price with hotel that hasgood facilities, so that's why in the last scene video advertisement gives information how to get discount and low price.

Mode in the videos service advertisement has the same purpose with videos product advertisement to support videos and increasing a proclivity of consumers. Music in the videos service advertisement more dominant with slow music instrument because it will be more easier to brings mellow nuance than music pop genre, because images from 10 videos service advertisement shows the real life in Indonesia. Text in the video service advertisement become the most important things, almost all of segment in the videos always followed by text or voice narrator because video service advertisement has purpose to gives information for the consumers and text will gives well understanding for the consumers.

### 4.1.2. Identity Creation in Video Commercial Advertisement.

Identity is the social positioning of self and other (Bucholtz& Hall, 2005). Meanwhile, personal identity is the characteristics and social position belonging to a particular person which make that person different from other people.

### 4.1.2.1. Product Advertisement

### A. Constructing Identity through Product Name.

This product advertisement is "Hilo chocobanana", Hilo is one of product milk for teenager and young people. Hilo is milk drinking that has a lot of flavor such us chocolate, vanilla, avocado, but now "Hilo" has a new flavor shows from the label of this product "HiloChocoBanana. From the label of this product shows and claims that this product has special flavor chocolate mix banana (see Figure 20). This shift from traditional to contemporary values symbolizes the shift from the conventional to the modern flavor as well as the shift from the old to the new identity of current consumers (see Figure 21).





Figure 20.Shows the Brands of the Product.

Figure 21. Shows the New Flavor.

# **B.** Constructing Identity Through Song Lyric

"Teh Kotak" is the tea drinking means tea in a box product for all ages. Lyric song of this product advertising creates identity in this product. Lyric in this video advertisement is in the last part of this video after followed with imagery of young people. Lyric in the soundtrack of this video advertisement has a meaning to makes label for the consumer.

Lyric of video advertisement

Refresh Your life..... And Get Ready to go ooO The choice of the pop song *special song created for video advertisement Teh Kotak singer* by Indonesians actris band, further develops the modern international identity associated with young consumers. The imagery and the English lyrics of the song convince consumers that if you are drinking "Teh Kotak" you will get fresh after you get bored you will get more spirit and ready to start the new activity and enjoying life with drinking of The Kotak.



Figure 21. Enjoying Teh Kotak by Singing

In the product advertising constructing identity only through product name and and song lyric for show off the superiority and symbol of modernity than show the local identity of Indonesian. Product advertising constructs identity through product name and song lyric with using English word because product advertising want to shows that the product can compete with international product.

### 4.1.2.2. Video Service Advertisement

### A. Constructing Identity Through Product Name

Label or the product name of this commercial advertisement is the "Trans Resort Bali" this hotel is accompanied by Transcorp company. From the names of this advertisement 'Trans resort Bali Hotel" is there any word Resort Bali means that the location of this hotel available in Bali(see Figure Pic 22.)



Figure 22. The Label Name of the Hotel

Another example is the company of "Garuda Indonesia" and "Batik Air". "Garuda" and "Batik Air" is an Indonesian airlines company that has a international destination. From the name of both company created identity for the consumers it is to shows that this company from Indonesia (see Figure 25&26), because Batik is the handkerchief from Indonesia and Garuda is the symbolism of Indonesians.



Figure 25. The Label of Garuda Indonesia.



Figure 26. The Label of Batik Air.

# B. Global local identity through English accent selection.

Wonderful Indonesia is a public social service advertisement designed as part of the Indonesians education campaign to raise awareness about the culture and the richest of Indonesia. This television advertisement skillfully juxtaposes traditional and modern images to represent the interaction between the local and the international. In the scene when tourist came to the village and welcomed by the local people to shows that Indonesians people very friendly. This juxtaposition is reinforced with the interface between Indonesian language representing the local and English representing the international. The tourist people uses English to respond to the question from the local people in the village, but he pronounces the name of the country as 'Raja Ampat,' in place of the English version is Four Kings Island, the tourist people use Indonesian accent helps to maintain the local identity in the international scope of the English .

This video advertising wants to supports and promotes the culture of Indonesia to the foreign people. In this video advertisement the narrator of this advertisement use English language as lingua Franca to make foreign people understand that Indonesia has a great culture, view, tourism and friendly people (see Figure 29).



Figure 29. The View and Tourism of Indonesia.

## C. Constructing identity through song lyrics .

This service advertisement is Air Asia, Air Asia is the one of airlines company that has a lot of destinations around of Asia. This video advertising created identity through song lyric. The symbolism in the imagery is reinforced with the following lyrics of the modern pop song:

I knew my rent was gon' be later 'bout a week ago I work my ass off But I still can't pay it though But I got just enough To get off in this club Have me a good time, before my time is up Hey, let's get it now Ooh I want the time of my life Oh baby ooh give me the time of my life (Ne-yo, let's get it) Let's get it now

The choice of the morend pop song *pitbull and Neyo* by the young American singer, to develops the modern international identity associated with all off people in all ages. The imagery and the English lyrics of the song convince consumers that there are no limitations to enjoying life the lyric and the imagery from the video shows if you get bored you can get vacation by flying with Air Asia (see Figure 30).



### Figure 30. The Route of Air Asia

Figure 31. The Service of Air Asia

Identity in the service advertising more show off about the local identity and modernity, although the identity construct through product name but always used Indonesian symbolism to show that this service advertisement from Indonesian

The videos advertisement between product and service advertisement has a lot of differences. For example in the modes of video advertisement between product and service advertisement, the modes in video service advertisement more showing the local identities than video product advertisement for example in the wonderful Indonesia video service advertisement music in this videos advertisement use gamelan traditional music as the instrument background of this video advertisement and the imagery from this video advertisement shows the culture tourism and shows a lot of Indonesia identities, but in the video product advertisement the modes music and images more dominant take from international model for example use pop music as the instrument background of the video advertisement. The usage of English as the text, slogan, or narrator voice in product advertisement more dominant than the usage of English in service advertisement because in service advertisement more showing about the information that must be showing well understanding for the viewer.

#### 4.2. Discussion

After presenting and analyzing the data in the previous findings, the researcher explains the discussion which is aimed to provide rich description of the research problems that have been formulated in the chapter one.

From the research findings the researcher has answered the research question, there are three types of the modes in the video product and service advertisement such us music, text, images. Each of the modes in the videos advertisement has a correlation to supports videos and makes videos more compatible, interesting and innovative. If the videos only used music without any additional images or text it will be make the viewer confuse and makes videos not good enough. Music in the videos advertisement beneficial to makes videos advertisement more interesting and always support with images and text every single part of the videos advertisement.

Images in the videos advertisement beneficial to shows how the model demonstrates the product and service. It will increase a consumers desired to buy or joined with the product and service. The images in the videos advertisement sometimes adjust with the real condition in Indonesia and provided solutions through the product offered.

Text of the videos advertisement is the most important things in the videos advertisement because gives a lot of information to promote the advertisement. Text in the videos advertisement not only words but also lyric music and narrator voice. Text that used in the videos advertisement varies greatly sometimes use local language, full of English and mix between local language and English language.

Each of videos commercial advertisement will construct identity creation to shows the characteristic of the videos, because every video has different characteristic to make it more memorable for the viewer.

From the research findings video television commercial advertisement the function of English creativity on the sociolinguistic aspect is related with phonological aspect of different English varieties by phonological characteristic between Indonesia speaker pronunciation and native speakers, in addition linguistic creativity in this study that English become symbol modernity and youth .

From the research Findings modes in the videos advertisement is the way how the video creator convey the identity creation of the video product and service advertisement. Some of television advertisements also reflect the familiar local identity to make viewer easily to relates between the product and their life. It happend in this product Charm although the name of the product from English but the imagery of this product it represent with Indonesian culture when the scene that the star from this product is SAMAN dancing it is a special dancing from Aceh culture Indonesia, it proves that the brand Indonesia it can compete with international product by combine English side and Indonesia side.

The linguistic creativity and the used of English as the symbolism in the television commercial advertisement it contribute to develop of social and cultural identities that it make to attract modern Indonesian consumers. Aspects of Indonesia national identity are clearly depicted through local discourse and cultural elements in the advertisements' visual representations and narrative voices. All of advertisements reflect familiar local elements to which viewers could easily relate colloquial expressions, such as dialogue in video charm advertisement 'ahhh bête nih'; countryside landscapes, like those represented in wonderful Indonesia, traditional family portrayals as in *prudential*. English in these advertisements might simply mirror English presence in the social reality of the context (e.g. English in popular music, movies, the Internet). However, it is also compelling to argue that its role is to redefine the local identities by restructuring the familiar context.

although the variable, multimodal the rise of English (lyrics, images, narration, text, product brand names) and the unexpected creativity at different linguistic levels, all of the advertizing videos shows formation of interaction between Indonesia and English, self and other, global and local. This interaction appropriated with the contemporary aspects of the globalized economy, which seems to obscure the local-global divide (Bhatia 2006;Dissanayake 2006). Despite all of the commercials used English to develop the sense of globalism, they always inserted Indonesia linguistic and visual elements, which brought focus back to the local elements. Piller (2001) stated the exchange between local and global symbols characterized the complex, even contradictory, cultural and economic identities, which distinguished themselves from the national and political identities. In other words, television advertisements not only as the mirror for social relations valued in a society, but television commercial advertizing also introduce idealized portrayals of consumers' wants and desires.

### **CHAPTER V**

## **CONCLUSION AND SUGGESTION**

In this chapter, the researcher presents the main conclusion including several points of what the researcher concludes in findings and learns from the thesis as well as a suggestion for improvement for further research.

## 5.1. Conclusion

Based on the findings and discussion in the previous chapter, the researcher concludes this analysis focuses on the modes such us narrative, musical, and visual aspect of television commercial advertisement, and the identity in the videos advertising. This analysis focuses on product and service advertising that have some criteria such us produce in Indonesia and design from Indonesia.

The dominant modes music in video product advertisement is a music that has a pop genre. pop music genre in the video product advertisement creates a happy nuance and makes the viewer enjoy and interest with the advertising. Music in product advertisement always followed with images to supports videos. Pop music genre always illustrate with the young people so the pop music in video product advertising as a symbol of youth. Text in the product advertisement becomes minority because text in the product advertisement only as a slogan to makes the videos advertising more memorable for the viewer.

In videos service advertisement the dominant music is slow music genre, slow music genre created a mellow nuance only some video service advertising that used slow music genre. The imagery in video service advertisement shows about the real condition in Indonesia. Text in the video service advertisement becomes the most important because the purpose of video service advertisement is to giving information for the people in Indonesia so the viewer need to get well understanding through the text or voice narrator.

Identity in the videos advertising is the characteristic and social belonging to a particular person which makes that person different from other people. In the product advertising constructing identity through product name and song lyric for shows off the superiority and symbol of modernity than show the local identity of Indonesian. Product advertising constructs identity through product name and song lyric with using English word because product advertising want to shows that the product can compete with international product.

In video service advertising constructing through song lyric, product name and global local identity this videos service advertising shows off the local identity to shows that this service adverting from Indonesia.

Each of Modes in the video product and service advertisement has a correlation to attract consumers and creates identity in the videos product advertising. Advertisement exploited English words as through slogan, narrative or song lyric has a function to attract consumers and a to proves that Indonesian product and service can compete with international product.

#### 5.2. Suggestions

The researcher expects that there will be other researchers who are interested in conducting research about the used of English in Indonesia in other subject. The researcher hopes that further will focus on finding something new and different more interesting than this present research.

The next researcher are suggested to improve this analysis in other aspects using another topic such us the usage of English in printed advertizing or the usage of English in top down and bottom up or the usage of English in social media advertizing in Indonesia with using another theory.



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