

LANGUAGE STYLE AT ADVERTISEMENT IN CNN

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Abstract

Language is very important in conveying the right information with the aim of influencing the individual. Advertising language shows more persuasive, attracts people's attention, and is creative. More attractive and creative advertising can influence more people to try these advertisements. This study focused on the category of language style and how the use of advertising formula in conveying message of the advertisement on CNN. The purpose of this study is to identify and describe the types of language style in advertisement on CNN and to explore how the use of advertising formulas convey messages in advertisement on CNN to viewers. In conducting this research, the researcher used qualitative research and descriptive methods. The advertisements were taken randomly from as many as 13 advertisements from three videos on commercial breaks channel. The results of this study show that there were 4 categories of language style used in advertisements on CNN, namely the morphological style, syntactical style, rhetorical style, and sloganized style. Advertisement on CNN uses a different type of language style. In terms of morphological category, advertisement on CNN uses simple and formal language, misspelling or coinage, loanword, the use of verb, and the use of adjectives. In terms of syntactical category, advertisement on CNN uses interrogative sentences and imperative sentence. In terms of rhetorical category, advertisement on CNN uses simile, repetition, and rhyming. In terms of sloganized category, advertisement on CNN use slogan and taglines. Furthermore, there were 6 advertising formulas used in advertisement, namely, soft sell, slice of life, comparison, straightforward, demonstration, and spokesperson.

Keywords: language style, advertisement, advertising formula, CNN.

INTRODUCTION

In society, people have always employed language when they are talking, writing, reading or listening. Language has a function, which is to persuade the person being address to do something that the speaker desires. According to Trimmer and Nancy (1984) persuasion is a verbal communication that causes people to make a certain judgment or change their previous judgment acceptable a new one that they did not believe previously. People are persuading to change their minds.

Style relates to the selection of linguistic form to transmit social or artistic implications. Style also serves as a set of instructions (Chaika, 1982, p. 29). Other opinions come from Keraf (2002, p. 112). He mentioned that "style is that the ability and therefore the competence to form a sentence in a great way". The researcher will excitedly concentrate her research on language style because style form communication within the right way and determines how a social interaction will proceed. According to the problem, language style impacts how speakers say and how listeners interpret the communication in a great way, whether it is dubious, humorous, serious, or the other possible meaning.

People utilize written utterance to communicate their ideas in written communication, as previously indicated. An advertisement is an example of written language that made by a human. According to Lapanska (2006:37) "advertisement is one of the human life activities that may be found on television, radio, magazines, newspapers, and other media".

Advertisement provides its own interest to customers by adopting a good and emotive style. Nowadays, there are containers for product dissemination such as internet

like blog, website, Twitter, detik.com, Facebook, YouTube, and on radio, television, newspaper, and more media. Typically, producers will be very interested in putting up it is publishing. They will witness the media, which is widely used by the people, and interesting to observe. In this research will be discussed advertisement on CNN (Cable Network News).

Advertising in CNN is the most effective way to advertise products and services to reach large audiences in a short span of time. CNN advertisement provides the opportunity to advertise at various times of the day. Advertising on CNN is a great option for reaching large audiences and thereby increasing sales. The effects of CNN advertising build up over time; the longer you advertise, the bigger the effect. This is very important for long-term success.

This study was inspired by several studies in other fields. Hidayat (2011) focused a study about language of advertisement in Jawa Pos. The purpose of this study is categorizing language style in Jawa Pos with Mott's theory. And the results is he categorized the types of language style in Jawa Pos into five categories such as humorous style, dialogue style, dramatic style, narrative style, and informative style. Another study was from Habibah (2010), she focused her study on the language style in phone conversation of the broadcaster on "English Expression Program" of Mas FM Radio. The purpose is to find out the aspect of language style in expressing sentence by choosing suitable word. The result is she found three aspects of language style such as attractiveness, politeness, and honesty.

This study was aimed at analyzing the types of language styles by each category used in advertisement in CNN, how the use of advertising formulas conveys messages in advertisement on CNN to viewers. The study wants to explore more deeply about the features of the advertisement language through the morphological, syntactical, rhetorical, and sloganized style of advertisement by utilizing an extended framework developed from Mirabella's and Ariana's (2010) stylistic of advertising, and Wells' theory (1995) of advertising formula.

LITERATURE REVIEW

LANGUAGE STYLE

Language style is the choice of linguistic form to communicate social or artistic implications. Language style can also use to pick instruction. Style used to influence others and to control ourselves, whether purposefully or unintentionally. According to Chaika (1982,29) language style refers to how people communicate through language. In doing communication, people usually use informal or formal communication which depend with the situation, and with whom they are speak. From Chaika's statement, we understand that style is the way people communicate the messages and ideas. Knowledge of the speaker or writer's position and style helps us accept their thought. Speaking or writing style is how an individual expresses their ideas and messages in formal or informal event, such as sarcastic or ironic style.

Speakers convey a lot of information about themselves through the grammar, pronunciations, word they choose instinctively and consciously (Chaika, 1982, p. 31). Therefore, the listener has the same understanding of the speaker's style, but the speaker's educational background, social personality, and regional affiliation are exposing to the listener. The style mark of particular social group or location may be utilizing for additional purposes; for example, it may be used to add to the listener's understanding of a term, such as an emotive explanation, from the speaker's style.

Finally, language style refers to how people use words and tone to manipulate others and regulate their interactions in other to transmit information and ideas.

Language style defined as the process of selecting and modifying the language form that arises from a person or a group.

Language style used in advertisement is important thing while making, very often cannot directly understand what messages the advertisement intends to suggest. We often find that the utterances or sentences delivered by advertisements are not well defined. They may not always straight to the point; making the reader wonders what it actually means. They may interpret the messages on their own, and consequently, it ends up in various interpretations. Mirabella and Ariana (2010) proposed a number of language styles of advertising with the intention of making ease of the interpretation of advertisement. These language styles have been categorized into four categories, namely: morphological, syntactical, rhetorical, and sloganized.

The first category is morphological style; there are several types, such as: simple and formal language, misspelling or coinage, loanwords, the use of verb, and the use of adjectives. Simple and formal language is a way of presenting information that helps audience understands the first time they read or hear it. Misspelling or coinage is used to make the advertisement more attractive to customers. In some of advertisements, there are some words misspelled on purpose, or some suffixes or prefixes added to the common words. Loanword in some advertisements are good methods to express exoticism of the product. The use of verbs is meant to encourage people to act and buy the products. The use of adjectives is necessitated in describing the features of a product such as size, color, or quality.

The second category is syntactical style, there is interrogative sentence and imperative sentence. Interrogative sentence is employed as a fast and effective way to get the audience's response. In other word, Imperative sentence is used to obtain information and to motivate others. They motivate others to act. The goal of advertising is to encourage people to purchase goods.

The third category is rhetorical style. Rhetorical style are employed in order to make thinking more visible and effective. Figurative language and poetic techniques are employed in this area. This category has several style, such as personification, alliteration, simile, metaphor, rhyming, and repetition. Personification is a language style that characterizes non-living objects as though they are alive and move like humans. Alliteration is used to generate a good sentence and emphasize word by repeating the same consonant. When two items with different realities are compared, it is called a simile. Metaphor is a language style that implies comparison of two things. One of the best techniques for bringing in the brand name is to make the slogan rhyme with it. An ad slogan is better if it reflects the brand's personality. Repetition is used to stress certain information.

The last category is sloganized style. Style that concludes in this category is slogan and taglines. Slogans are used to explain a company's mission or a product's position. A slogan, according to Goddard (1998), is a statement connected to a product or service during an advertising campaign that is supposed to be easy to recall. Slogans can take the shape of an expression, a phrase, an idiomatic term, or a well-known brand. Slogans are frequently used in campaigns in which the company participates. Slogans evolve over time to reflect current events (Iskandar & Basriana, et al, 2010). Meanwhile, taglines, on the other hand, are a series of messages that identify a product or the firm that makes it.

ADVERTISING FORMULAS

According to Wells (1995,435) advertisement's language message to readers or viewers using a fresh concept. Furthermore, in order to be effective in business, use different

types of wording in your advertisement to make them more appealing to the public. For example, a person's style might be defined as the way they use word to achieve certain goals.

There are several formulas of advertisement such soft sell, hard sell, slice of life, comparison, straightforward, problem solution, demonstration, spokesperson, and lecture and drama. Soft sell uses an emotional message and is built around an image that is meant to connect with the listener and elicit a response based on emotion the subtle, interesting, and ambiguous illustrate how advertisement sell feelings and dream more than product features and benefits. Hard sell is a reasonable informative communication intended to appeal to the mind and elicit a reasoned reaction. This style is direct and emphasizing concrete facilities, product features, and benefits. The goal is to persuade the buyer to purchase the product because it is extremely good. The slice of life is a more detail version of a problem-solving message present in the form of a little drama. This formula usually presents an advertisement that contains problems from a life, then there will be a solution to the problem by using the advertised product. Comparing one product to another is a way of advertising that conveys ideas or messages. It compares two or more product and most cases determine the advertiser's brand is superior. It is called comparison. The advertisement provides facts without the use of gimmicks or embellishments. In other, advertisement style sends a message that is more rational than emotional. This advertisement called by straightforward. The demonstration style is a method of conveying ideas or messages that are centered on how to utilize the product and what it can achieve for you. The product's advantages take center stage. In a demonstration, people are persuaded to believe what the advertiser says. Furthermore, when presenting the messages, the speaker speaks loudly and enthusiastically, as if what has been said is factual and accurate. Demonstrations can be an extremely compelling strategy for persuading an audience. Another strategy is to have a person who speaks about the product called spokesperson. They celebrities, people expert and people with many fans. Advertising use a blend of two fundamental literary techniques, such as lecture and drama. A lecture is a formal, structured teaching delivered verbally by an instructor. A drama is a story or play that revolves around characters in a specific circumstance. Lecture is a type of direct address. In terms of style, the speaker addresses the audience via television or written page. The message is received "from a distance" by the audience, and the speaker gives proof (broadly speaking) and uses such a tactic as an argument to persuade the audience.

RESEARCH METHOD

In conducting this research, the researcher used a qualitative research and descriptive method. According to (Lune & Berg:2017) "Qualitative research used to investigate the meaning, concept, definition, character, symbol, and description of the thing". The researcher used descriptive method the method used is namely by analyzing data based on the material obtained without adding or reducing then analyze it (Sevilla, 1993:71). The researcher used this method because the research objective will describe the data in the spoken or written text. Furthermore, the data are described descriptively based on the research question. The goal of the study is to describe the categories of language style that mostly used and the use of advertising formula in conveying message in advertisement on CNN.

The data source is obtained from CNN advertisements downloaded from YouTube in Commercial Breaks channel. The advertisements were taken randomly as many as 13 advertisements from three videos of Commercial Breaks channel, such as: 2019 commercial-CNN July, 2020 Commercial-CNN December, 2021 Commercial-CNN

August. There are various steps involved in collecting data: first, the researcher downloaded the video of advertisement from YouTube. To begin, the researcher watched the video. Then, the researcher transcribed the advertisement. After that, she identified and categorized the data that contains the types of language style by using a framework extended by Mirabella and Ariana (2010). Then, she classified the data based on the advertising formula by using Well's theory. Finally, the researcher made a conclusion based on the problem of this research.

The data were then treated by using data collection procedures advocated by Miles and Hubermann (1994). The procedure of data analysis includes three activities such as data reduction, data display, and data conclusion. In data reduction, this study underwent a process of selecting, focusing, simplifying, abstracting, and transforming rough data from all advertisements studied. This process continued through classifying, directing, and organizing data up to achieve a conclusion. In data display, the information was organized in the form of written-up text to give a possibility for data conclusion as the final step. Data collection is the last step in research. The researcher made a conclusion based on the result findings.

FINDINGS AND DISCUSSION

This study used advertisement on CNN as the primary source of data. There are two research problems will be discussed: the language styles of advertising employed, and the use of advertising formulas in conveying messages in advertisement on CNN to viewers. The following table is presented to show the frequency of each style based on the four categories, such as: morphological style, syntactical style, rhetorical style, and sloganized style. However, this quantitative data only serves to support qualitative data as the main findings of this study.

No.	Language style category	Types	Amount
1	Morphological category	Simple and formal language	5 ads
		Misspelling or coinage	
		Loanword	
		The use of verbs	
		The use of adjectives	
2.	Syntactical category	Interrogative sentence	3 ads
		Imperative sentence	
3	Rhetorical category	Simile	3 ads
		Repetition	
		Rhyming	
4	Sloganized category	Slogan	2 ads

		Tagline	
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CATEGORY OF LANGUAGE STYLE **MORPHOLOGICAL STYLE**

In this category, one of the language styles used is simple and formal language as reflected in the following extract:

“Get Simply safe and protect home like a pro” (Home Security ads, minutes 01:41- 01:48)

The concept of this advertisement presents where a man is taking a shower and a courier comes with a package to his house. The man can open the door of his house using this product, where he can open and lock the door via a mobile phone that is connected to this home security product. Therefore, with this product, it is easier for people to access the door of the house. Then, this man said “Get simply safe and protect home”. The advertiser put simple and formal language as in “Get simply safe and protect home”. This extract can be considered as simple and formal language intended to make the advertisement accessible and understandable information to the reader and consumers.

Other language styles identified was misspelling or coinage. The following extract exemplifies this type of style.

“For a natural, smelling, freshness” (Air Freshener ads, minutes 07:48-08:00)

This advertisement presents the concept of a woman who becomes the narrator and then promotes air freshener products. Then the narrator mentions "natural, smelling, freshness". The extract shows that there are some suffixes or prefixes are added to common words in some advertisements. Based on the extract above, it can be seen that the addition of suffixes such as -al, -ing-, and -ness. This style of language is used to make advertisements more interest and attractive. That is one of the purposes of using misspelling or coinage.

Loan words were also used by the advertisers. The following extract:

“Wonderful pistachios, Craquer!” (Food Product ads, minutes 02:05-02:13)

Loanword in some advertisements are good methods to express exoticism of the product. As shown in extract 3 “wonderful pistachios, craquer!”. The most frequently used loanwords are French and Spanish. For this ad, the advertiser combines English and French. Craquer is a French term meaning "crack". The term in this advertisement has a relationship with the advertised product, such as peanut products.

The use of verbs is meant to encourage people to act and buy the products. As shown in extract:

“you can see, smell, and feel” (Essentials Oil Mist ads, minutes 00:36-00:49)

This advertising concept presents an essential oil product. This advertisement the use of verbs is shown in “see, smell, and feel”. The aim of the use of verb is to encourage people to action. The word above makes people understand that the product is really

worth buying and the benefits of the product will be felt when they buy the product.

The use of adjectives can be shown in extract 5:

“fresh look, great taste” (Lunch Meat Brand ads, minutes 03:06-03:10)

The presentation of this ad concept is made short of only about 3 minutes. The concept is presented only by showing what the product is like and the advantages of the product, such as "fresh look and great taste". The extract shows the use of adjectives in the advertisement which is in the word "Fresh and Great". The use of adjectives in advertising can indicate the character of the advertised product. The use of adjectives is necessitated in describing the features of a product such as size, color, or quality. In this advertisement, the adjectives used are fresh and great, where the term is used to describe the taste of the product.

SYNTACTICAL CATEGORY

In syntactical category, there are two advertisements that used interrogative sentence as a form sentence in advertisement, and one advertisement use imperative sentence.

Interrogative sentence is employed as a fast and effective way to get the audience's response. As shown in extract:

“Did you know sleep helps support immune function?” (Sleep Aid ads, minutes 04:23-04:37)

The concept of this advertisement is that there is a narrator then presents a sleep aid milk product. The narrator begins with a question sentence *“Did you know sleep helps support immune function?”*. Based on the extract, this advertisement product begins with a question that contains people's knowledge. From the question, people will start to think what the answer is. That is the purpose of the interrogative sentence, which is to make people curious and a fast and effective way to get a response from the audience.

“Dishes won't get clean?” (Dishwasher Product, minutes 01:15-01:29)

This advertisement presents a concept where there is a man who is washing dishes and is having trouble cleaning his dishes. Then this sentence appears *“Dishes won't get clean?”*. The advertisement talks about dishwasher detergent product. The extract showed that interrogative sentence is the style employed in the advertisement. In an advertisement, the tag question and the special question is a fast and effective way to get audience's response.

The use of imperative sentence can be shown in extract:

“get vaccine Get vaccinated and get your booster dose when it's time” (Covid19 Treatment ads, minutes 03:41-03:55)

Corona virus is a contagious and dangerous virus. and one way to reduce the number of people infected with this virus is vaccines. The advertiser uses the command line shown in extract 8. This extract shows an order for people to immediately vaccinate when it's time. Imperative sentence is used to obtain information and to motivate others. They motivate others to act. The goal of advertising is to encourage people to purchase goods. As a result, imperative sentence is frequently used in advertising. This advertisement, contains an invitation for people to immediately vaccinate.

RHETORICAL CATEGORY

The following are some product advertisements that conclude in the rhetorical category:

*“Person 1: Credit sesame is so much **more than** a free credit. Credit sesame gives you the power to take control of your credit and just think about all you can do with great credit”*
(Credit Score App Ads, minutes 02:19-02:39)

This ad presents a concept where there are two women starting a conversation about credit applications. Then, the woman explained about the comparison of free credit and credit sesame. “Credit sesame is so much more than a free credit.”. This extract used simile as the rhetorical style of the advertisement. When two items with different realities are compared, it is called simile. It usually employs the word “like” or “as” or “than”. The simile shows in line “credit sesame is so much more than free credit”. In this advertisement, advertiser makes comparisons with other products, which is between sesame credit and free credit. Person 1 suggests Person 2 to use the Sesame credit, which has more advantages than Free credit. It is called simile. It usually employs the word “like” or “as” or “than”. The simile shows in line “credit sesame is so much more than free credit”. In this advertisement, advertiser makes comparisons with other products, which is between sesame credit and free credit. Person 1 suggests Person 2 to use the Sesame credit, which has more advantages than Free credit.

Meanwhile repetition is used to stress certain information. As shown in extract:

“Real draw, real taste, real satisfaction” (Vapor brand ads, minutes 01:34-01:40)

The concept in this advertisement is to promote products with a rather long narrative by displaying their products. Then, one of the sentences in the narration is “Real draw, real taste, real satisfaction”. The rhetorical style used in this advertisement is repetition. Repetition is shown in the “real” which is repeated three times as seen on the extract. The aim of repetition in advertising is to keep the brand as the first thing that consumers remember.

The usage of rhyming in advertisements has the effect of making the audience remember the advertisement, which then becomes attached to them. As shown in extract:

“Safely, securely, and responsibly” (Networking Technology Company ads, minutes 02:18-02:38)

Cisco is a company engaged in technology. Advertisements show 3 advantages of Cisco, such as safely, securely, and responsibly. This extract shows that the advertiser uses a rhetorical style, namely rhyming. The use of rhymes is indicated in "safely, securely, and responsibly". Rhyming is used to give a strong and memorable effect.

SLOGANIZED CATEGORY

Slogans are commonly known as phrases designed to be memorable and attached to a product (Iskandar & Basriana, et al, 2010). As shown in extract :

“Etsy, gift like you mean it” (Online Marketplace ads, minutes 00:50-01:15)

The concept in this advertisement is a trailer accompanied by music, where a family is gathering and exchanging gifts. The gift is from Etsy, which is an online marketplace, where people can request or custom to make, buy, sell, and collect unique items. This advertisement tagged with “Etsy, gift like you mean it”. Based on the extract, Etsy

presented online marketplace ads by using slogan. The use of slogan makes an advertisement too easy to remember. The usage of a distinctive and original slogan can help an advertisement stand out and serve as a distinction between other brands. This can help a product brand develop a distinct identity that will stick in people's thoughts.

Meanwhile, the following extract “*Welcome Change*” includes in this category as taglines.

“*WmWare, Welcome Change*” (Cloud Computing Ads, minutes 04:10-04:18)

The extract above shows the tagline created by the advertiser. The tagline “Welcome Change” is short but gives a deep impression and message. Taglines are usually made to make the product have something easy to remember. Tagline The tagline “welcome change” is short but gives a deep impression and message. Taglines are usually made to make the product have something easy to remember. Taglines are repeated messages aimed at identifying a product or a company that produces the product. A tagline is usually constructed in the form of brief phrase linked with the brand name.

THE USE OF ADVERTISING FORMULA IN CONVEYING MESSAGE IN ADVERTISEMENT ON CNN

The use of advertising formula conveying message in advertisement on CNN. According to Wells (1995:435) advertisement’s language message to readers or viewers using a fresh concept. Furthermore, in order to be effective in business, use different types of wording in your advertisement to make them more appealing to the public.

Soft sell

In this advertising formula, the advertisements presented tend to give emotional messages and ambiguous illustrations but still seem interesting. As shown in *Etsy ads (data 12)*. Presenting the concept of an Etsy advertisement where the whole family gathers to exchange gifts. Etsy advertising are created using visuals that are meant to touch readers' emotions and elicit emotional and behavioral responses. *Cisco ads* also use a soft sell formula, where the presentation of the concept uses ambiguous language and is a bit difficult to understand, but can still be conveyed by looking at the ad snippet.

Slice of life

In this advertising formula, the advertisement tries to describe a problem or conflicts that consumer usually face in everyday life. This ad further shows how the product offered can solve the problem or conflict. As shown in *Quantum Finish ads and Simply Safe ads*. By using this formula, advertising messages can be conveyed well, because of the presentation of attractive advertising concepts. *WmWare ads* also includes the slice of life formula because the advertising concept is presented in a dramatic way.

Comparison

Comparison formula presents an advertisement by comparing one product to another. Comparing one product to another is a way of advertising that conveys ideas or messages. As shown in *Credit Sesame ads*. By using this formula, the advertising message is conveyed by using comparisons with other products that make people think that the advertised product is better.

Straightforward

The advertisement provides facts without the use of gimmicks. As shown in *Pistachios ads* and *Land O'frost ads*. The demonstration is designed to illustrate the key advantages of a product. This formula can be very effective in convincing consumers of the quality of a product and its benefits after having or using the brand. Examples of ads that use demonstration ad formulas include *Febreze One ads*, *Airwicks ads*, *Remfresh ads*, *Vuse alto ads*. The advertising message in each ad is conveyed by showing each of the advantages and benefits of the product.

Spokesperson

Strategy of spokesperson is having a person who speaks about the product. In this strategy, usually the person who conveys the product is someone who is an expert or someone who is famous. As shown in *Vaccine ads*, this ad presents an advertising concept where a doctor discusses vaccines.

The data finding showed that Etsy ads and Cisco ads used soft sell formula, Simply Safe ads, Quantum Finish ads, and Wmware ads used slice of life formula, Credit Sesame ads used comparison formula, Pistachios ads and Land O'frost ads used straightforward formula, Febreze One ads, Airwicks ads, Remfresh ads, Vuse alto ads used demonstration formula. Vaccine ads used a spokesperson formula. This shows that the use of the demonstration formula is a formula that is mostly used in advertisements on CNN because demonstration advertising is very effective in convincing consumers about the usefulness or quality of a product and the benefits of owning and using the product brand concerned.

CONCLUSION

There are four categories of language style used in advertisements on CNN, namely the morphological style, syntactical style, rhetorical style, and sloganized style. Advertisement on CNN uses a different type of language style. In terms of morphological category, advertisement on CNN uses simple and formal language, misspelling or coinage, loanword, the use of verb, and the use of adjectives. In terms of syntactical category, advertisements on CNN uses interrogative sentences and imperative sentences. In terms of rhetorical category, advertisement on CNN uses simile, repetition, and rhyming. In terms of sloganized categories, advertisements on CNN use slogans and taglines. Category of language style that is mostly used in advertisements on CNN is the morphological category. Morphological style in advertising displays an attractive, creative, and persuasive way to describe something that is in the product, such as the price, the use of product, and the advantages that exist in the advertised product.

The use of advertising formulas in advertisements can make advertising messages easier to convey to the audience. Advertising on CNN uses 4 advertising formulas, namely, soft sell, slice of life, comparison, and demonstration. The use of soft selling in advertising to create advertisements with emotional messages can illustrate how advertisements sell feelings and dreams more than product features and benefits. The use of slice of life can convey the message of advertisement well. Slice of life gives the problem that the people usually feel and how it is solved. The use of Comparison is when one product to another is a way of advertising that conveys ideas or messages. It compares two or more products and in most cases determines the advertiser's brand is superior. The use of straightforward facts without use of any gimmicks or drama. The use of a demonstration formula is a method of conveying ideas or messages that are centered on how to utilize the product and what it can achieve for you. The product's advantages take center stage. Spokesperson formula has a person speak about the

advertised product. They are people who are experts or people with many fans. There are two advertisements using soft sell, three advertisements using slice of life, one advertisement using comparison, two advertisements using straightforward, four ads using demonstration, and one advertisement using spokesperson. It can be seen that the use of the demonstration advertising formula is the most widely used.

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