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Mapping Discourse of Food and Beverage Advertisements on Television Based on Language Structure and Function

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ABSTRACT

This research presents the structure and function of food and beverage advertisements on television. The method used is a discourse analysis approach in qualitative research. Descriptive analysis approach is used in the research process. The data used are food and beverage advertisements on television that contain the structure and language functions of advertisements. The research data include words, phrases, clauses, and sentences in food and beverage advertisements on television. The findings of this research illustrate that (1) the structure of food and beverage advertisements on television consists of main points, explanatory points, and closing points, and (2) the language functions in food and beverage product advertisements on television include informative, persuasive, and image-building functions to create a positive image of the product to potential consumers.

Keyword: Discourse Analysis, Oral Discourse, Advertisements

ABSTRAK

Penelitian ini memaparkan struktur dan fungsi iklan makanan dan minuman di televisi. Metode yang digunakan adalah pendekatan analisis wacana dalam sebuah penelitian kualitatif. Pendekatan analisis deskriptif digunakan dalam proses penelitian ini. Data yang digunakan adalah iklan makanan dan minuman di televisi yang mengandung struktur dan fungsi bahasa iklan. Data penelitian meliputi kata-kata, frasa, klausa, dan kalimat dalam iklan makanan dan minuman di televisi. Temuan penelitian ini menggambarkan bahwa (1) struktur iklan makanan dan minuman di televisi terdiri dari butir utama, butir penjelas, dan butir penutup, dan (2) fungsi bahasa dalam iklan produk makanan dan minuman di televisi meliputi fungsi informasi, persuasif, dan membangun citra untuk membentuk citra positif produk kepada calon konsumen.

Keyword: Maximum, Five, Word, Key, Important

1. Introduction

Language plays a crucial role in human life in society as it serves as a means of communication. One of the functions of language is to facilitate social interaction and cooperation among individuals. By using language, humans can share information about themselves and the products they produce. This exchange of information can be done verbally or in writing. Information can be conveyed directly through conversations with others, while written information must be conveyed through written media that can be read by the general public.

One form of written media in today's society is print media such as television. Television provides information about various things, including products produced by manufacturers. Information about a product on television is commonly referred to as an advertisement. Through advertisements, manufacturers introduce their products to the general public as potential consumers. The primary goal of advertising is to attract potential consumers to use the product. Therefore, the use of the Indonesian language in advertisements needs to be captivating as it is used to promote a product. To influence buyers to be interested in purchasing the advertised product, persuasive language is often used in advertisements.

Advertising is an activity conveyed through the media by paying for the space it occupies to convey messages of interest so that people are attracted and want to use the advertised product (Widyatama, 2007). To create advertisements that can capture the attention of a wide audience, a well-thought-out strategy is essential (Astuti, 2017:39). This strategy goes beyond just physical and visual appeal; it can also convey hidden messages. It means combining explicit and implicit messages. This is where advertisers need a wise strategy so that the messages conveyed are accepted within a specific time frame, across various social strata, and among people of varying ages.

Human desire for information presented through television offers a great opportunity for manufacturers to promote their products through television advertisements. Many products are advertised, including food and beverages, both fast food and ingredients for food and beverages. Manufacturers hope that when someone watches television, they also listen to and see the advertisements being aired. Therefore, the use of language in advertisements is very important because it has the power to influence readers to want to purchase the products being offered. The appeal of advertisements often lies in the language structure used within them.

According to Mulyana (2005: 1), discourse is the most complex and complete element of language. The language units in discourse encompass phonemes, morphemes, words, phrases, clauses, sentences, paragraphs, and the entire text. Discourse is the most comprehensive language unit with continuous cohesion and coherence, both in oral and written forms. Discourse is also a complete language unit with intact concepts or ideas. To understand the content of discourse as a whole, it needs to be read in its entirety because reading only a part or a small portion can lead to differences in understanding between the writer and the reader.

The use of engaging language with the right word choices can encourage readers to purchase the products offered, including essential food and beverages for the community. However, some people may not understand these advertisements well due to the compelling language used. This is the background for choosing food and beverage advertisements on television as the subject of this research.

To analyze discourse, a comprehensive examination of advertisements is required. This can be done through discourse analysis. Discourse analysis provides a clear picture of the entire language structure, functions, and the context that accompanies it, resulting in a correct understanding (Sumarlam, 2009).

As a form of language, advertising discourse has its structure (Sumarlam and Indratmo, 2004). The structure that builds an advertisement forms a complete language construct. The arrangement of words and sentences has a significant impact on the understanding of the audience. The organization of the structural components of an advertisement can influence the audience, leading them to be swayed by the advertising language (Agustrijanto, 2006:159). Therefore, it is essential to study how this structure can influence the audience. Besides having a good structure, it is also crucial to examine the context surrounding a discourse to ensure that the audience correctly understands the purpose of the advertisement and is not easily swayed by the advertising language.

In addition to having a good structure, it is also important to consider the context that surrounds a discourse so that the audience can understand the purpose of the advertisement correctly and not be easily influenced by the advertising language. To fully understand advertising language, in-depth analysis through discourse analysis is needed. Discourse analysis provides a clear picture of the entire language structure, language functions, and the relevant context, leading to accurate comprehension.

When observed, advertisements have a structure consisting of a title/main point (opening), the explanation/body of the advertisement (body), and a closing (close) (Musaffak, 2012:225). In television advertisements, this structure appears to be more flexible as the organization of advertisements is not detached from artistic and creative aspects. Moreover, the structure of advertisements is also influenced by the propositions of the advertisers. Advertisements' listeners need to understand the advertisement's structure along with the propositions that shape it to make informed decisions about whether to buy a specific product. Additionally, an understanding of the context that envelops the advertisement is essential for listeners to grasp the impression intended by the advertiser and to know the functions the advertiser aims to achieve.

This analysis of advertising discourse is carried out to understand the structure, context, and language functions communicated in food and beverage advertisements on television.

From the above discussion, it can be concluded that advertising is a form of persuasive communication conducted on a mass scale through specific channels, such as marketing, public service, or informational outlets, with specific objectives. On the other hand, discourse refers to the use of language in communication, both orally and in writing. Therefore, advertising can be categorized as a discourse. This statement aligns with Wiranti's opinion (in Habsari, 2012: 43), stating that advertising as discourse is a structured sign system based on codes that reflect certain values, attitudes, and beliefs. As a discourse, advertising has a striking characteristic: it maximizes the communication of an image within a limited time, achieving goals and benefiting the producer (Tofler in Habsari, 2012: 43).

The purpose of this research is to explain the structure of food and beverage advertisements aired on television. Additionally, this research aims to elucidate the language functions found in food and beverage product advertisements on television.

2. Method

The method employed in this research is qualitative research, which is an approach used to study objects naturally, with the researcher serving as the primary instrument. This research primarily focuses on the analysis of the structure and language functions in advertisements. Qualitative research aims to achieve understanding built upon theories developed from research based on empirical observation.

The research approach used is discourse analysis. Discourse analysis is the study of words, sentences, the meaning of their usage, and their interpretations. Discourse analysis seeks to find meanings that are identical or closely approximate to the meanings intended by speakers in spoken discourse or writers in written discourse (Mulyana, 2005:69).

Regarding data presentation techniques, this research utilizes a descriptive pattern. A descriptive pattern is a research method that aims to depict and interpret the object as it is. The descriptive pattern results in interpretations of the structure and language functions in advertisements.

Data for this research is obtained through documentation, observation, and recording. The data source for this research consists of food and beverage advertisements aired on television that contain the structure and language functions of advertisements.

3. Result and Discussion

Discourse Structure of Food and Beverage Product Advertisements

The structure of an advertisement involves all the components that make up the advertisement itself. The structure of an advertisement consists of specific propositions found in each component. To understand an advertisement thoroughly, the audience needs to comprehend the structure of the advertisement and its propositions. This structure comprises the main point, the explanation, and the conclusion. Some advertisements have complete structures, while others have incomplete structures. The arrangement of the parts of an advertisement can be seen in the table of discourse structure analysis in the advertisement, and each part is explained as follows.

The main point is the part of the advertisement that contains attractive and crucial messages designed to capture the attention of potential consumers. The main point of an advertisement is typically indicated by the title and subheadings of the advertisement. This part serves as the initial appeal to the reader. In advertisements for food and beverage products on television, the main point consists of five propositions: propositions emphasizing the benefits for potential consumers, propositions arousing curiosity in potential consumers, propositions in the form of questions demanding more attention, propositions giving orders or instructions to potential consumers, and propositions capturing the attention of specific consumers. Each proposition is explained as follows:

Proposition Emphasizing Benefits for Potential Consumers

This proposition highlights the benefits gained by potential consumers when they purchase or use the product. In television advertisements for food and beverage products, the emphasis on benefits for potential consumers can be seen in the following data:

"Mudah Memasak dengan Bumbu Inti Masako "

The data above is the title of an advertisement for the Masako brand's ready-to-use seasoning. In this title sentence, the emphasis is on the benefits for potential consumers when using Masako's basic seasoning, with an emphasis on the word "easily." The emphasis in the title can pique curiosity about the ease provided by using Masako's basic seasoning.

Cooking is a process that is not easy. One of the steps in cooking is preparing the seasoning, which involves selecting and blending spices. In seasoning blending, precise measurement and proper processing are necessary. If the blending process and spice measurements are not accurate, the resulting dish can be less delicious. The advertiser utilizes the difficulty in the seasoning blending process to emphasize the word "easily" in this advertisement. The goal is to capture the reader's attention, prompting them to continue listening to the next part of the advertisement.

The word "easily" in this advertisement means that potential consumers do not need much effort and energy to blend the seasoning while cooking, as Masako's basic seasoning is ready to use. By using Masako's basic seasoning, potential consumers gain the benefit of ease in the cooking process.

Propositions that Spark Curiosity in Potential Consumers

The disclosure of these propositions is done by mentioning product brands and highlighting product advantages. The mention of product brands as a primary part of the proposition to arouse the curiosity of potential consumers is evident in the following data:

- Saori teriyaki sauce
- Hot Chicken Noodle
- Mayumi (Mayonnaise Yummy)
- Nissin Wafer, together tastes better

The data above shows that advertisers generate curiosity in potential consumers by mentioning product brands. The products whose brands are mentioned here are those with names that are still unfamiliar to the audience. The name "Saori teriyaki sauce" is still not widely known in Indonesian society because "teriyaki" is a Japanese term that is not yet popular in Indonesia. This will spark the curiosity of potential consumers to listen to the ad further, with the aim of finding out what "teriyaki" actually is. The data above also includes product brands that use foreign languages, but their ads are in Indonesian. In addition, there are also product brands that are acronyms, such as "Mayumi," which is an acronym for "Mayonnaise Yummy." The word "Yummy" comes from English and describes delicious food. The ad writer intends to attract the attention of potential consumers by revealing this in the main part of the ad.

A notable difference in the above data is the product brand followed by the product slogan, namely "together tastes better" for Nissin products. This product is not unfamiliar to Indonesian society as it has been around for a long time in Indonesia and has various product variants. Nissin offers snacks. Indonesian people usually enjoy snacks while relaxing with family or as a diversion in other activities. This provides an opportunity for the ad writer to capture the attention of potential consumers.

Propositions in the Form of Questions that Demand More Attention

Propositions in the form of questions have the ability to attract greater attention if the questions are relevant to issues experienced by consumers. Propositions in the form of questions are evident in the following data:

- *Is it difficult for mothers to get their children to eat vegetables?*

The question in the above data appears in an advertisement for the Masako brand of seasoning. Advertisers capture the attention of potential consumers by using a question that addresses a common problem experienced by homemakers, namely children who dislike eating vegetables.

The sentence in the advertisement arises from a phenomenon that is widespread in society, namely, many children do not like to eat vegetables. However, vegetables are important for the body, especially for children in their growing years. Advertisers leverage this by drawing the attention of mothers to use the advertised seasoning product so that their children are willing to consume vegetables.

Vegetables contain many essential nutrients for the body, such as vitamins, minerals, and proteins. These components are crucial for the bodies of children, especially during their growth process. The fact that many children do not like to eat vegetables poses a challenge for mothers. Therefore, mothers will strive to present vegetables in various appealing forms and with flavors that are liked by children.

It is important to note that processed vegetables not only need to be tasty and appealing but also must be prepared correctly and without the use of harmful ingredients to avoid endangering consumers. Excessive use of flavor enhancers can be harmful to the human body. Long-lasting food items such as seasoning contain preservatives, and if consumed beyond the body's tolerance limits, it can cause damage and disrupt the functions of certain organs. If the functions of the organs are disrupted, the body's organs cannot work properly, which, of course, will affect the growth process of children.

Propositions that Give Commands or Instructions to Potential Consumers

Commands or instructions related to the advertised product should have a positive nature. This can be seen from the following data:

- Come and Create Family Togetherness
- MILLION EXCITING MOMENTS OREO
- LET'S HELP PADDLE POP FIGHT SHADOW MASTER!
- NUTRICIA Balance its nutrition, Support its activities

The data above is part of the title of an Oreo biscuit advertisement. This title is delivered using propositions that command potential consumers to come to the "Million Exciting Moments Oreo" event. This event is one of the promotional efforts by the Oreo biscuit manufacturer. The command sentences in the data above invite readers to attend the event with the suggestion to bring the entire family and create togetherness. In modern society, especially in cities, family time is a rare opportunity due to the busy schedules of each family member. Parents are busy with work, children are occupied with school routines and extracurricular activities. Therefore, Oreo leverages the invitation to create family togetherness in their promotion.

The data above is part of the title of a "Paddle Pop" ice cream advertisement. The title contains commands for potential consumers to help the Paddle Pop character, depicted as a lion, fight against the Shadow Master character, who is Paddle Pop's enemy. The command to potential consumers is evident in the word "Let's," which is an invitation and a command to do something. The advertisement title is also written in capital letters with attractive letter illustrations.

The data above is part of an advertisement for Nutricia's Bebelac 3 milk. In this advertisement, the attention of potential consumers is drawn by giving the command to balance nutrition and make children happy. Commands to potential consumers are evident in the sentence "Balance its Nutrition, Brighten its Day." Balancing nutrition is intended to instruct potential consumers to give the product to children as a supplementary main meal, with the goal of making children's days more cheerful.

After successfully capturing the initial attention of potential consumers through the title and subtitle, the second stage of the advertisement aims to generate interest and awareness in potential consumers. The goal of this stage is manifested in the explanatory section. The body of the advertisement for food and beverage products on television contains propositions of subjective (emotional) reasons, objective (rational) reasons, as well as a combination of subjective and objective reasons. Each reason is explained as follows:

1. Subjective Reason Proposition

Subjective reasons are factors that can influence the emotions of potential consumers to choose a particular product. Subjective reasons in television food and beverage advertisements are evident in the following data:

"Dapur Umami presents a unique seafood dish once again. Squid filled with sautéed tofu using SAORI Teriyaki Sauce, then baked, making this menu unique and exceptionally delicious."

The data above is presented by the advertiser of SAORI Teriyaki Sauce. This advertisement uses subjective reason propositions. The subjective reasons in this ad are apparent from the expressions "presents a unique seafood dish" and "making this menu unique and exceptionally delicious."

Presenting unique and exceptional dishes is the desire of every chef. A unique dish means it is different from regular dishes, while exceptional reflects an impression beyond the ordinary. Unique and

exceptional dishes will undoubtedly attract consumer interest, considering that humans, by nature, always want to try new things.

The use of the right seasonings and the combination of ingredients for a specific type of food will enhance the flavor of the dish and make it unique and exceptional, especially for those who have often consumed conventionally prepared food. However, to create a unique dish, not only the seasonings are crucial, but the selection of ingredients and cooking methods is also essential.

Choosing low-quality ingredients will make the taste of the dish unpleasant. Incorrect cooking processes can reduce the nutritional value contained in the dish.

2. Objective Reason Proposition

Objective reasons in advertisements contain information that is rational and acceptable to the reasoning of potential consumers. Objective reasons in advertisements can be seen in the excerpt below:

*"NUGIE SUPER SEVEN AREA MOMEN SERU MC: ANANDA OMESH 3C MASTER TARNO
Anticipate His Arrival at ATRIUM MARGO CITY, DEPOK January 19, 2015, 12:00-20:00 WIB"*

The data above is an advertisement for Oreo biscuits. This advertisement does not directly promote Oreo products but advertises an event organized by the Oreo manufacturer. This event is one of the promotional efforts for Oreo products. To attend the event, prospective visitors must purchase Oreo products.

The objective reason conveyed in the advertisement in the above data is that the event will feature famous artists such as Nugie, Super 7, 3C, and Master Tarno, hosted by Ananda Omesh. Additionally, there will be a "Momen Seru Area" (Exciting Moments Area), which is a play area for visitors. If potential consumers attend this event, they will meet several mentioned artists. Furthermore, potential consumers can also play in the provided play area.

3. Mixed Propositions of Objective and Subjective Reasons

The body of the advertisement uses a combination of subjective and objective reasons, as seen in the following data:

"Do you know, Moms, that little ones have their own way of learning? They also need good concentration to support their learning process. Moderate consumption of added sugar can provide the little one with stable energy to help them concentrate while learning. Annum Essential with good nutrition to support the growth of the little one, such as Omega 3 & 6, Complex Lipids, FOS & Inulin, is now perfected with a formula WITHOUT ADDED SUGAR. Because we understand that the growth period is a crucial time for the little one to learn."

The data above is part of the body of an advertisement for Annum Essential, a formula milk product for children. The subjective reasons in the advertisement are highlighted by prominent sentences such as "Moderate consumption of added sugar can provide the little one with stable energy to help them concentrate while learning" and "Because we understand that the growth period is a crucial time for the little one to learn." The objective reasons are indicated by sentences emphasizing the nutritional benefits in Annum Essential, such as Omega 3 & 6, Complex Lipids, FOS & Inulin, and the emphasis on the formula without added sugar.

The communication goal in advertisements is to change specific actions in consumers. Therefore, the closing part of the advertisement is used to encourage consumers to take action according to the advertisement's goal. The development of the closing statements for food and beverage product advertisements on television can use hard-sell techniques, soft-sell techniques, a combination of hard-sell and soft-sell techniques, a combination of soft-sell techniques and passive statements, or a combination of hard-sell techniques and passive statements. The following data illustrates the development with hard-sell techniques:

"Come on, give it a try! Well, for those of you interested in quality noodles like INDOMARET HOT CHICKEN NOODLE, get it now at the supermarket."

The data above is part of the closing of the Sajiku Bumbu Nasi Goreng product advertisement, while the next data is part of the closing of the Indomaret Hot Chicken Noodle product. The message conveyed by this data is an invitation for listeners to try cooking fried rice using Sajiku Bumbu Nasi Goreng. The data also urges readers to quickly purchase the Indomaret Hot Chicken Noodle product. The use of the word "come on" is an invitation to do something, namely an invitation to cook fried rice with Sajiku Bumbu Nasi Goreng. The word "get it now" is used to influence potential consumers not to postpone the purchase of the advertised product. The words "come on" and "get it now" exert influence to prompt potential buyers to immediately follow the desired action by the advertiser.

Development with Soft-Sell Technique

The development of the closing part of the advertisement with the soft-sell technique aims to change the actions of potential consumers that are not urgent. The goal of using this approach is for potential consumers to remember the name of a product and hopefully purchase it on the next opportunity. An example of the use of the soft-sell technique is evident in the following data:

*"The Authentic Sweetness of Coconut,
Warm Up the Atmosphere
Bimoli
Perfection in Cooking Oil
Children will surely enjoy eating mom's homemade siomay."*

The data above is part of the closing of advertisements for Roma Coconut biscuits, Bimoli cooking oil, and AJI-NO-MOTO seasoning. The closing of the advertisement aims to reaffirm the advertised product's advantages.

Reaffirmation in the advertisement is done by stating the product slogan. A slogan is a short, catchy, and easily memorable sentence used to communicate something. In advertisements, slogans serve to persuade potential consumers to be interested in consuming the offered product. Slogans are crafted with the selection of words that are attractive and appealing to the potential consumers' taste. The choice of words "gurihnya" (the authentic sweetness) and "hangatkan" (warm up) in the data above is designed to stimulate the potential consumers' taste for the offered product.

The data above is also an advertisement for Bimoli cooking oil. This advertisement consists only of the closing part without being preceded by main points and the body of the advertisement. The closing of this advertisement uses the word "kesempurnaan" (perfection) in the slogan to attract the interest of potential consumers. Emphasis on the product is given in the last sentence of the advertisement because the closing aims to provide more emphasis on the product.

In the data, the use of the reason for children's preference is employed to capture the interest of potential consumers. Children are the family members who pay the most attention to their food intake, and they usually have strong preferences for food. In this context, the advertisement emphasizes that mothers must be skilled in serving foods that are liked by children.

Development with a Mix

The closing of the advertisement with a development that combines hard-sell and soft-sell techniques can be seen in the following data:

"Curious? Quickly get this core seasoning at the supermarket. There's a bonus recipe in every bottle."

The data above is part of the closing of an advertisement for Kokita Core Seasoning. The message conveyed by the closing of the advertisement is aimed at potential consumers who are curious about Kokita Core Seasoning, inviting them to quickly purchase it at the supermarket. There is an additional appeal in the last sentence, mentioning the presence of a bonus recipe in every bottle. The closing part of the advertisement is developed using a mix of hard-sell and soft-sell techniques.

The hard-sell technique is evident in the sentence "Quickly get this core seasoning at the supermarket." This sentence contains a command to potential consumers to quickly purchase the product. The word "quickly" indicates that the purchasing action should be done promptly, without delay.

The soft-sell technique is evident in the sentence "There's a bonus recipe in every bottle." Offering a bonus or gift is an effective strategy to attract the interest of potential consumers. By offering a bonus, consumers feel they are gaining additional benefits and tend to choose a product that provides a bonus compared to similar products that do not offer one.

The Functions of Language in Television Advertisements for Food and Beverages

The communication functions of language in television advertisements for food and beverages include the functions of (1) information, (2) persuasive, and (3) image-building. Each function will be explained as follows.

1. Informational Function

The informational function in advertisements for food and beverage products plays a role in providing information about the taste, ingredients, advantages, content, and benefits of a product, as well as introducing new products. Examples can be seen in the following data:

Roma
Aboon Banget
....

Biscuits made from selected authentic coconut, with vitamin E and calcium content. Its savory taste, suitable to pair with any of your favorite drinks, makes family togetherness warmer.

Good news for you, spicy noodle lovers. Indomaret has just released a new product, INDOMARET HOT CHICKEN NOODLE, made from chili oil and paprika oil. Enjoying this noodle will not only give you the addictive spicy taste but also the aroma of shallot and garlic oil combined with sesame oil and the delicious taste of chicken. All of this blends together with the delicious and chewy noodles with a smooth texture. INDOMARET HOT CHICKEN NOODLE is also equipped with dried vegetables such as mushrooms, cabbage, carrots, and fried tofu, making this noodle even more complete in taste. So, for those interested in quality noodles like INDOMARET HOT CHICKEN NOODLE, quickly get it at the supermarket.

The data above shows the informational function informing potential buyers about the taste of the advertised Roma Malkis biscuit product. The informational function is conveyed through the expression "Aboon Banget," indicating that the biscuit has a shredded meat (abon) flavor. The choice of writing "Aboon" with two 'o' letters aims to strengthen the emphasis on the taste of the product.

The data above also demonstrates the informational function informing potential buyers about the taste and ingredients of the product. In the data, it is mentioned that Roma Coconut biscuits are made from authentic coconut with a savory taste. This is evident in the expression "biscuits made from selected authentic coconut." Additionally, this data also provides information about nutritional content such as vitamin E and calcium.

The data above also shows the informational function informing potential buyers about the taste of the product, namely the spicy taste. Additionally, this data conveys information that the product is a new release. This is evident in the expression "Indomaret has just released a new product."

2. Persuasive Function

The persuasive function in television advertisements for food and beverages aims to persuade, charm, or motivate potential consumers to take action. This persuasive function can be found in the form of invitations to cook and join a particular community. An example can be seen in the following data:

"Let's make siamay, Mom! It's easy if you follow the Dapur Umami's method. No need to worry about the taste, it's guaranteed to be delicious and special because it uses AJI-NO-MOTO that adds umami taste to every dish. Children will surely enjoy eating mom's homemade siamay."

The data above is an advertisement for the AJI-NO-MOTO seasoning product. In this data, there is a persuasive function in the form of an invitation to potential consumers to cook siamay. This invitation is evident in the sentence "Let's make siamay, Mom!" The advertisement is specifically targeted at housewives who enjoy cooking.

3. Image Building Function

The image-building function aims to improve, create, build, or shape the image of a product in the minds of consumers. In television advertisements for food and beverages, this function can be observed in the following data:

"Don't think that only chefs can cook well. Mothers can also be excellent cooks, at least in their family circles. CARNATION SWEETENED CONDENSED MILK even believes that every mother has the soul of a chef."

The data above is an excerpt from an advertisement for Carnation sweetened condensed milk. In this advertisement, there is an image-building function, specifically the image of a Chef. In this context, a Chef refers to a professional cook. The ad conveys that every mother can be a skilled cook in the family, at least when using Carnation sweetened condensed milk. The product image of Carnation sweetened condensed milk is built by instilling confidence in potential consumers that mothers can be professional cooks in the family environment by using Carnation sweetened condensed milk. By associating the image of a professional cook who can prepare delicious meals, this image is linked to the product to build a positive image in the eyes of potential consumers.

In the advertisement in the above data, the image-building function of the product is carried out by praising potential consumers. The image of potential consumers is projected parallel to the image of a professional cook when they use the advertised product. By connecting this image with potential consumers, this image can also be associated with the product. The reason behind this is that potential consumers can have the image of a professional cook by using the advertised product. This will foster a positive image of the offered product and influence consumer perceptions of the expertise and quality of the product. By building a good image, television advertisements for food and beverages can influence consumer preferences and encourage them to choose the advertised product.

The image-building function can also create an impression of exclusivity or a specific lifestyle associated with the product. For example, through advertisements, a coffee brand can create an image of elegant and luxurious coffee, depicting a prestigious and prestigious lifestyle. Thus, television advertisements for food and beverages not only convey product information but also attempt to shape consumer perceptions of the brand and create an emotional connection with potential consumers.

By using persuasive strategies and effective image-building, television advertisements for food and beverages can become powerful tools to influence consumer purchasing decisions and build long-term relationships between brands and consumers.

4. Conclusion

In this research, the conclusions that can be drawn are as follows. First, the structure of food and beverage advertisements on television consists of three main parts: the main points, explanatory points, and closing points. Each part consists of propositions as follows. The main points of the advertisement consist of four propositions: (1) sentences conveying benefits to potential consumers; (2) title and subtitle sentences using product brands with foreign terms or unique impressions; (3) question sentences directed at consumers according to the target audience; (4) commands to potential consumers to do something. The explanatory points consist of three propositions: (1) subjective reasons that attempt to influence the emotions of potential consumers to use a particular product; (2) objective reasons that provide information acceptable to the reasoning of potential consumers; and (3) a combination of subjective and objective reasons. The closing points of the advertisement are developed using three techniques: (1) a hard technique that demands potential consumers to act quickly; (2) a soft technique that aims to remind the name and advantages of the product; and (3) a combination of hard and soft techniques. Second, the language functions found in advertisements for food and beverages on television include: (1) informational functions covering taste, ingredients, advantages, content, benefits, and the introduction of new products; (2) persuasive functions that encourage action; (3) image-building functions to shape a positive image of the product in potential consumers.

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