

COMMUTER LINE (KRL) ADVERTISEMENTS: A DISCOURSE ANALYSIS OF STRUCTURE AND LANGUAGE FUNCTION

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Abstrak

Penelitian ini bertujuan untuk mengeksplorasi struktur dan fungsi bahasa periklanan yang terdapat di transportasi umum KRL (Kereta Rel Listrik), khususnya di wilayah Jakarta, Bogor, Depok, Tangerang dan Bekasi (Jabodetabek). Lebih khusus, penelitian ini juga bertujuan untuk menggambarkan fungsi bahasa yang terkandung dalam produk iklan di KRL. Menggunakan pendekatan analisis wacana, penelitian ini menekankan pengungkapan struktur dan fungsi bahasa iklan. Data penelitian ini diperoleh melalui dokumentasi dari beberapa jalur komuter. Penelitian ini menemukan bahwa iklan-iklan yang terdapat di KRL berfokus terhadap gambar. Struktur linguistik pendek dan simpel bertujuan untuk memudahkan pembaca dalam memahami iklan. Fungsi bahasa iklan produk dalam KRL adalah fungsi informasi, fungsi persuasif, dan fungsi membangun citra membentuk image produk yang positif di mata calon konsumen. Kesimpulan yang diambil dari penelitian ini adalah bahwa sebagian besar iklan di KRL menampilkan iklan pendek dan cenderung memprioritaskan gambar. Beberapa iklan hanya terdiri dari kalimat sederhana utama. Fungsi bahasa dalam iklan produk di KRL berupaya melibatkan konsumen dan membangun gambar positif pada iklan. Penelitian selanjutnya disarankan untuk menambahkan data yang lebih kuat dan variatif untuk mengeksplorasi lebih baik struktur bahasa dan fungsi yang digunakan dalam iklan KRL.

Abstract

This study describes the structure and function language of advertising in KRL (*Kereta Rel Listrik/Commuterline*), as one of the public transportations, especially in the Jabodetabek area. The purpose of this research is to describe the structure and function of advertisements on KRL. Besides, this study also aims to describe the language functions contained in advertisements products on KRL. This study employs a discourse analysis approach. This research emphasizes structure and advertisement language functions. Data in this study were obtained through documentation from several commuter lines. The study found that advertisements focus more on the pictures. The linguistic structure is short and compact to ease readers. The function of product advertising language in KRL is the information function, persuasive function, and image building function to form a positive product image on prospective consumers. The conclusion drawn from this study is that the majority of advertisements in KRL feature short ad names and tend to prioritize images on these products. Some ads only include the main sentence in the ad. The language function in product advertisements in KRL uses language that functions to engage consumers and build images on advertisements. It is recommended for further researchers to look more for advertising data to explore the language structure and language functions used in KRL advertisements.

A. INTRODUCTION

Language cannot be released with human life in society, because language is a medium communication. One function of language as a tool of association and cooperation with human beings (Crystal & Robins, 2020). Through language, the human can exchange information about themselves and the products they produce.

The process of exchanging information occurs in verbal or in writing. Through verbal, it directly conveys speech partners, whereas through writing it must be expressed through media in the form of writing that can be read by the community, for example, KRL as public transportation. People have been flocking to use this transportation due to KRL, the most efficient and economical transportation.

Through advertising, producers introduce their products to the broader community as potential consumers. The purpose of advertising is to make priority consumers interested in using the product. The use of language in advertisements needs to make it more attractive because it is used to offer a product. To influence buyers to buy the advertised products, the language often used in advertising is persuasive (Musaffak, 2015). The use of language advertisements is essential because the language has to influence readers to buy the product offered — the attractiveness of advertising usually found in the placement of the language structure.

The use of provocative language by using the right choice of words can encourage readers to buy products offered according to the adverts they have observed. Including products a basic need of community while there are people who do not understand these products carefully because they influence of language advertisements in KRL. It is the reason behind the researchers choosing advertisements on KRL as objects in the study.

Generally, discourse studies use to analyze a text to understand the message contained. Renkema (2004) defines the Study

of Discourse as a scientific discipline that studies the relationship between form and function of verbal communication (both oral and written). CDA approach focuses on three dimensions of discourse: 1. text (linguistic characteristics and organization of the text, 2. Discourse practice (the process of text production, distribution, and consumption, according to social factors, and 3. socio-cultural practice. These three dimensions of discourse will analyze at three levels of description, interpretation, and explanation (Javadi & Mohammad, 2019).

Fairclough (1995) views CDA as a union of text analysis, analysis of the process of production, distribution, and consumption of texts as well as socio-cultural analysis of discursive practices. The underlying assumptions of discourse analysis are that language is an instrument in action and function. People use it linguistically for specific purposes, and this active fiction or construction process reflects in the diversity of language (Kapanadze, 2018).

Discourse has a structural and functional nature. One can depend on these two perspectives to show how language use within the scope of social context (Alsoraihi 2019). According to Fairclough (1995), the text can be deciphering and analyze from three elements, namely, representation, relations, and identity. Illustrations want to see how a person, group, actions, and activities display in the text. Representation in the sense of Fairclough (1995) is seen from two things, namely how a person, group, and ideas show in clauses and a combination or summary of sentences. Relationships related to how participants relate to transportation and show in the text. Besides, discourse is a complete unit of language in which there are concepts or ideas (Jorgensen & Phillips, 2002). As a complete language unit, discourse will be able to understand contents that read in entirety. It is read-only in a small part of a small part, likely will be differences in understanding between the writer and the reader.

Musaffak (2015) asserted that advertising as discourse is a sign system structured according to the codes that reflect specific values, certain attitudes, and beliefs. As a discourse, advertising has an extraordinary standout, namely communicating images maximum in minimum time so they can achieve goals and provide benefits to producers.

The elements of an advertisement's design create more attention for sticking on the advertisement for a more extended period of time (Ahmed, Streimikiene, Berchtold, & Vveinhardt, 2019). Consumers always give more importance to two aspects of the online advertisement, such as the security and the user interface of the design. Eriyanto (2001, cited in Putra & Triyono, 2018) mentioned that the characteristics of critical discourse analysis contain five principles, such as the action, context, history, power, and ideology. Regarding action, there are two consequences to viewing discourse, namely: (1) discourse is seen as something that aims to influence, debate, refute, persuade, react, etc.; (2) discourse is also understood as something that is expressed consciously or controlled.

All the regular usage of language, either it is written or spoken, is taken into consideration in term "discourse." The acquisition of the structure of language is not sufficient for its use. One has to go for its use in an actual situation with intelligent choices of language functions (Yalden, cited in Sultan, Nidarafique, Tariq, & Imran, 2019). One of the languages uses in people's life is in advertising. It is used for advertising purposes (Darmawan, 2017). Advertising is defined as a human endeavour in conveying ideas, products, or services aimed at a particular target through mass media that expects certain benefits and has a clear sponsor. Advertisements use visual language that carries the shape of icons, symbols, and body language (mimic, gestures, signs, sounds, clothing, and attitudes). Visual language often employs face to face communication. Substantially, advertisement has communication purpose, and the main

concept is to persuade people. In addition, it also has goals, supporting information, strategy formulation (theme, attraction, and action) and advertising appeal.

According to Swastha (2001), advertising functions include: giving information, persuading, or influencing, creating an impression and satisfying desires. Providing information is an advertisement that can provide much more information than others both about the goods, price, or other information that has used for consumers. The value created by advertising is called the information method. Without such information, people are reluctant or will not know much about an item. Persuading or influencing the company is trying to influence and convince the public of the advantages of its products so that the community is affected and ultimately take action to buy. Creating the impression is always trying to create the best advertisement, using colours, illustrations, shapes, and an attractive layout. Sometimes the buyer of an item does not do rationally or pay attention to its economic value but is more motivated to maintain or consider prestige. Satisfying desire, before choosing and buying a product, sometimes buyers want to know in advance the advantages and disadvantages of the item.

B. METHOD

The present study employed qualitative research, which is a research method to examine the condition of the natural object. Qualitative research aims to get the truth built based on the development of theories from research on an empirical basis (McMillan & Schumacher, 2010). There are four methods of data collection conducted in this the present study: *simak* method, literature study method, documentation method and questionnaire method (Sudaryanto, 2015; Mahsun 2005; Kesuma, 2007). Further, the instrument or research tool used in this research was a human instrument or researchers themselves. In Moleong's (2007:8) assertion that in qualitative research, the key instrument is the reviewer, so the researcher must be validated.

Validation is done to the researchers, including an understanding of qualitative descriptive research methods, mastery of insight into the field of scientists studied, the readiness of researchers to enter the object of research. Qualitative researchers as human instruments function to set the focus of research, selecting informants as data sources, collecting data, assessing data quality, analyzing data, interpreting data, and making conclusions on its findings (Sugiyono, 2012).

Then, the collected data were analyzed in accordance with the formulation of problems and research objectives by using methods of matching and distribution. The method used the determinants of the language in question. Another term is the distribution method. The method of research is meaning that the determinant is outside, regardless and not become part of the language in question.

The adopted research approach is discourse analysis. Discourse analysis is a study of words, sentences, meanings, and interpretations. Discourse analysis tries to find meaning the same or at least very close to the meaning intend of the speaker in the discourse oral or writer in written discourse (Mulyana, 2005). Meanwhile, judging from the data presentation technique, this research used descriptive patterns. Descriptive design is a research method trying to describe and interpret objects following what it is. Descriptive models produce an interpretation of the structure and function of language advertisements. Data in this study were obtained through documentation.

Aside from that, this study used referring method with the reading technique and note-taking techniques based on Sudaryanto (2015). Hereafter, in analyzing the data, researchers used several steps, namely (1) reading extensively the discourse of advertisements (2) taking notes and analyzing the discourse using the CDA model from Norman Fairclough; and (3) making conclusions from the data analysis.

C. RESULTS AND DISCUSSIONS

Results

Product Advertising Discourse Structure in KRL

The structure of an advertisement is the entire constituent advertisement. The advertisement structure is composed of propositions in each constituent part. The reader must understand well of advertisement structure and functions.

The structure consists of main points, explanatory points, and closing points. Some advertisements have a complete structure, but find some others have an incomplete structure. The advertisement sections arrange in the guide table for the analysis of discourse structure, while each section will present as follows. The main item is the advertisement section that contains interest and essential messages so that it can attract the attention of potential customers. The main item of the ad can show the ad part in the form of the ad's title and subtitles. This section has the task of attracting the initial attention of the reader.

The main point of advertising products on KRL consists of five propositions, namely propositions emphasizing the benefits of potential customers, propositions arouse the prospective customer's curiosity, propositions in the form of questions that require more attention, propositions that give command or orders to potential customers and proposition attracts the attention of particular consumers.

Proposition emphasizes the benefits of potential customers.

This proposition emphasizes the benefits to potential customers when buying or using the product. The proposition highlights the benefits of potential customers in advertising food and beverage products in advertisements seen in the following data. Disclose this proposition through the indirect mention of product brands, as well as the mention of product excellence. The mention of the product brand as the main item with the proposition arouses the curiosity of potential customers, as shown in the following data.

"Tak Ingin ke Lain Selai."

Kebajikan Strawberry

- Mencegah serangan jantung
- Mencegah kerusakan fungsi otak
- Mengurangi hipertensi
- Pencegah Kanker
- Memutihkan Gigi

The data above shows that advertisers arouse the curiosity of potential consumers through indirect mention of product brands. The product mentioned in the image here is a product that has a familiar name to the listener. Morin is believed to be the best quality jam for Indonesian families. The tagline "Morin Jodohnya Roti" also seems to have been attached to Indonesian families, making it the main menu to start their activities.

In Morin's advertisement, it says, "Tak Ingin ke Selain Selai " This shows that the advertisers are trying to attract readers not to consume other than Morin Jam. Besides, Morin's advertising also has a subjective reason in the form of things that can invite the emotions of potential consumers to use certain products showing many of the benefits obtained by prospective consumption in consuming Morin Jam. With the product written clearly, the Goodness of Strawberry in Morin's product seems to show benefits and attract readers to consume this product.

Propositions that Evoke Curiosity of Prospective Consumers

Disclosure of this proposition through the mention of the product brand and the mention of product excellence. The mention of the product brand as the main item with the proposition arouses the curiosity of potential customers, as shown in the following data.

*Dengan Live probiotic heat L.Casl 431
UNTUK DUKUNG ACTIVE
LIFESTYLE-MU
#BakteriHebat
#UsusSehat*

The data above is contained in the title of the beverage ad, which is ready to drink ACTIVE8. In the title sentence above, emphasized the benefits for potential consumers when consuming ACTIVE8 drinks, the emphasis lies in "Active." Focus on title can give the effect of more profound

curiosity about the activities such as what is obtainable with the drink. In the explanatory sentence, there are subjective reasons in the form of things that can invite the emotions of potential consumers to use certain products.

FRESH CARE

Minyak Angin Aromatherapy

The data above is an advertisement from Freshcare. This ad is a modern wind oil that contains refreshing aromatherapy. Objective reasons for advertising in the form of information that is rational and can be accepted by the reasoning of potential consumers. The actual intention in the advertisement the fragment of "Minyak Angin Aromatherapy." This shows that this wind oil is different from the others. This product tends to favour freshness in its use, so consumers can feel fresher aroma and usefulness. Readers/prospective consumers in reading these advertisements will feel curious about the aroma.

Propositions in the Form of Questions That Require More Attention

Propositions in the form of questions can attract more attention if the questions are following problems experienced by consumers. Propositions in the form of questions are in the following data.

MADU TJ

TOP BRAND

100% Madu Murni

The data above shows the advertisement of MADU TJ. Original honey, which has excellent properties for health such as can maintain stamina so that the body does not get sick quickly, prevent heartburn and nutrition enhancer. This makes prospective consumers curious and wants to consume MADU TJ. In the MADU TJ advertisement, there is a mixture of subjective and objective reasons. All people can consume MADU TJ, both children and adults, directly drunk or mixed with bread, cold water, tea, milk, and other foods and drinks. This shows how easy it is to consume in various ways as a substitute for sugar and even jam. As well as ensuring health in the consumer's body.

Propositions That Give Commands or Orders to Prospective Consumers

Command or order to carry out certain activities in connection with the advertised product must be positive. This is as shown by the following data.

ATASI CAPEK DAN PEGAL

HOT-IN CREAM

Tidak Lengket, Tanpa Bekas.

Agnez_MO

The data above is contained in the ad title Cream has a HOT-IN CREAM brand. In the advertisement emphasizes the benefits for prospective consumers when using HOT-IN CREAM Cream, the emphasis of profit lies in words "Overcome Tired and Aches" and "Not Sticky, Without Scars" what is obtained by using HOT-IN CREAM. In dealing with fatigue and aches, tend to use a sticky cream, and there are scars. So, HOT-IN CREAM wants to give something different from the others. And in the advertisement included the name of the famous artist Agnes Monika as if - would explain that Agnes Monika uses HOT-IN CREAM when she feels tired and achy. Consumers are also expected to follow in the footsteps of these artists and feel tired and achy. This advertisement shows the many benefits gained by consumers in using HOT-IN CREAM.

The function of Advertising on KRL

The language communication function in beverage advertisements on KRL includes (1) information, (2) persuasive, and (3) image building. Each section will be described as follows:

Informative function

The information function presented in the advertisement for food and beverage products can be in the form of information about the taste, ingredients, superiority, content, benefits of a product, and to inform new products, as shown in the following data.

"Tak Ingin ke Lain Selai"

Kebaikan Strawberry

- Mencegah serangan jantung
- Mencegah kerusakan fungsi otak
- Mengurangi hipertensi
- Pencegah Kanker

- Memutihkan Gigi

The data above shows the function of information that informs potential buyers of strawberry MORIN products that provide properties Preventing heart attacks, Preventing damage to brain function, Reducing hypertension, preventing cancer, whitening teeth. The data shows a function of information that informs potential buyers of the good. It lists how much profit the prospective buyer gets.

MADU TJ

TOP BRAND

100% Madu Murni

The data above shows the information function, informing prospective buyers about the advantages of TJ MADU products that received an award as TOP BRAND and 100% Pure Honey. This states the information function obtained by prospective buyers to consume MADU TJ products.

Persuasive Function

The persuasive function is the function of persuading, seducing, or moving potential customers to do something. The persuasive function found in beverage advertisements on KRL is in the form of invitations to cook and join specific communities. As explained in the following data.

Dengan Live probiotic hebat L.Casl 431

UNTUK DUKUNG ACTIVE LIFESTYLE-MU

#BakteriHebat

#UsusSehat

The data above is an advertisement for ACTIV-8 beverage products. In the data above displays the persuasive function in the form of an invitation to drink ACTIV-8. The invitation is seen in the sentence "To support your active lifestyle." Consumers who are targeted by this ad are indirectly mentioned in the advertisement, namely people who pay attention to their lifestyle.

ATASI CAPEK DAN PEGAL

HOT-IN CREAM

Tidak Lengket, Tanpa Bekas.

Agnez_MO

The function of building product images in advertisements on the data above is done by demonstrating the superiority of HOT-IN CREAM products to potential customers. The image of the prospective consumer attaches and awakens to the product because the prospective consumer can have an image like the famous singer Agnes Monica by using the advertised product. This will foster a positive image of the products offered.

Image Build Function

The function of building image is the function of repairing, creating, building, and shaping the image of the product to consumers. The function of building images in beverage advertisements on KRL is shown in the following data.

*FRESHCARE**Minyak Angin Aromatherapy*

The function of building product images in advertisements in the above data is carried out by showing FRESHCARE's product aroma to potential consumers. The image of the prospective consumer attaches and awakens to the product because the prospective consumer can have an image like a fresh scent by using the advertised product. This will foster a positive image of the products offered.

Discussions

The section presents the discussion based on the findings of the study. It is concerned about discourse analysis on KRL (*Kereta Rel Listrik*) based on structure and function language

Table 1. Structure and Language Function of Each Advertisement

No	Advertisement	Structure	Function
1.	<i>FRESHCARE</i> <i>Minyak Angin Aromatherapy</i>	Main Point	Image Build Function
2.	<i>"Tak Ingin Ke Lain Selai"</i> <i>Kebaikan Strawberry</i> <i>Mencegah serangan jantung</i> <i>Mencegah kerusakan fungsi otak</i> <i>Mengurangi hipertensi</i> <i>Pencegah kanker</i> <i>Memutihkan gigi</i>	Main Point Point Explanatory Point	Informative Function
3.	<i>MADU TJ</i> <i>TOP BRAND</i> <i>100% Madu Murni</i>	Main Point	Informative Function
4.	<i>Dengan Live probiotic hebat L. Casl 431</i> <i>UNTUK DUKUNG ACTIVE LIFESTYLE-MU</i> <i>#BakteriHebat</i> <i>#UsusSehat</i>	Main Point	Persuasive Function
5.	<i>ATASI CAPEK DAN PEGAL HOT-IN</i> <i>CREAM</i> <i>Tidak Lengket, Tanpa Bekas.</i> <i>Agnez_MO</i>	Main Point	Persuasive Function

1. Discourse analysis on KRL based on the structure

All the normal usage of language, either it is written or spoken, is taken into consideration in term "discourse." The acquisition of the structure of language is not

sufficient for its use. One has to go for its use in an actual situation with rational choices of language functions (Yalden in Sultan, Nidarafique, Tariq, & Imran, 2019). One of the languages uses in people's life is

advertising. It is used for advertising purposes (Darmawan, 2017).

In using the language structure of ads in KRL is more simple as they refer more to the picture. The linguistic structure is too short and compact, so it makes it easier for readers to read it. In the ad structure, there are various parts, namely the main sentence, explanatory sentence, and closing sentence, whereas in some advertisements in KRL only use the primary and explanatory sentences. With a variety of possibilities, the reader is easier to read or more accentuate the image in the product (Al-khazraji, 2019).

2. Discourse analysis on KRL based on function

According to Swastha (2002), advertising functions include: giving information, persuading, or influencing, creating an impression and satisfying desires. Providing information is the advertisement that can provide much more information than others both about the goods, price, or other information that has used for consumers. The value created by advertising is called the information method. Without such information, people are reluctant or will not know much about an item. Persuading or influencing the company is trying to influence and convince the public of the advantages of its products so that the community is affected and ultimately take action to buy. Creating the impression is always trying to create the best advertisement, using colours, illustrations, shapes, and an attractive layout.

The majority of advertisements in KRL have the function of information and build an image to form a positive product image on potential customers. This is very highlighted to convince readers about the product and make the readers interested and buy the product.

D. CONCLUSION

The conclusion of this research is as follows. First, the advertising structure on KRL consists of propositions. The main points of advertising include of four propositions, namely: (1) sentences that benefit potential customers; (2) title and subtitle sentences in the form of product brands with foreign or unique terms; (3) question sentences addressed to consumers following the target audience; (4) persuade consumers to do something.

The explanatory points consist of 3 propositions, namely: (1) subjective reasons in the form of things that can invite the emotions of potential consumers to use certain products; (2) objective reasons in the form of information that can be accepted by the reasoning of potential customers; and (3) a mixture of subjective and objective reasons.

Second, the language functions contained in product advertisements on KRL include: (1) information functions presented in the advertisement for food and beverage product can be in the form of information about the taste, ingredients, superiority, content, benefits of a product, and to inform new products (2) persuasive function of persuading, seducing or moving potential customers to do something (3) the function of building an image to form a positive image of the product to prospective consumers.

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