

EXISTENCE OF LANGUAGE IN ADVERTISING INDONESIA: STUDIES CONTACT LANGUAGE

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ABSTRACT

This study aims to find a description associated with the use of language and form lingual in Indonesia advertising, link the use of language, form of the language in the ad targeting various media ads and ad types. Thus, it will be obtained information that empirically how the position of languages ??in advertising Indonesia. In principle, this research uses a qualitative approach with quantitative support to the research subjects advertising language Indonesia. This research data unit in the form of language used in advertising, with units lingual sentences and words / phrases. The data source of this research is the ad served through electronic media television.

The subject of research in the form of advertising that is collected amounted to 59 ad, grouped into advertising their products and advertising services. Ads advertising products such as instant noodles, soap advertisement, advertising soap, shampoo ads, ads for beverages, cigarette advertising, advertising snacks, clothes cleaner ads, car ads, advertising drugs, newspaper ads, and ad housing. Meanwhile, advertising services such as hotel ad, travel ad, advertising tomb, education advertising, ad delivery service, and advertising online shop (online).

The results of this study are as follows. First, the language used in television advertising in Indonesia can be grouped into two, namely Indonesian and English. Indonesian Indonesian covering Jakarta and regional dialects and local languages. Indonesian generally used in television advertising in Indonesia with a mix of English. Second, lingual forms used in television advertising in Indonesia can be classified into (1) sentence in Indonesia, (2) a sentence in English, (3) the phrase in English, and (4) The word English teacher. Third, there is a link between the use of language to target television advertising in Indonesia. Fourth, there is a language connection with this type of advertising. Indonesian used in advertising their products / services in general, and English is used in the advertising of products / services. Advertising products / services related to target particular ads. Fifth, there is a link lingual shape or form with the language of your advertising goals. Indonesian phrase used in advertising to the general objectives, in terms of social class or age. English sentences tend to be used in advertising targeting high social class and age. This is related to the issue of prestige and attitude ad builder. Because English has a high prestige, high social class society of course also the high prestige that ad makers take a stance choose English as a medium of advertisement.

Kata Kunci: *Contact language, the existence of language*