

LANGUAGE EXISTENCE IN INDONESIAN PRINTED MEDIA ADVERTISING: LANGUAGE CONTACT STUDY

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ABSTRACT

This research is an advanced research of audiovisual media advertising language analyses. In order to advance the analyses of advertising language, advertising language analyses of printed media advertising is added to the research. The objectives of the research are to find related description of language use and lingual form of Indonesian advertising especially in printed media advertising, language use relation, language form in printed media advertising and its advertising types as the target, advertising language differences between printed media advertising and electronic media advertising.

Therefore, an empiric information about language's position in Indonesian advertising is presented. This research used qualitative and quantitative approach. Based on the approaches, 45 advertisements provided as the subject of the research. The research data unit was the advertising language along with sentence and word/phrase as the lingual unit. The source of the data of this research was advertisements from printed media and newspaper. The output of this research is scientific article.

The result of the research are as follows: 1) there are three variants of languages Indonesian, English, and Mixed Indonesian-English; 2) no local language used in the advertisements; 3) most of the advertisements are addressed to mid-high people and based on age restriction, there is no advertisements for children; 4) the use of English language in printed media advertising is more than the use of English language in audiovisual advertising.

Kata Kunci: *advertising, printed media advertising, audiovisual media advertising*