

PROCEEDINGS

NATIONAL CONFERENCE



Language in the Online and Offline World

Petra Christian University, Surabaya
June 1 & 2, 2010

Editors:
Dwi Setiawan
Liem Satya Limanta



English Department
Petra Christian University

National Conference
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PREFACE

At present, every second all around the world, language is used not only in the real but also in the virtual world. This condition has inspired the English Department of Petra Christian University, Surabaya, to conduct a national conference on "Language in the Online and Offline World."

It is a great privilege for me to welcome you all to this conference, which is the first of its kind organized in Indonesia, particularly to bring together students, teachers, and scholars to focus on language issues in our society from linguistic, cultural, literary, and media-related points of view. I am also very pleased to welcome presenters from nine different cities of the country, namely Jakarta, Bandung, Semarang, Jogjakarta, Salatiga, Kudus, Surabaya, Singaraja, and Makassar. In this two-day conference, various sub-themes will be covered: Language and Media, Language and Popular Culture, Language and Professional Worlds, Language/Communication Strategies, Language and Multilingual Society, Language and Self-Identity, World Englishes and Other Global Languages, Bilingual/Multilingual Education, and Non-Verbal Language.

The committee of this conference has planned and worked so hard for this event since a year ago. The organizing committee is committed to make this conference a success, yet conducting a conference is not without complications and problems. Thus, if there is any inconvenience before, during, or after the conference, please, accept our sincere apology.

Last but not least, I am very grateful to our distinguished keynote speakers, Prof. Esther Kuntjara, M.A., Ph.D., and Drs. Ribut Basuki, M.A., and to Petra Christian University for supporting us to hold this national conference. I would also like to take this opportunity to thank the hardworking committee members and many other people who have made this conference possible. I sincerely hope that you leave the conference with valuable experiences, a wealth of knowledge and networking for years to come.

Thank you and enjoy the conference!

Herwindy Maria Tedjaatmadja
Chairperson of the Organizing Committee

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THE DETERMINATION OF LANGUAGE AS PART OF THE ADVERTISING CAMPAIGN STRATEGY

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Abstract: Language is developed by the certain regulations that incorporates the term of sound, form, and sentence in which shall be followed in order to avoid the communication noises. Several functions of language within the society are as the daily interaction communication tool, as the media tool for teamwork, and as the self identification tool. There are various types of language such as formal and informal language, personal language, business language, written and oral language, etc. Considering those variations then the determination of an appropriate language could enhance the effectiveness of message delivery in the communication context. Business language as one type of language that plays important role that is being used in the interaction and the relation between the producer and the consumer. In this case is the language in the advertising campaign will determine whether the campaign is success or not to deliver the content of the message and to create the feedback as expected. The main purpose of this essay is to investigate the role of language and the effect of the language determination in the ads execution strategy. The author collects several real marketing campaign cases both the successful campaign and the unsuccessful one and analyzes the process of the language determination at two parts of strategy they are the content strategy and the execution strategy. The finding reveals that the determination of language plays the critical role to support the campaign effectiveness to deliver the message to the target audiences. Many factors contribute to the effectiveness of the advertising campaign and the determination of an appropriate language is one of the critical factors. For marketers, it is important to communicate their products to the potential consumer by using the language that is consumer friendly. In addition, the consumer friendly language could develop the consumer emotional bounding toward the product.

The Language

Definition of language according to Keraf (2005) refers to the communication tools among societies in the form of sound symbol which are produced by human speaking tools. Another definition about language is the culture creation which is used by human to communicate or to interact through vocal, writing, or signal language in purpose to express the feeling or the willing to others.

There are several functions of language which can be categorized into two main elements; they are the general function and the special function. The general function of language is as the tool for self expression, communication, integration, and social adaptation. While the special function of language is as the tool for developing relationship in daily interaction, expressing the material of arts, investigating the ancient script, and finally cultivating science and technology.

The language is formed by the certain standard of rules and patterns that should be followed to avoid the communication noises. The rules and the patterns of language comprise the sound order, the form order, and the sentence order. The communication sender and receiver should aware of this order to assure the effectiveness of message delivery.

According to the Indonesian Online Community and Library, there are six variations of language; firstly, the certain field language variations such as law language, science language, journalist language, etc. Secondly is the individual language variation which refers to variation of language where every individual has his or her own dialect. Thirdly is the territorial language variation which refers to the variation of language where every community in the certain are has its own dialect. Fourthly is the variation of the certain community language such as the language of the scholars, the language of the street boy, etc. Next variation is the language form variation which refers to the verbal and non verbal language. Finally is the certain situation of language variation which refers to the formal and non formal language.

The Advertising Campaign Strategy

Definition of advertising based on Kotler and Amstrong (2004) is any paid form of non personal presentation and promotion of ideas, goods, or services by an identified sponsor. Although advertising is used mostly by business firm, it also used by a wide range of non profit organizations, professionals, and social agencies that advertise their causes to various target public.

There are several advertising objectives; they are informative advertising, persuasive advertising, and reminder advertising. Informative advertising is used heavily when introducing a new product category. In this case, the objective is to build primary demand. While the persuasive advertising is used in purpose to persuade the customer to buy the product. This objective can change into the comparative advertising along with the increasing of the competition which means that the advertising objective is to compare its brand with others directly or indirectly. Finally the reminder advertising is used in purpose to remind the customer towards the product. This objective commonly used by the mature products or brands.

Developing the advertising campaign strategy required two major elements; the creating advertising message and selecting advertising media. Nowadays, more and more advertisers are orchestrating a closer harmony between their message and their media that deliver them. In some cases, and advertising campaign might start with a great message idea then followed by the choice of appropriate media.

The advertising campaign can succeed only if commercials gain attention and communicate well. Good advertising message are especially important in today's costly and cluttered advertising environment. Just to gain and hold attention, today's advertising message must be better planned, more imaginative, more entertaining, and more rewarding to customers.

According to Grewal and Levy (2010), there are several steps in planning and executing an advertising campaign that can be seen on figure 1 below:

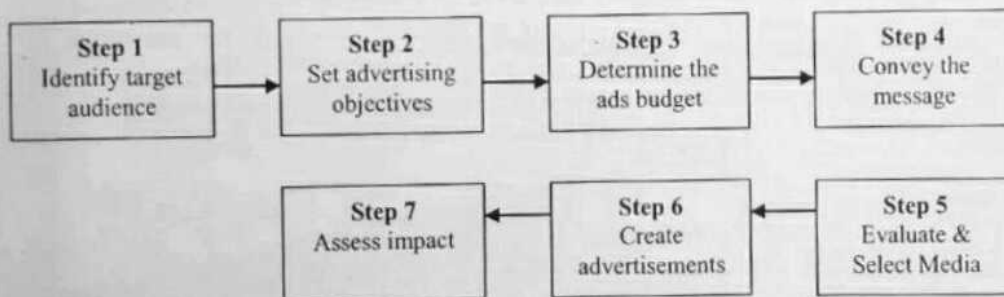


Figure 1: Advertising Campaign Planning & Execution

From figure 1, there are seven steps in planning and executing an advertising campaign strategy. The company should follow each step to develop the effective and efficient advertising campaign strategy. The focus on this essay is on the fourth step that is conveying the message. There are two steps in conveying the message; firstly is the firm determines the key message it wants to communicate to the target audience. Secondly is the firm decides what appeal would most effectively convey the message.

The message provides the target audience with reasons to respond in the desired way. A logical starting point for deciding on the advertising message is to tout the key benefits of the product or service. The message should communicate its problem solving ability clearly and in a compelling fashion. Another common strategy differentiates a product by establishing its unique benefits. This distinction forms the basis for the unique selling proposition which is often the common theme or slogan in an advertising campaign. The proposition should be communicated as the snapshot of the entire campaign and it must be not only unique to the brand but also meaningful to the consumer. Furthermore, it supposes to be sustainable overtime even with repetition.

Next is the appeal, there are three main appeals that an argument may use: logos (logical), ethos (ethical), and pathos (emotional). The advertiser similarity use different appeal to portray their product or service and persuade consumers to purchase them. In general use, the advertisers tend to combine the types of appeal into two categories: informational and emotional.

Information appeals help the consumer to take the purchase decision by considering the factual information and strong arguments. It built around relevant issues that encourage consumers to evaluate the brand favorably on the basis of the key benefits it provides. While the emotional appeals help the consumer to take the purchase decision by considering the satisfaction of emotional desires rather than their utilitarian needs. The key for success in this approach is the use of emotion to create the bond between the consumer and the brand. (Grewal and Levy, 2010)

The Role of Language within the Advertising Campaign Strategy

After understanding the concept about the language and the advertising campaign strategy then the next step is to investigate the connection between the language and the campaign. According to Sugiyono cited on the language center from the National Education Department stated that the language which is used in the advertising campaign strategy provided a direction or encouragement for the audiences to consume or to do the certain things. The effective advertising campaign will develop the certain image on the customer perception based on the advertisers' goals. The mistakes when determining the language within the campaign will affect the effectiveness of the campaign to deliver the message from the company to the target potential customer. In this case the language will play the critical role to support the effectiveness of the advertising campaign strategy.

Considering the role of language as one of the key success for delivering message in the advertising campaign strategy therefore the copywriter must have the adequate language skill to combine the language with purpose to create the desired effect towards the target audiences. In the Indonesian advertising context, the copywriter can't only focus on mastering the certain adequate language skill but also the variation of language as well as the local culture where the target audience lives.

Some examples related to the territorial variation of language within the advertising campaign strategy can be seen on figure 2 and figure 3 below:



Figure 3: SimPATI Telkomsel Outdoor Advertisement at Malang, East Java Province Indonesia



Figure 2: SimPATI Telkomsel Advertisement at Semarang, West Java Province, Indonesia

Figure 2 and 3 showed that the company (Telkomsel) with its product (SimPATI) used territorial variation of language based on the location where the target customer lived in order to communicate the unique selling proposition in this case the special price offering. These examples proved that the company that use local dialect to communicate the brand was not dominated by local brand only but also by the national brand such as SimPATI. This phenomenon occurs because

the determination of local dialect at those advertisements will enhance the effectiveness of message delivery instead of using the formal Indonesian language.

During the local election for instance the Governor or the Mayor election in Indonesia, many candidates used the local dialect as their campaign slogan to attract and to gain attention from the voters as can be seen on figure 4. Even this approach is also used for the candidatures campaign for the Presidential and National Senate Election. The determination of which local dialect used is based on where the advertisements are located.



Figure 4: The Campaign, One of the Candidates for the Surabaya Mayor

KFC and Fren advertisement at figure 4 showed the using of certain situation language variation in this case in the form of non formal language. KFC use the word "Goceng" which is originated from Chinese word that means five thousand. The consideration behind the determination of this word within the advertisement is because this word is used in daily trade activities within the Indonesian society. The word "Goceng" creates the bombastic effect to attract the audience attention instead of using the Indonesian word "Lima Ribu". Nevertheless, the amount Rp 5.000 is inserted within the advertisement to support the message delivery.



Figure 5: KFC and Fren Advertisement

Next, the Fren advertisement comprised full of non formal Indonesian language to communicate its offering to its customer. First, the advertisement used the word "Doweerr" which is originated from the slang language that means the dropping lower lips. Many other slang word such as "trus" from "terus" and "sampe" from "sampai". In addition, another word used is the English word "Swear" but it is used inappropriately by change it into the slang word of "Sueerr". The use of those slang words enhanced the message delivery because mostly Indonesian society using non formal language when communicating with their close friends and relatives.

Most of the advertisements in Indonesia used non formal language within their campaign no matter the form of the advertisement either the electronic advertisements such as television

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commercial, radio advertisement, internet banners, etc or the printing advertisements such as newspaper, magazine, brochure advertisement, etc. This situation is applied not only for the commercial advertisements but also for non profit advertisements for instance the public advertisement. The consideration behind the using of non formal language is to increase the effectiveness of message delivery since the Indonesian society used formal Indonesian language only at the formal situation. Figure 6 showed the examples of public advertisement.

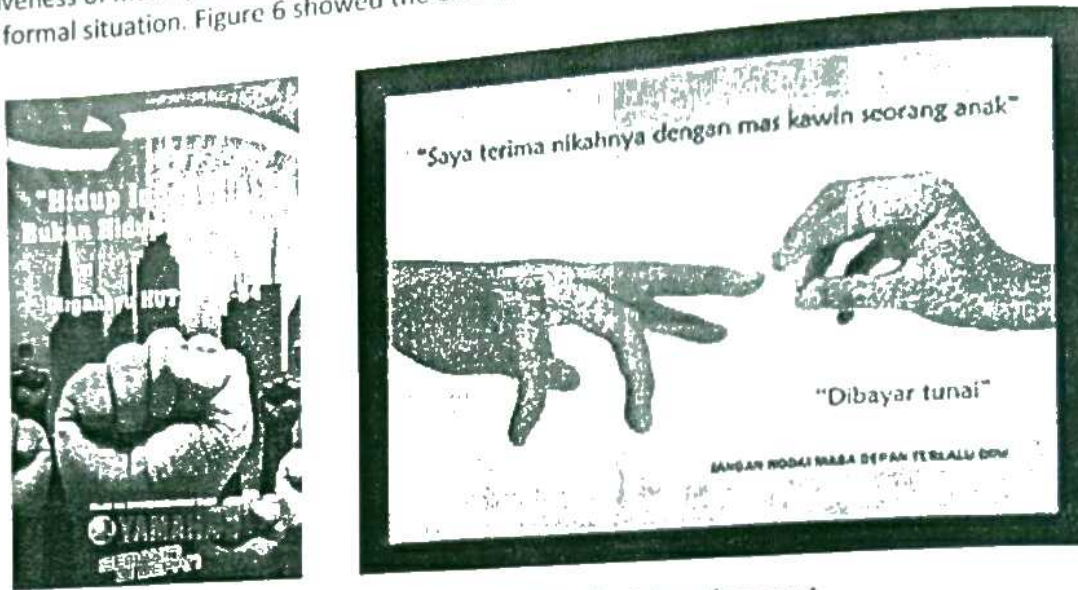


Figure 6: The Examples of Public Advertisement

Many advertisements in Indonesia use English word on their advertisements in order to create the western image of product since most of the Indonesian customers "adore" the western product and all western related things. Some products succeed with this strategy but many also of them failed as well.



Figure 7: The Comparison of the Old and New Yamaha Tagline

Figure 7 showed the old tagline of Yamaha brand that using the English word "Touching Your Heart" which is originally translated from Japanese word "Kando" which has the same meaning. But according to Dyonisius Beti, the Director of Yamaha Indonesia said that the Indonesian customers didn't get the idea of the old slogan. Therefore the company replaced the English language tagline (Touching Your Heart) into the new Indonesian language tagline (Semakin Di Depan) to help the customers get the idea that Yamaha can bring them move faster than the others. (Jawa Pos, 2010)



Figure 8: Petra Christian University Tagline

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Figure 8 showed that Petra Christian University use English language as the tagline to create the image of international standard university. This approach is effective to develop and to increase the image of the university from the point of view of the Indonesian customer perception. Assuming that Petra uses the Indonesian language for its tagline for instance "Sebuah Kampus yang Peduli dan Global", comparing the English and the Indonesian version reveals that the Indonesian version of tagline is not as strong as the English version especially in the point of view of the Indonesian customer perception.

Conclusion and Discussion

This essay is started with the concept of language and advertising campaign strategy as the introduction. The concept of language comprises the definition, the function, and the variation of language. While the concept of advertising campaign strategy comprises the definition, the goals of advertising, the steps to develop and to execute the advertising plan, and the strategy to deliver the message.

After understanding the two concepts then it is continued by connecting those concepts to figure out the roles of language within the advertising campaign strategy. Several examples of the advertisement both the commercial and the public advertisements are given to prove the importance of language determination in purpose to deliver the message from company to the target audiences or target customers.

There are several conclusions that can be taken from this essay as follow: Firstly, the determination of language plays critical role toward the successfulness of an advertising campaign strategy. Therefore the company or the advertising agency should pay special attention regarding the determination of the language when setting the advertising campaign strategy.

Secondly, the determination of language within the advertising campaign should consider the characteristics of the target audiences such as the location, occupancy, lifestyle, education, etc. This consideration is important indeed when selecting the appropriate language variation to communicate the message. Finally, the determination of language within the advertising campaign strategy needs the support from other elements such as the brand ambassadors, the visual graphic, etc. The combination of the appropriate language with other important elements will enhance the effectiveness in message delivery.

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