

## The Meanings of Advertisements in Palopo Pos Newspaper (A Semantical Analysis)

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### Abstract

This research aimed at finding out the kinds of advertisement in Palopo Pos Newspaper and the meaning of advertisement in Palopo Pos Newspaper. The method used in this research was descriptive qualitative method. The source of data in this research was the Newspaper, named Palopo Pos Newspaper. The data are collected from the advertisement in Palopo Pos Newspaper from January until December 2013 edition and 2014 edition. In analyzing the data, the writer used semantical analysis by using Geoffrey Leech's Theory. It aimed at finding out the kinds and the meaning of advertisement in Palopo Pos Newspaper, then the writer analyzed and explain the data from the newspaper. The result of this research showed that there were six kinds of advertisement was found. There were costumer, financial, business, trade, recruitment and retail advertisement. Whereas there were seven kinds of meaning in advertisement was found. There were social, affective, connotative, conceptual, collocative, thematic and reflected meaning. The purpose of this research is to give understanding about the kinds and the meaning of advertisement used semantical analysis by using Geoffrey Leech's Theory to readers or the next researchers who would like to know and research more about it.

**Keywords** : Advertisement, News Paper, Palopo Pos

### Abstrak

*Penelitian ini bertujuan untuk mengetahui jenis-jenis iklan di Koran Palopo Pos dan makna iklan di Koran Palopo Pos. Metode yang digunakan dalam penelitian ini adalah metode deskriptif kualitatif. Sumber data dalam penelitian ini adalah Surat Kabar, bernama Surat Kabar Palopo Pos. Data dikumpulkan dari iklan di koran Palopo Pos dari edisi Januari hingga Desember 2013 dan edisi 2014. Dalam menganalisis data, penulis menggunakan analisis semantik dengan menggunakan Teori Geoffrey Leech. Ini bertujuan untuk mengetahui jenis dan makna iklan di Surat Kabar Palopo Pos, kemudian penulis menganalisis dan menjelaskan data dari surat kabar. Hasil penelitian ini menunjukkan bahwa ada enam jenis iklan yang ditemukan. Ada pelanggan, keuangan, bisnis, perdagangan, rekrutmen dan iklan ritel. Ada tujuh macam makna dalam iklan ditemukan. Ada makna sosial, afektif, konotatif, konseptual, kolokatif, tematik dan tercermin. Tujuan dari penelitian ini adalah untuk memberikan pemahaman tentang jenis dan makna iklan menggunakan analisis semantik dengan menggunakan Teori Geoffrey Leech untuk pembaca atau peneliti berikutnya yang ingin mengetahui dan meneliti lebih lanjut tentang hal itu.*

**Kata Kunci:** Iklan, Surat Kabar, Palopo Pos

### 1. Introduction

Nowadays, advertisements are all over the place as the role of advertising is increasing tremendously. Especially in industrial societies, advertising has become one of the most effective social communication tools. Advertisements are found everywhere in our daily lives, and have a really strong influence in our decisions as consumers. Without any doubt, message in ad-

vertisements deeply affect us and our purchasing behaviours. The aim of advertising is not only to inform people of a new product, but also to create a desire to possess the product.

Advertising deals with ideas, attitudes, and values, giving them "communication designed to get someone to do something" (O'Guinn, 2006). In this

sense, advertising gives meaning to words which attempt to persuade audience. Through this process, advertising diffuses its meanings into the believe systems of the society. As O'Guinn (2006: 9) says, the promotional culture of advertising has worked its way into "advertising is must mediated". This means advertising is delivered through a communication medium designed to reach more than one person, typically a large number or mass of people. It is important that the other one for the success of the advertisement (Kotler, 2001: 236-238).

At the same time, whenever we use language there is always something else going on. In line with Halliday and Matthiessen (2004: 29) that language is always enacting our personal and social relationships with the other people around us. Language in advertisement is „an important thing, because language as the keystone in promoting the products. Sometimes a language can help the advertisers to convey the messages, and if they can give a good interpretation, people must have a good reaction and interested with the messages. Therefore, the advertisement needs the language to communicate the message for their products.

Moreover, advertisement right now is presented in various media such as television, radio, movie, the internet, billboard, magazine and newspaper. For instance, advertisement appear in Newspaper, especially in South Sulawesi there are many kinds can be found such as : Fajar, Tribun Timur, KPK, and Palopo Pos. Therefore the writer has chosen one of them to focus on her research, that is Palopo Pos Newspaper.

Palopo pos is a daily Newspaper which published in Palopo, South Sulawesi. This Newspaper also include into Jawa Pos Group. The first publication at 2001. The main office of this Newspaper is located in Palopo City, South Sulawesi. There are many kinds of information categories issued in the Palopo Pos Newspaper for example: hot news, business, technology, automotive, telecommunication, entertainment, advertisement and etc.

Advertisement in Palopo Pos Newspaper can be divided into classified advertisement and display one advertisement.

Classified advertisement includes brief announcement, usually non-commercial messages such as electronic advertisement, house for rent, help wanted etc. Displays advertisement usually contain commercial message and it is dominant one in newspaper.

## 2. Method

In this research, the writer used descriptive qualitative method. It aimed to describe the kinds and meaning of the advertisement in Palopo Pos Newspaper.

In collecting data, the writer did the following steps:

1. The writer chose the advertisement that were going to be analyzed in this thesis was advertisement in Palopo Pos Newspaper by using semantical approach.
2. Next, the writer identified data to get a systematic understanding about Semantical Approach.
3. The writer would classified data based on the kinds and meaning of advertisement.

Data analysing techniques are always in a line with theory and method used. The aimed of this research by using semantical approach was to examine the kinds and meaning of advertisements. Overall, this research did the following steps:

1. Analyzing the main data was advertisements in Palopo Pos Newspaper by using semantical approach.
2. Establishing categories of the findings in relation to the theories, namely semantical approach.
3. Presenting the data findings, and
4. Drawing conclusion.

## 3. Findings and Discusssion

### Datum 1<sup>st</sup>

*"Find Your Fresh Color Here!!!" (Advertisement at Palopo Pos Newspaper, on October 8th 2014, P-9).*

This advertisement published by Palopo Pos Newspaper. The text in this advertisement is "Find Your Fresh Color Here!!!". The kinds of advertisement is customer advertisement because it is dealing with its definition which offering many

kinds of consumer goods, which are goods that consumer need for their daily activities and the goods are usually sold cheaply. Such as: food, cosmetic, electronic and so on.

The meaning of this advertisement is social meaning or what is communicated of the social circumstances of language use. It refers to the usage of language in and by society which has big proportions in determining the meaning that certain speaker has to use and wants to convey, those factors include social class of the speaker and hearer and the degree of formality. Like the advertisement above, it is use English word to promote the product of gadget. It indicates that there is a relationship between the product which is offering and the language that is used, and it should be middle-high class because the low class will not able to use the product and they do not understand what does the language mean. Other thing is the word used in this product is a way of being friendly.

#### **Datum 2<sup>nd</sup>**

*“Yuk Kita ke Pegadaian” (Advertisement at Palopo Pos Newspaper, on October 1st 2014, P-1).*

This advertisement published by Palopo Pos Newspaper. The text in this advertisement is “Yuk Kita ke Pegadaian”. This kinds of advertisement is financial advertisement because it is offering help for anyone who has problem especially in problem about money. This advertisement is usually release by Banks, Insurances Companies and other financial services.

The meaning of advertisement is Affective Meaning (what is communicated of the feeling and attitudes of the speaker/writer. It refers to the speaker’s feeling/attitude towards the content or the on going context. It is important to remember that each individual will have a different affective meaning for a word. As such, only the person using a word will be aware of the particular affective meaning that they hold with the word. For example, this advertisement tell about the financial problem. The word “yuk kita” denotatively refers to offering which the people who got financial

problem can be helped. Different use of stress and intonation also provides a striking contrast in the feeling s and attitudes communicated through an utterance.

#### **Datum 3<sup>rd</sup>**

*“Yamaha Generator. Teknologi Terbaik Selalu Kami Hadirkan Disetiap Produk Yamaha di Rumah Anda” (Advertisement at Palopo Pos Newspaper, on October 15th 2014, P-9).*

The kinds of advertisement above is business advertisement that is an advertisement offering non-consumer goods and services to companies. The goods are products needed by a company such as a factory facility, a machine and a spare part.

The meaning of the advertisement is social meaning. It refers to the usage of language which is a way of being friendly or polite. For example, the use of word “we” indicates that it is more closer with the consumer, those factors include social class of the speaker and hearer and the degree of formality. Only part of the social meaning of a conversation is carried by words.

#### **Datum 4<sup>th</sup>**

*“New GT 125 EAGLE EYE” (Advertisement at Palopo Pos Newspaper, on October 23rd 2014, P-9).*

The kind of advertisement is consumer advertisement. Because it is an advertisement offering many kinds of consumer goods such as : food, vehicle and so on. Other kind is business advertisement, this kind of advertisement has an objective to sell many kinds of trade goods. Usually a trade advertisement offers goods to big markets, grocers and agents.

The meaning of advertisement above is connotative meaning or what is communicated by virtue of what language refers to. It refers to the associations that are connented to a certain word or the emotional suggestions related to that word. The connotative meanings of a word exist together with the denotative meanings. The connota-

tions for the word eagle eye could include sharp or brightness shine.

#### **Datum 5<sup>th</sup>**

*“NEW MEGAPRO FI. Your Real Sport Experience” (Advertisement at Palopo Pos Newspaper, on October 23rd 2014, P-17).*

The kinds of advertisement is costumer advertisement because it is an advertisement offering the kinds of consumer goods, especial one of the goods is motorcycle that consumer need for their daily activities and the goods are usually more expensive than other consumer goods. This advertisement also include into trade advertisement because this kind of advertisement has an objective to sell many kinds of motorcycle. Usually a trade advertisement offers goods to big markets, grocers and agents.

Next, the meaning of this advertisement is connotative meaning because it is known that connotative meaning or what is communicated by virtue of what language refers to. It refers to the associations that are connected to a certain word or the emotional suggestions related to that word. The connotative meanings of a word exist together with the denotative meanings. For example, the connotations for the word “your real sport experience” could include into trendy, and functional one which is very useful used both of in the city or the village.

#### **Datum 6<sup>th</sup>**

*“Lowongan Kerja Palopo Pos. Membutuhkan Wartawan, Fotografer, dan Tenaga PPL” (Advertisement at Palopo Pos Newspaper, on May 10th 2014, P-15).*

The kinds of advertisement above is recruitment advertisement. It is an advertisement that has an objective choice to recruit people to be hired for many kinds of positions in job recruitment. It is seen above that Palopo Pos open the recruitment or job opportunities in some part which is needed. In addition, the meaning of this advertisement is conceptual meaning (logical, cogni-

tive, or denotative content). It refers to the dictionary meaning which indicates the concepts. In reading it can be found many different words have the same conceptual meanings. Take the word lowongan kerja as an example, the conceptual meaning or the primary dictionary meaning is to open recruitment for people who are looking for job. There are also a few other words that, according to the dictionary, mean to give the opportunities for those who are able or expert in that field.

#### **Datum 7<sup>th</sup>**

*“Sebuah Grup Penerbitan Media TERBESAR di Indonesia Timur Membutuhkan Tenaga Wartawan, Desain Grafis, Pemasaran Koran & Iklan” (Advertisement at Palopo Pos Newspaper, on May 10th 2014, P-15).*

This advertisement published by Palopo Pos Newspaper. The kinds of advertisement is about recruitment advertisement because it is an advertisement that has purposes to recruit people to join their mass media for many kinds of positions in job recruitment. As it is seen above that this mass media provide some positions. For example, journalist, grafic design, and etc.

Furthermore, the meaning of this advertisement is conceptual meaning (logical, cognitive, or denotative content). It refers to the dictionary meaning which indicates the concepts. On the other hand, it represents the real meaning or truly meaning. For example, the word terbesar, the conceptual meaning or the primary dictionary meaning is not the same with the other or bigger than the other one. Thus, it can be said that the conceptual meaning is dealing with the meaning in dictionary.

#### **Datum 8<sup>th</sup>**

*“Toyota Agyo Tampil Macho” (Advertisement at Palopo Pos Newspaper, on May 10th 2014, P-15).*

This kinds of advertisement is costumer advertisement because it it an advertisement offering one of the kinds of consumer goods that is car. Consumer goods

which is known as the goods that consumer need for their daily activities. But, this goods usually are sold more expensive than other consumer goods. Not only that, there are also other kinds that includes into this advertisement is trade advertisement. This kind of advertisement has an objective to sell many kinds of trade goods. Usually a trade advertisement offers goods to big markets, grocers and agents. For example, it can be seen that there are many product of cars and it has also different name depend on the label under the car. Such as, toyota, daihatsu, suzuki, and etc.

While the meaning of this advertisement is include into connotative meaning ( what is communicated by virtue of what language refers to ). It refers to the associations that are connented to a certain word or the emotional suggestions related to that word. The connotative meanings of a word exist together with the denotative meanings. The connotations for the word macho, it is not the truly meaning. But, it is symbolize the car that is macho usually described as strong man. Perhaps, the connotative meaning of this advertisement could include strong car with the complete facilitation.

#### **Datum 9<sup>th</sup>**

*“BeatBox, Musik Urban Yang Digandrungi” (Advertisement at Palopo Pos Newspaper, on May 10th 2014, P-15).*

The kinds of this advertisement is costumer advertisement. It is an advertisement offering many kinds of consumer goods such as : food, shampoo, soap, car, jewelry, cigarette and so on. Jefkins also divides consumer advertisement into three kinds: Consumer goods, Consumer durable goods, and Consumer Services. This advertisement include into consumer goods which are means that consumer need for their daily activities and the goods are usually sold cheaply.

Next, this advertisement include into Affective Meaning (what is communicated of the feeling and attitudes of the speaker/ writer). It refers to the speaker’s feeling/ attitude towards the content or the

on going context. It is important to remember that each individual will have a different affective meaning for a word. As such, only the person using a word will be aware of the particular affective meaning that they hold with the word. For example, we can discuss the word beatbox, musik urban yang digandrungi. The word beatbox denotatively refers to a music time period during which either the northern or southern is furthest away from the traditional. This advertisement means to show that the youngest era is going to be right now. And this attitude can be seen by the use of word beatbox as new genre in music era. Different use of stress and intonation also provides a striking contrast in the feelings and attitudes communicated through an utterance.

#### **Datum 10<sup>th</sup>**

*“Menjadi Peserta JKN BPJS Kesehatan WAJIB DAN BERMANFAAT” (Advertisement at Palopo Pos Newspaper, on October 27th 2014, P-19).*

The kinds of advertisement is financial advertisement. This advertisement is usually release by Banks, Insurances Companies and other financial services. This advertisement include into insurance companies because it is offering the health insurance which comes from the government rule. Other kinds of this advertisement is costumer advertisement. Jefkins (1994:39) also divides consumer advertisement into three kinds: Consumer goods, Consumer durable goods, and Consumer Services. Consumer goods are goods that consumer need for their daily activities and the goods are usually sold cheaply. Consumer durable goods usually are sold more expensive than consumer goods. Consumer services are usually offered by service company such as insurance company, health centre, post office and so on. Therefore, it is clear that this advertisement include into consumer services as the part from costumer advertisement.

The meaning of this advertisement is conceptual meaning (logical, cognitive, or denotative content). It refers to the dictionary meaning which indicates the concepts.

In reading we can find many different words have the same conceptual meanings. Take the word *bermanfaat* as an example, the conceptual meaning or the primary dictionary meaning it is work/ useful. There are also a few other words that, according to the dictionary, mean benefit/ fortune, etc.

#### **Datum 11<sup>th</sup>**

*“NEW SATRIA BLACK PREDATOR” (Advertisement at Palopo Pos Newspaper, on October 27th 2014, P-20).*

This advertisement published by Palopo Pos Newspaper. The kinds of this text “NEW SATRIA BLACK PREDATOR” is costumer advertisement because it is an advertisement offering kinds of consumer goods that is one of the branch of motorcycle, which is include into consumer goods that is needed by consumer for their daily activities, eventhought the goods are usually more expensive than other consumer goods. In addition, this kinds of advertisement can also be called as trade advertisement because it has an objective to sell many kinds of trade goods. Usually a trade advertisement offers goods to big markets, grocers and agents.

The meaning of this advertisement is connotative meaning or what language refers to. It refers to the associations that are connected to a certain word or the emotional suggestions related to that word. The connotative meanings of a word exist together with the denotative meanings. The connotations for the word “BLACK PREDATOR” could symbolize as strongness, fastest, and winner.

#### **Datum 12<sup>th</sup>**

*“MENERIMA GADAI BARANG ELEKTRONIK & KENDARAAN BERMOTOR” (Advertisement at Palopo Pos Newspaper, on October 27th 2014, P-1).*

The text of advertisement above published by Palopo Pos Newspaper. The kinds of this advertisement is financial advertisement. This advertisement is usually

release by Banks, Insurances Companies and other financial services. It is show in this advertisement above that the companies offering the solution of financial problem.

The meaning of this advertisement is conceptual meaning (logical, cognitive, or denotative content). It refers to the dictionary meaning which indicates the concepts. In reading we can find the truly meaning of advertisement or what really the speaker means. Take the word “MENERIMA GADAI BARANG ELEKTRONIK & KENDARAAN BERMOTOR” as an example, the conceptual meaning or the primary dictionary meaning is to offering the solution for those who are able to find out their financial problem. There are also a few other words that always show as symbol of this advertisement that is finishing problem without problem.

#### **Datum 13<sup>th</sup>**

*“Let’s Sporty Fashion Scooter” (Advertisement at Palopo Pos Newspaper, on March 15th 2014, P-1).*

The kinds of advertisement is costumer advertisement. It is an advertisement offering one of the kinds of consumer goods is motorcycle. This costumer advertisement devide into three kinds: Consumer goods, Consumer durable goods, and Consumer Services. Therefore, this advertisement is also called as consumer goods that means consumer need for their daily activities and the goods usually are sold more expensive than the others.

Futhermore, the meaning of this advertisement is conceptual meaning (logical, cognitive, or denotative content). It refers to the dictionary meaning which indicates the concepts. In reading we can find many different words have the same conceptual meanings. Take the word “Let’s Sporty Fashion Scooter” as an example, denotative meaning in the text is it shows that the whole icons of the picture in the advertisement clearly. If we try to look from the age side, they all are teenagers besides the motorcycle looks traditional brand. It describes that the advertiser wants to inform us that the age itself cannot effect anyone especially they are as the teenagers to use

this product. It can be seen from the picture in the advertisement that they look suitable in it.

The other meaning of this advertisement is affective meaning (what is communicated of the feeling and attitudes of the speaker/ writer). It refers to the speaker's feeling /attitude towards the content or the on going context. For example, we can discuss the word "Let's Sporty fashion scooter" the text in the advertisement is very simple. As part of the picture, the text simply supports the picture itself. Picture and text in this advertisement are the things that could not separated. The text exactly emphasizes what the picture performs. The text itself mention deep meaning that it is time to use this motorcycle product. Although it is globalization era, it does not become the effect to use this motorcycle with traditional style in it. It will be still suitable and comfort to ride this product nowadays.

#### **Datum 14<sup>th</sup>**

*"PT. DAYA ANUGRAH MANDIRI MOTOR. Perusahaan Retail Sepeda Motor Honda Berskala Nasional Membutuhkan TEAM LEADER & MARKETING TRAINER" (Advertisement at Palopo Pos Newspaper, on March 15th 2014, P-1).*

The kinds of advertisement above is recruitment advertisement. It is an advertisement that has an objective choice to recruit people to be hired for many kinds of positions in job recruitment. The meaning of this advertisement is social meaning ( what is communicated of the social circumstances of language use).

It refers to the usage of language in and by society which has big proportions in determining the meaning that certain speaker has to use and wants to convey, those factors include social class of the speaker and hearer and th degree of formality. Only part of the social meaning of a conversation is carried by words. Taking the word "team leader & marketing trainee". Often such talk has little dictionary meaning. It is a way of being friendly or polite. In addition, the use of English word shows that this job looking for the middle-high class or who are able in

every part of job recruitment.

#### **Datum 15<sup>th</sup>**

*"Hypermart Low Prices and more..." (Advertisement at Palopo Pos Newspaper, on January 17th 2014, P-17).*

The kinds of this advertisement is costumer advertisement. It is an advertisement offering many kinds of consumer goods such as: food, shampoo, soap, car, jewelry and so on, which is known as consumer goods are goods that consumer need for their daily activities and the goods are usually sold cheaply. Other kinds of this advertisement is retail advertisement. It is a unique advertisement, the characters of which advertisement is different from a trade advertisement and consumer advertisement. The real examples of this advertisement are advertisements released by a department store, a supermarket and a shopping centre that sell goods by retailed. For example, it can be seen from this advertisement above which sell goods under the name of hypermart.

The meaning of this advertisement is social meaning (what is communicated of the social circumstances of language use). It refers to the usage of language in and by society which has big proportions in determining the meaning that certain speaker has to use and wants to convey, those factors include social class of the speaker and hearer and th degree of formality. Only part of the social meaning of a conversation is carried by words. Taking the word "Hypermart Low Prices and more...". If it is seen by the use of English word, it indicates that this promotion is only suitable for middle-high class or cities people because the people from the village exactly do not understand about what does the word is meaning. Furthermore, there is no Hypermart in the village so it should be adresse for the people who are lives in the city or sometimes called as metropolitan.

In line with above, this advertisement can also be called as collocative meaning. It refers to the association a word acquires on account of the meanings of word which tend to occur in its environment. In

other word, it is part of the word-meaning suggested by the words that go before or come after a word in question. For instance, low prices to attend that the prices is cheap. But, we do not say cheap prices or cheap quantity. Therefore, that we call as collocative.

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