

THE ANALYSIS OF LEXICAL CHOICE ON CIGARETTE ADVERTISEMENTS

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Abstrak

Penelitian ini bertumpu pada kelas kata yang secara khusus digunakan dalam teks iklan rokok, pengaruh konteks situasi terhadap bahasa iklan rokok dan gambar yang disajikan dengan menampilkan pria atau wanita sebagai model dalam iklan rokok. Data penelitian ini diambil dari beberapa majalah berbahasa Inggris dan satu surat kabar lokal. Terdapat tiga iklan yang digunakan sebagai sumber data. Pengumpulan data dalam penelitian ini menggunakan metode dokumentasi dengan membaca iklan dan mencatat dari iklan tersebut. Data dianalisis menggunakan metode deskriptif. Teori dari Geoffrey Leech digunakan untuk mengidentifikasi pesan verbal. Berdasarkan masalah yang dirumuskan, 3 data dipilih sebagai data representatif untuk dianalisis lebih lanjut. Analisis dimulai dengan membaca dan mencatat dari iklan tersebut. Kemudian, kata-kata tersebut diklasifikasikan menjadi dua kelas kosa kata yang dominan, yaitu kata sifat dan kata kerja. Analisis ini berkaitan dengan pemahaman tentang pemilihan kata yang digunakan dalam iklan rokok untuk mengetahui fungsi kosakata tersebut dalam iklan rokok. Teori dari Halliday dan Hasan digunakan untuk menganalisis konteks situasi yang difokuskan pada analisis lapangan, tenor, dan mode yang digunakan. Selain itu, teori Gillian Dyer digunakan untuk menggambarkan presentasi visual dan tanda-tanda khusus sebagai ikon produk berdasarkan tiga konsep yang menunjukkan ekspresi atau objek, penampilan, cara dan aktivitas dalam iklan rokok berbahasa Inggris. Hasil penelitian menunjukkan bahwa, (1) pilihan kata dalam bentuk kata sifat dan kata kerja dominan digunakan dalam iklan rokok. Misalnya, *memuaskan* dan *baru* adalah kata sifat. Kata *datang*, *temukan* dan *miliki* adalah kata kerja. Itu dipilih secara khusus untuk mengekspresikan emosi atau perasaan model dalam menyajikan pesan produk yang sedang diiklankan. (2) Ada beberapa gambar yang muncul dengan menampilkan pria atau wanita sebagai model dalam iklan rokok memiliki makna tertentu. Misalnya, gambar iklan Marlboro adalah kebebasan, berani, petualangan, dan maskulin.

Kata kunci: pemilihan kata, konteks situasi, gambar yang disajikan oleh pria atau wanita sebagai model.

Abstract

This study mainly focuses on the class of words that are specially employed in cigarette advertisement' texts, the effects on the context of situation toward the language of cigarette advertisements and the images which are presented by featuring man or woman as the model in cigarette advertisements. The data of this study were taken from some English magazines and one local newspaper. There are three advertisements taken as the data source. In collecting data, the documentary method was used by reading the advertisements and then taking notes from those advertisements. In analysing data, the descriptive method was used. The theory from Geoffrey Leech was used to identify the verbal message. Based on problems formulated, 3 data were chosen as representative data to be analyzed further. The analysis was started by reading and taking notes from those advertisements. Then, those words clasified into two dominant classes of vocabulary, namely adjective and verb. The analysis concerns with the understanding of the implementation of lexical choice used in cigarette advertisements to find out the function of those vocabularies in cigarette advertisements. The analysis is also concerned with the context of situation that is focused on analysis of field, tenor, and mode was used the theory from Halliday and Hasan. In addition, the theory of Gillian Dyer was used to describe the visual presentation and the special signs as icon of the product based on the three concepts of denoting expressions or objects, appearance, manner and acivity in the English cigarette advertisements.

The result of the research show that, (1) the lexical choice in the form of the adjectives and verbs are dominantly used in cigarette advertisements. For example, satisfying and new are adjectives while come, find and have are verbs. Those are chosen specially to express the emotion or feeling of the model in presenting the message of the product that is being advertised. (2) There are some images that appear by featuring man or woman as the model in cigarette advertisements. For example, the images of Marlboro advertisement are freedom, brave, adventure and masculine.

Key words: lexical choice, the context of situation, the images that presented by man or woman as the model

1. BACKGROUND

Talking about advertisement, every day and for most our lives we see and hear many advertisements because any form of advertisement is a very familiar thing in our daily life and it can be found everywhere. As we know that an advertisements is made for promoting particular product. In Oxford Advance Learner's Dictionary, sixth edition, advertisement is an example of something to tell the public about a product or a service in order to encourage people to buy or to use it.

Nowadays, many companies promote their product, both goods and service in advertisement because it can help them to introduce or to sell their product. One of medias, which is use as a media of promotion are the magazines, brochures or newspapers. In written advertisement, some advertisements are usually full of pictures rather than words or sentence. These conditions sometimes make it difficult for the readers to catch the message of the advertisement. The words that are used in the advertisement are chosen specially to carry the message well. The special way of word choice is applied in advertisements, in order to provide sufficient information about the product.

The analysis of discourse involves the study of language in use (Nunan, 1993:7). It means that discourse analysis involves the use of written language such as in cigarette advertisement. In addition, the context of situation also affects the language used in cigarette advertisement and special signs as icon of the product based on the three concepts of denoting expression or objects, namely appearance, manner and activity. This context of situation will help to explain the message or information to the reader, so that they can catch the message correctly.

2. METHOD

The method that was carried out within this study was the library research method, in which some referential books were used. Research method covered the three aspects, data source; method and technique of collecting data; method and technique of analyzing data.

First, the data of this study were taken from 2 foreign magazines and 1 local news paper. The first one was from Life Magazine (February 2009) – Marlboro advertisement. The second one was from Hello Magazine (December 2009). The last one was from Nusa Bali Newspaper (November, 25th 2010) I used all these samples because I found many examples and expressions related to the cigarettes in these magazines

Then, the method used in this study to collect data was documentary method. The data, which were in the form of cigarette advertisements were taken and divided into two dominant classes of vocabulary, namely adjectives and verbs. The data were collected by reading the advertisements and then taking notes from those advertisements.

Finally, the method used to analyze the data is descriptive method. The analysis is much concerned with the understanding of the implementation of lexical choice used in cigarette advertisements to find out the function of those vocabularies in cigarette advertisements. The analysis is also concerned with the context of situation that is focused on analysis of field, tenor, mode and special signs as icon of the product based on the three concepts of denoting expression or objects, appearance, manner and activity in the English cigarette advertisements.

3. DISCUSSION

Plate 1

This advertisement appeared in Life Magazine, February Edition 2009. It advertises a cigarette product of Marlboro.

Analysis of Lexical Choice

In the analysis of lexical choice in cigarette advertisements, the kind of special word that is found in Marlboro cigarette advertisements is *come*. Put at the centre of the picture, the texts says, “*Come to where the flavor is*”. According to Leech (1966, 154), the word “*come*” is classified into verb class. In this case, the function of verb is to denote a relationship between the consumer or audience and the product itself.

The reason why does that special word above is being chosen within the cigarette advertisement text is to convey the message from the advertiser to invite the consumer to try his product. If we see the picture of Marlboro advertisement, the message from the word “*come*” maybe have meaning that you should buy Marlboro cigarette products and try the taste of its products because Marlboro will give that the smoker need. You will as the cowboy and in fact you will vicarious the adventure of cowboy through the taste or flavor of Marlboro and you will love it. As we know in every moment, the audience, especially who smoke cigarette, need something special in their cigarette. Marlboro is presenting the great taste that the smokers need. The word “*come*” will persuade the reader to try or to buy their product.

Analysis of Context of Situation

Based on the three heading of context of situation, the advertisement can be described such as:

- Field : An advertisement of Marlboro cigarette
- Tenor : Advertisers and the target audience consumers of the cigarette.
- Mode : Written to be read.

As proposed by Halliday and Hasan (1985) about the role of context of situation, this advertisement, also affects the interpretation of the message. Field, as the first element talks about the advertisement of Marlboro cigarette that its product has great taste or flavor, you can not find in another product except in Marlboro.

The tenor of this advertisement concerns with public relationship involved. The participants of the advertisement are the institutionalized advertiser to global society and more specially, from the advertiser to the consumers who want to get a great taste or flavor of Marlboro.

While the mode of this advertisement concerns with the language, which is used by the advertiser. In the whole text, the advertisers just give the information to the audience in written language. The information given, explains the product clearly. The audiences have to read the text further to get the information.

Analysis of Images which are Presented by Featuring Man or Woman as the Model

There are some elements of visual presentation in this advertisement, as follows:

- a. Age : Between 30-35 years of age.
- b. Gender : The model is man / male.
- c. Nationality : The nationality of the model is Americans, because the cowboy is from America and Marlboro cigarette is a famous cigarette product in America.
- d. Hair : In this picture his hair not clearly because he wears a hat of cowboy.

- e. Body : Tall around 170-180 or more, enormous and masculine.
- f. Size : The size of product in the picture is smaller than the original size. The advertiser puts the product beside the slogan of Marlboro.
- g. Looks : The portrait of a cowboy, he rolls his rope in front of the loose box.
- h. Expression : His expression shows enjoyment with little smiles during he rolls his rope.
- i. Pose : Here the model's pose is very natural. He leaned against the wood wall and brings a rope.
- j. Clothes : This man wears the red shirt combined by waistcoat leather. Complete with his jeans, chaps and cowboy hat.

The advertiser chooses outdoor setting and brown as the background of the advertisement. According to Sells and Gonzales (1990), brown suggests sensuous in nature, represent an importance of hearth and home. It is symbolizes physical comfort, easy and contentment, honesty and steady.

As we know, the Marlboro cigarette is a famous cigarette product in America icon. The man character of Marlboro in advertisement becomes the American icon. The cowboy figure is used to market Marlboro cigarettes and it is the image of Marlboro. The Marlboro man, who wears a cowboy hat, rides a horse and his clothes, is often covered in dust as symbol of Marlboro brand. These images were transferred to the cigarettes to signify the adventure, freedom and masculinity.

Plate 2

This advertisement appears in Hello Magazine, December Edition 2009. This is an advertisement of Mild Seven cigarette.

Analysis of Lexical Choice

Mild Seven products are literally commented through a few sentences, which include the following products: *"The moment you've waited for"*, which is put at the centre of advertisement. The word "you've" is clipped form of "you have". According to Leech (1966, 154), the word "have" is classified into verb class and "you" refers to the audience or consumer.

The reason why the word "have" is chosen within the cigarette advertisement text is to carry the message from the advertiser to the audience. The message, which says that, Mild Seven will make your day very special and it is unforgettable moment in your life through the Mild Seven cigarette. As we know in every moment, the audience, especially who smoke cigarette, need something special in their cigarettes. Mild Seven is presenting the taste that the smokers need in Mild Seven Lights and Mild Seven Charcoal Filters.

Analysis of Context of Situation

The configuration of the context of situation is described as the following:

- Field : An advertisement of Mild Seven cigarette.
- Tenor : Advertiser and the target audience.
- Mode : Written to be read.

The context of situation affects the readers to understand the message that is conveyed by the text. To understand the advertisements further, let us have a look at the field that concern with Mild Seven, a kind of cigarette, which brings a special moment with good taste that you have waited for.

In addition, the tenor of this advertisement concerns with public relationship, involved, the participants are involved in the advertisements. In broadest term are the institutionalized advertiser to the public and more specially, from the advertiser to the consumers who need smoke that product.

Meanwhile, the mode of advertisement has a close relationship with the language that is used in the advertisement. In the advertisement text of the product explained clearly. The audiences have to read the text further to get the information.

Analysis of Images which are Presented by Featuring Man or Woman as the Model

There are some elements of visual presentation in this advertisement, as follows:

- a. Age : Around 25-30 years of age.
- b. Gender : Man / male.
- c. Nationality : In this advertisement we have no information about the nationality of the model.
- d. Hair : In this picture his hair not clearly because he wears helmet.
- e. Body : Tall around 170-175 or more, sporty and gentle.
- f. Size : The size of product in the picture is smaller than the original size. It is placed side by side next to the slogan on the top in standing position.
- g. Looks : This advertisement is dominated by nature as the background. The blue sky makes the day brightened. Snow Mountain and spruce make the morning seem fresh. Under the sky we see the portrait of man and his bicycle.
- h. Expression : We have less information about expression of the model because the model standing opposite on his bike. But, if we see from his back, he saw the Snow Mountain. His expression shows astonishment of the mountain.
- i. Pose : Here the model's pose is standing opposite on his bicycle.
- j. Clothes : He is wearing yellow costume, black short, shoes and complete with helmet.

The advertiser uses outdoors setting and nature as the background. This is dominated by blue color. Blue is cool, soothing, and the color of royalty and brings comfort in our live.

After we analyze the visual presentation, images of nature, in which bright sky is the main point of the message. It is the icon of this product and shows how the product, which is produced by Mild Seven will make your day very special and will be unforgotten moment in your life. The advertiser presents the model who standing under the sky with his bicycle as sporty, masculine and adventurous person as in images of this product

Plate 3

This advertisement appears in Nusa Bali News Paper, November Edition 2010. This is an advertisement of New Marlboro Mix 9.

Analysis of Lexical Choice

This advertisement uses less word. The message is typed in bold letters. The text says, "*NEW MARLBORO Mix 9*". At the right side, it is also typed a text, "*NEW FILTER KRETEK. Marlboro Mix 9*". In the analysis of lexical choice in this cigarette advertisement, the kind of special word that is found in Marlboro cigarette advertisements is "*new*". According to Leech (1996, 152), this word is classified into adjective class. New is a word, which apparently cannot be used too often. Its application is seen in fact of its collocation with common nouns referring to wide range of products. Amongst the abstract nouns with which it occurred are contest, competition, ideas, sizes, shape, look, tingle, brilliance, color, etc. the reason why this lexical

word is being chosen within the cigarette advertisement text is to convey the message from the advertiser to the audience especially smoker. The message, which says that the cigarette is produced by Marlboro, is a new kretek filter cigarette that is combined with nine ingredients, two of them are with extra cloves and the good quality of tobacco. It is fitted with consumer's need and style.

The way of the lexical choice is explained that the message being carried out within the cigarette advertisement is by showing the new product itself. The advertiser intentionally used the word "new" to praise their product in order to attract the audience to try their product.

Analysis of Context of Situation

Based on the three heading of context of situation, the advertisement can be described such as:

- Field : An advertisement of New Marlboro Mix 9 cigarette
Tenor : Advertisers and the target audience consumers of the cigarette.
Mode : Written to be read.

As proposed by Halliday and Hasan (1985) about the role of context of situation, this advertisement, also affects the interpretation of the message. Field, as the first element talks about the advertisement of a new filter kretek of cigarette produced by Marlboro.

The tenor of this advertisement concerns with public relationship involved. The participants of the advertisement are the institutionalized advertiser to global society and more specially, from the advertiser to the consumers who is smoking filter kretek of cigarette.

While the mode of this advertisement concerns with the language, which is used by the advertiser. In the whole text, the advertisers just give the information to the audience in written language. The information given, explains the product clearly. The audiences have to read the text further to get the information.

Analysis of Images which are Presented by Featuring Man or Woman as the Model

There are some elements of visual presentation in this advertisement, as follows:

- a. Age : The picture of cowboys is not clear. May be they are around 30 – 35 years of age or more.
- b. Gender : The model's gender is man or male.
- c. Nationality : As we know, Marlboro cigarette is a famous cigarette product in America. The cowboy figure in this advertisement is an American
- d. Hair : In this picture we never know the hair type of the model, because the figure is too small and black colored.
- e. Body : Tall around 170-180 or more, enormous, masculine and full of adventure.
- f. Size : The size of product in the picture is smaller than the original size.
- g. Looks : The advertiser divided the advertisement into two side, left and right. At the left side of the picture, there are four cowboys whom wear cowboy hat and ride horses. It used red color as the background. On the top at the right corner typed the headline of the product, says, "*NEW MARLBORO Mix 9*". At the right side, the advertiser splits it in four sides: (1) On the top, which consist of the message of the product. (2) The picture of tobacco leaves and sunset as the background. (3) The picture of the best qualities of cloves. (4) The picture of symbol or logo of the product itself.

- h. Expression : At the left side, we do not have to see the expression of cowboy men, because their figure that rides a horse in small size and black colored. At the right side, the advertiser only used the picture materials of the product and the logo of the product itself.
- i. Clothes and pose : Marlboro men wear a cowboy hat; his clothes are often in the dust and ride horses.

It shows outdoor and indoor setting. On the left side, is the outdoor setting. The cowboys ride their horse on desert. On the right side, there are four splits, but in a moment, one of them uses mountain and sunset as the background. The two sides of this advertisement are dominated by orange. Orange is the color of abundant energy and courage.

From the analysis of visual presentation, the image of cowboy is still as the icon of Marlboro product. The pictures of tobacco and clove are the main presentation of the advertisement. This advertisement introduces and promotes their new product. The uniqueness of this product is kretek filter type with extra cloves.

The color choice of this advertisement is orange as the background we know orange is the symbol of fire. This color brings warmth and exciting situation in our lives. All those images persuade the audience especially the smoker. They show freedom, masculine, brave and warmth.

4. CONCLUSION

Based on the data analysis that is previously presented, there are three points that can be concluded related to the problems formulated in the first chapter:

First, the analysis of class of words that are founded in cigarette advertisements are classified into adjective and verb classes. Those are: come, have, find, satisfying and new. The words that belong to adjective class are: satisfying and new. While the words that belong to verb class are: come, have and find. Those are chosen specially to bring the message properly and used to express the emotion and feeling to persuade the audience to try or to choose the product.

Second, the context of situation affects the reader to understand the message that is conveyed by the text. Based on the three headings of context of situation, the advertisements can be described such as Field, Tenor and Mode. Field, it refers to the subject matter or the product itself (the advertisements of cigarette products). Tenor, it concerns to the social relation, existing between the interactants in a speech situation. It is involved the participants of the advertiser and the target audience. Mode, it concerns with the language, which is used by the advertiser. In the whole text, the advertisers give the information to the audience in written language. The audiences have to read the text further to get the information.

Third, the images that appear in advertisement by featuring man or woman as the model, as followed the images of Marlboro advertisement are freedom, brave, adventure and masculine. The images of Mild Seven advertisement are sporty, masculine and adventurous.

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