

## INDONESIAN LANGUAGE IS THE MOST LANGUAGE USED ON ADVERTISEMENTS IN MEDAN

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**Abstract :** This research is discussing about the language that is used most in the names of advertisements on certain areas in Medan. In this era of globalization, many Indonesian people are already good in English, as English as a global language, so it is found some people use English in their activities. Many people use English for the names of their shops, restaurants, hotels, etc. as their advertisement to attract people to get their products. The writer is interested to know about the most language used in some certain areas in Medan. There are some purposes of this research. They are to get the certainty about the percent of Indonesian language usage on advertisements' names; to get the certainty about the percent of English language usage on advertisements' names; to get the certainty about the percent of both Indonesian language usage and English language usage on the same advertisements' names. Here the writer found some results that there are advertisements that using Indonesian language, and some of them using English language and the rest are using both languages they are English language and Indonesian language. The writer is very happy for the result of this research that most of Medan people use Indonesian language for their advertisements.

**Keywords:** *variety of languages, advertisement, Indonesian Language, English*

**Abstrak :** *Penelitian ini membahas tentang bahasa yang paling banyak digunakan dalam nama iklan pada daerah tertentu di Medan. Di era globalisasi ini, banyak masyarakat Indonesia yang sudah mahir berbahasa Inggris, sebagai bahasa Inggris sebagai bahasa global, sehingga ditemukan beberapa orang yang menggunakan bahasa Inggris dalam kegiatannya. Banyak orang menggunakan bahasa Inggris untuk nama toko, restoran, hotel, dll sebagai iklan mereka untuk menarik orang untuk mendapatkan produk mereka. Penulis tertarik untuk mengetahui tentang bahasa yang paling banyak digunakan di beberapa daerah tertentu di Medan. Ada beberapa tujuan dari penelitian ini. Mereka untuk mendapatkan kepastian tentang persentase penggunaan bahasa Indonesia pada nama iklan; mendapatkan kepastian tentang persentase penggunaan bahasa Inggris pada nama iklan; mendapatkan kepastian persentase penggunaan bahasa Indonesia dan bahasa Inggris pada nama iklan yang sama. Di sini penulis menemukan beberapa hasil bahwa ada iklan yang menggunakan bahasa Indonesia, dan beberapa di antaranya menggunakan bahasa Inggris dan sisanya menggunakan kedua bahasa yaitu bahasa Inggris dan bahasa Indonesia. Penulis sangat senang dengan hasil penelitian ini bahwa sebagian besar masyarakat Medan menggunakan bahasa Indonesia untuk iklan mereka.*

**Kata kunci:** *ragam bahasa, iklan, Bahasa Indonesia, Bahasa Inggris*

## 1. INTRODUCTION

Humans are social beings who are always in touch with each other. Language is a human tool for communication. So language has play very important role in our life as a vital part of human connection. There are some characters of language. Language is expressive; it is expressing feelings, thoughts, observations, and needs. Language is also powerful. It expresses our identities. Language affects our credibility. It is a means of control. Language is fun. Language is dynamic. Language is relational. It can make us united and it can make us apart.

Indonesia is a great country. Indonesia has its own national language that is Bahasa Indonesia. Bahasa Indonesia is known to have two positions, namely as the national language, and the state language. In its position as the national language the function of Indonesian is as a symbol of national pride, national identity, means of communication between citizens, between regions and between cultures, as well as means of unifying ethnicity, culture and language in the archipelago. Whereas in its position as the state language, the function of Bahasa Indonesia is as the official state language, the language of instruction for education, a means of national level communication and a means of developing culture, science and technology.

In this era of globalization, many Indonesians are already good at using foreign languages. Among the many foreign languages, as an international language, English is the language most widely used by Indonesians as a foreign language; as David Crystal said that English is a global language. Writing in foreign languages as landscape is common in Indonesia. Many people in Indonesia use foreign languages for the names of shops, restaurants, offices, studios, banners and others.

Medan is a capital of north Sumatera, the third biggest city in Indonesia. The writer lives in Medan city. There are some different languages uses here in Indonesia; there are

hundreds of local languages belong to hundreds tribes in Indonesia; there is Bahasa Indonesia, and there are some foreign languages.

This research is discussing about the language that is used most in the names of advertisements on Setia Budi Street and on Gagak Hitam Street in Medan. The writer chooses these streets because these streets are not too far from the writer's house and the streets are always passed by the writer. The writer notices that there are some kinds of languages that are used in advertisements. It is hoped that after doing this research the writer could find the answer about what language is most used in advertisements' names in Medan and whether people in Medan are still loyal and loving to use Indonesia Language as their national language. The objectives of this research are:

1. To get the certainty about the percent of Indonesian language usage on advertisements' names.
2. To get the certainty about the percent of English usage on advertisements' names.
3. To get the certainty about the percent of both Indonesian language usage and English usage on the same advertisements' names.

## 2. THEORETICAL FRAMEWORK

*There are several definitions of advertising according to experts.*

✚ Based on the big Indonesian dictionary. (KBBI)

Advertising is news or messages to encourage, persuade the general public to be interested in the goods and services offered, notification to the public regarding goods or services being sold, posted in the mass media (such as newspapers and magazines) or in public places.

✚ According to Kriyantono (2008)

Suggests that advertising is a form of non personal communication that sells messages persuasively from clear sponsors in order to influence people to buy products buy products by paying fees for the media used.

✚ According to Gilson and Berkman (1980)

According to them, advertising is a persuasive communication medium designed in such a way as to generate response and helps achieve marketing objectives or marketing purposes.

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✚ According to Wright (1978)

He argues about advertising that advertising is a communication process that has very important strengths as a marketing tool that is very helpful in selling goods, providing services and ideas through certain channels in the form of persuasive information.

### *Variety of advertising languages*

There are several kinds of advertising languages that can be used to provide information and at the same time persuade the audience, including:

✚ Use persuasive language.

Persuasion is a major factor in the practice of integrated marketing communications and the core of all communication goals. Persuasion emphasizes the search for the most effective ways to influence the attitudes and behavior of audiences in the process of effective communication. In addition, persuasion also allows the audience as the

recipient of the message to see the message from the point of view of the communicator or the source/sender of the message.

The persuasive effect of advertising messages is determined not only by what is said but also by how the messages are conveyed. The delivery of advertising messages generally uses adjectives, adverbs, hyperbole styles, neologisms, phrases, short sentences, euphemisms, and others.

Adjectives are commonly used by advertisers to form brands because they can convey moods and emotions. Adjectives are the imaginary elements of a brand and what make a brand more famous than a product.

#### Use innovative language.

When formulating an advertising campaign, advertisers should consider using innovative language as a way of dealing with intense competition. This is so that the advertisements created have more value than competitors' ads so that they attract the attention of the public.

Innovation in the language of advertising is need given the social changes that occur so fast and have an impact on the language used. Increasing new vocabulary of new terms that are popular in society needs to be addressed wisely by advertisers.

Advertisers can adapt or adapt the language of advertising to suit the changes that are happening in order to stay connected with the audience.

#### Strong language

Strong language in advertising refers to language that has enormous power to change the opinions the actions of the audience.

So that advertisers can influence others to act as desired, advertisers can use words accompanied by colors and images that can play with audience emotions such as creating fear, hope, desire, awareness, guilt, and self confidence.

#### Creating advertising appeal.

In advertising, there is the term advertising appeal or ad appeal which refers to statements designed to motivate someone to take certain actions. The attractiveness of advertisements made by advertisers should focus on the motives of consumers to buy the products or services offered.

The attractiveness of a good advertisement is generally characterized by several important things, namely communicative, contains a good theme, is different from others, and is interesting, trustworthy, and complete. The attractiveness of advertising that is widely used in advertising is emotional appeal, intellectual attraction, human instinct appeal, physical attractiveness, positive appeal, and negative appeal.

### **3. RESEARCH METHODOLOGY**

This research is conducted by applying qualitative and quantitative method. Qualitative methods seek to understand and interpret the meaning of an event of human behavior interaction in a particular situation according to the perspective of the researcher himself. Research using qualitative research aims to understand the object under study in depth. The quantitative method is conducted from primer data. The primer data is data that directly collected by the researcher to conduct the research from the first source.

The research was conducted on some streets in Medan where the writer take the pictures of advertisements' names and in the writer's house that is located at Tanjung Sari, Medan. This research was done for 7 days. It took some days for taking pictures along Setia Budi Street, and Gagak Hitam Street where the writer had to stop at many places to take the pictures of advertisements from some kinds of shops, restaurants, and hotels. The writer could not do this in one day. She spent 5 days only for taking pictures of the advertisement. Because whenever she took the pictures through the car, she failed. The driver drove so fast so the pictures were always blur. The writer even hired a pedicab for taking pictures. But when she was in pedicab, the man who drove the pedicab drove it fast too. So again she failed to take the pictures. Then the writer decided to take the pictures by herself on the street. She stopped many times in some certain places and stood up in front of the shops or the objects that she wanted to take the pictures of shops 'advertisements. This way she could get the pictures of advertisements' names clearly and happily.

The subject of this research is the language usage that is used in the names of advertisements of some kinds of shops and restaurants and hotels on Jalan Setia Budi and Jalan Gagak Hitam Medan. The object of the study was the names of advertisements around Jalan Setiabudi and Jalan Gagak Hitam. In this step, the writer conducted the real observation.

The writer notes the names of advertisements pictures of some kinds of shops and restaurants and hotels. Then the writer wrote all the names of advertisements from the pictures that she just had from camera. After that the writer identified the languages that are used in all advertisements. Finally, she found 3 kinds of different languages that are used in the advertisements. Then she put them into tables, to show the differences among these 3 kinds of languages that are used in all advertisements. There are some advertisements written in

Indonesian language, there are some advertisements written in English, and there are some advertisements written in Indonesian language and English.

The writer analyzed the data as follows:

- a) Identifying the kind of languages that are used in the advertisements.
- b) Classifying each of advertisements based on the language.
- c) Analyzing the data.
- d) Concluding the analysis.

$$P = \frac{F}{N} \times 100\%$$

In which:

P : The percentage of advertisement that use certain language such as Indonesian language or English or mix between Indonesian language and English.

F : The number of certain language such as Indonesian language or English or mix between Indonesian and English.

N : The total advertisements

#### 4. DATA DAN ANALISIS

**Table 1. Data**

No.	ADVERTISEMENTS ARE WRITTEN IN INDONESIAN LANGUAGE	ADVERTISEMENTS ARE WRITTEN IN ENGLISH	ADVERTISEMENTS ARE WRITTEN IN BAHASA INDONESIA AND ENGLISH
1.	BAHAGIA SWALAYAN	FR LAUNDRY & DRY CLEANING	LOVE MESSAGE PIJAT & LULUR
2.	TOKO SARJAN	X TRIM SHOP	MARFEL JAYA PERCETAKAN & FOTOCOPY



3.	TOKO EGI JAYA JUAL SEMBAKO	RESTINA CELL	WIRA AUTO SERVICE DOORSMEER GANTI OLI
4.	APOTIK PRIMA LESTARI	DOCTOR LAUNDRY	SETIA SERVICE AC MOBIL
5.	KOPI GUNUNG	DEEP'S COFFEE KOPI ACEH	UD. BAJA CENTRAL ABADI
6.	MIE ACEH BANG KUMIS	SS LAUNDRY	RUMAH MAKAN & BUFFET ACC BARU
7.	KRISTAL MOBIL KACA FILM	DENTAL CLINIC SUCI	PANGKAS BARBER SHOP 'DIKA'.
8.	ANGGIAT JAYA BAN	CAFÉ RINGROAD	JUANG COFFEE
9.	POYBE SALON	RINGROAD SOUVENIR	DARA AESTHETICA
10.	LONTONG MALAM BUNDA SEDERHANA	MARTHA DENTAL CARE	STAR COFFEE KOPI TONGSI
11.	AHLI URAT WAHYU	BOSS LAUNDRY & DRY CLEAN	DUTA DIGITAL PRINTING
12.	UTAMA MOTOR	QUICK CHICKEN	PANGKAS BERKAH BARBERSHOP
13.	REGAR DINAMO	OK CAFÉ	AYAM PENYET BROTHER
14.	MIE ACEH CITA RASA	WESTERN COFFEE	PELANGI ACCESSORIES
15.	AYAM BAKAR BALI	SAMUEL COMPUTER	I AM GEPREK BENSU
16.	SOBAT RESTO	SEROJA DÉCOR	WARUNGNYA BELUT GEMAR CAFÉ
17.	JESLYN BUTIK	KING STAR MY BAKSO	BARBER SHOP MARISI KASIH

18.	RUMAH JAHIT LINA	GO LAUNDRY	TOKO BROTHER STAR
19.	MIE BALAP MURNI TELOR TERBANG	JANGGA HOUSE BED & RESTAURANT	FOTOCOPY PERCETAKAN KERENHAPUKH
20.	DAPUR SAMBAL KEMANGI	LANDRION LAUNDRY ON KILO'S & DRY CLEAN STAR WASH LAUNDRY & DRY CLEAN	ISTANA MUSLIMAH THE OUTLINE MOSLEM STYLE
21.	RUMAH KUE	LEXUS CAFÉ	
22.	SUKSES MOTOR	PURE SOUL BEAUTY SALON	
23.	RUMAH MAKAN PUTRI SULUNG	GAJAMADA BARBERSHOP	
24.	GORENG GILA TEGUH JAYA 99	MUNTHE COMPUTER	
25.	RUMAH CUCI	FASHION DEWI BORNAS	
26.	RUMAH MAKAN PANYABUNGAN	PLAZA LAUNDRY MEDAN	
27.	AYAM PRESTO CABE HIJO	SRIWIJAYA EXCLUSIVE TEXTILE	
28.	WARUNG PECAL BERKAH	I MEUBEL HOUSE O LUXURY FURNITURE	
29.	AYAM GOLEK SOLO	BEST HOUSE WARE	
30.	KEDE KOPIKU	TAM'S DURIAN	
31.	SOTO DELI GULAI KEPALA IKAN	HOTEL GRAND IMPRESSION	

32.	AYAM KAMPONG GORENG MBOK IJEM	LEN'S SALON	
33.	DELI PUTERA MOBIL	MAWAR BAKERY AND CAKE SHOP	
34.	RUBY KURSUS MENGEMUDI MOBIL		
35.	SATE KAMBING MUDA		
36.	BAKSO BOM MAS ERWIN WONOGIRI		
37.	BAKSO RAKSASA BERANAK		
38.	ANUGERAH LESTARI MOBIL		
39.	SINAR REZEKI ELEKTRIK		
40.	PANGKAS PRIA SALON WANITA 88		
41.	RUMAH DEKOR		
42.	APOTIK CINTA SEHAT FARMA		
43.	WARUNG ATTAHIRA AYAM PENYET		
44.	BAKSO SENAYAN JAKARTA		
45.	MARTABAK BANGKA		
46.	RUMAH MAKAN PADANG SIDEMPUAN		
47.	SALON JENNY NEGRO		

### *Findings*

- ❖ Among 100 pictures of the advertisements' names the writer find that all 100 advertisements are written in 3 different kinds of languages.
  1. There are 47 advertisements are written in Indonesian language. It means there is 47% Indonesian people especially people who live in Medan use Bahasa Indonesia as their tool for making advertisements.
  2. There are 33 advertisements are written in English. It means there is 33 % Indonesian people especially people who live in Medan use English as their tool for communication in this case for making their advertisements.
  3. There are 20 advertisements are written in two kinds of languages which are Indonesian language and English, in other word they put together or mix Indonesian language and English in the same advertisements. It means there is 20% Indonesian people especially people who live in Medan use two different languages in the same time.
- ❖ The writer found that texts which are written in Indonesian Language are most used of Medan's people. In this case we can see that people in Medan are still loyal and loving to use Bahasa Indonesia as their tool for communication in daily life including in written text.
- ❖ It is found that Medan people are still using Indonesian language most than English although Medan people consist of different kinds of backgrounds, such as family background, education backgrounds, financial backgrounds that determine the ways of thinking and the ways of life the inhabitant of Medan people. Medan is a capital city of North Sumatera. There are many progresses that happen in Medan. There are many good infrastructure and facilities in Medan that makes the people also grow in advance. From

this aspect of course Medan people become change in other word they follow and join and enjoy the development of things that happened and available in Medan. One of the ways that Medan people follow is the habit in using English language. Because based on infrastructure in many fields that exist in Medan, including education, entrepreneur, technology, etc. in government and private and public they use English as a tool for communication. Indonesia as an advance country, and Medan as a progress province and beautiful city, Medan is always developing, in this case of course the inhabitants of Medan are developing too. The usage of English is developing and progress for many Indonesian people especially Medan people, because the situation support this happen.

## 5. CONCLUSIONS

- 1) Bahasa Indonesia/Indonesian language is still most language used in advertisements' name in Medan.
- 2) Many Medan people love to use English for their communication in this case they love to use English for the names of their advertisements.
- 3) Some of Medan people even use two kinds of languages in the same advertisement; they are Bahasa Indonesia and English.
- 4) Indonesia has hundreds of local languages. And English as an International language is growing fast for Indonesian people.
- 5) The writer believes that Bahasa Indonesia will be dominant in Indonesia forever. Bahasa Indonesia as a lingua franca and national language is very strong in the heart and mind of most people in Indonesia. Although many people use English, it does not mean they forget Indonesian language, and they do not look down on Bahasa Indonesia.

- 6) They use English because they think English is more attractive to people who see and read the English advertisement, so that there is guaranteed that the goods will be sold easily and well.
- 7) Many people think that advertisements which are written in English is guaranteed best in quality and service and satisfied.
- 8) Many people think that advertisements which are written in English are easy to invite consumers and buyers so that they trust the goods that are selling because it would be guaranteed best, popular, and has prestige, and dignity.

#### *Suggestions*

- 1) The writer suggests to all people in Indonesia especially in Medan, to use and respect our national language that is Bahasa Indonesia.
- 2) We have to make Bahasa Indonesia to be alive by using it and be proud of Indonesian language in our daily life and our activities as our tool for communication.
- 3) We can use foreign languages in certain occasions, but we have to put Indonesian language as our identity and integrity by using it in everyday activities.

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