

Discourse Analysis of Buavita Advertising, Packaged Fruit Juice Drinks on the Internet and Outdoor Media

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ABSTRACT

This study describes the structure and function of Buavita bottled juice advertisements on the internet and outdoor media. This research uses a discourse analysis approach; this type of research is qualitative. The method used in this research is descriptive analysis. The data source of this research is food and beverage advertisements on television in which there are structures and functions of advertising language. The data of this research are words, phrases, clauses, and sentences in Buavita advertisements for bottled juice drinks on the internet and outdoor media. The results of the analysis illustrate (1) sentences that provide benefits for potential consumers; (2) title and subtitle sentences in the form of product brands with foreign terms or seem unique; (3) information sentences that explain the content of natural ingredients; (4) sentences that provide information on the main advantages and knowledge to attract special consumers and 5) background images that illustrate conditions related to existing advertising sentences. There are also 2 propositions of reasons, namely: (1) subjective reasons in the form of things that can invite potential customers' emotions to use this product; (2) objective reasons in the form of information that can be accepted by potential customers' reasoning. Second, the language functions contained in this beverage product advertisement include: (1) information function in the form of flavors, ingredients, advantages, ingredients, benefits, and announcing new products; (2) persuasive function in the form of an invitation to do something; (3) image building function to form a positive image of the product to potential consumers.

Keywords: Discourse Analysis; Persuasive Discourse; Advertising

INTRODUCTION

Language is widely used as a means of conveying informative things. According to Chaer (2009) language is an arbitrary system of sound symbols. The function of language as a means of communication is the delivery of meaning by one person to another. In addition, language can also function as a tool of self-expression. Through language, we can show our point of view and understanding of something such as our education, history, and even the traits we have. Language can also be referred to as a tool to unite the nation to unite diverse cultures. The development

of information technology also affects the development of language. With technology, Indonesian people can introduce their language through social media. Social media is a medium used by a person to interact and communicate. Thus, the more advanced information technology is becoming closer and the closer is becoming farther. The relationship between information technology and communication is very close. Information technology is a communication system specially designed by humans with the aim of facilitating interaction and exchange of information. Technology also plays a role in facilitating social activities. Not only social media or mass media, we can find language in outdoor media. The use of language in outdoor media is a causal factor in making a promotion or advertisement. Advertising is a form of domestic product marketing that uses written language. The mastery of a language that can attract the defender.

In an advertisement, there is a brief textual explanation of a product, but in an offer advertisement, the product is promoted to the public. Although short, the language of writing in Indonesian goods advertisements is inseparable from the element of discourse. Discourse is the most complete and highest or largest unit of sentence or clause language with the highest level of coherence and continuous coherence, given orally or in writing, having a clear beginning and end. Cohesion in discourse is defined as the cohesion of forms that structurally form synthetic bonds. Cohesive sentences are marked by the presence of cohesion tools. Discourse is a complete unit of language, so that in the grammatical hierarchy it is the highest grammatical unit or means that there is a complete concept, idea, thought, or idea, which is usually understood by the reader (in written discourse) or listener (in oral discourse). As the highest grammatical unit (Chaer, 2007: 267).

Discourse is the most complete unit of language, in the grammatical hierarchy is the highest or largest grammatical unit. This discourse is realized in the form of complete essays (novels, books, encyclopedia series, and so on), paragraphs, sentences or words that carry a complete mandate (Kridalaksana, 1984: 208). Meanwhile, advertising is a form of persuasive communication that is massively carried out through certain channels, which can be in the form of marketing, public services, or information with certain purposes. Discourse is the use of language in communication, both orally and in writing (Cook in Rani, 2006: 5). Discourse is any form of communication whose realization depends on the social context that surrounds the practice of communication. Based on this understanding, it can be seen that advertising is a form of communication, while discourse is any form of communication. So, the conclusion is that advertising is a discourse. This is in line (Tofler dalam Habsari, 2012: 43). The purpose of this study is to describe the advertising structure of fruit juice drinks in Buavita packaging using internet or outdoor media. In addition, this study also aims to describe the language function contained in the product advertisement. Theory is used as a research direction in analyzing data based on research objects so that it is able to produce linguistic findings. In fact, this study uses three theories, namely the theory of cohesion, the theory of the structure of advertising discourse, and the theory of the purpose of advertising presenters to develop linguistic research by analyzing the elements of

language that build the beverage discourse. to develop linguistic research by analyzing the elements of language that build the discourse of beverage advertising.

METHOD

This study uses a type of descriptive research with a qualitative approach, which is a research method used to research on the natural condition of objects, of which the researcher is the key instrument. This research emphasizes more on the structure and function of advertising language. Qualitative research aims to obtain truths that are built based on the development of theories from research on an empirical basis. The approach of this research is discourse analysis. Discourse analysis is the study of words, sentences, the meaning of their use, and their interpretation. Discourse analysis tries to find the exact same meaning or at least very close to the meaning intended by the speaker in the oral discourse or the writer in the written discourse (Mulyana, 2005: 69). The data in this study was obtained through documentation, listening, and recording. The source of data for this research is the advertisement of Buavita packaged fruit juice drinks using internet or outdoor media in which there is the structure and function of advertising language.

RESULTS AND DISCUSSION

Structure of Beverage Product Advertising Discourse

The structure of an ad is the entire building block of an ad. The ad structure is structured around specific propositions in each of the building blocks. To understand advertising well, readers/consumers must understand the structure of advertising and its propositions. The structure consists of the main item, explanatory item, and closing item. Some ads have a complete structure, but there are also ads that have an incomplete structure. Each part of the ad structure can be described as follows. The main item is the part of the advertisement that contains interesting and important messages, so that it can attract the attention of potential consumers. The main item of an ad can be indicated by the section of the ad which is the title and subtitle of the ad. This section has the task of attracting the reader's initial attention. The main item of the Buavita beverage product advertisement consists of three propositions, namely the proposition that emphasizes the benefits of potential consumers, the proposition that informs the use of natural ingredients, and the prop.



BUAVITA

Benefits of Fruit from Nature

*Radiate Your Health from Within 1000 MG Collagen, 100%
Daily Vitamin C Healthy Skin and Body Nutrition Check*

Each of the propositions of this beverage advertisement can be explained as follows.

Proposition Emphasizes Potential Consumer Profits

This proposition emphasizes the benefits to potential consumers when buying or using the product. The proposition emphasizing the advantages of potential consumers in the advertisement of juice beverage products in Buavita packaging on the internet and outdoor media can be seen in the following data.

*“Radiate Your Health from the Inside”
Proposition of Natural Ingredient Content Information*

This proposition provides information on the content of natural ingredients for making this drink to potential consumers. The proposition explaining the contents of buavita juice drinks can be seen in the following data.

*“Benefits of Fruit from Nature”
Information Proposition of Key Advantages and Attracting the Attention
of Special Consumers*

This proposition provides superior information and knowledge to potential consumers who buy or use the product. This advertisement also mentions the main advantage of the product, which is that it can nourish the skin and body so that it is healthier. Not to forget, there are vitamins and collagen mentioned in the product as a form of knowledge for potential buyers and can also attract the attention of potential consumers who are very concerned about the health condition of their skin, this can be seen in the following data.

*“1000 MG Collagen, 100% Vitamin C Harian”
“Nutrisi Kulit dan Tubuh Sehat Ceheck”*

Evocative and Refreshing Image Backgrounds

The background of the image in the form of healthy and fresh talent describes the relationship with the data "Radiate Your Health from the inside", and the natural fruit shown in the image looks healthy and fresh so that it arouses the appetite of potential consumers to buy it. The Function of Beverage Advertising Language in Internet Media and Outdoor Media The function of language communication in food and beverage advertising on television includes the functions of (1) information, (2) persuasive, and (3) building an image. Each section will be described as follows:

a. Informatics Function

The function of information presented in this beverage product advertisement can be in the form of information about the taste, ingredients, advantages, content, benefits of a product, as well as informing new products.

b. Persuasive Function

The persuasive function is the function of persuading, seducing or moving potential consumers to do something. The persuasive function found in the advertisement presented in this beverage product advertisement can be in the form of product advantage information to attract consumers to buy.

c. Function of Building Image

The function of building an image is the function of improving, creating, building and shaping the image of the product to consumers. It can be seen in the sentence "Radiate Your Health from Within".

CONCLUSION

The following conclusions were obtained. First, the structure of Buavita's packaged juice drink advertisement on the Internet and Outdoor Media consists of Text and Image Background. Each part of the sentence consists of the following propositions, namely: (1) sentences that provide benefits to potential consumers; (2) the title sentence and subtitle are in the form of a product brand with foreign terms or seem unique; (3) information sentences explaining the content of natural ingredients; (4) sentences that provide information on the main advantages and knowledge to attract special consumer interest and 5) background images that illustrate conditions related to existing advertising sentences. There are also 2 propositions of reasons, namely: (1) subjective reasons in the form of things that can invite the emotions of potential consumers to use this product; (2) objective reasons in the form of information that can be accepted by the reasoning of potential consumers. Second,

the language function contained in the advertisement of this beverage product includes: (1) the function of information.

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