

CHAPTER 5

CONCLUSION AND SUGGESTION

This chapter consists of two sections. The first section is the conclusion, in which the whole analysis being restated and the second section is the suggestion, where the writer put some suggestion for future study related to advertisement for women.

5.1 Conclusion

After analyzing the data, the writer finds out the answers of research questions as follows:

5.1.1 The Language Features

The language features of registers as encountered in women-oriented advertisements of *Cosmopolitan* magazines are based on the variables of register and the lexical and syntactic features. From the view point of the three variables of register, the writer finds that all of the advertisements have three variables (field, mode, and tenor). It means that the three variables of Halliday are considered to be the patent characteristics as a register.

From the view point of lexical features, the writer finds that the

most used features are *weasel words* and *unfinished claim*, which are both 50% of use. From the syntactic features, the writer finds that the most used feature is *syntactic reduction* (75% of use). *Weasel words* and *unfinished claim* are considered to be related to emotional appeal which is believed as the language for women (regarding to the nature of women that is more sensitive, which means the use of emotional appeal should be used to communicate with them). *Syntactic reductions* found in the advertisements do not mean that the language for women is simple and short. Instead, the informations given in the advertisements are many, therefore the language should be reduced.

In summary, the writer finds the language features of registers as encountered in women-oriented advertisements in Cosmopolitan magazines are in two ways. Firstly, the language features have three patent variables in which there is a subject matter (field), the way it says (mode) and the relation among the advertisers and the female customers (tenor). And secondly, the language features include emotional appeal in *weasel words* and *unfinished claim*.

5.1.2 The Degree of Persuasiveness

From the view point of the text parts of advertisement, the writer

finds that there are 100% of headline use, 100% of body copy use, 100% of signature line use, and 83,3% of standing detail use. This is to show that at least three text parts of the advertisements are used in women-oriented advertisement.

The degree of persuasiveness is analyzed based on two things, the theory and the interview. Based on the theory by Stanley et.al (1998) that persuasive writing (in this case, advertisement) is said to be persuasive if it has several persuasive tools namely *connotation, figurative language, repetition, humor and satire, categorical statements, and logical statements*, the writer finds that the most used tool is *personification* (58.3%) and followed by *hyperbole* (41.7%).

Theoretically, all of the twelve selected women-oriented advertisements in Cosmopolitan magazines are categorized as poor. They have limited persuasive tools which are believed to be the key to persuade the audience to buy. However, the result of the interview toward ten women within age 18 to 36 and who have income more at least five millions rupiah per month suggests that the most persuasive and wanted-to-buy advertisement (Category A is excluded) is Maybelline New York. The other advertisements that are persuasive and able to encourage the audiences to buy are Neutrogena, Garnier Fructis, and L'oréal Paris.

As stated on page 16, women have peripheral vision which allows them to see things in details. When the writer did the interview, the interviewees chose the advertisements with several considerations such as whether the function is useful for them, the affordable price, to the brand they ever used.

In summary, there are four out of twelve advertisements which are persuasive and able to encourage the audiences. Therefore, the writer concludes that the persuasiveness of women-oriented advertisements in Cosmopolitan magazines is rather low. However, from this point this study suggests that an advertisement does not depend only on the words to make women, in particular, to buy the product. There are several factors like brand knowledge and customer loyalty which are beyond the linguistic field included.

5.2 Suggestion

For further study, the writer suggests to add the amount of women-oriented advertisement and some correspondence to be interviewed. This is to ensure that the language of the advertisements take important role to persuade women to buy products displayed. For the English Department students, this study could enrich more knowledge of persuasive writing, of

which the students may learn merely in term of academic purpose. Moreover, this study is expected to be a significant reference for advertisers or other researchers who attempt to study about language especially for women.

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APPENDIX

Interviewees' Background

The following is the table of interviewees' background. There are ten female interviewees altogether between the age of 22 to 36 and/or who have income minimally Rp5 millions per month. The interview was conducted using Indonesian and has been transcribed into English.

Interviewee's Name		Age	Latest Education	Current Occupation	Place and Time of Interview
1	YF	27	Bachelor of English Literature of a private university in Surabaya	Housewife	YF's house; July 14th, 20011; 6:06 p.m
2	FO	36	Bachelor of Accounting of a private university in Surabaya	Accountant and Merchant	Dante café – Galaxy Mall; July 15th, 2011; 5:09 p.m.
3	MS	20	Currently as a university student in Surabaya	-	Dante café – Galaxy Mall; July 15th, 2011; 5:09 p.m.
4	FG	30	- Master of Communication of a private university in Surabaya - currently as a master student of graphology of a university in Jakarta	Dean of Communication Study in a private university in Surabaya	Dante café – Galaxy Mall; July 15th, 2011; 6:32 p.m.

5	NL	22	Currently as a university student in Surabaya	Helping parents' work in garment shop	Linkafé restaurant – Tunjungan Plaza; July 15th, 2011; 9:24 p.m.
6	AS	29	Bachelor of English Education of a private university in Surabaya	Helping parents' work in home-industry printing	Dante café – Galaxy Mall; July 26th, 2011; 1:11 p.m.
7	LB	24	Bachelor of Visual Communication Design of a private university in Surabaya	Graphic designer and owner of a bakery shop	WMCUS Dinoyo Campus; July 27th, 2011; 3:20 p.m.
8	HC	34		Senior Promotion Division at a Department Store in Surabaya	Food court – Galaxy Mall; July 28th, 2011; 12:40 p.m.
9	ML	24	Bachelor of Accounting of a private university in Surabaya	An accountant of an export-import company in Surabaya	Red Mango – Tunjungan Plaza; August 4th, 2011; 5:50 p.m.
10	CY	28	Bachelor of English Education of a private university in Surabaya.	Translator	CY's house; August 5th, 2011; 5:11 p.m.

Interview Transcript

The following is the result of the interview that was conducted in Indonesian and has been transcribed into English. There are three main questions asking about the perspective of the interviewees; those are (1)

“Which advertisements do you think have the most interesting overall performance? Why?”, (2) “Which advertisements do you think have the most interesting language? Why?”, and (3) “Are you encouraged to buy the products displayed in the advertisements? Why?”.

1st interviewee

The first interviewee is a housewife. She is fond of fashion especially makeups. The following is the interview held at her house.

Q1: Secara keseluruhan tampilan, iklan mana yang paling menarik menurut Anda? Mengapa?

(From overall performance, which advertisements are the most interesting for you? Why?)

YF: *Iklan yang paling menarik menurutku iklan Covergirl, Estee Lauder, Maybelline, U-Kotex. Alasannya dari segi warna untuk yang Covergirl, karena kuning adalah warna favorit saya. Lalu yang Estee Lauder...karena ini krim anti-aging, jadi menurut saya, saya sudah mulai perlu itu untuk umur saya yang sekarang (sambil tertawa). Lalu iklan Maybelline karena saya suka makeup, dan tampon karena kata-katanya yang eye catching.*

(The most interesting ads for me are Covergirl, Estee Lauder, Maybelline, and U-Kotex. The reasons why I choose Covergirl, it's because of the color, yellow is my favorite color. Then Estee Lauder...since this is an anti-aging cream, I think I will need it considering my current age [giggling]. And then I choose Maybelline ad because I love makeup. And the tampon, because the words are eye-catching.)

Q2: Dilihat dari segi bahasa, iklan mana yang paling menarik menurut Anda? Mengapa?

(Based on the language itself, which advertisements are the most interesting for you? Why?)

YF: *Dari segi bahasa atau kata-kata yang paling menarik menurut saya iklan U-Kotex karena dari satu halaman ini kata-katanya yang paling membuat kita benar-benar menjadi tertarik. Apalagi juga lucu.*

(From the language itself I think that U-Kotex is the most interesting ad, since the whole page has such interesting words. It is funny.)

Q3: Berdasarkan kata-kata atau bahasa yang disampaikan, dari iklan-iklan yang menurut Anda menarik, adakah yang membuat Anda ingin membeli produk tersebut? Jika ada, sebutkan iklan yang mana beserta alasan Anda.

(Based on the words or the language itself from the ads you think are interesting, are there any ads you think you will buy the product? If there is any, please mention which ad as well as your reason.)

YF: *Kalau untuk beli kayaknya sih enggak ya. Karena ini iklan tampon, yang jarang digunakan di Indonesia.*

(I don't think I will buy the product. Because this is an ad of tampon, which is rather rare to use in Indonesia.)

2nd interviewee

The second interviewee is an accountant. She has married with a daughter. The following is the interview held on her house.

Q1: Secara keseluruhan tampilan, iklan mana yang paling menarik menurut Anda? Mengapa?

(From overall performance, which advertisements are the most interesting for you? Why?)

FO: *Secara keseluruhan, yang menurut saya paling menarik adalah iklan Estee Lauder karena menurut saya cukup match antara kata-kata dengan gambarnya, sih.*

(Overall, the most interesting ad for me is Estee Lauder because I think the picture matches to the words.)

Q2: Dilihat dari segi bahasa, iklan mana yang paling menarik menurut Anda? Mengapa?

(Based on the language itself, which advertisements are the most interesting for you? Why?)

FO: *Kalau dari segi bahasa, yang paling menarik adalah iklan U-Kotex karena bahasanya cukup lucu, sehingga mendorong kita untuk membaca dari awal sampai akhir. Jadi pengen tahu itu sebetulnya produk apa.*

(According to its language, the most interesting ad is U-Kotex because it is quite funny, encouraging to read from the beginning to the end. It makes me want to know what product it is.)

Q3: Berdasarkan kata-kata atau bahasa yang disampaikan, dari iklan-iklan yang menurut Anda menarik, adakah yang membuat Anda ingin membeli produk tersebut? Jika ada, sebutkan iklan yang mana beserta alasan Anda.

(Based on the words or the language itself from the ads you think are interesting, are there any ads you think you will buy the product? If there is any, please mention which ad as well as your reason.)

FO: *Iya, pengen nyoba yang Estee Lauder. Yang U-Kotex cuma pengen baca aja, cuma pengen tahu, karena kata-katanya lucu jadi pengen tahu sebenarnya itu produk apa tapi sebetulnya tidak terlalu jelas (hubungan teks dengan produk) menurut saya. Kalau yang Estee Lauder menurut saya cukup jelas, digambarkan di situ pelemab yang mengandung air dan di gambarnya itu ada seorang perempuan yang dengan wajah yang begitu segar, jadi menurut saya cukup menarik.*

(I would like to try the product of Estee Lauder. U-Kotex ad encourages me to read, encourages my curiosity, because of the funny words, so I would like to know what the product is really about, though it is not relevant [the relation between the text and product] for me. I think the ad of Estee Lauder

is quite clear. It is described with a water-based moisturizer and there is a woman whose face is so fresh, so I think it is quite interesting.)

3rd interviewee

The third interviewee is a student of one private university in Surabaya. She is 20 years old. The following is the interview held on one of coffee shop in Surabaya.

Q1: Secara keseluruhan tampilan, iklan mana yang paling menarik menurut Anda? Mengapa?

(From overall performance, which advertisements are the most interesting for you? Why?)

MS: Saya sudah melihat semua iklan yang ada di sini, dan yang paling menarik bagi saya adalah lipstik Revlon. Karena ini sudah warnanya soft, terus warnanya orange dan ada moisturizer-nya, dan bibir itu bisa terlihat seperti lebih lembut. Jadi lebih cerah, segar dan awet muda. Jadi, di gambarnya ini saya benar-benar suka.

(I just saw these ads and the most interesting for me is Revlon. Because the color is soft, it's orange and has moisturizer, and the lips look softer. It makes the model look brighter, fresher, and stay young. I really like the picture.)

Q2: Dilihat dari segi bahasa, iklan mana yang paling menarik menurut Anda? Mengapa?

(Based on the language itself, which advertisements are the most interesting for you? Why?)

MS: Dari segi bahasa, yang paling menarik adalah Covergirl, maskara nylon. Warnanya kuning, dan alat maskaranya itu sangat menarik bagi saya. Karena di sini juga dikatakan kalau membuat bulu mata itu 80% lebih panjang dan lebih lebat dan bisa melengkuk ke atas, jadi saya tertarik untuk membeli.

(From the language, I think the most interesting is Covergirl, the nylon mascara. It's yellow, and the tool is somehow attractive for me. In here, it also says that it can make eyelashes look 80% longer and thicker. So that's why I'm interested to buy.)

Q3: Berdasarkan kata-kata atau bahasa yang disampaikan, dari iklan-iklan yang menurut Anda menarik, adakah yang membuat Anda ingin membeli produk tersebut? Jika ada, sebutkan iklan yang mana beserta alasan Anda.

(Based on the words or the language itself from the ads you think are interesting, are there any ads you think you will buy the product? If there is any, please mention which ad as well as your reason.)

MS: Seperti yang sudah saya katakan tadi, kalau memang Covergirl ini yang menarik saya untuk membeli. Karena selain alatnya yang lucu, yang

bergerigi rapat di mana jarang ditemukan sekarang ini, membuat saya cenderung untuk membeli.

(Like I've said before that Covergirl really attracts me to buy. Beside its cute figure, it has tight brush which is rather rare to see, that makes me want to buy.)

4th interviewee

The fourth interviewee is an expert of communication. She works as a lecturer in a private university in Surabaya.

Q1: Secara keseluruhan tampilan, iklan mana yang paling menarik menurut Anda? Mengapa?

(From overall performance, which advertisements are the most interesting for you? Why?)

FG: *Yang paling menarik itu yang Olay sama yang Covergirl. Kalau yang Olay bagi saya menarik karena secara tampilan dia menampilkan sesuatu yang berbeda dibandingkan iklan-iklan lain yang selalu menampilkan manusia atau perempuan, mengeksploitasi perempuan. Tapi kalau di sini, lebih kepada perlengkapan dan detail, dan ini menjadi menarik karena bentuk visualisasinya itu sesuai dengan packaging. Jadi agak jarang memang yang menggambarkan perlengkapan yang ada di dalam produk Olay itu di dalam sebuah gambaran yang isinya itu menggambarkan gunanya untuk apa. Jadi, bagi saya ini menarik walaupun harus dilihat lebih detail, oh ini ternyata gunanya untuk menghapuskan flek, ini gunanya untuk moisturizer, dan sebagainya. Jadi bagi saya jauh lebih menarik. Kalau yang Covergirl ini, kenapa bagi saya menarik: satu, warna kuning yang eye-catching; dua, Covergirl tidak dijual di Indonesia. Jadi, bagiku cukup menarik karena aku juga pengguna Covergirl; yang ketiga adalah karena kulitnya "pale" dan digabung dengan warna sarung tangan hitam jadi tampak eye-catching, jadi melihatnya langsung "wah mukanya bening banget ya". Jadi itu bagi saya pribadi yang ini yang paling eye-catching. Lain dibandingkan dengan yang lain.*

(The most interesting ads are Olay and Covergirl. The Olay adv is interesting for me because as the whole performance, it shows something different compared to other ads, which always show women, exploit women. But in here, the tools and details are being focused, and it becomes interesting because the form of visualization matches to the packaging. Indeed, it is rare to see ads which describe the tools in the product like Olay, in which the image describes what benefits the product has. So, for me this is interesting even though I have to see it in detail, "oh this is for erasing the black spot, this is for moisturizing, and so on. So for me, this is much more interesting. While this one, why I think Covergirl ad is interesting: first, the eye-catching yellow; second, Covergirl is not available in Indonesia, so, for me this is quite interesting because I am the user of

Covergirl myself; the third is because the model's skin is pale and combined with black gloves she is using, it looks eye-catching. When I see her face I thought "wow, her face looks so bright". So this one for me is the most eye-catching and different from others.)

Q2: Dilihat dari segi bahasa, iklan mana yang paling menarik menurut Anda? Mengapa?

(Based on the language itself, which advertisements are the most interesting for you? Why?)

FG: Kalau menurut saya, hampir tidak semua ada yang menarik. Jadi kalau ditanya yang mana yang menarik, saya enggak tahu. Tapi, kalau dari semua ini yang paling menarik sebenarnya ini (U-Kotex). Jadi, bukan karena dia tidak ada gambarnya, tapi dia lebih cenderung (memiliki) isi, sedikit, nggak crowded. Dengan membaca, orang kadang berpikir produk apa sih ini, apa benar ini produk kecantikan, dibaca sampai dua kali baru. Jadi menurut saya ini yang paling menarik. Selalu, produk memakai kata-kata yang sebenarnya orang nggak cukup paham juga untuk menyampaikan itu.

(For me, almost none of them are interesting. So if I'm asked which one is interesting, I don't know. But overall, the most attractive is actually U-Kotex. It is not because there is no picture, but it is more likely to have the message, few, and not crowded. By reading this, people tend to think what kind of product this is, so it makes them read at least twice. So I think this is interesting. Because, the products offered by the advertiser always use words which are difficult to understand.)

Q3: Berdasarkan kata-kata atau bahasa yang disampaikan, dari iklan-iklan yang menurut Anda menarik, adakah yang membuat Anda ingin membeli produk tersebut? Jika ada, sebutkan iklan yang mana beserta alasan Anda.

(Based on the words or the language itself from the ads you think are interesting, are there any ads you think you will buy the product? If there is any, please mention which ad as well as your reason.)

FG: Nggak. Nggak ada. Yang menarik itu memang ada tiga. Tapi satu, saya bukan pemakai tampon, itu karena mungkin culture yang belum populer. Kalau Olay, saya nggak tertarik karena mereka lebih diarahkan pada anti-aging. Nah, saya ini berusaha untuk muda. (Saya) bukan pasarnya. Kalau Covergirl, saya nggak tertarik untuk membeli karena saya sudah customernya. Nggak perlu disuruh saya sudah beli. Kalau ada yang membuat saya tertarik untuk membeli, sebenarnya Covergirl, tapi nggak bisa jadi kata-kata "gara-gara iklan saya membeli". Tapi karena saya membeli dulu, melihat iklannya lebih dimapankan. Jadi kalau untuk yang tampon sama Olay nggak.

(None of them. There are indeed three interesting advertisements. But first of all, I don't use tampons, that's maybe because it's not yet a popular

culture. I'm not interested to buy Olay because it focuses on anti-aging. Well, I'm not the target. Then Covergirl... I'm not interested to buy because I am already the customer. I don't have to look at the advertisement to buy it. If there is one advertisement that makes me want to buy it, it's actually Covergirl. But it doesn't mean that I buy the product because I see the advertisement. Instead, I bought it first, then seeing the advertisement. So, I'm not interested to buy the tampon and Olay).

5th interviewee

The fifth interviewee is a student of a private university in Surabaya. She is 22 years old. The following is the interview held on one of the restaurant in Surabaya.

Q1: Secara keseluruhan tampilan, iklan mana yang paling menarik menurut Anda? Mengapa?

(From overall performance, which advertisements are the most interesting for you? Why?)

NL: *Kalau aku pertama melihat iklan Lancome Paris ini karena sangat jelas menarik. Lancome ini salah satu produk kecantikan yang benar-benar menarik ya. Jadi maksudnya simpel, modelnya juga simpel, kelihatan jelas bahwa wajahnya cerah.*

(I see that Lancome Paris is obviously interesting. This advertisement is one of the most interesting beauty product. The message is simple, as well as the model whose face clearly looks great.)

Q2: Dilihat dari segi bahasa, iklan mana yang paling menarik menurut Anda? Mengapa?

(Based on the language itself, which advertisements are the most interesting for you? Why?)

NL: *Kalau dari segi bahasa, aku memilih Olay. Karena tidak terlalu banyak penjelasan, singkat, namun di dalam satu iklan itu jelas semuanya.*

(From the language, I choose Olay. Because it doesn't have much explanation, brief, but the content shows it all.)

Q3: Berdasarkan kata-kata atau bahasa yang disampaikan, dari iklan-iklan yang menurut Anda menarik, adakah yang membuat Anda ingin membeli produk tersebut? Jika ada, sebutkan iklan yang mana beserta alasan Anda.

(Based on the words or the language itself from the ads you think are interesting, are there any ads you think you will buy the product? If there is any, please mention which ad as well as your reason.)

NL: *Iya, pasti. Soalnya saya, apalagi cewek ya, disajikan iklan yang menarik, dan kalau ada contoh modelnya juga pasti kita tertarik untuk "oh iya supaya lebih bagus.." Yang Lancome Paris. Soalnya ya kelihatan jelas modelnya, seorang Julia Robert yang cakep apa segala macem, dia*

ternyata juga memakai produk Lancome. Ya aku tertarik untuk memakai produk ini, untuk mencoba. Julia Robert aja pakai, masa aku nggak pakai?
(Yes, absolutely. Especially as a woman, I was shown with these interesting advertisements, in which they have model as well. I like to buy Lancome Paris. Because the model is clearly shown, a figure of Julia Robert, who is very beautiful. It turns out that she uses this product. I'd like to try this product. If Julia Robert uses it, why don't I?)

6th interviewee

The sixth interviewee is a worker at printing industry. She has married. The following is the interview held on a coffee shop in one of the shopping malls in Surabaya.

Q1: Secara keseluruhan tampilan, iklan mana yang paling menarik menurut Anda? Mengapa?

(From overall performance, which advertisements are the most interesting for you? Why?)

AS: *Maybelline. Karena warna-warna yang menarik, pertama, kemudian ya karena saya sudah tahu produknya.*

(Maybelline. Because, first of all, the colors are interesting and then because I know the product. Then another product like Garnier, it states Defy Heat Damage and has interesting illustration.

Q2: Dilihat dari segi bahasa, iklan mana yang paling menarik menurut Anda? Mengapa?

(Based on the language itself, which advertisements are the most interesting for you? Why?)

AS: *Garnier, karena kalau yang ini dari kata-katanya sih “defy heat damage” sama gambarnya menarik. Ada lagi kata-kata “new healthy look” punya L’Oreal karena dia bilang supaya bisa healthy look, natural, jadi yah kayaknya itu bahasa yang kayaknya menarik sih untuk saya.*

(Garnier. Because the words “defy heat damage” and the illustration are attractive. There is also “new healthy look” of L’Oreal. It says you can get healthy look, natural, so I think that’s an attractive language for me.)

Q3: Berdasarkan kata-kata atau bahasa yang disampaikan, dari iklan-iklan yang menurut Anda menarik, adakah yang membuat Anda ingin membeli produk tersebut? Jika ada, sebutkan iklan yang mana beserta alasan Anda.

(Based on the words or the language itself from the ads you think are interesting, are there any ads you think you will buy the product? If there is any, please mention which ad as well as your reason.)

AS: *Saya kepengen beli karena sesuai dengan keperluan saya. Produk-produk untuk rambut itu yang saya utamakan. Kemudian, dari semua kata-kata yang “natural” kemudian “10 times smoother” kayaknya menarik banget dan sesuai dengan sasaran kenapa saya kepengen beli produk ini.*

(I want to buy this product because it suits my current need. I am a kind of person who put hair treatment as priority. Then, the words “natural”, “10 times smoother” seem very attractive and suit with the reason why I want to buy this product.)

7th interviewee

The seventh interviewee is a fresh graduate from one of a private universities in Surabaya. The following is the result of the interview held on a Widya Mandala Catholic University of Surabaya.

Q1: Secara keseluruhan tampilan, iklan mana yang paling menarik menurut Anda? Mengapa?

(From overall performance, which advertisements are the most interesting for you? Why?)

LB: *Kalau dari tampilan aku lebih suka yang ini, Maybelline. Soalnya warnanya itu bagus, penempatan model dan produk bagus ya, pas.*

(From the overall performance, I prefer this one, Maybelline. Because the color is nice. The placement of the model and the product is also nice. Perfect.)

Q2: Dilihat dari segi bahasa, iklan mana yang paling menarik menurut Anda? Mengapa?

(Based on the language itself, which advertisements are the most interesting for you? Why?)

Yang paling menarik itu iklannya Biore, soalnya saya juga ada masalah dengan komedo. Jadi saya begitu lihat kata-katanya “deep down dirt won’t budge” langsung mengena. Yang pertama kali melihat kata-kata itu sepertinya produk ini menjawab persoalanku. Yang kedua, Garnier, karena aku juga punya masalah di rambut. Jadi begitu melihat kata-katanya “defy heat damage” langsung mengena. Selama ini kan rambutku rusak, jadi mungkin dengan memakai produk Garnier ini rambutku bisa lembut lagi. Yang berikutnya, iklan Maybelline, iklan Estee Lauder, Lancome, memiliki kata-kata yang positif. Jadi kalau dua iklan sebelumnya kan kata-katanya negatif, langsung pada permasalahannya. Tapi kalau yang ketiga iklan ini, berbicara hal-hal yang positif. Seperti kata-kata “rich color smooth feel” itu kata-kata yang positif, jadi begitu melihat aku langsung berpikir “wah nanti aku bisa jadi cantik ya kalau pakai ini”. Sebenarnya untuk tiga iklan terakhir saya tidak butuh produknya, tapi karena melihat kata-katanya, aku jadi tertarik ingin membeli karena kata-katanya yang positif.

(The first most interesting advertisement is Biore’s. Because I also have problems with blemish. So when I see the words “deep down dirt won’t budge”, I simply get caught. Seems like this product answers my problems. The second is Garnier, because I also have problems with my hair. So when I see the words “defy heat damage”, I get caught with this ad. All this time my hair has been damaged, so maybe by using this product of Garnier my

hair can be smoother. And then the nexts are Maybelline, Estee Lauder, Lancome, these three ads have positive expressions. So the previous two ads have negative expressions, directly to the main problem. Reversely, these three ads talk about positive things, like “rich color smooth feel”, that’s the positive expression. So when I see it I think “woah I can be pretty if I use this product”. Actually for the last three ads, I don’t need the product, but because of the expressions, I get interested to buy. The expressions are positive.)

Q3: Berdasarkan kata-kata atau bahasa yang disampaikan, dari iklan-iklan yang menurut Anda menarik, adakah yang membuat Anda ingin membeli produk tersebut? Jika ada, sebutkan iklan yang mana beserta alasan Anda.

(Based on the words or the language itself from the ads you think are interesting, are there any ads you think you will buy the product? If there is any, please mention which ad as well as your reason.)

LB : *Yang ini. Maybelline. Walaupun tulisannya kecil, tapi begitu melihat gambarnya, warnanya bagus. Jadi ingin mencoba.*

(This one. Maybelline. Even though the font is small, but when I see the illustration, the color looks great, encouraging me to buy.)

8th interviewee

The eighth interviewee HC is a senior staff of a department store in Surabaya. The following is the interview held in Galaxy Mall Surabaya.

Q1: Secara keseluruhan tampilan, iklan mana yang paling menarik menurut Anda? Mengapa?

(From overall performance, which advertisements are the most interesting for you? Why?)

HC : *Dari semua ini yang saya pilih adalah iklannya Lancome sama Estee Lauder. Kenapa? Karena kedua iklan itu adalah yang paling simpel tapi cukup eye-catching untuk customer atau pembaca. Dengan menggunakan role model orang terkenal, kemudian bahasa yang digunakan adalah bahasa yang simpel juga, tidak terlalu panjang, product knowledge yang ingin disampaikan pada reader juga tidak terlalu panjang, cuma ada beberapa kalimat saja. Selain itu space iklan yang cukup besar. Itu akan menarik perhatian.*

(From all of these ads I choose Lancome and Estee Lauder. Why? Because both ads are the most simple but quite eye-catching for customer or reader. By using famous role model, and then the language use is also simple, not much, the product knowledge is also not too much, simply few sentences. Besides, the space is big. It’s attractive.)

Q2: Dilihat dari segi bahasa, iklan mana yang paling menarik menurut Anda? Mengapa?

(Based on the language itself, which advertisements are the most interesting for you? Why?)

HC: *Tetap punya Lancome sama Estee Lauder. Karena, sekali lagi, mereka tidak terlalu panjang tapi mereka cukup menampilkan gambaran, kemudian ada sedikit product knowledge supaya reader tahu, tapi bahasanya juga bukan bahasa yang terlalu kompleks, cukup bahasa yang sederhana. Kemudian dikasih juga foto dari produk yang ingin mereka kenalkan. Jadi kita setengahnya sudah membaca. Jadi sebelum membaca tulisan ini, dengan adanya gambar produk mereka baik di Lancome maupun di Estee Lauder, kita setengahnya sudah tahu apa yang bakal mereka launching untuk kita.*

(Still Lancome's and Estee Lauder's. Because, once again, they do not have much words but sufficient to illustrate the description, and then there is a little bit of product knowledge for the readers, but the language is not too complex as well, only the simple ones. Then they are given pictures of the product they would like to introduce. So, we have read them partially. So before reading these copies, by the presence of product illustration, both Lancome's and Estee Lauder's, we partially have known what are the products they would like to launch to us.)

Q3: Berdasarkan kata-kata atau bahasa yang disampaikan, dari iklan-iklan yang menurut Anda menarik, adakah yang membuat Anda ingin membeli produk tersebut? Jika ada, sebutkan iklan yang mana beserta alasan Anda.

(Based on the words or the language itself from the ads you think are interesting, are there any ads you think you will buy the product? If there is any, please mention which ad as well as your reason.)

HC : *Saya bukan pengguna kosmetik ya soalnya. Tapi kalau misalnya, katakanlah saya pengguna kosmetik, tertarik untuk yang Estee Lauder. Karena iklan itu kayaknya fresh banget deh. Jadi membantu untuk kesegaran wajah.*

(I'm actually not a cosmetic user. But if I were, let's say I'm a cosmetic user. I would be interested to Estee Lauder. Because the it looks fresh, so it helps to boost the freshness of face.)

9th interviewee

The ninth interviewee named ML is a student of a private university in Surabaya. The following is the interview held in Red Mango, Tunjungan Plaza, Surabaya.

Q1: Secara keseluruhan tampilan, iklan mana yang paling menarik menurut Anda? Mengapa?

(From overall performance, which advertisements are the most interesting for you? Why?)

ML: *Maybelline, soalnya warnanya full color, menarik. Kemudian, dari produk yang ditawarkan dengan hasil pada model sesuai. Menarik lah. Produk yang diaplikasikan ke model sesuai. kelihatan banget warna-warnanya.*

(Maybelline. Because it's full color, it's interesting. Then, the product launched suits with the model. Very interesting. The applied product on the model is great. It really shows the colors.)

Q2: *Dilihat dari segi bahasa, iklan mana yang paling menarik menurut Anda? Mengapa?*

(Based on the language itself, which advertisements are the most interesting for you? Why?)

ML: *Ada dua. Tampon dan Neutrogena. Dari bahasa, kalau yang Neutrogena ini singkat. Aku rasa untuk iklan memang seharusnya tidak perlu terlalu banyak kata-kata karena sekilas orang gak mungkin baca. Untuk di banner, di iklan-iklan poster orang hanya akan membaca sekilas. Iklan ini mewakili keseluruhan. Dari tagline-nya "what your most stubborn makeup most afraid of? us". Jadi, singkat dan mengena. Makeup bandel pun bisa dibersihkan dengan produk ini. Terus kalau yang tampon ini menarik karena menggelitik. Jadi, membuat orang ingin tahu lebih jauh. Tadi aku sekedar melihat-lihat semua iklan, begitu melihat yang ini, rasanya melihat yang lain jadi males. Lihat yang ini kan lucu. Jadi kata-katanya juga mudah diingat karena lucu.*

(There are two interesting ads. The tampon [U-Kotex] and Neutrogena. From the language, this Neutrogena ad is brief. I think an advertisement should not need much words since people will not read it at a glance. People will read at a glance the advertisement on banners or poster. This advertisement represents the whole message. From the tagline "What your most stubborn makeup most afraid of? Us." shows that it is short but hits the mark. Even the most stubborn makeup could be cleaned using this product. Then this tampon [U-Kotex] is interesting for me because it's funny, so it encourages people to know more. When I was looking the whole ads, this ad captured my attention and others became less interesting. This one is funny. And the words are easy to remember because of that.)

Q3: *Berdasarkan kata-kata atau bahasa yang disampaikan, dari iklan-iklan yang menurut Anda menarik, adakah yang membuat Anda ingin membeli produk tersebut? Jika ada, sebutkan iklan yang mana beserta alasan Anda.*

(Based on the words or the language itself from the ads you think are interesting, are there any ads you think you will buy the product? If there is any, please mention which ad as well as your reason.)

ML : *Ada. Untuk yang Maybelline aku tertarik soalnya memang dari produk dengan modelnya mewakili. Jadi apa yang dijual terlihat di model. Lalu Neutrogena juga. Entahlah. Dari tagline-nya itu menggoda gitu.*

Kayaknya mewakili dan meyakinkan tanpa aku membaca kata-kata selanjutnya. Sebenarnya aku gak baca sih, aku baca tagline-nya aja dengan gambar iklannya, ada tissue dan ada coretan-coretan ini, mewakili lah. Aku mau beli yang dua ini. Untuk yang tampon, enggak.

(Yes, there are. For Maybelline, I'm interested because the product and the model represent the message. So what is being sold is shown on the model. And so Neutrogena. I don't know why. The tagline looks tempting for me. It seems like it represents the message and convincing even without me reading the next words. Actually I didn't read, I read only the tagline and the picture. There is a tissue and these strokes, they represent the message. I want to buy these two products. I don't want to buy the tampon.)

10th interviewee

The tenth interviewee named CY is a graduate of one of private universities in Surabaya. The following is the result of the interview held on her house.

Q1: Secara keseluruhan tampilan, iklan mana yang paling menarik menurut Anda? Mengapa?

(From overall performance, which advertisements are the most interesting for you? Why?)

CY: Yang paling menarik menurutku iklan Covergirl karena warna kuningnya benar-benar eye catching. Maskaranya juga kelihatan banget dan enggak menggumpal. Biasanya kalau maskara kan menggumpal sampai kelihatan tebal banget. Tapi yang ini pas.

(The most interesting ad for me is Covergirl because the yellow colour is really eye-catching. The mascara looks stunning and no clotting. You know, some mascara usually clots on eyelashes. But this one looks great.)

Q2: Dilihat dari segi bahasa, iklan mana yang paling menarik menurut Anda? Mengapa?

(Based on the language itself, which advertisements are the most interesting for you? Why?)

CY: Dari segi bahasanya, aku paling tertarik sama U-Kotex. Lucu. Masa tampon ditaruh di lubang kunci mobil? Kata-katanya mau gak mau membuatku membayangkan kejadian itu. Bayangin, kamu punya saudara laki-laki, suka bawa mobilmu. Tiba-tiba suatu saat kamu ngerjain dia, tempat kuncinya kamu tuker tampon, pasti kebingungan itu barang apa. Lalu, yang Neutrogena ini juga menarik sih menurutku. Dengan satu pertanyaan yang tepat pada sasaran dan jawaban yang tampak sangat meyakinkan meskipun sangat singkat, iklan ini membuatku enggak jenuh cuma dengan kata-kata. Gambarnya juga menggambarkan sekali maksudnya. Kata-katanya sebenarnya kompleks tapi dijabarkan dalam satu kalimat singkat. Bisa dilihat dari pengulangan kata "most". Orang kalau enggak biasa baca bahasa Inggris pasti njelimet bacanya.

(From the side of the language, I'm interested the most to U-Kotex. It's funny. It's awkward to put tampon on the keyrings. It inevitably makes me imagining that event. Just imagine, if you had a brother who kept taking out your car and suddenly you teased him by putting the tampon on the keyrings. He might have been confused what the thing is. And then, Neutrogena is also interesting for me. By using one right-on-target question and an answer that seems convincing although so short, this ad does not bore me with words. The illustration also clearly describes the point. It actually has complex words but is elaborated into a brief sentence. It is shown by the repetition of the word "most". It might be difficult for those who are not accustomed in reading English texts.)

Q3: Berdasarkan kata-kata atau bahasa yang disampaikan, dari iklan-iklan yang menurut Anda menarik, adakah yang membuat Anda ingin membeli produk tersebut? Jika ada, sebutkan iklan yang mana beserta alasan Anda.

(Based on the words or the language itself from the ads you think are interesting, are there any ads you think you will buy the product? If there is any, please mention which ad as well as your reason.)

CY: Enggak ada. Kenapa aku enggak tertarik membeli U-Kotex karena aku enggak yakin bakalan nyaman memakai tampon. Dan yang Neutrogena enggak juga, karena aku sudah pakai produk pembersih lain yang lebih terjangkau. Aku pernah dengar merk Neutrogena ini dan memang sudah mendunia dan setahuku harganya cukup mahal. Aku lebih suka membuang uang untuk keperluan pokok daripada produk kecantikan soalnya cocok-cocokan juga kan.

(None of them. The reason why I'm not interested to buy U-Kotex is because I'm not sure it will be comfortable to use tampon. And I'm not interested to buy Neutrogena either, because I have used another cleansing product that is more affordable. I've heard the brand of Neutrogena. It has been popular worldwide and as I know the price is quite high. I prefer spending my money on basic needs than on beauty products because using beauty products is a matter of compatibility.)