An Overview of English Language in Indonesian Advertising in Printed Media

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Abstract

The aim of this paper is looking on the impact of English as a global language from an angle of how English language is used in local printed advertising media in Jakarta particularly on fliers. Discussion takes place by comparing two different brands in the city: a local brand advertisement and an international/multinational brand advertisement which sells similar product. Linguistic elements such as lexical category (verbs, nouns, etc.) are the focal point of the discussion. It can be said, at the end, that the local brands try to get brand power and position in the market through the usage of English language (as language choice), product name, logo, and even the content message in brochures and menus. Meanwhile it seems that the international brand uses adaptation technique to call for *Indonesianisation* of their product.

Keywords: *English as global language, advertisement, linguistic elements*

1. Introduction

Nowadays English is the vital vehicle of unified communication between the business owners, products, and customers. It has become the primary language choice for business and marketing communication strategies. Brands and products are in competition to seek place in consumers' mind through media as the medium to connect with the market place. A rapid growing of media and technology in most parts of the world enhances the spreading of English as a choice for a means of communication so that the needs, preferences, and wants are met.

In exploring the issues of globalisation of English and the language of advertising in printed media, this paper is trying to answer the following questions: (1) What linguistic elements mixed in the advertising? (2) In what form do the elements come into the frame of the advertisement? In order to be able to answer those questions, we need to have a glimpse on several researches done on advertisements since the global spread of English is indeed an intriguing matter; however, the complication of the process resulted in opposition of views,

perspective, and approaches give us an insight that we need to handle it with care.

The aim of this paper is looking on the impact of English as a global language from an angle of how English language is used in local printed advertising media in Jakarta particularly on fliers. The writer considers Jakarta is the melting pot. It is the capital and the centre of economic as well as governmental activities in which receives a great deal of International exposure, especially the Western culture and values. Therefore, we are comparing two advertisements: one local brand advertisement and one multinational brand advertisement in Jakarta. Some linguistic elements will be mentioned, especially on code mixing in these two printed ads. Basic notions of the treatment of English language in a specific linguistic landscape are particularly important due to some linguistic features may receive different perception in some places. These connotative components, such as icons, symbols, and the like, are connected to cultural context of a place that affected attitudes and behavior.

2. Perspectives and Approaches on Advertisements

Globalisation has two directional tendencies such as increasing global connectivity and increasing global consciousness (White & Robertson, 2007, p. 64), and advertising seems to be one of the best vehicles for business owners and advertisers as tool for marketing communication. Furthermore, media and technology advancement make their dreams come true to reach as many people as they can. Crystal (2003) remarks that "the media capitalized on the brevity with which a product can be conveyed to an audience-even if the people were passing at speed in one of the new methods of transportation....The English advertisements are not always more numerous, in countries where English has no special status, but they are usually the most noticeable" (p. 94). What Crystal mentioned here is in hand with Hjarvard (2004). She proposed her hypothesis on the role of media in promoting the Anglo-Saxon language into global usage, and the media responsible to the emerging of English varieties resulting on the occurrence of *medialect*, that is "…any analysis of an increasingly mediated society's use of language must also take into account the linguistic variants that arise out of specific media" (Hjarvard, 2004, p. 75).

The arising of English varieties becomes the open door for a language trend so called code-mixing in advertisements. This event shows that English did have a contact with the people and has earned its position among them. Further understanding of English language position among people, Kachru offers the most reliable framework in verifying the use of English language, and this leads us to see the English language positions in Indonesia. Indonesia is in the expanding circle, which means that English is used as a foreign language. Usually in this circle, English becomes an attraction. Takashi (as cited in Hashim, 2010, p.523) conducted a study of advertising in Japan, in 1990 where he analyzed English borrowings integrated into Japanese advertising texts. From 5,556 loan words, he made five categories: special effect givers, brand-names, lexical gap, technical terms, and euphemism. Surprisingly, Japanese language was only used in promoting traditional Japanese and Chinese products, whilst English was for non-traditional products that signified modernity and sophistication.

In another study of advertisements, Luna et al. (as cited in Hashim, 2010, p. 522) suggests that code-switching may be used a s a tool for highlighting certain words or phrases in advertisements, and this also confirms Myers-Scotton's model previously says that code-switching may attracts attention and becomes noticeable when the ad appears in different language. Moreover, Bhatia (2009) found that "…language-mixing is universal and that English is commonly 'mixed' language. English is often code-mixed with local languages to fulfill the advertising industry's needs of having creativity and innovation in advertisements." (p. 524). Thus, based on the ideas mentioned above, it is easy for us to agree and allow foreign language(s) to appear in any linguistic forms in our advertisements that suitable to the industrial needs. It also suggests that the pragmatic awareness through the use of English language in the local advertising to negotiate international identity into local social and cultural setting.

More sayings on this so-called intercultural communication context, that is the integration of English language in local advertising campaign serves the general framework of 'socially-realistics linguistics' (Martin, 2006, p. 8). It means that the language operates in certain or specific level of context of situation to be able to serve its purposes, based on Hymes' framework (as cited in Martin, 2006,

p. 8) for linguistic study that describes 'context of situation': (i) the form and context of the message, (ii) the setting, (iii) the participants, (iv) the intent and effect of the communication, (v) the key, (vi) the medium, (vii) the genre, and (viii) the norms of interaction. The need to communicate their brand to local people, therefore, enables the marketers or advertisers to adapt to the habitation of their readers. This adaptation should be accepted in the local sociological context as well as local cultures.

3. Discussion

3.1. English Language in Indonesian Advertisements

Based on region, Indonesia is a Southeast Asia country with official name the Republic of Indonesia and the fourth largest population in the world after China, India, and Brazil. The population structure is divided according to the islands, and the most populated one is Java island especially West Java (http://www.pressreference.com/Gu-Ku/Indonesia.html). Political factors, population, and geographical structures have consequences for the development of English language so far. It was not until 1998, the press and media received a freedom to speak their voices due to some constraints of western ideas and language usage in the past.

This so-called the Asian sleeping giant speaks Indonesian as the official language, ethnic or tribal languages varied from Javanese, Maduranese, Sundanese, and hundreds more. Dutch - as a language of colonialists - is also spoken by a number of people. Although English plays a role as a foreign language, it has the highest number of speakers for foreign language in Jakarta. It is assumed that Jakarta has the highest number of bilinguals and multilinguals speaking Indonesian, English, and/or ethnic language. Indonesian used is largely determined by law, as a national language and in a formal situation. The interlocutors of Indonesian language range from almost all aspect of occupations and ethnic groups, however not to mention Indonesian dialects used in certain part of Indonesian islands and regions. Ethnic languages are used between interlocutors who share similar or same ethnicity, and usually spoken in an informal situation. English is the language taught at schools and other higher

education, but not widely spoken. English is mainly used in academic and business settings, where most of them are considered as formal situations that required Standard English instead of colloquial variety. The second variety is widely used in radio broadcasting, printed/digital advertising, talks between teenagers, and other informal settings in urban areas. This is also one of the reasons that the advertising in urban area like Jakarta, Semarang, and Surabaya has rapid and meaningful changes in both languages and sophistication.

Today we can see the various usages of English in electronic and printed media, and our focus here is on language choice in advertisements of local consumer goods product and multinational product.

3.2. Code-Mixing in Food Product: Pizza Hut and Local Vendors Pizza

Text and image are the prominent concept of printed advertising where sometimes words come to play creating assumptions, perceptions, emotions, feelings, and actions of the viewers. In generating messages, the advertisers often use intriguing images and words to capture attention. In Indonesian food advertisements, the mixing of Indonesian and English becomes more and more often. Some examples of this are:

Figure 1

Figure 2

a. *Linguistic elements in Pizza Hut ads*

	Indonesian	English
Verbs	*doyan, dipanggang, bertabur, bercampur*	-
Adverbs	*terakhir*	-
Adjectives	*terbaru, baru* (5x), *segar, pelepas*	tropical, sparkling,
Nouns	*pilihan, nasi, per orang, daging, ayam, daging ayam, suapan, variasi, rasa, teh, sirup, buah, sirup buah, paduan, suapan, ber-4, dahaga*	tea, delight, strawberry, lychee, chicken, chicken delight, sparkling tea, soda
Pronouns	-	-
Loan words	Variasi, set, per , soda	-

b. Code-switched elements in Figure 1 and 2

- "Pizza Hut *Sensasi* Delight": The Indonesian word 'sensasi' replaces the English adjective 'sensational'.
- "*Nasi* Chicken Delight": This is the phrase for name of a menu displayed on the ad, but there is a mixing of the word 'nasi' (meaning 'rice' in English).
- "Variasi baru *Sparkling Tea*": the noun phrase 'sparkling tea' mixed with Indonesian phrase indicating that the soda in the drink has caused it to have a kind of 'sparks' in the mouth. However, the Indonesian equivalence for the phrase 'sparkling tea' cannot be found at the time when the advertisement was made.

Further examples on pizza advertisements from local vendors are shown in Figure 3 and 4.

a. Linguistic elements in local vendors' ads

	Indonesian	English
Verbs	*dipilih, memesan, terpisah*	-
Adverbs	-	-
Adjectives	*Tipis*	Green, black, spicy, steamed
Nouns	*Pendamping* (2x)	Thin crust, fruit, salad, chicken, tuna, garlic, bread, wings, cheese, submarine, french fries, mushroom, onion, pineapple,

		shrimp, corn, sausage, green pepper, olive, hunter, rice, pilaf rice, seafood
Pronouns	-	-
Loan words	Otomatis, pizza, fiesta, tom yum, pilaf (Eng.)	Poutine (Fr.), lasagna (Italian), bruschetta, tomato, spaghetti (Italian-pl.*spaghetto*), mozzarella*, fiesta, teriyaki (Japanese), tom yum (Thai), pilaf (Turkish-*pilav*)

*incorrect spelling. (mozzarella)

Figure 3

Figure 4

b. Code-mixing in Figure 3 and 4

- "Semua pizza dapat dipilih 'Thin Crust' (tipis) saat mememesan": the insertion of the phrase 'thin crust' referring to a specific menu option that has already become a marketing terms for pizza product.
- "Otomatis thin crust": the adjective 'otomatis' here means 'available in thin crust only'.
- "Full Rp.35.750 (untuk 2-3 orang)" and "100% vegetarian ... (alat masak terpisah dg menu daging)" are code-mixing in brackets, presumably for giving extra information.
- Local pizza vendor in Figure 4 uses many loan words for the menu showing an effort to make their brand offers unique taste of pizza among other competitors: 'teriyaki' and 'tom yum' pizzas.

4. Conclusion

There are several differences between the international brand and Indonesian local brand advertisements nevertheless the product offered in this case is the same, that is pizza. Pizza Hut is known as an American restaurant chain

and international franchise that offers Italian food such as pizzas, pastas, etc. On the other hand, Indonesian local businesses also offer the same product with different branding and marketing strategies. Through those comparisons, we can see that Pizza Hut has more Indonesian words and phrases compare to the two local brands – Papa Ron's Pizza and Gian Pizza. Pizza Hut advertisements shown here uses many Indonesian nouns compare to Papa Ron's Pizza and Gian Pizza, whereas these two local brand use some numbers of loan words more than Pizza Hut. From this result, it can be said that the local brands try to get brand power and position in the market through the usage of English language (as language choice), product name, logo, and even the content message in brochures and menus. Meanwhile it seems that Pizza Hut uses adaptation technique to call for *Indonesianisation* of their product. There are massive amount of code-mixing in Indonesian advertisements which can be explore for future research along with the people's perspective on particular ads and language usage. The implication of globalisation of English to the expanding circle country, that is Indonesia, is predictable and may change our attitude toward English in the future, either to accept it or reject it. It may be true what Yano (as cited in Jenkins and Murata, 2009, p.158) had proposed that the distinction between the three circle will disappear someday, and "if the present trend continues, advertising in Asia is ready to make yet another leap leading to fuzzy boundaries of the three circles in an effort to respond to the global as well as local tastes of Asian consumers at the same time."

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Fig. 1 http://pizzahut.co.id/index.php?lang=IN&mib=menus.detail&id=2009100215305211

Fig. 2 https://www.facebook.com/pizzahutindonesiaofficial?ref=ts

Fig. 3 http://www.paparonspizza.com/gfx/slides/1320391178.jpg

Fig. 4 http://ngocol.us/images/imported/2011/08/683.jpg