

STUDY OF LANGUAGE VARIATION ON PRODUCT PROMOTION ADVERTISING ON INSTAGRAM

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Abstract

Language is widespread in various media, one of which is in advertising. Good language skills are needed to produce an exciting and distinctive fish language to market a product. The use of attractive language can attract attention for those who see it, whether from print media, electronic media, to digital media, which lately are increasingly being used to promote products. This is also done by the company Kirihuci Indonesia in marketing Cilembu sweet potato processed products on the Instagram social network. This research was conducted to determine what language variations are used in the advertisement for Kirihuci's sweet potato products on Instagram. This study uses a qualitative descriptive method with interviews and internet searching as data collection techniques. After the linguistic data was collected, a content analysis was carried out to describe the results of the linguistic data collection. This study found that Kirihuci used sociolect variations as a variation of advertising language because it relates to the speakers' status, class, and social class. As a seller who wants to get closer to potential consumers, the Kirihuci Instagram manager uses colloquial variations or casual language commonly used in everyday life. Sundanese is also used as a form of Kirihuci's identity as a typical ethnic product of Bandung.

Keywords: sociolinguistics, language variation, advertising language, Kirihuci

INTRODUCTION

Advertising is a message that offers a product addressed to the public through media (Kasali, 1995: 9). According to Saladin (2002: 219), advertising is a promotional tool, usually used to direct persuasive communication to target buyers and the public where this form of advertising presentation is non-personal. In addition, Kotler, Philip & Armstrong (2011: 97) define advertising as any form of nonpersonal presentation and promotion of ideas, goods, or services by a particular sponsor that requires payment. Therefore, it can be concluded that advertising is a form of communication consisting of information and ideas about a product that is addressed to the audience simultaneously

to get a good reception. Advertising seeks to inform, persuade, and persuade. Without advertising, there will be very few people who recognize the product, no one will even recognize it.

Saladin (2003: 133) introduces four characteristics of advertising, namely; (1) public presentation, (2) pervasiveness, (3) expressiveness, and (4) impressiveness. Expressiveness is closely related to language because advertising provides an opportunity to present the company as well as products impressively by using narrative. Narratives are made as interesting as possible in order to create an interesting impression in the eyes of those who pay attention to them, whether by seeing, hearing, or reading them.

There are so many tools that can be used to create advertisements—examples such as newspapers, brochures, posters, radio, to television. Now social media can be used as a medium for advertising. One of them is Instagram, an application widely used by people. On Instagram, companies can upload brochures about the products they offer to market, which people will then see. Don't forget to use hashtags or hashtags so that their posts appear on the homepage of people looking for something with that hashtag.

KIRIHUCI INDONESIA also uses Instagram as a medium to create advertisements. KIRIHUCI INDONESIA is a company engaged in the processing industry of Cilembu sweet potato. This KIRIHUCI is a typical ethnic product from Bandung because the source of the main ingredient, sweet potato, is directly taken in Sumedang. KIRIHUCI has been in 75 tourist outlets and typical Bandung souvenirs, such as Hypermart, Floating Market, Serba Susu, Rumah Mode, Suka Sari snack, Ontjcom Raos, Kabita, Kunafe, Great Asia, Farm House, etc. For further expansion of KIRIHUCI, by the end of 2018, KIRIHUCI has been in 45 typical Cirebon and Kuningan souvenir outlets, such as at Kharisma stores, Ceu Neneng, Alit stores, Daud stores, Dua Mata, Cirebon Hypermart, Johan stores, Selamat, Batik Mami, and others. KIRIHUCI INDONESIA is focused not only on the culinary field but also on fashion, crafts, herbs, electronics, and property. In 2018, KIRIHUCI became the company brand of KIRIHUCI INDONESIA which has three flagship programs, namely selling, education, and Airairis's Event Organizer. The long-term programs of the KIRIHUCI INDONESIA company are Kirihuci handmade and craft, Kirihuci Travel, and Kirihuci Fashion. An advertisement uses language as a tool to introduce a product. Therefore, the term advertising language is known, which is used in an advertisement. Then, how does KIRIHUCI INDONESIA advertise its products on Instagram? What is the form of the advertising language?

Many studies on advertising language have been carried out. Some of them are “The Language Style of PT. Unilever Indonesia: A Semantic and Pragmatic Review” by Yurnianti, Ermanto, and Zulfahdli, “Analysis of Advertising Language in Kartini Magazine” by Hutahaean, “Advertising Language Analysis of RINSO SOAP Products on Children's Character Education Strengthening” by Rahmawati, “Analysis of Diction and Style in Advertising Services for Pontianak Post Newspaper October 2016 Edition” by Widyanto, and the article “Analysis of Language Style Usage and Visualization Techniques for Clothing Detergent Advertising Promotion in Television Media” by

Ratnasari. The similarity between the articles with this research is that they both discuss the style of advertising language. While the difference lies in the advertising media and the focus of the research. In this study, the advertising language used as research data comes from social media Instagram. It was also found that Sundanese in advertising can serve as an identity that the product is a Sundanese ethnic product.

METHOD

The research method used is the descriptive qualitative method, which is a method that analyzes and describes data to describe the state of the object under study, which is the center of research attention (Ratna, 2008: 39). Data collection techniques were carried out by internet searching and interviews. The Internet searching technique is a data collection technique that utilizes the internet as a data source. The place to find data on the internet is in the form of websites and social media. The website used to collect data is the *kirihuciindonesia.com* website, and the social media used as the data source is the Instagram account *@kirihuci_snack*.

In addition to the internet searching method. The interview (interview) is an event or a process of interaction between the interviewer (interviewer) and the source of information or the interviewee (interviewee) through direct communication (Yusuf, 2014). In essence, the interview is an activity to obtain in-depth information about an issue or theme raised in the research.

Or is the process of proving information or information that has been obtained through other techniques previously. Because it is an evidentiary process, the interview results may match or differ from the information previously obtained. In order for the interview to be effective, several stages must be passed, namely; 1) introduce yourself, 2) explain the purpose of arrival, 3) explain the interview material, and 4) ask questions (Yunus, 2010: 358). However, due to the pandemic conditions and the distance between the interviewer and the resource person, this interview was conducted online using special social media to share short messages, Whatsapp.

After collecting data from Instagram *@kirihuci_snack* and interviews with the account manager, the data were analyzed using discourse analysis techniques. The stages in analyzing this research data are as follows; 1.) choosing 10 out of 117 ad language data on Instagram, 2.) Identifying what variations of advertising language are used in marketing this Kirihuci Indonesia product, 3.) interpreting the variations in advertising language found in terms of objectives based on the results of interviews that have been conducted, and 4.) conclude.

RESULTS AND DISCUSSION

In this session, the results of the data analysis will be presented. From the analysis of data collected by internet searching and interviews, language variations, functions, and factors influence the use of advertising language on the Instagram account *@kirihuci_snack*.

Variety of ad language from Instagram account @kiriHuci_snack

KiriHuci Indonesia is a multi-business company that manages more than one business or field (Chandler, 1982). KiriHuci Indonesia is engaged in the food industry, fashion, handicrafts, herbs, electronics, and property, but they are new to the food industry with processed products from sweet potatoes. Therefore, product promotion on the @kiriHuci_snack Instagram account is still focused on promoting cilembu sweet potato processed food products. Besides product advertisements, @kiriHuci_snack also posts every activity or program run by KiriHuci Indonesia outside of promoting food products, such as KiriHuci Lecture, an educational program from KiriHuci Indonesia.

Instagram @kiriHuci_snack has started promoting KiriHuci Indonesia products on October 29, 2020. From researchers' observations until August 17, 2021, the last post from the @kiriHuci_snack account was uploaded on July 14, 2021. From 117 Instagram posts @kiriHuci_snack, ten posts were sampled. Here are samples from @kiriHuci_snack's Instagram post.

Table 1. Sample Instagram posts @kiriHuci_snack

No	Date	Caption
1	October 29, 2020	<i>"Sampurasun Akang/Teteh, masih ingat dengan KIRIHUCI? Kami akan kembali dengan tampilan yang lebih menarik dan segartentunya! Jangan sampai terlewat informasi-informasi terbaru dari kami ya! Ayo bersiap untuk order KIRIHUCI! Kami sudah menyiapkan stok yang sangat banyak untuk Akang/Teteh borong!"</i>
2	November 11, 2020	<i>"Hai Akang/Teteh! Kita kenalan yuk.. KIRIHUCI itu bukan hanya kripik ubi cilembu biasa loh! KIRIHUCI tersedia dalam berbagai varian rasa: Original, Balado, Ubi Ungu, Pedas, Jagung Bakar, Cabe Hijau, Keju, BBQ dan Karamel.</i>
3	February 4, 2021	<i>"[Kunjungan Wakil Walikota Bandung ke Pusat KiriHuci]</i> <i>Ketiga perkenalkan namaku Cabe Hijau! Sst tau ga? Cabe Hijau ini varian best sellernya KIRIHUCI loh! Para pecinta pedas jangan ragu-ragu lagi ayo order aku!"</i>
		<i>KIRIHUCI mendapatkan kesempatan emas dikunjungi oleh Kang Yana, panggilan akrab Wakil Walikota Bandung, pada 2 Februari 2021. Kegiatan ini berlangsung dengan tujuan Pemerintah Kota Bandung dalam mendukung UMKM Kota Bandung yang terdampak pandemi. Bukan hanya kunjungan, Kang Yana harap UMKM di Bandung khususnya KIRIHUCI dapat terus memberikan inovasi dan berkerja sama dengan Pemerintah Kota Bandung. KIRIHUCI mengucapkan terima kasih banyak atas dukungan penuh dari Pemerintah Kota Bandung khususnya Kang Yana dan tim. Semoga dengan kegiatan ini UMKM di Bandung dapat terus berkembang. by @heramalia @imad_adha"</i>
4	March 4, 2021	<i>"Remember, if you play small, you stay small! So do what you wanna do now or it will never gonna happen.. And don't forget buy KIRIHUCI at WA-Shopee-BliBli-Tokopedia!"</i>

5	March 23, 2021	<p><i>"Apa kabar Akang/Teteh? Semoga semuanya dalam keadaan sehat dan berbahagia ya! Jangan lupaselalu pakai masker dan taati protokol kesehatan ya.. Mimin mau ngabarin nih, ada yg baru di Kirihuci Snack! Ada Pisang RatuCrispy, kami ready stock dengan berbagai varian rasa!</i></p> <ul style="list-style-type: none"> - Dalgona Susu - Mix - Original <p><i>Pesan sekarang jangan sampai kehabisan! Klik link pemesanan di bio kami yaa"</i></p>
6	April 17, 2021	<p><i>"[All About KIRIHUCI] KIRIHUCI bekerja sama dengan disdagin untuk peluncuran dan bimbingan khusus bagi produk terbaru "Tepung Kanji Ubi Cilembu" pada bulan Maret lalu di disdagin Bandung, Jawa Barat. Tepung Kanji Ubi Cilembu akan tersedia dalam 3 pilihan tepung; Tepung Kanji Ubi Cilembu, Tepung Kanji Ubi Kuningan, dan Tepung Kanji Ubi Ungu. Tepung ini akan tersedia dalam kemasan kotak, hingga keamanan tepung pasti terjaga dan tak mudah bocor. Bagi akang/teteh yg suka bikin cilok, cireng dan lain sebagainya bisa nih langsung cobain tepung ini! KIRIHUCI akan meluncurkan tepung ini pada marketplace Kirihuci Snack, jadi akang/teteh akan mudah mendapatkannya!"</i></p>
7	May 26, 2021	<p><i>"[Headline News KIRIHUCI] Selamat pagi Akang/Teteh, ada kabar gembira loh! Produk favoritmu "KIRIHUCI" mendapatkan kesempatan emas untuk mengikuti pameran virtual bersama KAMI VV dalam "Indo V Fair". Acara ini akan dilaksanakan selama 3 bulan, dimulai dari 15 April - 15 Juni 2021. Ayo berkunjung ke KIRIHUCI di "Indo V Fair", jangan lupa untuk beli dan borong KIRIHUCI nya ya!!"</i></p>
8	June 7, 2021	<p><i>"Ubi Cilembu sama Jagung Bakar kolaborasi!? Eitss jangan kaget Akang/Teteh, perpaduan unik nan nikmat ini bisa kalian nikmatin hanya di KIRIHUCI! So, langsung aja klik pemesanan dan beli KIRIHUCI nya. Kamu dapat pesan melalui marketplace favoritmu!"</i></p>
9	July 10, 2021	<p><i>"Pedes seuhahnya KIRIHUCI emang paling ngeunah! KIRIHUCI pedas siap nemenin makan siang Akang/Teteh, langsung pesensekarang juga di WA, Website atau Marketplace kami! Jangan sampai kehabisan!!"</i></p>
10	July 13, 2021	<p><i>"Ke pasar sama mang mamat Jangan lupa beli ubinya</i></p>
		<p><i>Kripik nikmat nan sehat Kirihuci pilihannya Go click our website or marketplace, checkout all variant of KIRIHUCI Snack!"</i></p>

Based on the analysis of the Instagram caption of the @kirihuci_snack account, the language variation used is the sociolect variation because it relates to the speakers' status, class, and social class. Furthermore, this sociolect variation is further differentiated based on several things such as age, education, occupation, and position of the speaker, to class and social status.

The manager of the Instagram account @kirihuci_snack as a speaker was born in 1995, which means he is currently 26 years old. This age is classified as adult age. Therefore, the use of language in the Instagram caption should be adjusted to his age and the target market's age. Adult age is classified as sorting out what words, phrases, clauses, or

sentences are good and polite to say to everyone. Therefore, on the Instagram account @kiriHuci_snack, the use of sentences in the caption looks polite and in accordance with PUEBI, but still gives the impression of being friendly and close to followers.

In terms of usage, it can be seen clearly that the language variation used is the language variation in the trade sector, which aims to promote the product. Several example sentences show KiriHuchi's promotion. Among others are *the captions "...And don't forget buy KIRIHUCI at WA-Shopee-BliBli-Tokopedia!"* uploaded on March 4, 2021, caption *"...So, langsung aja klik pemesanan dan beli KIRIHUCI nya. Kamu dapat pesan melalui marketplace favoritmu!"* uploaded on June 7 2021, caption *"...KIRIHUCI pedas siap nemenin makan siang Akang/Teteh, langsung pesen sekarang juga di WA, Website atau Marketplace kami! Jangan sampai kehabisan!!"* uploaded in July 2021, and so forth.

Judging from the level of education that has been taken, speakers have an educational background in the field of language. The speaker is a graduate of the English Language and Literature study program from the Indonesian Education University. Although the Instagram account @kiriHuci_snack uses Indonesian and Sundanese as languages to promote products and activities, the English educational background obtained still influences the language style used because he knows the basics of the language. In addition, his experience working as the Social Media Team at UPI Telisik in 2020 certainly made him understand how the Social Media Team works to promote something.

As the @kiriHuci_snack Instagram account manager, of course, the speaker's task is to promote KiriHuchi's products on the Instagram social network. Speakers promote KiriHuchi by posting KiriHuchi products with captions that attract potential buyers. In addition, speakers also post about activities involving KiriHuchi, so people know that KiriHuchi is not just a food product.

Based on social factors, the language variation used is colloquial variation. Even though he was selling, the language used sounded relaxed. One example is from a sample post dated June 7, 2021. There are the words *eitss*, *aja*, and *nikmatin*. These three words usually appear in every day conversation, and some of them are not in the KBBI.

In addition to Indonesian, the Instagram account @kiriHuci_snack also uses Sundanese as its advertising language. One example is in an Instagram post on July 10, 2021 that reads *"Pedes seuhahnya KIRIHUCI emang paling ngeunah!"*. The words *spicy*, *seuhah*, and *ngeunah* are Sundanese words. In addition to these three words, the manager of the Instagram account @kiriHuci_snack uses the mention of *akang* and *teteh* as pronouns to refer to Instagram followers and KiriHuchi customers. In the interview, the manager of the Instagram account @kiriHuci_snack explained that the terms *akang* and *teteh* were used to identify KiriHuchi, who was first established in the Sunda area more precisely in Bandung.

Not only Sundanese, but apparently Kirihuci also uses English in several captions. One of them is in a post that reads, *"Remember, if you play small, you stay small! So do what you wanna do now, or it will never gonna happen..."* which was uploaded on March 4, 2021. It can be seen that English is used when the manager wants to share aphorisms for those who read it, and don't forget the task of promoting Kirihuci by adding an article on the following sentence reads *"...And don't forget buy KIRIHUCI at WA-Shopee-BliBli-Tokopedia!"*

In addition to the use of various Sundanese and English languages, there is also rhymes in several posts. One of them is an Instagram post @kirihuci_snack on July 13, 2021, which reads;

"Ke pasar sama mang mamat Jangan lupa beli ubinya Kripik nikmat nan sehat Kirihuci pilihannya"

It was a rhyme that was used to promote the creation of Kirihuchi chips. Don't forget to include an invitation to buy Kirihuchi by adding the words *"...Go click our website or marketplace, checkout all variants of KIRIHUCI Snack!"*

The language used in this Kirihuci product ad posting is consultative. This language barrel is usually used by people in the school environment and markets or other shopping places, and the conversation is usually about exchanging information or buying goods transactions. In this case, the admin of the Instagram account @kirihuci_snack provides information about the products they market and serves potential buyers of the products being marketed.

Functions and factors of ad language variations from the Instagram account

@kirihuci_snack

As a company engaged in the food industry, it is clear that Kirihuci Indonesia has a goal to market its products. This can be seen from the ten samples of @kirihuci_snack Instagram captions, all of which included the promotion agenda for the Kirihuci Snack product. However, in addition to promoting food products, @kirihuci_snack also frequently posts activities in the Kirihuci program, such as visits and webinars for Kirihuci Lectures.

Based on language variations, there is the use of writing according to PUEBI rules, colloquial variations, Sundanese and English, and rhymes. The manager of the @kirihuci_snack Instagram account has a language education background and has experience as a Social Media Team. Therefore, his background is to support admins to maintain authorship in accordance with PUEBI. The use of everyday variations is done to get closer to potential customers of Kirihuci. Kirihuci positioned himself as a friend of followers and consumers.

The use of Sundanese language that appears quite often in Kirihuci's posts serves as an identity because Kirihuci is a typical ethnic product of Bandung. Based on an interview with Kirihuci's Instagram account manager (13/08), one of Kirihuci's target markets is the Sundanese community. In addition, Kirihuci also targets teenagers therefore they use the pronouns *akang-teteh* when writing posts for Instagram and interacting with followers or customers. For the use of English itself, it functions as a variation of

content, so that Instagram visitors don't get bored of seeing Kirihuci's Instagram. At first, the researcher thought that the use of rhymes in some of @kirihuci_snack's Instagram posts was part of the preservation of rhymes which are now starting to be forgotten. However, in an interview with the account manager @kirihuci_snack, there is no specific purpose in using pantun as a variation of Instagram content. The use of rhymes only acts as a way for @kirihuci_snack's Instagram posts to not only include promotions and product introductions.

CONCLUSION

Based on the analysis of variations in advertising language on Instagram @kirihuci_snack, it can be concluded that Kirihuci uses sociolect variations as a variation of advertising language, because it relates to the status, class, and social class of the speakers. As a seller who wants to get closer to potential consumers, the Kirihuci Instagram manager uses colloquial variations or variations of casual language that are commonly used in everyday life. The use of the Sundanese language is also a sign of Kirihuci's identity as a typical ethnic product of Bandung, it also helps bring the seller closer to the buyer, especially by using the *callakang-tete* which has a friendly impression. Although it only acts as a variation of content so that Kirihuci's Instagram display is not dull, Kirihuci Indonesia has indirectly helped the preservation of the pantun. Not only in rhymes, but this also applies to using a neat writing style according to PUEBI. This shows that preserving language and literature can be done anywhere and anytime. The preservation can be carried out indirectly, unintentionally, or unplanned when someone uses language as a tool.

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