

Language Styles Analysis in Coffee and Tea Advertisement on Mass Media

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ABSTRACT

This research aims to describe the language style used and the meanings contained in the coffee and tea advertisement on mass media. Researchers chose coffee and tea advertisement in mass media as the object of research. The method in this research was descriptive qualitative. The data collection technique was observation and notetaking. The data collected were categorized according to the type of advertisement and then analyzed one by one using language style theory and semantic theory. The results of this research found 27 data on coffee and tea advertisement containing language styles, consisting of 3 rhetorical language styles (consisting of 1 alliteration, 7 assonances, and 11 hyperboles), then 3 figurative language styles (consisting of 1 personification, 1 simile, and 2 synecdoches), and 4 denotative meaning (does not contain language style), as well as the semantic meaning contained in it. The repetition of consonant sounds always occurs in an alliteration language style. While in assonance, the style of language was in the form of repetition of the same vowel sound to achieve the goal of obtaining a beautiful effect in a sentence. Meanwhile, hyperbola was a style of language that tends to exaggerate the actual reality. In the figurative style, personification was a style of language that describes inanimate objects as if they saw a living creature. In contrast to simile, this style was comparing the similarities of something, and synecdoche was a style of language used to express a whole or a part. While denotative meaning was a language or word that was used to express

something that was without any deviation from the word. Hyperbole was the most common language style found in this research. This was because the advertisement writer wants to highlight the specialty of the coffee and tea products offered by using excessive elements in the advertising language and wants to define a product in an interesting sentence through a short direct comparison. The element of exaggeration in his words was evident in the style of hyperbole.

Keywords: *Advertisement, Coffee and Tea, Language Styles, Mass Media*

INTRODUCTION

Mass media is one of the tools used to convey messages to the public. The message displayed can be in the form of sound, images, or writing delivered through print, electronic, or online media. In the current era of technological advances, many companies or manufacturers use mass media as a means to help promote and market their products. One of them is advertisement through television and YouTube. According to the British Institute of Advertising Practitioners (Jefkins,1996), advertising is the most persuasive sales message directed to the most potential buyers of goods or services certain services at the lowest possible cost.

An advertisement can be said to be successful if the advertiser can attract the target to become a partner, support, and even finally buy the product offered. According to Wibowo (2003), the advertisement that is liked by the public is usually also due to the expertise of advertisers in utilizing the use of language styles. In terms of skills in using words, language style is required to uphold the values of honesty, clarity, and frugality. In the advertisement, the special characteristics of the language used must be short, concise, clear, and interesting. Keraf (2017) stated that the use of language styles can at least assess a person's personality, character, and ability in using a particular language. The better the style of language, the better people will judge it; The worse the style of a person's language, the worse the assessment given to it.

Advertising is expected to change the image or public view of a product, at first the product is not attractive and is a normal thing for someone, but after seeing the advertisement it can change the views of the advertised product. The advertisement is packaged in a language style through a unique and interesting message in a slogan (tagline)

and then supported by an advertising model with very varied message delivery.

In this research, researchers are interested in examining the language styles in the advertisement of coffee and tea in mass media. This research focuses on analyzing the meaning contained in the slogan of coffee and tea on television and YouTube using semantic studies. Coffee and tea were chosen in this research because these two products are a product category that is still in great demand in society. The Nielsen Company Indonesia (a company engaged in global information and media and focusing on research and conducting research in providing information on market developments) stated that, throughout 2021, Nielsen found positive growth in 9 out of 10 categories, namely online services, facial care, hair care, coffee and tea, snacks, clove cigarettes, seasonal condiments, liquid milk, and instant food and noodles. In an increasingly advanced era like today, there are various types of beverages that are commonly consumed by people in everyday life. Today, coffee and tea have become the most famous beverage in the world after water. In its development, coffee and tea are not only consumed by the elderly but have penetrated all ages. Nowadays, many young people like to consume coffee and tea. With this situation, many companies or producers use them to make and produce coffee and tea and then market them through advertising. This semantics study aims to analyze the meaning contained in morphemes, words, phrases, and context-free sentences in coffee and tea advertising slogans.

Researchers use the theory from Gorys Keraf (2017) because this theory is relevant to the research and is suitable to be used to conduct this research. Before conducting this research, the results of a survey were conducted by researchers by observing advertisements on television for 7 consecutive days. In this survey, the researchers found that there were variations in the language styles in the slogans of coffee and tea on television, for example in the *Pikopi Gula Aren* advertisement with the slogan "*Lebih Paten Lebih Keren*". This advertising slogan contains an alliteration style and denotative meaning. In the *Pikopi Gula Aren* advertisement, there is a repetition of the consonant sound *n*. The meaning contained in the advertisement is that *Pikopi Gula Aren* is coffee with a mixture of palm sugar and produces coffee with a patent and extraordinary taste so that it is cooler and superior to other coffees. In addition, coffee with a patent taste is very suitable for consumers to enjoy both weekdays and

weekends. Therefore, the researcher's interest in the slogan, which is always present in every advertisement, makes it unique and attracts the attention of the researchers. The attractiveness of using language style in each advertisement is unique, which encourages researchers to examine it further and in-depth.

Based on the above background, the researchers formulated the problems that were what are the language styles used in the coffee and tea advertisement slogan on mass media and what is the semantics meaning contained in the language styles of coffee and tea advertisement slogan on mass media. Related to the formulation of the problem above, the research objectives to be achieved are to find out the language styles used in the coffee and tea advertisement slogan on mass media and to describe the semantics meaning contained in the language styles of coffee and tea advertisement slogans on mass media. The limitation of this study focuses on the analysis of language styles in the coffee and tea advertisement slogan on mass media. The mass media selected in this study were television and YouTube. Advertisement of coffee and tea focused on several national television channels, including NETTV, GTV, RCTI, MNCTV, SCTV, ANTV, and Trans TV in the July 2022 edition. In the YouTube analysis, the researchers focused on the official coffee and tea accounts obtained from observing television advertisements with different editions of the year, namely July 2021. The reason the researchers chose television and YouTube in this research is besides being easy to access, based on surveys and data from Liputan6.com, PT. The Nielsen Company Indonesia stated that television is still the main advertising channel because it can reach more audiences at the same time and is then followed by digital channels (such as YouTube). In terms of the selected channel, the researchers focus on television which is still dominantly watched by all of society. In addition, the reason for supporting because when compared to other televisions channel, this 7-television channel most often displays coffee and tea advertisement. Because every month and year the advertisement always increases and not all advertisements that appeared on the channel had been analyzed by the researchers based on data from timesindonesia.co.id, coffee and tea in July became a beverage trend as consumers switched to a healthy lifestyle after the covid-19 pandemic.

Previously, **Taat Kuspriyono** (2015) in his research entitled "The use of Language Styles at PT. L'oreal Indonesia Web Advertisement (a case study of PT. L'oreal Indonesia)". In his research, Kuspriyono focuses on L'oreal advertisements taken from the official

website of PT. L'oreal. Kuspriyono uses the language style theory proposed by Nurdin et al (2004). Then in research **Ira Wirasari and Theodora Evipani BR Karo** (2018), in their research entitled "Study of Language Style in Antangin Fit on Social Media". Their research focused on the #GakGampangTumbang version of the advertisement Antangin Fit published on social media Facebook on September 4, 2016. The research method used is descriptive qualitative, using the main techniques namely interviews with advertising designers and literature studies as well as using style theory from Gorys Keraf (2010) and the semiotic theory approach from Roland Barthes to describe the visual meaning contained in advertisements. And last in research **Hendro Ade Saputra and Ade Bayu Saputra** (2021), in their research entitled "Analysis of Language Styles Used in the South Radar Daily Newspaper". In their research, they focused on the purpose of analyzing language style including the meaning used in the March 2021 edition of the daily newspaper Radar Selatan. The language style theory they use is the theory of Gorys Keraf (2007). Meanwhile, in this research, the researchers analyzed the language style in coffee and tea advertisement on mass media television in the July 2022 edition of television and YouTube in the July 2021 edition, using the theory language style of Gorys Keraf (2009). Then the same research in the title "Analysis of Language Style in Ads for Tourism Charm of NTB on YOUTUBE Content" by **Nina** in 2020 and also in research by **I Made Saputra and I Nyoman Kardana** in 2017 with the research title "Use of Language by Bugis Communities in Sanganan Village, Tabanan, Bali. The data findings and results obtained in this research are also different from previous research, so this research has been updated from previous research.

The value of the benefits of this study can be studied theoretically, which is expected to add to the study of science in the field of linguistics. Practically, this research can have an impact on society and students. language and can provide attraction and interest to buy coffee products and n the time see advertisements that aired on television and YouTube. As for students, the benefits of this research are expected to be used as material for knowledge about language styles. Especially the style of language in the slogan of coffee and tea as well as the semantic meaning contained in the advertisement.

THEORETICAL FRAMEWORK

Concept of Advertisement

In general, ordinary people say advertisement is "selling" or the business of selling products, goods, or services to the audience. Jefkins (1996) says that "... advertising is a way of selling through the dissemination of information". In everyday life, there are many kinds of advertisements. Broadly speaking, there are 6 kinds of advertisement, as stated by Jefkins (1996), namely consumer advertising, business-to-business advertising, commercial advertising, retail advertising, financial advertising, and job advertising.

Advertisement is made not only to convey information but have the nature of encouraging and persuading us to be interested. Shurter (1971) slightly mentions advertising as a form of a commercial letter that aims to make direct sales, demand production services, provide and test reactions to products, reach company prospects, maintain and develop agencies, and have good faith. In addition, Shurter (1971) also said that the advertising structure is structured to stimulate reading interest, arouse desire for the product, convince readers that the product/service is the best product, and encourage readers to take action. Therefore, it can be concluded that an advertisement made must be accompanied by a purpose and structured to have a clear vision, mission, strategy, and target in marketing.

In the advertisement, various elements support each other. These elements are verbal elements (text/language) and nonverbal elements (refers to visuals and context, such as pictures and illustrations). These two elements are the driving force of an advertisement and give spirit to the advertisement.

Coffee and Tea Advertisement on Mass Media

Advertisement is now something that can no longer be avoided by anyone and anywhere. The human need for information provides great opportunities for companies or producers to offer products produced through advertising and promotion through mass media. Examples of popular mass media today are television and YouTube. In modern times like today, real daily necessities continue to be in demand and purchased by consumers in any society. Many products are advertised through television and YouTube, including beverage advertisements, such as coffee and tea. Jefkins (1996) argues that "...effective communication is always largely determined by the combination of words and pictures...".

From the existing discussion, it can be concluded that beverage advertisement of coffee and tea on mass media is included in the type of product advertisement or commercial advertising. The goal is to promote and introduce a product to the public so that people are interested in buying the product. Therefore, it is very appropriate to deliver beverage advertisements through television and YouTube. In conveying the message content through the two-mass media, it is as if directly between communicators and communicants, because the point is that the advertisements delivered will be easy to understand. After all, they are audible and supported by visuals.

Concept of Language style based on the direct or indirect meaning

Language style, in particular, is known in rhetoric with the term style which is derived from the Latin *stillus*, which is a kind of tool for writing on a wax plate or can be interpreted as a way of expressing thoughts through language that specifically shows the soul and personality of the writer. In addition, language style or style is part of diction or word choice which questions whether or not the use of certain words, phrases, or clauses is appropriate to deal with certain situations (Keraf, 2017).

Language style based on a direct or indirect meaning style based on meaning is measured by whether the meaning is direct or not, namely, whether the reference used still maintains its denotative meaning or whether there are deviations. If the reference used still maintains the basic meaning, then the language is still plain. If the reference used has changed its meaning (either in the form of a connotative meaning or has deviated far from its denotative meaning), then the reference is considered to have a language style based on whether or not the meaning is direct. Language style which is called a trope or figure of speech is divided into two groups, namely rhetorical language style, and figurative language style. Language style rhetoric is still further divided into twenty-one types, namely alliteration, assonance, anastrophe, apophasis or preterisio, apostrophe, asyndeton, polysyndeton, chiasmus, ellipsis, euphemism, litotes, hysteron proteron, pleonasm and tautology, periphrasis, prolepsis or anticipation, erotesis or rhetorical questions, syllepsis and zeugma, correction or epanorthosis, hyperbole, paradox, and oxymoron. While the figurative language style consists of similarities or similes, metaphors, allegory, parables and fables, personifications or prosopopoeia, allusions, eponyms, epithets, synecdoche, metonymy, antonomasia, hypalase,

irony, cynicism, and sarcasm, satire, innuendo, antiphrasis, and pun or paronomasia. Three rhetorical language styles are found in this research (consisting of 1 alliteration, 7 assonance styles, and 11 hyperbole styles) and 2 figurative language styles (1 personification style, 1 simile, and 2 synecdoche styles).

Rhetorical style is a deviation from the usual construction to achieve a certain effect. 3 rhetorical language styles are discussed in this research alliteration, assonance, and hyperbole. Alliteration is a series of words that begin with the same letter or sound alike. In other words, alliteration is a language style that is the repetition of the same consonant sound that follows each other, it is usually used in poems and prose, to create a beautiful sentence or to emphasize the word. For example, "You came and you change my whole life now".

Assonance is the repetition of vowel sounds, most commonly within a short passage of verse or language style is the repetition of the same vowel sound in words that follow each other, and it is usually used in the poem to emphasize or to make it more artistic. For example, "You will have healthy and shiny white skin". In the sentence above, the assonance style is shown through the repetition of the vowel sound (y) at the end of the healthy and shiny. Hyperbole is a language style that exaggeration either the character or size of a thing which has the aim to emphasize, intensify, etc. For example, "You will have a perfect feeling!".

Besides the rhetorical style, the figurative language style is also discussed in this research. The figurative language style is a further deviation, especially in the area of meaning. This language style is formed based on comparisons or similarities. There are 3 figurative styles discussed in this research namely personification or prosopopoeia and synecdoche.

Personification or prosopopoeia is a figurative language style that describes inanimate objects or inanimate objects as if they have human characteristics. For example, "The howling wind in the middle of the night added to our fears". The sentence above contains a personification style because it describes the wind as if it could roar (scream). We already know that roaring is a feeling possessed by living things.

Similarities or similes is an explicit comparative language style, which is to directly compare something with something else, for example, "You are like the moon".

Synecdoche is a style of language that uses part of something to express the whole (pars pro toto). "I don't see the bridge of his nose" or uses the whole to state apart (total pro parte), for example, "Indonesia managed to get a gold medal in the table tennis competition".

Concept of Semantic Meaning

According to Saussure (1996), every linguistic sign or language sign consists of 2 components, namely a significant component (which means) which is in the form of a series of sounds, and a significant component (which is interpreted) which is in the form of an understanding or concept (which is owned by the significant). Based on the theory developed by Saussure, meaning is an understanding or concept that is owned or contained in a linguistic sign. If the linguistic sign equates its identity with a word or lexeme, it means that meaning is an understanding or concept that is owned by each word or lexeme. If equated with a morpheme, meaning is the understanding or concept that is owned by each morpheme, both basic morpheme and affix morpheme.

Therefore, the meaning of a word or lexeme when used in a real language is often separated from its basic understanding or concept, as well as its reference. Many experts say that the meaning of a word can only be determined if the word is already in the context of a sentence. Experts also said that the meaning of the new sentence can be determined whether the sentence is in the context of discourse or in the context of the situation. Since language is a mediator, the relationship between a word and its meaning is a mediator.

Chair (2019) stated that there are various 12 types of meaning consisting of associative meaning, conceptual meaning, connotation meaning, contextual meaning, denotative meaning, grammatical meaning, idiom meaning, lexical meaning, the meaning of terms, non-referential meaning, referential meaning, word meaning. This research found 5 meanings, namely:

1. Connotation Meaning

The connotative meaning is another meaning that is “added” to the denotative meaning related to the sense of the value of the person or group of people who use the word. For example, the word pig, when viewed from the denotative meaning, the word pig means a four-legged animal whose meat is used. But when viewed from the meaning of its connotation, then the resulting meaning is no longer the same as the previous meaning, namely a 4-legged animal whose meat is used, but there is a negative feeling that arises when hearing the word.

2. Contextual Meaning

Contextual meaning is the meaning of a lexeme or word that is in one context. Contextual meaning can also relate to the situation, namely the place, time, and environment of the use of the language.

3. Denotative Meaning

The denotative meaning is the original meaning, the original meaning, or the actual meaning of the lexeme. Denotative meaning has similarities with lexical meaning, namely interpreting a lexeme according to the original meaning of the lexeme. For example, the word "ushi" in Japanese means "a type of four-legged animal that is usually bred and used for meat and milk".

4. Non-Referential Meaning

Non-referential meaning is the meaning of a word that arises but there is no reference to the word. On the word and, or and because it does not have a referential meaning because these words do not have a real reference or reference, but still have meaning when paired with other words in a sentence.

5. Referential Meaning

A word or lexeme is called referential if there is a reference. Words such as horse, red, and pictures are including words that have a referential meaning because there are references in the real world.

RESEARCH METHODOLOGY

In general, the method was a way or procedure that could be used to find out something, which had systematic steps. While the methodology was studied in studying the rules of a method. It could be concluded that the research methodology was studied by studying the regulations contained in the study (Usman & Akbar, 2015). In this research, the method used was descriptive qualitative. This method aims to describe the language styles found in coffee and tea advertisement on television. According to Bagdan and Taylor in Moleong (2002), qualitative research was researched that produces descriptive data, namely in the form of written/oral words from people or observed behavior. This research method was to illustrate a certain situation or event (Tarjo, 2019).

The object of research aims to obtain data with a purpose and something legitimate and something reliable (Sugiyono, 2019). In this research, the object of this research was the coffee and tea advertisement that was shown on mass media. The source of this research data was taken from television July 2022 edition and YouTube July 2021 edition. In this research, the theory used was the theory of language style proposed by Gorys Keraf (2017).

Data collection techniques could be deemed as the most important step in research since the main purpose of the research was to obtain data. The data collection techniques used in this research were observing and note-taking techniques (Pranowo,2009). The steps of data collection techniques carried out by researchers were observing (watching) the slogan of coffee and tea advertisement on television. Then chose coffee and tea advertisement that contain language style on television. After that, recorded coffee and tea advertisements contain language styles, and further recorded coffee and tea advertisements contain language styles for in-depth analysis. Observations were made by the researcher in stages on various television channels every day. For a week there were 7 days, and researchers made observations from 06 AM-06 PM every day. If Monday was 06-12 AM on the RCTI channel, then the next time was the MNCTV channel. On the next day from 06-12 AM MNCTV channel, then the next hour was the RCTI channel. The reason the researchers chose the researched hour was that the researchers chose the shoulder time, which was the broadcast time between 12 am-04 pm. The researcher did not choose prime time because that hour was dominated by talk shows and movies. Therefore, researchers could not get a lot of advertisements at that hour. After the researchers collected observational data on television, the researchers turned to look for coffee and tea advertisements on YouTube the same advertisement in the July 2021 edition through the official coffee and tea advertisement account, once collected, the researcher would proceed to the analysis stage. According to Moleong (2018), the job of data analysis was to organize, sort, group data, code, and categorize it. The data analysis techniques used in this study were as identified all coffee and tea advertisements that had been collected. Then classify coffee and tea advertisement based on the language style used. After that, all the data that had been classified were then presented in descriptive form. This presentation aims to show the style and meaning of what was in the coffee and tea advertisement.

RESULTS

Based on research that has been done on coffee and tea advertisement slogans on mass media, it was found 27 data on advertisement slogans containing language style based on direct or indirect meaning. The results of the analysis consist of 3 rhetorical styles (consisting of 1 alliteration, 7 assonance language styles, and 11

hyperbole language styles), then 3 figurative language styles (1 personification, 1 simile, and 2 synecdoche styles), and 4 denotative meaning (does not contain language style). The kind of language styles contained in the coffee and tea advertisement slogan vary and are classified according to the theory that has been proposed by Gorys Keraf (2009).

In this research, alliteration style was found in the advertisement **Luwak White Coffee** with the slogan ***My Mood Booster***, the meaning contained in the advertisement is that Luwak White Coffee is coffee that is comfortable to drink and pleasant when consumed. With a special blend of composition, this coffee is suitable for drinking in any situation and makes coffee the most delicious choice (non-Referential).

While assonance style was found in the advertisement **ABC Tulus Mix** with the slogan ***Rasanya Unik Gayanya Asik***, the meaning contained in the advertisement is contemporary coffee with a combination of palm sugar and bubble gum flavor mixed with finely ground coffee to produce a unique coffee taste that is different from the others with an addictive sensation when enjoyed (Denotative). Then in the advertisement **Luwak White Coffee** with the slogan ***Ngafe Dirumah Aja***, the meaning contained in the advertisement is that Luwak White Coffee is coffee that can be created into various kinds of drinks. Luxurious coffee is always ready to be enjoyed and can have a cafe-style coffee every day through this coffee without the hassle of going to the cafe (Referential). Furthermore, the same style of language is also found in the advertisement **Pikopi Gula Aren** with the slogan ***Lebih Paten Lebih Keren***, the meaning contained in the advertisement is that Pikopi Gula Aren is coffee with a mixture of palm sugar produces coffee with a patent and extraordinary taste, so that it is cooler and superior to other coffees. In addition, coffee with a patent taste is very suitable for consumers to enjoy both weekdays and weekends (Denotative). Next in the advertisement **Sariwangi Sari Murni** with the slogan ***Ngeteh Pagi Untuk Semangati Hari***, the meaning contained in the advertisement is that drinking Sariwangi in the morning can give you enthusiasm for activities because the tea contains something that makes you more enthusiastic in carrying out daily activities (Connotation). Followed by the advertisement **Teh Kotak** with the slogan ***Cerita Rasa***, the meaning contained in the advertisement is that in life many unexpected events have no end, as well as one example of a love story. The Kotak can fill and brighten the day by carrying out daily activities with a variety of flavors from the tea (Contextual). Then in the advertisement, **TOP Coffee Gula Aren** with the slogan ***Kopi Ngehitzz***

Arennya Legitzz, the meaning contained in the advertisement is the enjoyment of palm sugar coffee with legit characteristics that can be created as desired and enjoyed in a contemporary style to make this coffee unique and different from the others (Connotation), and last, in the advertisement **TOP White Coffee** with slogan **Ngopi Lagi Yuk**, the meaning contained in the advertisement is a blend of smooth coffee with the authentic taste of white coffee which makes this coffee has a strong and relaxing characteristic when enjoyed so that it makes it calm and can be enjoyed again and again (Denotative).

In hyperbole, there are 11 advertisements found, namely **Fretea** with the slogan **Paduin Nikmatnya**, the meaning contained in the advertisement is that in life there are often plans beyond expectations. For example, being confused by a wide variety of choices. Fretea with a blend of quality tea and natural ingredients can refresh the mind to combine various choices (Connotation). In **Fruit Tea Lemon** with the slogan **Ngeblend Sensasinya**, the meaning contained in the advertisement is that Fruit Tea Lemon is a combination of original tea and lemon which is rich in vitamins so that the sensation of taste can keep you enthusiastic and blend in carrying out activities (Connotation). Then, **Fruit Tea Sosro** with the slogan **Ngeblend Sensasinya**, the meaning contained in the advertisement is in this life, many changes will be experienced, as well as one example in the story of friendship. But that's not an excuse to always bemoan the changes, Fruit Tea Sosro can fill your days and blend in with your longing to keep doing existing activities (Connotation). Next in the advertisement, **Golda Coffee** with the slogan **Perfect Blend**, the meaning contained in the advertisement is the composition of Italian coffee combined with a gold Italian roast technique that produces a strong coffee taste so that it gets a taste that is so perfect and delicious (Connotation). Followed by **Kopi Nongkrong** with the slogan **Enaknya Menggelora**, the meaning contained in the advertisement is the combination of a strong coffee taste with condensed milk that is perfectly mixed so that it makes this coffee taste incomparably delicious and very suitable to be enjoyed when hanging out with friends (Connotation). In **Mountea** with the slogan **Segernya Bikin Pede**, the meaning contained in the advertisement is that the naturalness of tea that comes from the mountains with a sweet taste that fits and is packaged in a transparent glass makes consumers feel confident when drinking this tea, for example, confident in expressing something (Referential). Next in **Mountea** with the slogan **Nyatain Rasa Seger Lo**, the meaning contained in the advertisement is that this

tea contains sweetness with an original freshness that makes people who drink it will feel the real freshness that is sought in the drink (Connotation). In **Pikopi Moccachino** with the slogan *Jagonya Kopi*, the meaning contained in the advertisement is that this coffee was created with a barista-style taste that is different from other coffees to accompany your days (Referential). After that in the advertisement **Teh Pucuk Harum** with the slogan *Bikin Seger Dimana Aja*, the meaning contained in the advertisement is the freshness of the tea from the best shoots with the right sweet taste so that whatever the situation and condition, inside or outside the house is very suitable to drink because it makes you feel comfortable and causes thirst to not come again (Connotation), and then in **Teh Rio** with slogan *Segernya Kebangetan*, the meaning contained in the advertisement is a combination of tea and real sugar with a very fitting taste without deception to produce extraordinary enjoyment and freshness (Connotation) and last in **Teh Rio** with slogan *Segernya Waenakseeeh*, the meaning contained in the advertisement is quality tea with a blend of sugar that has an exotic taste when enjoyed so that it tastes very fresh (Connotation).

While the personification style is found in the advertisement **Kapal Api Special** with the slogan *Secangkir Semangat Hidupkan Hari*, the meaning contained in the advertisement is that Kapal Api Special coffee is an offering of the strength of the spirit given to liven up the day through a cup of coffee (Connotation).

A simile style found in the advertisement **Nescafe Ice Black** with the slogan *Smooth & Bold Ala Cafe*, the meaning contained in the advertisement is that this coffee is formulated with a smooth and bold taste so that it produces a delicious coffee taste delicious cafe style (Connotation).

And followed by the synecdoche style, which is found in the advertisement **Kapal Api Special Mix** with the slogan *Untuk Indonesia*, the meaning of this advertisement is that the perfect combination of selected coffee beans and sugar produces a better taste so this coffee is suitable for be presented to Indonesia (Referential) and then in the **Torabika Cappuccino** with slogan *Nikmatnya Diakui Dunia*, the meaning contained in the advertisement is that this coffee is a combination of the best coffee and New Zealand milk with thick creamy foam without losing the original taste of the coffee so that the enjoyment of this coffee is recognized by the world (Referential).

While the denotative meaning is contained in the advertisement **Frestea Nusantara** with the slogan *Nyamannya Teh Rasa Rumahan*, the meaning in the advertisement is that tea is specially made for home

use so that consumers feel comfortable when drinking Frestea (Connotation). In **Garantea** with the slogan **Sehat Bebas Gula**, the meaning contained in the advertisement is that the health of this tea comes from the content of tea that is perfectly blended and free of sugar so that it gives birth to benefits that can protect your body from negative things (Denotative). Followed by **Nescafe Latte** with the slogan **Cheers Bareng Nescafe**, the meaning contained in the advertisement is a delicious coffee that is practical and just a click to drink, so one can enjoy cafe-style cheers with friends (Denotative), and then in **Sariwangi** with the slogan **Jaga Kadar Kolesterol. Minimum Sariwangi Setiap Hari**, the meaning contained in the advertisement is that this tea has a special appeal because of its composition and taste, which is made from 100% real tea and contains flavonoids, so this tea helps maintain cholesterol levels and can be enjoyed every day without worry (Referential).

DISCUSSION

Based on the language style table above, the researchers use the theory language style of Gorys Keraf to examine this research in depth. The use of this theory because besides being relevant is intended to obtain accurate data about the language style in coffee and tea advertisement slogans. In this section, the researcher interprets the results found.

1. Alliteration

According to Keraf 2017, the repetition of consonant sounds always occurs in an alliteration language style. For example, in the advertisement **Luwak White Coffee** with the slogan **My Mood Booster!** In the advertisement, there is a repetition of the consonant sound m. The impact of using the slogan is to state that if you drink this coffee, then this coffee will become a mood booster for consumers. So that consumers will always drink it often because of the convenience that this coffee provides. The meaning contained in the advertisement is stating that this coffee is Luwak white coffee that is comfortable to drink and pleasant when consumed. with a special blend of composition so that this coffee is suitable for drinking in any situation and makes coffee the most delicious choice. This advertisement in semantic theory contains a non-referential meaning, which means it has no reference. The meaning of a word in a non-referential meaning can change depending on how the sentence is made. In the Luwak advertisement with the slogan my mood booster, it does not refer to the actual

meaning, namely a cheerful or happy feeling, but refers to a coffee that can have an influence or a good mood after drinking it.

2. Assonance

According to Keraf 2017, assonance style is a kind of style in the form of repetition of the same vowel sound to achieve the goal of obtaining the effect of beauty in a sentence. For example, in the advertisement **Sariwangi Sari Murni** with the slogan ***Ngeteh Pagi Untuk Semangati Hari***, which in the slogan there is a repetition of the vowel sound *i*. The impact and meaning contained in the advertisement are that drinking Sariwangi in the morning can give you enthusiasm for activities because the tea contains something that makes you more enthusiastic about carrying out daily activities. This advertisement in semantic theory contains a connotative meaning, namely the word Semangati Hari means that it does not refer to the actual meaning, which means inviting passionately to do activities. Spirit is in the form of an adjective that is not matched with the word day.

The assonance language style is also found in **Teh Kotak** advertisement with the slogan ***Cerita Rasa***, there is a repetition of the vowel *a*. The meaning contained in the advertisement is that in life many unexpected events have no end, as well as one example of a love story. The impact of using the slogan is that Teh Kotak can provide comfort when drinking it, thus making consumers more relaxed and flexible in telling stories. Teh Kotak can fill and brighten the day by carrying out daily activities with a variety of flavors from the tea. This advertisement in semantic theory contains contextual meaning. Because in the Cerita Rasa slogan, the contextual meaning of the word *rasa* is a passionate feeling of love.

3. Hyperbole

According to Keraf 2017, this language style is a language style that tends to exaggerate the actual reality. This exaggeration is seen in the **Pikopi Moccachino** advertisement with the slogan ***Jagonya Kopi***. The slogan of the word Jagonya seems to exaggerate as if this product is the most superior and most dominating product among other coffee products. The impact of using the slogan is that when consuming this coffee, consumers will feel that the taste of this coffee is different, so the sensation of this coffee tastes deserves a thumbs up. The meaning contained in the advertisement is that this coffee was created with a barista-style taste that is different from other coffees to accompany your days. This advertisement in semantic theory contains a referential meaning, which has a reference to the word coffee, which is a kind of drink that is thick black and has a fragrant aroma.

Then, in the **Kopi Nongkrong** advertisement with the slogan ***Enaknya Menggelora***. The impact of using the word in the slogan is that when we enjoy this coffee, we don't just drink ordinary coffee. However, we will also feel the tempestuous sensation of the delicious coffee when we drink it. The meaning contained in the advertisement is the combination of a strong coffee taste with condensed milk that is perfectly mixed so that it makes this coffee taste incomparably delicious and very suitable to be enjoyed when hanging out with friends. This advertisement, in semantic theory, contains a connotative meaning on the word *menggelora* which seems to state that the sensation of enjoyment from the coffee is very crazy.

4. Personification

According to Keraf 2017, in the personification style, the depiction of inanimate objects such as humans is seen in this language style. For example, the **Kapal Api Special** coffee advertisement with the slogan ***Secangkir Semangat Hidupkan Hari***. The impact of using the word in the slogan is that consuming a cup of coffee can provide positive energy to cheer up the day. The meaning contained in the advertisement is that Kapal Api Special coffee is an offering of the strength of the spirit given to liven up the day through a cup of coffee. This advertisement semantically contains a connotative meaning, namely in the form of feeling for a cup which means a noun, namely cup, but the cup is matched with spirit.

5. Simile

According to Keraf 2017, similarities or similes is an explicit comparative language style, which is to directly compare something with something else. For example, in the advertisement **Nescafe Ice Black** with the slogan ***Smooth & Bold Ala Cafe***. In the slogan, the word *ala* is a word that compares and resembles similarities. The impact of using this word is that when consumers want to buy and drink this coffee, a smooth and bold taste of the coffee will appear, like cafe-style coffee that is practically wrapped in this coffee. The meaning contained in the advertisement is that this coffee is formulated with a smooth and bold taste so that it produces a delicious coffee taste delicious cafe style. This advertisement in semantic theory contains a connotative meaning (figurative meaning) which is defined as a comparison or similar. This meaning is defined as the meaning of words or expressions that contain assumptions or appreciation. In the advertisement, Nescafe stated that smooth and bold coffee resembles the taste of cafe-style coffee.

6. Synecdoche

According to Keraf (2017), synecdoche is a style of language that uses part of something to express the whole (*pars pro toto*) or uses the whole to state a part (*totum pro parte*). Advertisement of coffee **Torabika Cappuccino** with slogan ***Nikmatnya Diakui Dunia*** is a synecdoche that uses one thing to express the whole (*pars pro toto*), namely the word *Dunia*. The impact of using this word is that when consumers buy this product, consumers will think that this coffee is very good for consumption because it has been verified and recognized by the world. The advertising slogan states that the enjoyment of coffee Torabika, which comes from a perfect blend, has made this coffee recognized by the world. This advertisement in semantic theory contains a referential meaning to the word world which means is a general name used to refer to the entire human civilization, human experience, human history, or the human condition in general throughout the Earth, or about everything contained in it. The word refers to the deliciousness of coffee.

7. Denotative Meaning

According to Chaer (2019), denotative meaning is the original meaning, the original meaning, or the actual meaning of the lexeme. For example, in the advertisement **Garantea** with the slogan ***Sehat Bebas Gula***. The impact of using the word in the slogan is to give the real impression that if you avoid sugar, you will be healthy. The meaning contained in the advertisement is that the health of this tea comes from the content of tea that is perfectly blended and free of sugar so that it gives birth to benefits that can protect your body from negative things. This advertisement in semantic theory contains a denotative meaning, where the slogan states the true meaning, without any deviations in words and sentences.

CONCLUSION

From the results of this research, it can be concluded that there are 27 data on advertisement slogans containing language style based on direct or indirect meanings. The results of the analysis consist of 3 rhetorical styles (consisting of 1 alliteration style, 7 assonance styles, and 11 hyperbole styles), then 3 figurative language styles (1 personification style, 1 simile style, and 2 synecdoche styles), 4 denotative meaning (does not contain language style), as well as the semantic meaning contained in coffee and tea advertising slogan.

The language style is widely used in advertising. Advertisers use language style to beautify the writing to make it attractive and to

emphasize the advertising message so that it can be accepted by consumers. Hyperbole is the most common language style found in this study. This is because the advertisement writer wants to highlight the specialty of the coffee and tea products offered by using excessive elements in the advertising language and wants to define a product in an interesting sentence through a short direct comparison. The element of exaggeration in his words is evident in the style of hyperbole.

In addition, the language style contained in every coffee and tea advertisement has meaning. The semantic meaning of advertisements can be obtained by the researcher using language theory about semantics and looking at advertisements as a whole. Each advertisement has its meaning depending on the views and knowledge of the researchers.

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