



# INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS & SOCIAL SCIENCES



## Advertising Language in Sinar Harian Newspaper

Sharil Nizam Sha'ri, Mohd Hazreen Shah Hasan, Nurul Fadzlin Mohd Asri, Veeramohan A/L Veeraputhran, Muhammad Shafiq Firdaus Mohd Rani, Abdul Hamid Moiden, Azean Idruwani Idrus, Zuraini Seruji

To Link this Article: <http://dx.doi.org/10.6007/IJARBSS/v11-i12/11827> DOI:10.6007/IJARBSS/v11-i12/11827

**Received:** 24 October 2021, **Revised:** 26 November 2021, **Accepted:** 05 December 2021

**Published Online:** 16 December 2021

**In-Text Citation:** (Sha'ri et al., 2021)

**To Cite this Article:** Sha'ri, S. N., Hasan, M. H. S., Asri, N. F. M., Veeraputhran, V. A., Rani, M. S. F. M., Moiden, A. H., Idrus, A. I., & Seruji, Z. (2021). Advertising Language in Sinar Harian Newspaper. *International Journal of Academic Research in Business and Social Sciences*, 11(12), 889–898.

**Copyright:** © 2021 The Author(s)

Published by Human Resource Management Academic Research Society ([www.hrmars.com](http://www.hrmars.com))

This article is published under the Creative Commons Attribution (CC BY 4.0) license. Anyone may reproduce, distribute, translate and create derivative works of this article (for both commercial and non-commercial purposes), subject to full attribution to the original publication and authors. The full terms of this license may be seen at: <http://creativecommons.org/licenses/by/4.0/legalcode>

Vol. 11, No. 12, 2021, Pg. 889 – 898

<http://hrmars.com/index.php/pages/detail/IJARBSS>

JOURNAL HOMEPAGE

Full Terms & Conditions of access and use can be found at  
<http://hrmars.com/index.php/pages/detail/publication-ethics>



# INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS & SOCIAL SCIENCES



## Advertising Language in Sinar Harian Newspaper

Sharil Nizam Sha'ri, Mohd Hazreen Shah Hasan, Nurul Fadzlin  
Mohd Asri, Veeramohan A/L Veeraputhran, Muhammad Shafiq  
Firdaus Mohd Rani

Faculty of Modern Languages and Communication, Universiti Putra Malaysia, 43400  
Serdang, Selangor

Abdul Hamid Moiden

Universiti Pertahanan Nasional Malaysia

Azean Idruwani Idrus

Faculty of business, Hospitality and Humanities, Nilai University, 71800 Nilai, Negeri  
Sembilan

Zuraini Seruji

Faculty of Language and Communication, Universiti Malaysia Sarawak, 94300 Kota  
Samarahan, Sarawak.

### Abstract

This study is an observation of the use of language in advertising language. This writing involves a study of the form of content analysis on selected advertisements. This study gives the main focus on the aspect of interpreting the meaning of advertisements using a language-adjusted approach by Kamaruddin (1995). This theory emphasizes the importance of context in the interpretation of the use of the Malay language ads involving all aspects of the circumstance of users and usage conditions. This reason to achieve advertising goals, advertisers do not emphasize grammatical aspects when building ad scripts. Therefore, user confusion will arise on the adjustable meaning of ad language that often uses implicit elements. In the construction of a language, its use by members of the community must be the main goal. A language that has been developed will not be meaningful if it has not been fully used by the members of the community who developed it (Asmah, 1988).

### Introduction

Advertising language is a type of language variation, which is used based on a field that a person is involved in. Language adjustment can be defined as the style or way of using a language in a situation. The barrel will always change based on function and condition. In addition, each barrel emphasizes the choice of words or terms and uses different sentence structures according to a particular discipline or field. Asmah (1988), argues that language adjustment is specific in the use of language according to the field of use.

Advertising language can be defined as the style or way of using a language. A barrel means the variation that is present in each speaker. Language adjustment usually varies according to the situation. Ure & Ellis (1977) consider barrel as 'the types of language used according to different situations'. Proper use of language will make it easier for the listener to understand the meaning of the situation to be conveyed. The use of the language of courtship is not the same as the use of language in speaking or chatting while drinking teh tarik in stalls.

Advertising in Malaysia is increasing and growing. This leads, advertising a new field of language use Malaysia. Pengiklanan language has a language ad language tersendiri. Laras reflect changes in the Malay-speaking communities, especially the Malay community. Advertising in today's life is not a foreign thing in business, advertising has become part of the process of cultivating the consumer society today. Advertising is there all the time.

The language of advertising has a tremendous influence on the consumer community. Business advertising language is an influential rhetoric where the language used is beautiful and can influence consumers to buy the advertised goods. Among the goals of the use of language in advertising is to shape the perception of users, change their attitudes and influence their actions. According to (Engel, Rogel Blackwell, 1978) to predict individual preferences is a basic step to understand consumer choice and more importantly, is consumer behavior. However, there are no two people with similar tastes. Economic tradition and marketing says that all individuals requesting products varies.

The language of advertising in the business world today, is clearly a new element and contrary to litotes. Advertisers never state the shortcomings of the advertised goods. Here it clearly shows that there is no element of inferiority. A successful advertisement will be able to stimulate consumers to try the advertised goods. Advertising will benefit from advertising. On the other hand, on the part of consumers, they will get the goods they need on time, in the right place and reasonable prices and in accordance with the available purchasing power. However, what consumers do not realize is the ability to prevent consumers from overspending.

### **Statement of Problem and Objective**

In this age of modernization, it is not surprising that there are a handful of consumers buying something without knowing the reasons they do so. This is where advertising will play an important role. The first problem is that the ad barrel is difficult to use in newspaper advertisements. In fact, before an item is to be purchased, the consumer is first informed about an item being on the market either through print or electronic media (Mansor et al. 1984).

The second problem is that the quality of the products advertised in the newspapers is not as beautiful as they say. It is clear that language and advertising have a close and interrelated relationship with human life. For developing countries, especially Malaysia, advertising plays an important role in helping the country's economic development.

According to Hassan (1984) advertising in languages other than English has grown quite long, after the country's independence. Even so, the tradition of original and creative creation and writing is not yet complete. Flaws and weaknesses in terms of the use of the Malay language is still significant in the private sector, particularly, in the mass media such as print and electronic media.

Despite the attractive language with the aim of persuading, changing the minds of consumers and subsequently buying the goods, consumers are often deceived by the rhetorical and gimmick charm used by advertisements. By being able to understand the

meaning contained in the ad barrel, users no longer feel themselves deceived by the vague advertising message.

The third problem is that advertisements in newspapers are more important to pay rates than the use of ads. Nowadays, advertising is more focused on the form of development or public service advertising that can no longer be considered a “form of paid consent or development”.

Objective this research to identify the advertising language in Sinar Harian newspaper and to analyze the advertising language in Sinar Harian newspaper.

### Selected Study Highlights

Language adjustment is the ‘style or way of using a language’ (Nik, 1988a). According to Kamaruddin (1995), the study of language use situations can be divided into two, namely descriptive characteristics (including external situations and environmental situations) and linguistic features.

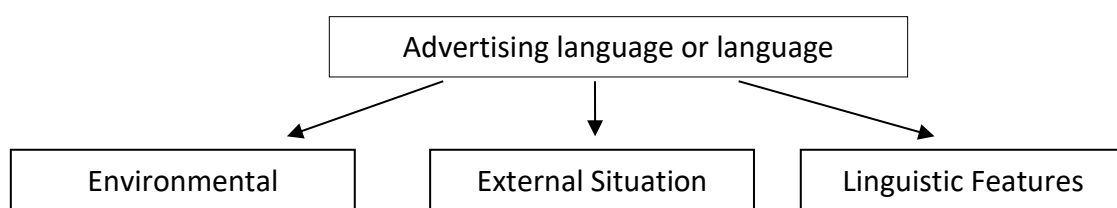
The language used in Public Service Advertising (PSA) plays a very important role in determining the absence of the message to be conveyed in PSA. In order to attract the attention of readers, ILM must use language that is beautiful, interesting, and easy to understand. The use of linguistic structure with characteristics: using slogans, using persuasive sentences, and using point of view (often of point of view) is often a marker of PSA language.

Language adjustment is the ‘style or way of using a language’ (Nik, 1988b). So the particular style of use depends a lot on the situation of using the language. However, Asmah (1987, 1988) & Kamaruddin (1995) also added that this concept also involves the use of specific language based on specific fields. Then, Nathesan (1995) found that the Malay language studies barrel less done in this country and priority is given to adjust the language of science, according to the language of the press, according to the language of advertising and adjustable scientific language only. In addition, these studies only study certain aspects of language such as style, sentence mode, terminology, grammar and so on.

The concept of language adjustment emerged from the findings of Halliday (1968) which led to an introduction to situational context and cultural context. The context of this situation describes the direct situation present in a text that involves a verbal and non-verbal environment while the cultural context refers to the cultural diversity in the underlying life of a text.

According to Kamaruddin (1995), the study of language use situations can be divided into two, namely descriptive features (including external situations and environmental situations) and linguistic features. In descriptive features, the use of language can be referred to through external situations of use of the language (cultural context) and environmental situations that are similar to the division of Halliday (1968) namely field, tenor and mode. Both of these situations refer to the external situation of a text, while the linguistic features are related to the internal situation of the text.

This division can be seen in the diagram below:



Source: (Kamaruddin.1995)

In conducting this study, only linguistic features focused involving simple and concise language, clear language, polite and valuable language, smooth language, Interesting and creative language, and persuasive language.

### **Simple and Concise Language**

The advertisement to be delivered must be clear and concise. there are two reasons why advertising messages should be concise. First, advertiser advertising can save costs and wasteful words can be reduced. While the second is a long ad is said not to be read by the user. Therefore, the adjustable language of the ad should be simple, accurate and concise and have its own aesthetic values. This coincides with the desire of consumers who want to know something available in the market accurately and quickly as consumers are involved in various affairs of life. They do not have time to listen or read long ad sentences.

The use of accurate, concise, concise and clear advertising language will make it easier for users to understand the message of the ad and preferably contain a fact or thought. Long facts weaken the text and the clarity and accuracy of the information are also lost.

### **Clear language**

'Clarity' means good understanding by the target party or listener. The clarity of a message makes an advertisement effective and successful. An ad must use concrete words. Abstract words make the idea of advertising blurry.

### **Polite and valuable language**

The community is known for its values and norms and customs that are maintained. In the Malay language ads, the norms and values are emphasized. However, because many of the ads is a translation of the English language, the elements - which contradicts the Malays remain unnoticed.

'Values' refers to the norms that guide society. In a plural society like Malaysia in particular, the characteristics of decency need to be taken care of especially in terms of the use of nicknames. In this context, advertisers should be careful when creating ad text to be intended for users.

### **Smooth language**

The success or failure of an ad depends on the fluency of the language used. Advertisers must ensure that the language used is correct in terms of spelling, terminology and grammar.

### **Interesting and creative language**

The use of language that can present a community is one of the ways to make an ad interesting. The nature of ad creativity depends on the presentation or description made by the advertiser and the acceptance agreed by the user. What advertisers need is creativity and can arouse interest among readers.

### **Persuasive language**

In most fact-based advertisements, clear factual organization is paramount. The information is written one by one in detail as found in the examples provided. If the purpose of an advertisement is to sell goods or services, then the elements of praise and persuasion will definitely remain.

Therefore, advertisements also emphasize the extraordinary features of a bribed goods or service. Advertisers will try to persuade consumers to buy an item, either by direct or indirect persuasion by presenting assumptions and elements of relevance alone.

In terms of persuasive presentation techniques, the main characteristics of ad-adjustable are also made by providing special offers along with the purchase of marketed goods. Giving gifts for the purchase of a particular item is an incentive for consumers to change their mind about the advertised item. In fact, the purpose of advertising is to provide complete information so that users can make appropriate judgments in the selection process. But, due to the language of advertising that is persuasive and enticing, users are often influenced and make irrational purchases.

Next, because they want an offer that is said to be 'free', consumers have to buy something and get caught up in waste. There are also consumers who will change commonly used goods to other types simply - because of the 'special offer' even though in general the commonly used goods are better quality.

### **Methodology and Scope of the study**

The study conducted by the researcher related to this topic is limited to observations and research on the advertisements found in the newspaper "Sinar Harian", published from October to December 2014. Based on this period, a total of 10 copies of newspapers were used as observation material or sampling by the researcher and selection for this period is made as the period involves the end of the year and various interesting current issues are advertised. Sampling 'Daily Herald', is because all ads that run in the newspaper using the Malay language. Next, as a result of these findings, the researcher will analyze and identify the ads that are displayed in the selected Sinar Harian newspaper.

### **Findings of the Study and Discussion**

This section shows all the findings of the study based on the objectives of the study.

#### **Identify Advertising Advertising Used in Sinar Harian**

This section presents the findings of the study based on the first objective. Advertising language used in October, November Sinar Harian. Table 1 shows a total of 12 reviewed in October 2014.



**Table 1: Advertising language used in October 2014**

Num	Advertising languages	Types
1	40 minit dalam tangan!!! Isteri puas!!! Ma'jon perkasa	Health
2	Kereta murah untuk dijual	Transportation
3	Herba kuat suami,murah dan jimat	Health
4	Isuzu d-max & lori baru,"servis ke tempat anda tawaran hebat!	Transportation
5	Evo-7,"power dgn selamat,awas!jangan ambil risiko untuk jadi power"	Health
6	Top up dapat duit!!!!	Business
7	Extra power gel ,"extra power,extra besar,extra jimat"	Health
8	Jutawan esok,tak perlu cari orang,tak perlu jual barang,duduk diam dapat duit	Business
9	Minyak super king,"2x ganda besar,panjang,tahan lama sepanjang 5 hari"	Health
10	Pusat tuisyen pasti gemilang	Education
11	Minyak lintah super king	Health
12	Pinjaman terkini kerajaan 2014!!!	Financial

Based on Table 1, it is clear that the frequency of adjustable use of health advertisements in October 2014 is high.

Table 2 shows a total of 11 advertisements reviewed in November 2014.

**Table 2: Advertising language used in November 2014**

Num	Advertising languages	Types
13	Pusat perubatan tradisional dan perguruan ilmu	Health
14	Pemulihan yang sebenar untuk lelaki	Health
15	Men's spray lambang lelaki sebenar	Health
16	Tawaran nilai trade in tertinggi! Destiny auto sdn bhd	Transportation
17	Ilmu rezeki islami 100% cara islam	Business
18	72 jam power!!! Luar biasa dan liar biasa	Health
19	Blacklist tak ada dokumen boleh	Transportation
20	Projek bebas hutang 2015	Business
21	Jus untuk mata	Health
22	Duit dari rumah	Business
23	Pelaburan emas sebenar	Business

Based on table 2, it is clear that the frequency of adjustable use of health advertisements in November 2014 is high.

Table 3 shows a total of 8 advertisements adjusted in December 2014.

**Table 3: Advertising language used in December 2014**

Num	Advertising languages	Types
24	Extra power gel, lambang lelaki sebenar	Health
25	Promosi gempak pinjaman koperasi	Financial
26	Bisnes reload & pembayaran bil	Business
27	RM1800 seminggu kerja sambilan	Business
28	Evo 7 100% mampu membantu untuk keharmonian rumahtangga	Health
29	Tawaran istimewa, cash rebet 1500 hingga 2500 untuk myvi dan alza	Transportation
30	Rahsia memperoleh rm15000.00 dalam masa 15 hari sahaja	Business
31	Produk yusmira herbs terlajak hebat!!! Dan tiada tandingan anda wajib cuba !!!	Health

Based on this Table 3, it is clear that the frequency of adjustable use of health advertisements in December 2014 is high.

In general, it was found that the highest number is the highest frequency of ad use in the Sinar Harian newspaper is clearly seen in October, November and December. The frequency of use of health or beauty advertisements is the highest advertised during the end of 2014.

Next, the value of the medium refers to the frequency of use of medium advertising in the Sinar Harian newspaper is clearly seen in October, November and December. The frequency of use of business advertisements is the medium advertised throughout the end of 2014

Followed by the lowest values in the Sinar Harian newspaper is clearly seen in October, November and December. The frequency of use of lesson advertisements is the lowest advertised during the end of 2014. Language diversity is the variation or laras bahasa of the language used by a group of language users according to suitability (Pramesti, 2019).

#### **Analysis of Advertising Language Used in Sinar Harian**

Table 4 shows a total of 5 advertisements that were analyzed in October, November, and December 2014.



**Table 4: Analysis of Advertising Language Used in Sinar Harian**

Num	Advertising languages	Types	Reason
1	Men's spray lambang lelaki sebenar	Health	Attracting the man to buy it because he wants more satisfaction while with his partner
2	Minyak super king,"2x ganda besar, panjang, tahan lama sepanjang 5 hari"	Health	Attracted the man to buy it because he wanted to have twice as big, long, long lasting in a short time that is after five days
3	Pelaburan emas sebenar	Business	Attracting consumers who want to invest real gold without hesitation towards this investment company.
4	Top up dapat duit!!!!	Business	Attract consumers to buy to pup and enjoy money back.
5	Pusat tuisyen pasti gemilang	Education	Attracting users to register at this tuition center because the guarantee of success will be owned.

Table 4 shows that the language of the advertised ads analyzed has their own purpose, in accordance with the message and the barrel used. By using good and correct language and not causing various connotations it is very easy for the audience to accept (Rina, 2011). All the findings of this study are equivalent to the linguistic adjustment approach for advertising language by (Kamaruddin, 1995).

### Conclusion

Based on the content analysis of advertisements that have been done in the Sinar Harian newspaper, it is clear that there is a wide variety of advertisements in addition to advertisements that contain certain meanings.

In the advertising process, the role of semantics is very important so that the meaning to be conveyed is exactly as expected. Although the ultimate goal of advertising is to drive sales which is an outside linguistic factor, its relationship with language is unavoidable. It is clear that in the preoccupation with selling sales, sometimes there is a variety of ad adjustments and ambiguity of meaning in the delivery of advertisements posted.

### References

- Asmah, H. O. (1987). *Bahasa Malaysia Sainifik*. Kuala Lumpur: Dewan Bahasa dan Pustaka.
- Asmah, H. O. (1988). *Bahasa Laporan*. Kuala Lumpur: Dewan Bahasa dan Pustaka.
- Engel, J. F., Roger D. B., & David, T. K. (1978). *Contemporary Cases in Consumer Behaviour*. Hindsdale. Ill: Dryden Press.
- Halliday, M.A.K. (1968). *The User and Uses of Language*. The Sociology of Language. Ed.J.A. Fisherman. The Hague: Mouton & Co.
- Hassan, A. (1984). *Pelaksanaan Bahasa Malaysia dalam Bidang Pengiklanan Sebagai Alat Komunikasi yang Berkesan*. Bengkel Penggunaan Bahasa Malaysia dalam Pengiklanan. Kuala Lumpur: Dewan Bahasa dan Pustaka.
- Kamaruddin, H. H. (1995). *Laras Bahasa*. Utusan Publication & Distributors Sdn.
- Mansor, A. S., Ramli, M., & Shawaluddin, A. (1984). *Pengantar Komunikasi*. Pulau Pinang: Penerbit Universiti Sains Malaysia.

Nathesan, S. (1992). Laras Pengulas Sukan: Satu Analisis Linguistik. *Jurnal Dewan Bahasa*. 36(1):54-63.

Nik, S. K. (1988a). Bahasa Melayu dalam Pembinaan: Beberapa Laras Bahasa Melayu Moden. *Jurnal Dewan Bahasa*. 32(9):635-648.

Nik, S. K. (1988b). *Sosiolinguistik Bahasa Melayu dan Pengajaran*. Petaling Jaya: Fajar Bakti.

Pramesti, A. P. (2019). Ragam Bahasa Iklan Online Shop pada Media Sosial Instagram. *SKRIPSI Jurusan Sastra Indonesia*.

Rina, W. W. (2011). Pornografi dalam Kreatif Iklan. *Deiksis Journal*. 3(04)

Ure & Ellis. (1977). *Register in Descriptive Linguistic Sociology. Issues in Sociolinguistics*. Ed. Uribe-Villages. Hague: Mouton.