

**AN ANALYSIS OF LANGUAGE HEGEMONY IN SLOGANS
OF DRUG AND COSMETIC ADVERTISEMENTS
IN INDONESIA**

THESIS

*Submitted as a partial fulfillment of requirements to obtain the Strata One degree
(S1) in the English Department of FBS UNP*



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**ENGLISH DEPARTMENT
FACULTY OF LANGUAGES AND ARTS
STATE UNIVERSITY OF PADANG
2011**

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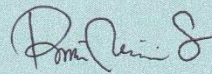
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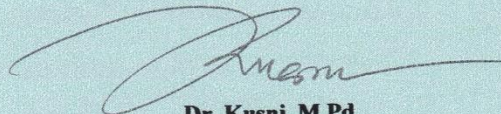
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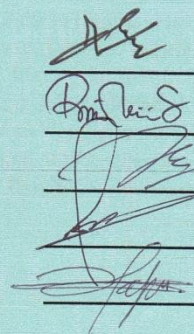
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ABSTRAK

Iskandar, Sepriyani. 2011. “An Analysis of Language Hegemony in Slogans of Drug and Cosmetic Advertisements in Indonesia”. *Unpublished Thesis*. English Department, State University of Padang.

Penelitian ini menganalisis tentang hegemoni bahasa yang muncul pada slogan iklan obat-obatan dan kosmetik. Dominasi bahasa pada penelitian ini difokuskan pada penggunaan bahasa Indonesia dan bahasa Inggris pada slogan iklan obat-obatan dan kosmetik. Oleh karena itu, tujuan penelitian ini adalah untuk menganalisis fenomena dominasi bahasa yang terjadi pada slogan iklan obat-obatan dan kosmetik di Indonesia. Disamping itu, penelitian ini juga menganalisis kecenderungan kata-kata yang digunakan pada slogan iklan obat-obatan dan kosmetik di Indonesia sehingga dapat menimbulkan hegemoni bahasa dan dapat menarik perhatian konsumen.

Dari hasil analisis, peneliti menemukan bahwa penggunaan bahasa Indonesia pada slogan iklan obat-obatan dan kosmetik lebih mendominasi dari pada penggunaan bahasa Inggris. Ini dibuktikan dengan persentase penggunaan bahasa Indonesia sebanyak 70,56% (175 slogan), dan bahasa Inggris sebanyak 21,37% (53 slogan). Di samping itu, pilihan kata yang digunakan dalam slogan iklan obat-obatan dan kosmetik di Indonesia cenderung menunjukkan kelebihan atau keuntungan dari produk dan diiklankan dengan cara yang sangat baik. Hal ini di tunjukkan dengan persentase jumlah slogan yang kata-katanya tidak sulit dimengerti sebanyak 242 slogan, dan 241 slogan tidak mengandung kata-kata yang bermakna negatif. Selain itu, 9 slogan mengandung kata-kata yang mengandung jiwa remaja (*neat*), 2 slogan mengandung kata-kata yang menunjukkan bahwa produk tersebut dapat dipercaya, dan tidak ada slogan membantu dalam pemesanan produk.

Hasil penelitian menunjukkan bahwa bahasa Indonesia lebih dominan daripada bahasa lainnya seperti, Jawa, Sanskerta, dan terutama bahasa Inggris. Hal ini berarti menunjukkan bahwa tidak terjadinya hegemoni bahasa lainnya, terutama bahasa Inggris pada slogan iklan obat-obatan dan kosmetik di Indonesia. Selain itu, berdasarkan persentase kecenderungan kata-kata yang digunakan dalam slogan iklan obat-obatan dan kosmetik menunjukkan bahwa slogan diiklankan dengan cara yang sangat baik. Hal ini bertujuan agar produk yang di promosikan dapat diterima di terima di masyarakat dengan baik, sehingga slogan tersebut dapat mempengaruhi masyarakat untuk membeli produk-produk tersebut.

ACKNOWLEDGEMENTS

Alhamdulillah rabbil'alamin, in the name of Allah SWT, the most gracious and compassionate, who gives the writer strength, ability, blessing, good health and inspiration in accomplishing her thesis. Just because His will and mercy, the researcher would be as she is today. *Salawat* and *salam* are also sent to Prophet Muhammad SAW as the leader of Muslim people.

The writer also would like to express her deep thankfulness to Prof. Dr. Jufrizal, M.Hum and Rima Andriani Sari S.Pd, M.Hum as the advisors, Prof. Dr. Hermawati Syarif, M.Hum, Havid Ardi, S.Pd, M.Hum, and Drs. Jufri, M.Pd as examiners who had sincerely provided time to give so many corrections and suggestions on her thesis, and share their knowledge during conducting her thesis.

The most special gratitude is also addressed to her parents Iskandar, SE and Hasnimar for their great love, support, and prayer. With their endless love, the researcher gets so many good things in her life. Then, the gratefulness is also for her sisters and brothers who have given their support in accomplishing her thesis. Finally, she wants to say a billion of thank to all her beloved friends who has accompanied and supported the researcher in accomplishing her thesis.

Padang, October 2011

The Researcher

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CHAPTER 1

INTRODUCTION

1.1 Background of The Study

It is natural that language is often used by dominant groups as a manipulative tool to reach the hegemonic control. Language may possibly function as hegemony, which carries out the cultural ideology of a new class and the dominance of a language over other languages. This situation is called language hegemony. Language hegemony happens when dominant groups create a consensus by convincing others to accept their language norms and usage as a standard or a paradigm. Those parts are being important because language is closely related to culture and ideology that can influence people's point of view.

The term "language hegemony" does not occur if there is no language contact that force people to apply the same language to be understood each other. Today, with the coming of globalization and the age of information and technology, more and more countries around the world are communicating and disseminating ideas by using the same language that is, English. Around the world, English is widely accepted as a *de facto* international language or world language or universal language. It has infiltrated into almost every aspect of social life in many countries around the world, from education to scientific research, economic, mass media, information and technology. In other word, there is an "English Craze" in the world, including Indonesia, Jiang (2011).

There are some facts to prove the existence of English in Indonesia. First, English is successful to be a foreign language mostly used than other languages.

Learning English seems like strong wind sweeping into whole of Indonesian's life. English must be learned in Indonesia. It is regarded as one of the important subjects beside the Indonesian language and a requirement to be a standard of graduation in junior and senior high school, even in elementary school. All of the students have to pass and get a good mark for this subject in order to continue their study to the next grade. Besides, *SBI (Sekolah Bertaraf Internasional)* and *RSBI (Rintisan Sekolah Berstandar Internasional)* use English as a tool of communication between students and teachers in the class though the subject is not English. Thus, Indonesian students have to master English.

Moreover, English is also considered as a commercial language and the most commonly used language in the internet, electronic manual, television, newspaper, magazine, and advertisement. Naturally, language is used as a communication tool for economic powers but English plays an important role to fulfil market needs. It can be seen from slogans of advertisements used in Indonesia. For instance, people can see it from slogan of cosmetic advertisement. *Flawless White* (POND's); *For Tropical Skin* (Viva); *Stay young naturally* (Natur-E); *Quality In Everything We Do* (Cap Lang). These are some examples of the using of English for commercial in Indonesia. These products are manufactured in Indonesia. However, to make these products sold well, the advertisers use English in their slogans to attract consumers.

This research tries to analyze the phenomena of language hegemony by using slogan of advertisements as a medium because slogan is a part of human language in sharing and disseminating ideas. Moreover, slogan plays an important

role to persuade people to make the products sold by using language. In this term, the writer wants to see the dominant language used in slogan between English and Indonesian. As known, Indonesian language plays an important role in Indonesia. According to constitution's plan about language in article 11, mass media, printed or electronic, must use Indonesian language. Film, TV series, and multimedia product that are from abroad must also use Indonesian language. The rule is also stated in article 12 that brand, advertisement, name of company, building, and an user guide of products must use Indonesian language.

It is also stated in Indonesian Art No. 24 in 2009 about language in Section III, article 38, verse (1) that information of public services and/or commercial services in the form of sign, guides, banners, advertisements, brochures, catalogs, must use the Indonesian language. In chapter 39, it is also stated that the Indonesian language must be used in giving information through mass media. This means that the users have to use the Indonesian language. Nevertheless, some of advertisement slogans in Indonesia still use English to promote and inform the products. Thus, this research is conducted to analyze a phenomenon of language contact through a medium—slogan of advertisements, especially the contact between the Indonesian language and English in Indonesia.

Moreover in this era—globalization era, information and technology become essential needs for human life. It is indisputable that language contact occurs. Therefore, this research will show the reader whether one language influences another language, and which language is dominant in advertisement slogan in Indonesia. This research will also analyze and explain the reason why

one language becomes so dominant in the advertisement slogan. That is why this research is needed to be discussed. It talks about language hegemony through slogans of drug and cosmetic advertisements in Indonesia. Those advertisements are chosen because both of them have become society's need. They are common used in daily life. That is why drugs and cosmetics are very close to people's life. Thus, it is a part of linguistic phenomena that is needed to be researched and analyzed.

1.2 Identification of the Problem

Language hegemony belongs to the study of anthropological linguistics which is seen as a type of linguisticism that involves the transfer of a dominant language to other people. The transfer is essentially a demonstration of power, such as military power (traditionally), and in the modern era can be through economic power and aspects of the dominant culture that are usually transferred along with the language. In this research, the point of the discussion is to identify which dominant language used on slogan of drugs and cosmetics advertisement in Indonesia. Related to this theory, there are many possible problems dealing with this research such as the history of language hegemony, the characteristic of language hegemony, the advantages of language hegemony, the disadvantages of language hegemony, the politic of language hegemony, the analysis of language hegemony based on its dialect (dialectology), and the analysis of language hegemony in relation with human being's culture.

1.3 Limitation of the Problem

Based on the identification of the problem, this research is limited to the analysis of the phenomena of language hegemony that occur in slogans of drug and cosmetic advertisement in Indonesia. This research is also conducted to analyze and explain the reason why certain language becomes so dominant in slogans of drug and cosmetic advertisements in Indonesia.

1.4 Formulation of the Problem

In relation to the limitation of the problem above, the problem of this research is formulated into: “What language becomes dominant over other language in slogan of cosmetic and drug advertisement in Indonesia and Why does it happen?”

1.5 Research Questions

Related to the main problem above, the analysis of this research will be conducted specifically based on these following research questions:

1. What is the dominant language used in slogan of cosmetic and drug advertisements in Indonesia?
2. What is the tendency of English and Indonesian utterances used in slogans of drug and cosmetic advertisements in Indonesia?
3. Why does certain language become so dominant used in slogan of cosmetic and drug advertisements in Indonesia?

1.6 Purposes of the Study

The main purpose of this research is to analyze the phenomenon of language hegemony that occurs in slogan of advertisements Indonesia. Especially, this research is also conducted in order to answer the three problems above. They are:

1. To identify the dominant language used in slogan of cosmetic and drug advertisements in Indonesia.
2. To see the tendency of utterance viewed from meaning in slogan of cosmetic and drug advertisements in Indonesia.
3. To explain the reason why certain language becomes so dominant occur in slogan of cosmetic and drug advertisements in Indonesia.

1.7 Significance of the Study

The findings of this research are expected to be significant in several aspects. First, it is expected that the findings of this research provide a significant contribution to the enrichment of linguistics inventories, especially anthropological linguistics. The findings of this research are the readers concern about the phenomena of language hegemony that occurs in slogan of drug and cosmetic advertisements in Indonesia. This research is also hoped to support the next related linguistic research, and learners of English who needs to know the interrelation between language, thought, and culture.

1.8 Definition of Key Terms

Language Hegemony	: The dominance of certain language to other languages found in slogans of drug and cosmetic advertisement.
Advertisement	: A notice or announcement in a public medium promoting product, service or event, or publicizing a job vacancy. In this research, it refers to slogans of drug and cosmetic advertisements
Slogan	: A short memorable phrase used in drug and cosmetic advertisement
Drugs advertisement	: The promotion of drugs products by the drug campaign through a variety of media
Cosmetic advertisement	: The promotion of cosmetics and beauty products by the cosmetic industry through a variety of media.

CHAPTER 2

REVIEW OF RELATED LITERATURE

2.1 Language Hegemony

Hegemony is originated from ancient Greek word which means the prior status and ability of a country, national group or regime but not a behavior or policy, Jiang (2011). It means that there is behavior to operate or control of dominant groups to create an agreement by convincing others of ideas or ideology they bring. In this term, the ideology explores through a language. According to Gramsci in Jiang (2011), language considers to be culture and philosophy, which include world view and ideology. That is why the term “language hegemony” occurs to convince others with the philosophy of a certain language of “dominant groups” that is expected to be accepted well.

Language hegemony can be perceived when language of minorities believe in and participate in the subjugation of the minority language to the dominant, to the point when just the dominant language remains. As Gramsci (1995: 156) states: ‘Great importance is assumed by the overall question of language, i.e. the collective attainment of a single cultural “climate”’.

Fairlough (1995) says that hegemony is about domination as well as about integration. It is about the process of a dominant group exerting power over society as a whole, but it is also about making alliances, and achieving consent from subordinated groups. Therefore, the language of a dominant group will be legitimated easier by the subordinate group because the transmitting of the language runs via the willingness and consent of the minority group. The

manufacturing of this consent relies through media and institutions. This persuasion will infiltrate ideas and beliefs of the language in daily life, so that they permeate and guide human interactions.

The case for language hegemony relates to a time when linguistic rights started as basic of human right. It has been made particularly to the hegemonic spread of English around the world in 1985. It established the symbolic link between language and territorial or cultural identity, though there is another link that has more to do with the promulgation of global ideologies through the worldwide expansion of one language that is called linguicism. Phillipson (2000: 55) states that, linguicism refers to ideologies and structures where language is the means for effecting and maintaining an unequal allocation of power and resources.

Phillipson also emphasizes that linguicism involves representation of the dominant language, to which desirable characteristics are attributed, for purposes of inclusion, and the opposite for dominated languages, for purposes of exclusion. Related to this theory, it expresses the power relationship between competing languages. It presents an ideology of dominant language to cover other languages, so the dominant language can give effect to other languages.

Still in Phillipson (2000: 55), it is stated that linguistic imperialism is one sub-type of linguicism. It is because there is a monopoly of dominant language toward other languages. According to Lenin in Phillipson, (2000: 45) says that imperialism is the monopoly stage of capitalism that the essential feature of imperialism is economic, though the theory also encompass the political, social,

and ideological of exploitation, and combine all these elements into one purpose is to dominate other languages. According to these theories, the spread of one language to dominate other languages is because of certain purpose. And then, the language can be as an international language used for communication, called *lingua franca*.

Linguistic imperialism permeates all the types of imperialism, for two reasons. The first has to do with form (language as a medium for transmitting ideas), the second with content. As regards to the first, language is the primary medium of communication for links in all fields. Secondly, linguistic imperialism comes together with other types of imperialism. It is a crucial component of cultural imperialism, though it must be remembered that cultural dissemination can also take non-linguistic forms and can occur in translation. It is also related to the norms and behavior of a model structure, and these are embedded in language (Galtung in Phillipson, 2000: 54).

In short, the main point of linguistic imperialism relates to the medium of delivering ideas and the substance of the ideas through language. The focus here is which language used in the social interaction—indeed the dominant language. Besides, it also relates to the culture implanted on the language. Thus, the language hegemony occurs.

2.2 The Brief History of English Spread

English is not an indigenous language in Britain. Before the Roman invasion in 55 BC, the language spoken in Britain was Celtic, an Indo-European, by groups of Celts. There was little influence on the Celtic language during the

invasion. In AD 44, Romans came to Britain for the second time. They occupied Britain for almost four hundred years. During this invasion, Romans left a rich archeological heritage, but little permanent linguistic influence. Nevertheless, another language Celts learned was Latin (Brook, 1958: 1).

However Brook adds, in AD 410 the Roman was forced to withdraw from Britain. More vulnerable to the Picts and Scots, the British Celts called on continental Germanic tribes for protection. The Germanic agreement to provide help set the stage for invasions by Angles, Saxons, and Jutes in the latter part of the fifth century. It was their political dominance that established the Anglo-Saxon or Old English. The language was influenced by the Christianization of Britain at the end of sixth century, which added large numbers of Latin words to Anglo-Saxon, and by several hundred years of Scandinavian invasion and colonization, which added Scandinavian words to the growing vocabulary.

As a result of the Norman French Conquest in 1066, large numbers of French settled in England and created a new phase of language development that added past quantities of French words. This is called Middle English period that was marked by diversity in pronunciation, vocabulary, spelling and even word endings. The early modern English period was begun in circa 1500-1700. It was noted for its greater uniformity. The London dialect was chosen because of the government policy, and London had been the political, social, and economic center of the country. In other words, English is not the original language in

Britain. The mixture of Celts and Anglo-Saxons established the origins of the modern English people (Brook, 1958: 15).

Since about 1500, Britain had felt the effects of the Renaissance—Rebuilt. Britain grew rapidly in every aspect, fashion, literature, science, technology, agriculture, economy, politic, government, and so on. Many things happened, such as the industrial revolution (1760s). By 1830, Britain was the most industrially advanced in the world. Britain was the first country to experience an Industrial revolution, although industrial advances soon followed in Europe, America, and elsewhere, Langeley and Barber (1999: 112).

Langeley and Barber (1999: 162) also add that there were many reasons for Britain's industrialization. Improved roads and the construction of canals and railways; many inventions (steam engine by James Watt, water-powered spinning machine by Richard Arkwright, flying shuttle by John Kay, coke-smelting by Abraham Darby, etc) ; there were rich natural resources such as coal and iron. Britain also had overseas colonies to provide cheap raw materials, such as cotton from India, tea and silk from China. There brought England shipped into Africa and Asia, to fulfill their needs in order to improve the country. In other words, the spread of English was brought together with colonization they did. So many countries today have known English well. Even some of them use English as their language such as America, Canada, Australia, New Zealand, and Singapore. And some of them used English as their second language such as India and Malaysia.

According to Fishman, Cooper, and Conrad (1977: 7), English is the major language of wider communication and the primary natural language for an

international language in the world today. There are only more than ten countries who take English as their mother language, more than 70 countries have already given it the official position in the whole world. Furthermore, there are already 100 countries which treat it as the first foreign language for teaching, including Indonesia, China, Russia, Germany, Japan and so on. The universally official position of English and its worldly distribution have surely made it a globally used language. It has infiltrated into almost every aspect of social life in many countries around the world, from education to scientific research, economic, mass media, information and technology (Jiang, 2011).

According to those explanations, English has become a lingua franca. In the twentieth century, it has become the international language for several reasons. First, English has a dominant position in science, technology, medicine, electronic manual, computer; in research, books, periodicals, and software; in transnational business, trade, shipping, and aviation; in mass media entertainment, news agencies, and journalism; in youth culture, and sport; in education systems, so many countries in the world learn it as foreign language, even some of them regard English as their second language.

English has been successfully promoted. When the amount of information is needed, English comes to exceed human capabilities through the existence of mass media, especially internet. It is easy for everyone to get the latest information anywhere and anytime. English has been eagerly adopted in the global linguistic market place. One symptom of the impact of English is borrowing and loan word. It is indisputable fact that the spread of English has

gone faster to be lingua franca in the world. In conclusion, English has been known well since many years ago and today it becomes go international language.

2.3 The Basic Concept of Advertisement

Pattis (1993:1) says advertisement is a communication which means to motivate consumer or reader and promote a product or service, to influence public's opinion, to win public's encouragement in order to think and act like what an advertiser's intention. It may say that advertisement is one way used by the advertiser to deliver information of the potential products or services to the consumers or reader. Besides, all advertisement is conducted with the same purpose that is to attract public's attention, influence them to try the products or services advertised. Thus, the existence of advertisement plays an important role in business because advertisement helps to promote the company, service, and the products to the consumers.

Kotler (2000: 578) also clarifies that advertising is any paid form nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor. Related to this theory, advertisement does not only promote a product, but also service and the image of a company. The advertisement is an efficient and instant way to deliver the advertiser's intention—indeed to get consumers or readers' attention toward what they advertise.

It is clear that an advertisement play an important role on what the advertiser means. The goal of the advertiser undeniably delivers by giving creative and interesting words. That is why Winardi (1992: 91-92) emphasizes

that an advertisement should be able to draw attention, stimulate impressive response, and get reaction from the costumers.

Granat (2003: 3) also emphasizes that the focus of the advertisement is on the content of the message itself. Verifying the content of the message of the advertisement is an important factor to give the impact of the advertiser to the people around him. The message has influenced, not only toward the advertiser but also to the people whom the advertiser wants to communicate about the product, ideas, or company business. Direct and simple message which have “a strong phrases” or called slogan will give positive impact to the consumer. The simple words are able to communicate emotion, thought, and image toward the reader. By using the simple words, the advertiser can express the big things. But it is also comprehensive, easy to remember and interesting.

Furthermore, Bovee and Arens in Joewono (2002) argue that slogans in advertisement are used to attract the consumers’ attention. It is conducted creatively in memorable and interesting words, so when the consumers remember the slogans they do not only consider on the products but also the manufacturer. For example, *Healthy inside, Fresh outside* (YOU C 1000) and *Tulang kuat kini dan nanti* (CDR), as known, it is categorized as popular products because by only hearing the slogan of the product, the costumers remember and know which products are advertised. Other examples *Healthy skin since 1869* (Vaseline); *Pakai hitam siapa takut* (Clear); *Melawan tanda penuaan dari sumbernya* (POND’s Age Miracle), those are also very familiar in society. These slogans do

not only remind them to the products but also the manufacturer—Unilever Indonesia.

In addition, Widawati and Rachmat (2010) argue that the advertising slogan can be a tool for building culture, because it has relationship with social reality. As a means of conveying information, assessment or overview of the products through advertising slogan, the advertising slogan has ability to serve as institutions that can shape consumers' opinion and the way of life. It can influence positively or negatively.

Thus, slogan has an important role in business of advertising. That is why the main text is considered as the heart of advertisement, because it develops the idea that serve in the title or sub-title. The advertiser has done the hard work to write the text as they write a good title for the advertisement. The main text serves the narrative that would change the opinion of people about your company and the specific ideas they get.

According to Kotler (1996: 498), there are four purposes of advertisement. The first is an informative advertisement which is to inform the market a new product or suggest a new use of certain product. It also gives information on price changing. Then, persuasive advertisement is to persuade the buyer to buy certain brands by using persuasive message. It is expected that the buyer will buy the products as soon as possible. Reminder advertisement is to remind the consumer about the product that may be highly needed in a short time. It also reminds the costumers to buy the product. The last, Reinforcement advertisement is to convince the consumers or readers that what they decide and choose is right. It is

clear enough that the main point of the advertisement is to get as much as consumers in many ways. It does not matter whether the advertiser needs to remind, inform, or even persuade and convince the consumers through the message delivered.

Wolseley (1972:78) clarifies that there are two kinds of advertisement, display advertisement and classified advertisement. A display advertisement uses several of type and drawing or photograph as illustration and it may occupy any amount of space into one page or several dozen for single advertiser. A classified advertisement is a small announcement, usually in small type, arranged in special column under classification. Sometimes these types are called 'wants advertisement' or 'help wanted'. Dealing with this theory, the two types of advertisements are conducted creatively to attract consumer. The consumers are convinced by giving them an illustration of how and why the products are needed to try.

In addition, Jefkins (2000: 33) clarifies advertising into six categories. They are consumer advertising, business, trade, retail cooperative, financial, and recruitment advertising. Meanwhile, consumer advertisement is included on some kinds of goods consumed or used by the community. It is divided into three types, they are consumer goods, such as food ingredients, drugs, shampoo, soap, etc; consumer durable, such as residential buildings, cars, jewelry, etc; and consumer services, such as for security and welfare services such as Banks, Insurance, Investments, etc.

Still in Jefkins (2000: 37) the purpose of business advertisement is to promote things and non-consumer services such as the advertisement of raw materials, components, spare parts and accessories, factory facilities and machinery, and services such as insurance, office stationery supplies, and others. Besides, trade advertising is to show the product to distributors, agent, exporter /importer, and merchants. The purpose of trade advertising is to provide information to the traders or merchants of available products for resale, whether by reminding them of the famous brands, introducing new products or often announce special things to help the retailers hawking these products, such discount, planning of consumer advertising campaign or sales promotion, Jefkins (2000: 38).

Jefkins also adds that retail advertising is to popularize the company, attract consumers with certain promises, and with respect to the retailers. Recruitment advertising is kind of advertising that is used to recruit perspective employees and the form of advertising provides a column that promises to keep the classified confidence. Furthermore, the objective of financial advertising usually is to raise funds or offer equity loans, whether in the form of insurance, sale of stocks, bonds, debentures or retirement fund. However, these advertisements can also just be an announcement or the financial statements of a company to the public, one of the objectives, of course, to show how concerned they are toward the financial, Jefkins (2000: 44).

Each of those categories needs a special treatment that is called the core of advertising in creative appearance and media that are used. In other words, an

advertisement gives a simple message through the choice of words that can give positive impact to the consumers. As a result, the intention of advertiser is reached. Therefore, advertisement is a tool to deliver advertiser's intention. It is created as creative as possible to get consumer's attention. It is also conducted directly and simply. In creating advertisement, an advertiser also needs to think the purpose of the advertisement and to whom it is published. Thus, there are many things need to be considered by the advertiser to persuade and convince the consumers.

2.4 The Basic Concept of Slogan

Ammer in Baumann and Kame'enui (2004: 196) defines a slogan as a type of catchphrase that is used to promote a person, group, or product. It is also can be found in public service announcement. It is clear that slogan is conducted as simple as possible by combining words—phrases, so that the phrases can be easier to remember.

Still in Ammer in Bauman and Kame'enui (2004: 197) says that slogan is also used as a tool which is consist of smart and creative phrases and expressions as a form of recognition for the brand, organization, campaign theme, etc. The purpose is to deliver the message of the phrases. Thus, each word plays an important role in the slogan that can give impact to the reader or consumer.

Ismiati (2000: 230) says that slogan plays an important role in advertisement to embed the product advertised to the consumer's thought. The function of slogan and tagline has been known, so the slogans still keep on

public's mind. According to this theory, the existence of slogan and tagline on the advertisement is very helpful for the public to remember it because it is expressed with a simple short phrase. However, conducting the slogans is rather difficult because the content of the phrases should be able to present brand and product including function, character, and personality of both, and of course it is able to vend. The phrase of the slogan is conducted creatively, so the intention of the advertiser is accepted well.

According to Handayani (2005:13), the function of slogan is as message reminder of advertisement, so it should be relevant with the idea of the advertisement. Therefore, it will make the consumers remember and know the brand and the product well. However, it is not guaranteed that slogan can make the products are sold because in fact there are so many popular slogans but cannot sell anything.

Slogan memorizing process is influenced by the frequency of advertisement presentation. As often as it is displayed on electronic or printed media, as easy as it is remembered by the consumers. Besides, one thing needs to be considered in making slogan is it should be communicative. It does not matter to whom it is promoted, Handayani (2005: 14). She also adds that creating slogan or tagline relates to era development, no matter what the products are. That is why it is possible to use certain language and words that are in vogue in a society. Commonly, it is created for a long time, though it is possible that the slogan needs to change because of the age. Many things should be considered in creating slogan or tagline. All of these are stated for one thing that is to give positive impact

toward the products, services, and the image of a company in society. So, it can persuade the consumers to try and believe with what they advertised. Although, they have to be able to give something new and fulfill market needs.

According to Foster (2001), there are some characteristics needs to be concerned. They are first memorable. It has to do with the ability the slogan has to be recalled unaided. It is based on the brand heritage and how much the line has been used over the years. Besides, the more the slogan resonates with the big idea, the more memorable it will be. There are also several techniques to make slogan memorable, alliteration, coined words, and also puns.

Then, Foster (2001) adds that the slogan should recall the brand name. One of the best techniques for bringing the brand name is to make the strap line rhyme with it. Next, the slogan should include a key benefit. It means that the slogan has to have an opportunity to implant a key benefit in it. Besides, it also should differentiate the brand. It means that the slogan should depict a characteristic about the brand that sets it apart from its competitors.

Foster (2001) also says that the slogan should impart positive feeling for the brand. Next, it should reflect the brand's personality. As known, personality means habitual patterns and qualities of behavior of any individual as expressed by physical and mental activities and attitudes. So, think of the brand as a person. Then consider whether the slogan works for that person. Besides, the slogan should be strategic, simple, and believable.

Further, Foster (2001) states that a slogan should be campaignable. This means that the slogan should work across a series of advertising executions. It should have some shelf-life. Then people could have a dozen different advertisements or commercials, each with its own unique story, with a single common slogan that supports them all.

Slogan also should be neat. It means that the advertisers conduct the slogan by using the word neat in teenager sense. A neat helps the slogan move the brand up a point in the punter's perception. After that, the slogan should help in ordering the product. Moreover, the slogan should not prompt a sarcastic or negative response, pretentious, complicated. The slogan is also in trends and people like it, Foster (2001).

In short, slogans are an essential point in advertising. It is used creatively and interestingly through the choice of words that will be easy to remember and influence people's point of view. The message brought in the slogans will influence the consumer or not depends on the words used in the slogans. In other words, success or not the advertisement depends on the way the advertiser conduct the slogans.

2.5 Previous Studies

Blackledge (2000) conducted a research entitled *Monolingual Ideologies in Multilingual States: Language, Hegemony and Social Justice in Western Liberal Democracies*. In this research, he tried to give enlightenment toward people's understanding of language ideologies and social justice in multilingual

country. Especially, it focused on an analysis of everyday discourse practices in Britain, including monolingual practices in a multilingual educational setting, a language ideological debate in local news media, and the liberal academic discourse of a recently-published report into the future of multi-ethnic Britain. The finding of this research a monolingual ideology is as evident in hegemonic discourses at local and national levels, in social institutions, in the media, in the political domain and in liberal, academic discourse.

While, Suarez (2002) conducted a research entitled *The Paradox of Linguistic Hegemony and the Maintenance of Spanish as a Heritage Language in the United States*. The researcher explained the patterns of language use in interaction, individual's awareness of, and resistance towards linguistic hegemony. He also explained that the heritage language maintenance is often described as motivation of the language use. It is as a way to show antihegemonic ideologies. This research analyzed the interaction in the case studies of families maintaining Spanish toward generations in a rural town upstate New York, USA. The finding of this research stated that the families who are maintaining Spanish at home suggest an awareness of the paradox of linguistic hegemony by becoming fluent in the dominant language and by maintaining the heritage language and culture.

Jiang (2011) conducted a research entitled *A Research and Counter-Measures of English Cultural Hegemony in China*. In the research, she focused on how language, culture, ideology, and cultural hegemony, especially, the spread of English in China. Besides, it also analyzes how English can guide and influence

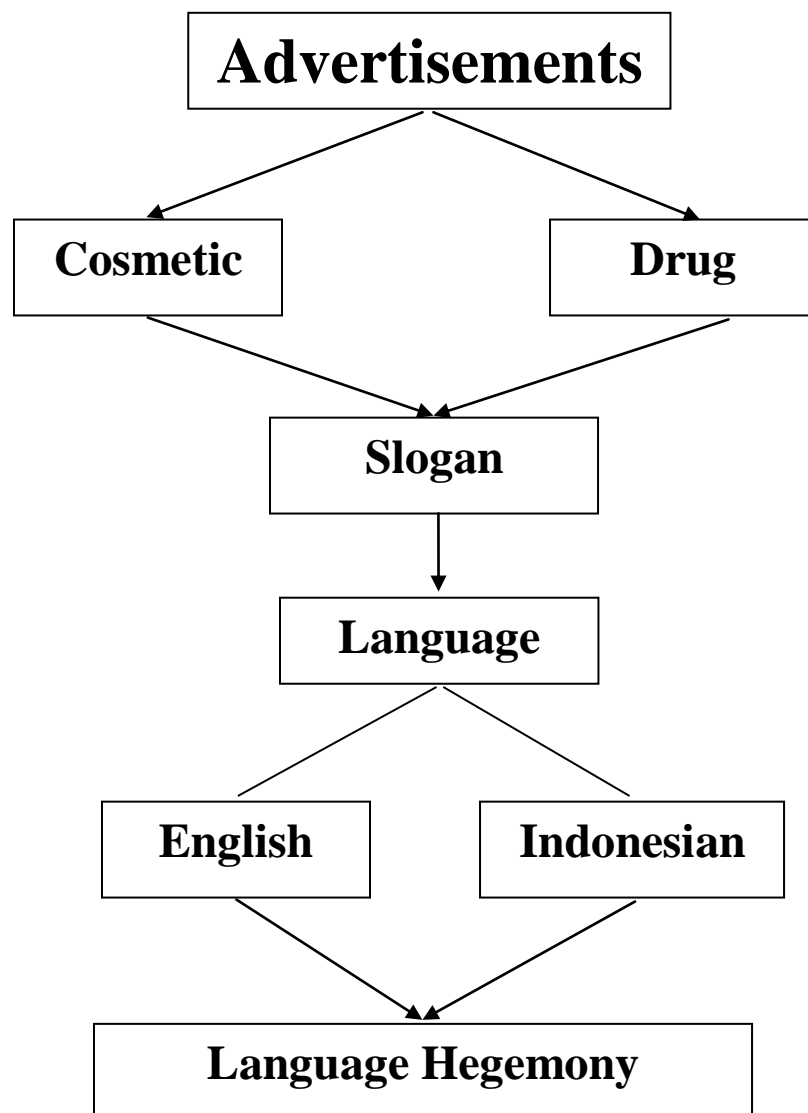
Chinese's culture, value and their ideology. Specifically, the researcher analyzed the phenomenon occurred in English education in China. The finding of this research concluded that English achieved language hegemony not only through native countries, powerful political and economical influence, but also through the point of view of English and English language related to culture and ideology.

From the previous studies, the researcher draws a conclusion that her research is different from the previous researchers. This research is interested in analyzing the same field in language hegemony but in different object. It tries to analyze the phenomena of language hegemony in slogans of advertisements, especially in slogans of drug and cosmetic advertisements. In this research, the researcher will try to analyze how and why one language become dominant over other language in slogans of drug and cosmetic advertisements.

2.6 Conceptual Frame Work

In analyzing Language Hegemony on Slogans of Drugs and Cosmetic Advertisement in Indonesia, this research was conducted by following some ideas. First, describing the term language hegemony and how it relates to the theory of linguistic imperialism. It also tells about advertisements and slogans, and the role of advertisement and slogans, especially the language and the words used. Talking about language means there are more than one language, that is why the researcher also tells about English and the spread of English. As known, English is a foreign language that is known well in Indonesia. It is also the language that is

so familiar in Indonesia. Thus, the researcher formulates a scheme to explain how this study was done theoretically as follows:



CHAPTER 5

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

Findings of this research reveal that the dominant language used in slogans of drug and cosmetics advertisements in Indonesia is Indonesian language with total 175 slogans (70.56%). While there are 53 (21.37%) slogans of drug and cosmetic advertisements use English. It shows that the advertisers focus on to whom the products promoted. The use of Indonesian language is to make Indonesian society from different level of people understand the content of the slogans. So, it will be easy to convince and persuade the consumers to believe and buy the products. Besides, the use of English in several slogans of drug and cosmetic advertisement in Indonesia is to show that English regard as commercial language. It seems to say that the products advertised are received internationally. Generally, English hegemony does not take place in the slogans of drug and cosmetic advertisement in Indonesia. Yet, it occurs obviously because most of the brand's name is in English.

Then, most of the slogans tend to show that the advertisers conduct the slogans in a good way. It can be seen from 242 slogans do not consist of complicated and 241 slogans are not prompt a sarcastic or negative response. Additionally, 215 slogans impart positive feeling for the brand. These show that the advertisers try to make the slogans as pleasant as possible, so it is easy to get consumer's attention. Thus, they will be interested in the products. On the other

hand, 9 slogans are neat, 2 slogans are believable, and no more slogans tell how to command the product.

Furthermore, most of the slogan is publicizes in Indonesian language. It is certainly for Indonesian people. So, the use of Indonesian language will make the advertisers easy to persuade and convince the consumer because all of Indonesian society from different level of people will be easy to get the intention of the slogan.

According to *Warta Balitbang* (2010), the description statistic of Indonesian people's understanding toward English is divided into three level. They are at the level of rayon (district/city) 47.51%, 57.04% at the provincial level, and the level 64.69% nationally. These percentages are not apart from the role of education. It shows that the education at the level of rayon is not as well as at the provincial level or national level. It could have been caused by uneven development in every aspect of life, such as information and technology, economy, etc.

Related to the explanation above, it is undeniable that none of Indonesian people from different level of life does not understand Indonesian language. As known, Indonesian language is the national language. That is why it is used dominantly in the slogans of drug and cosmetic advertisements in Indonesia. So, the consumers in Indonesia are easy to catch the intention of the advertising slogan.

Thus, the Indonesian Art No.24 in 2009 about language section III, article 38, verse (1) states that information of public services and/or commercial services in the form of sign, guides, banners, advertisements, brochures, catalogs, and so on must use the Indonesian language. It shows that the Indonesian language is the great choice in creating the slogan of drug and cosmetic advertisement in Indonesia in order all of Indonesian people from different level of life can be easy in understanding the message of the slogan advertising.

5.2 Suggestions

For suggestions, this research can be elaborated by analyzing how the phenomenon of language hegemony occur in the brand name of drug, cosmetic, and electronic advertisements in Indonesia. Also, it can be studied by analyzing the phenomena of using English in all senior high school's text books (such as natural science text book or social science text book), whether it can be said as English hegemony or not. Finally, it can be analyzed the phenomenon of using English to deliver the lesson in the *RSBI (Rintisan Sekolah Berstandar Internasional)* and *SBI (Sekolah Berstandar Internasional)* class.

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