

Semantic Aspect of Indonesian Advertisements for Overseas Promotion : Case Study on Wonderful Indonesia Youtube Channel

Aviza Alyama¹, Danang Dwi Harmoko², Suwarsito³
English Literature Department, Universitas Bina Sarana Informatika¹²³
Email: avizaalyama4@gmail.com

Abstrak - Penelitian ini bertujuan untuk mengidentifikasi jenis makna dan aspek makna yang terkandung dalam Iklan Channel Youtube Wonderful Indonesia. Penelitian ini menggunakan metode deskriptif kualitatif. Data pada iklan The Largest Matrilineal Society in the World, Borobudur Temple-Where History Lives Forever and We Love Bali dianalisis menggunakan teori semantik. Hasil penelitian ini menunjukkan bahwa terdapat 12 jenis makna; 50 Gramatikal, 156 Leksikal, 30 Referensial, 39 Non Referensial, 33 Denotatif, 21 Makna Istilah, 1 Makna Asosiatif. Ada 3 aspek makna; 3 indera, 7 nada, 3 tujuan, 1 perasaan. Jenis makna yang dominan ditemukan dalam iklan ini adalah makna gramatikal, makna leksikal, dan makna non-referensial. Aspek makna yang paling dominan ditemukan dalam iklan ini adalah Nada. Penelitian ini penting untuk mengetahui pesan yang disampaikan oleh pembicara dalam iklan tersebut.

Kata Kunci: Aspek Makna, Iklan, Jenis Makna, Semantik

Abstract - This study aims to identify the types of meaning and aspects of meaning contained in the advertisement Wonderful Indonesia YouTube Channel this research uses descriptive qualitative method. Data in advertisements, The Largest Matrilineal Society in the World, Borobudur Temple-Where History Lives Forever and We Love Bali are analyzed using semantic theory. The results of this study indicate that there are 12 types of meaning; 50 Grammatical, 156 Lexical, 30 referential, 39 non-referential, 33 Denotative, 21 Term meaning, 1 Associative meaning. There are 3 aspects of meaning; 3 senses, 7 tones, 3 intentions, 1 feeling. The dominant types of meaning found in this advertisement are Grammatical meaning, Lexical meaning, and non-referential meaning. The most dominant aspect of meaning found in this advertisement is Tone. This research is important to know the message conveyed by the speaker in the advertisement.

Keywords: Advertisements, Aspect of Meaning, Semantics, Types of Meaning

INTRODUCTION

Along with the times, where the world is already sophisticated with its technology, and Indonesia is also not inferior to this all-digital era. one of the efforts to promote Indonesia is by making promotional advertisements in the form of videos that are broadcast on social media, so that all foreign countries can see what advantages there are in Indonesia. YouTube is in the top ranking with 65.000 videos uploaded to YouTube, therefore many YouTube users in Indonesia make money and achievements through YouTube, their work is like making advertisements. promotions, making short films or just podcasts, etc. Likewise with large promotion accounts on YouTube such as Wonderful Indonesia and Jakarta Tourism. In this account there are video promotional advertisements for various regions in Indonesia. (Lely, 2017)

Advertising can also be interpreted as notification to the public about a product or service, and advertising is a persuasive communication medium designed in such a way as to generate a response and help achieve marketing objectives or objectives before the ads is shown or published, it should make the written text first, which is useful as a guiding text. The use of language is related to understanding to create and achieve the same understanding between speakers and listeners or between writers and readers. Therefore, the writer or speaker must use good, clear, and effective language so as not to cause confusion or distortion which results in unclear information to be conveyed to listeners or readers. It can be said that the function of having a type of semantic meaning in advertisements is because language structure plays a very important role in terms of constructing advertisement sentences to attract buyers or consumers to understand what is being promoted in the advertisement, so that the advertisement delivered has an impression and provokes their reaction so that they can understand semantics or meaning contained in the advertisements (NAIBAH, 2014).

(Chaer, 2014) Divides into two categories they are general linguistics and specific linguistics based on the scope of his study. General linguistics is concerned with studying the same language and is not limited to a particular language, and specific linguistics focuses on only one language. (Kuntarto, 2017) Linguistics is the study of language which does not focus on just one aspect, but extends to aspects outside of language related to human life and language use. 4 branches of linguistics they are phonology, morphology, syntax, and semantics.



Semantics has an important role in linguistics in the branch of linguistics, etymologically the term semantics comes from the Greek word *sema* which means 'sign' or 'gesture', and the word *sema* has a derivative word *semaine* which means 'meaning', then the word develops into semantics which can be interpreted as the study of meaning or the science of meaning (Yendra, 2016). Semantics is part of the structure of language that is related to the meaning of utterances with the structure of the meaning of a speech. Meaning is the intent of the words, the influence of language units in understanding the perceptions and nature of humans or groups (Suhardi, 2013).

(F Amilia, 2019) states in their book that the types of meaning are motivated by the speaker's lack of understanding who cannot choose words to express his ideas and thoughts, so he needs to understand the types of meaning. As listeners too, sometimes the lack of understanding of the types of meaning causes misinterpretation of a sentence or text. (Chaer, 2015) the types of meaning consist of lexical and grammatical meanings, referential meanings, and non- referential meanings; denotative meaning and connotative meaning; the meaning of the word and the meaning of the term; concept meaning and associative meaning; idiomatic meaning and meaning of proverbs; and figurative meaning. According to (Haider, 2017) advertising is a way of communication to ask the audience to make a purchase decision about an item or service. Conveying information to the audience, in this case is a potential customer. According to (Keller, 2016) what is meant by advertising is all forms of non-personal presentation and promotion of ideas for services or goods carried out by certain sponsors that must be paid.

The researcher wants to analyze the language structure of the advertising language Wonderful Indonesia, what makes this advertising language interesting and many people understand. Therefore, the title of this study is "Semantic Aspect of Indonesian Advertisements for Overseas Promotion" because this advertisement uses full English. The reason for this research is because it makes it easier for readers/listeners to choose and determine the use of the words used where the meaning conveyed must be correct. The data collection will be collected from several advertisements on the Wonderful Indonesia YouTube channel they are; The Largest Matrilineal Society in the World, Borobudur Temple – Where History Lives Forever, We Love Bali.

RESEARCH METHODOLOGY

This type of research is descriptive qualitative research, a qualitative approach is research aimed at describing and analyzing phenomena, events, social activities, attitudes, thoughts of people individually or in groups (MUNDIR, 2013). Data collection techniques from this research document study, the data collected is mainly in the form of YouTube Channel Wonderful Indonesia, Jakarta Tourism. From the 15 data taken, due to time constraints and limitations of this data research, only 3 data were specified. In this study, researchers carried out several procedures they are; 1) Choose several advertisements on the YouTube Channel WONDERFUL INDONESIA. 2) Collect the data. 3) Classifying data into semantic aspect. 4) Draw the conclusion.

RESULTS AND DISCUSSION

To find out what are the types, aspect of meaning in the advertisements, the researcher analyzed all data from advertisements shown on YouTube Wonderful Indonesia under the title;

1. The Largest Matrilineal Society in the World.
2. Borobudur Temple – Where History Lives Forever
3. We Love Bali

Data 1:

What do you know about West Sumatra? Beautiful landscape, culinary? Heritage, art? Wave, Benteng Fort De Kock from the 19th century? Thats right! Thats right! Thats right, we have it. But let me show you what really authentic about West Sumatra. You call it religious we called the way of life, you call it the most delicious food in the world beacuse patience, wisdom, resilience the symbol of our philosophy. You call it coffe shop we called information sharing, you call traditional sports we have called gratitude, you call it women empowerment we have called the land of matrilineal, the largest matrilineal society in the world. He call it entrepreneurship we called tradition. People call it riding we called part of history, only for the rich? No! HERE EVERYONE COME! By the way this is how we welcome tours? And i am enjoying

West Sumatra. Salamaik datang di Sumatra Barat, Apo kaba? Hello! Rancak bana! Lamak bana!

Heh sumbarang seh. Indak tambuah ciek doh. Tapi tambuah ciek!

People call it monarchy we called our home. Come and visit West Sumatra the largest matrilineal society in the world! You call it holiday we called one day isn't enough, *tambuah ciek!* Yes yes yes we have many more.

Data II:

Borobudur and its surrounding is like one spirit that brings serenity a concord heaven, Borobudur leaves so much meaning to the people around it, true happiness. Look at their faces! In this empty hallway its like we are invited to appease our selves before we see all the collection inside, as one as of the biggest art collector in indonesia he will astonish you with his painting collection. Here you can get genuine tranquility while testing delicacy dishes, did you see a small version of the Borobudur? Its so wonderful. You can pass the time by conversing heart to heart, enjoy the nightfall, spoil one's self, enjoy the motionless solitude, enjoy the nature, meditate, feel the nudge of the water, dancing with your freed thoughts and express your soul, feel the honorable greeting. One of the reasons why you will want to comeback here again someday, a unique history is that you can see the chronicled story in chronological order if you walk in a clockwise direction. The borobudur temple becomes the center of all beauty surrounding it, a spiritual experience thats different and you can never find in any other temple on earth. Even coming here dozens of time wont feel enough, because of its indescribable beauty. Never change.

Data III:

Bali a very rich land, blessed with an abundance of natural resources to be explored. No wonder Bali is so attractive, a magnet for thousands of souls. Coming to see firsthand its magical beauty that will never run out, an island of thousands of gods radiating the high energy of its spiritual beliefs and holding them as a legacy of faith. A home were many outstanding works are born diverse and majestic with deeply meaningful significance. We commit to not using single use plastic down to every local level, dedicating ourselves to being on the front lines of the fight for a plastic free island. Establishing eco-tourism service and applying green and renewable energy equipped solar panel technology in the interest of a clean and green Bali. Therefore, Bali will always preserve the beauty of this haven being fully aware of and responsible, for what the most high has bestowed upon us. Protecting natures most precious resource to support the community and all activites, to be the wellspring of all of natures splendor, so this is Bali a home to every smile where we are reminded of being connected to god, others, and nature. Thus, harmony and prosperity can be achieved this is a place we adore, we love Bali.

DISCUSSION

1. Types of Meaning

Researcher found 55 data from grammatical meaning, namely the affixation process in which there are 47 with the affixes "ed, ion, ess, ful, able, ing, est, ly, wise, ity" of which some examples of data are "deeply, reminded, tradition, happiness, honorable, enjoying, serenity, 3 confixes, and 5 reduplications. Lexical meaning as much as 154 data there are 4 lexical word classes, namely noun, verb, adverb, adjective. Lexical Meaning can be interpreted as the meaning contained in a root word or word root without any attention to prefixes or suffixes that may be attached to or included with the word. Here are some examples of the lexical meaning of the data "home, women, dance." Referential meaning there are 25 data, as previously explained that referential meaning is a meaning that is directly related to the reference pointed to by the reference word or the reference may be an object, process or reality. The referent is something designated by the symbol, along with an explanation of the word that has the reference above:

Landscape: Refers to the arrangement of land areas

Wave: Phenomena that we will encounter at sea level

Borobudur: A Buddhist temple located in Borobudur, Magelang, Central Java, Indonesia

Nonreferential meaning there are 48 data, Words that have reference and non- reference meanings are very easy to distinguish, the words "in", "about", "of", "for" are connecting word that are usually used to describe direction, time, place, and position and many more, this preposition has no reference. The same as the word "but", "and", "because" are conjunctions or expressions that connect two equal units of language: words for words, phrases for phrases, clauses for clauses, and sentences for sentences. Conjunctions have no reference can be said without references. and has no meaning. Denotative meaning there are 65 data, denotative meaning is a real meaning based on dictionary. They are word from the data "commit" is to do something illegal or something that is considered wrong, word "adore" is to love someone very much, especially in a way that shows a lot of admiration or respect,

or to like something very much. Word “enjoying” is to get pleasure from something, word “tasting” is the taste of something, or the ability of a person or animal to recognize different tastes, and word “authentic” is something that is true or real, and so do the words after that.

Term meaning there are 14 data, terms are words or combinations of words that have meaning in a particular field. The words contained in the three promotional advertisements on Wonderful Indonesia YouTube Channel, "Come and visit West Sumatra the largest matrilineal society in the world" where matrilineal is a term that refers to a kinship system that draws lineage from the female side (mother), either in sons or daughters. Associative meaning only 1 data, that the word “green bali” from the data does not mean the city of Bali which is green in color, but green is very closely related to nature, nature is beautiful and fresh, so that green has the meaning of growth, fertility, and even health for those who see it. Only one associative meaning contained in the three advertisements on Wonderful Indonesia YouTube Channel.

2. Aspect of Meaning

There are 4 aspects of meaning, Sense can also be called the theme/topic of conversation. This can be achieved if the speaker and the interlocutor or between the writer and the reader have the same language used or mutually agreed upon, the table above explains the meaning of each advertisement. West Sumatra, Borobudur, and Bali have their own uniqueness and history, each region has its own value to attract tourists to visit. The data 2 which the sentence "true happiness" shows that the feeling that is being felt is happy, because the person in the video also looks smiling intently. The meaning aspect of feeling relates to the attitude of the speaker and the situation talks. situation statement associated with feelings use the appropriate words the situation at the time the conversation took place.



Figure 4.1. Smiling Girl

The tone aspect is related to the speaker's attitude towards the other person, it can be seen from the table data 1 above that the speaker says ‘that's right!’ 3 times and in different tones, the first "that's right" uses a flat tone in which the speaker says casually, in contrast to the second "that's right" where the voice is emphasized and raised, it means the speaker emphasizes what was said before about Sumatra West is right and sure. The third "that's right" is a low tone indicating that the speaker is very sure of what has been explained before but in a more relaxed voice. In data 2 and 3 there is no high tone, which in the video Wonderful Indonesia YouTube Channel there is only a flat sound, this shows that we listen to the video with compassion. Intentions it is known that the meanings of the three video advertisements are known, each advertisement has its own uniqueness and cultural diversity in each region, such as Bali which is rich in natural resources, West Sumatra with its culture, and Borobudur with its serenity and history.

CONCLUSION

In the type of meaning section, I can describe that not all the words used in promotional ads on the wonderful Indonesia YouTube channel use words that are easy to understand, I have to really understand the intent/meaning of the terms contained in the sentence, there are some terms and associative words that are rarely understood, but the rest of the words can be easily understood by the public, such as lexical meaning, denotative meaning, grammatical meaning. Therefore the Wonderful Indonesia advertisements can be well understood by the public. Semantic aspects are very much used in wonderful Indonesia advertisements because the sense, intention, feeling and tone aspects make it easier for the public to know what messages and objectives of wonderful Indonesia

advertisements are published. But the tones in data 1 and 2 are not used too much, mostly using low and flat tones, in contrast to data 1 using a tone that matches what the speakers say. There are 376 data found in the three advertisements Wonderful Indonesia Youtube Chanel, after analyzing 376 data i found 55 data from grammatical meaning, namely the affixation process in which there are 47 suffixes, 3 confixes, and 5 reduplications. lexical meaning as much as 154 data, referential meaning 25 data, nonreferential meaning 48 data, denotative meaning 65 data, term meaning 14 data, associative meaning only 1 data. In the ads, the researcher did not find connotative meaning, idioms and proverbs. Then in the semantic aspects of the three advertisements there are sense 3 data, tone 7 data, intentions 3 data, and feeling only 1 data.

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