

Language Analysis Of Education Advertising Variety In Indonesia (A Critical Discourse Analysis Review)

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Abstract: Language Analysis of Education Advertising Variety in Indonesia (A Critical Discourse Analysis Review). The problem under study is what is the experimental value in the educational advertising discourse in Indonesia? The type of research used in this research is qualitative research using Critical Discourse Analysis approach. The result obtained related to the problem is an endocentric phrase there is one phrase containing the experimental value. The researcher identifies the choice of language in the linguistic component of the verb clause in the educational ad there is one clause. The verb phrase found its use in educational ads that researchers identified as four data. The linguistic verbs' choice of words identified by researchers containing the experimental value used by advertisers as many as seven language choices. The adjective phrase is found by researchers as two language choices. While the choice of words that use the adjective as much as six choices of words that fight experimental value in the identification by researchers. The choice of language noun containing the experimental value in the researcher identification is only one word choice. While at the level of sentence the researcher finds data that fight for the value of the experiential ideology is: informational sentence found two, statement sentence five sentence choices, suggestion sentence found one choice of sentence and invention sentence found only two sentence choices containing experimental value.

Keywords: Educational Advertising, Critical Discourse Analysis Review

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I. INTRODUCTION

Based on the development of today's educational civilization, transformation and educational publications use advertising media as a tool to promote and introduce aspects related to education. Especially nowadays, ad publications are supported by increasingly sophisticated technological aspects. Technology support becomes one of the aspects that support the ease of advertising publicized and read by every community. Almost all institutions and companies use advertising media as a means of introducing products to consumers. The advertisements produced as a publication medium by institutions and companies are then published through various means of advertising publications such as newspaper media, television media, online media and others.

The development of education in Indonesia cannot be separated from various supporting facilities such as advertising and other publications. The support of advertising media then provides easy information to the public for various information related to education. Educational advertisements present information specifically related to education containers and institutions ranging from formal and non-formal education levels. Educational ads present information and slogans on various promotional efforts of each institution or educational institution. According to Morissan (2014, p.1) advertising and promotion is an integral part of the economic and social system of society. In line with the Morissan view, it can be assumed that advertising has a primary function to promote an educational product or other institutional product.

Education advertisement in Indonesia is presented using Indonesian language as the language text. The language aspect in advertising is the most important aspect to achieve the promotion target. Judging from the language aspect used in the language of advertising, Bahasa Indonesia is the main language and become the most widely used advertising language by every institution including educational institution. The use of Indonesian in various advertisements is based on the existence of Indonesian as the national language and the official language of the country. The use of the Indonesian language in advertising is also on the assumption of achieving the target of promotion or target communication of the advertisement and reader.

In relation to advertising, language has an important role in realizing a smooth communication. The current of a communication will produce effective communication that can facilitate the building of interaction

among peoples. In the communication act carried out by every society, the language used has a variety both in terms of language and language pattern. Viewed from the importance of the role of language, can be perceived as the main tool in transforming the message to the reader audience. Language becomes the most colossal and functional aspect of all forms of human communication either orally or in writing.

Based on the above view, it can be given the assumption that language is a very basic aspect in an advertising discourse as a product promotion media. For advertising purposes such as those used in broadcast media, print media, and the internet should also be supported by the use of good language. The purpose of using good language gives birth to a good promotional target as well. In educational advertisements, whether presented through print, broadcasting and internet media, it appears that the results of early observation (early studies) found a study of the use of language that has a wealth of diction repertoire and style of language. Accordingly, the text in educational advertising discourse is designed not only to display the form of an engaging language and arouse the reader, but also to contain certain meanings and ideologies. Researchers review, educational advertisements published through publications in print, broadcast and internet or online advertising. With this study also, any message delivered in the ad can be understood as desired by the advertiser. To realize this goal, in this study, ideology should be disclosed through the study of Critical Discourse Analysis using Norman Fairclough and Teeun van Dijk theories and supported by theories relevant to the assessment.

The importance of this research is carried out notwithstanding the view that educational advertising discourse is understood as an act associated with the form of interaction. Ads present ideas and ideas built by their advertisers using their own models and specificities. The advertisement presents the discourse of the language with a certain ideology and has the uniqueness as a product that can change the behavior of its readers or social level. The ad is presented with the intent to influence the reader or in other words the ad has a specific purpose with a distinctive language to influence and persuade. The existence of advertising not only to the level of persuade or influence with a particular ideology but also as a form of interaction. Thus, the researcher intends to conduct research with the title: Analysis of Variety Language Education Advertising in Indonesia (An Analysis of Critical Discourse Analysis). Based on the background of problems that have been described in the section of the predecessor, then set the subject matter in this study is How is the experimental value contained in educational advertising discourse?

II. METHODOLOGY

The type of research used in this research is qualitative research using Critical Discourse Analysis approach. Qualitative research is a study that uses a naturalistic approach to look up and find description or understanding of phenomena in a particular setting. Muri (2014) Qualitative research is an inquiry strategy that emphasizes the search for meaning, understanding, concepts, characteristics, symptoms, symbols, and description of a phenomenon; focus and multi method, are natural and holistic; putting quality first, using several ways, and presented in narrative. Burhan Bungin (2009) Qualitative research is a study that has a deeper level of criticism in all research processes. The power of criticism of the researcher becomes the main weapon to run all the research process. This study focuses on the educational advertising discourse found in billboards advertising, printed media advertisements such as newspapers and educational advertisements contained in electronic media such as the internet.

III. LITERATURE REVIEW

Advertising is information designed specifically to influence and persuade audiences to be interested in the offered products. In general, advertising is any form of action or treatment to promote ideas, products, goods, and services (Kusrianti, 2004, p.1). As a product of discourse, educational advertising is a distinctive form of communication, a special communication because of its specificity distinguishes it from other forms of written or oral written communication in a discourse. In another view, as suggested by Morissan (2014, p.1) advertising is an integral part of the social system of society. Advertising evolves into a very important communication system for society because it involves consumers and producers. As a text, advertisements are created to be read by audiences with a view to attracting and sympathetic to their readers. Ads reflect certain values that can affect the reader's mind so that what happened by Morissan (2014) with the term communication. Any information that is poured in the ad has a purpose, has a specific target as when the ad serves as a marketing target. Every idea and target of communication in the ad is poured for a particular purpose and a specific target.

Based on the assumptions in the above paragraph, advertising is a tool or tool used by a corporate body, educational institution and other industries to promote products, goods, and services that contain a distinctive language choice and can influence and persuade the community so indirectly people become consumers of the products offered. Today, one marketing integration effort for every institution, company, and industries is by multiplying marketing communication activities. To achieve effective marketing communications, every institution, company, industry develops marketing innovations that can facilitate the

channeling of marketing ideas and ideas on the products offered. One such integration of marketing integration that is seen as a method that facilitates communication of products to be offered to the public is to use the means of advertising whether it is print media advertising such as billboards and online advertisements published through the Internet and other electronic means.

There are many reasons why an educational, corporate, and industrial institution chooses to use advertising media as a means of communication to the public. The main reason is the ease of presenting the message to the public without having to use human labor intactly to communicate directly to each individual or audiences. The second reason is print media advertising and online advertising and others are very easily channeled and socialized to audiences with the help of increasingly sophisticated technology. The third reason is that marketing advertisements, such as print media advertisements such as billboards, newspaper ads, television and online ads, can easily reach their target of communication to audiences as they are supported by an increasingly popular society with print media, and online.

Based on these assumptions, advertising is one tool used by educational institutions, companies and other industries to promote programs and products through messages in the form of texts and other symbols that can arouse, persuade, and influence the community. Based on these assumptions, the advertisement has a high benefit in terms of offsetting the offer to the community so that everyone can easily obtain the desired educational institution for various specific excess reasons that the educational institution in its ad suggests. Advertising education is seen to attract the attention of every prospective student and student and displayed in various media with high quality. Based on the description of the above ads, educational advertising can be interpreted as a medium used to influence the interest of prospective students and students to join an educational institution.

Critical Discourse Analysis

Discourse is a unity that has meaning that can be oral and written form. In a critical discourse such as Angraini's (2015, p.3) view that critical discourse analysis sees language as an important factor, namely how language is used to see the imbalance of power in society occurs. Critical Discourse Analysis considers the context of discourse, such as setting, situation, event, and condition. Discourse in this case is produced, understood, and analyzed in a particular context. For Anggraini (2015, p.4) Critical Discourse Analysis is a study of the languages here incorporating context, because language is always in context and there is no communication action without participants, inter text, situations, and so on. However, not all contexts are included in the analysis, only relevant and influential on the production and interpretation of the text entered into the analysis.

In line with the above view, Jufri (2006), that Critical Discourse Analysis (AWK) is an attempt or process to describe a text (social reality) that wants or is being studied by a dominant person or group whose tendency has a purpose to get what you want. That is, in a context must be aware of the existence of interest. Therefore, the analyzes that are formed will later be influenced by the author of various factors. In addition must be aware also that behind the discourse that there is a desired meaning and image and interests that are being fought. What is fought in the ad, will result in a communication practice between the ad and the reader. Because there is a communication practice between readers and advertisements created by the institution, it will be born what is called a social relation in which there is a practice of domination. Social relations present an opportunity for the individual to capture the logic of domination carried out in the name of a symbolic principle that is understood and recognized both dominating and dominated. The intended social relation is a privileged opportunity to grasp a language or a pronunciation, and a lifestyle of Bourdieu stigma (2010, p.2).

Discourse as Jufri (2011, p.35) opinion that the critical discourse is not a series of words or propositions alone, but something that produces something else in the text. Jufri's view is trying to make sense to the audience that in the discourse there is a language event in which there is a certain ideological and objective content. According to Darma (2009, p.49) that critical discourse analysis is the language analysis in its use by using the paradigm of critical language. Critical Discourse Analysis, hereinafter referred to as AWK, is often seen as the opposition of descriptive discourse analysis which views discourse as a mere phenomenon of language text. In AWK discourse is not understood solely as a language study. AWK does use the language in the text to be analyzed. The result is not to get a picture of the language aspect, but to relate it to the context. According to Jufri and Tolla (2011, p.12) in view of AWK, language is analyzed not just to describe the linguistic aspect but to connect with the context. For Jufri and Tolla (2011), the context in question is the language used with certain practices and specific purposes within which there is practice of hegemony and domination.

Critical Discourse Analysis Theory as Habermas (1973) points out in Jufri (2008, p.22) that the AWK theory aims to analyze and capture social problems in relation to ideology and power. For Jufri, AWK is a theory that can be used to open the space of analysis or the connection between language discourse and social practice in the text. In AWK's view, analysis is not centered on truth or untruth as in a formal perspective or

interpretive process in a functional perspective. The language in this view is not understood as a neutral medium. The language in a critical perspective is understood as a representation that plays a role in understanding the dominance that exists in the activities of language in AWK's view, language is always seen in the perspective of power relations.

AWK provides theories and methods that can be used to conduct empirical studies of the relationships between discourse and social and cultural development in different social domains. This means that the language is used for certain purposes and practices, including the practice of power. Language requirements with ideology and spoken with a variant that is universal. In the context of discourse, language has a wide space whether it is spoken or written with use in certain contexts. In this context, language can be expressed openly and covertly. Practical uses such as the overt use of language and covert terms with power of course contain ideology. In practice, the language of power can be found in the use of everyday language. Languages that contain power can be a language that is able to influence and dominate a group or everyone. The language of power can also be found in the form of a predominantly dutiful person and has an obligation to obey it because he believes the dominant person has the right and ability to guide, educate, order, and dismiss, Jufri & Tolla (2016, p.12). The AWK theory as described in the above paragraph is used to reveal the relationship of language to ideology as well as to science and power. In this aspect, AWK as an analytical knife is used to interpret the language, analyze and critique what is in the text or speech in the form of language discourse. Thus AWK is closely related to the study of texts as well as utterances that denote a discursive power or strength as well as injustice and prejudice. In line with that, Jufri et al (2011, p.13) said that AWK describes the dialectical relationship between certain events with the situation, institutions, and social structures that shape it. The dialectical relationship described by Jufri et al (2011) is expressed in the reflection of the choice of language used as the practice of social practice in society. Based on that view, the study of ads whose terms of discourse have connectedness can be analyzed through the AWK method because advertising uses linguistic tools as a practice in conveying an idea that is influential for every reader. Language advertising terms with aspects of power and marketing language (market) aims to persuade and invite each reader.

IV. DISCUSSION

In this section we describe the results of research related to the research focus on how the experimental value contained in educational advertising discourse. The researcher identifies a language option that contains the value of the experimental ideology that the advertiser fights for in the educational ad as. In this study, the intended value is the formal value contained in the choice of words used in educational advertising. The formal value is the value of knowledge and beliefs that are identified in the choice of words that the advertiser fights for or the education discourse. The value of the intended knowledge is the value contained in the discourse of advertising that contains the value of knowledge. In educational advertising, the value of knowledge can be in the form of scientific information related to educational institutions either in the form of promotions or statements about the advantages of a educational institution. To explore the value of knowledge contained in the discourse of educational advertising in Indonesia, it will be described data that has value of knowledge based on the content of discourse such as word, sentence fragment (text relevant to the value of knowledge). Data that has the value of knowledge will be presented based on the findings of researchers during the process of observation and data collection whether it is advertising billboard data, internet and educational ads obtained through print media such as newspapers and other printed. Furthermore, the value of beliefs is also a formal value contained in educational advertising. Similar to the value of knowledge, the value of faith can also be interpreted based on the means of text that advertisers use to influence readers.

To describe the value of knowledge and belief which contained in educational advertising based on the results of research that has been done by researchers, it will do the stage of description, interpretation and discussion into the form table. Associated with the findings of researchers based on the results of research that has been obtained through the table choice of words that championed advertisers containing the experiential value will be presented as follows:

Table of Language Choice that Fought and Language Component that Containing Experiential Values

Number	Words/Sentences Choice that fought	Language Component	Information/ Data Code
1	You can do it! and Lecture while working	Indocentric Phrase Verb Clause	A 1
2	Sustainable development	Verb Phrase	A 2
3	Pride Dormitory	Adjective Phrase	A 3
4	Quality	Verb	A 5
5	Success	Adjective	A 7
6	Free	Adjective	A 21

7	Ready to work	Verb Phrase	A 11
8	Scholarship	Noun	A 12
9	Smart	Adjective	A 14
10	Favorite and flagship	Adjective	A 15
11	Better future	Adjective Phrase	A 16
12	Reading is open the window of world	Statement	A 17
13	Education for the future	Statement	A 18
14	School must be!	Exclamation	A 21
15	Do not give up	Verb Phrase	A 23
16	Book is the window of world	Statement	A 25
17	Responsibility	Indocentric Phrase	A 26
18	For the better education	Statement	A 27
19	Betting	Verb	A 32
20	Environmental School	Statement	A 34
21	Transparency	Adjective	A 35
22	Technology Ok! Nature Sustainability Required!	Exclamation	A 36
23	Entrepreneurial Work Lecturing	Verb Phrase	A 39
24	Believers, knowledgeable, morals	Verb	A 46
25	Want to work quickly Akper Syekh Yusuf is the solution	Suggested Sentence	A 47
26	Smart and Trustful	Adjective	A 48
27	Competitive	Verb	A 51
28	Tested and Trusted Passed Competency Test 100%	Informational Sentence	A 56
29	Qualified	Verb	A 60
30	Facilitating students in developing science	Notification	A 64
31	Helpful	Verb	A 64
32	Equip	Verb	A 65

Based on the discussion table of educational ad discourse containing the experimental value, then the experimental value can be described that there are five choices of verb phrases that fight for a particular ideology in the educational ad discourse that contains the value of beliefs and value of knowledge. For the verbal word choice there are seven words that contain the value of ideology that the advertiser fights in the form of word verbs. The adjective phrase contains the experimental value found by researchers as two choices of words that fight for ideology on the ad education. While the choice of words that use the adjective as much as six choices of words that fought experimental values identified by researchers. Furthermore, the choice of nouns containing the experimental value identified by the researcher is only one choice of words containing experiential value, knowledge and belief. While at the level of sentence the researcher finds data that struggle for the value of the ideology of experiential is: Sentence Information containing experimental value in educational discourse found one data related to it, sentence notification and sentence suggestion containing experiential ideology found each one choice of sentence. Likewise, the sentence of invitation found only two sentence choices containing experimental value and the statement sentence that championed the value of the ideological ideology was found in five sentence choices.

Based on these discussions, in the Critical Discourse Analysis view the formal value of knowledge and belief in the educational advertising discourse is constructed through the role of the word displayed by the advertiser. As in print ads as well as in other advertising, vocabulary is used to attract readers. In the language selection of ads, advertisers use distinctive language solely with the aim of attracting reader sympathy. A vocabulary containing an experiential value is a vocabulary containing signs or symbols that are signals from the natural or social world of the text-maker or represented ad. The selection of words made by the advertiser reflects the ideological meaning of an advertisement. It is said to contain ideological value because the choice of language contains elements that can affect readers. According Jufri (2006, p.73) that language is used to influence others, language is a means used to practice domination. For Jufri, Ideology is the central context in critical discourse analysis. The text, the conversation, and others are forms of ideological practice or reflection of certain ideology. Ideology is built by a dominant group with the aim of legitimizing their dominance. The

dominant group persuades and communicates to audiences the production of power and dominance that they have to be legitimate and true. Thus, the choice of language championed through the component of the researcher's identified the data above contains an experimental value. According to Tolla (2015, p.3) ideology is shaped by language. Based on language arranged in a certain form it will give birth to a certain meaning so that the role of language in this context to form meaning that can be understood by others. Due to the existence of the ideology then there is something that is assessed by society. Jufri (2016, p.14). For Jufri and Tolla ideology is a worldview that expresses the value of certain social groups to defend and advance their interests. Jufri's view (2016) is in line with the theory of Fairclough (1995) that language is not interpreted as something neutral but in it is built ideology bring something that can control individuals or groups.

The existence of a perspective on the advertisement, it will cause belief value and knowledge that can affect the individual and it is a dominant hegemonic practice because the ad is able to change the mind of the individual In Critical Discourse Analysis, the dominant class or dominate class if able to influence the class or group that dominated is a discursive practice of power. According to Darma, (2009, p.106) that hegemony arises because there are certain reasons such as the fulfillment of access to material space or the distribution of ideas and can be understood and influence the community. What is the target of communication in dominating a group will reinforce how the power of language can change the mind of the individual. Understandably of course the language is a symbol or tool which have power and connect with the community that was born and produced by the community itself either institutionally, convention or individual. In practice, language is used by social groups in certain dimensions and spaces. just as educational advertising is used on the basis of certain assumptions and specific goals.

Advertisement discourse uses language as a special medium that provides information specifically for the achievement of information (Jufri 2014, p.82). Jufri based his view that discourse is a special unit that uses language as the most complete specialized unit which is the highest unit above the sentence. For Jufri discourse realized by the form of essay or grammatical expression of the language and has a systematic rule both in the segment of his vocabulary and sentence elements are arranged in order to display a meaning to represent a message. In Critical Discourse Analysis, the advertiser's text is an appropriate tool for influencing individuals because it has used and conceived the language conventionally and creatively. According to Fairclough in Titscher et al (2000, p.243) the compilation of conventional identities, relationships and knowledge means predicting those phenomena into language. The use of such language is seen as the right language that can react the reader and in accordance with the social conditions of the reader community. Thus, the view is in line with Hardiman's (2004, p.49) view that critical theory seeks to integrate various ideological concepts to influence others. What advertisers display by means of language as a means of establishing a set of ideologies to influence readers is purely a battle of ideology.

V. CONCLUSION AND SUGGESTION

A. Conclusion

The educational advertisement discourse that contains the experimental value found by the Researcher is there are four choices of verb phrases that fight for a particular ideology in the educational ad discourse that contains the value of belief and value of knowledge. For the verbal word choice there are seven words containing the ideological value the advertiser fights in the form of word verbs. The adjective phrase contains the experimental value found by researchers as two choices of words that fight for the ideology in the educational advertisement. The word choices use adjective as six choices of words that spoil the experimental value identified by the researcher. Furthermore, the choice of nouns containing the experimental value in the researcher's identification is only one word choice that contains the experimental value of knowledge and belief values. While at the level of sentence the researcher finds data that struggle for the value of the experiential ideology is: Informational sentence containing the experimental value in education discourse found two data related to it, and sentence suggestion containing experimental ideology found one choice of sentence. Likewise, the sentence of the invitation found only two sentence choices containing the experimental value and the statement sentence that championed the value of the experimental ideology was found in five sentence choices.

B. Suggestion

Based on the conclusions of the research result are described suggestions below as follows:

The findings in this study are allowed to be considered for every educational institution, especially in publishing the discourse of education both physically in the form of billboards, online advertising and educational discourse in the form of publications through print media. To the students and students are advised that the results of this study into reading material in the analysis of discourse analysis, especially critical

discourse analysis. To the students, especially students of Indonesian language and literature courses are suggested to be used as learning materials in the field of critical discourse review.

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