

**LANGUAGE STYLES OF ADVERTISEMENT IN FAST FOOD COMPANY SLOGANS:  
SOCIOLINGUISTIC STUDY**

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**Abstract:**

This paper is entitled "Gaya Bahasa Iklan Dalam Slogan Perusahaan Makanan Cepat Saji: Kajian Sociolinguistik." The objectives of this study are (1) to identify different types of language style in general based on McCrimmon theory (1995) (2) to identify different types of language styles in an advertisement based on Wells theory (1992) (3) to analyze the functions of the language style in the slogan advertisement. The source data are taken from the fast-food company such as McDonald, A&W, Subway, Wendy's, Chick – Fil – A, Burger King, and Red Rooster in English speaking countries. In this qualitative research, the method used in this research is descriptive method by undertaking the following steps; classifying, analyzing, and explaining the obtained data and drawing conclusion. The results show based on 30 data analyzed that there are 3 types of language style used in general, as follows: Informal language style (56.6%), Colloquial style (40%) and Formal language style (3.40%). From 9 types of advertising language styles, there are 3 types used in the fast-food company slogan: 1). Soft sell (56.7%), 2.) Straightforward (23.3%) 3). Hard sell (20%). Judging from its functions, three functions of language style appeared among them as follows: 1). Convincing the reader (36.7%), 2). Creating a certain mood (33.3%), and 3). Strengthen the effect of ideas (30%).

**Keyword:**

language styles; language styles of advertisements; sociolinguistics; slogan; advertisement



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**INTRODUCTION**

Language is a fundamental aspect of human life. Wardhaugh (1985: 29) "To communicate and establish a relationship with others, people use language as a tool of their communication". In other words, human language can provide information to the intended person according to their intentions. Information can be conveyed through mass media, either through electronic media such as TV, radio, internet/web, or printed media such as newspapers, magazines, etc. In expressing or conveying ideas, there are 2 ways, people can communicate through speaking and writing which are then used by people and have their respective language styles related to the social aspects. Chaika (1982: 29) "Language style is the way people use language in communication, both written and spoken language". Language style interpreted as stylistics refers to the selection of linguistic forms to convey social or artistic effects. In this case, style determines how the speaker speaks and how the listener comprehends the meaning of communication in the right way; whether it is serious, humorous, dubious, etc. the Spoken and written language styles can be analyzed from a variety of points of view such as words, grammar, and pronunciation. Chaika (1982) describes six characteristics of language style, including:

1. Language style establishes a communication system by itself
2. Language style describes how to interpret the message
3. The language style forms a mini communication system that works together with the language itself
4. Language style controls the interaction
5. Language style is so integrated with the social function that interaction cannot run if someone does not speak in the right style

As noted above, people use written conversation to express their ideas in written language. An example of communication with written language is advertising. According to Gilson & Berkman (1980) "Advertising is a persuasive communication media designed in such a way as to generate responses and help achieve marketing goals or objectives."

Advertising was chosen as research data for several reasons. First, advertising is a form of written communication that evolves along with advanced technology that allows people to communicate in many ways. Second, the advertising language is compact and persuasive, which is different from most other languages used in everyday life. Third, the slogan contained in fast food advertising companies is chosen as the object of research because the use of a concise and compact language style creates an attraction to consumer purchasing power to increase the image of a brand, and improving marketing strategies make it interesting to be study. In this research, focuses on the slogan of fast food advertising companies as a data source because of the use of attractive language styles, then the researcher wants to acknowledge the function of language styles used in the advertising slogan from their message that delivered.

## **LITERATURE REVIEW**

### **Sociolinguistics**

Society requires language, and also the opposite. The dependence of these two entities, language, and society leads to sociolinguistic studies. Holmes (1992: 2) states: "Sociolinguistics is the study of the relationship between language and society". Holmes also stated that sociolinguistics is concerned with the relationship between language and its context in which it is used. Sociolinguistics is interested in explaining why we speak differently in different social contexts and identifying the social function of language to convey social meaning.

Wardhaugh (2000: 12) argues that "Sociolinguistics is concerned with investigating the relationship between language and a better understanding of the structure of language and how language functions in communication; the equivalent goal in the sociology of language is to try to discover how social structures can be better understood through the study of language". According to research in the journal Simatupang, E., & Amalia, S. (2016: 120) states: "Sociolinguistics is concerned with the relationship between language and the context in which it is used". In other words, sociolinguistics studies the relationship between language and context of it. It can be concluded from all the three theories, that sociolinguistics is a study that learning the function of a language in a social context to identify the meaning in it.

### **Language Styles**

Chaika (1982: 29) states that language style is the way people use language in communicating, spoken, or written. Linguistic style refers to choosing a linguistic form to convey a social or artistic effect. The language style also acts as a set of commands. In communicating, people usually use formal and informal language in different situations to communicate with other people. Language style also tells listeners to forget what was said seriously, ironically, humorously, or in some other way.

Language style can influence the speech patterns of the speaker formed by the conscious and deliberate selection, systematic patterns, and implementation of linguistic and extra-linguistic ways according to the topic, situation, function, purpose, and content of the author's speech based on Missikova's theory (2003: 16). Missikova's (2003: 16) states language style is a way of speech and/or a kind of utterance which is formed by means of conscious and intentional selection, systematic patterning and implementation of linguistic and extra-linguistic means with respect to the topic, situation, function, author's intention ,and content of an utterance.

Keraf (2007: 113) states style or especially language style is known in rhetoric as style. Language style or style becomes part of diction or choice of words that questions whether or not certain words, phrases, or clauses are suitable to face the linguistic hierarchy, both at the level of individual word choice, phrase, clause, and sentence, as well as the discourse as a whole. Style or language style can express as a way of expressing thoughts through the unique language, soul, and personality of the language user.

According to McCrimmon (1963:135-142), language styles are divided into three general types:

#### 1. Formal Style

Formal English is primarily a written style. The characteristics of the formal style are: the sentence is relatively long; avoid abbreviations, colloquialisms, and slang; conservative grammatical usage which tends to observe distinctions often ignored at a less formal level; a serious and dignified attitude toward the subject and the reader.

Ex:

“The only animal left is a human” (WWF)

#### 2. Informal Style

The informal style tries to follow the broad middle way between formal and colloquial styles. The characteristics of informal style are: the sentence is medium length, chiefly standard sentence, avoids the requirement of formal grammar, fragments rare but occasional, prefers idiomatic expressions and words which are easy rather than impressive, and the last characteristics are it usually addressed to the readers directly as “you”. In the informal range come much narration and description, and usually many reports of events.

Ex:

“Because you’re worth it” (L’OREAL)

#### 3. Colloquial Style

The characteristics of colloquial style are: relatively short simple sentences, often grammatically incomplete; a generous use of contractions (I’ll, we’ve, didn’t, can’t), clipped words (cab, exams, ads, phone), and the omission of relative pronouns (who, which, that); a simplified grammatical structures; a personal or familiar tone which tries to create the impression of speaking intimately to the reader; and usually use slang. For example, brass (army), ham (theatre), on the beam (radio), southpaw (baseball), and behind the eight balls (pool).

Ex:

“Finger Lickin’ Good ”(KFC)

### **Language Style of Advertisements**

Language styles are classified into nine categories based on the language style of advertising according to Wells's theory (1995: 435-441). Wells (1995: 435-441) states that there are several styles of message formulas in advertising, namely: hard sell, soft sell, lecture and drama, straightforward, demonstration, problem solution, slice of life, spokesperson, and comparison.

#### a. Hard Sell

Wells (1995: 435-441) states hard sell is a rational informational message that is designed to touch the mind and to create a response based on logic. The approach of this style is direct and emphasizes tangible product features, facilities, and benefits. Hard sell messages try to convince the consumer to buy because the product is very good, better, or best.

#### b. Soft Sell

Wells (1995: 435-441) states that soft-sell uses an emotional message and it is designed around an image intended to touch the heart and to create a response based on feeling and attitude. The message present with subtle, intriguing, and ambiguous illustrates how advertisements sell moods and dream more than a product feature. The hard sell style is clearly more persuasive than soft sell. Sometimes, hard and soft sell styles come together.

c. Lecture and Drama

Wells (1995: 435-441) states most advertising uses a combination of two basic literary techniques such as lecture and drama. Lecture is a serious structured instruction given verbally by a teacher. A drama is a story or play builds around characters in some situations. Lectures are a form of direct address. Stylistically, the speaker addresses the audience from the television or written page. The audience receives the message “at the distance” the speaker presents evidence (broadly speaking) and employs such a technique as an argument to persuade the audience.

d. Straightforward

The straightforward language style is a language style that conveys messages in fact and is aimed at direct information aimed through an advertisement. Hard sell and straightforward are both direct marketing strategies. The difference between straightforward and hard-sell advertising language styles lies in delivering advertisements, straightforward advertising language styles only express directly the meaning and objectives conveyed by advertisements, while hard sell strategies carry out a marketing strategy by conveying the advantages of a product that is aimed directly. Wells (1995: 435-441) states that in a straightforward factual message, the advertiser usually conveys information without using any gimmicks of embellishments. In other words in this style advertisement convey the messages more rationally rather than emotionally.

e. Demonstration

Wells (1995: 435-441) states that The demonstration-style is the way of delivering an idea or message which is focused on how to use the product of what it can do for you. The product strengths take center stage. In the demonstration, people persuade to believe what has been said by the advertiser.

Moreover, in presenting the messages the speaker speaks loudly, and enthusiasm as if what has been speaking is fact and true. That demonstration can be a very persuasive technique.

f. Problem Solution

Wells (1995: 435-441) states that the problem – solution style is also known as the product as hero technique, the message begins with some problem and the product is presented as a solution to that problem. This style is common technique which is used by advertisers to make their product advertised run smoother.

g. Slice of Life

Wells (1995: 435-441) states the slice of life is an elaborate version of a problem solution message presented in the form of a little drama. It uses some commonplace situations with “typical people” talking about the problems. It puts the audience in the position of overhearing where the problems are stated and resolved.

h. Spokesperson

Wells (1995: 435-441) states using the person to speak on behalf of the product is another popular message technique. Spokesperson and endorsers are believed to build credibility. They are celebrities we admire, the expert we respect, or someone “just like us” who advice might seek out.

i. Comparison

Wells (1995: 435-441) states comparisons are the way ads convey an idea or message by comparing certain products with other products. It differentiates two or more products and usually considers the advertiser's brand to be superior. The comparison can be direct, where competitors are mentioned, or indirect means, which only refers to other leading brands.

### **Function of Language Style**

A language style is a form of rhetoric, namely the use of words in speaking and writing to influence readers or listeners (Tarigan, 2009: 4). Starting from this fact, it can be seen that the function of language style is as a tool to convince or influence readers or listeners. Besides that, the language style is also related to the situation and atmosphere of the essay. The point is that the language style creates certain mood states, for example, the impression of good or bad, happy, sad, and so on which are received by thoughts and feelings because of the description of places, objects, certain conditions or conditions (Ahmadi, 1990: 169). Based on several opinions about the function of language style that has been described, it can be concluded that the function of language style is as follows:

1. Language style serves as a tool to influence or convince readers or listeners
2. Language style can make readers or listeners more confident and believe in what the writer says.
3. Language style serves as a tool to create a certain mood.

### **Slogan**

A slogan is a series of words or relatively short sentences used in advertising media using words that are catchy and easy to remember for readers. According to Whittier (1995) states: "The slogan should be a statement of such merit about a product or service that is worthy of continuous repetition in advertising, is worthwhile for the public to remember, and is phrased in such a way that the public is likely to remember it." Boove (1986: 274) states that the slogan should be short, easy to understand, memorable, and easy to repeat", namely the characteristics of the slogan should be short, easy to understand, remember, and easy to repeat.

Edfan's thesis (2018: 30) states that a slogan is a short and interesting sentence or phrase created by a producer to present a brief idea about a product. The main purpose of the slogan according to Foster (2001): "The purpose of the strapline (slogan, claim, headline, signature, etc. \*) is to leave the key brand message in the mind of the target" is to leave the key message in a brand so that embedded in the minds of target consumers.

### **Advertisement**

Advertising is a medium or tool for a company to market a product and service aimed to providing information, offering, and persuading. According to Gilson & Berkman (1980) advertising is a persuasive communication medium designed in such a way as to generate responses and help achieve marketing objectives or objectives. Meanwhile, according to Dunn and Braban (1978: 58), advertisements are all paid, non-personal communications through various media by companies, non-profit organizations, and individuals who are identified in some way in advertising messages and who wish to inform or persuade an audience of certain members.

### **METHOD**

The method used for this research is a qualitative method with a descriptive analysis approach. According to Suryono (2011: 1), "Qualitative research is research that is used to investigate, discover, describe, and explain the qualities or features and social influences that cannot be explained, measured, or described through a quantitative approach". The method used in this research is descriptive. The descriptive method is a method that explains something systematically by classifying, analyzing, and explaining the data obtained. Nazir (2003) states that the descriptive method is a method of examining the status of a group of people, an object, a set of conditions, a system of thought, or a class of events in the present. Researchers look for data sources, which are then analyzed in the form of descriptive analysis methods and draw conclusions from the results

The author takes the following steps for data research to be analyzed, namely:

1. Data Collection

The author searches for and collects data in the form of slogans on fast food restaurants via the internet, commercial video, and printed media, to select the data to be studied. Furthermore, the selected slogans are collected to be used as research data.

## 2. Data Analysis

The data collected is analyzed based on the identification of the problem. Furthermore, the data is identified based on the type of language style in general, the style of the advertising language used in the slogan, and the function of the advertising language style.

## 3. Conclusions

The data concluded based on the identification of the problem that has been solved. Then select the data, determine the percentage of data occurrences, and convey the information written concisely and coherently accompanied by adding the author's suggestions.

### Research Question

1. What types of general language styles are used in fast food company slogan ads?
2. What kinds of language styles of advertisement used in fast food company slogan ads?
3. What is the function language styles of advertisement used in the slogan?

### Objectives

1. To identify different types of general language styles used in advertisement.
2. To identify different types of language styles of advertisement found in the slogan ads.
3. To acknowledge the function of language styles used in the advertising slogan.

## RESULT AND DISCUSSIONS

### a. Formal Style

#### Data 1

**"Quality is our recipe"** (Wendy's 1970 - 1978)

#### Analysis:

**"Quality is our recipe"** is the first campaign slogan advertised by fast-food company Wendy's in America at 1970. Wendy's is an international fast-food restaurant chain that specializes in its production of hamburger products. It can be seen, through the language style used in the slogan using a formal style, written based on applicable writing rules which are orderly and using regular grammar, there are no non-standard words or slang words in serious tone of manner. Therefore, this slogan is classified into a formal language style.

**"Quality is our recipe"** is classified as a straightforward style of advertisements. The message formula using a direct meaning to convey information to avoid any gimmick, and embellishment. The direct style of advertising is presented in a straightforward, honest, and open manner that will make the intended meaning of the ads made by the advertiser conveyed to the customer. In this case, **"Quality is our recipe"** slogan delivers the message with confidence that Wendy's prioritizes quality standards in operating the company. The use of a straightforward style of advertisement that is open, realistic, and without using any ambiguous meaning, makes it easier for consumers to be convinced of the assurance provided by fast-food company Wendy's.

**"Quality is our recipe"** serves as a tool to convince readers of the ideas presented by the advertiser. In this case, the language style helps give the effect of adding a sense of trust to consumers. The message they want to deliver from the slogan is that Wendy's company puts forward the best quality in fast food product standards both in the ingredients, presentation, and taste of food. Quality is not just a word but has a value and commitment in the company to perform better than other companies.

### b. Informal Style

#### Data 2

**"Look for the golden arches!"** (McDonald 1960–1967)

#### Analysis:

**"Look for the golden arches!"** is a McDonald's slogan used in the mid-1960s. The Golden Arches is a symbol of the golden arch that characterizes the McDonald's restaurant. The use of the word **'look for'** makes the language style seem more informal compared with the word **'seek'**. Furthermore, the characteristics of the informal language style are using standard language and avoiding formal language. Therefore, this slogan is classified into an informal style of language.

**"Look for the golden arches!"** classify as straightforward style. The advertising message formula is in a direct language style, namely conveying information without using figurative language. In this case, the slogan **'look for the golden arches!'** not using any figurative meaning or emotional message to make it easier for consumers to find McDonald's restaurants because golden arches can be easily recognized and help the customer to find the restaurant easily. Therefore, the style of the straightforward ads is used to convey the literal meaning of the advertisement, conveyed by the McDonald's restaurant that focused on the real core of the advertising idea.

**"Look for the golden arches!"** serves as a tool to strengthen the effect on the ideas conveyed so that consumers can understand the meaning expressed by the slogan. This slogan serves to make it easier for consumers when looking for a McDonald's restaurant, where the golden arch is a signature symbol of McDonald's.

### **Data 3**

**"You deserve a break today"** (McDonald 1971 – 1975)

#### **Analysis:**

**"You deserve a break today"** is a slogan used in the early 1970s. One characteristic of an informal style of language addresses the reader directly as **You**. The use of language style that is casual, relaxed, and avoid formal language gives the impression of being closer to the consumers who read it. Therefore, the slogan is classified into an informal language style.

**"You deserve a break today"** is classified as a soft-sell language style of advertising, which uses emotional messages designed around images that are intended to touch the listener to create a response based on feelings and attitudes. Soft-sell advertising takes a subtle and indirect approach as an effort to touch the minds and feelings of interest to the consumers in the advertisements offered by a company. Using the soft sell approach, the slogan **you deserve a break today** will indirectly stimulate the meaning offered through emotional messages, to remind every individual who experiences a solid time to rest after having a busy day as a reward for working hard.

**"You deserve a break today"** serves as a tool to create a certain mood. This can give the impression to the reader through an emotional level that, McDonald's is a suitable place to stop when you are having a busy and tiring day, where fast food is generally seen as a special treat.

### **Colloquial Style**

#### **Data 4**

**"That's our tucker"** (McDonald 1990s & 2005)

#### **Analysis:**

**"That's our tucker"** is McDonald's New Zealand slogan in 1990 and 2005. The word **"Tucker"** meaning food in the Kiwi language, it is used as a slang expression for the Kiwi community. The characteristic of The colloquial language style is relatively avoiding grammar and using slang. From the slogan, The word **'That's'** which is an abbreviation of a word that is. The style relates to the word choice and the grammatical structure that use in the colloquial style. Therefore, the slogan is classified into The colloquial style

**"That's our tucker"** is classified as a straightforward ad style. The advertising message formula is in a straightforward advertising language style, namely conveying information without using figurative language. The slogan **'that's our tucker'** is doing the direct strategy to the target consumers that the company wanted. This has to do with using local language to attract sympathy and trust without using emotional messages or effects. Therefore, companies can build trust in target consumers so that the slogan can be the center of attention and attractiveness of the products they offered.

**"That's our tucker"** serves as a tool to influence or convince readers so that the ideas or messages conveyed through the slogan can be trusted and conveyed. The message is to convince target consumers like people of Maori descent in New Zealand to become McDonald's as a part of their lives. McDonald's reassured the message 'that's our tucker' as an attempt to adapt the food products offered to suit New Zealand's cultural tastes.

#### **Data 5**

**"It's gotta be red"** (Red Rooster – 2006)

##### **Analysis:**

**"It's gotta be red"** is an advertising campaign used by fast-food in 2006. Red Rooster specializes in grilled chicken products, including their range of products such as burgers, salads, etc. Through the grammar and spelling in the style of the slogan, it could be identified that the word 'it's' is an abbreviation of 'it is'. In the slogan, there is also found a slang word, the word 'gotta', which is an abbreviation of 'got to'. The characteristics of the colloquial style are using simple sentences that are relatively short, clipped words, and the use of grammar inconsistent. Therefore, it can be concluded the slogan is classified as a colloquial style.

**"It's gotta be red"** is classified as a soft-sell advertising style, which uses emotional messages and is designed around images that are meant to touch the listener and to create responses based on feelings and attitudes. The slogan 'it's gotta be red' uses emotional appeal to introduce a hallmark of the fast-food company's brand. The slogan can refer to their food product, namely roast chicken in red or the logo of the dominant Red Rooster company is red color. Red is identical in any logo or food color because red is a packaging choice that stands out and helps draw attention to a product and is known to increase appetite. Thus, a color can be a marketing strategy so that a company's brand can be easily recognized.

**"It's gotta be red"** serves as a tool to strengthen the effect of the ideas presented for the listener to be impressed by the ideas conveyed by the advertiser. The use of language style can strengthen the image of a brand supported by other elements such as logos, characters, and slogans. The purpose of this slogan is to build an attachment to a company embedded in the minds of consumers to ensure that the slogan can be easily recognized by consumers.

#### **Data 6**

**"U wanna peece of me?"** (Chick-fil-A – 2005)

##### **Analysis:**

**"U wanna peece of me?"** is a slogan published by Chick-fil-A in 2005. It can be seen from the language style, there are found some shortened vocabulary and slang words, such as u, piece, and wanna. The word u is an abbreviation of you. The word 'peece' in the correct spelling written piece while the word wanna is an abbreviation of want to. The characteristics in the colloquial style are simple sentences that are relatively short, clipped word, and the use of grammar inconsistent. Therefore, it can be concluded that the slogan is classified into a colloquial style.

**"U wanna peece of me"** is classified as a soft-sell advertising style which uses emotional messages and is designed around images that are meant to touch the listener and to create responses based on feelings and attitudes. The slogan 'u wanna peece of me' takes a soft sell approach by using visual appeal to attract consumers' attention. In this advertising image, a cow is wearing a chicken head costume as a disguise. The head of the chicken itself is cartoonish and not in the form of an actual chicken. Text and image coincide to perfectly balance each other into a logical and emotional advertisement.

**"U wanna peece of me"** serves as a tool to strengthen the effect of the ideas presented so that the listener is impressed by the ideas conveyed by the writer or speaker. This slogan aims to try to convey the message of ideas that the company wants to portray to the customer. Adding visual support, word selection, and concept will reinforce the meaning of the message targeted by the company as a tool to increase a sense of caring and self-awareness towards consumers. The



message is trying to lure people away from places like McDonald's or other fast-food restaurants that use beef as processed food products.

## **CONCLUSION AND SUGGESTION**

Based on the results and discussion of the research, it can be concluded from the analysis of language style, language style of advertising, and the function of the language style through the source of advertising founded in slogans fast-food companies such as McDonald's, A&W, Subway, Wendy's, Chick-fil-A, Burger King, and Red Rooster. Therefore, it can be concluded that the research results are as follows:

1. According to the analysis, it is found that there are three types of general language styles used in fast food restaurant advertising slogans, both in printed and commercial video, with the following details: 1). Informal language style, 17 data (56.6%) 2.) Colloquial style, 12 data (40%) and 3). Formal language style, 1 data (3.40%) .
2. From the nine types of advertising language styles, only three types of advertising language styles were found, namely: 1). Soft sell, 17 data (56.7%), 2). Straightforward, 7 data (23.3%) and 3). Hard sell, 6 data (20%). Therefore, it can be concluded that soft sell style advertising language style often used in the slogan of fast-food restaurants is soft-sell because it uses emotional messages designed around images that intended to touch listeners and create responses based on feelings and attitudes. The message presented in the soft sell language style is more persuasive, supported by the selection of interesting words and visual images in an advertisement so that it can bring the atmosphere of the consumer.'
3. From its function, all three functions of language style appeared in the slogan as follows: 1). Convincing readers (36.7%), 2). Creating a certain mood (33.3%), 3). Strengthening the effect of the idea (30%).

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