

FIGURES OF SPEECH IN THE JINGLE OF CHILDREN'S MILK ADVERTISEMENT: A CASE STUDY IN INDONESIA

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ABSTRACT

This research deals with figures of speech found in the jingle of children's milk advertisement, case study in Indonesia. The research using qualitative description method and the object of the study is jingles milk advertisement. The source of data were gathered by YouTube observation. An author conducted several research steps such as; collecting data, watching advertisements (either through television/youtube), finding the transcripts, making data sheets, and categorizing data into data sheets. The data were analyzed by using Stylistic theory, which consist of twelve figures of speech: metaphor, metonymy, personification, simile, synecdoche, paradox, litotes, hyperbole, parallelism, anaphora, alliteration, repetition. The result of this study shown that metaphor, repetition, and hyperbole are used in the jingles of children's milk advertisements. The result of the research shows that figures of speech deeply influence jingle's. This study is important to find out the kinds of figures of speech that are used in the advertisements jingle. By analyzing these figures of speech, it is expected that people who read this paper will be comprehend more about figure of speech, they will be easier know kinds of figures of speech and figures of speech of in a jingle hold a very important role in attracting children's attention.

Keyword: *figures of speech, jingle of children's milk, advertisement*

INTRODUCTION

In the life of every human being, communication is needed and carried out completely where the purpose of communication itself is to transfer information. By communicating, humans can not only express their intentions, but can also change the information between them. As a larger and more complex society, people not only communicate with one or two people but also communicate with the masses. The message conveyed refers to a wide audience, and is spread out and this is one form of communication called advertising. Advertising is a communication tool for the public to promote the sale of products or services.

In this case, the use of language in advertising is different from the language used by people in everyday life, namely jingles. This simple way is used to influence the public. A jingle is usually defined as a phrase that "rhymes or sounds in an interesting way", which emphasizes its musicality, which is associated with the song or tone. Jingle is a slogan set to a catchy melody. Based on the statement above, the writer is interested in analyzing the jingle of advertising children's milk as a reflection of the use of figurative language because the writer wants to analyze and find figures of speech, which can reveal the jingle pattern and put it into certain categories.

This research focuses on figurative speech viewed from the two aspects which are expressed in these research questions:

- 1) What kinds of figures of speech are used in the advertising jingle of children's milk?
- 2) What is the purpose of using the figure of speech in the jingle of children's milk advertisement?

LITERATURE REVIEW

The following are the main theories used in this research, particularly the theories which are related to stylistics –figures of speech theories. These theories underlines the data analysis.

1. The Stylistics Theory

Widdowson (1975: 4) stated *Stylistics and the Teaching of Literature* can serve as a means whereby literature and language as subjects can be a process of gradual approximation move towards both linguistics and literary criticism. The purpose of literary criticism is to interpret and evaluate literary writings as works of art and that primary concern of the critic is to describe the individual message of the writer in terms of which make its meaning clear to others. While the purpose of stylistics itself, are to link the linguist's literary intuitions and critic's linguistics observations, and to make their relationship explicit (1975: 6). Basically, style is the link between context and linguistic form. In *A Dictionary of Stylistics*, Wales divides Sylistics into two kinds, which are Literary Stylistics and Linguistics Stylistics. It is called literary because it tends to focus on literary texts; while linguistics be case its models are drawn from linguistics. However, linguistics stylistics can refer to a kind of stylistic whose focus stylistics of interest is not primarily in letarary texts, but also in the refinement of a linguistic model, which has potential for further linguistic or stylistic analysis, discourse model for dramatic texts or even jingle, for instance. (Wales, 1989: 438).

2. Figure of Speech

According to Perrine (1982) defines "figures of speech as a way of saying one thing and meaning another. They serve function of giving extended meanings to words, phrases or sentences from their literal expression".

Figure of speech, in Webster's New Encyclopedic Dictionary, is explained as a form of expression used to convey meaning or heighten effect often by comparing or identifying with another that has a meaning or connotation familiar to the reader or listener.

Greeting card rhymes, advertising slogans, newspaper headlines, the captions of cartoons, and the mottoes of families and institutions often use figures of speech, generally for humorous or eye-catching purposes. Most figures in everyday speech are formed by extending the vocabulary of what is already familiar and better known to what is less well known. Figures of speech that appear in everyday speech may also be found in literature. In serious poetry and prose, however, their use is more fully conscious, more artistic, and much subtler.

Still from Widdowson (1975: 4), he divided into twelve kinds of figures of speech, they are: metaphor, metonymy, personification, simile, synecdoche, paradox, litotes, hyperbole, anaphora, parallelism, alliteration, and repetition.

a) Metaphor

Metaphor is a type of figurative language in literary works which has a figurative meaning to describe an object with a direct and precise comparison on the basis of the same or almost the same characteristics as other objects. For example, "Soeharto is a lion", means Soeharto is a strong man. In this sentence fully aware, that he is nothing of the kind, but for rhetorical force, we compare Soeharto and the lion by identifying them.

b) Metonymy

Metonymy is a style of language that uses words to express something else because it has a very close relationship. In essence, this figure of speech uses words that are related to the words that are actually intended to be expressed.

Generally, metonymy is used in developing literary symbolism i.e. giving a deeper meaning to other general ideas and objects. By using metonymy, the text shows deeper or hidden meaning and thus attracts the attention of the reader. For example:

- a) My friend just went to indomaret to buy an *aqua*.
- b) Me and my friend just ate *indomie*
- c) You can give me my *dollar* right now

In sentence (a), *aqua* is just a brand, but its meaning refers to mineral water. In (b), *indomie* is a brand, but the meaning of it refers to instant noodle, and so as in (c), *dollar* is a unit of currency in USA, Canada or Australia. Dollar refers to money.

c) Personification

Personification is a figure of speech that attaches the characteristics of living things to inanimate objects. Personification equates objects with humans, having properties, abilities, thoughts, feelings, as possessed and experienced by humans. Personification is direct and explicit in the ascription of life and sense to the thing in question. Personification is a figure of speech which ascribes human attributes to any non-human entities. In particular to animals and other creatures, for examples:

- The pen is *dancing* on my book
- Firefighters *wailing* in the middle of the morning

d) Simile

simile is a figure of speech that uses an explicit or direct comparison to compare something, for examples:

- Her lips like blood red.
- Her hair is like black at night.

The word 'like' is one of the commonest connectives, and it can also be said that it is one of the signal words of the simile.

e) Synecdoche

Synecdoche is a figure of speech in which a word or phrase that refers to a part of something is used to represent the whole or vice versa. In other words, the whole is represented by a part or a part is represented by the whole. For example, 'string' can mean 'stringed instruments', 'hired hands' can mean 'workmen', or 'summers' can mean 'years' in sentence like 'I have a dog of six *summers*' and 'souls' can mean 'people' in sentence like 'The inhabitants of that town consist of 3.000 *souls*. God bless the hands, which prepared for this food. The hands (part) refer to the person (whole) which owns the hands. However, synecdoche is an important poetic device for creating vivid image.

f) Paradox

Paradox is a condition that arises from a number of premises. The premise itself is the basis for the conclusions, thoughts or assumptions of the sentence that are used as the basis for drawing logical conclusions. The statement "Feel lonely in the hustle and bustle of the city" is an example of paradox figures of speech.

g) Litotes

Litotes is a style of language in the form of statements that minimize the actual reality; examples are the common expression 'not bad'. Roy (1991: 156) states: "A litotes is an understatement or negative statement to express an affirmation. This is the opposite of hyperbole". When we say, "he is not a bad preacher, we mean he is a very good preacher. The understatement is made for emphasis.

h) Hyperbole

Hyperbole is a type of comparative figure of speech, which is a style of language that contains statements by exaggerating something from what is actually. Such common expression as: "The goal created by Christian Ronaldo *thundered through the sky*" is an example of hyperbole.

i) Parallelism

Parallelism is a figure of speech that expresses about something that shows the point of parallelism, for example:

- "A good friend will be there for his friend in *trouble and happiness*"
- *With or without* make-up, an actress Korea; Hanna Kang is very beautiful.

j) Anaphora

Anaphora is figure of speech that contains the repetition of words or phrases, in one sentence. The word that is repeated in this kind of figures of speech is the word at the beginning of the sentence that is repeated or rewritten in the middle of the sentence and at the end of the sentence.

For example: "your love will never disappear, your love will never be replaced, really only your love is in my heart".

k) Alliteration

Alliteration is an initial repetition of a consonant sound from a series of words in a sentence. Incorporating elements of alliteration in a sentence with the aim of just sweetening a sentence is indeed necessary because some people need some creations to be done in communicating with other people. As deliberate phonological device, it is associated mostly with literary, especially poetic; even though it is also found in popular idioms, example: rack and ruin, as dead as doornail, tongue twister example: Peter Piper picked a peck of pickled pepper and advertising language example: Guinness is good for you. The foregrounding of the sounds can be used to emphasize and to aid memo ability.

l) Repetition

Repetition is the repetition of sounds, syllables, words, or other parts of sentences that are considered important to give stress in an appropriate context, for examples:

- "Mad world, mad kings, mad laws"
- "Reputation, reputation, reputation. Oh, I have lots my reputation"

3. Advertisement

Advertisement is a text that has the aim of announcing something to be of interest to many people and so that a product is more well-known in all public circles in the form of a means of communication with users of the product or service. Advertisements are paid for by the people who send them and are intended to inform or influence the people who receive the messages.

These definition imply that an advertisement is commonly used to promote a product or service in which the sponsor pays the media for the announcement. An

advertisement is the key in the arch of sales. It is important for success in business. Even the quality of certain product is good, but if it is not advertised well, it will not give such an expected sales result.

4. Jingle

Jingle is a picture of an advertisement that is realized in the form of music. In a jingle there must be meaning or messages related to what you want to advertise or promote. Jingle is a series of the same or similar sound in words designed to attract attention that has rhyme. Jingle is a short verse of song that has catchy repetition, which is one important factor, contributes to the success of an advertisement in conveying messages.

Many advertisements use catchy jingles (song or melodies) or catch phrases that generate sustained appeal, which may remain in the minds of television viewers long after the span advertising campaign.

People often nostalgically remember a jingle decades later, even the advertised brand has ceased to exist. We will remember some jingles for years after the advertisements actually stops running on television for example, the Coca Cola commercial ("Always Coca Cola") and McDonalds ("I'm Lovin it"). then the author decided that the jingle is a part of ads media in the form of broadcast media.

5. Broadcast Media

Broadcast media are into the electronically and simultaneously often sending containing information, print messages and audio or video content to a vast group of recipients using television, radio, YouTube, and digital media including the internet.

a) Television

Television is one of the broadcast media that people really often to watch television and all of the ads are commonly appeared on the tv rather than any kind of broadcast media and really easy to get people attentions.

b) Radio

Radio is type of broadcast media whichonly hearing the broadcaster talking to the audience request some of music or maybe they produced some ads on their broadcast and promoting other people product but these days people are barely using radio to listen to music or listening a local news.

c) YouTube

YouTube is one of the most viewed media on an internet for watching any kind of a video that the content creator makes and uploaded a video, and for the audience they can watch whenever they want and everywhere they were in the world and how old they are by using their computer, laptop, smartphone, and tabs.

METHOD

This research was conducted by using descriptive method. This method describes the current situation, often done when someone wants to find out whether a fill in Gonese have is borne out by the data (Leo, Goldman, 1989: 48). This method can also describe or tell in details to reader about what the writer is going to analyze. This descriptive method focuses on the description about figures of speech that are used in the jingles of children's milk advertisementon YouTube as the data Source broadcast during the period of April 2021.

In relation to the aforementioned method used, the steps to conduct the research are as follows: 1) choosing the topic; 2) doing literature review; 3) formulating the problems; 4) deciding research method; 5) collecting the research data through the following ways:

watching advertisements through YouTube, downloading the scripts, identifying the data, and tabulating the data into data sheets; 6) classifying the data, 7) analyzing the data; 8) drawing conclusions.

The jingles in the advertisements are broadcast through children programs in the mornings during the period of April 2021. The following are the result and discussion related to the data taken from that the data source.

RESULT AND DISCUSSION

Three jingles of children's milk advertisement are discussed and analyzed here in line with the focus of research the research questions posed. This children's milk product is the local product since it is produced in Indonesian.

1. Repetition

Data (1)

My first, my last, my everything. all the answers to, all my dreams, you are my sun, my moon, my guiding star, my kind of wonderful that's what you are, my everything.

(Bebelac: https://youtu.be/kDK86Jm6_f4)

The jingle on data is categorized into repetition. It is very obvious from the word *my* that is repeated as many as eight times. The repeated word is in the form of possessive pronoun *my* which is directly placed before the very important words in the jingle of advertisement (*i.e.*, first, last, everything dreams, moon, sun, guiding star, kind of wonderful). The repetition of the word *my* provide the closeness more with the product if compared with the similar words like *your*, *his/her*, and so on.

The use of such a figure of speech (*i.e.*, repetition) is not without reason. It has certain purpose that is to emphasize that the product is very important through making the advertisement powerfull, lively and interesting. So, the advertisement can persuade prospective customers (buyers) to buy the product.

Data (2)

Let's call on the interested the wide-eyed, the hopeful the princesses and the princes the believer. Let's summon the generals, the queens, the kings, and the knights that ride the adventurous trails. Let's call on the leaders the lover, the big ones, the small ones the been-there's, the done-that's the discoverers, the conductor the scientist, the CEOS. Let's call on the skywalkers the movers, the shakers. Let's call on the curious and bring on the hope. LIFE STARTS HERE.

(Nutrilon Royal: <https://youtu.be/eNPYIOrNfIs>)

The jingle on data is categorized into repetition. Repetition is a literary device in which a word or phrase is repeated two or more times.

In this sentence, the writer analyzes that there are 2 words are repeated in the jingle and the words are *let's* and *the*. the word "let's" is repeated 5 times and the word "the" is repeated 21 times and from this word is repeated to to put emphasis on a sentence.

2. Metaphor

Data (1)

My first, my last, my everything all the answers to, all my dreams, you are my sun, my moon, my guiding star, my tender wonderful that's what you are, my everything.

(Bebelac: https://youtu.be/kDK86Jm6_f4)

The jingle on data is categorized into Metaphor. Metaphor which is a figure of speech is the use of words or Groups of words not with their true meaning, but as paintings

based on similarities or comparisons and the word is “*you are my sun, my moon, my guiding star*”

As the purpose, this song is taken as Bebelac's milk jingle because the words convey the impression of a concept transfer that conveys a message to the audience that children are everything to us, such as: “*you are my sun, my moon, my guiding star*”. Sun, moon and star symbolize light which means children are a symbol of hope and growth. So we have to give the best for them, namely through the word '*you are my sun, my moon, my guiding star*' which refers to bebelac products.

Data (2)

Let's call on the interested the wide-eyed, the hopeful the princesses and the princes the believer. Let's summon the generals, the queens, the kings, and the knights that ride the adventurous trails. Let's call on the leaders the lover, the big ones, the small ones the been-there's, the done-that's the discoverers, the conductor the scientist, the CEOS. Let's call on the skywalkers the movers, the shakers. Let's call on the curious and bring on the hope. LIFE STARTS HERE.

(Nutralon Royal: <https://youtu.be/eNPYIOrNfIs>)

The jingle on data is categorized into Metaphor. Metaphor which is a figure of speech is the use of words or groups of words not with their true meaning, but as paintings based on similarities or comparisons.

The word is “*Let's call on the interested the wide-eyed, the hopeful the princesses and the princes the believer. Let's summon the generals, the queens, the kings, and the knights that ride the adventurous trails. Let's call on the leaders the lover, the big ones, the small ones the been-there's, the done-that's the discoverers, the conductor the scientist, the CEOS. Let's call on the skywalkers the movers, the shakers*”.

As the purpose, this song is taken as Nutralon royal milk jingle because the words convey the impression of a concept transfer that conveys a message to the audience that children will grow up to be great people such as “the princesses, queens, kings, the conductor, the scientist, the CEO's... ”In this advertisement, the product attributes used are all supporting aspects that the advertiser wants to convey, from visuals and audio through sentences and poems in the ad. In this jingle advertisement, there are about 36 scenes, where each scene is separate and not directly related. There is a scene of a child watching a snail crawling, a child sleeping in a car, a child jumping into a river, a child playing car racing, and so on, which, if interpreted, is a scene of playing activities and the way each child expresses themselves each has dreams and interests in certain things. The meaning of the message in the Nutralon Royal version of "Life Starts Here" also has the meaning of being the next generation where the next generation is the generation that will continue the previous generation or future generations and will continue a leadership or social status or role at the community level. At the end of the jingle, there is the word, "Life Starts Here" which researchers interpret as a child's life begins with what nutrition he gets and in this context is Nutralon Royal milk.

3.Hyperbole

Data (3)

We're gonna cross the borders continent, we're gonna climb the highest highest mountain, we're gonna fly together the seven skies, we got the whole world in our hand. We have lots of friends in this world across borders cultures and nations we speak many languages with our friends we got the whole world in our hands. We're indonesians children for the world, We're indonesians children for the world The platinum generation to hold the world we got the whole world in our hand. We got the whole world. We got the whole world, we got the

whole world in our hand, we got the whole world in our hand, we got the whole world in our hand, we got the whole world in our hand, we got the whole world in our hand, we got the whole world in our hand.

(Morinaga Platinum: <https://youtu.be/IQgASgCJTCg>)

The jingle on data is categorized into Hyperbole. Hyperbole is a figure of speech that is intentionally exaggerated or exaggerated for emphasis. The word is “we’re gonna cross the borders continent, we’re gonna climb the highest highest mountain, we’re gonna fly together the seven skies, we got the whole world in our hand.”

As the purpose, this song was taken to be a platinum morinaga milk jingle because the words show exaggeration which carries the message to the audience that children will cross the borders of continents, will climb the highest mountains, will fly together in the seven skies, get the whole world in their hands, where the sentence is clearly exaggerating for the age of a child. So, parents should give the best for their child, which is from morinaga milk.

CONCLUSIONS

From the data analysis and the discussion related to the figure of speech in the children’s milk jingle advertisement, the conclusion can be drawn as the result of this research.

Three figures of speech are found in the research data, namely metaphor, repetition, and hyperbole. It means that the other nine figures of speech cannot be found in the research data. The most frequently used figure of speech is repetition. It is very understandable that repetition becomes the dominant in the advertisement because repetition can make the message kept in viewers’/audience’ mind. So, they may recall the advertised products longer.

The purpose of using the three figures of speech in the children’s milk jingle advertisement is to attract the prospective customers’ attention, particularly from parents and their children. Undeniably, the main purpose of using the appropriate figures of speech is to persuade people in general, and prospective buyers in particular so as they choose and purchase the formula milk for their children advertised. Such a kind of advertisement is very important to be packaged and delivered effectively to public especially in Indonesia. Due to the high population, prospective consumers of children’s milk in Indonesia is very high.

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