

Slogan Language Styles On Fast Food Advertising

Heri Heryono¹

¹English Department, Faculty of Languages Widyatama University Bandung West Java – Indonesia
heri.heryono@widyatama.ac.id

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Abstract – The paper purposed to identify the types of language styles commonly used to advertise the fast food by slogan. The paper was also aimed to identify the style of advertising language and to analyze the function of the data found in the slogan. Sources of data were obtained from the slogans of fast food companies such as: McDonald's, A&W, Subway, Wendy's, Chick-fil-A, Burger King, Red Rooster in countries where English is the official language. The qualitative method was applied as a research method with a descriptive analysis approach, included classifying, analyzing, explaining the data obtained and withdrawing conclusions. The results showed that based on 30 analyzed data, there were 3 types of common language styles used, they were informal language styles (56.6%), colloquial language styles (40%), formal language styles (3.33%). Of the 9 types of advertising language styles, found 3 types used in the slogan of fast food, Soft sell (56.7%), Straightforward (23.3%), Hard sell (20%). Judging from its function, the three functions of language style appeared to convince readers (36.7%), create feelings of heart (33.3%) and reinforce the effect of the idea (30%).

Keywords – language style, advertising, sociolinguistics, slogan, advertisement

1. Introduction

Language is a fundamental aspect that plays a role in human life. In building relationships and communicating with fellow humans, language is used as a tool or medium for interaction (Wardhaugh, 1985). In addition, the language may serve information at purposed people in accordance with their respective hopes and purposes. Some information delivery may be carried out by media, both electronic as internet or web; and also in the printed media, for example newspapers, magazines and so on. In expressing or conveying ideas, there are 2 ways, namely orally and in writing, which then people use and have their own language style related to social aspects.

The style of language style refers to the perspective of people in communicating with other; it can be verbal or non-verbal communication (Chaika, 1982; Portes et al., 2019). It can be interpreted that style of people in communicating leads to the arbitrary choice of the form they conveyed, whether in social or common purpose. By this fact, the style of communication may consider the purpose achieved by both participants; it leads to the matter of style of people conveying the message. Verbal and non-verbal language may be comprehended from different perspective, such as phonemes, grammatical points and utterances.

There are five characteristics of the language style, including the following:

1. Style forms the system of communication.
2. The language tells how to interpret the message by style.
3. The styles also create a simple communication system applied in conjunction.
4. The style is very essential to function in social, so interactions could not work when the speech doesn't work properly.

As stated above, humans use written verbal exchange to explicit their thoughts in written language. One instance of man-made written language is advertising. Advertising is a persuasive conversation medium designed in one of these manner as to generate responses and helps attain advertising targets or targets (Gilson & Berkman, 1980).

Advertising is one tool in the promotion mix (promotion mix) which consists of five tools. Apart from advertising, there are also sales promotion, personal selling, public relations, and direct marketing. However, advertising is the most used specifically for products consumption. Although not in a manner directly affects the purchase, advertising is a means to help with effective marketing to establish communication between companies with consumers inside the efforts to face competitors. Advertising is form product or service information from producers to consumers as well conveying messages from sponsors through a medium. "Advertising is an advanced communication process which brings the audience to the most important information they need they know. Taken from the statement above, it places advertisements as one the message form conveyed by producers on audiences as their potential consumers. With advertising, audiences are expected to get as much information as possible of a product or service advertised.

The research's focus was the fast food advertising companies slogan obtained as data since the applicability of an attractive language style, then it was pointed to comprehend the style of advertising language used and what message the slogan used in the advertisement brings to consumers. The problem of the study was limited to the types of advertising language styles contained in advertising slogans in print media and commercial videos of fast food companies. The slogans used were limited to fast food restaurants; they are *McDonald's*, *A&W*, *Subway*, *Wendy's*, *Chick-fil-A*, *Burger King*, *Red Roostern* where English is the official language.

Basically, the purpose of advertising is to change or influence the attitudes of the audience, inside these are of course attitudes consumer. The appearance of advertisements aims to introduce products and services to consumers so that consumers are provoked / influenced by the spirit. This will encourage changes in consumer behavior to be what is wanted by producer. Apart from that, the advertisement itself has some special purpose at among others, to form awareness of a new product or brand; inform features and excellence of the product or brand on consumer; forming certain perceptions of the product or brand; form a taste for the product or brand or persuade consumers to buy a product or brand advertised. These objectives are basically an effort to increase consumer response to the company's offerings which ultimately result in a long-term sales profit (Suryono, 2011).

In advertising, manufacturers or advertisers can choose one want both media to convey the message they want to convey. These media are above-the-line media as well as below-the-line media. Above-the-line media is advertising using primary media such as electronic media and print media. The use of top line media has its advantages in reaching a number of audiences which is great, but it also comes at a cost a company to advertise increase. Meanwhile, other media is the bottom line media (below-the line), this media is the media minor used to advertise products.

This type of research is descriptive qualitative. Descriptive research is research trying to describe a symptoms, events, and occurrences that are happening right now where researchers trying to photograph events and events at the center his attention for later described.

2. Literature review

a. Sociolinguistics

Society needs language, and language needs society then again. The reliance of these two substances, language and society prompts sociolinguistic investigations. Sociolinguistics is the investigation of the connection among language and society (Holmes, 1992). The subject focuses about the connection among language and the setting in which it is utilized. Sociolinguistics as a part of semantic investigations is to accomplish further advancement in the information on the nature and activity of human language by examining language in its social setting. Sociolinguistics is keen on clarifying why we talk distinctively in various social settings and it is in light of a legitimate concern for distinguishing the social capacity of language and the manners by which it is utilized to pass on friendly significance. Sociolinguistics is concerned about researching the connection among language and society with the point of improving as a comprehension of the design of language and of how language capacities in correspondence; the same objective in the human science of language is to attempt to find how friendly constructions can be better perceived through the investigation of language (Wardhaugh, 2000).

b. Language styles

Language style is the manner in which individuals use language in imparting, orally or recorded as a hard copy. Etymological style alludes to picking a phonetic structure to pass on a social or imaginative impact. The language style likewise goes about as a bunch of directions. In language aspect, individuals normally utilize formal and casual language relying upon the circumstances they speak with others. Style additionally mentions to audience members to treat what is said appropriately, amusingly, cleverly or in some alternate way. Language style can impact the discourse examples of the speaker framed by methods for cognizant and conscious choice, methodical examples and execution of semantic and extra-etymological ways regarding the theme, circumstance, capacity, goal and substance of the creator of discourse dependent on hypothesis (Missikova, 2003). Style of language is known in rhetoric by the term style. Language style or style becomes part of the 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 choices, phrases, clauses, and sentences, as well as the discourse as a whole. Style or language style can be limited as a way of expressing thoughts through language in a typical way that shows the soul and personality of the language user (Keraf 2007). Formal language style is the writing of a sentence based on good and appropriate written spelling. Formal language style is aimed at the use of vocabulary that is not used in everyday life and is used in formal situations.

As example: “*The only animal left is a human*” (WWF slogan). Slogan published by the non-governmental organization WWF (World Wildlife Fund) tends to be created in standard language. The sentences used are made with good grammar, good spelling and formal vocabulary. In this context it is suitable to be used as a slogan in the ad style.

Informal language style is a casual language style used in everyday life. The use of vocabulary choices in informal language styles is neutral and non-standard. The informal language style is not as stiff as formal English, nor as relaxed as colloquial. This language style is quite safe to use in certain formal occasions because it is neutral from all forms of emotion. The characteristics of informal language style are defined as standard conversational language, using words or expressions that are often used daily so that it makes the impression more intimate or closer to the reader, and sometimes ignores grammatically correct grammar.

c. Advertising style

Language style is a way of choosing words to convey their messages and ideas to influence readers or listeners, through the choice of word forms and linguistic forms, in this study. There are a few styles of message recipes in promoting, hard sell, delicate sell, talk and show, direct, exhibition, issue arrangement, cut of life, the speaker and correlation (Wells, 1995). In the *hard sell* marketing strategy; it is known as the advertising language style that is used directly on the audience. In general, hard selling is a sales method that helps consumers to recognize and understand the functions and benefits of the product (funnelling is called the preference step), so what is needed is an encouragement so that consumers immediately make purchasing decisions. Consumers in the preference stage generally use more of their brains or logic. If sales provide promotions that have a pressing, immediate, or create a pressure situation, consumers will immediately make purchases without thinking.

Hard sell is reasonable enlightening messages intended to contact the mind and create coherent reactions. This complex methodology is clear and accentuates unmistakable item highlights, advantages and advantages. *Hard sell* messages attempt to persuade purchasers to purchase in light of the fact that the item is great, better, or best. In some cases the *hard sell* and *soft sell* styles are utilized simultaneously. Language style is a type of way of talking, remembering the utilization of words for expressing and writing to impact users or audience members (Tarigan, 2009). Beginning by this reality, it tends to be seen that the capacity of language style is as an instrument to persuade or impact users or audience members. Other than that, the language style is likewise identified with the circumstance and environment of the article. The fact of the matter is that the style of language makes certain states of mind, for instance the impression of positive or negative, upbeat, awful and so on, which musings and emotions get due to the depiction of specific spots, items, conditions or conditions.

d. Slogan

Slogan leads to a short and fascinating sentence or expression made by a maker with the aim of presenting a brief idea about a product. In addition, the slogan in an advertisement must be reminding people and *easy listening* so that the general public can distinguish an advertisement from another advertisement. Slogans are usually used to convey a specific purpose. For example, to build public awareness of something, provide certain information, as an appeal, motivate, and influence others. Usually slogans are used by certain organizations, political parties, or groups that aim to describe an ideology that is followed. With these goals, it's no wonder that slogans are often used on various occasions, especially with regard to public information.

Slogans have certain characteristics so they can be distinguished from other types of information. The characteristics of the slogan are as follows:

- a. Slogans can be in the form of sentences, clauses, phrases, or mottos.
- b. Generally, slogans are made with words that are catchy and easy to remember.
- c. Slogans can be the slogan of an organization or community group.

3. Finding and discussion

This paper used 30 data as data set of analysis. Yet, the explanation and description was only represented by four data as follow.

The first data was taken from Wendy's restaurant from America. The slogan is “*quality is our recipe*” as the primary mission trademark promoted by Fast Food Company particularly Wendy's in 1970. Wendy's is a worldwide drive-thru eatery chain that spends significant time in burger items. It tends to be seen, through the language style utilized in the motto above utilizing a conventional style, specifically utilizing a methodical and ordinary syntax, composed dependent on appropriate composing rules, there's no non-standard words or slang words and a genuine tone. Accordingly, this motto is grouped into a proper style of language.



Image 1. Wendy's logo

The slogan *quality is our recipe* belongs to the kind of clear advertisement style. The promoting message recipe is in a clear publicizing language style, specifically passing on data straightforwardly without utilizing non-literal language. The clear way of publicizing language is introduced in a direct, fair, and open way with the goal that the importance of the commercial passed on by the promoter can be passed on. For this situation the motto "quality is our formula" passes on honestly and unhesitatingly that their organization focuses on quality guidelines in working the organization. Along these lines, the utilization of a publicizing style that is open, reasonable and with no vague significance makes it simpler for shoppers to be persuaded of the affirmation given by cheap food organization Wendy's.

The style of advertising language serves as a tool to convince readers of the ideas presented by the author. In this case, the language style helps give the effect of adding a sense of trust to consumers. The message that you want to give from the slogan above is that Wendy's company puts forward the best quality in the standards of fast food products both in the ingredients used, 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.

The second data was taken from McDonald restaurant. The slogan "*Let's eat out!*" is the slogan used in McDonald's advertisements in the mid-1960s. The language style used in the slogan uses an informal style. Informal language style is defined as a common spoken language, using words or expressions that are often used in everyday life, and sometimes ignoring grammar. The word "let's" is an abbreviation of the word "let us" which means let's / come on and is an invitation or it can also be used to give suggestions.



Image 2. McDonald's slogan

"Let's eat out!" belongs to the kind of straightforward ad style. The publicizing message recipe is in a clear promoting language style, to be specific passing on data straightforwardly without utilizing allegorical language. The slogan 'let's eat out' uses a direct approach without using emotional messages so that the message received is obtained rationally. A straightforward advertising style strategy is straightforward, straightforward, open and conveys the true essence of the ad. Thus, the slogan conveys the message realistically to be accepted by consumers.

The ad language style "Let's eat out!" serves as a tool to amplify the effect on the ideas presented.

The last data was taken from A&W restaurant. A&W uses the slogan "*All American food*". The style used in the slogan above is informal style, because of the use of standard phrases, and the choice of words that are not standard. For example, the word 'food' which seems informal is compared to the vocabulary of 'cuisine' which tends to be more formal. The characteristics of the informal language style are using non-standard language and avoiding grammar. Thus, this slogan is classified into an informal style of language.

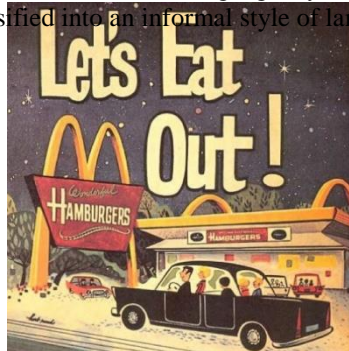


Image 3. A&W slogan

"*All American food*" is included in the straightforward type of advertising language style, in which advertisers convey messages directly without going through figurative language. The direct way of promoting language is introduced in a clear, legit and open way with the goal that the significance of the ad passed on by the publicist is centered around the center of the ad. The trademark "all American food" is pointed straightforwardly and sanely by A&W organizations at the food items they offer. Accordingly, the direct way of publicizing style makes it simpler for purchasers to understand what sort of food is being sold or what subtleties A&W gives in their drive-through joint. The advertising language style of "All American food" serves to convince the reader of the ideas conveyed by the author. The phrase "all American food" convinces the consumer of the restaurant's image and gives the impression that the food products being sold from the restaurant are typical American dishes. This can make it easier for consumers to distinguish A&W from other fast food restaurants. In this case, the dishes that are sold are relevant to the products they offer, such as root beer which are a typical American drink and other American fast food such as: hotdogs, burgers, and french fries.

The last data was taken from Subway restaurant. The slogan is "*Eat fresh*"; and it is the advertising slogan used by Subway in 2000 until now. Subway is a fast food restaurant from America that serves sand-which bread, salads, and local dishes that are tailored to where the restaurant is located. Through the choice of words contained in the slogan, the word "eat" seems more informal than using the word "consume". Characteristics of informal language styles are using non-standard language and avoiding standard grammar. Thus, this slogan is classified into an informal style of language.

"*Eat fresh*" is a straightforward advertising style, where advertisers convey messages directly without using figurative language. The straightforward style of advertising language is presented in a straightforward, honest and open manner so that the meaning of the advertisement conveyed by the advertiser is focused on the core of the advertisement. The meaning of the slogan "eat fresh" is explained clearly, directly and openly that Subway promotes healthy food by using vegetables or organic ingredients in the food products they offer. Thus, consumers can easily understand the essence of the slogan advertised by the fast food company Subway.

The advertising language style "Eat fresh" serves as a tool to influence or convince readers so that the ideas or messages conveyed through the slogan can be trusted. In this case, the message conveyed by the slogan is to convince consumers that Subway uses fresh, organic, and best quality ingredients in the food products they serve. This slogan also campaigns to promote healthy living through their advertising slogan, although they sell fast food, their food are healthy food to consume.

4. Conclusion

Based on the results of data analysis and discussion in the previous section, it can be seen about the general style of language, advertising style, and the function of the language style through the source of advertising slogans

in fast food restaurants. Sources of data are taken from the slogans of fast food companies such as: McDonald's, A&W, Subway and Wendy's. Thus, the following conclusions can be drawn from the research results:

1. From the investigation, it is discovered that there are three kinds of general language styles utilized in drive-through joint promoting trademarks, both on paper and business video, with the accompanying subtleties: 56.6% utilized casual language style, and everyday style 40%, while the rest was formal language 3.33%.

2. Of the nine kinds of promoting language styles, just three sorts of publicizing language styles were found, specifically: 1). Delicate sell 17 information (56,7%), 2). Straight-forward was 7 information (23.3%) and 3). Hard sell 6 information (20%). Consequently, it very well may be inferred that the kind of publicizing language style that is regularly utilized in the trademark of drive-through joints is delicate sell since it utilizes enthusiastic messages and is planned around pictures that are expected to contact audience members and make reactions dependent on sentiments and mentalities. The message that is introduced in the language style of delicate sell promotions is more convincing, upheld by the determination of fascinating words and visual pictures with regards to an ad so it can bring the environment of the customer.

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